

Radio Annual

television
year book

'49

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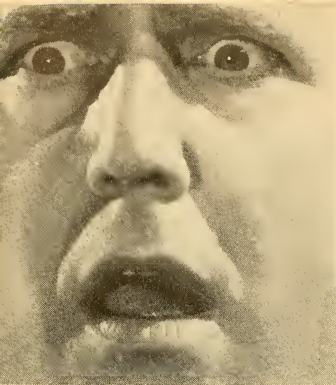
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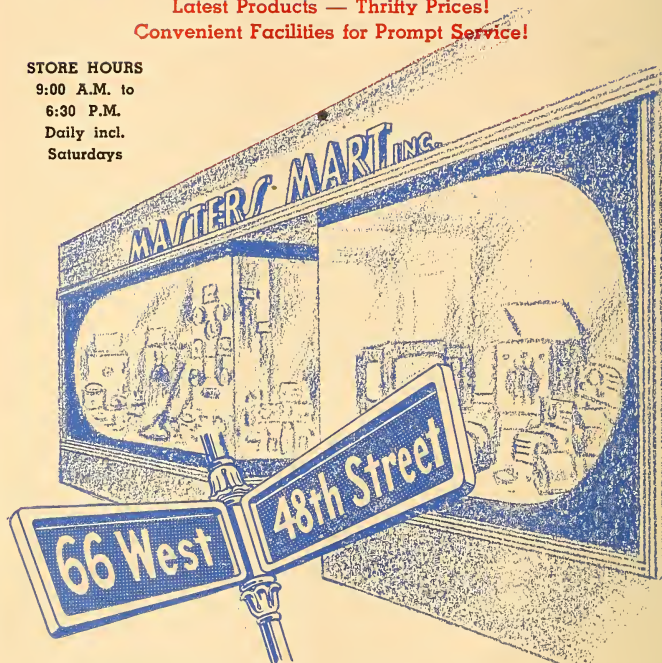
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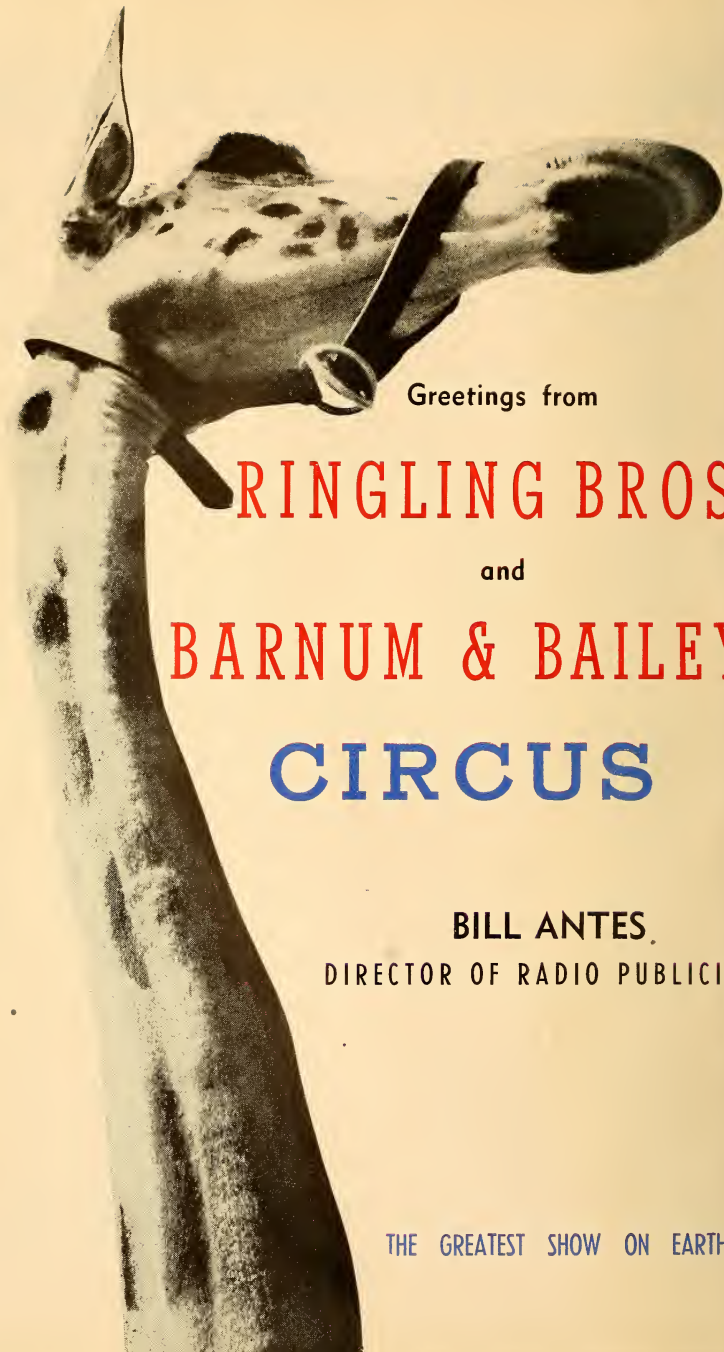
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in the country...silver nitrate processing—genuine
Vinylite brand plastic pressings. Independent producers
can rely on us for exceptionally fast service.

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Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES,

DIRECTOR OF RADIO PUBLICITY

THE GREATEST SHOW ON EARTH

LAUDS INDUSTRY COOPERATION

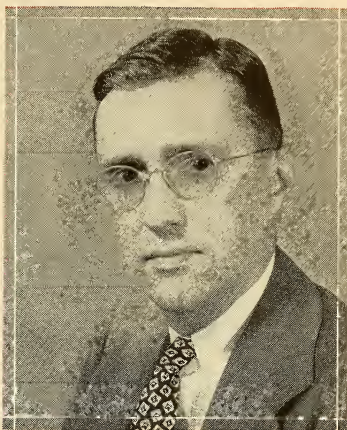
FCC CHAIRMAN REVIEWS ELECTRONIC PROGRESS

By WAYNE COY
Chairman

Federal Communications Commission

BECAUSE of its newness, technical complexity and spectacular growth, television continues to hold the spotlight amid the diverse broadcasting regulatory activities of the Federal Communications Commission.

The determination of the Commission that television shall have the benefit of alert and sound planning in the early stages of its existence is the public's best assurance of the future healthy development of this electronic marvel. Every day of searching consideration given now to shaping the future of television will pay dividends in the form of stability and enhanced service.



The Commission is grateful for the co-operation it has had from industry leaders in its studies of the possibilities of obtaining the maximum technical efficiency in television operation. This has been a splendid example of collaboration to achieve the common objective of giving the American people the finest visual broadcasting service attainable.



With more than 40 stations giving regular service, 90 under construction and 300 applications pending, I feel we can look for continued rapid progress. I hope that two years from now we will have 400 stations on the air.

While such matters as engineering standards and allocation problems are under study, we are also endeavoring to expedite the development of interconnection facilities so that the benefits of networking may be made available in the shortest possible time.



We will continue to work steadily toward our goal of delivering television service to all the people, rural as well as urban.

Meanwhile, the nation's aural broadcasting facilities are steadily expanding. We now have 2100 standard stations either on the air or nearing completion, this being more than double the number on the air at the close of the Second World War. In addition, some 550 applications for construction permits are pending. There are more than 1000 FM stations in operation or under construction. As the merits of FM are discovered by a growing audience and as FM reaches areas that never enjoyed any service at all before, there is every reason to expect substantial progress in that field during the coming year.

For Complete List of FCC Personnel Please Turn to Page 227



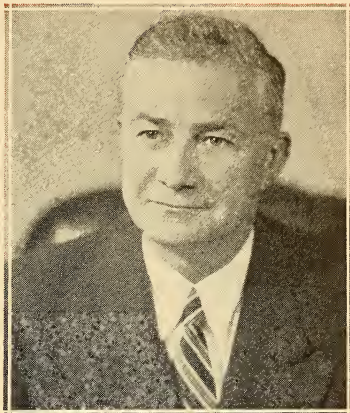
GUY LOMBARDO

THE BROADCASTERS' CREED

INDUSTRY'S PRINCIPLES HIGHLIGHTS NEW CODE

By JUSTIN MILLER
President

National Association of Broadcasters



WE BELIEVE: That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

☆

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

☆

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

☆

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

☆

Observe the properties and customs of civilized society;

☆

Respect the rights and sensitivities of all people;

☆

Honor the sanctity of marriage and the home;

☆

Protect and uphold the dignity and brotherhood of all mankind;

☆

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

☆

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

☆

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

EDITOR'S NOTE: Judge Justin Miller, president of NAB, when asked for an editorial for the 1949 Radio Annual expressed a wish that "The Broadcasters Creed" as embodied as a preamble to the Standards of Practice be used. Inasmuch as Judge Miller authored the Code's preface and stands for the principles set forth in the pronouncement, Radio Annual is happy to comply. The complete text of NAB's Standards of Practice can be found on Pages 238 to 242.

For Complete NAB Section and Personnel Please Turn to Page 233

JACK BENNY

EVENTFUL YEAR IN PROSPECT

By FRANK BURKE, Editor, Radio Daily



FRANK BURKE

THE year 1949 looms as an eventful one in the communications field. It will mark the first real competition between radio and television for the advertiser's dollar.

Radio—both AM and FM—have made creditable strides despite the growing strength of TV. During the past year radio's net revenue was up 7 per cent over the 1947 and the total sales passed the

\$400,000,000 mark. Television, on the other hand, operated in the red. This year, however, may see some of 50-odd TV broadcasters showing profits for the first time.

Most significant change in the commercial picture of radio is the increasing amount of local time sales. It has been estimated that 40 per cent of the net time sales the past year were local with network time sales accounting for 33 per cent of the stations' business. The answer to increased local sales is more intensified selling by community stations in highly competitive local markets.

Another sign of changing times is the report of the Radio Manufacturers Association that the manufacture of straight AM sets fell off the past year and the production of TV receivers rose to nearly 1,000,000 sets. Total production of all home receivers in 1948 was estimated at more than 16,000,000, of which RMA members produced 13,265,793. In 1947 the entire radio industry's production of radio sets exceeded 20,000,000.

During 1948, RMA members reported manufacturing 866,832 TV sets as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV receiver output during 1946 to more than 975,000.

The growing competition for the listener-viewer audience was not the only battle in prospect for 1949. Talent raids on National Broadcasting Company by the Columbia Broadcasting System which began in late 1948, bore fruition in January with Jack Benny, Amos 'n' Andy, already on the CBS programming schedules and Edgar Bergen, Red Skelton, Ozzie and

Harriet and others expected to join the list comes Fall. NBC, on the other hand, is reported to have well laid plans for retaliation. Development of new talent, acceptable to both AM network radio and television, is going forward at NBC and ambitious programming plans for network television is also on the network's time table.

In industry circles the events of the past year and the prospects for tomorrow are reflected in the activities of the National Association of Broadcasters. The past year saw the broadcasters adopt a Standards of Practice calling for the regulation of commercial time periods and refinements in programming; support plans for reorganization of Broadcast Measurement Bureau and to lay the foundation for a federation of industry organizations which would include BMB, FM Broadcasters, Inc., and Television Broadcasters Association. The future of the federation plan will rest with the incoming board of directors who will take office during the April NAB convention in Chicago.

Lifting of the ban on musicians' recording by the American Federation of Musicians was a boom to the recording industry and prospects for commercial recordings are good for the year 1949. However, the outlook for the recording industry has been marred somewhat by the confusion resultant from the introduction of long playing record attachments with varying speeds and turntables. Columbia first introduced the L.P. record with a speed of 33 1/3 revolutions per minute last June and this was followed by an RCA-Victor record changer which operates at 45 revolutions per minute instead of the conventional shellac record speed of 78 revolutions per minute. Other manufacturers have also announced revolutionary record players and new types of microgroove discs.

Nineteen forty-nine will be a highly competitive and progressive year in the communications field. Radio will continue to fight the good fight to retain both sponsors and audience and television will make a determined bid to prove that sight added to sound makes TV the most desirable medium for entertainment and commercialism.

THANKS A MILLION . . . for the millions of Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past five years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



EDDIE CANTOR

"I LOVE TO SPEND EACH FRIDAY WITH YOU"

9:00-9:30 P.M., E.S.T.—NBC

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO EVENTS OF 1948

Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:

1. The political conventions, campaigns and the election of President Truman.
2. The Berlin Crisis.
3. Communist Failure in Italy.
4. War in Palestine; Assassination of Count Bernadotte.
5. The Death of Babe Ruth.
6. Chinese War.
7. Assassination of Gandhi.
8. Approval of the Marshall Plan.
9. President Truman vs. 80th Congress.
10. Congressional Spy Investigations.

Outstanding Broadcasts

- ABC's Documentary on VD.
- Mutual's "Joyful Hour" Christmas program.
- NBC's "Living, 1948" Documentary Series.
- CBS' "Arrows in the Dust," Documentary on American Indians.
- Network Programs in the Interest of the United Nations.



JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings N.B.C.

TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF, *Chairman of the Board, RCA*



David Sarnoff

SO appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 was two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

In 1948, television achieved such high popularity with the public that it became

physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year the total number of sets in operation should be about 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes. The American dependence on radio entertainment, acquired over the past 28 years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen.

Many millions of Americans, in homes and schools from Boston to Richmond, along the Great Lakes and as far west as St. Louis, saw the inauguration of President Truman on January 20. This telecast marked an historic milestone in civics as well as in broadcasting. It was the first event of its kind to be televised. It is estimated that at least 10 million people eye-witnessed the Truman inauguration—more than all who saw the thirty-one presidents from Washington to Roosevelt take the oath of office. Forty stations were in the television hook-up, in contrast to the 21-station radio broadcast of the Coolidge inauguration in 1925—the first presidential inaugural broadcast.

Recently, Chairman Wayne Coy of the FCC estimated that in another two years there will be 400 television stations on the air, and 1,000 stations in seven or eight years from now. He also pointed out that nine-tenths of everything we learn comes through our eyes, and added: "Television enables us to reach the mind via electronics at the speed of light. It is costly to build and to operate a television station. But the advertisers will find it the most powerful, most effective and most profitable medium for mass merchandising yet devised."

So swift has been the scientific and engineering development of television transmitters and receivers that those responsible for the artistry and showmanship of television have found it a real challenge to keep the pace. Nevertheless, the great improvement in programs at this year-end reveals such progress that it guarantees continued advances in the development of this new art.

Scientists and research men at RCA Laboratories made outstanding progress during 1948 in the development of many new devices and in the fundamental explorations of radio and electronics. A new study of radio frequencies above 500 megacycles, as a medium for the expansion of television broadcasting, was made by RCA engineers in Washington, D. C., during the latter part of 1948. The results were made available to the industry and to the FCC, and are expected to be of invaluable as-

(Continued on Page 53)

HOPE



1949

SWAN SOAP PROGRAM
PARAMOUNT PICTURES

UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN (Canada), Director of Radio, United Nations

EDITOR'S NOTE: Because many broadcasters are unaware of the extensive radio operation of the United Nations, RADIO ANNUAL asked Mr. Aylen to by-line this article giving background information about broadcasting in the interest of 58 nations.



PETER AYLEN

THE importance of radio to the United Nations can be understood only in the light of the general informational requirements of the United Nations. To say that the organization considers information important is an understatement. The international experts who laid the framework for the United Nations used these words:

"The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities."

As a result, the Department of Information was incorporated as a basic and integral unit of the Secretariat and placed under an Assistant Secretary General, Mr. Benjamin A. Cohen of Chile.

Radio is, of course, a media specially suited to the needs of the United Nations providing as it does a physical link between Lake Success and individual listeners all over the world. The almost overwhelming desire of people everywhere for more information about the United Nations and the public spirited willingness of radio systems of Member States to cooperate in meeting this demand have led to the development at Lake Success of a unique international radio organization. The United Nations radio is unique in many respects: It owns no transmitters, yet broadcasts 14 hours a day to all parts of the world. It has no censorship, although its facilities are open to any accredited correspondent covering UN affairs. Its staff is truly international—more than 25 nationalities are at present represented and they have been able to provide news reports so unbiased that their impartiality has not been questioned by listeners in any part of the world. In the United States, the Division has contributed material for hundreds of network and local programs, and in addition, has been able to link over 125 individual stations directly and through regional networks for coast to coast distribution of a daily newsreel pro-

gram produced by the Division itself—a program which this year won the coveted Peabody Award.

The Division concentrates on providing material acceptable for relay over the local systems of Member States. This is the goal, of course, of many international broadcasters and a goal very difficult to achieve. It is, therefore, gratifying to be able to report that during 1948 more than 50 countries made regular use of our services during the year and 25 of these countries were rebroadcasting every day, Monday through Friday, news reports prepared by the United Nations itself, in 21 languages. The willingness of so many Member States to open their borders to news prepared by an international organization is a fact both encouraging and significant.

The response of broadcasters during the last two years has been a source of great satisfaction. However, with a small staff it is obvious we can do only a very limited amount ourselves to satisfy the fundamental informational requirements of the United Nations. We must depend in even larger measure in the future on the cooperation of the broadcasters themselves. That is why we have noted with special satisfaction the leadership given by the American radio industry in the form of the following resolution passed at the last meeting of the National Association of Broadcasters in May, 1948:

"Recognizing the momentous issues in international affairs, the public's right of free access to impartial and comprehensive information, and the increasing responsibilities of broadcasters to promote international understanding, the Board of Directors of the National Association of Broadcasters strongly urges all station managers to give adequate coverage to the activities of the United Nations, not only by means of headline news, but also with information and discussion programs which provide most appropriate means of bringing to the attention of the public the less spectacular but more important constructive work which is being done by many UN organs and agencies."

(Continued on Page 81)



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

PROGRESS IN PRODUCTION

By BOND GEDDES, Exec. V. P., Radio Manufacturers Association



Bond Geddes

THE radio manufacturing industry is rapidly becoming the radio-television manufacturing industry as set makers allocate more and more of their production facilities to television. This does not mean that we in the manufacturing business are expecting to see radio replaced

by television, but television has opened a new market and promises to tax the industry's capacity for some years to come.

The phenomenal rise in TV set production during 1948 astonished everyone, including many manufacturers, although the radio industry has a well established reputation for adapting itself quickly to changing markets.

While final figures were not available at this writing, it seems certain that television receiver production in 1948 will exceed 800,000 sets as compared with 178,500 in 1947 and 6,476 in 1946. This would bring the total number of TV sets in homes, taverns, clubs, et cetera or on the market to about a million as of January 1, 1949.

Between January and December of 1948 the TV set monthly production rate of RMA member-companies rose about 350 per cent.

The outlook for 1949 is even more promising. The anticipated availability of Cathode Ray tubes—the heart of the television set—indicates that 2,000,000 or more TV receivers will be produced next year. That means that by the beginning of 1950 some 3,000,000 homes, taverns, and clubs will be equipped to tune in television broadcasting stations.

As television receivers normally draw many more persons—whether in the home or a club—than do the corresponding number of radio sets, it is obvious that the television audience is growing to substantial proportions.

Most of the television sets being produced today are coming from the plants of the same manufacturers who have

been making the vast majority of our radio receivers and whose brand names are well known to the public. There have been some newcomers in the field, however, with the result that about 75 companies either have entered into TV set production or have announced plans to do so.

Radio set production was far from negligent, however, in 1948, and will probably continue at a high level in 1949. With an industry output of about 15,000,000 radios or more expected in 1948, as compared with 20,000,000 in 1947, this year's output is well ahead of that of the best prewar year—1941—when 13,600,000 sets were manufactured.

FM-AM receiver production, moreover, is increasing steadily, and sales of portable and auto radios are continuing far ahead of prewar. The 1948 output of FM-AM and FM sets seemed likely at this writing to exceed 1,500,000 or about 25 per cent above that of 1947 despite a corresponding decline in overall radio production.

Television receivers are being manufactured in an increasing variety of models, with prices running from just under \$100 to over \$4,000, and are adaptable to a small apartment or a large living room or library. Television is not a rich man's toy but, like radio, is designed for family and home entertainment of every economic class.

The radio industry has invested millions of dollars in launching television and is prepared to spend millions more in bringing TV set production to a volume scale comparable to that attained in radio manufacturing. Every technical improvement will be passed along to the consumer as rapidly as it develops, but there is no danger that present TV receivers will be outmoded or made obsolete in the near future.

The radio industry is already a billion dollar industry; tomorrow the combined radio and television industry probably will be one of the largest single industries in the country. The radio industry has always been highly competitive, with benefits to the public, and the television industry will be equally competitive.

AL JOLSON

FUTURE OF ADVERTISING

By **FREDERIC R. GAMBLE**, *President, A. A. A. A.*



FREDERIC R. GAMBLE

FOR many years now the relationship between advertising agencies and broadcasters has been a productive one. There has been a steady increase in the volume of national spot radio advertising.

As we now enter 1949, it is in our mutual interest to examine that relationship for the future. Will the joint effort of stations and agencies continue to be generally resultful and successful? Or must we now also face the prospect of more and more advertising failures?

Taking a realistic look ahead, I think we can recognize that the future may hold some difficulties.

First, our economy is still at dangerous inflation levels. Skillful use of advertising is required—along with skillful use of all the other selling tools of American business—to help ease our adjustment to normal.

Second, the buyers' market is gradually ebbing away. Carefully planned advertising will be needed to find customers for our vastly increased volume of goods and services, as more and more of them come into ready supply.

Third, there will doubtless be increased business failures, beyond the control or help of advertising. This is the usual post-war trend, now aggravated by inflation.

As a result of these factors—the demand for more skillful advertising and the rise in business failures—there is great danger that many of the marginal, the inexperienced and the ill-advised advertisers may go by the board. We can also expect that successfully advertised goods and services—with a reservoir of consumer good will, and spread over wider territories that can better absorb local shocks—may best come through this period.

Thus, advertisers will be put to the test and the advantage will go to those with skillful advertising counsel.

And skillful advertising counsel is the function of the competent advertising agency.

It is surely in the interest of broadcasters, then, to insure as high-quality performance as they can by the agencies with whom they do business. For these agencies are part of the station operation—that is the way the industry has grown. Broadcasters support the structure by which they are paid. Broadcasters decide who shall be considered an agency eligible to place business with them. Broadcasters decide this—and nobody else.

These agencies supply, subject to station approval, a large part of what the station broadcasts. They, along with the station, are responsible for the future success or failure of the advertisers they handle. Where the agencies are able, the station is strongly armed for the future. Where they are weak, it is vulnerable.

Standards of agency recognition are promoted nationally among newspapers, magazines and other publications.

It is astonishing to us—and I speak on behalf of advertising agencies—that radio has *not* taken any similar steps to develop such standards or to set up any recognition machinery, either nationally through NAB or regionally. The need becomes even greater as television burgeons into a great, new and complex medium.

Isn't the time here, now, when radio should undertake some recognition machinery? And even lacking any national machinery, couldn't radio through NAB at once agree on sound *standards* of agencies recognition and recommend them vigorously to individual member stations? Some steps have already been taken by the NAB Sales Managers Committee. Couldn't these be followed up?

In our judgment, the times are requiring action.

Let us hope that the 1950 Year Book can tell of constructive action taken.

For Complete List of Adv. Agencies Handling Radio-TV Accounts See Page 133



CAMEL PROGRAM

Friday

Pacific Time 5:30 to 6:00 P.M.

Eastern Time 8:30 to 9:00 P.M.

NBC

Mgt. LOU CLAYTON

BMB—A YEAR OF DECISION

By E. P. J. SHURICK, *Promotion-Research Director, Free & Peters, Inc.*



E. P. J. SHURICK

THERE seems to be a strong parallel between the Broadcast Measurement Bureau and some commercial program ventures. Everybody likes the show except the sponsor's wife.

In spite of an unprecedented gold rush to new and improved broadcasting facilities, all of such actions having a direct or indirect effect upon the 1946 U. S.

Report, BMB during the past year has been put to valuable use by seller and buyer alike. What seems to be a certainty is the prediction that if an industry fostered project such as BMB can weather these hectic years since the great freeze, it should be fortified for any eventuality in normal times.

BMB in 1946 brought to time buying and station management a uniform nationwide measuring stick for determining individual station audiences. The printed media long since had their circulation figures, but in its haste to gain a sales advantage because of revenue needs, broadcasting reached beyond counting subscribers to determining specific program preferences. Actually for some dozen years, coincidental methods of audience measurement were ahead of the industry. Now the reverse is true with the Hoopers and Niensens energetically seeking a projectable rating to pyramid on top of a nationwide audience "circulation" base.

The past year has been one, not only of putting BMB into actual use, but of providing as well a period of evaluation as to what BMB has meant to the more intelligent buying and selling of broadcast advertising. What better evidence could one have that BMB is accomplishing its purpose than the country's most astute advertising agencies which have converted previously makeshift audience estimates over to the BMB standard?

From the seller's standpoint—the station and the sales representative firm alike have at their elbows a common denominator which contributes much to the betterment of sales, promotion and manage-

ment procedures. One has to grant that many of those who footed the cost of BMB have been slow to capitalize on their investment, but the data is there in unbiased, unrestricted form.

The salesman now can talk the language of the buyer. Energy and time can be saved from having to justify the authenticity of the station's own audience figures. Projections can come closer to actualities. The widely varying differences in distribution between one product and another is provided for by the full spread of BMB percentages—from highly concentrated nearby saturation to widespread, scattered acceptance. With BMB a relative measurement, competitive comparisons can be made, determining cost-per-thousand between stations on uniform base figures.

From the standpoint of station management and the representative firm—more intelligent rate considerations can be undertaken. Over the long haul this cannot help but mean standardization, not just for any one particular market, but nationwide as well. With certain limitations, promotional need can be determined for unexpected low percentage counties within the station's normal primary physical service area. Supplementary evidence of engineering effectiveness can be derived from BMB data, and a cross-check made between theoretical signal strength and practical audience acceptance.

Such heading listings of BMB uses are only the beginning of more detailed considerations, even within the limitations of the first report. While no one has the absolute answers to economically measuring listening by the quarter-hour, day or year, at least the industry has moved several steps closer to greater enlightenment. Not only has BMB shown that "station subscribers" can be counted, but through these industry-wide efforts the independent researchers have been stimulated to ever-increasing consideration of research itself.

It would be a sad commentary upon uniform audience measurement if the ungenerous sins of its fathers would have to be shouldered by an industry which is rapidly approaching competitive normalcy. It will need every acceptable sales tool at its command.

Onward and Upward!!

As we go to press

**DUFFY'S
TAVERN**

is the

**THIRD
RANKING
PROGRAM**

on

N. B. C.

CAB REORGANIZATION UNDERWAY

By G. A. R. RICE, Chairman, Board of Directors, CAB



G. A. R. RICE

NINETEEN FORTY-EIGHT and 1949 are years of re-organization for the Canadian Association of Broadcasters. In April of 1948, the process was begun, when the board of directors appointed Mr. T. Jim Allard, formerly public relations director of CAB, as the organization's general manager. As of January 1, 1949, Mr. Pat Freeman assumes the post of director of station and advertiser's service. His responsibilities will be largely concentrated in the field of direct selling.

Headquarters of the Canadian Association of Broadcasters was moved to Ottawa, following the pattern established by NAB in the United States. Ottawa is the capital city of Canada, and consequently the site of most of broadcasters' problems. The service office, and Mr. Freeman, will continue to operate at 37 Bloor Street West, Toronto.

Regional meetings will continue, having proved highly successful during the 1948 year. Enlargement of this technique was planned shortly after the reorganization began, and is already well under way.

Assisted by a research and personnel expert, the new CAB manager undertook an extensive survey of CAB's operations, problems, and objectives immediately after assuming his new post. As a result of this exhaustive survey, a management report was produced, and this was adopted by the board of directors in full.

Under this new outline of policy and objective, the Canadian Association of Broadcasters will concentrate on two main objectives. First of these, is a growing battery of direct station services. Second, is a direct campaign to "sell the medium." Apart from direct selling, this will embrace study of effective techniques in research, market information, and promotion, for member stations, as part of a pattern to increase radio sales.

A special committee to handle "small

markets" problems was formed, and began functioning during 1948. It will give special attention to the sales problems of member stations located outside the major metropolitan areas.

In May, 1948, the association was successful in having lifted the ban on mention of prices in broadcast advertising that had been a feature of Canadian radio regulations for some 15 years. The use of price mention on Canadian air is regulated by a code formulated by the Association and adopted by member stations. The association was also successful in having removed the prohibition on complete sponsorship of news broadcasts.

An improvement in the association's relations with other organizations in and allied to the broadcasting field has taken place and is steadily gaining ground. Some 14 new stations came into existence in Canada during the year 1948, and most of these are now members of the Canadian Association of Broadcasters.

The financial position of the association has improved, and new techniques have been developed for keeping membership fully posted on the activities of their association. The "category" system of fee payment, parallel to that of NAB was adopted at the 1948 annual meeting, and is now in effect. 1949's annual meeting will be held during June at St. Andrews-by-the-Sea, New Brunswick.

A stepped-up public relations campaign is well under way. The association's manager has a regular schedule of addresses to service clubs, ad and sales clubs, and similar organizations. Copies of all such addresses are forwarded to station managers for local use where possible.

Regular association activities continued, such as those dealing with copyright matters, personnel problems, and the hundreds of routine details that are the lot of a trade association.

The new management report gives CAB a definite, clear cut set of objectives, and equally clear-cut channels in which to direct its energies at those targets. It is with a feeling of renewed faith, confidence, and optimism that members of the association start the year 1949.



Jack Carson

CBS—Friday Nights

8:00 P. M. EST

8:30 P. M. PST

**Sponsored by General Foods
Sanka Coffee**

Management
Frank Stempel
Hollywood, Calif.

TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

sistance in helping to chart the future area of television's growth.

In radio and television, the electron is the new and magic force. In aviation, it is jet propulsion. In medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane.

The years have a way of fitting inventions into our life so that they become accepted as matter of fact. We regard their social and economic impact, their performances and services, as merely commonplace. In a way, this is unfortunate, for we should not, either as a nation or as individuals, treat them in such a casual manner. Our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings. The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage.

Each of these inventions was, at the outset, confronted by skepticism. The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation.

Ultrafax, a combination of television, radio relay and photography, just emerging from the laboratory, represents another great advance in communications. Ultrafax can handle documents, letters, printed pages and messages at the rate of a million words a minute. At this speed, a 500-page book could be flashed from New York to San Francisco in half a minute. When fully developed this new method will be able to transmit coast-to-coast in a day the equivalent of forty tons

of air mail. This may lead to a radio mail system.

There is no lone inventor of Ultrafax, of Television or of Radar. These significant developments are evolutionary; they are the result of mass attack by science on a wide front over trails blazed by the pioneers who charted the first pathways into the unknown. Years of effort, by thousands of research men and engineers, have been necessary to find new knowledge, and to put it all together in a vastly improved system of communication. Nevertheless, we are only on the threshold of radio; for its possibilities are endless. Its frontiers are in the outer reaches of space, and its sphere of operations is the universe.

Inescapably, the future of the world and of civilization is linked with atomic energy. When science releases that power, and society learns how to control it properly, it will start a universal chain reaction that is bound to affect significantly the political, social and economic life of people everywhere.

Beyond today's horizon, we may see automobiles, tractors, airplanes, locomotives and ships powered by small capsules of nuclear energy. We shall have atomic propulsion. It is possible that a mere speck or radio-active material will serve as the power for radio and television receiving sets, and broadcasting stations also will take their power from this new form of energy.

Such a miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.

These fascinating possibilities are not "around the corner," for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled.

For Year Book of Television Please Turn to Page 993

TRUTH
or
CONSEQUENCES

For DUZ—NBC

Saturdays



Ralph Edwards



THIS IS YOUR LIFE

for

Philip Morris

Tuesdays—NBC

TELEVISION—A PROGRESS REPORT

By J. R. POPPELE, *President, Television Broadcasters Association, Inc.*



J. R. POPPELE

TELEVISION in 1948 virtually "captured" the nation. In 1949 the triumph of the art of visual broadcasting will be complete. Recapping the past 12 months of television broadcasting in a capsule, one might say it was red-hot and whew!

At the past year's end, television set ownership was moving close to the million mark and the number of operating stations approached half-a-hundred. On January 1, 1948 there were but 16 television stations on the air and a few hundred thousand television sets in the hands of the public.

As a matter of fact, 12 months ago television receiver production had barely reached 30,000 a month. Now it is in excess of 100,000 a month and still mounting. A year ago only the east coast had network television service. Now the east and mid-west are joined in a web that extends southward from Boston to Richmond and westward from Buffalo to St. Louis. Many additional extensions are contemplated this year as the inevitable march of progress continues.

Television has matured in other ways, too. Television programming, in the past confined primarily to evening hours, went on a daytime basis late in 1948 with the Du Mont Network leading the way. And the calibre of television programming soared with the growth of the industry.

Stars of stage and screen also became television personalities during 1948, pre-empting a trend toward top star billings in this new art of visual broadcasting. Among these stars were Paul Muni, Ralph Bellamy, Peggy Conklin, Raymond Massey, Virginia Gilmore, Dennis King, Bert Lytell, Frank Thomas and others.

The past year was one of tremendous importance in a news sense. It was the year of a great national election, with its attendant excitement and public interest. Television acquitted itself ad-

mirably in covering both the national political conventions and the election campaigns.

While television made impressive strides in 1948, this year will see its full flowering in virtually every large metropolitan city in the nation. The temporary halt in granting construction permits is expected to be rescinded early this year and those stations under construction at the turn of the new year are due to begin operating within the coming eight to ten months.

From a network point of view, the American Telephone & Telegraph Company expects to link Los Angeles with San Francisco during 1948 and to extend its services from existing network links to Dayton, Columbus and Cincinnati, Ohio, Indianapolis, Ind., and to Louisville, Ky. It expects to branch out to Madison, Wis. and to Rochester, N. Y., Akron, O., Youngstown, O., Johnstown, Pa., Harrisburg, Pa., York, Pa., Lancaster, Pa. and Reading, Pa., sometime between 1949 and 1950.

If all factors being considered are met, it may reasonably be expected that there will be about 134 stations on the air by the end of 1949. This estimate is based on the 50 stations operating by the end of '48 and the construction permits granted at that time. An additional hundred TV stations will be on the air by the end of 1950 and 355 stations by the end of 1951. The estimate made in November, 1948 by Mr. Wayne Coy, F.C.C. chairman, that 1,000 television stations are likely by 1955, undoubtedly will be fulfilled. This would include hundreds of "satellite" stations to "feed" the great suburban and rural sections of the nation.

The American advertiser—bulwark of radio, newspaper and magazine survival—has taken a great affection to television. By the end of 1948 there were over 450 advertisers utilizing television to sell their wares. This figure should double in 1949 as more and more receivers, and wider network service become available.

Television is fast fulfilling the predictions of its most ardent supporters, i. e., that it will be the greatest form of mass communication ever devised.



FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—10 A.M., EST
THURSDAY EVENINGS—10:30-11:00 P.M., EST

ET'S BECOME BIG BUSINESS

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



Frederic W. Ziv

ELECTRICAL transcriptions have really come of age in the post-war era, and everyone gets the credit except the fellow who really deserves it.

One editor says the Bing Crosby transcribed show is responsible for the come-uppance of transcriptions. Another editor gives Ziv the credit. Another suggests that

the networks, with their delayed broadcasts via transcriptions, are responsible for the great public acclaim of transcribed radio. But the fellow who deserves the credit is the biggest business man in the world . . . the biggest spender of advertising dollars in the world . . . namely, the nation's little business men.

These little business men are not in position to use a hookup of stations. Their businesses cover only one market or one state, or perhaps a half dozen states.

How little are they? I have in mind a department store in a city of less than half a million people. In 1948, that department store did over \$40,000,000 business. In 1948, that department store spent \$1,000,000 advertising in that market. I can think of no national advertiser who spends an equal amount in a market of equal size. In another market, population under 250,000, there is a baker who spent \$100,000 for advertising. No network baker spends that much money in a market of equal size.

Yes, these little business men are, in fact, very big fish in their small puddles. They want programs calculated to dominate their markets. They are impatient with the type of talent that might happen to be in their particular markets at that particular time. They want big-time radio and they have learned that they can obtain big-time radio solely by means of electrical transcriptions.

Mr. Local Sponsor learned how high-rated transcribed shows like *Boston Blackie* and *Barry Wood* can ring the cash register. How "names" like *Ronald Col-*

man and *Guy Lombardo* can build enthusiasm within their sales organization. They learned that the listening public today accepts transcribed shows on a par with network shows.

Hooper ratings prove this last point beyond question of doubt. When we see ratings like 21.7 for *Boston Blackie* in Louisville, and 16.5 in Minneapolis; and 16.6 for the *Ronald Colman Favorite Story Show* in Salt Lake, and 17.5 in Los Angeles; and similar ratings for transcribed shows all over the country . . . ratings that beat network shows competing at the same time on other stations . . . rating that beat network shows that precede and follow on the same stations . . . yes, these ratings prove that the public accepts transcribed programs.

And the local sponsor knows it. He is in radio to stay . . . as long as he can get top quality shows, with big-name values, that enable him to earn high Hoopers and beat network competition.

What of tomorrow? It is always dangerous to predict. But it appears obvious that bigger and better shows will continue to be made available to local and regional sponsors via transcriptions. And what is more inviting is the fact that today's network radio advertisers appear headed towards selective local market radio advertising in the future. This is based on the predicted progress of television in major markets. As television makes still greater strides, it is expected that today's network radio advertisers will find reason to spend more and more dollars on television in major markets. This may require that they reduce their expenditure on AM network radio. It is my prediction that today's network radio advertisers will soon be dependent on television to reach their major markets and will be depending on transcribed radio shows to reach their non-television markets.

That's ET's dish! National advertisers know the value of big-name, big-time shows. So we can expect national advertisers to turn to big-name, big-time shows on transcription, and spot those transcribed shows in selected local markets.

Dear Radio Editors, Columnists and Critics:—

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll



Gratefully,

Dinah Shore

IMPORTANCE OF ADVERTISING

By DICK DORRANCE, President, O'Brien & Dorrance, Inc.



DICK DORRANCE

WHEN RADIO DAILY asked for an evaluation of today's radio promotion, I warned them. But they said: "Be frank. Say what you think."

Well, if a man went out and bought a plot of ground on a well-traveled corner with well-proven sales possibilities—and then put up on it a ramshackle, ill-designed building—you wouldn't think him much of a business-

man, would you?

Unfortunately, that's about the exact parallel of most radio trade paper advertising. It is jerry-built, inadequately planned, poorly executed and runs the scale from humdrum monotony to downright amateurishness. Essentially, 80 per cent of it is a waste of the good space in which it appears.

Let's face the fact. Putting down \$200 for a page in a trade journal is just the start. You have to make that blank area work for you. The paper will get you the readers (if it's any good), but it is then up to you to make them stop, read and remember as they go by. And you don't do it with some old, tired copy dashed off at the final moment and combined with a ten-buck drawing that a local schoolgirl of alleged artistic talent turned out.

Radio lives by advertising. It should have more faith in its own bread-and-butter than to sluff off in this manner what is a proven, exact science. If national advertisers operated the same way, there'd be a lot of stations playing the "Star Spangled Banner" for the last time.

The problem is heightened when you take a good breath and remember that the people to whom most radio trade advertising is addressed are advertising professionals. They know the good from the bad. It takes an extra spark to get their interest and hold it.

All right. What can be done? Foremost, realize that—like anything else worthwhile—radio trade advertising deserves careful advance planning and skillful execution. It cannot logically be left to the mailroom boy or some other unoccupied member of the staff. It calls for a

careful marshalling of all competitive sales points, evaluation by an expert in sales and promotion who has a practical knowledge of the field, and (that most important ingredient) time.

Good campaigns seldom pop up overnight. They have to be sweated out, and the creator must know what he's doing—particularly if the story has weaknesses (as is usually so). Actually, the writing of a campaign should be relatively easy—if all the plans have been made intelligently and agreed upon ahead of time.

Most radio trade advertising seems to have been contrived in reverse. Time is short . . . a few warmed-over facts are coupled together loosely . . . somebody reaches 'way out into left field for an approach . . . second-rate mechanical production happens overnight . . . and another egg is on its way to being laid.

No one has ever computed, either, the amount of money thrown away by restless advertisers. They start out with well-conceived campaigns built around themes that make sense, and begin the slow but vital imbedding of themselves in readers' minds. Then, suddenly, the advertiser—who, mind you, has mulled over every ad—decides that the time has come to "change the pitch." So the campaign veers off on another tack, loses all the gains it has fought for so hard, and steps out under a new set of whisksers to ignore the basic rule of continuity and repetition which is an advertising axiom beyond question. In military parlance, a "campaign" is a "series of coordinated operations, each reinforcing each other toward an important objective." In advertising, it is no different.

It comes down, as you can well argue, to what you want your advertising to do. If you want to fill up the space you buy with anything at all, get rid of money for tax purposes, feel you have to help support a trade paper for politic reasons, or impress yourself with what interests you—then the ideas expressed here will be of no concern to you.

But if you want your advertising to sell, help build your business, acquaint more people with the facts that make you better than your competition—then put a little time, money and competent skill into getting the most out of the space you buy. It's always the cheap suit that wears out first at the elbows.



"Be Good To Yourself"
is the wish of

DON MCNEILL

TOASTMASTER OF THE

Breakfast Club

16th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY

ABC, 8 to 9 a. m., C. S. T.

SWIFT-PHILCO-GEN. MILLS

TRIBUTE TO RADIO

By **CARL HAVERLIN**, *President, Radio Executives Club of New York*

EDITOR'S NOTE: During the observance of National Radio Week last November, Carl Haverlin, president of the Radio Executives Club of New York, paid an eloquent tribute to the radio industry at an REC luncheon held at the Hotel Roosevelt in New York City. Believing that Mr. Haverlin's remarks bear repetition, **RADIO ANNUAL** is privileged to reprint the text:



CARL HAVERLIN
President, BMI

RADIO is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

The lever, the forge, the wheel, the press, the wire, the wing — these and other inventions have loosened our bonds.

To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, "Here on earth is life—do you hear us?"

Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signals or the NBC Symphony Orchestra.

Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is arm it covers. As the body grows, the coat will be changed.

I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily.

My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very staff of life itself.



ALAN YOUNG

Every Friday Night — NBC — with JIMMY DURANTE

Now starring in

"THE ALAN YOUNG SHOW"

Every Tuesday night on NBC for Tums

RADIO REPS REVIEWED

By FRANK M. HEADLEY, President, National Association of Radio Station Representatives



FRANK M. HEADLEY

THIS association has just had its second annual meeting, and I am glad to report to the radio industry regarding our progress.

Your readers will remember that the association was formed by the independent broadcasting station representatives to promote Spot radio. In the course of our first year, we published the book entitled *Spot Radio Lets YOU Decide*; we

furnished to our members a kit of promotion material to follow up that booklet; and we have issued an easel presentation of Spot radio, which is beginning to make itself felt.

Advertisers, agencies and marketing schools have been very generous to us in their praise of the Spot Book. We did try to make the book factual. We did give in it a panorama of the United States, its differences in climate, sunrise and sunset times, listening habits, variation in wealth, divergencies in farming operations, and hundreds of other illustrations of the fact that there is no average radio family. Our thesis was that Spot radio was selective, easily adapted to markets, and people, and budgets, and that it well deserved its high place among advertising media. The book has been placed in the hands of all advertising agency personnel interested in Spot radio, including plan boards, account executives, media officials. We have given it a wide distribution among advertisers, large and small; sectional and national; users and non-users of Spot radio, and we have a big file of commendatory letters.

We intend to see that no person interested in Spot radio in any degree will miss having a copy of the Spot Book.

Spot representatives are now engaged in an all-member promotion campaign, with posters and stickers, and all the usual paraphernalia, to give repetition to the idea that "Spot Radio Lets YOU Decide."

A further step in strengthening our association was taken at the year end, when the members decided to incorporate it. The directors of the corporation are the officers, including the president and Adam J. Young, Jr., vice-president; F. E. Spencer, Jr., secretary, and Lewis H. Avery, treasurer, and in addition three directors elected by the members—Edward Petry, Eugene Katz and H. Preston Peters.

Early in the Fall, the association opened its office at 101 Park Avenue, where it installed T. F. Flanagan as managing director.

The association prepared and presented at the FCC hearing on station representation by networks in December, a comprehensive brief and exhibit on the history and operations of Spot Radio Representation, and a strong case was presented for FCC action to prevent concentration of too much control over station income in the hands of a few powerful organizations.

One of our actions during the coming year will in all probability be a change in the name of our organization, so that it will include both AM and TV broadcasting.

Our members have been the recipients of congratulations from many of their stations on the Spot radio volume in the past year. NAB estimates indicate that national Spot business increased 10 per cent in 1948 over 1947, local business 6 per cent, and network business 4.5 per cent. The latest published FCC figures indicate also that the independent radio stations receive more net income by approximately \$2,000,000 from National Spot time sales than from network sales.

The members of the association are: Avery-Knodel, Inc.; John Blair & Company; The Bolling Company, Inc.; The Branham Company; Everett-McKinney, Inc.; Free & Peters, Inc.; The Friedenberg Agency, Inc.; Headley-Reed Company; George P. Hollingbery Company; The Katz Agency, Inc.; Robert Meeker Associates, Inc.; John E. Pearson Company; Edward Petry & Company, Inc.; RA-TEL Representatives, Inc.; Paul H. Raymer Company, Inc.; Taylor-Borroff & Company; The Walker Company; Weed & Company, and Adam J. Young, Jr., Inc.

For Complete List of Radio-TV Station Reps See Page 209

ROBERT MERRILL

METROPOLITAN
OPERA
COMPANY

R.C.A.
VICTOR
PROGRAM

The Robert Merrill Sunday program is a half hour of ingratiating, smoothly-performed renditions of classics, standards, musical comedy tunes, and arias. Here is first rate music sung first rate and the program is in the spirit of a relaxed Sunday afternoon.

Paul Denis
New York Post



Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

1948 AWARDS

Musical America Concert Poll
Musical America Radio Poll
Billboard Classical Singer Poll
Motion Picture Daily Award

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

MERCHANDISING OUTLOOK—1949

By JOSEPH B. ELLIOTT, V.P., RCA-Victor Consumer Products



Joseph B. Elliott

IN 1949, the tenth anniversary of the introduction of commercial television receivers in the United States is being celebrated.

It was ten years ago, in mid-1939, that television first began building its audience. Television receivers were offered coincidental to RCA-NBC's pioneer public showing of television at the New York World's Fair.

Despite war stoppages, changes in broadcasting standards, and the tremendous investments required to give the service life, television's growth during those 10 years has surpassed even the most optimistic predictions.

At the end of this year, the total area served by the approximately 100 stations expected by then will be that in which nearly two-thirds of the nation's population lives. About 3,000,000 receivers are expected to be in the public's hands, 150 manufacturers will be producing receivers, and network facilities will be increased both in areas covered and the number of programs which may be carried simultaneously along existing long-line routes.

In dollars, television is expected to make an equally impressive showing during 1949. At the retail level, \$700,000,000 in receiver business seems probable. The estimated \$9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach \$25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year alone.

Television's expansion to a billion-dollar, 3,000,000-receiver service at the end of 1949 from a million-receiver one at the beginning of the year is no automatic accomplishment or inevitable evolution of an industry. It is the attainable result of teamwork by a team the excellent coordination of which has already been dem-

onstrated. The broadcaster, the advertiser, and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

Use of test pattern by the broadcaster through much of the day has facilitated installation of television receivers. Increased daytime programs have made it easier for the retailer to demonstrate the appeal of the service and the quality of its pictures. The retailer, in turn, has dramatized the quality, extent and variety of television's programming through ads, on-premise displays and sales presentations, using this as a device to build sales and audience at the same time. That team work is part of the merchandising necessary to fulfill the promise for television offered in 1949.

The art of merchandising must be brought back from prewar yesterday with even greater force and effectiveness. Real thought and intelligent, unstinted application will be required from every member of the team to make the predictions for 1949—based on confidence that television's team will go into action with peak power—come true.

Realization of these predictions will round out a year and a decade of almost fabulous accomplishment for a young industry. Yet, 1949 is far from television's apex. It is an important year for groundwork, in manufacturing, station operation, and network structures and operational procedures, for evolution of station and network programming, audience habit and television advertising techniques.

But to view 1949 in proper perspective, it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness.

Brilliant as television's accomplishments have been during its first decade, they are meager compared to those attainable in the next 10 years.

For Complete List of Television Manufacturers See Page 1169



JO STAFFORD

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

CAPITOL RECORDS

PLATTER PRODUCERS' PLIGHT

By ERNEST E. STERN, Associate Editor, Radio Annual



Ernest E. Stern

FOR the approximate 20,000,000 U. S. record-player owners, who annually purchase between 200 and 300 million records, 1949 may well be their year of decision, just as 1948 was their year of confusion.

This confusion was brought about by two of the nation's leading manufacturers of records; Columbia Records, Inc., and RCA-Victor Div., Radio Corp. of America, with their announcements of new type records, cut at varying groove widths, and players, revolving at varying rpm.

The lid first blew off last June, when Columbia, in cooperation with the Philco Corp., announced the development of a Long-Playing Microgroove record, cut at 33 1/3 rpm and with a player for these recordings, manufactured by Philco, which was geared to revolve at like speed. These discs were publicized as playing 45-minutes of music. Actually, a single, 12-inch, unbreakable record played up to 25-minutes of uninterrupted music on a single facing, as against 5-minutes, 15-seconds playing time for one side of the conventional 12-inch, 78 rpm record.

On January 11 of this year, the lid blew off again, only higher. RCA-Victor, never to be caught with their turntables revolving at the same speed as competing manufacturers, placed the dilemma of a new record and record changer, operating at 45 rpm, before the bewildered public. So now there were three different records and record players, revolving at three different speeds, but none revolving quite as fast as the public.

RCA-Victor, being the only manufacturer of both records and players, created even greater confusion, with their announcement of a 7-inch disc, cut at 45 rpm, with a 1½-inch hole in the center for accommodation of the RCA-Victor player spindle which played for an average of 5-minutes, 15-seconds per side, and with the rapid action of their new changer, permitted up to 42-minutes of "almost continuous" music. Like the Columbia-Philco player, RCA's was easily connected to any standard radio in the home. Price

for their new player was expected to meet the \$29.95 list price, plus tax, of the Philco player, when RCA-Victor releases its player in the spring of this year.

Not allowing for a breathing spell, Columbia immediately followed RCA's announcement with the disclosure that they too were manufacturing a new 7-inch nonbreakable, microgroove disc, which, like their LP, rotates at 33 1/3 rpm.

Other manufacturers of record players were not standing idly by, and Admiral, Crosley, Farnsworth, General Electric, Magnavox, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith made known that record players in their radios and radio-TV combinations would be capable of playing both the 78 rpm records as well as the Columbia LP and 7-inch, 33 1/3 discs. Sonotone Corp. announced development of a phonographic pickup, which was made available to the radio-phonograph industry, principle of which was a single pickup arm with dual side-by-side points, set in one shank, capable of playing all three type records. By end of Feb. 1949, two other manufacturers disclosed record changers in some of their console models, capable of playing all three type discs; Fred Radio Corp., manufacturers of Freed-Eisemann radio-TV phonos, incorporated two complete players in one model; one record player with a dual-speed automatic changer for 78 rpm and 33 1/3 rpm microgroove recordings and one separate changer for the wide-spindled, 45 rpm discs. Scott Radio Labs, Inc., also claimed a changer with two pickup arms, to handle all three type records.

However, herein does not lie the solution. In all fairness to the public, it would appear that a standardization of record cuttings, with players whose speed is also uniform, is in order. Such standardization by all manufacturers would inevitably result in a far greater acceptance of records and players by the public, and in turn, result in a far greater revenue to the industry, which thus far have only served to confuse the public.

This then, is the people's year of decision, concerning records and record-players. They alone will decide what they like best and desire most. The industry cannot fail to heed their decision.



TV AND ITS PIONEERS

By LEWIS ALLEN WEISS, President, Don Lee Broadcasting System



Lewis A. Weiss

TELEVISION is the magic word from coast-to-coast and in this California Centennial the scramble for video is as exciting as those gold rush days of 1849 and . . . some of it just about as devoid of any thinking.

Even then, some prospectors started off into the wilds without any plans except a treasure map and a lot of anticipation of the luxury to

be enjoyed if any gold were discovered. Nowadays, the tenderfeet venture out into the megacycle wilderness without much idea of the length of the journey nor the cost to reach the destination. Likewise television as an industry cannot now thrive on publicity alone. It requires program substance beyond sports events and amateur drama. To score a "first" in anything now requires ingenuity and expensive planning because television is not "new" anymore, although inexperienced Magellans now and then are overcome by their own enthusiasms of discovering the already well-charted shores of videoland.

Biggest factor in television is the swing to motion picture film. Already it is the basis of the Don Lee KTSL operation on Channel 2, and we see the need for more of it as our program hours lengthen. Recently we have added Sunday night to our schedule, using the DuMont "Doorway to Fame" kinescoped series as the base of our program structure for that night. Since going on the air December 23, 1931 we have used more than fourteen million feet of motion picture film from all sources.

For a quick fill-in, here is the Don Lee television picture at the present time. We are originating most of our live and film shows from the studio at 1,700 ft. Mt. Lee overlooking Hollywood

and the San Fernando Valley. This is the first structure in the world erected exclusively for television, is 100 ft. square, two stories high and has a stage large enough to paint the boundary lines of a tennis court on it. The steel antenna is 300 ft. high, giving a sheer vertical clearance of 2,000 ft. Also, there is a large outdoor swimming pool in which aquatic events are televised. In addition, live shows, such as our Music Hall Variety show and "Song" originate in our new three million dollar television-radio studio on Vine Street in the heart of Hollywood. Images are beamed from the new plant to Mt. Lee and then disseminated on the regular channel. In the future, images from both the new Vine Street plant and Mt. Lee will be beamed to the new \$500,000 transmitter at Lee Park atop Mt. Wilson and broadcast directionally from that 5,700 ft. level. Coverage will be from Malibu to Mexico and from the Sierra Madre Mountains to Catalina Island.

Indicative of our progress in television, is the calibre of production personnel being brought into use, the fine G. E. equipment in charge of Harry R. Lubcke, our famous director of television, who put the station on the air 17 years ago. Recently we have employed E. Carlton E. Winckler as program coordinator, a man with lighting and technical credits on 78 Broadway shows for Billy Rose and John Murray Anderson. Then we brought in Harold Helvenston from the movie sets. Coach and designer he is best known for his creation of the working models of Snow White and the Seven Dwarfs which were built for the Walt Disney animators. Helvenston is a graduate of the famous Yale Workshop originated by George Pierce Baker.

Every year is the big year in television, from now on out, and the problem will be to keep up the momentum until television can begin to carry its own expense, and serve more than a few cities.

For Television Yearbook See Page 993



FIBBER MCGEE AND MOLLY

N.B.C. — TUESDAYS

BBC PROGRESS REPORT

By **NORMAN COLLINS**, *Controller of BBC Television*



Norman Collins

TO the 12,000,000 potential viewers now covered by the London television station of the BBC, 6,000,000 more will be added in the late summer of this year with the opening of a second, and higher-powered, transmitter in the Midlands at Sutton Coldfield, near Birmingham. Sutton Coldfield is second in a chain of six stations planned to serve most if not all of the country. Plant for a third station is on order, an signal strength tests are being conducted, but at the moment of writing no site has been chosen.

Midlanders will soon be sharing with London and the southeast counties the daily vision service which, inaugurated as the world's first in 1936, was resumed after a wartime break of seven years, in June, 1946. Despite setbacks traceable to lack of manpower and materials (television is not in Britain's priority supply list) the second station nears completion. With a vision transmitter of 35 kw (double that of London) and sound transmitter of 12 kw, it will relay London's programs from a 750-ft. steel mast over an officially computed radius of 50 miles, though, if London's experience is a guide, this range should be considerably exceeded.

Television enthusiasm in the provinces, where competitive forms of entertainment are fewer, is expected to reach an even higher pitch than in London, where television licenses (at 2 pounds per receiver) have trebled in number in 12 months and now stand at nearly 90,000, keeping pace with factory production. Even if the radio industry achieves its target of 250,000 receivers in the present year, prospective viewers in the Midlands are likely to start a big waiting list.

British television programs, which are aimed at the home audience (there are relatively few sets in bars and other public places) owe their growing popularity not only to the appeal of "actuality" sport and national ceremonial transmitted by the mobile units, but to the high finish of studio productions. No play is televised with less than four or five-weeks' prepa-

ration and even apparently spontaneous interviews and illustrated talks receive careful camera rehearsal before being permitted on the air.

In variety and other light entertainment, viewers have seen the pick of stars from Britain and the Continent of Europe in set shows like *Cafe Continental* and *Roof-top Rendezvous*, the complete Lido Cabaret flown over from Paris, and "musicals" such as Beverley Nichols' *Song of the Wind* and Cicely Courtneidge success, *Under the Counter*. Ballet has included a series of performances by the outstanding companies of France; in documentaries and talks features, viewers have been shown criminal investigation methods, microscopy by television, blood transfusion, new inventions, magistrates' courts at work and innumerable other highly visual subjects. *Picture Page* has brought close-up interviews with people in the news. *Kaleidoscope* has projected a viewer-participation magazine.

A weekly Children's Hour is the precursor of many more programs for young people, including a Children's Newsreel planned for the near future.

The BBC's own Television Newsreel, begun in January, 1948, runs to two weekly edition, embracing items filmed by BBC camera crews at places as far apart as Johannesburg and the Arctic Circle and incorporating pictures from a world-wide panel of agencies. Newsreels are also exchanged with the National Broadcasting Company of America.

High spot in outside broadcasts was the day-to-day coverage of the Olympic Games at Wembley, making extensive use of the new highly-sensitive "C.P.S." camera in the relatively dim light of the Empire Swimming Pool. Other televised sports have included international tennis from Wimbledon. Test Cricket, horseracing, ice hockey, amateur boxing (professional bouts are at present barred) and football, to name only a few.

As in other countries, British television faces problems in its relations with other forms of entertainment. As regards cinema television, negotiations are in progress for the televising of feature films which have completed their general release in exchange for certain items in BBC television programs which would be available for big screen projection.



The
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

NEW TRENDS IN LIBRARY SERVICE

By AL SAMBROOK, Commercial Manager, World Broadcasting System



Al Sambrook

AFTER eighteen years in the transcription library business, I can say that "I haven't seen anything yet." For a new day is dawning in the serviced library service field. A whole new concept, a series of startling innovations, an exciting new approach to the very library idea.

We at World, who have grown up in the "sustaining library" thinking, have substituted one important word in our library vocabulary. That word is "Commercial."

As competition among stations and sponsors becomes keener, the natural desire of the station is to turn sustaining time into commercial time. The natural desire of the sponsor is to find a program that is calculated to pay off at the cash register. The new deal in library service is calculated to help stations sell their sustaining time . . . to help sponsors move merchandise. How is that being done? Here is what is happening at World.

New star values are appearing. Stars with commercial appeal like Dick Haymes, David Rose, Lyn Murray, Carmen Cavallero, to mention a few. Stars that sponsors know and respect for their pulling power.

How are these stars being utilized? Definitely not in the old-fashioned way of singing a few number that could be used to fill sustaining time. Today, those stars are part of an overall program-planning operation. Complete 15-minute and 30-minute programs are planned and music is recorded accordingly. For example: if a quarter-hour series is planned, numbers are recorded to fit the format of the particular program. Perhaps bright, lively opening and closing numbers are desired. Perhaps slow ballads are slotted to change the pace. Each song is arranged and timed to fit the best overall planning of each quarter-hour or half-hour show.

And how are they timed? Today, the shows furnished in the library service are time *commercially*. The scripts are timed to permit opening and closing sponsor identifications with time for full-length commercial announcements. What is more,

production aids for the shows now being furnished include opening and closing themes, with spoken introductions and closings and voice tracks by the featured stars so that the station can put together a quarter-hour or half-hour program of music plus script plus production aids that sound practically like a custom-built show. That's what the sponsors want and that's what the sponsors are getting in the new library technique.

What is more, today's thinking in the music library field goes beyond material furnished to radio stations. It includes material furnished to sponsors to enable the sponsor to promote his library service radio program just as he would a custom-built show. Thus, newspaper ad mats, publicity stories, photographs are furnished . . . material that the sponsor can utilize in promoting his radio program in other media such as envelop stuffers, window displays, truck posters, etc.

There's also a lot that's new in the assistance given stations in selling these shows. World provides a four page brochure in color for each program, especially designed to sell the shows to sponsors. In addition each station has a set of recorded auditions and a file of case histories, success stories and ratings on the programs. Thus each is equipped with a fine sales kit to do a real sales job on their library shows.

As commercial manager of our company, I can tell you that the commercial aspect of the music library service now holds tremendous appeal to sponsors and advertising agencies. Throughout the years, the library service show has offered maximum flexibility for local station and sponsor. Now add to the desirable flexibility the advantages of proven name talent, production aids, merchandising aids, a powerful sales kit, commercial planning and commercially timed scripts and the entire idea of the music library service takes on a broad, new scope and enters upon a new era of service to the broadcasting industry. Stations who have examined this "new look" in library service are excited about the great sales possibilities. They say "we thought we wouldn't be able to afford a music library service. We find that we can't afford to be without it." The new commercial idea in library planning is money in the bank for radio stations.

NINE YEARS FOR THE SAME SPONSOR



Quiz Kids

MILES LABORATORIES

makers of Alka-Seltzer and
One-A-Day Brand Vitamins
through

WADE ADVERTISING AGENCY

Civic Opera Building, 20 N. Wacker Dr.
Chicago

NBC NETWORK
Sunday Afternoons
4:00 P.M. (E.S.T.)

CREATED AND PRODUCED BY

LOUIS G. COWAN, INC.

485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.
Guaranty Building, 6331 Hollywood Blvd.
Hollywood 28, Calif.

TRENDS IN TRANSCRIBED MUSIC

By CHARLES C. COWLEY, Executive Vice-President, Muzak Corporation



C. C. Cowley

THE essential function performed for broadcasters by transcribed music libraries can be measured in terms of the industry's expansion during the last decade. It is reliably estimated that at least 85 per cent of all radio stations at the present time rely on transcribed music as the basic component of their local programming. The main source

of this transcribed music are the six major companies producing transcribed music with libraries ranging in size from 3,000 to 5,000 selections.

The scope of this highly specialized service to the radio industry can be further emphasized by the growth of Muzak Corporation's Associated Program Service with a library of 5,000 selections vertical-cut on its distinctive cherry-red Vinylite. In the past three years, the number of APS subscribers has increased more than three and a half times.

This convincing vote of confidence from radio stations all over the country is the culmination of a broad research program undertaken several years ago. Its purpose was to determine, anticipate and provide broadcasters with a transcribed music service suitable in every respect for around-the-clock program building and strong commercial saleability. To this end, the research project took three courses: 1st, to analyze in detail the musical requirements of radio stations; 2nd, to carry out continuous product improvement to fulfill these requirements; 3rd, to plan all elements of the product package to insure its fullest possible commercial value to the client. That this intensive program of functional design has more than kept pace with the expanding needs of broadcasters is reflected by the countless markets in which locally sponsored shows are today built from the APS library and script service.

The extent of a transcribed music library service to broadcasters does not end with the mere provision of selections but should include continuity advice and program-

ming recommendations that will help the subscriber to exploit to their fullest the commercial possibilities of the library. APS, with a staff of professional script writers operating under a continuity director, concentrates on the building of musical shows for local sponsorship. Movie Time, Tune Time, Souvenir Songs, American Standard Time are just a few examples of the musical shows built around Associated's extensive library and roster of recording artists. Such shows are purposely constructed to meet the client's needs for flexibility in scheduling and ease of handling. Nothing is more indicative of the reproduction quality and public acceptance of these programs than the fact that local broadcasters receive requests for tickets for these transcribed shows.

In the final analysis, the value to broadcasters of a music library lies not only in the quality of the transcriptions and the scope of the selections but also in the rendering of expert advice and merchandising assistance on how to capitalize on the library's musical content. The full effectiveness of any functionally designed tool lies in the knowledge of how and when to use it. It is this know-how that is part and parcel of the Associated Program Service.

In addition to its transcribed library of music for radio use, Associated has developed two other libraries that fill a much-needed want. The first is a special library of transcribed musical interludes, bridges and themes for telecast programs. The second is for use by schools and colleges in conjunction with radio courses.

The high standards of musical reproduction that have become an indelible trade mark of APS transcriptions are due to quality-controlled processing by Muzak's Transcription Division.

To complete the picture of the Muzak organization and its function as a source of transcribed music, there's the Wired Music Division. Specially arranged programs of work and background music are transmitted by telephone lines from Muzak-licensed studios serving over 100 cities in the United States, Canada, Mexico and Hawaii. It is estimated that these programs are heard by a daily audience averaging 5,000,000 people.

For Complete List of Transcription Companies See Page 761

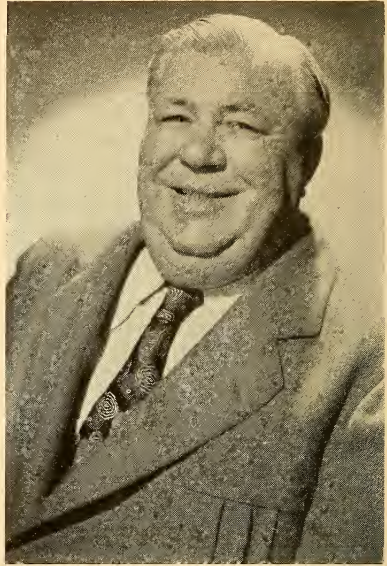


T E D D A L E

1941—GROWTH OF STATIONS—1948

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127

** This Figure includes 5 Special Broadcast Stations.



**SMILIN'
ED McCONNELL**

BROWN SHOE COMPANY

7th Year

NBC

MANTLE LAMP COMPANY

23rd Year

ABC

27th Radio Anniversary

May 30th, 1949

FMA STRESSES SALES FOR 1949

By **WILLIAM E. WARE**, *President, FM Association*



William E. Ware

THE job of selling FM on its superior technical advantages has been accomplished with more than adequate success.

The big job for 1949 is to sell FM as a new and vast advertising medium to reach the aural broadcasting audience that is daily overlapping into the FM audience.

Radio set production figures for 1948 and thus far for 1949 indicate unequivocally that AM listening has reached its peak and that FM audience is rapidly increasing. FM's challenge to the long established position held by AM broadcasting becomes stronger each day.

The year 1948 saw FM grow to a billion dollar industry.

Production of sets last year capable of tuning in FM programs increased 35 per cent over 1947. Production of AM-only sets decreased 28.5 per cent. Actually, these figures do not reveal the true gain of FM on AM since between 15 and 20 per cent of the TV sets manufactured last year included facilities for FM reception.

Accordingly, the FM potential audience at the close of 1948 was increased by more than 6,000,000 listeners.

And despite the fact that overall set production in January 1949 dipped below the million mark for the first time since last summer, production of FM receivers continued to increase while AM-only sets declined.

Percentage-wise, production of FM-AM and FM-only sets in January was 21 per cent greater than the average monthly production rate for 1948.

Meanwhile, AM-only receiver production for the same period dropped sharply to but 57 per cent of the average monthly rate for 1948.

As stated before, one of the jobs that the FMA is now undertaking is to sell the growing FM audience to the advertiser.

First step taken by the Association in this direction was its FM sales clinic held

in New York in April. Under the heading, "What's What in FM," advertisers, agency representatives, broadcaster, manufacturers, dealers and other interested parties were brought up-to-date on FM.

Speakers dealt with the growth as well as the listener characteristics of the FM audience. Case-history reports from individual FM station operators on audience-building programming techniques, and sales results from special cooperative campaigns with dealers, manufacturers and advertisers were highlights on the agenda.

Specifically on the above, the FMA is now engaged with several manufacturers on a joint-cooperative program to promote the sale of FM sets; thus maintaining the FM potential audience in increasing numbers.

In addition, the FMA program for 1949 will lay particular stress on "grass roots, man-to-man" effort to help those who are currently doing the most to further the transition of aural broadcasting in America to the modern and superior method of static-free, high fidelity FM broadcasting.

Pursuing this program, the FMA will concentrate on helping present as well as new FM stations with their problems of local programming, local and national sales, and cooperation with dealers.

General overall purposes of the FM Association may be summarized as follows:

1. To encourage the development of Frequency Modulation Broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission, and other agencies and organizations on the continuing problems affecting FM broadcasting.

For Complete Listing of FM Association See Page 1143

Ben Gross—New York Daily News:

"Today critics are hailing Jane Pickens as a mature performer in full command of her natural talents."

Jack Gould—New York Times:

"Jane Pickens provides as effortless listening as there is — the very simplicity of her performance being the best evidence of her craftsmanship."

Walter Winchell—New York Daily Mirror:

"Jane Pickens' song sessions on NBC are restful earfuls."

Variety: "Miss Pickens' voice has always been especially suited for radio."

↖
"WORDS
and
MUSIC"
↘



Personal Management—M. Gale

Music Corporation of America

National Concert Artists Corp.

UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN

(Continued from Page 43)

The principal task of the Division is, of course, to help existing stations and networks extend their own coverage of the United Nations. This may take the form of providing facilities or program material or, indeed, of completed programs. During 1948, in the United States, over 1,000 stations carried United Nations programs. A Monday through Friday program, *United Nations Today*, is carried by key stations across the continent and by several regional networks. The Columbia Broadcasting System began the series, *Memo From Lake Success*, in September, 1948, which is carried by about 100 affiliates. To meet a growing demand, another weekly program has been created—*Operation UN*. Numerous series and special programs were released by 800 stations last year. The U. S. section inaugurated several interesting projects during 1948, such as a radio education service to 200 education stations and centers; a transcribed series, *Status of Women*, documenting talks by 26 of the world's outstanding women and the *Little Songs About UN*, 1,000 sets of which were presented to the Radio Division by Station WNEW for distribution. 2,000 copies of a Woman's Broadcasters Bulletin are is-

sued monthly. Every day news correspondents and program executives from U. S. stations visit UN to record programs or write for background information. *UN Case Book*, United Nations first television series, has met with excellent public response.

Considerable time has already been devoted in the past by radio stations to programs dealing with the United Nations. We realize that in asking for still more, we are asking a lot—and yet, if we are to be honest with one another and true to our mission, we cannot, in all conscience, be satisfied with less than a lot, for the United Nations must demand a great deal—not only of broadcasters, but of everyone. In the words of Mr. B. Cohen, our Assistant Secretary General:

“... Through the centuries there has developed an attitude of *active* participation of individuals in the tasks of war, concurrently with a *passive* one towards peace. . . . No sacrifice is considered too great to achieve the aims of national defense, and men face the sternest realities with a determination to achieve victory; yet, peace requires no less a dynamic action than does armed conflict.”

UNITED NATIONS RADIO DIVISION

LAKE SUCCESS

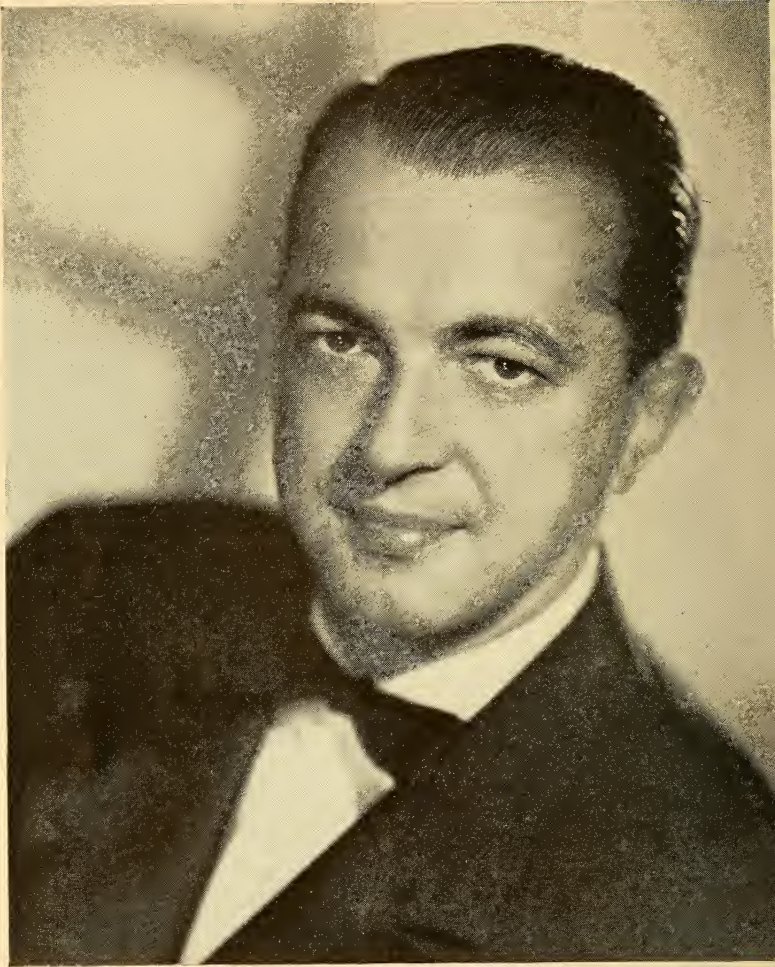
Fieldstone 7-1100, Ext. 8364

OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Aylen	Director, Radio Division
General Frank E. Stoner	Chief, Telecommunications
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Caesar Ortiz	Supervisor, Radio Reports Desk

REGIONAL SUPERVISORS

Hugh Williams	European and Middle East Services
Eugenio A. Soler	Latin American Services
Mike Peng	Trans-Pacific Services
Gerald Kean	English Language Services
Dorothy Lewis	U. S. Station Relations



PERCY FAITH

"THE PAUSE THAT REFRESHES ON THE AIR"

for

COCA COLA

Radio Daily's Almanac of Holidays and Special Events

1949

January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 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).
Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788).
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 (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 QCD 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).
Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
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 Jan., 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).
QCD 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).



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

Radio—520 stations Mutual Broadcasting System

Records—RCA VICTOR

Pictures—Republic 10th Year

Rodeo—Roy Rogers World's Championship Rodeo

Commercial Tie-ups

ROHR COMPANY

Beverly Hills

Exclusive Management

ART RUSH, Inc.

HOLLYWOOD

Press Contact

AL RACKIN

Hollywood

Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai). Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788). Aaron Burr Born (1756). American Forces Recapture Manila from Japs. 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).
- 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). 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.

March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845). First Postage Stamp used in U. S. (1847). Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day. Vermont Admitted.
- 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: Fast 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).



Athena
Lorde

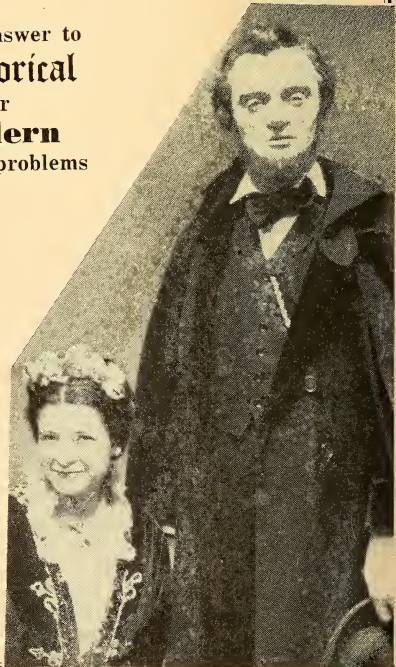
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Historical
or
Modern
casting problems



Jim
Boles

*Barbara Lynn Boles appears only
in Boles Television Packages.



- 25: The Annunciation or Lady 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 (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.



April

- 1: All Fools' Day.
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).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 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 (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 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: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704)
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 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 (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).



GEORGE F. PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION
COMMENTATOR

HEARD REGULARLY ON THE THREE NETWORKS

CAMEL TELEVISION THEATRE — MOVIE TONIGHT
TELEVISION SCREEN MAGAZINE — NBC-TV NETWORK

Holidays and Special Events Almanac

- 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).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 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).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 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).
- 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. Columbia.
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 Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation 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 U. S. (1846).
- 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.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).



June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).

ZANE GREY RADIO
AND
TELEVISION

Steve Slesinger
Romer Grey

Holidays and Special Events Almanac

- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Hellen 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 overwater) Bikini (1946).



July

- 1: Battle of San Juan Hill.
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 (1883).
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 underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei 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 De Loyola.

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American Broadcasting Company

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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 Driven 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.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
- 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.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

- Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French Fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



September

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri).
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 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).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Svdney 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. Capital 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).

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to all you station men whose confidence in us and an idea made the Syndicate success story possible.

WLIB Bloomsburg, Penn. "...very much interested in your Broadcasters Program Syndicate."

WMBR Jacksonville, Fla. "...very glad to go along with the program..."

KOTA Rapid City, So. Dak. "...we are forwarding the contract..."

WINS New York City, N.Y. "...most enthusiastic about the Pat O'Brien series..."

KWB Muscatine, Iowa. "...you are doing a swell job in getting your new idea started. We are firmly backing you."

KBMY ...with the progress you are making. You can count on me to be an enthusiastic...

KTSM El Paso, Texas. "...Just listened to 'Pat O'Brien' and 'Frontier Town'. They sound good!"

WINN Louisville, Ky. "...station is happy over its membership. We are looking forward to great things from your organization."

CFCF Montreal, Quebec. "...most anxious to join plan. The service that you are offering can do the broadcasting industry a lot of good."

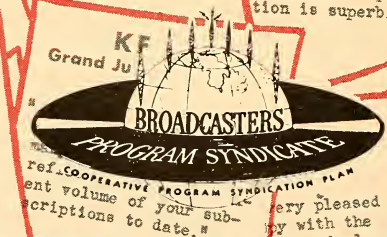
WJW Cleveland, Ohio. "...received the audition disc, and were quite impressed with the program quality and content."

ZBM Bermuda. "Your plan strikes us as the very thing we have been looking for."

KUTA Salt Lake City, Utah. "...very pleased with our association, and the excellent results obtained so far. Quality of production is superb."

WAPX Montgomery, Ala. "...most pleased with my membership. Believe you have a natural that will mean much to all stations participating. Don't believe any producer in America will come up with better shows!"

KQW San Francisco, Calif. "...looking forward to a long and very successful association."



WKNX Saginaw, Mich. "...station's money is well spent when we can secure the top notch shows you are producing. Excellent work... something radio has needed for a long, long time."

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WFDF ... Mich.

CFRN Edmonton, Alberta

WLCS Baton Rouge, La.

WCSS ...sterdam, New York

Holidays and Special Events Almanac

- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
- 26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George 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 commercial program (1934).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. 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 set aside bands in ultra-high frequencies for television aural or apex broadcasting 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 Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: 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).
Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).

November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
- 7: Marie Sklodowska Curie Born (1867).
American Art Week.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestra gave its first concert 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 Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes 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).
- 19: 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).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 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).
- 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, 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 Calif. 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.



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).

BMI first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

For Appropriate Television Music

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BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

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Write to BMI for your copy and for regular monthly supplements

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

OFFERS

a helpful guide in...

SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue and regular supplements of newly published music provided at all times.

BMI PIN UP SHEETS—convenient and timely reference to the current pop song hits and Folk leaders...issued monthly.

HOLIDAY MUSIC—suggestions of appropriate music for seasonal and holiday events.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

DISC DATA—valuable reference to records and biographical data of outstanding performers.

BMI MUSIC MEMO—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

MODEL MUSIC LIBRARY COURSE—practical application of the station's music library operation.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

PRACTICAL PROGRAMS—highly helpful as participating shows ...12 full hours of record programming issued monthly.

Other special services are introduced periodically



For the complete story of BMI write for "Your Stake in BMI"

FACTS AND FIGURES

2,473* commercial licensees in the United States and Canada... embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

99% of the dollar volume in the industry is represented by BMI licensees.

MUSIC FOR EVERY NEED BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

COMPETITION—BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

*As of Jan. 1, 1949

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Important Radio TELEPHONE NUMBERS in NEW YORK



AM Radio Stations

WBNX	MElrose	5-0333
WCBS	PLaza	5-2000
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-2418
WHLI	HEmpstead	2-8000
WHOM	Circle	6-3900
WIN5	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	OREgon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	LONGacre	4-8000
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWRL	NEwtown	9-3300

FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-9277
WGNR	New Rochelle	6-8270
WGYN	BOwling Green	9-4054
WHLI-FM	HEmpstead	2-8000
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	LONGacre	4-8000
WQXR-FM	Circle	5-5566

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	MURray Hill	7-8700
WJZ-TV	TRafalgar	3-7000
WOR-TV	LONGacre	4-8000
WNBT	Circle	7-8300
WPXI	MURray Hill	2-1234

National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	PLaza	5-2000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	PLaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	GRamercy	5-5463
The Bolting Co., Inc.	PLaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	OREgon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	PLaza	5-4130
Free & Peters, Inc.	PLaza	5-4137
The Friedenberg Agency, Inc.	PLaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0644
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	OREgon	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620

Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	PLaza	8-2255
John H. Perry Associates	MURray Hill	7-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ro-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	PLaza	5-2000
William G. Rambaue Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Borroff & Co., Inc.	PEnnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-9254
The Walker Co.	MURray Hill	7-8288
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	PLaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	LONGacre	3-3380
Calkins & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	WICKersham	2-8200
Compton Advertising, Inc.	Circle	6-2800
Dancer-Fitzgerald & Sample, Inc.	PLaza	5-4200
D'Arcy Advertising Co.	PLaza	2-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLUMbus	5-4252
Roy S. Durstine, Inc.	Circle	2-8700
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	PLaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Newell, & Ganger, Inc.	PLaza	2-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	Circle	6-1950
Hicks & Greist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	PLaza	7-6300
Hixson O'Donnell Adv., Inc.	BRyant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	OREgon	9-4440
The Joseph Katz Co.	PLaza	5-2740
Kayton-Spiro Co., Inc.	LONGacre	5-5090
Kenyon & Eckhardt, Inc.	PLaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	PLaza	5-7711
Al Paul Lefton Co., Inc.	VANDerbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANDerbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLUMbus	5-2482
Newell-Emmet International, Inc.	OREgon	9-4600
Peck Adv. Agency, Inc.	MURray Hill	3-4900
Pedlar & Ryan, Inc.	PLaza	3-0900
Progressive Radio Adv. Co.	PLaza	5-1500
Redfield-Johnstone, Inc.	MElrose	5-5522
Fletcher D. Richards, Inc.	PLaza	3-6130
	Circle	7-6383

Roche, Williams & Cleary, Inc.	Plaza	3-7444
Arthur Rosenberg Co., Inc.	Circle	7-6383
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	Bryant	9-2400
Sullivan, Stauffer, Cowell & Bayles	Oregon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
V. S. Franklyn Viola	Chickering	4-3254
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	L'ongacre	4-2737
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Film Daily	Bryant	9-7117
Printers' Ink	Murray Hill	3-6500
RADIO DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	L'ingston	2-1760
Sponsor	Plaza	3-6216
Standard Rate & Data Service	L'Exington	2-6611
Televisor, The	Plaza	7-3721
TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	L'uxemburg	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

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	V'anderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	Eldorado	5-1076
Bob Kerr	Columbus	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Plaza	8-8900
A. T. Michaud	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
National Concert & Artists Corp.	Circle	9-6000
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Bryant	9-0430
AAAA	L'Exington	2-7980
American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	V'anderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	L'uxemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	Whitcomb	4-1000
Federal Trade Commission	Whitcomb	3-8000
Institute of Radio Engineers	Regent	9-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	L'ackawanna	4-4788

Radio-TV Program and Transcription Cos.

A. B. T. Productions, Inc.	Columbus	5-2700
Advance Television Pictures Sv.	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141

Air Features	Plaza	5-2700
Alton Alexander Productions	L'orraine	8-3100
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	L'ongacre	3-7290
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advertising Service	L'uxemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	Schuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemart, Inc.	Murray Hill	8-3837
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M. D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Roy DeGroot, Consultants, Inc.	Murray Hill	7-9135
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting, Corp.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	Bryant	9-9580
Allen A. Hunt Radio Productions	Murray Hill	7-8741
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-4888
Harry S. Goodman Radio Productions	Plaza	7-6131
Gotham Radio Productions, Inc.	G'Ramsey	5-7641
Les Hafner & Co., Program Prod.	L'afayette	3-1800
Laurence Hammond Productions, Inc.	Plaza	9-2210
Hudes & Baral Radio Productions	Murray Hill	3-2840
Gerald Gross	Circle	6-2144
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond, Corp.	Eldorado	5-5511
Landau Broadcasting Service	Regent	2-5341
Lang-Worth Feature Program, Inc.	Circle	6-7410
Bob Loewi Productions, Inc.	Murray Hill	8-2000
Phillips H. Lord, Inc.	Plaza	5-2211
The Ted Mack Co.	Murray Hill	8-0370
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
Muzak Corp.	Orchard	4-7400
NBC Radio Recording D.v.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
North American Video Prod.	L'ackawanna	4-0323
Johnny Olsen's American Productions	Plaza	5-7135
Original Radio Productions, Inc.	Schuyler	4-8896
Press Association, Inc.	Plaza	7-1111
Procter Productions, Inc.	Circle	6-4091
Ra-Best Features, Inc.	Murray Hill	7-8158
Radio Artists Corp.	Plaza	3-4670
Radio Features of America	L'uxemburg	2-5130
Radio Production Service	Plaza	3-8940
Radio Program Management	Murray Hill	8-0370
Radio Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Plaza	7-7354
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Plaza	3-4670
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Plaza	7-2000
Henry Souvaine, Inc.	Circle	7-5666
Charles Stark Productions	Murray Hill	2-2636
Richard Stark & Co.	Regent	7-9608
Irvin Paul Suids, Inc.	Templeton	8-7025
Telemus Productions	L'Exington	2-3195
Telecast Productions, Inc.	Algonquin	4-4300
Telemated Cartoons	Murray Hill	6-8933
Tele-Radio Jingle Productions	Columbus	5-0371
Tele-Show Company	Murray Hill	7-2722
Tele-Theatre Productions	Plaza	9-9690
Television-Radio Enterprises, Inc.	Plaza	5-6594
Television Screen Productions, Inc.	Murray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	L'uxemburg	2-5131
Transcribed Radio Shows	L'uxemburg	2-3530
Transcription Broadcasting System	Eldorado	5-5511
United Press Associations	Murray Hill	2-0400
United Productions, Inc.	Templeton	8-8300
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Von Baumann Studio	R'hinelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	Regent	4-6615
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WCFL	SUperior	7-5300
WORW	Eastgate	7-6860
WEDC	ROckwell	2-9461
WENR	DElaware	7-1900
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	ROckwell	2-7756
WHIP	ANdover	3-6767
WIND	WHitehall	4-2170
WJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WNMP	GReenleaf	5-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAV	UNiversity	4-4606
WGNB	SUperior	7-0100
WFEM	STote	2-1357
WOAK	SAcramento	2-6272
WBIK	RAndolph	6-8210

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	CEntral	6-5070
WGN-TV	SUperior	7-0100
WNEQ	SUperior	7-8300

National Networks

American Broadcasting Co.	DElaware	7-1900
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-4590
Mutual Broadcasting System	WHitehall	4-5060
Notional Broadcasting Co.	SUperior	7-8300

Station Representatives

John Blair & Co.	SUperior	7-8659
The Bronhom Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Copper Publications	CEntral	6-5977
Crosley Broadcasting Corp.	STote	2-0365
Free & Peters, Inc.	FRanklin	2-6373
Headley-Read Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hol Holmon Co.	FRanklin	2-0016
The Kutz Agency	CEntral	6-4006
Joseph Hershey McMillro	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntral	6-1742
Notional Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	FRanklin	2-2359
John H. Perry Associates	HARrison	7-8085
Edward Petry & Co.	DElaware	7-8600
Rodio Soles	WHitehall	4-6000
Rodio Advertising Co.	CEntral	6-1742
William G. Rombeou Co.	ANdover	3-5566
Poul H. Rayer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730

Advertising Agencies

Aubrey, Moore & Walloce, Inc.	FINancial	6-1600
Auspitz & Lee	WABash	2-0315
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Gordon, Best, Co., Inc.	STate	2-5060

Hill Blackett & Co.	STate	2-0950
Bozell & Jacobs, Inc.	HARrison	7-8391
Richard Bradley Associates	WHitehall	4-5543
Buchanon & Co., Inc.	DElaware	6-5959
Leo Burnett Co., Inc.	CEntral	6-1946
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewold Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Doremus & Co.	CEntral	6-9132
Erwin Wosey & Co.	RAndolph	6-4952
Albert Frank-Gunther Low, Inc.	DEarborn	2-6424
Faote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan	SUperior	7-6746
Gront Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Moxon, Inc.	DElaware	7-3536
C. L. Miller Co.	CEntral	6-1640
Mitchell-Faust Advertising Co.	STate	2-6610
Needham, Louis Brorby, Inc.	STate	2-5151
Presbo, Fellers & Presba	CEntral	6-7683
L. W. Romsey Co.	FRanklin	2-8155
Roch, Williams & Cleory	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	FINancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Shermon & Marquette, Inc.	DElaware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FINancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Bradley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RAndolph	6-2022
Chortoc-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CEntral	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decco Records, Inc.	DElaware	7-8899
Feature Productions	CEntral	6-5593
Green Associates	CEntral	2-6418
Wendell Holl Music Maker Prod.	GRaceland	1-6730
Hollywood Recorded Features, Inc.	LONGbeach	2-3632
William Morris Agency	STate	7-5526
Jewell Radio Productions	SUperior	2-5060
Beulah Karney, Inc.	STate	3-7233
Les Lear Productions Corp.	ANdover	7-3311
Art Linick Enterprises	SUperior	3-7169
Monogram Radio Programs, Inc.	ANdover	6-4144
Morton Radio Productions, Inc.	CEntral	7-1100
Music Corp. of America	DElaware	7-8300
NBC Radio Recording Division	SUperior	2-4392
Rodio Features, Inc.	FRanklin	4-4600
RCA Manufacturing Co.	WHitehall	2-3153
Stondard Rodio Trans. Service, Inc.	STote	6-6650
Hal Tote Radio Productions	RAndolph	4-0015
Tele-Radio Creations, Inc.	MOhawk	2-5941
Television Adv. Productions, Inc.	STote	7-1280
Wright Rodio Productions	SUperior	2-8917
Fredric W. Ziv Co.	FRanklin	

News Agencies and Assn's.

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	STate	2-2332
United Press	RAndolph	6-4172

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KAGH (Pasadena)	SYcamore	6-8124
KECA	Hudson	2-3141
KFAC	Fitzroy	1231
KFI	Fairfax	2121
KFOX	MAdison	2247
KFVD	Fairfax	6361
KFWB	Hempstead	5151
KGER	MAdison	2551
KGFI	Hillside	0201
KGIL (San Fernando)	STanley	7-3467
KHJ	Hudson	2-2133
KIEV (Glendale)	CHARleston	5-2388
KLAC	Hillside	1161
KMGM	WEbster	3-9184
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-4627
KRKD	TUcker	7111
KUSC	Richmond	7-2295
KVUN	HOLlywood	5771
KVVC	Michigan	4784
KWIK (Burbank)	CHARleston	0-2111
KWKW (Pasadena)	RYan	1-6744
XXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KECA-FM	Hudson	2 3141
KFI-FM	Fairfax	2121
KFMV	Hillside	7406
KHJ-FM	Hudson	2-2133
KKLA-FM	EXposition	2719
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111

Television Stations

KECA-TV	Hudson	2-3141
KFI-TV	Fairfax	2121
KLAC	Hillside	1161
KNBH	HOLlywood	9-6161
KTLA	HOLlywood	2411
KT-L	Hudson	2-2133
KTTV	Hudson	2-1301

Networks

American Broadcasting Co.	Hudson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
Keystone Broadcasting System	HOLlywood	5338
Don Lee Broadcasting System	Hudson	2-2133
Mutual Broadcasting System	Hudson	2-2133
National Broadcasting Co.	HOLlywood	9-6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	Richmond	6184
John Blair & Co.	GRanite	6103
Bolling Co., Inc.	GRanite	2248
Burn-Smith Co., Inc.	Richmond	6184
F M Repts., Inc.	Hillside	2450
Free & Peters	HOLlywood	2151
Gene Grant & Co.	YORke	8812
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	HOLlywood	6281
Headley-Red Co.	VAndyke	1725
Joseph Hershey McGillivray Inc.	DRexel	4388
George P. Hollingbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Tracy Moore	HOLlywood	5408
National Association of Broadcasters	GRanite	7166

Harlan Gaylord Oakes	Fairfax	3200
Pan American Broadcasting Co.	HOLlywood	6281
John Pearson Co.	DRexel	4388
Edward Petry Co.	Michigan	8729
Radio Sales	HOLlywood	1212
Wm. G. Rambaou Co.	EXposition	8281
Paul H. Raymer	Michigan	6536
Taylor-Barroff, Inc.	Fairfax	8458
Universal Radio Sales	HOLlywood	8282
Walker Co.	Fairfax	3200
Weed & Company	Hillside	8611
Western Radio Association	TUcker	6877
Howard H. Wilson Co.	Fairfax	3200
Adam J. Young, Jr.	Michigan	6377

Advertising Agencies

Abbott Kimball Co., Inc.	TRinity	7575; DRexel	7305
Ad Associates	TUcker		5713
R. H. Alber Co.	HOLlywood		8273
Allen Advertising	BRadshaw		2-3336
Allied Advertising	DRexel		7331
Associated Broadcast Advertising Co.	Dunkirk		8-2972
Associated Advertising Agency, Inc.	Dunkirk		8-3145
Atherton & Co.	HOLlywood		7151
N. W. Ayer & Son	Hempstead		4871
Ayres Agency	Hempstead		8171
Bass-Luckoff of Hollywood	BRadshaw		2-1043
Ted Bates, Inc.	HOLlywood		2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood		7337
(Los Angeles)	Michigan		1354
Benton & Bowles, Inc.	Hillside		9151
Berghoff Associates, Inc.	BRadshaw		2-2625
Biow, Inc.	Hempstead		2377
W. Earl Bothwell, Inc.	GRanite		6114
Botsford, Constantine & Garner	VAndyke		0796
Brisacher, Van Norden & Staff	WEbster		8143
Buchanan & Co. (Los Angeles)	Mutual		6316
(Beverly Hills)	BRadshaw		2-1162
Campbell-Ewald Co.	Richmond		6204
Compton Advertising, Inc.	HOLlywood		8107
CRawford & Sons	Hillside		9211
Dancer, Fitzgerald & Sample, Inc.	Hempstead		8166
D'Arnall & Co.	HOLlywood		7470
Davis, Harrison, Simmonds	Hudson		2-2311
Irving Eckhoff	GRanite		3192
Erwin-Wasey & Co., Ltd.	WEbster		3-5721
Wm. Esty & Company	Hudson		2-3366
Ted H. Factor	DRexel		7187
Frank Ferrin, Inc.	HOLlywood		3628
Foote, Cone & Belding	HOLlywood		6265
Frank Ford	GLadstone		1768
A. Newton Free Co.	Michigan		1195
John F. Freiburg & Co.	Michigan		8796
Fritz, Carlson, Cash, Inc.	HOLlywood		7201
Garfield & Guild	DRexel		8131
Glasser-Gailey	Fitzroy		2141
Grant Adv. Inc.	HOLlywood		5371
Will Grant	TRinity		1384
John H. Guedel Radio Prods.	Hempstead		5186
Harrington-Whitney & Hurst	WHitney		9357
Hillman-Shane	PROspect		0101
Hixson-O'Donnell	MUtual		8331
Hutchins Adv. Co., Inc.	CRestview		6-2061
Irwin-McHugh	HOLlywood		2277
W. C. Jeffries Co.	Fairfax		8271
Paul Jones & Associates	GRanite		7197
Raymond Keane	TRinity		2915
Kenvon & Eckhardt	Hillside		8368
William Kester	Hillside		9251
J. B. Kiefer	Fairfax		8373
King Cole Adv. Service	LUcas		0681
Kudner, Inc.	Hillside		7209
Lennen & Mitchell, Inc.	BRadshaw		2-5304
J. M. Lentz	HOLlywood		3906

• • • Radio-TV Telephone Numbers in Los Angeles • • •

Lockwood-Shackelford	Trinity	9801	Louis G. Cowan, Inc.	Hillside	3139
Lott Adv.	Granite	8367	Ring Crosby Enterprises	CRestview	1-1171
Low	Hempstead	8870	Del Crosby	Hollywood	8691
Mack-Wharton	Richmond	6275	Crystal Recordings	Capitol	9883
McCann-Erickson	Hillside	8268	Coleman-Maxwell	Hollywood	4464
McKee & Albright	Hollywood	8363	Ed East	Yorke	7617
McNeill & McCleery	Michigan	7496	Eccles Recordings, Inc.	Hillside	8351
S. P. Middleman	Olympia	5818	Bruce, Eells & Associates	Hollywood	5869
The Milton C. Miller, Jr. Agcy.	Normandie	2-8747	Electro-Vox Recording Studios	Gladstone	2189
Dan B. Miner	Trinity	9711	F. W. Ferrin Co.	Hollywood	3628
Raymond R. Morgan Co.	Hempstead	4191	Finley Transcriptions	Bradshaw	2-2711
Morris & Cain	Hudson	2-2358	Lou Fulton	Hollywood	3755
H. C. Morris & Co., Inc.	Hillside	7163	Fulton Enterprises	Granite	2244
Music Corp. of America	CRestview	6-2001	Ed Gardner	CRestview	5-1594
Murray-Dymock-Carson, Inc.	DUnkirk	8-2431	Grace Gibson's Radio Prods.	Granite	5543
Needham, Louis & Brorby	GRanite	7186	William Gernant Associates	Hillside	8358
Newell-Emmett Co.	GRanite	6131	Glendale's Radio City	CHapman	5-3283
Mike Newman & Associates	Gladstone	6793	Mitchell Gertz	CRestview	1-5136
Paul E. Newman Co.	Gladstone	2793	Globe 16 MM Pictures	GRanite	7573
The Pardee Co.	GRanite	2248	Jeanne Gray Radio Prods.	GRanite	2764
Pedlar & Ryan, Inc.	Hollywood	5354	John W. Greene	Normandie	7531
Porter & Associates	DUnkirk	8-2972	John Guedel Radio Prods.	Hempstead	5186
Ralph L. Power	Michigan	5277	Francis E. Healy	GRanite	5368
Robert B. Raisbeck	Hollywood	5371	John Hestand	GRanite	5368
L. W. Ramsey Co.	Hollywood	3523	Hollywood Broadcasters Co., Inc.	GRanite	3784
Lee Ringer Adv.	DRexel	8131	Hollywood Music Recording Studios	Hempstead	5407
Ross-Gardner-White	DRexel	7211	Paul Ho'mes Recording Studios	Prospect	1540
Ruthrauff & Ryan	Hillside	7593	Hollywood Radio Prods.	GRanite	3588
James L. Saphier	CRestview	1-7230	Bob Hope Enterprises	Hollywood	4931
Russell M. Seeds	Hudson	2-1206	International Recording Studios	Hollywood	6344
Dean Simmons	Olympia	7002	Kenneth Prods.	Gladstone	5847
Sherman-Marquette	Hollywood	5131	Sam Kerner Prods.	Charleston	0-2111
Smith, Bull & McCreery	Hempstead	5671	< C M Radio Prods.	Gladstone	6466
Ralf M. Spangler	Hempstead	5129	Keystone Broadcasting System	Hollywood	5338
Barton A. Stebbins	Trinity	8821	K and M Recorders	Hempstead	8775
Sudler Co.	Trinity	0709	Arthur Kurlan	Yorke	7101
J. Walter Thompson Co. (Hollywood)	Hillside	7241	Lawrence & Lee	Gladstone	5242
(Los Angeles)	MAdison	2661	Lawson Prods.	Hillside	7720
The Tullis Co.	Hempstead	6831	E. Lindom Recording Studios	GRanite	7634
Universal Adv.	Hillside	8218	Lindom & Romaine Recording Studios	AXminster	2-8812
Louis Victor	GRanite	5673	Los Angeles Portable Recording Studios	BRadshaw	2-4441
Ward Wheelock Co.	Hillside	9221	C. P. MacGregor	Fitzroy	4191
Wade Adv.	Michigan	8608	Smilin' Ed McConnell	Hollywood	3070
Warwick & Legler	Hempstead	8163	Arnold Marquis	Hollywood	8681
R. W. Webster	MAdison	9-2283	Master-Reddy-Nelson	DRexel	4391
Milton Weinberg Co.	Tucker	4111	Ted Maxwell Prods.	Hollywood	4464
Harry J. Wendland	FAirfax	2381	Mayfair Transcriptions	CRestview	1-8151
Adolphe Wenland	Hillside	1176	Thos. Moody & Associates	FAirfax	1127
Carl Webster & Co.	Hillside	2151	Les Michel	Sunland	2261
Al Williams	GRanite	7648	Raymond R. Morgan	Hempstead	4194
Young & Rubicam	Hollywood	2731	Monogram Radio Prods.	GRanite	2248
			Norris & Cain	Hudson	2-2358
			National Broadcasting Co., Inc.	Hollywood	6161
			Tom North Prods.	Gladstone	1420
			Peerless Film & Radio Prods.	Hollywood	7127
			Professional Recording Studios	Hollywood	7037
			Radio Corp. of America-RCA Victor Division	Hillside	5171
			Radio Enterprises, Inc.	Gladstone	6456
			Radio Producers of Hollywood	Hollywood	8313
			Radio Recorders	Hollywood	3917
			Radio Transcription Co. of America, Ltd.	Hollywood	8318
			Radiotele Prods., Inc.	GRanite	5384
			Rem Prods.	Trinity	4691
			Rocket Pictures, Inc.	GRanite	7131
			Jack Rourke Prods.	GRanite	7131
			Del Sharbutt	Hillside	4305
			James L. Saphier	CRestview	1-7231
			Selected Features Sentinel Productions	Hollywood	7381
			Six Thousand Sunset Radio Center	Hempstead	6811
			Show Productions, Inc.	Hempstead	8166
			Standard Radio Transcriptions	Webster	9181
			Allen Stopp	Hollywood	3636
			Studio & Artists Recorders	Hillside	8241
			Sweum Studios	Parkway	9363
			Telecomics, Inc.	Gladstone	2591
			Telefilms, Inc.	Hollywood	7205
			Television Programs Corporation of Hollywood	Hillside	4369
			Television Relay, Inc.	Walnut	2997
			Televays Radio Productions	CRestview	6-7238
			Tellamerica	GRanite	6652
			Thomas Co.	Hillside	6564

Radio-TV Program and Transcription Cos.

Academy Sound System	Hillside	5729
Air Check Co.	Gladstone	2189
Allied Record Manufacturing Co., Inc.	Hollywood	5107
American Legion Radio Shows	AXminster	8106
Amusement Enterprises, Inc.	CRestview	4-6101
Analysis Recording Co.	FAirfax	3312
Argonair Prods., Inc.	Gladstone	7121
Associated Recording Program Ser.	Hollywood	8318
Associated Studios Broadcasting Recording	Hillside	0191
Audience Participation Recordings	Hollywood	0703
Bonded Television Corp.	CRestview	6-8729
Bride & Groom	DRexel	4391
Broadcast Record, Inc.	Hillside	1511
Howard C. Brown	Hollywood	6045
Smiley Burnette Rancho Records	SUnset	1-1437
Cardinal Co., Inc.	Hempstead	1177
Capitol Transcriptions	Hollywood	8171
Carter-Wright Radio Television Prods.	Hollywood	3636
Edmund Cashman	GRanite	8332
Centaur Prods.	Walnut	3163
Leslie Lucas	Hollywood	5111
Cole-White Radio Prod.	Hillside	9211
Columbia Records, Inc.	BRadshaw	2-5411
Command Radio Productions, Inc.	GRanite	7450
Commodore Productions	Hollywood	8229
Consolidated Broadcasting Co.	Walnut	5322
Continental Recordings	Gladstone	4088
Continental Radio & Television Prods.	Hempstead	8171
Frank Cooper	GRanite	5481

Radio-TV Phone Numbers in LOS ANGELES

Transcription Sales, Inc.	Hollywood	5600
Truth or Consequences	Hollywood	2901
Twentieth Century Records, Inc.	Granite	1567
United Radio & Radio Television Prods.	Hillside	7651
Universal Recorders	Hollywood	8282
Vallee-Video	Hillside	6118
Glenn Wallichs Music Center	Hollywood	8211
Mark Warnow	Hillside	2153
Wells Recordings	Northmandie	9129
Carl Webster & Co.	Hillside	2151
Walter White, Jr.	Hollywood	8229
Lyle E. Willey	Hillside	5729
Hal Wilson Radio Prods.	Hillside	1714
World Broadcasting System, Inc.	Hempstead	5141
Carter Wright Radio and Television Prods.	Hollywood	3636
Frederick W. Ziv Co.	Hempstead	3248

Radio Artists Agencies

Larry Allen	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	Crestview	6-3131
Stanley Bergerman	Crestview	6-3195
Herman Bernie	Crestview	5-6685
Phil B'oom	Crestview	4-6064
Ralph Blum	Crestview	4-5411
Century Artists	Hudson	2-1283
Cinema Authors & Artists Agcy.	Crestview	6-6241
Columbia Artists Management	Hempstead	5316
Hallam Cooley Agcy.	Crestview	5-6161
Jack Creamer	Gladstone	9683
Everett N. Crosby	Crestview	1-1171
Ken Dolan & Co.	Hollywood	3558
Famous Artists	Crestview	1-5222
Features Agcy.	Crestview	6-5096
Frederick Bros.	Crestview	1-6244
General Artists	Crestview	1-8101
Mitchell Gertz	Crestview	4-5491
Bruce Gear	Crestview	5-1660
Goldstone Agcy.	Crestview	6-1071
Mitchell J. Hamilburg	Crestview	5-8171
Donald Hyde	Crestview	4-5261
Lou Irwin	Crestview	1-7131
Sam Jaffe	Crestview	6-6121
Irving Paul Lazar	Crestview	5-6153
Levee-Short	Crestview	5-0626
Levee-Stark	Crestview	1-5781
Lester Linsk	Crestview	5-4396
A. & S. Lyons	Crestview	1-6131
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	Crestview	6-2001
Ethel Minter	Crestview	5-2776
Monter-Gray	Crestview	1-1191
William Morris	Crestview	1-6161
Polan and Rosenberg	Crestview	1-8121
Radio Registry	Hillside	8321
Radio Artists Corp.	Crestview	5-4308
Art Rush	Hillside	5161
The Salkow Agcy.	Crestview	1-9134
James L. Saphier	Crestview	1-7231
Schwarz Agency	Crestview	4-6301
Louis Shurr	Crestview	1-1116
Edward Sherman	Crestview	5-0186
Stempel-Olenick	Crestview	1-7141
A. George Volck	Crestview	6-3121
D. M. Winkler	Crestview	1-7244
Chas. Wendling	Crestview	6-2348

Publications

Broadcasting	Gladstone	7353
Hollywood Reporter	Hillside	7411
RADIO DAILY	Gladstone	8436
Radio Life	Hillside	9275
Radio News	Tucker	9213
Variety	Hollywood	1141
Radio Artists Directory	Hillside	0101

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	District	0520
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Censors, Bureau of the	STerling	3000
Commerce, Department of	STerling	9200
Copyright Office—Library of Congress	NAtional	2722
Court of Customs & Patent Appeals	NAtional	4696
Executive Mansion	NAtional	1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Federal Trade Commission	EXecutive	6800
Government Printing Office	District	6840
Interior, Department of the	REpub. ic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STerling	7373
National Military Establishments		
Air Force, Department of The	REpublic	6700
Army, Department of The	REpublic	6700
Navy, Department of The	REpublic	7400
National Research Council	EXecutive	8100
Patent Office	STerling	1200
Post Office Department	District	5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional	3120
Radio Script & Transcription Exchange	REpublic	1820, Ext. 2225
State, Department of	REpublic	5600
Supreme Court of The U. S.	EXecutive	1640
White House	NAtional	1414
Blair House	REpublic	1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	0255
Frequency Modulation Ass'n	Hudson	7170
National Association of Broadcasters	DEcatur	9300
National Press Club	REpublic	2500
RADIO DAILY	Wisconsin	3271
	HObart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

AM Radio Stations

WAMC	EMerson	9445
WARR	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WGAY	SHepherd	1050
WHMB	SHepherd	8905
WINX	REpublic	8000
WMAL	NAtional	5406
WOL	MEtropolitan	0010
WOOK	STerling	7265
WQQW	COLUMBIA	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDG	NAtional	7203

FM Radio Stations

WASH-FM	District	1356
WCFM	REpublic	8688
WRC-FM	REpublic	4000
WWDG-FM	NAtional	7203

Television Stations

WMAL-TV	NAtional	5400
WNBW	REpublic	4000
WOIC	STerling	0600
WTTG	STerling	5300

News Services

Associated Press	District	1500
International News Service	NAtional	1783
Transradio Press	NAtional	1178
United Press	EXecutive	8480

long term
gains
— or →
short term
gains

HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

More total audience—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. [BMB—ADJUSTED TO DATE]

More average audience—On a *national* basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. [U.S. HOOPERATINGS]

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. [PROGRAM HOOPERATINGS—DECEMBER 15-21]

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. [BASED ON PIB]

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. [U.S. HOOPERATINGS]

Such are the proportions of...

NBC...America's No.1 Network



THE NATIONAL BROADCASTING COMPANY—a service of Radio Corporation of America

BENRUS SALUTES

the more than 150 radio stations coast to coast which broadcast Benrus time signals and announcements to approximately 28,000,000 radio homes daily. Also the many TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

BENRUS

*official watch of famous airlines**

*Reg. U. S. Pat. Off.

S. B. A. ACTIVITIES GROWING

By JIMMY DOLAN, Exec. Secty., Sports Broadcasters Assn.



Jimmy Dolan

THE sports broadcasters Association enters the tenth year of its existence with high hopes of continued success. Since its inception, the Sports Broadcasters Association has made steady progress in furthering the ideals on which the organization was founded. It has received from the sports world in-

creasing recognition as the voice of the sports announcers throughout the country.

The Sports Broadcasters Association has worked constantly with the colleges all over the nation in an effort to improve conditions for football announcers. On request we have submitted, to various colleges, plans for the ideal broadcasting booth. These plans were drawn up as a result of our annual award to the college with the best broadcasting facilities. This award has been won in the past by Notre Dame, Princeton, Michigan, and Georgia Tech. In addition, we have outlined, to college publicity men, the type of material needed by play-by-play announcers, as well as the story material required by the men who do daily summaries.

As a result of the close cooperation between the colleges, the sports promoters and the Sports Broadcasters Association, sports announcers are now recognized by the authorities as an important part of the sports picture. In accordance with this trend, it is interesting to note that the three baseball clubs in the New York area have set aside facilities for the exclusive use of Sports Broadcasters Association members at their ball parks. Our Sports Broadcasters Association card is the only identification needed for admission to the park and the box. In a like manner, the five New York race tracks honor our card, and so do the three New Jersey tracks.

These privileges we have secured were not easily won. They came after a long, hard fight by the officers and members of the Sports Broadcasters Association. The New York Yankees were the first to make facilities available to our members, and the Brooklyn Dodgers followed the lead

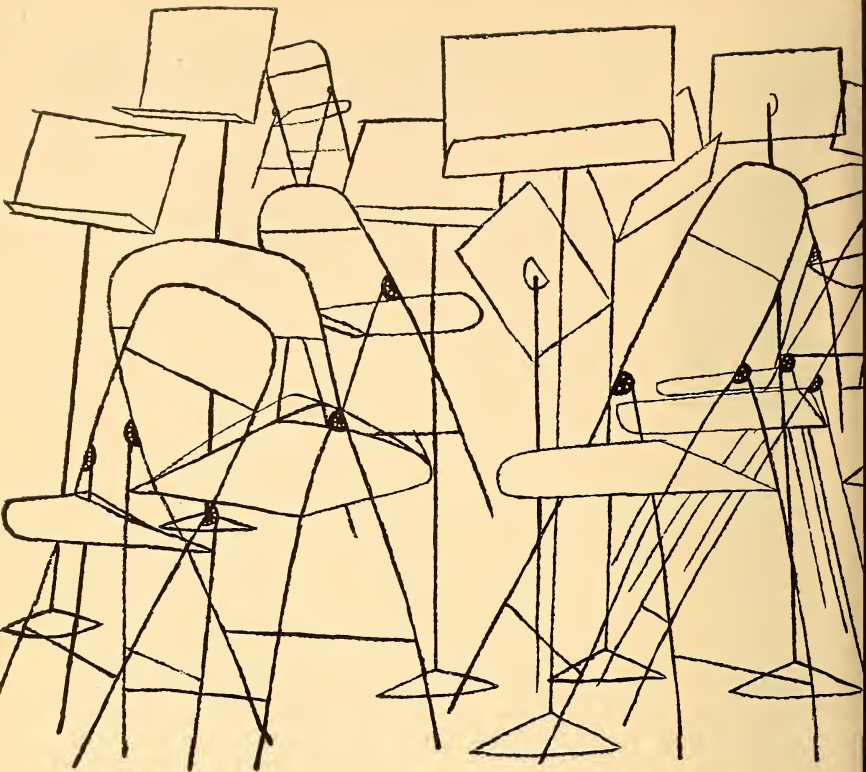
set by the Yankees soon after. Last year the New York Giants capitulated, and our baseball victory was complete. We have also worked closely with the baseball owners on release dates, so that our members with nightly shows get the same break as the morning and afternoon papers. The campaign is still going on in all sports to assure the Sports Broadcasters Association members the same privileges as are accorded all working press.

The Constitution of the Sports Broadcasters Association contains a code of ethics. If any member of the Sports Broadcasters Association feels that his work or his opportunity to work, is jeopardized by a fellow member, he has the privilege of bringing his case before the executive committee.

The second annual dinner of the Sports Broadcasters Association was held on February 21 at Rupperts, and was a huge success. Seated on the Dais were the leading figures from the world of sports. Among the guests out front were the agency and network executives who, with the sports personalities present, came to honor Joe DiMaggio of the Yankees. Joe had been voted the Graham McNamee Memorial Award, which is given each year to the man who, in the opinion of the Sports Broadcasters Association, has contributed the most to sports. The presentation was made by Phil Carlin, who was Graham McNamee's partner in the old days.

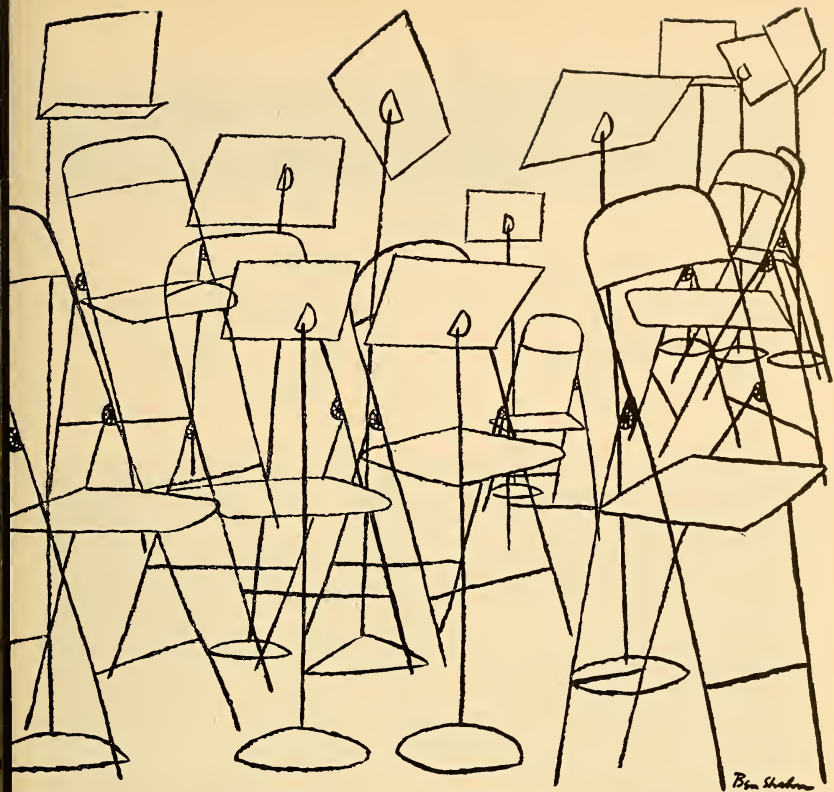
Quent Reynolds, famous author and correspondent, was the toastmaster, and did a magnificent job. Among the speakers were Jim Farley, Fred Linder, General Kilpatrick, Herbert Bayard Swope, Ford Frick, Bill Bingham, Frank Howard and Casey Stengel. According to all present, the speaking program was the best of its kind ever put on. The speakers were brief, and yet, in the short time allotted to them, managed to make their talks humorous.

The Sports Broadcasters Association still adheres to its schedule and functions as a weekly luncheon group. Figures from the world of sports, including coaches, athletic directors, and others who can help the announcers learn more about their profession, are regular guests at these luncheons.



The empty studio...

No voice is heard now. The music is still.
The studio audience has gone home.
But the *work* of the broadcast has just begun.
All through the week... *between* broadcasts...
people are buying the things everywhere
this program has asked them to buy.
Week after week.



From the beginning the country's shrewdest advertisers have chosen network radio to maintain this *weekly* contact with their customers. And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice among all networks of America's largest advertisers.



COLUMBIA BROADCASTING SYSTEM



UNITED PRESS



THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

NEWS SERVICES



Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director and General Manager.....Kent Cooper
Asst. General Manager for Radio.....Oliver Gramling
Assistant Secretary.....Charles Honce
Radio News Editor.....Tom O'Neil

International News Service

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

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Basil A. Caparell

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

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

Executives

Manager.....D. Kimpton Rogers
News Editor.....Geoffrey Tebbutt
Accountant.....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
Senior Editor—Washington.....William Hardcastle

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President.....Dixon Stewart
V.P. and General News Manager.....Rex R. Goad
V.P. and Sales Manager.....Robert E. Lee Moore

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

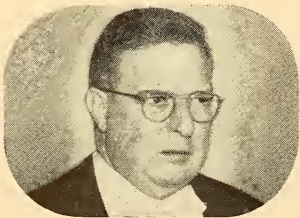
President.....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....Phil Newsom
General Sales Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

1949... ABC's *year in television*

ABC's television story goes back a long, long way. In the days of experimental television, ABC put on more commercial programs—in more places—for more clients—than *any* network. Since then, ABC has constantly made big news in television. The network's smash-hit premières in New York, Chicago, Detroit and other cities made television history in 1948. And so, for example, did its exciting Election Night coverage... its sensational "first" in telecasting Opening Night at the "Met." Even bigger things are ahead for '49, with ABC's mammoth Television Centers in New York and Hollywood in full swing. If you are an advertiser, you owe it to yourself to take a good look at the progress... the plans... the people... the potential... of ABC-TV.



George Jessel (above), Connee Boswell, Paul Draper, and other headliners thrilled ABC viewers recently in a gala two-hour holiday show on ABC Television!



The **Metropolitan Opera's** opening night performance of "Otello" was seen by over 2,000,000 people on ABC-TV. Above: Milton Cross, ABC's famed "Mr. Opera."



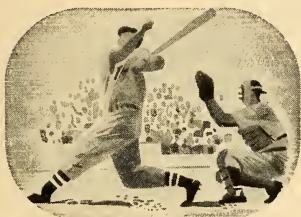
Ray Bolger, Ella Logan and Bea Lillie starred in the sensational, smash-hit première of ABC's New York station (WJZ-TV) last fall. James Barton, Henry Morgan and many other great stars appeared.



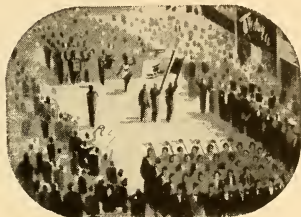
Ginny Simms, Jerry Colonna, Victor Borge, Lou Holtz and a whole galaxy of top-notch entertainers were on hand when WENR-TV went on the air in Chicago.



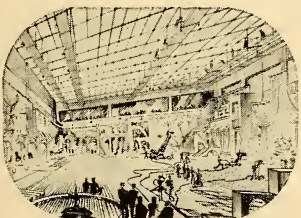
Paul Whiteman has appeared recently on ABC Television. Also Jessica Tandy, Marc Connelly, Georgie Price, Frances Langford, Don McNeill, Paul and Grace Hartman.



Baseball, boxing, football . . . many of the biggest sports events are telecast on ABC. And you have *better* than front-row seats, right in your own living-room!



Special events like the Presidential Inauguration happen right before your eyes—on ABC Television. ABC cameras catch important television events as they happen.



ABC's gigantic new million-dollar Television Center in New York is an entire city block long. It is the largest, most modern in the world . . . built especially for television.



In Hollywood, ABC will soon begin telecasting from the network's new site: the famous 20-acre Vitagraph movie lot, which has the largest sound stage in Hollywood.

ABC TELEVISION

The Living Image of America

American Broadcasting Company

Compliments of a



Friend*

*As of January 1, 1949

520 Stations (510 in service)

32,482,000 Radio Homes (Grade I Daytime "Listenability")

Non-Commercial AM Stations of the U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1949

Location	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn...	1150	2500 watts d
Pasadena	KPPC	Pasadena Presbyterian Church.	1240	100 watts
COLORADO				
Denver	KPOF	Pillar of Fire.....	910	5000 watts d
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.....	1100	5000 watts
Urbana	WILL	University of Illinois.....	580	5000 watts d
IOWA				
Ames	WOI	Iowa State College.....	640	5000 watts d
Boone	KFGQ	Boone Biblical College.....	1260	250 watts d
Decorah	KWLC	Luther College	1240	250 watts
Iowa City	WSUI	The State U. of Iowa.....	910	5000 watts
KANSAS				
Lawrence	KFKU	University of Kansas.....	1250	5000 watts
Manhattan	KSAC	Kansas State College.....	580	5000 watts d
MICHIGAN				
East Lansing	WKAR	Michigan State College.....	870	5000 watts d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250 watts
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Theo. Sem.....	900	1000 watts d
Minneapolis-St. Paul	KUOM	University of Minn.....	770	5000 watts d
Northfield	WCAL	St. Olaf College.....	770	5000 watts d
MISSOURI				
Clayton-St. Louis	KFUO	Evangelical Lutheran Synod...	850	5000 watts
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire.....	1380	500 watts d
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.....	1330	5000 watts
New York	WNYC	City of N. Y.	830	1000 watts
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 watts d
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000 watts
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 watts d
OREGON				
Corvallis	KOAC	Oregon State Agric. College...	550	5000 watts
Portland	KBPS	Benson Polytechnic School....	1450	100 watts
PENNSYLVANIA				
Grove City	WSAJ	Grove City College.....	1340	100 watts
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech...	1230	100 watts d
Vermillion	KUSD	University of South Dakota....	920	5000 watts
WASHINGTON				
Pullman	KWSC	State College of Wash.....	1250	5000 watts
WISCONSIN				
Madison	WHA	University of Wisconsin.....	970	5000 watts d
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930	5000 watts d



In a Lather every Week

AND WE APPRECIATE IT



Of course ... we appreciate the hard work of all the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

The Staff of

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

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



BUSINESS

Agency and Sponsor Network Billings



Research Firms



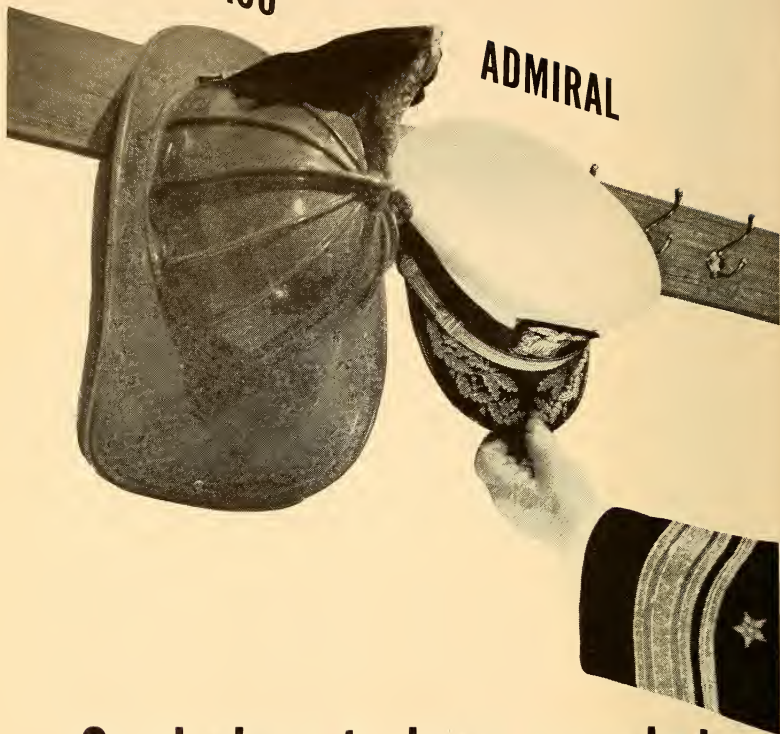
Advertising Agencies



Radio-TV Station Representatives

TEXACO

ADMIRAL



**Good place to hang your hat
for tops in television:
Kudner Agency, Inc.**

NEW YORK

★

DETROIT

★

WASHINGTON

LOS ANGELES

★

SAN FRANCISCO

Network Billings

AGENCY AND SPONSOR

American Broadcasting Co. 1948 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 5,361,292
J. Walter Thompson Company	3,891,292
McCann-Erickson, Inc.	3,139,435
BBDO	2,392,445
Compton Advertising, Inc.	2,225,036
Hutchins Advertising Company, Inc.	2,128,069
Kenyon & Eckhardt, Inc.	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles, Inc.	1,549,931
Kudner Agency, Inc.	1,504,820
C. J. LaRoche & Co., Inc.	1,138,289
Warwick & Legler, Inc.	1,090,109
William H. Weintraub & Com- pany, Inc.	1,034,720
Knox Reeves Advertising, Inc.	1,005,740
Maxon, Incorporated	980,298
Sherman & Marquette	834,916
Sullivan, Stauffer, Colwell & Bayles, Inc.	814,372
Robert W. Orr & Associates, Inc.	804,832
Doherty, Clifford & Sheffield, Inc.	770,003
Lawrence C. Gumbiner Adver- tising Agency, Inc.	726,525
Leinen & Mitchell, Inc.	700,500
Geyer, Newell & Ganger, Inc.	689,199
William Esty Company, Inc.	673,318
Needham, Louis and Brorby, Inc.	613,100
Young & Rubicam, Inc.	426,125
Schwimmer & Scott, Inc.	421,854
Tatham-Laird, Inc.	393,767
Weiss and Geller, Inc.	378,942
Politicals	365,673
Leo Burnett Company, Inc.	352,096
Roche, Williams & Cleary, Inc.	317,214
H. B. Humphrey Company	309,938
The Joseph Katz Company	305,462
Andrew Gabagan Associates, Inc.	294,913
J. M. Mathes, Incorporated	287,154
Gardner Advertising Co.	278,338
Cecil & Presbrey, Inc.	262,269
MacManus, John & Adams, Inc.	252,619
Weinstein & Company	238,025
Buchanan & Company, Inc.	226,362
Honig-Cooper Company	171,576
William Von Zehle & Company, Inc.	162,883
The Blow Company, Inc.	147,839
Chas. Dallas Reach Co., Inc.	146,656
Henri, Hurst & McDonald, Inc.	133,798
Zimmer-Keller, Inc.	125,497
Morris F. Swaney, Inc.	82,000
Hixson & Jorgensen, Inc.	81,168
Olean Advertising Company	79,617
John C. Dowd, Inc.	71,448
St. Georges & Keyes, Inc.	69,366
Roy S. Durstine, Inc.	66,618
Brisacher, Van Norden & Staff, Inc.	53,192
William Hart Adler, Inc.	40,273
Swaney, Drake & Bement, Inc.	33,016
Loekwood-Shackelford Adver- tising Agency	32,688
Pacific National Advertising Agency	29,305
No Agency	23,842

Ewell & Thurber Associates	22,380
Arthur Meyerhoff & Company	20,677
Glasser-Gailey, Incorporated	17,684
Willman & Callahan	11,176
Russell, Harris & Wood, Inc.	7,512
The Wesley Associates	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash, Inc.	6,288
J. D. Tarcher & Co., Inc.	6,026
Beaumont & Hohman, Inc.	3,856
Doherty Advertising Co., Inc.	1,920
Lester L. Wolff, Inc.	384

TOTAL \$44,303,376

Mutual Broadcasting System 1948 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 2,019,850
Ruthrauff & Ryan, Inc.	1,921,219
Sullivan, Stauffer, Colwell & Bayles	1,523,587
Wade Advertising Agency	1,518,538
Gardner Advertising Co.	1,381,800
Wm. H. Weintraub & Co., Inc.	1,362,531
Neal D. Ivey Co.	1,348,756
Kudner Agency, Inc.	1,279,862
Erwin Wasey & Co.	1,267,042
Roy S. Durstine, Inc.	1,165,487
Benton & Bowles, Inc.	704,871
Grant Advertising Agency	626,880
Swaney, Drake & Bement, Inc.	531,811
Aubrey, Moore & Wallace, Inc.	526,246
Hill Blackett, Inc.	489,159
J. Walter Thompson Co.	482,074
Gotham Advertising Co., Inc.	387,878
Sherman & Marquette	355,614
Stanley G. Boynton Advertising Maxon, Inc.	289,401
H. B. Humphrey	287,671
Western Advertising, Inc.	283,286
D'Arcy Advertising, Inc.	278,917
Evans Associates	247,583
Haehnle Advertising	208,451
Roche, Williams & Cleary, Inc.	203,349
Walker & Downing	188,144
Brown & Bowers	181,828
C. Wendel Muench & Co.	175,168
BBDO	171,652
Crook Advertising Agency	150,769
Hutchins Advertising, Inc.	117,956
Foote, Cone & Belding	106,747
Warwick & Legler, Inc.	99,410
R. H. Alber Co.	98,765
Buchanan Co.	69,092
Platt-Forbes, Inc.	67,005
Arthur Meyerhoff & Co.	64,217
Ewell & Thurber Associates	60,802
Moss & Arnold Co.	59,089
Hirshon-Garfinkel, Inc.	55,829
Alpha Advertising Agency	52,095
Geo. H. Hartman Co.	44,787
Huber, Hoge & Sons	37,917
Fredrick Clinton Co.	36,022
Raymond Spector, Inc.	32,767
Wm. Esty & Co.	31,200
Birmingham, Castleman & Pierce	29,686
Pierce	24,710
Weston-Burnett, Inc.	24,057
Henri, Hurst & McDonald	17,335
Marks & Neesse	12,944
Furman & Heiner Co., Inc.	11,397

Since 1898...

THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

Agency—Network—Sponsor Billings

Campbell-Ewald Co.	10,252
Grey Advertising Agency.....	9,291
Smith, Bull & McCreery.....	5,215
Klinger Advertising Corp.....	887
Direct	656
TOTAL	\$22,769,464

American Broadcasting Co. 1948 Sponsor Expenditures

General Mills, Inc.....	\$ 4,666,348
The Procter & Gamble Co....	2,879,348
Philco Corporation.....	2,128,069
Swift & Company.....	2,112,742
Sterling Drug, Inc.....	2,025,268
The Quaker Oats Co.....	1,973,205
Libby, McNeill & Libby.....	1,778,550
Toni, Inc., Div. of Gillette Safety Razor Co.....	1,714,040
Westinghouse Electric Corp. (Lamp Division).....	1,318,029
United States Steel Corporation of Delaware.....	1,052,090
Kellogg Company.....	1,048,410
The Texas Company.....	1,029,210
Gillette Safety Razor Co.....	894,669
Equitable Life Assurance Society of the U. S.....	876,747
The Andrew Jergens Co.....	804,832
Bristol-Myers Company.....	770,003
The Norwich Pharmacal Co....	726,525
P. Lorillard Company.....	700,500
Nash-Kelvinator Corporation.....	689,199
General Electric Co., Lamp Dept.	673,398
R. J. Reynolds Tobacco Co....	673,318
National Biscuit Co.....	668,882
Curtis Publishing Company.....	666,657
Seeman Brothers, Inc.....	636,551
Pacific Coast Borax Co.....	615,225
Derby Foods, Inc.....	613,100
The Southern Cotton Oil Co....	595,940
Nestle's Milk Products, Inc....	588,941
The Goodyear Tire & Rubber Company, Inc.....	541,500
Pillsbury Mills, Inc.....	515,520
Universal Match Corp.....	421,851
The Frank H. Lee Company....	404,195
Elgin-American Div. of Illinois Watch Case Company.....	378,942
Politicals.....	365,673
Carter Products, Inc.....	358,284
Noxema Chemical Co.....	328,002
The Christian Science Publishing Society.....	309,938
American Oil Company.....	305,162
Association of Amer. Railroads.	298,560
America's Future, Inc.....	294,913
Standard Laboratories, Inc. (Sub. of Wm. R. Warner Co., Inc.)	292,707
American Express Company.....	287,154
United States Army Air Force Recruiting Service.....	278,338
Speidel Co.....	262,269
Champion Spark Plug Co.....	252,619
The Drackett Co.....	248,573
United Electrical, Radio & Machine Workers of America.....	238,025
Farnsworth Tele & Radio Corp.	213,362
John Hancock Mutual Life Insurance Co.....	186,618
General Foods Corporation.....	177,552
Wine Growers Guild.....	171,576
Brotherhood of Rail. Trainmen.	162,883
Eversharp, Inc.....	117,830
L. E. Waterman Co.....	146,656
John Morrell & Co.....	133,798
Arabian-American Oil Company	133,242
Smith Brothers.....	128,086

Fruehauf Traller Co.....	125,497
Club Aluminum Products Co....	125,422
Bosco Co.....	94,851
Swerl Products Div. of Allied Chemical & Dye Corp.....	85,629
Kaiser-Frazer Sales Corp.....	82,000
Richfield Oil Corp.....	81,168
Paul F. Beich Company.....	79,617
Reichhold Chemicals, Inc.....	73,050
First National Stores, Inc.....	71,448
Benjamin Moore & Co.....	69,366
Whitehall Pharmacal Company	69,183
Tucker Corporation.....	66,618
Revere Camera Co.....	54,507
The Mantle Lamp Co. of America, Inc.....	40,273
California Medical Association.	32,688
Fisher Flouring Mills Co.....	29,305
Stanley Home Products, Inc....	23,842
General Motors Corporation...	23,006
Wilson Sporting Goods Co.....	22,380
"42" Products, Ltd.....	21,980
Consolidated Royal Chem. Corp.	20,677
Butler Packing Company.....	19,616
Mode O'Day Corp.....	17,684
Clary Multiplier Corp.....	11,596
United Steel Workers.....	11,176
McKesson & Robbins, Inc.....	8,118
U. S. Sixth Army Command....	7,512
Beauty Factors, Inc.....	7,248
William H. Wise & Co., Inc....	7,084
The Shontex Company.....	6,288
Fisher Body Div. General Motors Corp.....	4,134
Pacific Greyhound Lines.....	3,856
Clear Weave Stores, Inc.....	2,394
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Sponsor Expenditures

Ralston Purina Co.....	\$ 1,407,855
Philip Morris & Co. Ltd.....	1,401,402
Bayuk Cigars, Inc.....	1,346,461
Miles Laboratories, Inc.....	1,301,106
Carter Products, Inc.....	1,195,913
Serutan Co.....	1,165,487
General Motors Corp.....	1,021,330
R. B. Semler, Inc.....	921,173
Kaiser-Frazer Corp.....	889,996
Pharmaco, Inc.....	755,466
Mutual Benefit Health & Acci- dent Association of Omaha..	728,706
Quaker Oats Co.....	706,115
General Foods Sales Co.....	704,871
Ronson Art Metal Works.....	648,448
Cudahy Packing Co.....	626,880
Williamson Candy Co.....	526,246
Wander Co.....	489,159
Helbros Watch Co.....	477,938
Johns-Manville Corp.....	425,780
Shotwell Mfg. Co.....	389,084
Lutheran Lamen's League.....	387,874
Noxema Chemical Co.....	327,674
Trimount Clothing Co.....	319,083
Radio Bible Class.....	289,401
Gillette Safety Razor Co.....	287,671
Voice of Prophecy.....	278,917
U. S. Tobacco Co.....	258,532
Coca Cola Co.....	247,583
National Council of Protestant Episcopal Churches.....	231,278
Christian Reformed Church....	208,451
Piedmont Shirt Co.....	207,325
Appalachian Coals, Inc.....	203,349
Revere Camera Co.....	188,144
Mail Pouch Tobacco Co.....	181,828
Musterole Co.....	136,422



LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO
CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

Agency—Network—Sponsor Billings

Barbasol Co.	131,111
Young Peoples Church of Air.	123,123
International Milling Co.	117,956
Phileo Corp.	106,747
U. S. Army Recruiting Service.	102,292
Armour & Co.	99,330
Democratic National Committee	98,765
DL&W Coal Co.	86,216
Fuller Foundations	69,002
Teen Timers, Inc.	67,005
Peter Paul, Inc.	64,217
Continental Pharmaceutical Corp.	60,802
Wilson Sporting Goods Co.	59,089
P. Ballantine & Sons.	56,298
United Electrical Radio Machine Workers of America.	55,829
George A. Hormel Co.	53,905
Volupte, Inc.	52,095
First Church of Christ Scientist	52,008
Curtis Publishing Co.	51,717
H. C. Cole Milling Co.	46,821
Republican National Committee	45,147
E. J. Brach & Sons, Inc.	37,917
Doubleday & Co.	36,022
Progressive Party	32,767
Universal Carloading	31,200
R. J. Reynolds Tobacco Co.	29,686
Conti Products Co. Inc.	24,710
American Bird Products, Inc.	24,057
Perfect Circle Co.	17,335
Mississippi Tabernacle	12,914
ILGWU	11,397
U. S. Rubber Co.	10,252
Pilot Radio Corp.	9,291
Shipstad & Johnson.	5,215
Penn. Committee for Stassen.	2,295
C.I.O. Political Action Com.	887
Grand Lodge of Free & Accepted Masons	656
Pepsodent Division—Lever Bros.	80
\$22,769,464	

American Broadcasting Co. 1948 Gross Monthly Billings

MONTH	1948
January	\$ 3,989,001
February	3,792,256
March	4,076,207
April	3,997,640
May	4,045,384
June	3,488,474
July	2,793,180
August	3,787,805
September	3,164,857
October	3,279,569
November	3,908,034
December	3,981,169
TOTAL	\$41,303,376

Mutual Broadcasting System 1948 Gross Monthly Billings

MONTH	1948
January	\$ 2,072,002
February	2,073,260

March	2,089,090
April	1,907,971
May	1,850,634
June	1,639,517
July	1,512,664
August	1,630,683
September	1,755,932
October	2,260,063
November	2,030,250
December	1,917,398
TOTAL	\$22,769,464

American Broadcasting Co. 1948 Industrial Classifications

Foods and Food Products.	\$15,981,823
Drugs and Toilet Goods.	8,323,749
Radios, Refrig., Phono. & Electrical Appliances.	5,022,057
Laundry Soaps and Cleansers.	2,692,843
Lubricants, Petroleum Prods. and Fuel	1,549,082
Cigars, Cigarettes and Tobacco.	1,373,818
Publications	1,351,642
Household Furnishings and Accessories	1,123,142
Insurance	1,096,053
Automobiles, Trucks and Accessories	1,095,464
Steel	1,052,090
Jewelry and Accessories.	787,867
Transportation and Travel.	589,570
Confectioneries	501,468
Clothing and Dry Goods.	424,183
News Programs Sponsored by Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs.	11,176
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Industrial Classifications

Drugs & Toilet Goods.	\$ 6,019,944
Foods & Food Beverages.	3,626,312
Cigars, Cigarettes & Tobacco.	3,217,909
Automobiles & Accessories.	1,938,913
Religious	1,652,998
Confectionery & Soft Drinks.	1,265,047
Jewelry & Silverware.	1,178,481
Finance & Insurance.	728,706
Laundry & Household Supplies	626,880
Clothing & Dry Goods.	593,413
Building Materials.	425,780
Miscellaneous	410,507
Lubricant, Petroleum & Fuel.	289,595
Paints & Hardware.	287,671
Sporting Goods	247,233
Radio & Phonographs.	116,038
Stationery & Publishers.	87,739
Wines, Beer & Liquor.	56,298
TOTAL	\$22,769,464

CBS & NBC 1948 Network Billings Not Available



A. & S. LYONS
INC.

MANAGERS OF DISTINGUISHED ARTISTS

21

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**356
NO. CAMDEN
DRIVE**

THE BUSINESS SIDE OF RADIO

By VAL ADAMS, Associate Editor, RADIO DAILY



Val Adams

A GOOD horse player with many years of pouring over form sheets and past performances can readily see by the charts that radio's getting tougher all the time. It's impressive to say that radio's gross revenue in 1948 was 6.5 per cent (\$24.5 million) greater than the previous year but there's more to the story than that. The 1948 increase was at the most no better, and possibly a little less, than the 1947 rate of increase over 1946. Yet in 1948 roughly 400 more AM stations went on the air and Jan. 1, 1949, there were an additional 260 CP's. This is proof positive that broadcasters are growing faster than money.

According to NAB estimates, overall gross revenue from radio time sales in 1948 was \$398,560,000, up 6.5 per cent above the official 1947 income figure released by the FCC. For the second straight year, and the second time in history, income of stations from local retail advertising far outdistanced the gross of the national networks. Local retail business was responsible for \$156,646,000, by NAB estimates issued at the end of 1948, while the national networks sacked up \$133,461,000. The annual percentage of increase also held fast to the new trend, the stations registering 6.5 per cent while the major networks showed 4.5 per cent.

Another outstanding point in the '48 performances was the 10 per cent hike in national spot business. This is even better than the jump in 1947 when national spot increased 9 per cent above 1946. Within the last two years there has been a heavy trend by national advertisers to use more and more spot radio because by this method they call their shots. The extremely heated arguments between the networks and station rep firms during FCC hearings over station representation indicates the importance of this type of operation in the industry.

National spot business in 1948 zoomed

over the \$100 million mark for the first time. NAB's estimated figure was \$100,739,000 and the rate of increase was more than twice as great as that shown by the major networks.

Regional networks (including miscellaneous webs and stations) showed a healthy time sale increase of 10 per cent. Estimated gross was \$7,714,000.

The trend of operating costs rising faster than overall gross revenue continued in 1948. Operating expenses rose 10 per cent, from \$212.2 million in 1947 to \$233.2 million in 1948.

Breaking down the major network time sales, NBC reported its gross for the year was 6 per cent better than 1947. The figure was \$69,700,000.

CBS grossed \$62,200,000 in 1948, reflecting a gain of nearly \$2-million over the previous year. Columbia's take home pay dropped nearly a million, however, and the net for the year was officially pegged at \$5,041,700. This figure includes the sales of Columbia Records.

ABC's gross time billings hit another all time high in '48 but the increase of three-quarters of a million was considerably less than the \$3-million jump shown in 1947. ABC gross time sales in 1948 were \$44,303,376. ABC's net income after federal taxes for the year skidded downward to \$468,676, a topple from the previous year of more than a million. The network said the decrease was attributable to a rapid expansion in television.

MBS registered a gross income of \$22,769,464 for the year, a slight gain of \$386,753 over 1947. This would indicate that Mutual halted a downward trend it suffered in '47 when the web's gross dropped off three and a half million.

FCC charts show what can be taken as highly significant developments in the commercial FM picture during 1948. At the beginning of the year, there were 1,010 total authorizations and at the end of the year the figure had dropped to 964. Peak figure was 1,035 on June 1. "Total authorizations" includes FM stations licensed to operate, CP's and CG's. During the year a total of 136 FM construction permits and conditional grants were deleted.

For reading out loud!

AP NEWS

Available through membership

SPOT ADVERTISING TICKS

By ADRIAN J. FLANTER, Adv. Dir., Benrus Watch Co., Inc.



Adrian J. Flanter

AS an advertiser whose business has been built through Spot Broadcasting, the question of how long this dynamic advertising force will continue in this major sales role, can now only be answered by "Time Will Tell," for Television has definitely moved into the picture even though still in its infancy.

The announcement that Benrus Watch Company would spend an additional half-million dollars in Spot Radio and Television for 1949 (making the budget \$1,600,000) is a tribute to Spot Broadcasting and I suppose we should now add Spot Telecasting. Recently returning from a month's nation wide trip, certain conclusions were very evident as my Agency man and I called on Radio and Television stations, as well as visited with Retail Jewelers and Department Store people, who have been wide users of Radio and are now experiencing interesting Television reactions over the sales counter.

Put down 1948 as the year that Television has come into its own, for we like other manufacturers have seen television dollars produce sales. True it is that these sales have not been anywhere near comparable to the accomplishments of Radio, whose achievements cover every trade and industry. Yet it has been a sound and healthy beginning that has made us conscious of the tremendous sales potentialities through our ability to demonstrate our merchandise via Television.

With Radio and Television, you still have two different fields, so you must remember the same standards of operation cannot be applied. Right now, both mediums enjoy good position. While it is difficult to make a hard and fast rule as to the dividing line, each advertiser must evaluate to his own what that division will be.

And while we are very bullish on Television there is no question in our thinking that Radio is here to stay. You just can't do away with a medium that reaches the City, Town, Village and Hamlet with such success as has been the case of Radio.

While Radio is here to stay, let's recognize the value of Television and appraise it advertisingly-wise, instead of as a franchise and experience for later on, as so many advertisers are doing now.

We, at the Benrus Watch Company, are doing just that—standing pat with all our AM schedules; only changing them where we can improve them and at the same time adding new markets as long as the advertising rates are in line with our sales percentages. As for TV we are buying it where it can stand on its own two feet; it doesn't make sense for us, or for any national advertiser, to cancel AM to take care of TV expenditures.

In this new Spot campaign we have added twenty-seven cities to our Radio schedule, while Television is being utilized in six more markets. Altogether this brings our Spot buying to 130 AM Stations and 18 TV operations. This together with our dealer radio set-up in which over 400 jewelers are using our "jingles" and continuity service over 520 stations, probably explains why they refer to Benrus as the Spot Radio-made watch.

While only experience will devise for us the proper formula, we believe that Television offers opportunity to actually "sell" our merchandise in the home. To say that Benrus Endurable Watch is shock-resisting is one thing but to demonstrate it, by showing it falling on the floor, tells a story that provides an impact that will make he sale for the retailer before the consumer reaches his store.

As Television is growing rapidly in metropolitan centers, don't be surprised to see Radio drop its rates, particularly in evening time as TV gradually grabs off the whole family's attention. Right now, I am sorry to report that we find a good many AM stations raising their rates. Little do they realize how foolish their operations are; for today the advertising manager, despite all his alertness and progressiveness, has quite a problem in meeting a budgetary situation in which you can just spend so many dollars.

As a veteran on one side of the bridge and a newcomer on the other, it is very evident, as I view the findings of my trip around the country, that you can now spend money *soundly* on both sides of the bridge, particularly if you are using a Spot Broadcasting-Telecasting campaign.

THE PULSE, Inc.



GOOD AUDIENCE RESEARCH FOR RADIO AND TELEVISION

1. Personal Interview Significance

Only the listener himself can report what he has heard after he has heard it. No one or thing can do it for him. Chance tuning to the closing moments of one program in order to insure hearing what follows it is not listening unless the listener reports it. Similarly, the chance retention of the first moments of a following program because of the lag in tuning out is not listening unless the listener reports it.

The Pulse personal interview-roster technique permits the listener to identify on a roster the programs and stations he has heard during an immediately preceding part of the day. Listening is not defined as 1 minute, or 3 minutes, or 6 minutes. Only the listener himself can decide what is listening and this he does in the Pulse personal interview-roster technique.

2. Natural Uninhibited Listening Behavior

Audience Measurement should indicate the listening of the listener as he has done it under his own free choosing and direction. No method is authentic which intentionally or otherwise influences or guides the listener's choice. The mechanical truth of set usage is not a true reflection of psychological listening — the listening that is reported by the listener.

The Pulse personal interview-roster technique gathers a listener's own record of listening after he has done it and without affording him the advance knowledge that this information is going to be obtained.

THE PULSE INCORPORATED

ONE TEN FULTON STREET

NEW YORK SEVEN

Research Organizations

AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-1872
 Princeton, New Jersey
 Phone: Princeton 335
 6305 Yucca St., Hollywood, Calif.
 Phone: Hillside 8103

A. S. BENNETT ASSOCIATES, INC.

93 Park Avenue, New York 16, N. Y.
 Phone: MURray Hill 5-7965

C. C. CHAPELLE COMPANY

308 W. Washington St., Chicago 1, Ill.
 Phone: Central 8814

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
 Phone: BRyant 9-5462
 4 Mercer St., Princeton, N. J.
 Phone: PRinceton 1616

EGERT RESEARCH ASSOCIATES, INC.

595 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-1294

ELLIOTT-HAYNES LTD.

(Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
 Phone: GErrard 1144
 Sun Life Bldg., Montreal, Que., Canada
 Phone: PLateau 6494
 441 Seymour St., Vancouver, B. C., Canada
 Phone: Marine 8794

C. E. HOOPER, INC.

(Executive Office)

10 East 40th St., New York 16, N. Y.
 Phone: LExington 2-3000
 Dry Hill, Norwalk, Conn.
 Phone: NORwalk 8-0606
 230 N. Michigan Ave., Chicago 1, Ill.
 Phone: RANDolph 8150
 315 Equitable Bldg., 6253 Hollywood Blvd.
 Hollywood 28, Calif.
 Phone: HOLLYwood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 3-0690
 201 E. No. Water St., Chicago 2, Ill.
 Phone: STate 2-7788

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

MCKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.
 Phone: VANDerbilt 6-5280
 75 Federal St., Boston 10, Mass.
 Phone: Hubbard 9626, 9627
 208 South LaSalle St., Chicago 4, Ill.
 Phone: RANDolph 6-6980
 235 Montgomery St., San Francisco 4, Calif.
 Phone: GARfield 1-3638

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
 Phone: HOLlycourt 5-4400
 500 Fifth Ave., New York 18, N. Y.
 Phone: PENnsylvania 6-2850

NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.
 Phone: MURray Hill 2-7461

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
 Phone: AUDubon 3-2335

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
 Phone: REctor 2-6863

RADIO COPY

162-25 Depot Road, Flushing, N. Y.
 Phone: FLushing 9-7779

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-6658
 519 6th St., N. W., Wash., D. C.
 Phone: Executive 2689
 5050 Joy Road, Detroit, Mich.
 Phone: Tyler 7-1290
 11152 South Figueroa St., Los Angeles, Calif.
 Phone: PLYmouth 5-0231

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-4900

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.
 Phone: VANDerbilt 6-0600

SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.
 Phone: LExington 2-5032
 Phone: Hillside 4174

Y & R Eye and ear specialists

RADIO SHOWS

Bristol-Myers Company	"Duffy's Tavern"	NBC—Wed. 9:00-9:30 pm NYT
The Drackett Company	"Star Time with Dorothy Kilgallen"	ABC—Thurs. 10:45-11:00 am NYT
General Electric Company	"G-E House Party"	ABC—Mon.-Fri. 3:30-4:00 pm NYT
General Foods Corporation	"The Aldrich Family"	NBC—Thurs. 8:00-8:30 pm NYT
" " "	"The Jack Carson Show"	CBS—Fri. 8:00-8:30 pm NYT
" " "	"My Favorite Husband"	CBS—Fri. 8:30-9:00 pm NYT
" " "	"Gangbusters"	CBS—Sat. 9:00-9:30 pm NYT
" " "	"The Second Mrs. Burton"	CBS—Mon.-Fri. 2:00-2:15 pm NYT
" " "	"Sheb Wooley and His Calumet Indians	(Transcribed)
" " "	"Professor Quiz"	(Transcribed)
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 pm NYT
International Silver Company	"The Adventures of Ozzie and Harriet"	CBS—Sun. 6:30-7:00 pm NYT effective April 3 (NBC—Sun. 6:30-7:00 pm NYT through March 27)
Johnson & Johnson	"It's Your Life"	WMAQ—Chicago (only) Mon.-Fri. 11:15-11:30 am CST
Lever Brothers Company	"The Bob Hope Show"	NBC—Tues. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Metropolitan Life Insurance Company	"Eric Sevareid and the News"	CBS—Mon.-Fri. 6:00-6:15 pm NYT
" " "	"Dave Vaile—News"	CBS—Mon.-Fri. 8:15-8:30 am PST
Rosefield Packing Company	"Skippy Hollywood Theatre"	(Transcribed)
Sanforized Division of Cluett, Peabody	Nancy Dixon series	(Local shows)

TELEVISION SHOWS

Bigelow-Sanford Carpet Co., Inc.	"The Bigelow Show starring Dunninger and Paul Winchell with Jerry Mahoney"	NBC—Thurs. 9:30-10:00 pm NYT
Cluett, Peabody & Co., Inc.	"The Arrow Show"	NBC—Thurs. 8:00-8:30 pm NYT
General Electric Company	"Fred Waring Show"	CBS—Sun. 9:00-10:00 pm NYT effective April 17
General Foods Corporation	"Author Meets the Critics"	NBC—Sun. 8:00-8:30 pm NYT
" " "	"The Goldbergs"	CBS—Mon. 9:00-9:30 pm NYT effective March 28
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 pm NYT
" " "	"The Bob Smith Show"	NBC—Thurs. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Packard Motor Car Company	"The George Scott Show"	WWJ—Detroit (only) Thurs. 8:00-8:30 pm EST

RADIO SPOT CAMPAIGNS

The Borden Company	General Foods Corp.	Life Savers Corporation	The National Sugar Refining Company
Centaur-Caldwell Div. of Sterling Drug, Inc.	International Silver Company	Thomas J. Lipton, Inc.	Purity Bakeries
Duffy-Mott Company, Inc.	John F. Jelke Company	Metropolitan Life Insurance Company	Rath Packing Company

TELEVISION SPOT CAMPAIGNS

The Borden Company
Centaur-Caldwell Div.
of Sterling Drug, Inc.

The Goodyear Tire &
Rubber Company, Inc.
Simmons Company

YOUNG & RUBICAM, INC.

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

ADVERTISING AGENCIES

Radio & Television

Personnel

•

Addresses

•

Phone Numbers

•

Membership

•

Network Accounts

•

Local Accounts



A RECORD THAT SPEAKS FOR ITSELF:

Eighteen consecutive years of successful broadcasting

We can proudly state that we have today among our accounts some of the original clients who started with us in 1931, 1932, 1933, and 1934.

THE MARKET OF MORE THAN 2,000,000 ITALO-AMERICAN DAILY LISTENERS is available to you too.

We will deliver YOUR message to them the way they understand it, like it and ACT on it.

LIDO BELLI

Producer — *Director* — *Announcer*

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MELrose 5-5522

ADVERTISING AGENCIES

Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
 ABC . . . *Audit Bureau of Circulation*
 ABP . . . *Associated Business Papers*
 ANPA . . . *American Newspaper Publishers' Association*
 APA . . . *Agricultural Publishers' Association*
 CAN . . . *Continental Agency Network*
 NAAN . . . *National Advertising Agency Network*
 NOAB . . . *National Outdoor Advertising Bureau*
 OAAA . . . *Outdoor Advertising Association of America, Inc.*
 PPA . . . *Periodical Publishers' Association*
 SAAA . . . *Southwestern Association of Advt. Agencies*
 SNPA . . . *Southern Newspaper Publishers' Association*
 TAAN . . . *Transamerica Advertising Agency Network*

A. W. ADV., INC.

17 E. 53rd St., New York 22, N. Y.

Phone EL 5-5158

ANPA—APA

President.....Bliss Woodward
 Vice-President.....Kendrick W. Diller
 Radio Dir.....Selwyn Rausch
 Account Executive.....G. F. Mettee
Radio Accounts—Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD ASSOCIATES

315 West 9th St., Los Angeles, Calif.

Phone TUCKER 5713

Partner, Copy Chief, Radio Dir..Andy Kelly
 Partner, Art Dir., Prod. Mgr..Gordon Horney
 Media Dir.....Arthur Shippee
 Pub. Dir.....Dean Nelson
 Research Dir.....L. F. Friedman

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone HIGATE 4-6580

Owner & Radio Director.....Ad Fried
 Format Manager.....Leland Morgan
 Publicity Director.....Shirley Williams
 Program Manager.....Elaine Trigger
 Special Programs.....Robert Callan
 Radio Producers.....Ad Fried,
 Fred Chapman, Melba Burley, Shirley
 Williams, Robert Callan

Television Research Survey & Dir.,

Ad Fried

Radio Accounts—Advance Products Co., Associated Stationers, Inc., W. F. Barton &

Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Malby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

WILLIAM HART ADLER, INC.

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

Phone WHITEHALL 5210

ABP—APA

Pres.-Treas.....William Hart Adler
 V.-P., Secy., Art Dir.....Warren Shuster
 Prod. Mgr.....Howard Schendorf
 Copy Chief, Radio-TV Dir.....Aaron Adler
 Media & Research Dir.....Ira N. Bix
 Space Buyer.....Barbara Sager
 Acct. Execs.....W. H. Adler,
 Warren Schuster, Aaron Adler, Kenneth Ring.

SHERMAN & MARQUETTE

Advertising

CHICAGO ★ NEW YORK ★ HOLLYWOOD

Judy Canova

•

Mr. and Mrs. North

•

Bill Stern

•

Roy Rogers

•

Man On the Farm

•

Challenge of the Yukon

Advertising Agencies

ADMASTERS ADV., INC.

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

President.....John E. Waterfield
Vice-President.....J. P. Jones
Secretary.....E. H. Bell
Prod. Mgr.....V. E. Bander Schaaf
Copy Chief.....R. Souder

**ADVERTISERS'
BROADCASTING CO.**

117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff

Radio Accounts—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margaret; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); The Barbasol Company (Barbasol); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); The "Junket" Folks ("Junket" Brand Foods); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Ginger Cake Mix); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Drest); Maltes Co., Inc. (Maltes Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

370 Spreckels Bldg., San Diego 1, Calif.
Phone Main 8016-7

Owner.....Buckleigh Oxford
Chief Ac't. Exec.....Mary Alice Haggard
Production Manager.....Esta Burton
Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
Director of Radio-TV.....Buckleigh Oxford
Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer

Radio Accounts—Arcy-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Noonan Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed.

ADVERTISING, INC.

Central National Bank Bldg.,
Richmond 19, Va.
Phone 3-2800 & 3-2809

ANPA—SNPA—APA—ABP—NOAB
President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Copy Chief.....Alicia G. Smithers
Radio Accounts — R.F.&P. Railroad, Virginia Electric & Power Co., Virginia Dairy Co., Henry R. Haase.

**ADVERTISING TRADE SERVICE,
INC.**

303 Fifth Ave., New York 16, N. Y.
Phone Murray Hill 4-3800

Pres.-Treas.....Ralph B. Halley
Secretary.....Nat Lang
Art Dir.....J. Heinemann
Space Buyer-Acct. Exec.....Robert Morse
Radio Dir.-Time Buyer.....Phil Abrahams
Acct. Execs.....Ralph B. Halley,
Nat Lang.

Branch Office

350 Lincoln Rd., Miami Beach, Fla.
Manager.....Robert Schwartz
Radio Accounts—Altman's Hotel, The Antlers, Arlington Hotel, Blackstone Hotel, Cadillac Hotel, Monticello Hotel, Ruxton Hotel, Tudor Hotel.

AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.
Phone Circle 7-7510
ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus,
Roberta Magnus.

Radio Accounts—White Oaks Inn, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel), Cafeteria Garden, Du-Ev Product.

AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1, Ill.
ANPA—APA—ABP—NOAB—PPA
Pres. & Mgr.....A. C. Houser
Vice-President.....A. L. Gale
Space & Time Buyer.....T. M. Kiley
Production Manager.....Walter L. Fay
Radio Accounts — Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

best wishes from



Fletcher Markle • Director

The Ford Theater
The Ford Television Theater

Both productions under the supervision
of Kenyon & Eckhardt Inc.



Cy Feuer • Composer-Conductor



Vincent McConner • Script Editor



Ian M. Smith • Continuity



Nelson Case • Announcer



Marc Daniels • Director



Cy Feuer • Composer-Conductor



Samuel Leve • Settings



Nelson Case • Announcer

Advertising Agencies

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.....A. K. Aitkin,
M. E. Goldman, H. A. Medholdt.

Art Dir.....F. Wade Lane
Production Mgr.....W. B. Turner
Space & Radio Time Buyer.....E. M. Gretz
Acct. Execs.....Thomas J. Smith,
Allen C. Smith, Curtin MacAfee.

Radio Accounts—Phillips Packing Co.,
Inc.; Felton-Sibley & Co., Inc.; Old Reading
Brewery, Inc.

R. H. ALBER CO.

439 N. Larchmont Blvd.,
Los Angeles 4, Calif.

Phone HOLLYWOOD 8273

ANPA

President & Radio Dir.....R. H. Alber
Space Buyer.....Pauline Hagen

Radio Accounts—Old Fashioned Revival
Hour; Unity School of Christianity.

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District, Western Iowa Power Company,
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pany (Peter Pan Bread), Reed Ice Cream
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Radio Accounts—Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati.

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Radio Accounts — Crib Diaper Service, Aladdin Recordings, Service Finance Co.

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Television Accounts—American Chiclé Co.,
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Television Accounts—Kenmore Motor Co.,
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Phone Hollywood 2161-23

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 Producers..... Harry Saz, Frank O'Connor

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 Co. (Palmolive Shaving Creams, Palmolive
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Television Accounts—Wildroot Co., Inc., F. & M. Schaefer Brewing Co., Standard Oil of California, General Electric Co. (Lamps), General Electric Supply Co. (Cleveland), Old Country Trotting Assn., Minneapolis Brewing Co., First National Bank of Boston, Rexall Drug Stores, E. R. Squibb Co., General Time Instruments, Ethyl Corp., The Saturday Evening Post, The Ladies Home Journal, Hamilton Watch Co., Republican National Committee, The Dewey-Warren

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Radio Accounts—Chicago Terminal Na-
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Publicity.....Kendall Tolle

Radio Accounts—Association of American
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Radio Accounts — Griffin Manufacturing Co. (Shoe Polish), Conti Products Corp. (Castile Shampoo), Sabena Belgian Airlines.

Television Accounts — Jay Day Dress Co., Purified Down Prod. (Pillows), Analgraph Assoc. (Mut. Ben. Life), Elektrolite, Inc. (Cig. Lighters).

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51 Madison Ave., New York 10, N. Y.

Phone MUrray Hill 5-3730

NOAB

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Art Dir. Morris Brodis
Prod. Mgr. Harold Franklin
Radio Dir. Eleanor Spinrad
Publicity Dir. Bennet C. Kessler
Radio Accounts—Eagle Clothes, Spooner, Inc., Tress, Inc.

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228 N. LaSalle St., Chicago 1, Ill.

Phone State 2-5060

ANPA—PPA—NOAB—APA—ABC—ABP

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Vice-Presidents Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens,
Frank F. Morr, A. L. Salisbury.

Radio Accounts—Buell Manufacturing Co. ("Buell" Air Horns), Carey Salt Company (Salt), Coyne Electrical School, Jacques Mfg. Company (K. C. Baking Powder), Key Work Clothes, Inc., Schulze & Burch Biscuit Co., Weil and Company (Don-De Coffee).

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Phone PLaza 7-4100

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Singer, Kenneth J. White.

Radio Department

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Radio Production Tom Revere
Television Production William J. Morris
Head Talent Contracts Lucille Webster
Time Buyer Ethel Wieder
Publicity Lois Winston

Hollywood Office

6111 Sunset Blvd., Hollywood 28, Calif.

Manager Jack Runyon

San Francisco Office

703 Market St., San Francisco 3, Calif.

Manager L. J. Hannah

Radio Accounts—Bulova Watch Co., Inc.,
Eversharp, Inc., Philip Morris & Co., Ltd.,
Inc., Pepsi-Cola Co., Procter & Gamble Co.,
Roma Wine Co., Langendor United Bakeries,
Inc.

Television Accounts—Bulova Watch Co.,
Philip Morris & Co., Ltd., Inc.

HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.

Phone STate 0950

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C. Foust, R. A. Sampson.

Treasurer J. R. Lieber
Space & Radio Time Buyer Frank Reed
Production Manager Vaughn Jones
Art Directors Don Avery, Don Dignan
Radio Production Kirby Hawkes

Radio Accounts—Morton Salt Co., A. E.
Staley Mfg. Co., Wander Co., Worcester Salt
Co.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.

Phone Circle 7-4915

Owner Milton Blackstone
Associate Jack Steiner
Manager Gladys B. Berju
Copy Director Homer Millard
Art Director Len Janklow
Production Manager Harry Dobrin
Space Buyer Frank Kaus
Account Executives Robert Towers,
Mortimer Curtis, Arthur Fisher, Martin
Rodman.

Director of Radio Jack Steiner

Radio Accounts — Brass Rail, Keystone
Paint & Varnish Co., Grossinger Hotel &
Country Club.

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Vice-President.....Marlo Lewis
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Copy Chief.....Moulton Farnham
TV Dir.....Marlo Lewis
Comm. Mgr.-TV.....Charles Stark

Branch Office

321 W. 44th St., New York 18, N. Y.
Account Executive.....Philip Solomon
Television Accounts—Emerson Radio, Messing Bakeries.

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501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563

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PLaza 5-1127

Radio Accounts—L. S. Ayers & Co., Barbi-
zon-Plaza, 57th St. Bootery, French Bootery,
Stahlmeyer, Inc.

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600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

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Copy Chief.....H. B. Trautman
Space Buyers.....Joseph P. O'Donnell,
Avis Philbrook.

Radio Director.....Nathan A. Tufts
Production Manager.....Clark Glenn
Art Directors.....J. M. Arnold, Jr.,
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Research Director.....Jack Bradfute
Act. Publicity Dir.....G. Taylor Urquhart
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James P. Newton.

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Frank A. Kearney, George E. Kelly, Al-
bert Reinitz.

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Manager.....Nathan A. Tufts
22 E. 40th St., New York 16, N. Y.

Vice-President.....T. Howard Black, Jr.
520 N. Michigan Ave., Chicago 11, Ill.

V. P. & Gen. Mgr.....Charles D. Pettengill

Radio Accounts — Allegheny Conference
for Community Development, Allegheny
County Democratic Committee, American
Home Products, Corp., American Home
Foods, Inc., Boyle-Midway, Inc., & Boyle
Midway(Canada) Ltd., Home Products In-
ternational Ltd. (Canada), Bedford Springs
Hotel, Christian & Co., Inc., County of Al-
legheny, Frank & Seder, Hotel Pittsburgher,
Industrial Cigar Company, Morris Clamp &
Coupling Co., Pa Pitt's Partners, WCAE, Inc.

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GARDNER**

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Phone Atwater 9541

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APA—ABC

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Sec.-Treas.....Merle W. Manly

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Phone Eliot 3523

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350 Russ Bldg., San Francisco 4, Calif.
Phone Exbrook 2-7565

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629 S. Hill St., Los Angeles 14, Calif.
Phone Michigan 1427

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Phone BRyant 9-4845

Vice-President.....Elizabeth Eyerly

Radio Accounts — Idaho Advertising Commission (Potatoes-Onions), Oregon Mutual Fire Insurance, Tillamook County Creamery Assoc. (Cheese), Olympia Brewing Co. (Beer), Western Hotels, Sego Milk Products, Valley Produce Co., Crispie Potato Chip Co., B. T. Babbitt Co. (Cleaning Comp. Industrial), General Paint, Golden & Barcroft Co., Family Kitchen Products.

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RADIO ADV.**

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....B. W. Leslie
Treasurer.....D. H. Bartlett
Prod. & Traffic Manager.....J. H. Beye

Branch Office

17 E. 42nd St., New York 17, N. Y.

Radio Accounts—Radio Bible Class, Wesley Radio League, Calvary Hour, New World Coming, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

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326 W. Madison St., Chicago 6, Ill.
Phone Central 6505

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Asst. Sec.-Treas.....Elinor Bishop
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Manager.....Sam Kaufman
16 W. 55th St., New York 20, N. Y.

V. P. & Mgr.....Donald Hoover

Radio Accounts—Central Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115

ABP—APA—ANPA

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Secretary.....Martha Watkins
Space Buyer.....John A. Lorimer

Radio Accounts—Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Colonial Wallpaper Co. (Wallpaper), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel).

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ADV. AGENCY**

Owen Building, Salisbury, N. C.
Phone 900

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Secy.-Treas.....A. R. Monroe
Art Dir.....Gladys Dudley
Production Mgr.....Nancy Payne
Radio Accounts—Carolina Beverage Co., Dixie Rub Co., Owen Drug Co., The Post (Salisbury), Radio Station WAIR.

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216 Tremont St., Boston 16, Mass.
Phone Liberty 7751

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Radio Dir. & Time Buyer.....Adner Rakov
Radio Account—Dawson's Brewery, Inc.

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310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone Howard 134

ABP—ANPA—APA

President.....R. C. Breth
Vice-Pres.Russel Spoor
Radio Accounts—Home Mutual Insurance Co., Brillion Iron Works, Inc.

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310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276

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140 East 39th St., New York 16, N. Y.
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Radio Accounts — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Peter Paul, Inc., Homis Watch Co.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition 1339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson Bible Lessons, Youth for Christ Jubilee, World's Greatest Book Quiz, Bible Inst. of Los Angeles, Morning Bible Hour, Radio Kids Bible Club.

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Branch Office

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Radio Accounts — Goebel Brewing Co.,
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Apple Comm., Mullins Mfg. Corp. (Youngs-
town Kitchens), Sparks-Withington Co.
(Spartan Radios & Combinations) U. S. Radi-
ator Corp.

Television Accounts—Goebel Brewing Co.,
American Blower Corp. (Aeropel Ventilating
and Attic Fans), Sparks-Withington Co., Mul-
lins Mfg. Corporation.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
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Time Buyer.....A. R. Brooks
Copy Chief.....G. Gumpertz
Art Director.....Chet Dripple
Act. Exec.....June Oleson

Radio Accounts — Bekins Moving & Stor-
age Co., Everest & Jennings, Golden West
Products Co.

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General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
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New York 20, N. Y.
Phone Circle 7-7660

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Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman

Radio Time Buyer.....Rae Elbroch
Radio TrafficMilton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan
Radio Accounts — North American Acci-
dent Insurance Co., Johnson Candy Co.,
Fashion Frocks, The Theobald Industries,
Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone 7-0726
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Radio Account—Sage-Allen & Co., Inc.

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Phone Wabash 7090
APA—PPA

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Art Director.....K. Gross
Production Manager.....S. E. Miller
Copy Dir.....M. S. Garfield
Account Executive.....M. A. Harvis

Radio Accounts — Auto Lamp Mfg. Co.,
Graphic Arts Monthly, Seatmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 3800
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Account Executives.....F. J. Woods,
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Radio Accounts — Carson Pirie Scott &
Co., Chicago Tribune, Coronet, Inc.

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Phone Central 5959
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TV Prod. Dir.....Clair Callihan

Branch Offices

743 Fifth Ave., New York 22, N. Y.
Radio Dir.....William McIlvain
ManagerDonough Prince
411 West Fifth, Los Angeles 13, Calif.
ManagerOwen Smith
Radio Accounts—Brown Shoe Co. (Buster
Brown Shoes), American Meat Inst. (Meat),
Pure Oil Co. (Petroleum Products), Minn.
Valley Canning Co. (Green Giant Peas, Nib-

Advertising Agencies

lets), Pillsbury Mills, Inc. (Pillsbury Pie Crust Mix, Hot Roll Mix, White Cake Mix, Chocolate Cake (Mix), Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer), Club Aluminum Co. (Aluminum Products).

Television Accounts—Pure Oil Co. (Petroleum Products); Brown Shoe Co. (Rohlee Shoes for Men); Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer).

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203 East Broad St., Columbus 15, Ohio
Phone Main 3276

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Radio Accounts—Franklin Brewing Co.,
Buckeye Potato Chips, Clean Co., Wetalene
Laboratories, Ashland Oil & Refining Co.,
Universal Concrete Pipe Co.

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1501 Broadway, New York 18, N. Y.
Phone LOngacre 3-3380

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Dir. Radio-TV.....John R. Sheehan
Time Buyer.....Bill Smith

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
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1521 Wilshire Blvd., Los Angeles 14, Cal.
155 Montgomery St., San Francisco 4, Calif.
Vice-President.....Lee Blair

Radio Accounts—The Texas Co., Paramount
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United Artists Corp., Gallowhur Chemical
Co., Monogram Pictures Corp., Paramount
Pictures Theaters, Allen B. DuMont Labs.,
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Television Accounts—Allen B. DuMont
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410-412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125

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Copy Chief.....Henry W. Paterson
Radio-TV Time Buyer.....Jan Gilbert
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Russell Hunt, Richard P. Holland, Will-
iam H. Ganick, Langley C. Keyes, John
M. Lord, Henry G. Balch, Peter Black,
Eugene C. Burchette, James I. Summers.
Radio Accounts—Adams & Swett, Boston
Consolidated Gas Co., Boston Globe, Boston
and Maine Railroad, Haffenreffer & Co., Inc.,
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Authority, S. S. Pierce Co., Quincy Savings
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Television Accounts—Haffenreffer & Co.,
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PPA

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Radio Accounts—Baum's Restaurant, Oscar
Caplan & Sons, Inc. (Jewelers), The Central
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(FM only), Jarman Motors (Dodge & Ply-
mouth), The May Co. (Dept. Store).

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Phone PLaza 5-6900

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Branch Office
338 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

Advertising Agencies

Radio Accounts — Oakite Products, Inc., O-SO-Grape, Modern Food, Stokley Van Camp, Marcalus Mfg. Co.

CAMPBELL-EWALD CO.

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Phone Trinity 2-6200

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Radio Accounts — Chevrolet Motor Division, General Motors Corp., The Detroit Edison Co., Grocery Store Products Co.—Foulds Div., Local Metropolitan Chevrolet Dealer Groups.

Television Accounts — Chevrolet Motor Div., General Motors Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealers Asso., Inc. (New York).

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Minneapolis 2, Minn.

Phone Lincoln 8824

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Production Creative Dir... John W. Forney

Copy Writers..... Donald Grayward,

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Branch Office

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

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Radio Accounts—Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Eicor Corp., F. W. Fitch Co. (Fitch Shampoos, Shaving Cream, Hair Tonic), Gold Seal Co. (Wax Products), Hall Hardware Co. (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-Iex Co. (Hi-Iex Bleach & Disinfectant), Minnesota Macaroni Co. (Jenny Lee Soups, Macaroni and Spaghetti), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Checkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods).

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Acct. Execs..... John Shaw,

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Manager..... Sidney B. Gorchov

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

Phone MURray Hill 7-3577

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Radio Dept.

Time & Space Buyer..... Ruth D. Folster

Branch Offices

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1504 Dodge St., Omaha 2, Nebr.

V. P. in Charge..... L. M. Branch

412 West Sixth St., Los Angeles 14, Calif.

Manager..... Arthur Caron

Radio Accounts—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY

912 Baltimore Ave., Kansas City 6, Mo.

Phone HARRison 1356

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Consumer's Co-Op, May Potato Chip Co.,

Kansas Farmers Union Central Co-Op Ex-

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Phone MU 2-2014

ABP

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Art Director.....Wm. E. Burgess
Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BRyant 9-0390

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Secretary.....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....Earle McGill
Prod. Mgr.....C. F. Lucchese
TV Dir.....Art Simon
TV Time Buyer.....Allan Black
Copy.....Leo Nolan
Publicity.....K. Carr

Radio Accounts—Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

Television Accounts—Poloroyd Television Filters, Hardin Chemical Co., Walso Tele-Vue Lens, Durabilt Irons.

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247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

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President.....James M. Cecil
Vice-Presidents.....Edward Noakes,
H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon, Carl Giegerich, Cecil Hackett.

Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio-TV Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio-TV Dir.....David G. McAneny

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Speidel, Inc.

Television Account — Ronson Art Metal Works, Inc.

THE CHERNOW CO., INC.

350 Fifth Ave., New York 1, N. Y.
Phone PENnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Radio-TV Dir.....Morton Junger

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

ABP—ANPA—PPA—SNPA—NOAB—APA
Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample
Radio Accounts—The Chattanooga Medicine Co. (Black-Draught & Cardui), Colonial Coffee Co., Tennessee Nursery Co. (Bulbs, Fruit Trees, Shrubs), Double-Cola Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732

ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade
Vice-President.....Elmer Wade

C. P. CLARK, INC.

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

APA—ABP—NAPA—NOAB—PPA—SNPA
President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....J. D. Clark

Radio Account — Southern Coach Lines, Inc. (Institutional), American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone Rittenhouse 0236

ANPA—PPA

President-Treasurer.....I. W. Clements
Secy. & Copy Chief.....E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

HARRY B. COHEN ADV. CO., INC.

1 East 57th St., New York 22, N. Y.
Phone PLaza 8-2843

ANPA

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Vice-Pres.-Radio Dir.....Edward Aleshire
Vice-Pres.....Edward Rosenwald
Secy.-Research Dir.....Harry B. Cohen, Jr.
Art. Dir.-Prod. Mgr.....John Gribbon
Media Dir.-Radio Time Buyer

Clarke R. Brown
Acct. Execs.....Harry B. Cohen,
Edward Aleshire, Edward J. Rosenwald.

Radio Accounts — Beaumont Co., Grove Laboratories, Hope, Inc.

Advertising Agencies

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

ABP—PPA

Pres. & Radio Dir.....Herbert S. Chason
Vice-President.....John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964

APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Dir.....Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC—BMB

President.....Robert D. Holbrook
Vice-Pres. & Secty.....Leonard T. Bush
Vice-Presidents.....Thurman L. Barnard,
Frank R. Griffin, John K. Strubing, Jr.,
Edward Battey, Muriel Haynes, Guy
Richards, Lewis H. Titterton, Frederick
Anderson, Henry A. Mattoon.

Treas. & Comptroller....Charles McCormack
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers

Radio & Television Dept.

Director of Radio & TV...Lewis H. Titterton
Mgr. Radio Dept.....Storrs Haynes
Mgr. TV Division.....Brewster Morgan

Radio & Television Media Dept.

Media Director.....Guy Richards
Asst. Media Director.....Frank Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Julia Brown,
Tucker Scott.

TV Consultant.....D. P. Potter

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.

Manager.....L. O. Holmberg
Gwynne Bldg., Cincinnati, O.

Manager.....Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.

Manager.....Richard Davis
6253 Hollywood Blvd., Hollywood 28, Cal.
Manager.....Floyd Holm

Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz, Drene Shampoo), Socony-Vacuum
Oil Co., Allis Chalmers Co., Goodyear Tire &
Rubber Co.

Television Account — Procter & Gamble
(Ivory Soap, Crisco, Duz).

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Cal.
Phone YUkon 0196

APA—ABP—FAAG—ANPA—PPA

President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....Ted Conner,
B. McClure, D. McFadden, S. Walker.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Space-Time Buyer.....Miss A. Marie Maus
Radio-TV Dir.....T. H. Moore, Jr.
Radio Accounts — Isbandsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone 5-6185

ABP—AMPA—APA—PPA—NAAN

President.....John Gilbert Craig
Sec.-Treas.....Kathleen A. Walsh
Radio Accounts—Joseph Bancroft & Sons
Co. (Textile Finishing), H. P. Cannon &
Sons, Inc. (Canned Foods), Delaware Coach
Company (Transportation Service), Delaware
Power & Light Co. (Utilities), Diamond Ice
& Coal Co. (Fuels, Home Products), Equit-
able Trust Co. (Banking Services), Greenhill
Dairies, Inc. (Dairy Products), Steinman
Stations, Reeves Parvin & Co. (Wholesale
Groceries), Riverview Beach Park (Amuse-
ment Park), Wilson Line, Inc. (River Trans-
portation).

Television Accounts—Delaware Steeple-
chase & Race Association (Race Meetings).

THE CRAMER-KRASSETT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

President.....A. W. Seiler
Exec. Vice-Pres.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary.....F. Aumueller
Vice-Presidents.....H. Dyson,
C. H. Brehm, R. F. Timm, N. L. Telan-
der.

Vice-Pres.-Dir. of Media.....L. H. Ness
Radio-Television Director.....J. S. Stolzoff
Assistant to Director.....Lois H. Craft
Chief Continuity Writer.....Patricia J. Noble
Chief Time Buyer.....Loretta Mahar
Creative Chief.....R. W. LeGrand
Radio Accounts—Plankinton Packing Co.,
Ed. Schuster & Co., Inc., Luick Ice Cream Co.,

Advertising Agencies

First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klunkert Candy Co., Skylark Products, Luick Dairy Co.

Television Accounts—Ed. Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wis., Marine National Exchange Bank, Milwaukee Company.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger
Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs, E. I. Eger.

Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
TV-Dir.....Edward Sherwood
Radio Accounts—Admiral Corp., Klein's Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-4200

AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres. & Secy.....F. T. Leighty
V.P.'s & Acct. Execs.....Joseph Holmes,
Charles Hotchkiss, Donald Manchester,
Gordon Johnson, Ted Mertz, George Tormey.

V.-P. & Radio Time Dir.....J. James Neale
V.-P. & Media Director....Lyndon O. Brown
V.P.'s & Copy Supervisors...Samuel Sutter,
Howard Newton.

Production Head.....Albert Black
Promotion.....Tom Santacroce

Radio & Television Producing

Subsidiary

Show Productions, Inc.

President.....Adrian Samish
Sup. of Night-Time Prgms....Carl Stanton
Sup. of Day-Time Prgms.....Lester Vail
Publicity and Promotion.....Pat Sweeney
Radio Comm.....Russ Raycroft
Production.....Erlene Wallace
Assistant.....Veronica Racette

Branch Offices

221 North LaSalle St., Chicago 1, Ill.

Vice-Presidents.....Paul Keenan,
Sewell Gardner.

1680 North Vine St., Hollywood 28, Calif.
Manager.....Al Kabaker

6 King St., East, Toronto 1, Ont., Canada
Manager.....Gilbert Nunns

Radio Accounts—The Procter & Gamble Co., General Mills, Inc., Sterling Drug, Inc., Whitehall Pharmacal Co., Campbell Soup Co., Falstaff Brewing Co.

Television Accounts—Whitehall Pharmacal Co., Sterling Drug, Inc.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700

AAAA—ANPA—PPA—ABP—NOAB—
OAAA—BMB

Chrmn. Bd. of Dir.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. C. Cronk
Radio Dir.....P. A. Louis

Branch Offices

515 Madison Ave., New York 22, N. Y.
Vice-President.....John J. Toigo

Terminal Tower Bldg., Cleveland 13, Ohio
Vice-President.....Stanley Seward

90 Broadview Ave., Toronto, Ont., Canada
Vice-President.....Gramont Altenbernd

310 North Ave., N. W., Atlanta, Ga.
Vice-President.....J. Hixon Kinsella

Radio Accounts—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1

PPA — NOAB — APA

Pres., Space-Time Buyer. James M. Daugherty
Secretary-Treasurer. Pauline Otto Daugherty
Radio Accounts—Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.

Television Account—Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.
Time Buyer.....Beth Freeman
Radio & Copy Dir.....Joseph Sill, Jr.

Radio Accounts—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

HENRY L. DAVIS CO.

12 East 41st St., New York 17, N. Y.
Phone MURray Hill 3-1657

ABP

Owner, Radio Dir., Time Buyer

Henry L. Davis

. . . Advertising Agencies . . .

Art Dir.....Vincent Longo
 Prod. Mgr.....Henry Gottfried
 Copy Chief.....Russell Mitcheltree
 Space Buyer.....E. Davis
 Acct. Execs.....Henry L. Davis,
 S. L. Davis, John Ball.

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.

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
 Phone C-8295
 APA—SNPA

Owner-Radio Buyer.....Irene Scott Dicklow

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
 Phone PLaza 9-2826
 ABP

President.....Raphael DuBrowin
 Vice-President.....Edgar M. Paulton
 Secretary-Treasurer.....Erwin Dinion
 Radio-TV Dir.....Jack Lloyd

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
 Phone Wabash 3193
 APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
 Account Executive.....Warwick Anderson

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
 BRyant 9.0445

AAAA—ABP—ANPA—PPA
 NOAB—ABC—BMB

President.....Lawrence L. Shenfield
 Vice-Pres. & Treas.....Arthur Cobb, Jr.
 Vice Presidents.....Donald K. Clifford,
 Francis J. Doherty, Joel F. Jacobs.

V.P. & Secretary.....Wm. E. Steers
 Asst. Treas.....Nelson O. Argueso
 Asst. Secty.....Marie L. Brennan
 Dir. of Production.....Chester MacCracken
 Dir. of Radio Commercials...D. Peter Bowles
 Tele. Dir.....Chester MacCracken
 Asst. Tele. Dir.....Blaney Harris
 Radio Time Buyer.....Helen Wilbur

Radio Accounts—Bristol-Myers Co., Esquire, Inc., Vacuum Foods Corp., The Nestle Company, Inc.

Television Account—Bristol-Myers Co.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
 Phone 3-1113

ABP—ANPA—PPA—SNPA—APA

President-Treas. ...Ralph L. Dombrower, Sr.
 Vice-President ...Ralph L. Dombrower, Jr.
 Vice-Pres.....Malcolm B. Dombrower
 Acct. Executive.....Edward I. Wallerstein
 Counsl.....Morton L. Wallerstein
 Art Director.....J. H. O. E. Pickett
 Production Manager.....Hobart Britton
 Space & Time Buyer.....Phyllis King
 Talent Buyer.....T. Michaux Moody
 AssistantWilson Angel

Branch Office

Woodward Bldg., Washington, D. C.
 ManagerPhilip Rosenfeld
 Radio Accounts—Pamplin Smoking Pipe & Mfg. Co., Richmond Hotels, Inc., Southland Wine Co., Inc., Goldberg Electric Products Co., Inc., Fork Union Military Academy.

DONAHUE AND COE, INC.

1270 6th Ave., New York 20, N. Y.
 Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—
 OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.

A. Carl Rigrod
 Time Buyer.....Evelyn Lee Jones

Branch Office

411 Hurt Bldg., Atlanta, Georgia
 Manager & Vice-President...H. L. Morrill, Jr.
 Radio Accounts—Loew's, Inc. (M-G-M).
 Enterprise Pictures, Republic Pictures, N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer, Cosmopolitan Magazine, N. Y. World Telegram.

Television Account—Radio City Music Hall (Emperor Waltz).

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
 Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB

Chairman & President....Wm. H. Long, Jr.
 Exec. Vice-Pres.....W. H. Burnham
 Treasurer.....R. E. Williams

DORLAND, INC.

247 Park Avenue, New York 17, N. Y.
 Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB—APA

President.....Atherton Pettingell
 Exec. Vice-Pres.-Treasurer...Walter S. Maas
 Vice-President.....Charles B. Strauss
 Secretary.....Mary L. Shaumty
 Vice-Pres.....Emmanuel Tietler
 Radio-TV Dir.....Howard C. Barnes
 Radio-TV Time Buyer..Katherine Kirkbride

Advertising Agencies

Radio Accounts — Lanvin Parfums, A. S. Beck.

Television Accounts—Lanvin Parfums, A. S. Beck.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy
Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

L. J. DuMAHAUT ADV. AGENCY

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

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400
PPA—NOAB—ANPA—SNPA
ABC—OAAA

President.....Roy S. Durstine
Vice-Pres.-Secretary Dir of Media,
Arch T. Gardiner
Vice-Presidents.....William E. Dempster,
Ralph D. Allum, William C. Pank.
Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margaretten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens,
John A. Hagstrom.

Executive Staff.....William E. Dempster,
Ralph D. Allum, John C. Rome, John
Malone, Jr., William C. Pank, David L.
Rand, Clem W. Kohlman, Robert L.
Whitehead, C. Henry Heppenstall.
Radio Time Buyer.....Bergliette Boe
Radio Directors.....Maurice Condon,
John T. Martin.

Mgr. Radio Dept. & Time Buyer...Bergi Boe
Branch Offices

20 No. Wacker Drive, Chicago 6, Ill.

V.P.-Manager.....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.

V.P.-Manager.....Frederic Kammann
2853 West Seventh St., Los Angeles 5, Calif.
Pacific Coast Mgr.....Robert L. Nourse, Jr.
703 Market St., San Francisco 3, Calif.

Manager.....H. H. Hindley
Radio Accounts: The Serutan Co. (Serutan, RDX, Nutrex, Journal of Living), The Tucker Corporation (The Tucker '48 Automobile).

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922

Owner.....Adam F. Eby
Account Executives.....Catharine Walsh,
Samuel E. Eby, Lillian Kirk.

Radio Accounts—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDELSTEIN-NELSON ADV. AGENCY, INC.

27 East Monroe St., Chicago 3, Ill.
Phone, ANdover 3-3867, DEarborn 2-5976
ABP—PPA

President.....Edward Edelstein
Vice-Presidents.....Lloyd C. Nelson,
W C. Kauer.

Secretary.....L. M. Friedman
Radio Director.....Lloyd C. Nelson
TV Director.....Edward Edelstein
Radio Accounts—Chicago Slip Cover Co., Koruna Savings & Loan.

ELLINGTON & CO., INC

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

President.....Jesse T. Ellington
Vice Presidents.....Theodore S. Strong,
Hyland L. Hodgson, Charles R. Marshall,
Chauncey L. Landon.

Dir. of Radio-TV.....Hal James
Radio Time Buyer.....Daniel Kane
Television Account — Celanese Corp. of America.

ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
Phone CL 0422

Partners.....Michael F. Ellis, Jr.,
Jerome R. Ellis.

Radio Director.....Caesarina Cardarelli
Television Director.....Gordon Cole

Radio Accounts — Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, Davids Home Furnishings, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, B & B Clothing Co., Mel's Clothing, Sidney Mursten Furs, Loonsk Bros. Dry Cleaning, Drewry's Brewery, Kensington Business Men's Assn., Jefferson Business Men's Assn., First Federal Savings & Loan Assn. of Kenmore.

Television Accounts — Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Breden-berg Distributing Co. (Drewry's Brewery),

Advertising Agencies

Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labbatt's Ale and Beer).

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834

President.....Robert J. Enders
Account Execs.....William F. Fitzgerald
Leonard R. Rennie, John K. Espey, Robert J. Enders.
Radio-TV Dir.....John Barnes
Copy Chief.....Raine Bennett
Animation Dir.....Gene Tourville
Film Director.....Richard Lyford
Director of Photog.....Sam Rosenberg

Branch Office

1420 Walnut Street, Philadelphia, Pa.

Manager.....Howard Enders
Radio Accounts — Veterans of Foreign Wars, Georges Radio & Tele Co., Koolvent Metal Awning, Dupont Theater, National Association of Chiropradists, D. Zoslow Enterprises, Kopy Kat Women's Wear Chain, House of Fabrics, Occidental Restaurants, Government Services Inc., Equitable Credit Co., Autopen Co., Capital Areal Co., Hubbard House Restaurants, Copp Advertising, Briggs Flirtations Co., Home Appliance Co., Al's Motors, Scott Jewelers, Chevy Chase Realty, Irby Jewelers, National Institute of Commerce & Technology.

Television Accounts—Admiral Corp., Snel-lenburg, Gimbels, Lit Brothers, Pierce-Phelps Distributors, Georges Radio & Television Co., Golden Star, Cody's, Simon Distributing Co., Koolvent Metal Awning, Occidental Restaurant.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer...Ann Lindgren

Radio Accounts—House of David, Stahe-lin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Anglo Bank Bldg., Fresno, Calif.
Phone 32613
CNPA

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Axel Rasmussen
Radio Director.....Lon McAdams

Radio Accounts—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.
Phone BRyant 9-0060
ANPA—APA—ABP

Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone LExington 2-8700
AAAA—ANPA—PPA—NOAB—
OAAA—APA

Chairman of the Board....Louis R. Wasey
President.....Howard D. Williams
Vice-Pres.....George E. Wasey
Sec.-Treas.....James F. O'Connor
Radio-TV Dir. (L.A.).....C. H. Cottington
Asst. Radio-TV Dir. (N.Y.)....Joe Brattain
Time Buyer.....Raymond Sims
Radio Producers.....Charles F. Lowe,
John Halpern

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.

Manager.....L. R. Northrup
5225 Wilshire Blvd. Los Angeles, Calif.

Manager.....Glen Jocelyn
Rand Tower, Minneapolis 2, Minn.

Manager.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.

Vice-President.....Harold Halsell
1121 St. Katherine St. West, Montreal, Canada

Managing Director.....Carl D. Dennis, Jr.
1170 Bay St., Toronto, Ont., Canada

Manager.....Ralph L. Lawson
Radio Accounts—Lydia E. Pinkham Medi-

cine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saterlee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Nutone, Inc., Daggett & Ramsdell Olive Tablet Co.

BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—PPA

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

Radio Accounts — Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

Advertising Agencies

WILLIAM ESTY & CO., INC.

100 East 42nd St., New York 17, N. Y.
Murray Hill 5-1900

Radio TV Department

VP Chg. Radio-TV.....Thos. D. Luckenbill
Vine & Selma, Hollywood 28, Calif.
Chief Execs....Don Bernard, Andrew Potter
Radio Accounts—Colgate - Palmolive - Peet
Co., R. J. Reynolds Tobacco Co., Piel Bros.
Television Accounts—Colgate-Palmolive-
Peet Co., R. J. Reynolds Tobacco, Piel Bros.

EVANS ADVERTISING AGENCY

322½ S. Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Mary Lou Evans
Radio Producer.....Velma Evans
Radio Accounts—L. B. Bell Fur Co.,
Bootery, Bridge Jewelry, Inc., Camera Shop,
Capital City Motors, Community Bakery,
Constantino Packing Co., Frostie Bottling
Co., Ideal Creamery, Home Appliances, Inc.,
Licek Crane (Potato Chips), Lloyd's Cleaners,
L. & L. Sales Co., Kennedy Laundry &
Cleaners, Music Shop, Figgly Wiggly (Fisher
Grocery Co.), Peterson's Rose Butter, Ray's
Brand Products, Seck-DeVault Paint Mfg.
Co., Senate Theater, Sangamon Dairy, St.
Nicholas Hotel, Springfield Motors, Inc.,
Springfield RefinOil Company, Terra Plaza,
Y-B Food Market, Harold Prehn, Inc.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 3-9521

ABP—NOAB—ANPA—APA—SNPA—
NAAN—PPA

Acct. Execs.....Albert Evans, Jr.
Gordon Teague, Dorothy Cantrell, Gene
M. Lightfoot.
Art Director.....Jud Acker
Production Mgr.....Mary Lou Slay
Radio Accounts—Ellison's Furniture Co.,
Foremost Dairies (Southwestern Division),
Premier Oil Refining Co. of Texas, Terminal
Grain Co., Texas Motors, Williamson Dickie
Mfg. Co., Auto-Rent, Inc.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 5-7927

ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art.....Reynold Abbruzzi
Radio Accounts—Petroleum Heat & Pow-
er Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-8680

ANPA—APA—PPA

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Art Director.....Bernard Katz
Radio Dir. & Space Buyer...Janice Hamilton
Account Executives.....R. Block,
M. E. Ensler, Seth D. Tobias.
Radio Accounts—Mayfair Ice Cream Co.,
New Oyster Bay Restaurant.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Murray Hill 8-4200

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

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V.-P. & Art Dir.....Douglas Boyd
V.-P. & Dir. Drug Merch'g. Kenneth B. Hurd
V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Dir. Pub. Rel. . . Thomas P. McMahon
V.-P. & Acct. Exec.....Kenneth W. Plumb
V.-P. & Acct. Exec.....Jules B. Singer
V.-P. & Acct. Exec.....Charles G. Wright
V.-P. & Dir. Research. Dr. Wallace H. Wulfeck
Radio-TV Time Buyer...Penelope A. Simmons
Radio-TV Copywriter.....Pat Bartels
Radio-TV Copywriter.....Ken Kear
Asst. to Radio-TV Dir.

George M. Burbach, Jr.
Asst. to Time Buyer.....Jacqueline Ruta
Vice-Pres.-Dir. of Tele. Francis C. Barton, Jr.
Radio Accounts—Lever Brothers Co.,
American Safety Razor Corp. (Gem), Dixon
Ticonderoga Pencils, John F. Trommer, Inc.,
Durkee Famous Foods, General Cigar Com-
pany, Harriet Hubbard Ayer, Inc., Gerber
Prods. Co., Barbizon Corp., Stromberg-Car-
son, Lily of France, Publix Shirt Co.

Television Accounts—American Safety
Razor Corp. (Lighter), John F. Trommer Inc.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
Phone LOcust 4-1536
ANPA—PPA—NOAB

Partners..Harry Feigenbaum, David Wermen
Radio-TV Director.....Erwin Rosner
Radio Accounts—Grabosky Bros. (Royalist
Cigars), B. S. Pincus Co. (Yankee Maid
Meats), Laundry Board of Trade of Phila.
(Laundry Service), Federal Savings & Loan
Assns. of Phila. (Savings Institutions), Hard-
wick & Magee Co. (Rugs & Furniture), Cum-
berland Brewing Co. (Old Export Beer),
J. W. S. Delavan Co. (Cough Medicine),
Phila. Daily News (Newspaper).

Television Accounts—Pontiac Dealers Assn.
of Phila., B. S. Pincus Co. (Yankee Maid),

Advertising Agencies

The Arrow Store (Men's Store), Sam Gerson (Men's Store), Reliable Motors, Inc. (Pontiac Dealer), Grabosky Bros. (Royalist Cigars).

ROBERT FELDMAN, INC.

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

Pres. & Radio Time Buyer... Robert Feldman
Vice-President..... Bell Michaels
Copy Chief & Radio Dir.... Lorraine Barton
Radio Accounts—China Doll Night Club, Park Central Hotel, Versailles Restaurant, Palisades Amusement Park, Wivel Restaurant, Village Barn, Jack Dempsey's Rest., Nevele Country Club, Singapore Restaurant, Chateau Martin Wines, Club Ebony, Royal Roost, Harem Night Club, Youngs Gap Hotel, Maurella Product (Perfume).

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Phone 2-2197-8
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Byron F. Fellows, Jr.
Vice-President..... T. Elmer Bogardus
Secretary & Treasurer..... Marjorie Hughes
Radio Accounts—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President..... Courtland D. Ferguson
Sec.-Treas..... Lucille Pierce Ferguson
Radio-TV Dir..... J. A. Holt
Radio Time Buyer..... Patricia Brennan
Account Executives... Marshall R. Worcester, Philip Martin

Branch Offices.

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Manager..... George Ross
Life Ins. Co. of Va. Bldg., Richmond, Virginia
Manager..... Frank G. Christian
Radio Accounts—L. S. Briggs, Inc, Schindler Peanut Products, Inc., Mann's Potato Chip Co., Smith-Douglass Co., James G. Gill & Co., Smith's Storage Co., Security Storage Co., Lincoln Warehouse Co., Manbeck Bread Company, High's Ice Cream Co., Highland Farms Dairy, Little Tavern Shops, Tip Corp. of America, John H. Dulany & Son, Inc.
Television Accounts—L. S. Briggs, Inc., Schindler's Peanut Products, Inc., Mann's Potato Chip Co., Little Tavern Shops.

LAWRENCE FERTIG & CO., INC.

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

ANPA—PPA—APA—NOAB—ABP
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Radio-TV Dir., Time Buyer... Henry Bretzfeld
Exec. Vice-Pres. & Sec..... Alexander Slavitt
Vice-President..... Philip Lukin
Account Execs.: Curtis C. LeWald, J. B. Morse, Lawrence Wizzer, Henry Bretzfeld
Space Buyer..... Miss Selma Crosswirth
Art Director..... Stanley Dusck
Production Manager..... Kenneth Miller

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1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977

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Secretary..... A. Ferguson
Account Exec..... W. R. Culbertson
Radio Accounts—Robert Orr & Co. (Hermitage Coffee), First Federal Savings (Savings accounts), St. Bernard Coal Co. (Coal), Cherokee Mills (Flour), Nashville Dairy Council (Milk), Nashville Pure Milk Co. (Milk).

JOHN A. FINNERAN, INC.

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Asst. Treas.-Gen. Mgr..... H. B. Pettengill
Art Dir..... K. Elmore
Chief Copywriter..... D. Ancombe
Space & Time Buyer..... E. Pryde
Acct. Execs..... Curtis I. Brown, G. White, B. Silon, F. Quinn, Dayton M. Jones.
Radio Accounts—DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Nora Shops, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

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AGENCY, INC.**

445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393
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V.-P.-Treas..... Archie Goodman
Sec..... R. S. Firestone
Radio Accounts—(Local).

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago 2, Ill.
Phone Central 6-1610-11

ANPA
Owner..... Jack L. Fisher, Sr.
Co-Owner..... Jack L. Fisher, Jr.
Radio Time Buyer..... Dana White
Radio Accounts—Contractor's Equip Serv., Sol Lesser Productions, Andrew Stone Prods., Trav-Ler Radio Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures, Vanguard Films, Inc., Warner Bros., Lester Cowan Prods., Shubert Theaters, Hilton Hotels, Bell Savings & Loan

Advertising Agencies

Assoc., Greater Chicago Hotel Association,
Cook County Central Democratic Committee,
Geo. S. May Co., Tam O Shanter Country
Club, Balaban & Katz Corp.

FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 12, La.
Phone Canal 9871

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APA — ABP — NOAB

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Joseph H. Epstein.

Partner, In Chg. Copy..... Roy M. Schwarz
Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten
Partner & Production Mgr... Warren C. Posey

Media Dir..... Harley B. Howcott
Acct. Exec..... Donald H. Halsey

TV. Dir. Roy M. Schwarz, Tom Newman
Radio Account—Wesson Oil & Snowdrift

Sales Co., Blue Plate Foods, Inc., Dixie Brew-
ing Co., H. G. Hill Stores.

Television Accounts—H. G. Hill Stores,
Dixie Brewing Co.

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Phone 2-3129

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Secretary..... Florence O. Miller

Treasurer..... J. K. Bowman
Account Executives..... Claire Evans

Arnold T. Bowden, William P. Conklin,
Grover H. Hubbell.

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1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

President & Radio Director... Robert B. Foley
Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn
Co.

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1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560

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V.-P. & Dir. Research..... Russell Gray, Jr.

Asst. Sec'y-Treas. & Media Dir.
Wesley Winning

Radio-TV Director..... James L. Tabor
Copy Director..... Raymond Barr

Art Director..... Earle Steiert
Mech. Production Mgr.... Edward G. Griffiths

Office Manager..... Catherine E. Gibbons
Radio Accounts—Abbotts Dairies, Inc., Ab-
botts Cream Cheese, Abbotts Ice Cream,

Beneficial Saving Fund, Cloverdale Spring
Company, Freihofer Baking Company.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-6600

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V.-P. Media and Research... Sherwood Dodge

Dir. of Radio..... Thomas McDonnell
Dir. of TV..... Roger Pryor

Radio Business Mgr..... Lillian Selb
Director of Publicity..... George Wolf

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Radio Production Mgr..... James Fonda
Radio Time Buyer..... Genevieve Lemper

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Executive Vice-Pres..... William J. Pringle

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Radio Time Buyer..... J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.
Vice-Pres. and Mgr..... Ford Sibley

Radio Time Buyer..... Virginia Cain
Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.

Vice-President..... Robert Ballin
General Manager..... C. Burt Oliver

Radio Accounts—Alexander, Ben; Amend
Company, Fred W.; American Piano Manu-
facturers Association, Argosy Pictures, Ar-
mour and Company, Beatrice Foods Com-
pany, Carter Products, Inc., Disney Produc-
tions, Walt, Frigidaire Division (General
Motors Corp.), General Foods Corporation,
Hall Brothers, Inc., Hat Research Founda-
tion, Inc., International Latex Corp., Lock-
heed, New York Central System, Pepsodent
Division (Lever Broc. Company), Purex
(product), Rheem Manufacturing Company,
RKO Radio Pictures, Inc., RKO Theatres,
S&W Fine Foods, Inc., Security-First National
Bank of Los Angeles, Sierra Pictures, Inc.,
Southern Pacific Railroad, The Toni Com-
pany, Trend (product), Union Oil Com-
pany of California, Van Raalte, Inc.

Television Accounts — Argosy Pictures,
Liebmann Breweries, Inc., Marshall Field &
Company, RKO Radio Pictures, Inc., Se-
curity-First National Bank of Los Angeles,
Union Oil Company of California.

Advertising Agencies

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Secretary-Treasurer.....Harry Coats
Art Director.....William Goliey
Radio Time Buyer & Radio Dir...Bill Queale
Radio Accounts—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
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Secretary.....Mrs. Ruby Black
Art Director.....William Bain
Radio Account—Kennedy Laboratories, Inc. (The Kennedy Formula).

ALBERT FRANK-GUENTHER LAW, INC.

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Phone COrtlandt 7-5060

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First Vice-President & Treasurer
Victor J. Cevasco
Vice-Chairman-General Mgr.
Harold E. Maples

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Packard Bldg., Philadelphia 2, Pa.
1 La Salle St., Chicago 2, Ill.
235 Montgomery St., San Francisco 4, Calif.
Acct. Exec.....Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

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Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 6220

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V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Research Dir.....D. R. Hodgins
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....Mrs. M. A. Youngs
Account Executives.....E. G. Frank,
M. A. Hollinshead, D. R. Hodgins.

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455 Carolina St., Houston 2, Tex.
Phone BEacon 3-9301

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Exec. Vice-Pres.....K. Tips

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Vice-Pres.-Sec.....D. K. Williams
Radio Time Buyer.....Gene Heard
Radio Accounts—First National Bank,
KXYZ Radio Station, Rettig's Ice Cream Co.

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone DEarborn 2-5745

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Exec. V.-P.A. G. Gaines
Public Relations.....Ben Rubin
Spec. Promotions.....Ira L. Morton
Prod. Manager.....Gladys R. Arnold
Time Buyer.....Helen Eich
Research Dir.....Alice Houghton
Radio-TV Director.....Lew Sanders
Radio Accounts—Shaw Jewelers, Holland's, Lion Chemical Co., Terman's, Stromberg-Carlson, Standard Motors, Rolin Sales, Valmor Prod., General Camera Co.

Television Accounts—Fox De-Luxe Beer, Terman Tele Sls., L & H Range, Blackstone, Stromberg-Carlson, Allen & Bradford, Commercial Tire & Supply Co., World's Hobby Exposition, Admiral Corp., Tomaso Inc., Rosin-Starr, General Camera Co.

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Phone 4-6566

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Sec.-Treas.....J. Schmeiser
Account Manager.....H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.
Art Director.....Tom Dyer

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Treas. & Media Director.....H. S. Rieff
Radio-TV Dir.....James Bennett
Radio Account—The Coward Shoe.

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314 Cooper Building, Denver 2, Colo.
Phone ALPine 2048

ANPA—ABP—APA—NAAN
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Art Director.....Gene Ellis
Account Executive.....Kent Thomas
Copy Writer.....Ingrid Wallin
Radio Accounts—Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Sears Roebuck & Co., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

Advertising Agencies

AD FRIED ADVERTISING AGENCY

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Phone Higate 4.6580

(For Complete Listing See Page 135)

FREITAG ADV. AGENCY

983 Spring Street N.W., Atlanta 5, Ga.

Phone HEMlock 1345

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Art Director H. J. Torgesen
Traffic Mgr. M. K. McGowan
Office Mgr. R. W. Wallace
Copy Chief Harry Binford
Acc't Exec., Radio-TV Dir. Norman Frankel
Radio Accounts—Columbia Baking Co.,
Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone Newstead 0037

AAAA—ABP—NOAB—ANPA—PPA—
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Partner Mazie G. French
Dir. Consumer Mds. G. Gordon Hertslert
Account Executives. Kenneth J. Bayer,
Al Maescher, Jr., C. Sewell Pankman.
Dir. Client Service. Richard C. Lynch
Radio Director. Al Maescher, Jr.
Radio Accounts—Mercantile Commerce
Bank & Trust Co., Dixie Mills, Phelan-Faust
Paint Co., H. P. Coffee Company, St. Louis
Federal Savings & Loan Assn., Meletio Sea
Food Company, Luber-Tone, Inc., Medart
Auto Electric Co.

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Phone Liberty 2-0813

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Asst. Treas. Florence A. Dondero
Secretary. Harvey P. Newcomb
Pro. Mgr. & Space Buyer. Harold E. Bessom
Newspaper Space Buyer. Anna V. Turner
Radio-TV Director & Time Buyer,
Harvey P. Newcomb

Radio Accounts—Durkee Mower, Inc.,
Supreme Wine Co., Eastern Racing Assn.,
Campbell Fairbanks Expositions, Genoa Pack-
ing Co., Boston Yanks, Eldred & Barbo.

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Phone Murray Hill 6-5600

AAAA—ANPA—PPA—ABP
APA—NOAB—ABC

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Corp., Commercial Solvents Corp., Jonas
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270 Park Ave., New York 17, N. Y.

Phone PL 9-2500

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Time Buyer. Margaret Deady
Radio Accounts—America's Furniture, Inc.,
Republican State Comm.

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915 Olive St., St. Louis 1, Mo.

Phone Garfield 2915

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E. A. W. Schulenburg

Media Dir. C. C. Humphrey
Radio-TV Dir. Clarke Brown

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V.-P. & Radio Dir. Roland Martini
2531 Wilson Blvd., Arlington, Va.

V.-P. Mark T. Martin
Radio Accounts—U. S. Army & U. S. Air
Force, First National Bank, Pet Milk Sales
Corp., Ralston Purina Co., St. Louis Public
Service Co., Union Elec. Co. of Mo., H. C.
Cole Milling Co., Lion Oil Co., Grove Labo-
ratories, Inc., H. D. Lee Co., National Guard
of the U. S., St. Louis Independent Pkg. Co.,
Union Biscuit Co.

Television Accounts—Union Elec. Co. of
Mo.

Advertising Agencies

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 AAAAA—APA—SNPA—BMB
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 Exec. Vice-Pres.....Walter Guild
 Copy Chief.....David Bascom
 Art Director.....Dan Bonfili
 V.-P., Radio-TV Dir.....William A. Morrison
Branch Office

9310 Hillrose Ave., Sunland, Cal.
 Radio Prod. Mgr.....Les Mitchell
Radio Accounts—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, Graven-Ingليس Baking Co., Kay Jewelry Co., Rev. Charles E. Lukens, No Doz Awakeners, Rosefield Packing Co., Blum Candy Co., Bear Creek Orchards, Strykers Soap Co., Milwaukee Furniture Co.

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 Vice-President.....Brooks Middleton
 Secretary & Space Buyer.....G. P. Schill
 Vice-Pres. in Charge Radio....Tim Morrow
 V. P. & Acct. Exec.....Earl Lines
 Art Dir.....O'Coll Hanson

Radio Accounts—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

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 Treasurer.....Elizabeth A. Heath
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 Michael H. Sloman, J. Ross Pilling, Jr.

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 Media Dir.....Geo. E. Clinton
 Production.....Jack Lockie
 Art Director.....Henry Lee, Jr.
 Copy Chief.....Dean Pollock
 Account Exces.....Chas. H. Devlin,
 Douglas Powell, Vernor M. Schenck, II,
 William MacGibbon.

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 Phone, GARfield 1081
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 Account Executives.....J. W. Clark,
 R. Hendrickson
 Media Director.....Pat Reid
 Production Manager.....E. J. Thomas

Branch Office

5319 Hollywood Blvd., Hollywood 27, Calif.
 Manager.....Orson Hauter
Radio Accounts — David D. Bohannon
 Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.
Television Account—Calif. Fruit Products, Ltd.

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 Phone PLaza 2-5400
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 A. A. Surin, Vernon M. Welsh, C. A. Brocker, F. P. Reynolds, Jr., D. S. Shaw,
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 Publicity Dir.....Edward F. Thomas
 V.-P. & Radio-Tele Dir.....Donald S. Shaw
 Production Manager.....Frederick A. Long
 Traffic.....Barbara Fishel

Branch Offices

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 Manager.....E. G. Frost
 14250 Plymouth Rd., Detroit 32, Mich.
 Exec. Contacts.....Russell Manney,
 Kenneth Westervelt
 Manager.....John McQuigg
Radio Accounts — Nash-Kelvinator Corp., Continental Oil Co., Lorillard Co., Knox-The-Hatter.
Television Accounts — Knox-the-Hatter, Nash-Kelvinator Corp.

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 Vice-Presidents R. A. Stapells, W. Kiehn
 Radio Director Don Bassett

Branch Offices

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 Manager C. W. Cook
 272 Scott Block, Winnipeg, Manitoba

Manager A. B. Johnston
 204 Leader Bldg., Regina, Saskatchewan
 Manager Stanley Wayne

Renfrew Bldg., Calgary, Alberta
 Vice-Pres. & Mgr. R. G. Smith
 McDougall Court, Edmonton, Alberta

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 609 Province Bldg., Vancouver, B. C.
 Vice-President Dave Crawford

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 Phone Keystone 3-7383

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 Public Relations Dir.-Acct. Ex. Bess Atmar
 Copy Dir.-Acct. Ex. C. E. Parsons
 Prod.-Acct. Ex. A. S. Black
 Radio Dir.-Acct. Ex. Maudeen Marks
 Script Writer Lorena Henry
 Clerical June Sims
 Actor-Writer Bill Denny

Radio Accounts—Bill Williams, Earle
 North Buick Company, Earle North Goodyear
 Store, Pollyanna Shop, Union Bottling
 Works, Nueces Hardware, Flato's, Sakowitz
 Bros. Inc., Houston Fat Stock Show, Houston
 Hockey Club, Checking Counter South Texas
 Motors, Royal Tire Company, Royal Air-
 Conditioning, Loew's State Theatre, Sun-Up
 Ice Cream, Camellia Ice Cream, C. B. Del-
 homme, Marine Dis., Donaldson & Bass,
 Construction, Hou. Interlocking Tile, Fogle-
 West Funeral Home, Adlof Memorials, Bras-
 well's Flower Gardens, Arrowhead Park,
 Mayan Ranch, LH7 Ranch, Yellowjacket
 Cafe.

GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,
 Salt Lake City 1, Utah
 Phone 4-5516
 ANPA—APA—ABP

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 Lon Richardson

Secretary Marjorie Farrell
 Radio-TV Dir. & Acct. Exec. Victor V. Bell
 Asst. Radio Dir. Robert F. Rohlfing
 Secretary Enid Ogaard
 Film Tech. Richard V. Thiriot

Radio Accounts—American Packing & Pro-
 vision, Chase, Jesse M. Cloverleaf Milk,
 Colville Ice Cream, Excelcis Beauty Products
 Co., Fisher Brewing Co., First Federal Sav-

ings & Loan Association, GE Dealers, Jack-
 son Distributing Co., Montana Cereal Com-
 pany, Motor Mercantile Co., Mountain Fuel
 Supply Co., Ogden First Federal Savings &
 Loan Ass'n, Petty Motor, Porter Macaroni
 Company, Royal Baking Company, Salt Lake
 City—Chamber of Commerce, Salt Lake Har-
 ware Company, Streater Chevrolet Company,
 Union Pacific Railroad Co., Utah Finance
 Company, Utah Oil Refining Company, Utah
 Power & Light Company, Walker Bank &
 Trust Co., War Assets Administration, West-
 ern Colorado Power Co.

Television Accounts—Petty Motor, Utah
 Power & Light Company.

GLASSER-GAILEY, INC.

301 So. Harvard Blvd., Los Angeles 5, Calif.
 Phone Fitzroy 2141
 AAAA—ANPA—PPA

President G. F. Glasser
 Vice-President P. E. Gailey
 Secretary-Treasurer Howard W. Gambrill
 Art Director C. S. Heizer
 Traffic Manager Louise Ludke

Branch Office

De Young Bldg., San Francisco, Calif.
 Manager Robert O. Davis
Radio Accounts—Ralphs Grocery Co.,
 Austin Studios, Tropical Preserving Co., Bu-
 Tay Products, Ltd., Miller Honey, Chip
 Steak Company, Bluhill Foods, Inc., Hug-
 gins-Young Coffee Co.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.
 Phone 8-1848
 ABP—ANPA

Owner & Operator Francis K. Glew
Radio Account—Valley City Milling Co.

GOLDMAN & WALTER ADVERTISING AGENCY, INC.

36 State St., Albany 7, N. Y.
 Phone 5-88645
 ABP—APA

President Harry L. Goldman
 Vice-President Eleanor Chatham Walter
 Sec. & Radio Dir. Louise Benay

Radio Accounts—John G. Meyers Dept.
 Store, Seven-Up Bottling Co. of Troy, N. Y.,
 Roxy Cleaners & Dyers, Stone's Liquor Dist.,
 Albany Garage Co., & Appliance Dist., Drive-
 In Auto Theaters, Green's Stationers, Stand-
 ards Furniture Co. (Kingston-Troy).

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
 Phone Superior 7-6746
 AAAA—ANPA—PPA—ABP—APA

President Clyde M. Joice

Advertising Agencies

V.-P. & General Mgr.....Harlow P. Roberts
 V.-P. Charles O. Puffer
 V.-P. Fred W. Swanson
 Treas. & Copy Chief.....Garrick M. Taylor
 Secy. & Media Dir....Florence A. Neighbors
 Research & Mds.....George B. Frank
 Research & Mds.....J. Alden Joice
 Production Mgr. Doris Monnette
 Account Exec. Henry Nathan

Radio Accounts — Service Stores, Inc.,
 Planters Nut & Chocolate Co., Goldenrod
 Ice Cream Co., Planters Edible Oil Co.,
 Hooker Glass & Paint Co., Jewel Tea Co.,
 Inc., The Illinois Canning Co.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.

Phone LUXemburg 2-2880

APA—ABP—ANPA—PPA—ABC

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 Exec. Vice-Pres. & Treas....Arthur A. Kron
 Secretary C. H. Priest
 Time Buyer.....Herman Krone

Radio Accounts — Hartley's Marmalade,
 Lutheran Hour, A. D. Juilliard & Co., Inc.

GRAHAM GLADWIN

1166 Haight St., San Francisco 17, Calif.

Phone Klondike 2-1219

Account Exec.....Graham Gladwin
 Sec. & Copy Chief.....Mabel Gladwin

Radio Accounts—Fred Benioff, Phillips Al-
 ready Flour, Mission Carpet & Furn., De-
 pendable Mattress, Pastene's Restaurant, San
 Francisco Glass, Alhambra Candy Co., Allied
 Sales Co., Associated Bedding, Pacific Coast
 Brands, Mar-Bud Food Products, Les Vogel
 Chevrolet.

GREEN-BRODIE

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

Phone PLaza 3-9533

ANPA — PPA

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 Art Director.....Cecil Baumgarten
 Production Directors.....Sidney Sawyer
 Melford Brodie
 Radio Consultant.....William S. Tedman
 Radio Dir.....Tom D. Murray
 T.V. Dir.....A. Elliott Novas

Radio Accounts—Pieter de Witt, Inc., The
 Viking Press, The New School, Castle Pro-
 ducts Co.

Television Account—Teldisco, Inc.

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.

Phone CHickering 4-3900

ABP—ANPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
 Executive Vice-President....Arthur C. Fatt
 Radio-Tele Dir.....Richard Marvin
 Time Video Buyer.....Harriet Belille

Radio Accounts — Lambert Bros., Van
 Heusen, Simplicity, Tussy, Hollanderizing
 Corp., A. Hollander & Sons, Inc., Jacques
 Kreisler, Grolier Society, Inc., B. V. D. Corp.,
 Mojud, Ohrbach's, R. H. Macy & Co., Na-
 tional Silver Co., Foster-Grant, Gruen Watch
 Co., Mennen Co., Bernard Ullman, Schnefel,
 Shwayder, Hunter Douglas.

Television Accounts — Lambert Bros.,
 B. V. D. Corp., Van Heusen, Gruen Watch
 Co., Jacques Kreisler Mfg. Corp., Disney,
 Inc., R. H. Macy & Co.

THE GRISWOLD-ESHELMAN CO.

2700 Terminal Tower, Cleveland 13, Ohio

Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers
 V. P. & Radio Director.....Earl R. Preble

Radio Accounts—Fleetwing Corp., B. F.
 Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford 3, Conn.

Phone 7.7179

ABP—NAAN—ANPA

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 Production Manager.....Robert Honer
 Media Mgr.....L. Harrison
 V.-P. & Radio-TV Dir.....Ralph Kanna
Radio Accounts—(21 Local and Regional.)

GUILFORD ADVERTISING AGENCY

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

Phone, PENnsylvania 6-8518

ANPA

Owner.....Frances G. Guilford
 Space Buyer.....Amelia Pronko

Branch Office

812 Olive St., St. Louis 1, Mo.

M. H. HACKETT CO.

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

Phone Circle 6-1950

ABP — ANPA — PPA — NOAB

Owner.....Montague H. Hackett
 Time Buyer.....Aida Stearns

Radio Accounts—Chatham Mfg. Co., Al-
 lied Plastics, Brewer's Best Assoc. Inc., Cor-
 day Parfum, Herbert Terryton Cigs.

. . . Advertising Agencies . . .

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
Phone 2-0492

Partners.....John L. Halpin,
Marion G. Halpin
Copy Chief.....Lucienne Bivens
Production Chief.....Janet L. Riel
Art.....A. J. Hitchins
Radio Accounts—Chas. Freihoffer Baking
Co., Jonathan Levi Co., Wallace Co.

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB
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Branch Office

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430 No. Michigan Ave., Chicago 11, Ill.
President.....L. T. Wallace

RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.
Phone PENNypacker 5-0837
ABP

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Partner-Art Dir.....Leon Greenfield
Prod. Mgr.-TV Dir.....Alvin Schultzbeg
Publicity Dir.....Stella B. Wexler
Account Executives.....Ralph A. Hart,
Alvin Schultzbeg.

Radio Accounts—Capital Tire Co., Chick
Line Co., Glamour Shoe Co., Langhorne
Speedway.

HART-CONWAY CO., INC.

45 Exchange St., Rochester 4, N. Y.
Phone Main 2073-4

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Vice-President.....Joseph P. Brown
Secretary & Radio Dir.....John P. Street
Account Execs.....H. Lyman Hart,
Harold E. Kennedy, Joseph P. Brown,
John P. Street, E. Ward Phillips, John M.
Nixon, Lawrence F. Luescher.

Radio Accounts—Blue Boy Dairy, Blue Bus
Lines, Boller-Clark, Inc., F. Cappellino &
Sons, Crescent-Puritan Laundry, Crouch &
Beahan Co., Gulf Oil Corp. (Rochester),
Genesee Conservation League, Genesee Val-
ley Trust Co., Genesee-Monroe Racing Assoc.,
Hallman Central Chevrolet, Haxton Canning
Co., Levis Music Stores, Powers Hotel, J. H.
Rae Oil Co., Inc., Security Trust Co., Henry
Siebert & Sons, Standard Brewing Co., Veter-
an Foods, Inc., Wegman's Supermarkets,
Wolk Brothers Co., Inc., Bickford Bros. Co.

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307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

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Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

Radio Accounts—M. J. Lanahan, Neumode
Hosiery Co., Nash-Underwood, Chicago Tri-
bune.

HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 7-7880

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Art Director.....Mitchell Havemeyer
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J. Cornwell, G. Logan, W. Mordwin.

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520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 7-3000

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Space Buyer.....Louis C. Paul
Radio-TV Director.....Wm. E. Jones
Publicity Dir.....Frazier E. Nounnan

Radio Accounts—Ballard & Ballard Co.,
Inc., Skelly Oil Co., The Perfect Circle Corp.,
Carolene Products Co., John Morrell & Co.,
The Sherwin-Williams Co., Wonder Orange
Co., Stewart-Warner, Kelling Nut Co.

Television Accounts—Carolene Products
Co., Bell & Howell Co.

J. M. HICKERSON, INC.

110 East 42nd St., New York 17, N. Y.
Phone MU 6-3513

ABP—ANPA—PPA—APA

V.P. Edward H. Pearson
Media Dir.....William S. Kelly

Branch Offices

1510 19th St., N. W., Washington 6, D. C.
Manager.....Day Thorpe

Radio Accounts—2nd U. S. Army, Staminite
Corp.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-9135

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S. L. Hirschberg, K. H. Hamilton.

Radio-TV Dir.....Peter A. Krug

. . . Advertising Agencies . . .

Radio Accounts—Lewyt Corp., Home Decorators, Inc., Casco Products Corp., Ben Mont Papers, Inc., Young Corp., Churchward & Co., Inc.

Television Account—Churchward & Co., Inc.

HIRSHON-GARFIELD, INC.

580 Fifth Avenue, New York, N. Y.
Phone PLaza 7-6300
ANPA—APA—PPA

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Treasurer Arthur Hirshon
Vice-President Lewis Nemerson
Radio and Television Depts... Stanley J. Wolf

Branch Office

Park Square Building, Boston, Mass.
Manager Gabe Stern

Radio Accounts—Volupte, Inc., Prentis Clothes, Dr. Posner's Shoes, Franklin Simon, Miles Shoes, Tanners' Council, Artistic Foundations, Inc., Moyer Manufacturing.

Television Account—Artistic Foundations, Inc.

HIKSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950

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W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAIN 3450

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Manager Earl Holland
Production Ed Haverfield
Research B. J. Tiemeyer
Copy Chief R. Bader
Program Prod. Robert Bentley
Radio Dir. Robert Koppes

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236 W. 55th St., New York 19, N. Y.
Phone CIRCLE 7-3822
ABP—APA

Pres. & Treas. Robert Holley
Copy Chief Stewart S. Jurist
V. P. & Art Dir. Milton Rogin

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0850
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Television Dir. W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.

Vice-President F. A. Whipple
Radio Accounts—Charles Gulden, Inc., B. C. Remedy Co., Monticello Drug Co., James O. Welch Co., Parker Herbex Corp., Blueberry Cooperative Assn., Sulco Sales Corp., Merck & Co.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714

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V.P., Acct. Exec. & Market Director

Frank S. Christian
V.P., Acct. Exec. & Dir. of Pub.

Marjory Hall
Dir. of Radio & V.P. (N. Y.)... Wm. H. Eynon
V.P. & Asst. Dir. of Radio (Boston)

Sally Larkin
V.P. & Radio Prod. Mgr. (N. Y.)

Walton Butterfield
Dir. of TV. & Acct. Exec. Robert W. Day

Branch Offices

595 Madison Ave., New York, N. Y.

V.P. & Mgr. Ned Smith

Radio Accounts—The First Church of Christ, Scientist, The Christian Science Monitor, National Council of The Protestant Episcopal Church.

HUTCHINS ADVERTISING COMPANY, INC.

42 East Ave., Rochester 4, N. Y.
Phone HAMILton 1160

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Res. Mgr. Walter Engwer

8619 Sunset Blvd., Hollywood, Calif.
Manager James Burton

Advertising Agencies

Radio Accounts—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Serantom's.

Television Account—Philco Corp.

INTERNATIONAL ADVERTISERS

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Phone 9-4184-5

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 Account Execs... Harry P. Symes, C. William Bland.

Radio Accounts—Eberhard Food Stores, Byle Floor Covering, Grand Rapids Beauty College, Royal Jewelers, Brunger & John Hardware, Harold Brink, Kent Castings Company, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Children's Bible Hour, Gospel of Calvary, Berean Baptist Church, Hebrew-Christian Mission, Hour of Praise, Independent Fundamental Baptist Church, Inter-Race Bible Class, Lutheran Gospel Hour, Reformed Witness Hour, Temple Time, Sunday School of the Air, Sunday School Hour, Word of Truth Ministry, Christian Brotherhood Hour, 7th Day Adventist Church, Message to Israel, Grand Rapids Craftsman, Youth for Christ, Adjustable Table Co., Arnold Health Baths, Audiphone, Beck Products, John K. Burch Co., Bush Dairy, Capital Airlines, Continental Decal Co., C. B. DeKorne, DeKorne Furniture Co., Dun and Bradstreet, Dykstra Poultry House, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Grand Rapids Sample Case Co., Holland-American Wafer Co., Jack & Jill Bible Camp, La France Textile Industries, Lear Radio, Manufacturers Engineering Corp., Nehi Beverage Co., Park Furniture Co., Precision Bilt Corp., Spring Arbor College, Radio Station WFUR, Waltile Co., Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.

Phone Randolph 6-2325

Acct. Exec. & Radio-TV Dir... Irving Rocklin
 Continuity Dir..... L. H. Goldman
 Production..... D. C. Cohen

Radio Accounts—Atlas Piano Co., Balaban Floor Covering Co., Clark Industries, Credit Loan Corp., Doin' the Town Enter., Electric Center, Fisherman's Club, Howard & Co., International Events, Interstate Distributing Co., LeNard Industries, Libby Furniture Stores, Lincoln Home Products, Linoleum City, Martin Fur Co., Martin Jewelers, May-

nard Co., Inc., North Town Currency Exchange, Pollack & Neelson, Real Shampoo, Sherwin Hosiery Co., Safeway Auto Repair System, Speedwriting Institute, Town House-Town Pump Restaurant Chain, Union Life Insurance Co., Walton Motors, Inc.

Television Accounts—Libby Furniture Stores, Walton Motors, Inc., North Town Currency Exchange.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.

Phone Worth 4-7005

PPA

General Partner..... Paul E. Jackson
 General Manager..... John Yeargain
 Dir. of Radio-TV & Time Buyer
 Wallace H. Lancton
 Prod. Mgr. & Space Buyer..... Louis Musto
 Asst. Radio Dir..... Alice Frey
 Account Execs..... Paul E. Jackson, John Yeargain.

Radio Accounts—Richard E. Thibaut, Inc., J. W. Valentine Co., Inc., Denninger Paint & Wallpaper Co., Donel, Inc., George Wood, Sons & Co.

Television Accounts—Richard E. Thibaut, Inc., United Wallpaper Co., Donel, Inc., Eisendrath Glove Co., Warner Wallpaper Co.

JASPER, LYNCH & FISHEL, INC.

17 East 49th St., New York 17, N. Y.

Phone PLaza 5-1700

ABP—APA

President..... Richard A. Jasper
 Vice-Pres.-Treas..... Stanley I. Fishel
 Vice-Pres.-Radio Dir..... Michael Gore
 Vice-President-Media Dir.... James W. Fishel
 Vice Presidents..... Alfred P. Zabin,
 Herbert P. Field.
 Vice-Pres.-Secy..... Lee J. Jasper
 Prod. Mgr..... Sidney Gabelow
 Copy Chief..... V. Conrad Keyes
 Art Dir..... Winfield S. O'Connor
 Account Executives..... Richard A. Jasper,
 Stanley I. Fishel, Michael Gore, Alfred
 P. Zabin, Lee J. Jasper, Alan L. Rachleff,
 Warren P. Dubin, James W. Fishel.

Radio Accounts—American Bedding Co., L. Blau & Sons, Inc., Fawcett Publications.

JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio

Phone Franklin 2169

APA—ABP

President..... M. K. Jessop
 Vice-President..... Charles A. Jessop
 Radio Director..... R. Gilbert
 Secretary..... R. D. Moss

Advertising Agencies

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone PLaza 3-4848

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ABC—BMB—SNPA

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Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Copy Chief.....Robert Hughes
Space Buyer.....David Hogmer
Vice-Presidents.....C. Frederic Bell,
Robert Hayes, Joseph Scheideler.
Television Director.....Walter Ware
Production Manager.....Gerald O. DaCosta
Art Directors.....Thomas McManus,
Robert Young, Dick Beyer.
Business Manager.....Richard A. Stevens
Research & Mdse. Dir.....Lawrence Hubbard
Premium Manager.....Margaret Harrison
Radio Director.....Reggie Schuebel
Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyer.....Jeanne Sullivan
Time Buyer.....Sally Reynolds
Time Buyer.....Anne Small

Branch Office

Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.

Radio Accounts—B. T. Babbitt, Inc., Cur-
tice Brothers Co., Hudson Pulp & Paper
Corp., Manhattan Soap Co., Megowen-Educa-
tor Food Co., The Mennen Co., C. F. Muel-
ler Co., E. Myers Lye Corp., Pharmaco, Inc.,
Pierce's Proprietaries, Inc., The Sweets Com-
pany of America, Inc., Wesson Oil & Snow-
drift Sales Co., Whitehall Pharmaceutical Com-
pany (Hill's Cold Tablets).

Television Accounts—C. F. Mueller Co.,
The Manhattan Soap Co., B. T. Babbitt, Inc.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio
Phone Garfield 2300

APA—NOAB—AAAA—ABP—ANPA
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James M. Nelson
Secretary.....Elmer A. Vehr
Radio Director.....C. M. Robertson, Jr.
Asst. Radio Dir.....Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York 19, N. Y.

Manager.....Harry E. Warren

Radio Accounts—Bavarian Brewing Co.,
Cincinnati Steel Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Netherland Plaza Hotel, Martin Rosenberger,
Wall Paper Co., Ten-B-Low Co., Heekin Co.,
M. Werk Co.

Television Account—Bavarian Brewing Co.

KAL, EHRLICH & MERRICK ADV. INC.

314 Star Building, Washington, D. C.

Phone EXecutive 3700

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2nd V.P.....Alvin Q. Ehrlich
Secretary.....Bernard L. Linkins
V.P. in Charge of Radio-TV,
Alvin Q. Ehrlich

Copy Chief.....Sol Panitz
Time Buyer.....Marge Donnally

Radio Accounts—Alber Oldsmobile, Ar-
cade Pontiac, Auto Credit Corp., Bamby
Bread, Bethesda Motors, Boyce & Lewis,
Brodt's, Inc., Major Radio & Appliance, Call
Carl, Cannons, Capital Cadillac, Capitol Fur
Shop, Capitol Tires, Caswell Clothes, Cherner
Motors, Colony House, Congressional Hotel,
National Laundry, D & H Distributing Co.,
Eisemans, Electrical Center, Evening Star,
George & Co., Glasser Autos, Goldenbergs,
Grosners, Harrington Hotel, Si Hawkins, Hill
& Tibbits, Home Builders Show, Bruce
Hunt, Juvenile Shoes, A. Kahn, Inc., Kearney
Oldsmobile, Lloyd's, Logan Motors, Lustine
Motor Co., Macmannes, Mandell Chevrolet,
Arthur Markel, Marvin's, Mayflower Hotel,
Mayflower Motors, Miles Auto Glass, Henry
Miller Motors, Mitchell Motors, Montgomery
Ward, Moore-Day Motors, Morton's, McKee
Pontiac, New England Restaurant, New York
Jewelry, Ourisman Chevrolet, Pontiac Dealers
Ass'n, Potomac Garage, Prince George's
Bank & Trust Co., Leo Rocca, Roma Motors,
Wm. Rosendorf, Eli Rubin, Schmid's, A. P.
Woodson, The Jos. M. Zamoiski Co., Shirling-
ton Corp., Sport Center, Star Radio, L. P.
Steuart, Inc., Steuart Motors, Suburban Na-
tional Bank, Harold A. Sugar, Sun Radio,
Philip Sures, Thompson Bros., Times Herald,
Try-Me Bottling Co., Washington Post, Joseph
A. Wilner, Wilson Line, Winchester, Inc.,
Hugo Worch.

Television Accounts—Fred Burka, Call
Carl, Cherner Motor Co., The Jos. M. Zamo-
iski Co., Evening Star, The Hecht Co., Bruce
Hunt, New England Restaurant, Phillips
Radio & App., L. P. Steuart, Inc., Ward
Radio, Moore-Day Motors.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.

Phone Central 5331

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V.P. & Gen Mgr.....Marvin Harms
Vice-Presidents.....Herman Kastor,
John T. Urice, Ashley Belbin
Manager of Media.....Walter Kniffen
Radio Director.....James H. West

Advertising Agencies

Radio Accounts—Procter & Gamble Co., (American Family Flakes), International Milling Co. (Robin Hood Flour), F. Ad. Richter Co. (Pain-Expeller).

KASTOR, FARRELL, CHESLEY & CLIFFORD

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Phone ORegon 9-4440
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Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director.....T. R. Palmer

Radio Accounts—Blatz Beer, Hickock Belts, Laco Shampoo, Soapine, Waltham Watch.

Television Account—Waltham Watch.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone District 7400-13

ANPA—APA—ABP—NAAN—ABC—NOAP
Managing Partner.....Henry J. Kaufman
Partners. Irma N. Kaufman, Jeffrey A. Abel,
Wm. F. Sigmund.

Radio-TV Director.....Jeffrey A. Abel
Program Director.....Robert S. Maurer
Continuity Writers.....Betty Carroll,
Jean McDonald.

Time Buyer.....Jeffrey A. Abel
Radio Accounts—Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Trew Motor Co., Tom's Auto Service, Yellow Cab Co., Pepsi-Cola Bottling Co. of Wash., Regal Clothing Co., Lacy's Appliances, Saks Fur Co., Penn Daw Hotel & Cottages, Peake Motor Co.

Television Accounts—Tom's Auto Service, Peake Motor Co., Chas. Schwartz & Son, Lacy's-Appliance, Wm. Hahn & Co., Manhattan Auto & Radio Co., Simon Distrib. Co., Raleigh Haberdasher.

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York 22, N. Y.
Phone PLaza 5-2740

AAAA—ANPA—PPA—ABP—AAA—APA
President.....Joseph Katz
Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Dir. of Media.....Elizabeth Black
Continuity Writers.....Nat C. Wildman, Margot Patterson, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens, Graydon Walker.

Branch Office

8 South St., Baltimore 2, Md.

Manager.....C. M. Harrison
Dir. of Radio & Tele.....Robert G. Swan

Media Dir.....J. T. McHugh
Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.
Television Accounts—American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
ABP—ANPA—PPA

President.....G. B. Spiero
Secretary-Treasurer.....Alvin J. Kayton
Prod. Mgr.....Herman Jacobs
Radio Accounts—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.
Phone TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Korte
Secy., Treas., Time Buyer...Ethel N. Keane
Radio Dir.....Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.

Manager.....Harold Neumann

Radio Accounts—American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.

Phone Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN

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Exec. Vice-Pres. & Sec. William M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Victor G. Varmo.

Vice-Pres. & Art Dir.....Ernest R. Roose
Asst. Sec. & Controller...Lenore R. Martin
Vice-Pres. & Copy Chief. Lawrence T. Sogard
Media Manager.....Mary C. Dill
Exec. Asst.....John R. Painter

Radio Accounts—Hastings Manufacturing Co., The Casite Corp., Walker Mfg. Co., Wilson Milk Co., Inc.

. . . Advertising Agencies . . .

THE KEILSON CO.

117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

Executive Dir.....Meyer Keilson
Radio Dir.....Shalom Rubenstein
Production.....J. F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone Jefferson 8337

PPA—APA—SNPA

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Vice-Pres. and Treasurer....W. W. Zahrndt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin
Radio Account—Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

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APA—ABC

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Exec. Vice-Pres.....Dwight Mills
Sr. Vice-Pres.....Edwin Cox
Treasurer.....Charles H. Vasoll
Secretary.....David C. Stewart
V. P. in Chg. of Media.....Joseph Braun
V. P. in Chg. of Research

Clement W. MacKay

V. P. & Copy Dir.....Gerald H. Carson
V. P. & Art Dir.....Gerald Link
Vice-Presidents.....Malcolm F. Smith,
John Brew, George Chatfield, William B.
Lewis, E. W. Newsom, Glenn Wiggins.
V. P. & Radio Dir.....Leonard F. Erikson
Associate Radio Dir....Thomas K. Carpenter
Talent Buyer.....Ben Bodec
Production.....Leonard Carlton
Dir. of Time Buying.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman.

Dir. of Radio Research.....Richard Dunne
Television Director.....Garth Montgomery
Publicity Director.....Hal Davis
Radio Publicity Dir.....Herb Landon

Branch Offices

Equitable Building, Hollywood, Cal.
Associate Dir. of Radio in Chg. of
Hollywood Office.....Robert D. Wolfe
Penobscot Building, Detroit, Mich.
V. P. in Chg. of Detroit.....Neil Mulhern
135 S. LaSalle St., Chicago, Ill.
304 Bay St., Toronto, Canada
Manager.....William J. Frost
Other Offices — San Francisco, Washington,
D. C., Kansas City

Radio Accounts — The Borden Co., Ford
Motor Co., Lincoln-Mercury Division, The
Kellogg Co., Kellogg Company of Canada,

Ltd., Wesson Oil and Snowdrift Sales Co.,
American Maize Products, White Rock Cor-
poration, Stetson, The Gorham Company,
Manhattan Shirt Company, Pepperidge Farm,
Inc.
Television Accounts—The Borden Co., The
Kellogg Co.

KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter
Vice-Presidents.....Samm S. Baker,
Rudolph Wetterau, Horace Hagedorn.
Acct. Execs.....Edward Chase,
J. Fred Cross, Ormonde Russell.
Time Buyer (Radio Dept.)....E. Thompson
Executive (Radio Dept.)....Samm S. Baker
Exec. TV Dept.....Edward Chase
Radio Accounts—Bathasweet Corp., Royal
Lace Paper Works, Flexnit, V. La Rosa &
Sons, Stern's Nurseries, Ludwig Baumann,
Abraham & Straus, Courtney Men's Toiletries,
Sloan's Liniment & Balm.
Television Account—Royal Lace Paper
Works, Inc.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600

AAAA—NOAB—ANPA—PPA

President.....Abbott Kimball
Vice-Presidents.....Harry Muller,
G. F. Riegel.

Controller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Manager.....Howard Claypoole
4015 Wilshire Blvd., Los Angeles, Calif.
Manager.....Howard Erlich
155 Sansome St., San Francisco 4, Calif.
Manager.....Alfred Ducoat
Radio Account—Artra Cosmetics, Inc.
(Artra Cream Shampoo).
Television Account—Norcross, Inc. (Nor-
cross Greeting Cards).

KIRCHER, HELTON & COLLETT, INC.

Mutual Home Bldg., Dayton 2, Ohio
Phone FUlton 5161

ABP—ANPA—AAAA—APA

President.....Ralf Kircher
Treasurer.....Carter B. Helton
Secretary.....Robert Collett
Art. Dir.....William Kinzer
Prod. Mgr.....Hap Moon
Business Mgr.....R. C. Mills
Account Execs.....Ed Clark, J. M. Hadley,
W. B. Metcalfe, Robert Collett, R. C.
Mills.

Advertising Agencies

Radio-TV Dir.....Chuck Gay
Radio Accounts—August Wagner Breweries, Inc. (Gambrinus Beer), Gem City Building & Loan Assn., Fredericks-Helton (Travel Service), Otto Spaeth Enterprises (Howard Johnson Restaurants), Fan Tan Corp. (Chewing Gum).

Television Account—August Wagner Breweries, Inc. (Gambrinus Beer).

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.

Phone Circle 6-3660

President—Radio Account Exec. A. A. Klinger
Radio Accounts — Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.

Phone SUTter 1-6110

AAAA—APA—ABP

President.....James C. Knollin
 Art Director.....Norman Erickson
 Space Buyer.....H. W. Hansen

Branch Office

650 S. Grand Ave., Los Angeles 14, Cal.

ManagerJohn Hansen

KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.

Phone, MURray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

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 Vice-Pres. & Sec.....A. A. Landis
 Vice-President.....John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, Ohio

Vice-Pres. in Chg.....A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee

Phone 5-4343

ANPA—SNPA—NOAB—APA—

NAAN—ABP

President.....Ernest Lee
 Vice-President.....Marshall J. Smith
 Secretary.....Homer Gentry
 Radio Dept.....Homer Gentry,
 J. P. Tucker, Edmunda McGehee, Andrew Kozik.

Radio Accounts—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-3200

President.....J. H. S. Ellis
 Vice-Presidents.....E. J. Owens,
 Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.

Exec. Dir. TV & Radio.....Myron P. Kirk
 Radio-TV Dir.....Edmund Cashman
 Business Manager.....Gordon H. Mills
 Prod. Mgr.....William Templeton
 Asst. Dir.....Hugh Brown
 Asst. Copy Chief.....Norman Nash

Branch Offices

215 Market St., San Francisco, Calif.

New Center Bldg., Detroit, Mich.

Albee Bldg., Washington, D. C.

215 W. Seventh St., Los Angeles, Calif.

Radio Accounts—The Texas Co., General Motors, Goodyear Tire & Rubber Co., U. S. Tobacco Co., Benson & Hedges, Collier's.

Television Accounts—The Texas Co., Admiral Corp., Swank, Inc., Buick Motors, U. S. Tobacco Co.

J. R. KUPSICK ADV. AGENCY

122 East 42nd St., New York 17, N. Y.

Phone MURray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
 Vice-President.....Saul Kampf
 Sec. & Space Buyer.....Harriet Kolchin
Radio Account—Cascade Laundry.

KUTTNER & KUTTNER, INC.

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

Phone SUPERior 7940

APA—PPA—ANPA

President.....H. E. Kuttner
 Vice-President.....F. S. Kuttner
 V. P., Sec. & Treas.....C. D. Kuttner
 Account Executives.....S. C. Kuttner,
 E. A. Grossfeld, Mae McCain, A. S. Hecht, Jr.

Radio Director.....Larry Kurtze
 Media Dir. & Time Buyer...Edward M. Stern
 Promotional Director...Robert Schoenbrod
Radio Accounts—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.

Phone 5-1571

APA—ANPA—SNPA—PPA

President.....Avron Spiro
 Secretary-Treasurer.....M. M. Shurman
 Production Manager.....M. Parker
 Pub. & Public Relations.....Al Capley
Radio Accounts—Plough, Inc., The Piso Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

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

Phone COLUMbus 5-3721

ANPA—PPA—APA

PresidentJohn L. Johnston
 Executive V-P.Gordon Seagrove

. . . Advertising Agencies . . .

V. P. General Manager.....Frank W. Mace
 Radio Dir.....Ray H. Kremer
Radio Accounts Placed—Lambert Pharmaceutical Co.; Phyllyactic Brush Co.; Phillips Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone MO 9500
 ABP—NOAB—APA—PPA—ANPA—ABC
 President.....A. Wm. Landsheft
 Secretary-Treasurer.....Vera H. Landsheft
 Acct. Execs.....Henry L. Barber,
 A. Wm. Landsheft.
 Production Manager.....E. T. Drullard
 Radio Dir.....Henry L. Barber
Radio Accounts—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceterias.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
 Phone Main 6579
 AAAA—ANPA—NOAB—APA—ABP
 President.....H. Jack Lang
 Vice-President-Secretary.....A. B. Fisher
 Vice-President-Treasurer..Fred P. Stashower
 Vice-Presidents.....Richard P. Dodds,
 Martin J. Cohn
 Radio-TV Director.....A. B. Fisher
 Asst. Radio-TV Directors.....Mary Jayne
 Haring, Robert Goldberger.
Radio Accounts—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Yellow Cab Co., World Publishing Co., Burrows.
Television Accounts—Babee-Tenda Corp., Miller-Becker Co., Cameron Corp., Burrows, Strong.

C. J. LA ROCHE & CO., INC.

247 Park Ave., New York 17, N. Y.
 Phone PLaza 5-7711
 ANPA—PPA—APA—AAAA
 Pres. & Treas.....C. J. LaRoche
 Gen. Mgr. & V.P. Chg. Research
 D. E. Robinson
 Vice-Pres.....E. S. Pratt
 Vice-Pres. Chg. Copy.....Crane Haussamen
 Vice-Pres. Chg. Art.....Gene Davis
 Vice-Pres. Chg. Radio-Tele...W. R. Stuhler
 V. P. in Chg. Copy-Research.Crawford Paton
 Secretary.....Edwin F. Blair
 Production Manager.....A. G. Loomis
 Media Director.....Sally Mansfield
 Art Directors.....Caesar Ferri,
 Folke B. Lidbeck.
 Copy Supervisor.....John H. Baxter
 Asst. Treas.....Barbara P. Fischer
 Asst. Sec.....Regina E. Hands
Branch Office
 141 W. Jackson Blvd., Chicago 4, Ill.
 Sr. V. P. & Mgr.....John F. Price

Radio Accounts—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0738
 APA—ANPA—PPA
 President.....A. M. Salomon
 Account Executives.....Wendell Walker,
 M. H. Sellhorn
 Production Manager.....D. L. Cuttie
Radio Accounts—Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.
 Phone Rittenhouse 6-1500
 NOAB—ANPA—PPA—APA
 President.....Al Paul Lefton
 Vice-Pres. & Treas.....H. S. Louchheim
 Vice-Presidents.....G. W. Wolfsten,
 P. Brown.
 Media Dir.....E. V. Righter
 Radio Director.....Edwin S. Friendly, Jr.

Branch Offices

521 Fifth Ave., New York 17, N. Y.
 Vice-President.....R. J. Herts
 435 N. Michigan Ave., Chicago 11, Ill.
 Vice-Pres. & Mgr.....E. G. Foreman, Jr.
Radio Accounts—Lit Bros., Phila. Electric Co., Yellow Cab Co., Borden's Ice Cream, Red Arrow Lines, Crawford Clothes, Long Island Rail Road, Claridge Food Products, Winter & Co., Metropolitan Jockey Club, Empire Racing Assn., Cocilana Cough Drops, Goodman's Noodles.

LEIGHTON & NELSON

619 State St., Schenectady 7, N. Y.
 Phone 6-4202
 ABP—PPA—ANPA
 Partners.....Winslow P. Leighton
 and George R. Nelson
 Radio Director.....George R. Nelson
 Copy Director.....Bob Cragin
 Time Buyer.....Anne Pratt
 Radio Producer.....R. S. Cragin
 Television Producer.....G. R. Nelson
Radio Accounts—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Industrial Bank of Schenectady.

LENNEN & MITCHELL, INC.

17 E. 45th St., New York 17, N. Y.
 Phone Murray Hill 2-9170
 ANPA—AAAA—PPA—NOAB—APA—ABC
 Chairman of the Board....Philip W. Lennen
 President.....Ray Vir Den
 V.-P. & Secretary.....Reginald Townsend
 V.-P.Walter M. Swertfager
 Treasurer & Controller....Barron R. Proctor

. . . Advertising Agencies . . .

Exec. V-P. Chg. Creative Prod.

Louis W. Thomas

V-P. & Exec. Art Dir. Hans Sauer
 V-P. Copy Director John G. Schneider
 V-P. chg. Production Michael J. Madar
 V-P. chg. Research Todd B. Franklin
 V-P. chg. Media Catherine V. Parker
 Vice-Presidents Gordon D. Cates,
 Thomas P. Doughten, Daniel M. Daley, Jr.
 Art Consultant Clark Agnew
 Art Directors John DeNero,
 Sanford Gerard, William H. Weber,
 Robert Ridiman, Lucille D. Lupke.

Mgr. Art Dept. Frank Farrell
 V-P. Radio Copy Chief Peter Keveson
 Mgr. Radio Dept. N. Y. & Television
 Nicholas Keesely
 Mgr. Service Dept. Myles E. Baker
 Space Buyer Arthur H. Ude
 Outdoor Space Buyer Herbert S. Shinn
 Time Buyer Frank A. Daniel

Branch Office

303 N. Rodeo Dr., Beverly Hills, Calif.
 V-P. chg. Branch Office Alfred Rooney
 Production Manager William C. Gray
 Art Director Shepard B. Sheridan
 Copy Mgr. Ben B. LaMaster
 Time Buyer & Radio Production
 Garrett Hollihan, Jr.

Radio Accounts—Cagney Productions, Inc.,
 Calvert Distillers Corp., Colgate-Palmolive-
 Peet Co., Gray, Dorothy Ltd., Heublein G. F.
 & Bro., Inc., Kerr, Alexander H. & Co., Lehn
 & Fink Products Corp., Lorillard, P. Co.,
 Scripps-Howard Newspapers, Swedish American
 Line, Tide Water Oil Company, Carstairs
 Bros., Distilling Co., Kerr Glass Mfg. Corp.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colorado
 Phone Main 7133

ABP—ANPA—APA—PPA

Time Buyers Ted Levy, Gertrude B. Levy
 Dir. Radio Dept. Del O'Neil
 Asst. Dir. Radio Dept. Barbara Aiton
 Account Executives Dorothy Downs,
 Ted Levy, G. B. Levy

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
 ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

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 Vice-President Max Green
 Art Directors Don Waterbury,
 Leslie Kay.

Asst. Art Director Ed Almgren
 Space Buyer H. H. Dyrson, Jr.
 Traffic Manager S. Levin
 Auditor E. R. Bader
 Radio-Tele Director Dave Strauss
 Account Executives Archie Foster,
 Maurice Marks, Ray Kennedy, Jim Ellers.

Branch Office

11 Commerce Street, Newark 2, N. J.
 Vice-President Leonard Newsteder
 Account Executives Sheldon Burlow,
 David Strauss, III.

Radio Accounts—National Spot: First
 Army, Doggett Pfeil Co., Clearweave Stores,
 True Tone Hosiery, Colonial House, Powers
 Inc. (Candy), Gregor Chocolate Shops, Cook
 & Dunn (Paints), Farber Bros., Fed-Flack
 (Cameras).

Television Account—Norma Pencils.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis 2, Minn.
 Phone AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC
 Pres. & Acct. Exec. Addison Lewis
 Prod. Mgr. Don H. Johnson
 Comptroller Margie Anderson
 Account Executives Edward Grubb,
 Harry Kruse, J. A. Quint, Arthur Grove.
Radio Account—Minneapolis-Honeywell.

LILLER, NEAL & BATTLE

310 Walton Bldg., Atlanta 3, Georgia
 Phone Cypress 6521-23-4

AAAA—ABP—NOAB—ANPA—APA
 ABC—BMB—SNPA—PPA

Partners W. W. Neal,
 C. K. Liller, J. L. Battle.
 Time Buyer Sarah Williams
Radio Accounts—Brock Candy Company,
 Colonial Stores, Inc., Ashley Automatic Wood
 Stove Co., Blackman Stock Company, Bank
 of Georgia (Bank), National NuGrape Com-
 pany.

Television Accounts—Brock Candy Co., H.
 W. Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC
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 Vice-President Harvey N. Volkmar
 Treasurer John J. Hagan
 Art Director M. H. Kates
 Production Manager William T. Kaleb
 Time Buyer John J. Hagan

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2002 Beverly Blvd., Los Angeles 4, Calif.
 Phone DUNkirk 3-3121

ANPA—NOAB—APA—ABP—PPA

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 Secretary-Treasurer R. N. Lockwood
 Vice-President Louis Lombardi
 Radio-TV Director Lou Holzer

Advertising Agencies

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Radio Director.....Lou Holzer
 75 East Wacker Drive, Chicago 1, Ill.
Manager.....R. B. Newell
 420 Madison Ave., New York 17, N. Y.
Manager.....R. T. O'Connell
Radio Accounts—Los Angeles Brewing Co.,
 Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
 Phone Trinity 8194
 ANPA—AAAA—PPA—APA—ABP

Owner.....Dudley L. Logan
Art Director.....Lloyd Morris
Space Buyer & Prod. Mgr.....K. Richardson

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
 Phone RAndolph 6-4606
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Vice-Presidents.....L. W. Haas,
 E. E. Hanson.

Treasurer.....A. Dawnie
Secretary.....H. Mergener
Radio Director.....Harold Gingrich

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
 Phone Andover 3-1888
 AAAA

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Exec. Vice-Pres......Vincent R. Bliss
Vice-Presidents.....J. H. Caro,
 Montgomery N. McKinney, John H. Will-
 morth, Edward Chapman.

Time Buyer.....Jane Daly
TV Department.....Dale Fisher
Radio Accounts—Rit Products Corp., W. F.
 McLaughlin & Co., Chicago Title & Trust Co.,
 Jules Monteneaux, Inc., Thor Corp., Carson
 Pirie Scott & Co., Encyclopedia Britannica,
 Inc.

LYNN-FIELDHOUSE

15 So. Franklin St., Wilkes-Barre, Pa.
 Phone 2-7182
 ABP—NOAB—ANPA

Partners.....S. C. B. Lynn
 L. S. Fieldhouse
Radio & Media Dir......W. B. Pritchard

Branch Office

51 E. 42nd St., New York 17, N. Y.
Radio Accounts—Carr-Consolidated Biscuit
 Co., Wise Potato Chip Co., J. S. Ivins' Sons,
 Inc.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
 Phone 7197-8

ANPA—ABP—APA—NAAN—PPA—NOAB
President.....J. F. Fellay

Sec.-Treas. & Gen. Mgr......Jay J. Keith
V. P. Copy Dept......Larry Harris
Radio Accounts—Keystone Steel & Wire
 Co., Schultz, Baujan & Co.

MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
 Phone RAndolph 7081
 ANPA—APA—ABP—PPA

Pres. & Treas......Hal R. Makelim
V.P. & Chm. Plans Board....Edwin B. Self
Asst. Treas......Lillian Nelson
Sec., Asst. Time & Space Buyer

M. C. Newman
V.P., Art Dir. & Prod Mgr...Edwin M. Duzan
Acct. Exces......Hal R. Makelim,
 Edwin B. Self, Robert McElwaine,
 George H. Patton, B. Harold Miller.

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Pres. & Treas......Hal R. Makelim
Vice-President.....B. Harold Miller
 9176 Sunset Blvd., Hollywood 46, Calif.

Pres. & Treas......Hal R. Makelim
Vice-President.....George H. Patton
V. P. Publicity.....Robert McElwaine
Art Dir. & Prod. Mgr......Bernard Brody

Radio Accounts—Andersen's Ready to
 Serve Frozen Foods, Bev Company of Amer-
 ica, The, Butcher Shop Foods, Conlon-Moore
 Corp., Communi Sound, Inc., DeLuxe Record
 Co., Fox De Luxe Brewing Co., Florsheim
 Shoe Company, French Kitchen Foods Co.,
 Gum Laboratories, Inc., Kannengiesser & Co.,
 Knott's Berry Place, Memo Products, Inc.,
 Sutho Suds, Inc., Towsley Soap Corp., Walsh
 Laboratories, Inc.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
 Phone RAndolph 6-7942
 ABP—ANPA—PPA—APA

Radio Director.....Arthur M. Holland
Asst. Radio Dir......Allan Sweeton
Account Executives.....Arthur M. Holland,
 Hal Barkun, M. G. Holland, Robert Ze-
 lens.

Television Director.....Norman Lindquist
Copy.....William Bent
Radio Accounts—Dad's Root Beer, Mrs.

Klein's Potato Chips, Cimino Wines, Legion
 Ice Cream, Chicago Sun-Times, Hollands
 Jewelers, Rubin's Apparel, Joy Candies,
 Roller Derby, Chicago Coliseum, Arcadia
 Gardens, Armory, Harry Alter Co., Cook
 County Motors, Passtime.

Television Accounts—Passtime, Harry Al-
 ter Co., Cook County Motors, Rubin's Ap-
 parel.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
 Phone lLberty 2-1421
 ANPA—ABP—PPA—APA

Prod. Chief & Owner.....David Malkiel

Advertising Agencies

Space Buyer.....Martha Brest
 Prod. Mgr.....Julian Malkiel
 Script Writer.....Sophie Speier
Radio Accounts—BabiJuice Oranges, Baitel
 Wallpaper, Presto Cookers, Canadian Ace Ale,
 Gailing Enterprises, Kasanof-Paramount Bak-
 eries, Lithuanian Society, Larga-Pic Co., Old
 Monastery Wine, Chas. B. Perkins Co., Royal
 Crown Cola of Boston, Serta Mattresses, Steu-
 bens Restaurants.

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone GENEVA 9619
 APA

Pres. & Treas.....Meyer Gold
 V. P. & Secy.....Robert P. Miller
 Art Dir.....Edward Harris
 Prod. Mgr.....D. Baker Anderson
 Space Buyer.....Jean Hadley
 Acct. Execs.....D. P. Nathanson,
 Meyer Gold, Jean Hadley, Bruce Sielaff.
Branch Office
 1520 Cross Roads of the World, Hollywood 28,
 Calif.

Radio Accounts — Snyder's Drug Stores,
 Janney Best Paints, Pfunder's Tablets, Char-
 Tex.

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Radio Accounts—Standard Oil Co. of N. J.,
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 Art. Dir.....D. Massaria
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Radio Accounts—M. Braverman & Sons,
 Triebitz Shoes, Guffanti, Hudson Canadian
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Radio Accounts—Air France, American Vis-
 cose Corp., Callaway Mills, Inc., Canada Dry
 Ginger Ale, Inc., Delaware Floor Products,
 Judson Dunaway Corp., Fred Fear & Co., In-
 ternational Salt Co., Luden's, Inc., The Pure
 Food Co., Sylvania Division American Vis-
 cose Corp.

Television Account — Canada Dry Ginger
 Ale.

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201 N. Wells St., Chicago, Ill.
 Phone STATE 4199

Radio Account—Edwards Motor Co.

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 Eclipse Food Products Corp., National Glass
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 Berry Clothing Co., Eastern Scientific Co.,
 Low Supply Co., Progress Ice Cream Co.,
 Continental Importing Co., Cranston Loan
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 919 N. Michigan Ave., Chicago 11, Ill.
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Radio Accounts—Gillette Safety Razor Co.

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Phone PRospect 0101

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Radio Accounts — Brownstein Louis Co.,
Clicquot Club Bottling Co., Dad's Root Beer
Bottling Co., Grand Central Market, Hoffman
Candy Co., Hudson's Jewelers, L. B. Labora-
tories, L. A. Kennel Club, National Schools,
The Pacific Telephone and Telegraph Co.,
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Sta-Neet Corp., Star Outfitting Co.

Television Accounts — Brownstein Louis
Co., Caspar-Davis Co., Sears, Roebuck & Co.,
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Phone Randolph 9360

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glish Chemicals Ltd., Dalglish (Quebec) Ltd.,

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Ltd., Dominion Fur Auction Sales, Inter-
continental Packers Ltd., Lake of Woods
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Television Accounts — Leisy Brewing Co., National Biscuit Co., Standard Oil Co. of Ohio, Swift & Co.

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Radio Accounts—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Restaurant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

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Radio Accounts—Southern Dairies, Breyer Ice Cream Co., Pratt Food Co.
Television Account—Breyer Ice Cream Co.

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

Prod. Mgr.....Charles Ricklefs

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 Hilex Company, Kuehn-Hall Company, Lan-
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 eration, Minnesota Farm Bureau Service Co.,
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Branch Office

759 Milwaukee St., Milwaukee 2, Wis.

Manager.....George Grabin

Radio Accounts—Chicago National League

Ball Club, Consolidated Royal Corporation

(Krank's Shave Kream), Illinois Meat Com-
 pany, Milwaukee Elec. & Transport Co.,

Silberman Fur Corporation, Wisconsin & Michi-
 gan SS Co., Wm. Wrigley Jr. Company,

Patricia Stevens Models' Finishing School,

Coca-Cola Bottling Company of Chicago, Chi-
 cago Transit Authority, Clark's Super Gas,

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 ron), Bruce Pharmaceutical Company (Q.

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Branch Office

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

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Radio Accounts—Corn Products Refining
 Co., Curtis Candy Co., Gordon Baking Co.,
 Dr. Swett's Root Beer Co.

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Madison Cakes, Log Cabin Breads, Dr. Ross

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Barney's Clothes, Inc., Canadian Fur Corp.,

Gem Oil Co., Klein Bros., Knomark

Mfg. Co., Inc., Napa Valley Grape Prod.,

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Coney Island Amusement Co., Coca-Cola Bot-

tling Co., Cincinnati Times-Star.

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Radio Accounts—Planters Nut & Choc. Co.,
J. A. Folger & Co., Los Angeles Soap Co.,
(White King Granulated Soap; Scotch Triple
Action Cleanser; Sierra Pine Toilet Soap;
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Pavelka Bros., Marhoefer Packing Co., Tof-
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Television Account—Triangle Restaurant
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Time Buyers.....Gene Litt,
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TV Dir.....George Foley
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1305 Terminal Tower Bldg., Cleveland 13,
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Economics Laboratories, Kirkman Soap, Sher-
win Williams, Electrical Auto-Lite Co., Sun-
shine Biscuits, Inc., Northwest Airlines.

Television Accounts — Merrill-Lynch,
Squibb & Sons, International Silver Co., Syl-
vania Electric Co., Liggett & Myers (Chester-
field), Sunshine Biscuits, Inc., Sherwin-Wil-
liams.

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Radio Accounts—Foremost Dairies, Inc.,
JAX Brewing Co., Wood Chemical Co.

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Radio Accounts—Gardner Nursery Co.,
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Radio Director.....Margaret Hart Nelson

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.

Vice-Presidents.....I. J. Wagner,
M. H. Bronner

38 Central Park South, New York 19, N. Y.
V.P. & Radio Dir.....Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscoglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

ROBERT W. ORR & ASSOC., INC.

4 W. 58th St., New York 19, N. Y.
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

Vice-President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan,
Arkady Leokum, Arthur Livingston,
Jacques Zuccaire

Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Director.....John C. Hoagland

Branch Office

8611 Sunset Blvd., Los Angeles 46, Calif.
Manager.....Richard Diggs
123 New Bond St., London, England
Manager.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Manager.....M. Renault
Radio Accounts—Woodbury Co., The Andrew Jergens Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen

Executive Vice-President...Charles Chappell
V.-P. Radio-TV Dir....David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts — National Brewing Co.
Browne Vintners Co., Inc., AF of L.

Television Account—National Brewing Co.

MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

Radio Accounts—Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'fill Motor Co., Davidson Brothers Motor Co., Sutherland-Becker Laboratories.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,
Carl W. Sickler.

Assoc.....Harvey C. Scott
Account Executive.....Walter Utterback
Radio Production.....Helen A. Kennedy

Radio Accounts — Jackson Furniture Co., First Federal Savings & Loan Association, Chapel of Memories, Bananza Corp., Perfect Seal Jars.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.-P., Radio-TV Dir.....Trevor Evans
Secretary-Treas.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
Co-Managers.....Mr. & Mrs. Milton Folland
Radio Accounts—Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

Television Accounts—Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pacific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg Agency, Imperial Candy Co., Federal Old Line Insurance Co.

Advertising Agencies

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029
PPA

Pres. & Treas. C. H. Pearson
Copy Chief, Editor. William R. Barker
Radio Director. Hope M. Stewart
Radio Accounts—Cooper Razor Blade Co.,
Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

ABP—ANPA—PPA—NOAB—APA
President. Harry Peck
V. P. & Treas. Seymour Hesse
V.P. & Secretary. Harry Krawit
V.P. & Gen. Mgr. Walter Schwartz
Vice-President. Bruno W. Randolph
Director of Radio-Television

A. L. Lieberman
Radio Accounts—Beverwyck Breweries,
Inc., Consolidated Tea Co., Old Dutch Mills,
Inc., Pando & Co., Parker Watch Co., Temple-
ton Radio Co., Inc., Fruit of the South, I. J.
Fox.

Television Account—Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—SNPA—BMB

President. Thomas L. L. Ryan
Vice Presidents. E. G. Sisson, Jr.,
G. Douglas Morris, T. C. Fisher.
Secretary. H. C. Sutherland
Media Director. T. C. Fisher
Time Buyer. John J. McSweeney
Dir. of Radio-TV. E. G. Sisson, Jr.
Asst. Director. W. S. Roberts
Program Supervisors. W. S. Roberts,
Elizabeth C. Shay.

Radio Accounts—Centaur Caldwell Di-
vision Co. of Sterling Drug, Procter &
Gamble, North East Airlines.

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4880

President. R. C. Phares
Acct. Manager. J. A. Dusry
Radio Accounts—Playland, Jack Miller, S.
Seattle Land, White Center Com. Western
Wineries, Walters Studio, Viewlands Fuel,
Center Jewelers, Owen-Hampson, Arthur A.
Wright, Northwest League Casimir Cleaners.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122

TAAN
Partners. William L. Phillips,
Charles C. Ramsey
Account Executive. Fred J. Volz

Radio Dir. Bill Mesmer
Time Buyer. Ruth B. Hale

Radio Accounts—Arden Farms Company,
Tufford Motor Company, Dr. G. W. Raichart,
Home Federal Savings & Loan Association,
Davidson Furniture Co., Swan Shop, Valle's
Restaurant, Aristocrat Venetian Blinds, Mrs.
Conklings Bakery, The Grable Company,
Mexicali Brewing Co., First National Bank,
Willis M. Allen Company, Dennstedt Electro-
Mart, Stanley Andrews Sport Goods Store.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone GRfield 7268
ABP—ANPA—PPA

SNPA—NOAB—APA—TAAN

Owner. Jack N. Pitluk
Radio Director. Bob Holleron
Asst. Director. Pat White
TV Dir, Time Buyer. Jack N. Pitluk, Jr.
Asst. TV Dir. Sam Riklin

PORTER & ASSOCIATES

430 South Western Ave., Los Angeles, Cal.
Phone DUnkirk 8-2972

Partner Owner, Time Buyer & Adv.
Sales Mgr. Irwin T. Porter
Partner Owner, Radio Dir.
Gertrude T. Porter
Copy Chief. Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 2530

NOAB—ANPA—PPA—APA

President. R. J. Potts
Vice-Presidents. J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Rob-
inson
Secretary-Treasurer. C. C. McMillan
Radio Director. Gene Dennis

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. W. B. Stowe
Treasurer. C. J. Effie
V. P. & Radio Dir. N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GARfield 6490

ABP—ANPA—APA—SNPA

President. George L. Prater
Vice-President. Harold R. Buschhorn

Advertising Agencies

SecretaryMary Peil
 Art Dir.....James W. Duke
Radio Accounts—Claussner Hosiery Co.,
 Falls City Brewing Co., Inc., Merit Clothing
 Co., Moniteau Mills.

PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone ATlantic 1-4139

Partners.....Russell Pratt,
 G. Norman Burk
 Comptroller.....Robert W. Torrence
 Media Dir. & Secy.....D. E. McCarthy
 Radio Director.....Russell Pratt
 Copy Writer.....Ann Carnahan
Radio Accounts — American Cleaning &
 Dyeing Co., The Boehm Co., Central Lincoln-
 Mercury, Hutchinson Co., D. J. Kennedy Co.,
 Liberty Baking Co., Lincoln-Mercury Dealers
 of Allegheny County, Meadow Gold Dairies,
 Inc., Meadow Gold Foods Co., Midtown
 Motors, Inc., National Record Mart, Peerless
 Wallpaper & Paint Co., Pittsburgh Home Sav-
 ings & Loan, Roth Rug Cleaners, Inc., Stand-
 ard Floor Co., Spix Prods. Co., Tucker and
 Tucker, Voco Tele Music Corp., George M.
 Wilson Co., Winston Chevrolet, Inc., Presby-
 terian Book Store, Knights Life Ins. Co.

**PROGRESSIVE RADIO
 ADVERTISING CO., INC.**

260 E. 161st St., New York 51, N. Y.
 Phone MELrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli
 Secretary & Time Buyer..Catherine Termini
Radio Accounts — Adam Hats, Bendix
 Washing Machine, Florsheim Shoes, Buitoni
 Prods., White Sewing Machine, William Oil-
 O-Matic Oil Burners, Chrysler Corporation,
 Carter's Little Liver Pills, Conti Products,
 Consolidated Edison Co. of N. Y., De Nobili
 Cigar Co., Ford Motors, Flotill Products,
 Gambarelli & Davitto, Inc., General Electric,
 General Motors, Johnson & Johnson, Kel-
 vinator Refrigerators, Manufacturers Trust
 Co., Pepsi Cola, Philco Refrigerators and
 Radio, Pinex, Southern Cotton Oil Co.,
 United Security Associated Warehouses Assn.,
 White Labs. Inc., Planters Edible Oil Co.,
 Procter & Gamble, Public National Bank &
 Trust Co., RCA Victor, Perugina, Inc.,
 Quiet May Oil Burner Co., S. A. Shonbrunn
 (Medaglia d'Oro Coffee); Warren Norge Co.,
 Wrigley Chewing Gum, Superfilm Distrib-
 uting Corp., St. Joseph's Aspirin, Atlantic
 Macaroni Co., Inc., Florence Gas Range,
 Frank (Chicory & Spices), Hi-Jump Fruit
 Co. of California; Maytag Washing Machine,
 Ossola J. Co.; Pandora Cigar Co., Inc., RKO
 Theater.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
 Phone NE 7873
 APA—PPA

General Manager.....R. J. Henderson
 Director of Sales.....C. Fyten
 Art Director.....Charles Ernst
 Production Manager.....D. J. Holstad
 Space Buyer.....E. J. Petersen
 Radio Dir. & Time Buyer.....J. H. Fischbein
 Copy Chief.....John Reely
Radio Accounts—Dairy Fresh Creameries,
 Miss Morris Candies, Zip Co., Red Wagon
 Pop Corn, Kennedy Products, Hilltop Feeds.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
 Phone 3-1889

NOAB—ANPA—PPA—APA—ABP
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 A. C. Naeckel, W. J. Henderson, G. E.
 Bischoff, A. M. Walgren.
 Service Director.....A. M. Walgren
 Production Manager.....D. Worden
 Art Director.....P. Norton
 Technical Consultant.....W. A. Giraldi

Branch Offices

1509 Cross Roads of the World,
 Hollywood 28, Calif.

Manager.....Ruth Lambert
 230 N. Michigan Av., Chicago, Ill.
 Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason
 Vice-President.....L. H. Copeland
 Art Director.....E. J. McCabe
 Radio Director.....D. L. Parsons
 Production Manager.....Vito M. Volino
Radio Accounts—The F. W. Fitch Co.,
 Blackhawk Brewing Co., Western Grocer Co.,
 The Herman Nelson Corp., Illinois Commer-
 cial Men's Assn., Berghoff Brewing Corp.,
 Lite Soap Co., Michigan Mushroom Co.

**RADIO ADVERTISING CORP. OF
 AMERICA**

47 Audubon Ave., Jersey City 5, N. J.
 Phone Bergen 4-2332

President.....Michael A. Fiore
 V.P. & Treas.....B. V. Fiore
 Secretary.....Sol Chasnoff
 Prod. Mgr. & Acct. Exec.....Paul Apello
 Radio-TV Director.....Michael A. Fiore
 Acct. Exec.....B. Wilman
Radio Accounts—China Clipper, Non-Sec-
 tarian Radio Church, Evangelistic Prophetic
 Testimony of Phila., Watchung Lake, Casino
 Beach & Pool, Freehold Raceways, Dover
 Race Track, Post Auto Exchange, Airport
 Motors, Alexander Beverages, D. Wolf &
 Co., Circle Motor Sales, South Beach Busi-

. . . Advertising Agencies . . .

ness Men's Assn., Village Business Men's Assn.

Television Accounts — Watchung Lake, Swimming & Bathing Resort.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.

Phone 7-1179

ABP

Radio Director.....Florence F. Grady

Radio Accounts—Crown Petroleum Corp., Crosby Clothes, George E. Dewey Co., Elin & Levin, Harry Glotzer, Hartford Gas Co., Hoffman Wallpaper Co., Musler's Wayne Apparel, Savitt Jewelers, Schultz Beauty Salons, Bacon Bottling Co., Tuckey's Radio & Appliances, Wachtel's Dept. Store.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.

Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack

Vice-Presidents..Hal. G. Trump, Ralph W. Sharp

Secy. & Copy Chief.....George B. Dow

Radio Dir.....R. D. Hughes

Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Decheim

Production Mgr.....George L. Husted

Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.

Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder

Art Dir.....William Wilbur

Production Mgr.....Nathan Chayette

Tele & Radio Dir.....P. Rossano

Publicity Dir.....Lillian Timoney

Research Dir.....Eleanore Lambeck

Radio Accounts—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.

Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio.

Chas. Dallas Reach

V. P.'s.....F. R. Riszey,
H. E. Sands.

Secretary.....Edward Sahrbeck

Branch Office

416 W. 55th St., New York 19, N. Y.

Vice-President.....H. E. Sands

Radio Accounts—Koppers Co., Minnesota Division, Admirac Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.

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

Phone PLaza 3-6130-1-2-3

ANPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield

President.....E. F. Johnstone

Buyer.....Mary Ripple

Radio Accounts—Colcumbet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Pierce's Proprietaries, Inc., Block Drug Co., E. Fougera, Inc.

Television Account—Howard Clothes.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.

Phone KENmore 4545

ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana
Redmond

V. P., Art Dir., Space Buyer..D. L. Bassett

Secretary.....E. E. Kolb

Radio Accounts—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.

Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese

Art Dir.....Oscar Liebman

Production Mgr.....B. C. Streib

Space Buyer.....James L. Northrup

Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National—Soo Line Bldg.

Minneapolis 2, Minn.

Phone BRidgeport 7701

AAAA—ABP—ANPA—APA—NOAB—

PPA—ABC—BMB

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Executive Vice-President.....Wayne Hunt

Vice-Presidents.....J. H. Sarles,

Elizabeth B. Reeves, Helen A. Brown, R.

W. Stafford, E. K. Pottle.

Secretary & Treasurer.....C. L. Greenwood

Radio-TV Director.....Russell E. Neff

Branch Office

625 Market St., San Francisco 5, Calif.

Vice-Pres. & Mgr.....H. H. Strobusch

Radio Accounts — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co.

Television Account—General Mills, Inc.

Advertising Agencies

REINCKE, MEYER & FINN

520 N. Michigan Ave., Chicago 11, Ill.
 ABP—NOAB—ANPA—APA
 ABC—BMB

President.....Wallace Meyer
 Sec.-Treas.....C. A. Reincke
 Vice-Presidents.....Gordon Taylor,
 C. C. Stevens, J. J. Finn.

Radio-TV Dir.....Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed
 Candy Co., Chicago, Burlington & Quincy
 R.R., The Ball Co., Jan-Wil Corp.; Gulf, Mo-
 bile & Ohio R.R., Anderson Co.

Television Account—Reed Candy Co.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
 Phone Capital 7-7611
 ANPA—PPA—ABP—AAAA

President.....Harry I. Reingold
 Art Dir.....Harry Goodman
 Assoc. Art Dir.....Laurence W. Hobbs
 Production Mgr.....Francis R. O'Reilly
 Asst. Prod. Mgr.....Fiore Rapa
 Copy Chief.....Harry Dodsworth
 Media Dir. & Radio Time Buyer
 Thomas J. Rowen

Mgr. Outdoor Dept.....Burt C. Riley, Jr.
 Radio-TV Dir.....Frederick W. Ayer

Radio Accounts—Hampton Brewing Co.

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
 Phone Templebar 2-2408
 ABP — ANPA — APA

President.....Emil Reinhardt
 Copy Chief.....Dave Lane
 Space Buyer.....Dorothy Orrick
 Radio Manager.....Joseph Connor
 Copywriter.....James Prindiville
 Production Mgr.....Edward O'Mara
 Radio Time Buyer.....Eleanor Shea
 Manager.....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries,
 Mary Ellen's, Inc., Standard Beverages, Central
 Bank, San Francisco Brewing Co., Grocers
 Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
 Phone PLaza 7-8030
 ANPA—ABP—PPA—APA—SNPA—CAN

President.....Joseph Reiss
 Vice-President.....Harold Reiss
 Secretary-Treasurer.....B. M. Reiss
 Comptroller & Office Mgr.....John T. Cisneros
 Acct. Execs.....John L. Bricker,
 Mike Beecher, Stanley Sussman.
 Radio Dept.....Ed Rattner,

Marion Kushner, Rose Yergin.

Radio Accounts—Decorative Cabinet Corp.,
 Lafayette-Concord Radio, S. Klein, McCrory
 Stores, Princess House Closets, Rand Rubber.

Television Accounts — Lionel Corp., Toy
 Guidance Council.

E. W. REYNOLDS, LTD.

145 Yonge Street, Toronto 1, Ont., Canada
 Phone WAverly 6157
 ABC

President.....Edward W. Reynolds
 Secy. & Treas.....Fred Banks
 Art Dept.....Garth Harber
 Production Mgr.....John L. R. Russell
 Copy Chief.....N. Stuart Walton
 Radio Dir.....H. C. Caine
 Asst. Radio Dir.....Shirley Oakes
 Space Buyer.....Helen Anderson
 Account Executives....C. Warren Reynolds,
 H. D. R. Newby, H. C. Caine.

Radio Accounts—The Ogilvie Flour Mills
 Co. Ltd., Lantigen Laboratories Ltd., West
 York Motors Ltd., Ontario Honey Producers
 Co-operative Ltd., The T. Sisman Shoe Co.
 Ltd.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 7-6383
 AAAA—ABC—ABP—ANPA—APA—
 NOAB—PPA

President.....Fletcher D. Richards
 Vice-Presidents.....Willis E. Blodgett,
 Bradley A. Walker.
 Secy.-Treas.....Duane W. Beumann
 V.-P. & Media Dir.....E. A. Elliott
 Vice-Presidents.....W. A. McNabh,
 Radcliffe Romeyn, John Davidson, Trel
 Yocum, M. J. Casey.

Art Director.....John Sidebotham
 Copy Chief.....Harry Barnhart
 Mgr.-Market Analysis....Herbert L. Baldwin
 Time Buyer.....George Pamental
 Radio-TV Dir.....Kenneth Young
 Program Director.....Tom Hicks, Jr.
 Writer & Asst.....S. J. Frolick

Branch Office

Lincoln Tower, 75 E. Wacker Dr., Chicago 1,
 Ill.

Manager.....French L. Eason

Radio Accounts—Eastern Air Lines, Inc.,
 United States Rubber Co., Rockwood & Co.,
 Durham-Enders Razor Corp., The Joseph
 Dixon Crucible Co.

Television Accounts — United States Rub-
 ber Co., Eastern Air Lines, Inc.

Advertising Agencies

M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479
ABP

Pres. & Radio Time Buyer.....M. Evans
Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executive.....Robert S. Hammond

Branch Office

80 Boylston St., Boston 16, Mass.

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts—Bank of Louisville, Burdoff Furniture Co., Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Yellow Cab Co., Paramount Foods, Inc., Hurry-Up-Broadway.

LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 8131

AAAA—ABP—ANPA—APA—PPA

Owner.....Lee Ringer
Art Dir.....Richard Pennington
Production.....C. C. Wickstrom
Copy Chief.....Mary Lou Gordon
Time & Space Buyer.....Shirley Etkin

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Madison 6-2291

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr.,
C. R. Hawkins.

Radio Accounts—Calif. Flyers, Inc., Calif. Growers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter
Vice Pres.....Walter J. McIndoe
Secty.....Henry P. Bender

Radio Accounts—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, Ohio
Phone DUbar 0532

Owner.....Charles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

Radio Accounts—Spiro's Apparel, Moskin Clothes, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Joe Krass Clothes, Royal Shoes, Isuak Rug Mills, I. Schubin Furniture.

ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUTual 6293

ABP—ANPA—PPA—APA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Walter Titus
Media Dir.-Time Buyer.....R. C. Neuman

Branch Office

801 Kohl Building, San Francisco, Calif.

Radio Accounts—Lomd Linda Food Co., Pioneer Savings & Loan, Home Building & Loan Assn., Metropolitan Federal Savings and Loan Assn., Trailer Coach Assn. of California, Cinch Products, Inc., Pasadena Builders & Loan Assoc., California Fig Institute, Western Savings & Loan Assn., Federal Savings & Loan Institute, Lorenz Broom & Mop Co.

Television Accounts—Pasadena Building & Loan Assn., Cinch Products, Inc.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone RANDolph 9760

ANPA—APA—PPA—NOAB—ABC

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.

Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia 2, Pa.

Vice-Pres.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.

V. P. & Gen. Mgr.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

. . . Advertising Agencies . . .

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.

Phone MURray Hill 9-3850

ABP

Partner & Copy Chief.....Allan Rock
 Partner & Prod. Mgr.....Robert Rock
 Art Dir.....Jo Bologna
 Radio Time Buyer.....Irwin Winehouse
 Space Buyer.....Sally Winston
 Account Executive.....Nat Wolle

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.

Phone PLaza 8-2506

ABP—APA

President.....Milton M. Rockmore
 Exec. Vice-Pres.....J. Leonard Shaub
 Vice-Pres.....Erwin S. Franken
 Space Buyer.....A. T. Parker
 Art Dir.....Leo Waldman
 Prod. Mgr.....Richard Lippman
Radio Accounts—Cafe St. Denis, Darling
 Shops, Fisher Bros. Specialty Store, Lane
 Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.

Phone PLaza 7-8040

NOAB—ABP—ANPA—APA

President.....Jerry Rodgers
 Vice-Pres. & Gen. Mgr.....Lloyd S. Howard
 V. P. & TV Dir.....J. Edward Boyle
 Secy. & Treas.....N. J. Rodgers
 Art Dir.....Harry E. Swenson
 Production Mgr.....A. Van Strander
 Copy Chief.....E. Richter
 Media Dir.....Anne Seltzer
 Consultant Art Dir.....Stanley Brown
 Account Executives.....Jerry Rodgers,
 N. J. Rodgers, Lloyd S. Howard, J. Ed-
 ward Boyle, Fred Salles, Celia Agress.

Radio Accounts—Babette Shop, Childhood
 Nursery Products, Guy Lombardo, Twin City
 Shellac Co.

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Art Dir., Prod. Mgr.....C. John Gunther

Radio Dir., Time & Space Buyer

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Personnel Dir. & Librarian.....Mary Riley

Radio Accounts—Sattler's Dept. Store,

Pleiffer's Food Products, Inc., Sau's Auto

Sales, Inc., Yeostros Ice Cream Co.

Television Accounts—Bickford Bros. Co.,
 Sattler's Dept. Store.

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Radio Accounts—Bristol-Myers Co. Of

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Canadian Industries Ltd., Canada Packers

Ltd., Heaters Ltd., Canadian Arena Co., Ltd.,

Montreal Shoe Stores, Dominion Govt., Tin-

tex.

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Phone Superior 3486

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Space & Radio Time Buyers..William Perry,

M. B. Cooper.

Radio Accounts—Auto Accessory Co., John

S. Budd, Charms & Cain, Chicago Interna-

tional Co., H. C. Evans & Co., Lombardo

Wine Co., Nu-Dell Mfg. Co., Winkenweder

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Branch Office

3719 Reading Rd., Cincinnati 29, Ohio
 Manager.....L. C. Brown
Radio Accounts—Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Cleveland Ses-
 quicentennial Comm., Essex Trust Co., Hig-
 bee Co., Mass. Mutual Life Insurance Co.,
 Public Square Relations.

ROSE, GARDNER & WHITE

2412 West 7th St., Los Angeles 5, Calif.
 Phone DRexel 7211

APA—AMPA

Account Executives.....Edward B. Ross,
 Harold M. Gardner, William W. Schweit,
 Frank Ryhlick.

Radio TV Dir.....Frank Ryhlick
 Radio Time Buyer.....Edward B. Ross
Radio Accounts—General Electric, Given
 Mfg. Co.

Television Accounts—General Electric, Jac-
 lane of Hollywood, Harbor Boat Company,
 Silverwoods, Robert's Markets, Snowden
 Chemical Co., Barker Bros., Bert D'Orsay
 Television Co., Given Mfg. Co.

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Phone LUXemburg 2-3550

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 Art Director.....Andrew K. Nelsen
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 Account Executive.....Irl W. Rose, 2nd
Radio Accounts—Public National Bank &
 Trust Co. of New York.

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 Rosen
 Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.,
 Ask Pharmaceutical Co.

ARTHUR ROSENBERG CO., INC.

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Phone CHickering 4-4420

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Radio Dept.....Arthur Rosenberg,
 Samuel Rubenstein, Charles S. Silver

Radio Accounts—Gleam Shampoo, Myer
 1890 Beverages, Rigaud Perfumes, Miner's
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 Calif.

Phone BRadshaw 2-5608

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 Production Mgr.....Paul Flynn
 Space Buyer.....Eleanor Dorfman
 Account Executives.....Bert Feinberg,
 Anne Flynn, Art Rouse.

Radio-TV Director.....Bert Feinberg
Radio Accounts—Original Barbecue, Lamb-
 kin Products Co., Culver of Calif., Perma-
 Nail Co., Harold's.

Television Account—Harold's.

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Phone LOngeacre 4-6190

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Radio Dir. & Time Buyer.....J. J. Rowen
Radio Accounts—House of Rothschild,
 Peter Scott Fashions, Mor-Lac Products,
 Rothschild Wine Cellars, Penn-5th Avenue.

CHARLES L. RUMRILL & CO., INC.

311 Alexander St., Rochester 7, N. Y.

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 Time Buyers.....J. L. Kennedy,
 R. C. Hobbs.

Radio Accounts—Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy, J. B. Stickles Co.

Advertising Agencies

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Art Director.....Einar Lundquist
Dir. of Radio.....Jack Leach

Radio Accounts—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

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Brothers Company, Lever Brothers Limited,
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Bros. Brewery, Pepsodent Co. of Canada, Wm.
Wrigley Jr. Co., Bailey Schools, Savings
Banks Assoc. of State of N. Y., Adler Com-
pany, Allen Edmonds Shoe Corp., Allied
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Publicity Dir.....Bette Benfield
Research Dir.....Sylvia M. Sackheim
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Manager.....Carl Speirs
 2112 N. Charles St., Baltimore 18, Md.

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294 Washington St., Boston 8, Mass.

Phone Liberty 2-5332

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 Prod. Mgr.....Joseph W. Bourke
 Copy Chief, Radio-Tele Dir.,
 Radio Time Buyer.....Phyllis Stohn
Radio Accounts—Baleh-Price Specialty
 Shop, Conrad & Co., Dinty-Moore (Boston),
 Kane Furniture Co., Lamson Hubbard, Select
 Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.

Phone Gregory 3-1414

ABP

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 Copy Chief.....Seot Forbes
 Media Dir. &
 Radio Time Buyer.....H. Harvey Salow
 Research Dir.....Lyn Murray
 Account Executives.....H. Harvey Salow,
 George Riedl,
Radio Accounts—Franklin Trust Co., Mac
 Lane Mfg. Co.

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

Phone PLaza 5-2516

Owner.....Frank B. Sawdon
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 Copy Chief.....V. J. Bigliano
 Space Buyer.....Tom Tracy
 Radio Time Buyer.....Jerry Bess
 Account Executives.....Frank B. Sawdon,
 V. J. Sawdon, Jerry Bess.

Branch Office

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

Radio Accounts—Case Clothes, Inc., Robert
 Hall Clothes, Lewis Apparel Stores.

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9 Clinton St., Newark 2, N. J.

Phone Market 2-0430

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 Space Buyer.....Frank M. Craumer
 Radio Dir.....E. Grant Scheck
 Account Executives...William H. Andrews,
 E. Grant Scheck, Morris Scheck, Julius
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Radio Accounts—Allenhurst National
 Bank, Bender Corp., Chardavoyne Co., Eps-
 pens Smith Co. (Holland House Coffee),
 Federal Trust Co., Franklin-Washington
 Trust Co.

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111 West 7th St., Los Angeles 14, Calif.

Phone Michigan 6636

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 Radio Time Buyer.....Hugo Scheibner
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 Copy Chief.....J. T. Baldwin
 Media Dir.-Space Buyer
 & Pub. Dir.....Roseblanche Lowry
 Account Executives.....Irwin Salzman,
 Shirley Marsh, Roseblanche Lowry, Hugo
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Branch Office

26 O'Farrell St., San Francisco 8, Calif.

Radio Accounts—Bardon of Hollywood,
 Calif. Fashion Trends, Giro's of Hollywood,
 Hy-Art, Inc., Little Champ of Hollywood,
 S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.

Phone ARmitage 1600

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 Art Dir.....M. Rickabaugh
 Radio Time Buyer.....C. D. Domin
 Account Executives.....S. R. Raike,
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Phone Michigan 2396

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Radio Dir. Claire R. Grenier
Acct. Exec. Gordon Schoufarber
Radio Accounts—California Artificial Flower Co., Comfi-Coil, Inc., Colonial Laundries, Gladding's, Inc., Old Colony Co-operative Bank, Tilden-Thurber, Inc.

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Time Buyers. Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone DEarborn 2-1815

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Art Dir. A. Thaler
Secretary. H. Heilig
Acct. Execs. E. Guy, C. H. Lillienfeld
Fred Vosse, Gene Colin, Robert Knapp.
Radio Dir. Earl Bronson

Radio Accounts — Chicago Stadium, Congress Cigar Co., Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Liquinet Corp. (Chicago).

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11 Pemberton Sq., Boston 8, Mass.
Phone CApitol 7-2425

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Radio Dir. & Buyer
Radio Time. George L. Stingel
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Phone MA 6-9397
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Television Accounts—Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co.

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2125 N. E. 48th Ave., Portland 13, Ore.
Phone TRinity 3445

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Sec.-Treas., Radio Dir. D. D. Segar
Radio Accounts—Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

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Radio Dir. Sam P. Moore
Account Executives. Norman L. Cotton,
Frederick Seid.

Radio Accounts—The August E. Drucker Co., Gene Comptons Corp.

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Media Director.....David Braun
Traffic & Prod. Mgr.....Albert Harsnett

Radio Accounts—Ringling Bros. and Bar-
num & Bailey Circus, Imperial Pearl Syndi-
cate, Melville Radio Institute, Henry Rosen-
feld, Inc.

Television Account—Colonial Airlines, Inc.

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730 Gravier St., New Orleans 12, La.
Phone Raymond 7114
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Art Dir.....C. Earl
Prod. Mgr.....Martin Burke
Account Executives.....K. B. Thompson,
Robert Claire.

Radio Accounts—Central Savings & Loan
Assn., The Howell Co., Station WNOE,
Union Savings & Loan Assn.

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4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579
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Partner-Space Buyer-

Radio Dir.....Sam B. Margulis
Account Execs.....Sam B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sid-
ney Nehmen.

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Account Executive.....George Mallis
Radio Dept.....Harriet Ullman
TV Dept.....Donn Bennett

Radio Accounts—Central Oil Co., Lefkoe-
Mortons, Pearson, M. J. Freed, Louis-Harold,
The "Big Ten," Bartels.

Television Accounts — Bartels, Mort Fou,
Guard Chevrolet, Servagen Products, The
"Big Ten."

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Production Mgr.....Don H. Rutledge
Media Dir. & A. E.....Paul Olafsson
Research Consultant.....Dr. Chas. L. Allen
Account Executive.....E. J. Conlon
Time Buyer.....Mildred Dudley
Radio Accounts — Standard Milling Co.,
Headquarters Fifth Army, Beltone Hearing
Service.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

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Vice-President.....L. C. McElroy
Vice-Pres.....P. Wesley Combs
Time Buyer.....Catherine Wohlpart
V. P. & Treas.....J. F. Quick

Radio Account Placed—Chas. E. Hires Co.,
Inc., Commercial Credit.

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Phone ANdover 3-5966

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Vice-President.....Wayne G. Williams
Radio-TV Dir.....Wayne G. Williams
Time Buyer.....Frank McBride
Acct. Exec.....Ben Homan

Radio Accounts — Wilson & Co., Acme
Feeds, General Finance Corp., National Assn.
of Homebuilders, Universal Records, Inc.,
Music of the Month Club.

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919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7-3000

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ABC—AAAA

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Arthur Marquette, Carl S. Brown.
Radio Director.....Louis E. Tilden
TV Dir.....L. D. Griffith

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Eastern Mgr.....Carl S. Brown

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), Quaker Oats and Mothers' Oats, Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Lavative Campho-Phenique), Colgate-Palmolive Peet Co. (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Tale, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

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Phone ELdorado 5-0138

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Prod. Mgr.....David Karp
Space Buyer &
Buyer Radio Time.....Harold Schindler
Account Executives.....Harold J. Siesel,
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188 W. Randolph St., Chicago 1, Ill.
Phone State 2254

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V. P., Prod. Mgr.,
Space Buyer.....Jacqueline J. Silver
Secty.....Samuel G. Rautbord
Dir. Radio-TV, Time Buyer.....Al Milton
Radio Accounts—K & K Studios, Lukko Sales Corp., Powell Products.

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Contract Purchase Corp., Campus Record
Shop, Cunningham's Drug Stores, Dossin's
Food Products, Furs by Robert, Greenwald
Jewelers, Grinnell Brothers, Harper Berk-
shire Sales, Aaron DeRoy Motor Car Co.,
Koeplinger Bakery, Mac-O-Lac Paints, Na-
tional Clothing Store, The Schmidt Brewing
Co., Scotland Woolen Co., Simmonds & Clark,
Taylor's, Inc., Velvet Peanut Products, Gruen

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Watch Co., Detroit Free Press, Saks Fifth Avenue.

Television Accounts—Cunningham's Drug Stores, Saks Fifth Avenue, The Schmidt Brewing Co.

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Radio Accounts—Peerless Mfg. Co., Strat-
ton & Terstegge Co.

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611 Loews-Warfield Bldg., San Francisco, Cal.
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Radio Accounts — Seaboard Finance Co.,
Pan Pacific Auditorium, J. E. Coberly, Inc.,

Marshall & Clampett, Western Harness Rac-
ing Assn., Ice Follies, Ice Capades, Gallen-
kamp Shoe Stores.

Television Account—Pan Pacific Auditor-
ium, Transmirro Products Corp.

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Radio Accounts—Dr. Pepper Bottling Co.
(Dr. Pepper), Elks Committee Against Un-
Americanism, Hawaiian Athletic Corp., Hon-
olulu Rapid Transit Co., La Hula Rhumba,
Nesbitt's Bottling Co., Pacific Sales Co.,
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Packing, Dad's Old Fashioned Root Beer,
Sealy Mattress Co., Dr. Ellis Sales Co., Frank-
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hard & Ober Brewing Co., Surface Chemicals,
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Television Accounts — Pittsburgh Brewing
Co., Eberhard & Ober Brewing, Spear & Co.,
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Inc., People Ice Co., Nettleton Shops, Inc.,
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Manager.....John J. Casey
Radio Accounts—Southern California, Den-
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ture Mfg. Co., Victor Chemical Co., Murphy
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Television Account—Metro Distributors.

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Television Account—Harry Krouse, Inc.

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 Telephone, Johns-Manville Corp., Kraft Foods
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 ern Div.

Radio Accounts—Dr. Pepper Co., Burrus
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Radio Account—Reba Plastics.

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Radio Accounts—Local Loan Co., Pyroil
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NAB STANDARDS OF PRACTICE

Effective January 1, 1949

STANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and 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 broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

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.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnapping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.

<i>5 minute programs</i>	<i>1:00</i>
<i>10 minute programs</i>	<i>2:00</i>
<i>15 minute programs</i>	<i>2:30</i>
<i>25 minute programs</i>	<i>2:50</i>
<i>30 minute programs</i>	<i>3:00</i>
<i>45 minute programs</i>	<i>4:30</i>
<i>60 minute programs</i>	<i>6:00</i>

All Other Hours

<i>5 minute programs</i>	<i>1:15</i>
<i>10 minute programs</i>	<i>2:10</i>
<i>15 minute programs</i>	<i>3:00</i>
<i>25 minute programs</i>	<i>4:00</i>
<i>30 minute programs</i>	<i>4:15</i>
<i>45 minute programs</i>	<i>5:45</i>
<i>60 minute programs</i>	<i>7:00</i>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

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 avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

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.

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.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

PUBLICATIONS

Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LO. 5-2125. Manuel Rosenberg, Publisher and Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Tom Patterson, Arthur Coles, Associate Editors; Manuel Rosenberg, Art Editor; L. B. Rosenberg, Business Manager.

Advertising Age

WEEKLY. 100 E. Ohio St., Chicago, 11, Ill. Phone, Del. 7-1336. S. R. Bernstein, Editor; Lawrence M. Hughes (N. Y.), Exec. Editor; Robert Murray & John B. Miller (Chicago), Managing Editors; G. D. Crain, Jr., Publisher; J. C. Gafford, Adv. Dir. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y. Phone, LO. 4-2737; 995 Nat. Press Bldg., Washington 4, D. C. Phone, RE 7650, Stanley E. Cohen.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, MURray Hill 5-9770. J. H. Moore, President; F. C. Kendall, Publisher; Roger Barton, Editor; E. Lucian Neff, Advertising Director. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, J. L. Clark, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 131 Fleet Street, E. C. 4, London, England; Central 1060, 3754, and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY. 1564 Broadway, N. Y. C. (For Radio). Phone PL. 7-2800. W. D. Littleford, R. S. Littleford, Jr., Co-Publishers; Joseph Csida, Editor in Chief; Jerry Franken, Radio-TV Editor. BRANCH OFFICES: 155 N. Clark St., Chicago, Ill. Phone, Central 8761, M. Reuter, Manager; 3000 Sunset Blvd., Hollywood, Calif., Phone, HOLLYwood 5831, Sam Abbott, Manager; 2160 Patterson St., Cincinnati, O. Phone, Dunbar 6450, E. W. Evans, President; 390 Arcade

Bldg., 8th and Olive Sts., St. Louis, Mo., Frank Joerling.

Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, Metropolitan 1022. Sol Taishoff, Editor & Publisher; Art King, Managing Editor; Maury Long, Business Manager; Bernard Platt, Director Special Publications; Winfield R. Levi, Mgr. Circulation & Readers' Service. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y. Phone, PL 5-8355, Edwin H. James, New York Editor, Bruce Robertson, Senior Assoc. Editor; S. J. Paul, Adv. Dir. 360 N. Michigan Ave., Chicago 1, Ill. Phone, CENTral 4115, Bill Thompson, Manager; Taft Bldg., Hollywood & Vine, Hollywood 28, Calif., Phone, HEMPstead 8181, David Glickman, West Coast Manager; William C. Tuchman, Hollywood News Editor; 417 Harbour Commission Bldg., Toronto, Canada. Phone, ELgin 0775, James Montagnes.

Communications

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. MURray Hill 4-0170, Bryan S. Davis, Pres. & Business Mgr.; Paul S. Weil, Vice-Pres. & Adv. Dir.; Lewis Winner, Editor; F. Walen, Secretary & Ass't Editor; A. Goebel, Circulation Mgr. REPRESENTATIVES: Brand and Brand, Los Angeles 14, Calif. Phone, Michigan 1732, Edward I. Brand, Brand and Brand, San Francisco 4, Calif. Phone, SUTter 1-2251, E. I. Brand, James C. Munn, Cleveland 6, Ohio. Phone, ERIEview 1726.

Daily Variety

DAILY. 6311 Yucca St., Hollywood 28, Calif. Phone, HOLLYwood 1141. Arthur Ungar, Editor and Publisher; Roscoe Cornell, Managing Editor; Al Scharper, City Editor; Jack Hellman, Radio Editor; William Brogdon, Labor Editor; Mike Kaplan, Amusement Editor. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

BI-WEEKLY. 203 North Wabash Ave., Chicago 1, Illinois. Phone, ANDover 3-1612. Glenn Burrs, Publisher; Ned E. Williams, Editor, Managing Editor; E. W. Paro, Advertising Manager. BRANCH

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ADVERTISING & SELLING with *The Advertising Agency*
consistently rates highest with agency people!

June, 1948, A.B.C. reports show . . .

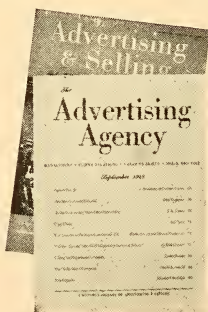
- ★ A & S is the only advertising publication to show an increase in both agency and manufacturer circulation.
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. . . and this was *before* publication of *The Advertising Agency* as an integral part of ADVERTISING & SELLING. Now advertising agency executives have endorsed this new section with over 700 paid subscriptions in only seven months!

. . . obviously

A & S reaches your most important audience—the men who influence millions of dollars worth of radio time.

A magazine-within-a-magazine, *The Advertising Agency* is published each month as an integral part of ADVERTISING & SELLING . . .



it is the *only* magazine devoted exclusively to the professional operation and management of the advertising agency.

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THE MOORE PUBLISHING CO., INC., 9 EAST 38th STREET, NEW YORK 16, N. Y.

Member ABC, ABP

OFFICES: 2415 RKO Bldg., New York 20, N. Y. Phone, CI 7-4131, Jack Egan, Mgr.; 1222 N. Wilcox, Hollywood 38, Calif. Phone, Hillside 0677, Eddie Ronan, Mgr.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York 18, N. Y. Phone BRyant 9-3052. Charles T. Stuart, Publisher; James Wright Brown, President; Robert U. Brown, Editor; Jerome H. Walker, Managing Editor; Leach Laney, Advertising Manager; Betty Lou Hicks, Classified Manager; Robert P. Joy, Director of Circulation. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill., George A. Brandenburg, Editor; Mills Bldg., San Francisco 4, Calif., Duncan A. Scott, Adv. Representative; 2978 Wilshire Blvd., Los Angeles 5, Calif., Duncan A. Scott & Co., Adv. Representatives.

Electronics

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, LO 4-3000. Donald G. Fink, Editor; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 1427 Statler Bldg., Boston 16, Mass. Wm. S. Hodgkinson; Architects Bldg., 17th & Sansom Sts., Philadelphia 3, Penna., Warren W. Shew; 1311 Rhodes-Haverty Bldg., Atlanta 3, Ga., Ralph C. Maultsby; 1510 Hanna Bldg., Cleveland 15, O., James L. Phillips; 520 N. Michigan Ave., Chicago, Ill., Charles D. Wardner; 621 So. Hope St., Los Angeles 14, Calif., Karl W. Dysinger; 68 Post St., San Francisco 4, Calif., J. W. Ottirson.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Vice-President & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ralph Wilk, Manager, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Joseph Esler, Chief, C. L. Esler, 6241 N. Oakley Ave., Phone, Briargate 7441.

The Hollywood Reporter

FIVE DAYS WEEKLY. 6715 Sunset

Boulevard, Hollywood 28, Calif. Phone, Hillside 7411. W. R. Wilkinson, Editor & Publisher; Thomas F. Seward, General Manager; Lou Greenspan, Managing Editor; A. J. Oliver, Advertising Manager; BRANCH OFFICE: 229 W. 42nd Street, New York 18, N. Y. Phone, Wisconsin 7-2470, Jack Harrison, Manager; 6417 Dahlonega Road, Washington, D. C.

Industrial Marketing

MONTHLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 7-1337. G. D. Crain, Jr., Publisher; Hal Burnett, Editor; Tom Raki, Art Director; M. E. Crain, Editor, Market Data Book Number; C. E. Groomes, Business Manager; Jack Gafford, Advertising Director; Gordon D. Lewis, Manager Sales and Service; Curran De Bruler, Manager, Research Promotion; Myron A. Hartenfeld, Circulation Director. BRANCH OFFICES, 330 West 42nd Street, New York 18, N. Y. Phone, Longacre 4-2757. Jack Gafford, Advertising Manager; Russ Bldg., San Francisco 4, Cal. Phone, Douglas 4994. Simpson-Reilly, Ltd.; Garfield, Los Angeles 14, Cal. Phone, Michigan 7421. Simpson-Reilly, Ltd.

International Lyric Courier

SEMI-MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Alfredo Salmaggi, Editor and Publisher; Felix Deyo, Associate Editor; Felix W. Salmaggi, Managing Editor; Edward Salmaggi, Art Editor. BRANCH OFFICES: 1515 No. El Molino Ave., Pasadena 6, Calif., Jean Cort Sickler, Correspondent.

Markets of America

ANNUAL. 11 West 42nd St., New York 18, N. Y. Phone, LO 5-2125. Manuel Rosenberg, Publisher & Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Camera Editor; A. Maxwell Hage, Associate Editor; Arthur E. Jones, London Correspondent; Marion Wheeler, Washington Correspondent; Aaron M. Rothenberg, Los Angeles Correspondent; Arthur Coles, Associate Editor; Tom Patterson, Associate Editor; L. B. Rosenberg, Business Manager; Albert Ashcroft, Advertising Director. BRANCH OFFICES: 2412 W. 7th St., Los Angeles 5, Calif. A. M. Rothenberg, Gen. Mgr.; 3557 Borgart Avenue, Cincinnati, Ohio, Simon Rosenberg.

Metronome

The Review of Modern Music

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. Ned and Jack Bitner, Publishers; George T. Simon and Barry Ulanov, Editors;

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Number ONE

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Music Dealer

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. John C. Stoltzfus, Editor; William J. Dougherty, Exec. Editor; Doron K. Antrim, Editorial Consultant; Eugene A. Roderick, Advertising Manager; Gus O. Greiff, Asst. Advertising Manager; Earl Umphenour, Production Manager; Fred O. Tangeman, Special Representative; Martin S. Sternberg, Advertising Representative; Ned and John W. Bitner, Publishers.

Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Spencer B. Driggs, Editor - Publisher; Lucille Barber, Business Manager; Clarence E. Le Massena, Feature Writer; William E. Bradell, Concert-Opera Coverage; Charles E. Bayha, Radio Editor. BRANCH OFFICES: in all principal cities throughout the U. S.

Musical America

SIXTEEN TIMES YEARLY. 113 West 57th St., New York 19, N. Y. Phone, Circle 7-0520. John F. Majeski, Publisher; John F. Majeski, Jr., V.P.; Cecil Smith, Editor; Quaintance Eaton, Associate Editor; Maurice B. Swaab, Advertising Manager; Edward I. Davis, Production Manager. BRANCH OFFICES: 306 S. Wabash Avenue, Chicago 4, Ill. Phone, Harrison 7-4544, Paula Zwane, Manager; 415 Philharmonic Auditorium, Los Angeles, Cal., Dorothy Huttenback, Business Manager.

Musical Courier

TWENTY TIMES YEARLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Musical Periodicals Corp.; Grace Nysten, Pres. & General Manager; Russell Kerr, Editor; William A. Taylor, Radio Editor. BRANCH OFFICES, 220 S. Michigan Ave., Chicago 4, Ill. Rene Devries and Doshia Dowdy, Midwestern representatives; 35-10 Adelaide St. E., Toronto 1, Ont., Canada, Joseph A. Whitmore, Canadian representative; 197 Commonwealth Ave., Boston 16, Mass., Harriette Wolfers, New England Rep.; 701 Ocean Ave., Santa Monica, Calif., C. Sharpless Hickman, West Coast Representative.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. C. B. Larrabee, President & Publisher; Henry W. Marks, Advertising Director; Eldridge Peterson, Editor; Frank LaClave, Managing Editor; Thomas M. Jones, News Editor; Dick Bruner-Victor Dallaire, Radio; J. C. Chasin, Circulation Manager. BRANCH OFFICES. 208 S. LaSalle St., Chicago 4, Ill., Harold E. Green, Assoc. Ed.; Statler Bldg., Boston 16, Mass., E. P. Meade, Mgr.; 6743 Fifth Ave., Los Angeles 43, Cal., Louis F. Thomann, Western Editor; Rhodes-Haverty Bldg., Atlanta 3, Ga., H. F. Cogill; 1175 Woodbury Road, Pasadena 6, Calif., J. W. Conrow.

Proceedings of the I.R.E.

MONTHLY. 1 East 79th St., New York, N. Y. Phone, REgent 7-9600. Dr. Alfred N. Goldsmith, Editor; Clinton B. DeSoto, Technical Editor; George W. Bailey, Executive Secretary; L. G. Cumming, Technical Secretary; William C. Copp, Advertising Manager. BRANCH OFFICE. Advertising Department, 303 West 42nd St., New York 18, N. Y. Phone REgent 7-9600, William C. Copp, Adv. Mgr.

Radio & Appliance Journal

MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, Circle 7-5842. Alex H. Kolbe, Publisher & Business Dir.; Nat Boolhack, Editor. BRANCH OFFICE: A. M. Rothenberg Assoc., 2412 W. Seventh St., Los Angeles 5, Calif. Phone, FAirfax 6255. A. M. Rothenberg.

Radio-Electronics

MONTHLY. 25 W. Broadway, New York 7, N. Y. Phone, REctor 2-9690-1-2. Hugo Gernsback, Editor-in-Chief; Fred Shunaman, Managing Editor; M. Harvey Gernsback, Consulting Editor; Robert F. Scott, Technical Editor; Angie Pascale, Production Mgr.; I. Queen, Editorial Associate; Elmer Fuller, Shortwave Editor; G. Aliquo, Circulation Manager; John J. Lamson, Advertising Director; Alfred Stern, Promotion Manager; R. H. Dorf, Associate Editor; William Lyon McLoughlin, Tech. Illus. Dir. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill. Phone, Randolph 6-7363. Sidney Gernsback, Mgr.; 2970 West Grand Blvd., Detroit 2, Mich. Phone, TRinity 5-7026, Frank Holstein, Mgr.; 532 Market St., San Francisco 4, Calif. Phone, Garfield 1-2481, Ralph W. Harker, Mgr.

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It's no problem to kiss off, for
your choice can have a
telling effect on your national
spot income. But where to get
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Ask your national representative.

He knows. His salesmen get around.
They learn which trade papers are appreciated, read
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Don't overlook your national representative.

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DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, Treasurer and General Manager; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; Val Adams, Associate Editor; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone, State 2332.

Radio & Television Life

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, Hillside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; David J. Manning, Advertising Manager; Joan Buchanan, Asst. Editor; Jane Pelgram, Television Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUTter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Fred R. Sammis, Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Joan Pollock, Associate Editor. BRANCH OFFICES: 221 N. La Salle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

Radio News

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 3-5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, V.P., Dir. Eastern Div.,

M. H. Froelich; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, TUCKer 9213, Wm. L. Pinney, Western Advt. Manager.

Radio Showmanship

MONTHLY. N.E. corner, 16th & Conlyn Sts., Phila. 41, Pa. Phone, HA 4-9345-54, 9056. Leonard Martin Fox, Publisher; Sol Shulman, Editor.

Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director, M. Clements, Publisher; J. L. Stoutenburgh, Executive Editor. BRANCH OFFICE: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York 13, N. Y. Phone, WALKer 5-2576. Edward H. Davis, Publisher; Cy Kneller, Editor; Sidney E. Davis, Gen. Manager. News representatives located in principal cities throughout the country.

Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power, May 10 and Special Market Data Number, November 10. 386 Fourth Ave., New York 16, N. Y. Phone, LEXington 2-1760. Raymond Bill, Publisher; Philip Salisbury, Editor; A. R. Hahn, Managing Editor; R. E. Smallwood, Advertising Service Manager. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr, Mgr.; 15 East de la Guerra, Santa Barbara, Cal., Warwick S. Carpenter, Mgr.

Service Magazine

(Radio-TV-Electronics)

MONTHLY. 52 Vanderbilt Avenue, New York 17, N. Y. Phone, MURray Hill 4-0170. Bryan S. Davis, Pres. and Business Manager; Paul S. Weil, Vice-Pres. and Advertising Director; Lewis Winner, Editorial Director; F. Walen, Secretary and Managing Editor; A. G. Goebel, Circulation Manager. REPRESENTATIVES: Brand & Brand, Los Angeles 14, Cal. Phone, Michigan 1732, Edward I. Brand; Brand & Brand, San Francisco 4, Cal. Phone, SUTter 1-2251, E. I. Brand; James C. Munn, Cleveland 6, Ohio. Phone, Erievuew 1726.

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BI-WEEKLY. 40 West 52nd St., New York 17, N. Y. Phone, PLaza 3-6216.

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THE first in its field to report regularly on radio as an advertising medium, TIDE ties onto another 'first' as it becomes the first in its field to report on television, its progress, force, and future, as an advertising medium.

TIDE's Radio-Television section, like all of its departmentalized reports, gives a brief, factual and significant account of all radio-television activity. And *most important of all*, TIDE carries these reports to the key advertising executives in all fields . . . the men who can do something about your advertising promotion.

*For a pre-sold market
for your video promotion
remember*

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The Newsmagazine of Advertising, Marketing and Public Relations

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reading to anyone seriously inter-
ested in this new industry.*

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tisers, agencies, talent and technicians
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general and specific, affecting their
own operations."*

Allen B. DuMont

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When a publication can be of such service to its readers it becomes a strong publishing force, and a strong publishing force is a powerful sales force.

Whether you have a service or a product to sell, you'll find TELEVISION MAGAZINE, the monthly business magazine of the industry, the most effective advertising medium to reach the men who buy . . .

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**Standard Rate and
Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 6-5616. Walter E. Botthof, Publisher; R.A. Trenkmann, Asst. Publisher; C. Laury Botthof, President & Treas.; Albert W. Moss, Executive V.-P.; Elsa Laury Botthof, Secretary. **BRANCH OFFICES:** 420 Lexington Ave., New York 17, N. Y. Phone, LExington 2-6611, Albert W. Moss, V.-P.; 1709 W. 8th St., Los Angeles 14, Calif. Phone, Fairfax 8576, Don Harway; 68 Post St., San Francisco 4, Calif. Phone, Yukon 6-1069, Roger A. Johnstone.

Tele-Tech

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director; M. Clements, Publisher; M. H. Newton, Business Mgr. **BRANCH OFFICES:** 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

Televiser Monthly

MONTHLY. 1780 Broadway, New York 19, N. Y. Phone, PLaza 7-3721. Irwin A. Shane, Editor & Publisher; Malcolm McGlasson, Mgr. Editor; Robert Harris, Assoc. Editor & Research Editor; Arthur Brodshatzer, Business Mgr.; John Balkin, Circulation Mgr.; Charles A. Tepper, Advertising Mgr. **BRANCH OFFICES:** 101 McKinley Bldg., 3757 Wilshire Blvd., Los Angeles, Calif., John A. Basset, West Coast Representative.

**Television Digest &
FM Reports**

WEEKLY. 1519 Connecticut Ave., Washington 6, D. C. Phone, Michigan 2020. Martin Codel, Publisher; Earl Abrams, Associate Editor; Albert Weinstein, Associate Editor; Robert Cadel, Director of Service; E. April, Circulation Manager.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mercereau, Treasurer and General Mgr.; Frank Burke, Editor; Marvin Kirsch, Vice-Pres. and Manager; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone, Gladstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone State 2332. Published daily as a feature of Radio Daily, and periodically as a special edition.

Television Magazine

MONTHLY. 600 Madison Ave., New York 28, N. Y. Phone, PLaza 3-3671. Frederick A. Kugel, Editor & Publisher; Jim Owens, Managing Editor; Dr. Thomas Coffin, Director of Research; Norman Markwell, Business Manager; Alma L. Carlson, Circulation Manager.

Tide

WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MURray Hill 3-7700. Edwin F. Thayer, President & Publisher; Reginald Clough, Editor; Jacob F. Weintz, Vice-President & Adv. Dir.; Leo F. Haggerty, Secretary-Treasurer; Doris Doland, Mg. Editor; John A. Conway, News Editor. **BRANCH OFFICES:** 360 No. Michigan Ave., Chicago 1, Ill. Phone, Franklin 2-5764, Elinor Zeigler, Senior Associate Editor; Crosby Vining, National Press Bldg., Washington, D. C. Phone, Executive 4674, Bainbridge Crist, Sr. Assoc. Editor.

Variety

WEEKLY. 154 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-2700. Sid Silverman, Publisher; Abel Green, Editor. **BRANCH OFFICES:** 360 N. Michigan Ave., Chicago 1, Ill. Jerry Baxter, Mgr.; 6311 Yucca St., Hollywood 28, Calif., Arthur Ungar, Editor.

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reaching professional and amateur musicians,
music teachers and music students, music
fans throughout the U. S., Canada and
selected foreign countries

a n d

MUSIC DEALER

reaching 7500 hand-picked, active music
retailers—old established firms and up-and-
coming new ones—located in every one of
our 48 States and 15 foreign countries.

*give you a 100% music-interested
audience and complete trade-wide
coverage. Send for advertising
ratecards today for a look at
the low cost of this market.*

26 WEST 58TH STREET

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The Rorabaugh Report on Selective (Spot) Radio Advertising

For authentic information on where, when and how national advertisers use broadcasting media for spot sales campaigns.

Show the local dealer the spots *his* supplier uses in other cities and *he* will insist on getting the same cooperation on your station. This basic selling tool adds power to your own sales efforts and those of your station representatives.

Write for the monthly subscription rates for your station — rates are based on power. Please give your wattage.

Just Inaugurated!

The Rorabaugh Report on Television Advertising

Write for rates and details on this new, sales-producing monthly report. A worthy addition to the Rorabaugh family.

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Sales Representatives for N. C. Rorabaugh Co.

Telephone: LO 4-5698



America runs on
BULOVA
TIME

Again, in 1948, more Americans bought—more Americans told time by—BULOVA than any other fine watch in the world.

Again, our principal advertising media were spot radio and spot television. And we know that our great success 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 heartfelt thanks. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

NETWORKS



NATIONAL



REGIONAL

OPERATION: **KNOWLEDGE**



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .
an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.



WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crowley Broadcasting Corporation



MARK WOODS
President

American Broadcasting Company

IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word—television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboard; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines*; *The Greatest Story Ever Told*; *Go for the House*; *Carnegie Hall*; *Stop the Music*; Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest

time segments in radio, has already become industry history.

Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News*, *Youth Asks the Government*, *America's Town Meeting*, Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour*, the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge*.

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.

CASTING COMPANY





AMERICAN BROADCAST CASTING COMPANY



AMERICAN

Broadcasting Company, Inc.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number Circle 7-5700)

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Ralph Dennis.....National Spot Sales Manager
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 Francis Conrad...Western Div. Sta. Relations Mgr.
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 John I. Edwards...Production Manager
 Ernest Felix...Personnel Director, Controller
 and Office Manager

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 A. E. Evans...Engineering Manager
 Edith Kirby...Traffic Manager
 Maurice Baker...Promotion and Publicity Mgr.

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AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC
 WXYZ, Detroit.....Owned and operated by ABC
 WENR, Chicago.....Owned, operated and represented by ABC
 KECA, Los Angeles.....Owned and operated by ABC
 KGO, San Francisco.....Owned, operated and represented by ABC
 WMAL, Washington.....Owned by Evening Star Publishing Co.
 Represented by ABC

NOW, MORE THAN EVER,
YOUR BEST BUY IS

*The large
economy
size!*

**WHAS
MARKET**

(Covers with 50% to
100% Daytime BMS coverage)

NOW

689,580

RADIO FAMILIES

**Louisville
Station B Market**

(Covers with 50% to
100% Daytime BMS coverage)

NOW

207,630

RADIO FAMILIES

AND COMPARING 1946 TO 1948

WHAS

Up 17.1%

**LOUISVILLE
STATION B**

Down 3%

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling
all of the rich Kentuckiano Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

WHAS

Louisville, Kentucky

Columbia Broadcasting System



FRANK STANTON
President

PERHAPS the outstanding characteristic of the year ahead will be the way it will look ahead. Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and prediction, as the new vistas of a new half-century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

The CBS Package Program operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in enter-

tainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is programs, and we want an increasingly active part in that business.

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

COLUMBIA BROADCAST





COLUMBIA BROADCAST SYSTEM



- KFOD
- KFRB
- KINY
- KTKN
- KIBH
- KGMB
- KHBC
- KZBU
- KZPI

**NETWORK FACILITIES
AS OF JAN. 15, 1949**

• WKAO

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Network Sales Department

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V.P. in Charge of Network Sales
John J. Karol...Sales Manager
William J. Fagan...Administrative Manager
Allyn Jay Marsh...Assistant Sales Manager
Thomas D. Connolly...Manager Program Sales
Charles E. Midgley, Jr....Sales Service Manager
T. P. Maguire...Assistant Sales Service Mgr.
Chicago Office Network Sales,
410 North Michigan Avenue
W. Donald Roberts...Western Manager
Dudley Faust...Assistant Manager
Detroit Office Network Sales
Fisher Building
Joseph Spadea...Manager

Personnel Relations Department

Howard L. Hausman...V.P. Chg. Personnel Relations
Joseph H. Jackson...Personnel Manager
James M. Connors...Manager Salary Division
Robert Kalaidjian...Employment Manager
Dr. Jack Nelson...Director Medical Office

Program Department

Hubbell Robinson, Jr.
Vice President and Director of Programs
William Fineshriber
General Manager of Program Department
Harry Ackerman
Dir. of Network Programs, Hollywood

Robert Heller...Executive Producer
Guy Della Cioppa
Associate Dir. of Network Programs, Hollywood
Lester Gottlieb
Director of Popular Music and Talent Scout
James H. Fassett...Director of Serious Music
Julius Mattfeld...Director Music Library
Lucile Singleton
Dir. of Vocal Auditions and Mgr. of Script and Record Library
Marjorie Morrow...Casting Director
Elwood Hoffman...Script Editor

Public Affairs

Davidson Taylor
Vice President and Director of Public Affairs
Gerald F. Maulsby...Asst. Dir. of Public Affairs
Lyman Bryson...Counselor on Public Affairs
Edward R. Murrow...Counselor on Public Affairs
Werner Michel...Dir. of Production, Public Affairs
Robert Hudson
Director of Education and Opinion Broadcasts
George Crothers
Asst. to the Dir. of Education and Opinion Broadcasts
Helen Sioussat...Director of Talks
Leon Levine...Director of Discussion Broadcasts
Edward Scovill
Dir. of Talks and Special Events, Wash. D. C.
Elinor Inman...Director of Religious Broadcasts
Sam Abelow...Assistant, Documentary Unit
Philip Eisenberg...Producer
Wells Church...Director of News Broadcasts
Theodore F. Koop
Dir. of News and Public Affairs, Washington
Henry Wefing...Asst. Dir. of News Broadcasts
Lee Bland...Director of Special Events
Walter L. Barber...Director of Sports Division
John Derr...Assistant to the Director of Sports

Program Operations Department

I. S. Becker...Director Program Operations
R. R. Ray...Assistant to Director
Will Bratter...Assistant to Director
Martin Leeds...Business Manager, Hollywood
James Fonda
Manager of "Amos 'n' Andy" Property

Network Operations Division

Horace Guillotte...Mgr. of Network Operations

Sound Effects Division

Davidson Vorhes...Mgr. of Sound Effects Division

Traffic Department

Hugh A. Cowham
Commercial Engineer in Charge of Traffic
A. H. Petersen...Traffic Manager
C. J. McCarthy...Assistant Traffic Manager

Press Information

George Crandall... Director of Press Information
Michael J. Foster... Executive Assistant
Michael Boscia... Mgr. of WCBS Press Information
Harry Warner... Manager of Operations
Walter Seigal... Mgr. of Photographic Division
Anne Harding... Manager of Service Division
Dorothy Leffler... Manager of Magazine Division
Harry Feeney... Trade News Editor
Joseph Sage... Photo Editor

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John E. Forsander... Purchasing Agent

Radio Sales, Radio and TV Stations' Rep.

Carl Burkland... General Sales Manager
H. A. Carlborg... Eastern Sales Manager, New York
George Dunham... Eastern Television Sales Manager
Fred Mahlstedt... Mgr. of Research for Radio Sales
James F. Burke... Supervisor of Program Service
Thomas Ellsworth

Director of Promotion for Radio Sales
Benjamin Margolis... Sales Service Manager
Alice Santti... Manager of Time Clearance
Gordon F. Hayes... Western Sales Manager
H. H. Holtshouser... Southern Sales Manager
Jack L. Brumback... Office Manager, San Francisco
Henry Flynn... Office Manager, Los Angeles
William Ogen... Office Manager, Detroit

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Oscar Katz... Director of Research
Harper Carraine... Asst. Dir. Research
Edward Reeve... Research Projects Manager
Richard Hess... Supr. Ratings Services Division
Howard Miller... Sup. Mkts. and Records Div.
Tore Hallonquist... Supr. of Program Analysis Div.
Gerhart Wiebe... Supr. Promotion Research Div.

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William C. Ackerman
Director of Reference Department
May Dowell... Mgr. Central Information Div.
Stanford Mirkin
Manager of Program Research Division
Agnes Law... Librarian
Dorothy Boyle... Mgr. of Program Statistics Div.
Esther Dobbins... Mgr. of Program Information Div.

Sales Promotion and Advertising Department

Victor M. Ratner
V.P. in Chg. of Sales Promotion & Advertising

Louis Hausman... Dir. Sls. Prom. & Adv.
William Golden... Associate Director
Neal Hathaway... Manager of Program Promotion
Charles Oppenheim

Asst. Manager of Program Promotion
John Fox... Business Manager
John P. Cowden
Dir. of Promotion Service for Columbia-Owned Stations

Station Administration Department

J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray... Asst. to the Vice President
James V. Melick... Executive Assistant

Station Relations Department

Herbert V. Akerberg
Vice President in Charge of Station Relations
William A. Schudt, Jr.

Director of Station Relations
Edward E. Hall... Eastern Division Manager
Edwin Buckalew... Western Div. Mgr., Hollywood

Housewives' Protective League Productions

Fletcher Wiley... General Manager
Edward W. Wood... Sales Manager

Television Department

J. L. Van Volkenburg
V.P. and Director of Television Operations
Richard J. Redmond... Asst. to the Vice President
Charles M. Underhill... Director of TV Programs
Jerome Danzig... Associate Dir. of Programs
Worthington C. Miner
Mgr. of Television Program Development
David Sutton... Television Sales Manager
George L. Moskovics
Manager of Television Sales Development
Edmund Chester
Dir. of News, Special Events and Sports
Robert Bendick
Asst. Director of News and Special Events
Lawrence S. Haas... Coordinator of News
Douglas Edwards... News Broadcaster
Eleanor Kilgallen... Casting Director
Merritt H. Coleman... Director of Operations
Jackson Green... Dir. Prod. Actvt.
John DeMott... Production Manager
Robert Wood... Manager of Operations
Arthur E. Duram... Sales Prom. Mgr.
Paul Wittlig... Mgr. of Technical Operations

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
WTOP, Washington
FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston
TV Station:
CBS-TV, New York

Mutual Broadcasting System



EDGAR KOBAK
President

IT seems that no matter what other gyrations we go through in broadcasting—ratings, research, coverage, hearings, conventions—we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get

around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the assumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out.

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be*; according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

The focus even this early in television is shifting to *program quality*.

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no

really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract topwriters into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences—programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no better goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

CASTING SYSTEM



● ZBM
Hamilton
BERMUDA

● WJPA
San Juan, P. R.



MUTUAL BROADCAST CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PENNSYLVANIA 6-9600

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Theodore C. Streibert
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Willet H. Brown, Don Lee Hollywood
Chesser Campbell WGN, Chicago

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H. K. Carpenter WHK, Cleveland
Benedict Gimbel, Jr. WIP, Philadelphia
Edgar Kobak MBS, New York
Thomas O'Neil Yankee Network, Boston
J. R. Poppele WOR, New York
Linus Travers Yankee Network, Boston

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Z. C. Barnes N. Y., V. P. in Ch. of Sales
Robert A. Schmid N. Y., V. P. in Ch. of Prog. Sls.
A. A. Schechter
V. P. in Ch. of News, Sp. Events and Pub.
E. P. H. James
N. Y., V. P. in Ch. of Adv., Prom. and Research
A. N. Hult Chicago, V. P. in Ch. of Mid-W. Oper.
E. M. Johnson V. P. in Chg. of Engr'g & Sta. Rel.

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Martin and Ellis, Wash., D. C. and Chicago
Leo Lauterstein and David Brown
Lauterstein & Brown, N. Y.
Elisha Goldfarb MBS Counsel
Esterly Chase Page Wash., Eng. Consultant

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EXECUTIVE OFFICERS

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George Ruppel Asst. Controller
Richard Groome Auditor
George Westby Budget Director

Office Management

James E. Wallen Office Manager
Beatrice M. Marschner Personnel Director
Ruth Hendler Purchasing Agent
Margaret Maloney Telephone Supervisor

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E. M. Johnson V. P. in Chg.
Leslie Learned Manager of Engineering Traffic
James Chapman Supervisor of Engineering Traffic
Lewis R. Tower Chief Facilities Engineer

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B. J. Hauser....Director of Cooperative Programs
Walter Lurie....Dir. of New Prog. Development
Herbert Rice.....Director of Production
Dorothy Ann Kemble....Dir. of Con. Acceptance
Edwin Otis...Supervisor of Commercial Programs
Hal Wagner.....Manager of Operations
Floyd MackDay Supervisor
Idella GrindlayStudio Arrangements
John NewhouseNight Supervisor
Hugo SeilerNight Supervisor
Elsie Dick...Dir. of Edu. Women's and Rel. Activ.
Ada Lusardi.....Program Traffic Manager

News, Special Events and Publicity Departments

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Milton Burgh.....Director of News
Arthur Feldman....Director of Special Events
John BosmanNews Editor
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Press
Francis X. Zuzulo
Asst. Dir. of Press, Trade News Editor
Robert WilsonMgr. of Exploitation
Hal Gold.....Press Editor
Maria CaterinePhoto Editor
John SkinnerSpecial Service Editor
Elaine BrownMagazine Ed.
Win GouldenFeature Ed.

Sales Department

Z. C. Barnes.....Vice President in Charge
Harold Coulter....Assistant to the Vice President
George Benson.....Eastern Sales Manager
Alma Graef.....Manager of Sales Service
T. E. Danley.....Manager of Sales Traffic

Advertising, Sales Promotion and Research Departments

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Jesse Thompson.....Director of Promotion
Richard J. Puff.....Director of Research
Paul Benson.....Asst. Dir. of Research
F. Carleton McVarish...Mgr. of Audience Prom.
Winifred Hall.....Production Supervisor

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Earl M. Johnson.....Vice President in Charge
Robert Carpenter.....Field Representative
Norman Knight.....Field Representative
James Mahoney.....Field Representative
Roy Danish.....Manager, Station Information
Paul HancockField Representative

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Hollis Seavey....News & Spec. Evs. Coordinator
William HillmanPresidential Correspondent
Albert L. Warner.....Chief Correspondent

Chicago Staff

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MacKenzie Ward....Midwestern Sales Manager
James Mahoney...Mgr. of Western Div. (Sta. Rela.)
Dorothy Reynolds
Mgr. of Sales Serv. and Office Mgr.
Myrtle Goulet.....Mgr. of Sales Traffic
Gilbert McClelland.....Dir. of Sales Promotion
George Herro.....Publicity Director

Atlanta Staff





Charles GodwinManager

Philadelphia and Pittsburgh Staff

Howard Cann.....Sales Representative




Hollywood Staff

Ned Tollinger.....Program Manager
Harriet Crouse.....Publicity Director

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



NILES TRAMMELL
President

National Broadcasting Company

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping

pace with its technical achievements. Radio should prosper again in 1949 and television—with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations—will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were

spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on those same three stations, sports accounted for only 27% of the schedule.

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

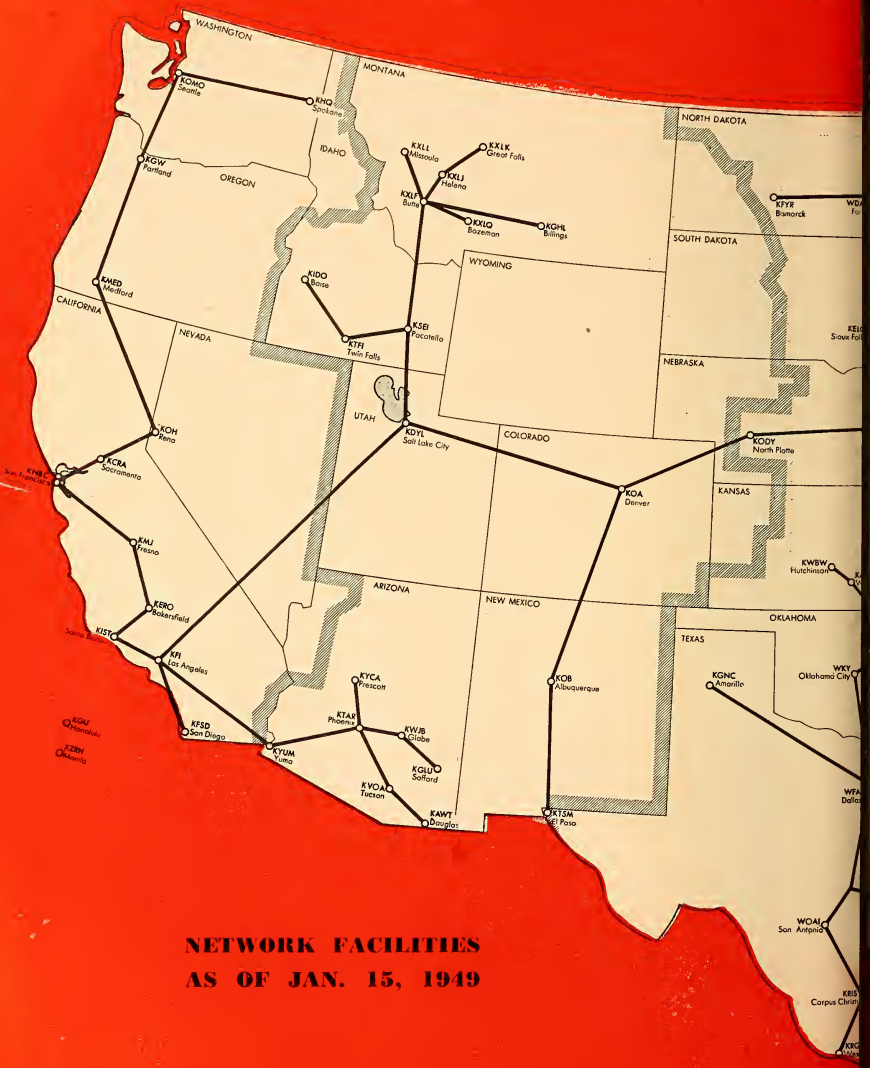
In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre*, *Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.

NATIONAL BROAD



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

CASTING COMPANY





NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 15, 1949

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

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Henry Ladner	Asst. to Adm. V. P. in Chrg. Finance
Clay Morgan	Asst. to the Pres. Dir. of Spec. Serv. & G. R.
Albert E. Walker	Executive Assistant

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Allen Hurlburt	Art Director
George W. Wallace	Net. Sales Pro. Mgr.
Richard Blake	Copy Director
William E. Webb	Net. Aud. Prom. Mgr.

Budget

John Tiedeman	Budget Officer
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Continuity Acceptance Department

Stockton Helffrich	Manager
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Harold M. Kelly Assistant Controller
Hugh R. McGeachie Assistant Controller

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R. E. Shelby Dir. of Tele. Engr. Operations
William A. Clarke Administrative Assistant
E. R. Cullen Operations Assistant
J. D'Agostino Liaison Engineer
Raymond F. Guy Mgr. of Radio & Alloc. Engr.
George M. Nixon Manager, Engineering Devp.
C. A. Rackey Mgr. of Audio & Video Engr.
T. H. Phelan New York Division Engineer
J. Wood, Jr. Manager of Technical Svcs

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Walter E. Giebelhouse Mgr. of Bldg. Main. Div.
Helen Davis Mgr. of Office Svcs. Div.

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Peter Tittle Asst. Mgr. in Chrg. of Tours

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Horton Heath Director
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Gustav B. Margraf V. P. & General Att.
Robert P. Myers Assistant General Attorney
Thomas E. Irvin Senior Attorney
Edmund Souhami Senior Attorney
John P. King Attorney
Paul B. Lynch Attorney
Richard H. Graham Attorney (Hollywood)
Thomas H. Compere Attorney (Chicago)
Willson I. Hurt Attorney (Denver)
Cahill, Gordon, Zachry & Reindel
Counsel (New York & Washington)

National Spot Sales Dept.

James V. McConnell Director
John de Russy Manager
Jacob Evans Promotion Manager

Network Sales Department

George H. Frey Director
Edward R. Hitz Assistant Director
Reynold R. Kraft Assistant Director

News and Special Events and International Relations Department

News and Special Events

William F. Brooks Vice President in Charge
Francis C. McCall Dir. of News & Spec. Ev.
Adolph J. Schneider Dir. of TV News & Spec. Ev.
Joseph O. Meyers Mgr. of Operations
Jeanette Kriendler Office Manager

International Division

Frederick B. Bate Assistant to the Vice President
Cal Abraham Station Liaison & Pub. Rel. Dir.

Personnel Department

Ernest de la Ossa Director
Theodore Thompson Manager
Doris Ann Employment Manager
William M. Roden Records & Research Mgr.
Donald C. Bogert Employee Services Mgr.

Press Department

Sydney H. Eiges Vice President in Charge
Jo Dine Director
Allan Kalmus Television Manager
Sam Kaufman Spec. Services Mgr.
Leo Hershendorfer Feature and Copy Editor
John Slocum Magazine Editor
James Miller Column Editor
Leonard Meyers Music Editor
Sidney Desfor Photo Editor

Program Department

Thomas McCray National Program Director
Arch Robb Asst. Prog. Dir. in Chrg. of Prog. Opr.
Robert K. Adams Production Manager
Thomas H. Belviso Manager of the Music Library
Samuel Chotzinoff General Music Director
Patrick J. Kelly Manager of Announcers
Allin Robinson Night Program Manager
Frederick Knopfke Sound Effects Manager
William Stern Director of Sports
Richard P. McDonagh Manager, Script Division
Grace H. Sniffin Supervisor Business Office

Public Affairs and Education Department

Sterling W. Fisher Manager
Margaret Cuthbert Dir. of Public Affairs
Doris Corwith Dir. of Talks & Religious Bcsts.
Jane T. Wagner Dir. of Education

Radio Recording Department

Robert W. Friedheim Director

George C. Stevens.....Business Manager
 Charles G. Hicks, Jr.....Recording Sales Manager
 Donald J. Mercer.....Thesaurus & Synd. Sales Mgr.
 H. H. Wood.....Program Director
 Frank McMahon.....Promotion Manager

Research Department

Hugh M. Beville, Jr.....Director
 Barry T. Ruple.....Manager

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Easton C. Woolley.....Director
 Burton Adams.....Mgr.—Coop. Programs Division

Stations Relations Dept.

Sheldon B. Hickox, Jr.....Manager

Traffic Department

Harry A. Woodman.....Manager

Television Department

Carleton D. Smith.....Dir. of Tele. Operations
 Thomas E. Knode.....Adm. Asst. to Dir. TV Ops.
 J. Robert Myers.....Adm. Asst. to Dir. of TV Oper.
 Norman Blackburn.....Nat. Dir.—Tele. Prog.
 Warren Wade.....Production Manager
 Russ Johnston.....Director of Film Division
 Robert Wade.....Mgr. of Prod. Facilities
 R. R. Davis.....TV Operations Supervisor
 Albert Reibling.....Business Manager
 Robert E. Shelby.....Dir. of TV Engr. Operations
 F. A. Wankel.....Asst. Dir. of TV Engr. Operations
 Helen M. Korday.....Personnel Supervisor

Transportation Department

Marie F. Dolan.....Manager

Treasurers Department

Rudolph J. Teichner.....Treasurer
 William A. Williams.....Assistant to Treasurer
 William D. Bloxham.....Purchasing Agent

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman.....Vice President in Charge
 Thomas H. Compere.....Attorney
 William Drips.....Director of Agriculture
 Robert Guilbert.....Continuity Acceptance Manager
 Jules Herbeuoux.....Television Manager

A. W. Kaney.....Station Relations Manager
 David Lasley.....Promotion Manager
 Howard C. Luttgens.....Division Engineer
 Paul McCluer.....Network Sales Manager
 Oliver Morton.....National Spot Sales Manager
 William B. Ray.....News & Special Events Manager
 Jack Ryan.....Press Manager
 Judith Waller.....Public Affairs Director
 John Whalley.....Business Manager

Western Division—

Hollywood

Sunset Blvd. and Vine St. Hollywood 28, Calif.

Tel.—Hollywood 6161

Sidney N. Strotz Adm. V. Pres. in Charge
Lewis S. Frost Assistant to the Vice President
Frank Berend Western Div. Network Sales Mgr.
Harold Bock Television Manager
Robert V. Brown Western Network Prog. Mgr.
Frank Dellett Auditor
Paul Gale Traffic Manager
Donald Honrath Continuity Acceptance Manager
Robert E. Howard Wstrn. Div. Nat. Spot Sales Mgr.
Henry Maas Sales and Program Traffic Manager
Helen M. Hall Act. Mgr. Wstrn. Net Prom. & Adv.
Jennings Pierce Pub. Int. Sta. & Guest Rela. Mgr.
Leslie Raddatz Net. Press Mgr.—Wstrn. Div.
Alfred Saxton Division Engineer
Roger Sprague Net. News Mgr.—Wstrn. Div.

Washington, D. C.

724 14th Street N. W., Washington 5, D. C.

Tel.—Republic 4000

Frank M. Russell Vice President in Charge
William R. McAndrew Asst. to V. Pres.
R. G. Coldenstroth Auditor
Mahlon Glascock Director of Sales
Donald Cooper Chief Engineer
Walter Royen Press Manager
James Seiler Personnel & Research Mgr.
George Wheeler Director of Programs

NBC Stations Planning & Advisory Committee

Martin B. Campbell WFAA, Dallas, Tex.
Harold Essex WSJS, Winston-Salem, N. C.
Harry Bannister WWJ, Detroit
Walter J. Damm WTMJ, Milwaukee
Ed Yocum KCHL, Billings, Mont.
Harold C. Burke WBAL, Baltimore
John M. Outler, Jr. WSB, Atlanta
Claire R. McCullough WGAL, Lancaster, Pa.
Wiley P. Harris WJDX, Jackson, Miss.
Ewing C. Kelly KCRA, Sacramento, Calif.

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961



KEYSTONE



Broadcasting System, Inc.

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, PLaza 7-1460

Officers & Directors

Exec. Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary William Bayer

Offices

New York

580 Fifth Avenue
Phone, PLaza 7-1460

Pres. & General Manager.....Michael M. Sillerman
Office Manager.....Eve Banner
Research Director.....James A. Yergin
Account Executive Noel A. Rhys

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Director of Station Relations.....E. R. Rogers

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

REGIONAL NETWORKS

Alabama State Group

Bankhead-Long Building, Jasper, Ala.

Phone: 100-200

PERSONNEL

Director of Operations.....James E. Reese
STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brewton; WKUL, Cullman; WDIG, Dothan; WXAL, Demopolis; WMFT, Florence; WGAD, Gadsden; WWWB, Jaseph; WMGY, Montgomery; WJHO, Opelika; WKAB, Mobile; WTBK, Troy; WTBC, Tuscaloosa.

NATIONAL REPRESENTATIVE

Harry A. Friedenberg

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

President.....(Open)
Vice-Presidents.....R. M. Fitkin,
J. E. Jaeger, C. J. Fern, E. Crane
Sales Manager.....L. R. Turner

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.

Phone: Seneca 6333

PERSONNEL

General Manager.....William J. Wagner
Secretary & Treasurer.....I. F. Wagner
Washington Attorney.....Philip M. Baker
Seattle Manager.....Ernest Spink
Attorney.....Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.
Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Alaska, James Fletcher, Station Mgr.; Station KINY, Juneau, Alaska, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, Claude Ratliff, Jr., Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Bruce Cruikshank, Station Mgr.

STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchikan, Alaska; KINY, Juneau, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KOQL, Anchorage, Alaska.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Fred Gerletti

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Owner.....Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone: MEIrose 2873

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations.....H. E. Westmoreland
Dir. of News & Sp. Events.....Earl Henton
Director of Engineering.....Charles B. Persons
Promotion Manager.....L. G. Anderson
WMFG Resident Manager.....Oscar Peterson
WHLB Resident Manager.....Arthur Nelson
WEAU Resident Manager.....Harry Hyett
WJMC Resident Manager.....Greg Rouleau
WISC Resident Manager.....Ralph O'Connor
WEBC.....Arrowhead Network Personnel

STATIONS

WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.; WEBC, Duluth, Minn.; WEBC-FM, Duluth, Minn.; WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice Lake, Wis.; WISC-FM, Madison, Wis.

Regional Networks

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: HARTFORD 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WNLC, New London; WNHC, New Haven;
WTHT, Hartford; WSTC, Stamford; WTOR,
Torrington.

★

Dixie Network

410 Main St., Houston 2, Tex.
Phone: P-3108

PERSONNEL

President.....Socs Vratiss
Vice-President.....Robert Bush
Secretary-Treasurer.....King H. Robinson
Director.....E. C. Davis
Director.....Arthur Kay
General Manager.....Phil Dusenbury

STATIONS

KATL, Houston, Texas; KOGT, Orange,
Texas; KRIC, Beaumont, Texas; KREL, Bay-
town, Texas; KOLE, Port Arthur, Texas.

★

Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.
Phone: HUDSON 2-2133

PERSONNEL

President & Gen. Mgr.....Lewis Allen Weiss
Exec. Vice-President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
Dir. of Station Relations.....Patrick Campbell
General Sales Manager.....Ward Ingram
Asst. Gen. Sales Manager.....Henry Gerstenkorn
Program Director.....Charles Bulott, Jr.
Continuity Acceptance Dir. William Williams
News & Special Features Dir. Les Mawhinney
Chief Supervisor.....Tony La Frano
Public Relations Director.....Mark Finley
Publicity Director.....James Parsons, Jr.
Program Promotion Dir.....Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San
Francisco; KAFY, Bakersfield; KHSL, Chico;
KXO, El Centro; KIEM, Eureka; KYNO, Fresno;
KMYC, Marysville; KYOS, Merced; KPRL, Paso
Robles; KVCV, Redding; KXOA, Sacramento;
KSBW, Salinas; KFXM, San Bernardino; KGB,
San Diego; KVEC, San Luis Obispo; KVOE,
Santa Ana; KDB, Santa Barbara; KXOB,
Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany;
KAST, Astoria; KBND, Bend; KOOS, Coos Bay;
KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-
kane; XKRO, Aberdeen; KPUG, Bellingham;
KELA, Centralia; KRKO, Everett; KWLK, Long-
view; KGY, Olympia; KUJ, Walla Walla;
KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewis-
ton; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson;
KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo;
KTOH, Lihue; KMVL, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fair-
banks.

NATIONAL REPRESENTATIVES

John Blair & Co.

★

Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.
Phone: CREScent 7066

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WLBB,
Carrollton; WBHF, Cartersville; WGAA, Cedar-
town; WMJM, Cordele; WMOC, Covington;
WBLJ, Dalton; WDWD, Dawson; WMLT, Dub-
lin; WBHB, Fitzgerald; WDUW, Gainesville;
WKEU, Griffin; WFOM, Marietta; WBB,
Macon; WMVG, Milledgeville; WMGA, Moul-
trie; WROM, Rome; WFRP, Savannah; WWNS,
Statesboro; WSFT, Thomaston; WKTG, Thom-
asville; WWGX, Tifton; WLET, Toccoa; WRQN,
Vidalia; WAYX, Waycross; WRLD, West
Point; *WGLS, Atlanta-Decatur.

* Key Station.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WAGA).....James E. Bailey
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,
Savannah.

REPRESENTATIVE

The Katz Agency

★

Georgia Quartet

c/o George P. Hollingbery Co.

307 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-2636

BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan
Schmidt, Ill. Manager; 420 Lexington Ave.,
New York, N. Y., F. E. Spencer, Jr., Manager;
411 W. 5th St., Los Angeles, Calif., Harry H.
Wise, Jr., Manager; 235 Montgomery St., San
Francisco, Calif., Knox La Rue, Manager.

STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW,
Augusta; WSAV, Savannah.

Regional Networks

Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.
Phone: GENEVA 9631

PERSONNEL

President.....A. A. Fahy
Vice-President.....John B. Cooley
Treasurer.....E. E. Krebsbach
Secretary.....M. M. Marget
Assistant Treasurer.....A. A. Fahy
Assistant Secretary.....W. S. Russell

BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPN, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCX, Sidney, Mont.; KOVC, Valley City, N. Dak.

★

Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.

Phone: 3-1744

PERSONNEL

General Manager.....William T. Kemp
Sales Manager.....Paul Kehle
Program Director.....Ralph Henry
Chief Engineer.....John Morrison
Assistant Manager.....Minnie K. Jones
Dir. Spanish Language Pro.....Raquel Marzuez
Dir. Womens Programs.....Betty Kehle

BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.

★

The Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561, 4-1843

PERSONNEL

President.....George C. Hatch
Executive Vice-President.....Alvin G. Pack
Vice-Pres. in charge of Sales.....Lynn L. Meyer
Program Director.....Craig Rogers
Dir. Engineering.....W. D'Orr Cozzens
Studio Control Sup.....Nephi Sorenson
Transmitters Sup.....Cloyde Anderton
Maintenance Engineer.....Rex L. Vance
Production Directors.....Vern Bruggeman
John Woolf, Jon Duffy, Nelson Hall,
William Post
Music Director.....Earl Donaldson
Sports Director.....Mal Wyman
News Director.....Jack Goodman
Promotion Director.....Mrs. Alma L. Clark
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; KSVC, Richfield.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KF XD, Boise-Nampa; KF XD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRJF, Miles City; *Butte.

NEVADA: KRAM, Las Vegas.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

★

Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa
Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
President.....Edward Breen
V-P in Chg. of Sta. Relations.....Morgan Sexton
V-P in Chg. of Pro.....Ben Sanders
V-P in Chg. of Eng'ng.....Ken Gordon
Secretary.....George Volger

STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRI, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.

★

Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.
Phone: RIVERSIDE 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred J. Nahas
Secretary & Treasurer.....O. L. Taylor
Manager.....Clyde B. Melville

STATIONS

WBAPP-820, Fort Worth; WBAP-570, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KR0D, El Paso; KTXL, San Angelo; KWKC, Abilene; KOSA, Odessa; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

★

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux

BRANCH OFFICES

100 Main St., Bangor, Me., Edward E. Guernsey; 175 Water St., Augusta, Me., Jack S. Atwood.

Regional Networks

The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

PERSONNEL

Executive Edward F. Baughn

STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clements; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTHH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WILS, Lansing.

★

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: CHerry 8321

PERSONNEL

General Manager..... James G. Riddell

Sales Manager..... H. S. Christian

Dir. Adv. & Sales Prom... William J. Hendricks

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFJ, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman..... Paul W. Morency

Directors: J. B. Conley, 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

★

Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada

Phone: ADelaide 8895

PERSONNEL

President..... Roy H. Thomson

General Manager..... Jack M. Davidson

Secretary-Treasurer..... S. F. Chapman

BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec

Manager..... R. A. Leslie

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

Northwest Network

3415 University Ave., St. Paul W4, Minn.

3415 University Ave., S.E., Minneapolis, Minn.

Phone: PRIor 2717

PERSONNEL

General Manager..... Stanley E. Hubbard

Treasurer..... Kenneth M. Hance

Sales Manager..... Miller C. Robertson

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 Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.

Phone 3-8352

PERSONNEL

Managing Director..... Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Borhoff & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone: Locust 7-7700

PERSONNEL

General Manager..... Dr. Leon Levy

Asst. Manager..... J. L. Tinney

Technical Director..... George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.

Phone: Rittenhouse 6-6900

PERSONNEL

General Manager..... Roger W. Clipp

Sales Manager..... John E. Surrick

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;

Regional Networks

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAX, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★ Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.

Phone: 2-1748

PERSONNEL

General Manager.....Charles H. Garland
Commercial Manager.....Miles Reed

STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

★ Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737, 9-4322

PERSONNEL

General Manager.....Frank C. Carman
Sales Manager.....Allan Thomas
KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,* Idaho Falls, Idaho; KEIO,* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,* Twin Falls, Idaho; KGEM,* Boise, Idaho; KOPR, Butte, Mon.

* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

★ Rural Radio Network, Inc.

118 N. Tioga St., Ithaco, N. Y.

Phone: 3341

PERSONNEL

General Manager.....R. B. Gervan
Chief Eng. & Adm. Ass't.....D. K. deNuef
Sales Manager.....H. S. Brown
Promotion Dir. and Pub. Rel.....Lou Frankel
Program Director.....R. B. Child

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

STATIONS

* WVFC, Ithaco, N. Y.; *WFNF, Wethersfield, N. Y.; *WVBT, Bristol Center, N. Y.; *WVCN, DeRuyter, N. Y.; *WVCV, Cherry Valley, N. Y.; *WVBN, Turin, N. Y.; **WSLB-FM, Ogdensburg, N. Y.; **WGHF, New York, N. Y.; **WHFA (WFHA), Hartford, Conn.; **WACE-FM, Springfield, Mass.

* Owned and operated by RRN.

** Affiliated stations.

★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone 5251

PERSONNEL

Mgr. Dir.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh

Promotion Manager.....Paul C. Rodenhauer
Technical Director.....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO-AM-FM, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRWA, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company

★

Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.

Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)

Burn-Smith Co. (New York-Chicago)

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (KTBS).....C. K. Beaver
Manager (WFAA).....Martin Campbell
Manager (WOAI).....Hugh A. L. Hallif
Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
Manager (KRGV).....Byron W. Ogle

STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.

WFAA, KPRC, KTBS, WOAI—Edward

Petry and Co., Inc.

KGNC, KGRV—Taylor-Borroff

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas

Phone 3-3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales & Pro. Mgr.....Clyde D. Pemberton
Traffic Manager.....Forrest W. Clough
Program Director.....Wally Blanton
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

Regional Networks

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KKMCC, San Antonio; KBWD, Brownwood; KNOV, Austin; KTHT, Houston; KGVV, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE

Weed & Co.

(See Page 627)

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, North Carolina

Phone 8885-6

PERSONNEL

President.....Louis N. Howard, WHIT
Vice-President.....Victor W. Dawson, WFNC
Secy and Treas.....Fred Fletcher, WRAL
Gen. Sales Manager.....R. K. Scott

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTIK, Durham, N. C.; WGNI, Wilmington, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 90

PERSONNEL

President.....William F. Huffman
Secretary.....George T. Frechette
Sales Manager.....J. E. Van Ness

STATIONS

WISCONSIN: WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WBU, Madison-Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids.

★

The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President & Gen. Mgr.....Roy C. Kelley
Vice-President.....George S. Norcross
Bus. Mgr., Asst. Sec. Treas.....J. S. Foster

STATIONS

MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegan; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marquette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

PERSONNEL

Chairman of Board.....John Shepard 3rd
President.....William O'Neil
Executive Vice-President and Gen. Mgr.

Linus Travers

Vice-President.....George W. Steffy
Vice-President.....Tom O'Neil
Controller.....Robert F. Ide
Assistant Controller.....Howard F. Wright
Editor, Yankee Network News Service,

Leland Bickford

Director of Promotion.....Charles Curtin
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STATIONS

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Crown Hotel, Providence 2, R. I.
WEAN Supervisor.....Joseph Lopez
54 Pratt Street, Hartford 4, Conn.
WONS Supervisor.....Robert Manby
Falmouth Hotel, 212 Middle St., Portland 3, Me.
WMTW Supervisor.....William Brown
Hotel Stratfield, Bridgeport 1, Conn.
WICC Supervisor.....Dickens J. Wright

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Edward Petry & Co., Inc.

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PERSONNEL

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Western Sales Manager.....Tracy Moore

STATIONS

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NATIONAL REPRESENTATIVE

The Walker Company

STATIONS

Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Location*

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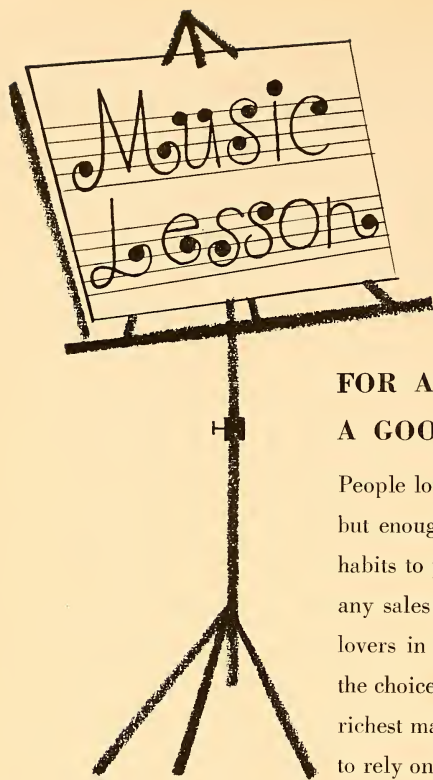
*Stations Alphabetically
Listed by States—Cities*

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Personnel

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Other Detailed Information



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People love good music. Not all people... but enough with good taste and fine buying habits to put a profitable crescendo into any sales campaign. To reach these music lovers in 550,000 WQXR homes... the choicest part of the world's biggest and richest market... advertisers are learning to rely on WQXR and WQXR-FM, the stations that beam more good music every day than any other radio station in New York. Is *your* ear for profits ringing? Leave it open to our overtures... they're most attractive! Today, write or wire . . . or telephone Circle 5-5566.

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The radio stations of The New York Times

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Index Of The Standard Stations Of The United States

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Call Letters	City—State	See Page
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KAGH	Pasadena, Calif.	339
KAKC	Tulsa, Okla.	576
KAKE	Wichita, Kans.	426
KALB	Alexandria, La.	435
KALL	Salt Lake City, Utah	655
KAMD	Camden, Ark.	321
KAMQ	Amarillo, Tex.	628
KANA	Anaconda, Mont.	490
KAND	Corsicana, Tex.	633
KANE	New Iberia, La.	438
KANS	Wichita, Kans.	426
KARK	Little Rock, Ark.	323
KARM	Fresno, Calif.	330
KASA	Elk City, Okla.	572
KASH	Eugene, Ore.	578
KASI	Ames, Ia.	414
KAST	Astoria, Ore.	577
KATE	Albert Lea, Minn.	471
KATL	Houston, Tex.	640
KATO	Reno, Nev.	497
KAUS	Austin, Minn.	471
KAVE	Carlsbad, N. Mex.	505
KAVR	Havre, Mont.	492
KAWT	Douglas, Ariz.	317
KAYL	Storm Lake, Ia.	420
KAYS	Hays, Kans.	424
KAYX	Waterloo, Ia.	421
KBIO	Burley, Ida.	391
KBIX	Muskogee, Okla.	573
KBIZ	Ottumwa, Ia.	419
KBKI	Alice, Tex.	626
KBKO	Portland, Ore.	580
KBKR	Baker, Ore.	577

Call Letters	City—State	See Page
KBLF	Red Bluff, Calif.	339
KBMW	Breckenridge, Minn.	471
KBMY	Billings, Mont.	490
KBND	Bend, Ore.	577
KBNO	Fresno, Calif.	330
KBOA	Kennett, Mo.	485
KBOL	Boulder, Colo.	350
KBON	Omaha, Nebr.	495
KBOW	Butte, Mont.	491
KBRC	Mt. Vernon, Wash.	666
KBRL	McCook, Nebr.	495
KBRO	Bremerton, Wash.	665
KBST	Big Springs, Tex.	631
KBTM	Jonesboro, Ark.	323
KBUC	Corona, Calif.	328
KBUD	Athens, Tex.	628
KBUH	Brigham, Utah	653
KBUN	Bemidji, Minn.	471
KBUR	Burlington, Ia.	414
KBWD	Brownwood, Tex.	632
KBYE	Oklahoma City, Okla.	573
KBYS	Anchorage, Alaska	687
KBZY	Grand Rapids, Minn.	473
KCBC	Des Moines, Ia.	416
KCBD	Lubbock, Tex.	643
KCBQ	San Diego, Calif.	342
KCHE	El Reno, Okla.	572
KCHS	Hot Springs, N. Mex.	506
KCID	Caldwell, Ida.	392
KCIL	Houma, La.	436
KCKN	Kansas City, Kans.	425
KCKY	Coolidge, Ariz.	317
KCLA	Pine Bluff, Ark.	325
KCLE	Cleburne, Tex.	632
KCLO	Leavenworth, Kans.	425
KCLW	Hamilton, Tex.	640
KCMC	Texarkana, Tex.	650

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KCMO	Kansas City, Mo.	484
KCNA	Tucson, Ariz.	319
KCNC	Fort Worth, Tex.	637
KCNY	San Marcos, Tex.	649
KCOH	Houston, Tex.	641
KCOK	Tulare, Calif.	348
KCOL	Fort Collins, Colo.	353
KCOR	San Antonio, Tex.	648
KCOY	Santa Maria, Calif.	347
KCRA	Sacramento, Calif.	340
KCRC	Enid, Okla.	572
KCRG	Cedar Rapids, Ia.	414
KCRS	Midland, Tex.	645
KCRT	Trinidad, Colo.	355
KCSB	San Bernardino, Calif.	341
KCSJ	Pueblo, Colo.	354
KCSU	Provo, Utah	654
KCTI	Gonzales, Tex.	639
KCTX	Childress, Tex.	632
KCVR	Lodi, Calif.	331
KDAC	Fort Bragg, Calif.	329
KDAL	Duluth, Minn.	472
KDAN	Oroville, Calif.	338
KDB	Santa Barbara, Calif.	346
KDDD	Dumas, Tex.	636
KDEC	Decorah, Ia.	416
KDHL	Fairbault, Minn.	472
KDIX	Dickinson, N. Dak.	557
KDKA	Pittsburgh, Pa.	599
KDLK	Del Rio, Tex.	636
KDLR	Devils Lake, N. Dak.	557
KDMO	Carthage, Mo.	483
KDNT	Denton, Tex.	636
KDON	Monterey, Calif.	335
KDRO	Sedalia, Mo.	489
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	391
KDSJ	Deadwood, S. Dak.	615
KDSX	Denison, Tex.	636
KDTH	Dubuque, Ia.	417
KDWT	Stamford, Tex.	650
KDYL	Salt Lake City, Utah	655
KDZA	Pueblo, Colo.	354
KEBE	Jacksonville, Tex.	642
KECA	Los Angeles, Calif.	332
KECK	Odessa, Tex.	645
KEEN	San Jose, Calif.	344
KEIO	Pocatello, Ida.	393
KELA	Centrala-Chehalis, Wash.	665
KELD	El Dorado, Ark.	321

Call Letters	City—State	See Page
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KELO	Sioux Falls, S. Dak.	616
KELP	El Paso, Tex.	636
KENI	Anchorage, Alaska	687
KENO	Las Vegas, Nev.	497
KENT	Shreveport, La.	440
KEPO	El Paso, Tex.	636
KERN	Bakersfield, Calif.	327
KERO	Bakersfield, Calif.	327
KEX	Portland, Ore.	580
KEXO	Grand Junction, Colo.	353
KEYD	St. Paul-Minneapolis, Minn.	475
KEYE	Perrytown, Tex.	647
KEYS	Corpus Christi, Tex.	633
KEYY	Pocatello, Ida.	393
KFAB	Omaha, Nebr.	495
KFAC	Los Angeles, Calif.	332
KFAM	St. Cloud, Minn.	474
KFAR	Fairbanks, Alaska	687
KFBB	Great Falls, Mont.	491
KFBC	Cheyenne, Wyo.	685
KFBI	Wichita, Kans.	426
KFBK	Sacramento, Calif.	340
KFDA	Amarillo, Tex.	628
KFDM	Beaumont, Tex.	630
KFDX	Wichita Falls, Tex.	652
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	487
KFFA	Helena, Ark.	323
KFGO	Fargo, N. Dak.	557
KFH	Wichita, Kans.	427
KFI	Los Angeles, Calif.	332
KFIO	Spokane, Wash.	668
KFIZ	Fond du Lac, Wisc.	677
KFJB	Marshalltown, Ia.	418
KFJI	Klamath Falls, Ore.	579
KFJZ	Fort Worth, Tex.	637
KFKA	Greeley, Colo.	353
KFLW	Klamath Falls, Ore.	579
KFMB	San Diego, Calif.	342
KFMJ	Tulsa, Okla.	576
KFMO	Flat River, Mo.	483
KFNF	Shenandoah, Ia.	419
KFOR	Lincoln, Nebr.	494
KFOX	Long Beach, Calif.	331
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	687
KFRB	Fairbanks, Alaska	687
KFRC	San Francisco, Calif.	343
KFRD	Rosenberg, Tex.	647
KFRE	Fresno, Calif.	330
KFRM	Kansas City, Kans.	485

Call Letters	City—State	See Page
KFRO	Longview, Tex.	643
KFRU	Columbia, Mo.	483
KFSA	Ft. Smith, Ark.	321
KFSB	Joplin, Mo.	484
KFSD	San Diego, Calif.	342
KFUN	Las Vegas, N. Mex.	506
KFVD	Los Angeles, Calif.	332
KFVS	Cape Girardeau, Mo.	483
KFWB	Holywood, Calif.	331
KFXD	Nampa, Ida.	393
KFXJ	Grand Junction, Colo.	353
KFXM	San Bernardino, Calif.	341
KFYN	Bonham, Tex.	631
KFYO	Lubbock, Tex.	643
KFYR	Bismarck, N. Dak.	557
KGA	Spokane, Wash.	668
KGAF	Gainesville, Tex.	639
KGAK	Gallup, N. Mex.	506
KGAR	Garden City, Kans.	424
KGB	San Diego, Calif.	342
KGBC	Galveston, Tex.	639
KGBS	Harlingen, Tex.	640
KGBX	Springfield, Mo.	489
KGCU	Mandan, N. Dak.	559
KGCX	Sidney, Mont.	493
KGDE	Fergus Falls, Minn.	473
KGDM	Stockton, Calif.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	391
KGER	Long Beach, Calif.	332
KGEZ	Kalispell, Mont.	492
KGFF	Shawnee, Okla.	575
KGFI	Hollywood, Calif.	331
KGFL	Roswell, N. Mex.	506
KGFN	Grass Valley, Calif.	330
KGFW	Kearney, Nebr.	494
KGFX	Pierre, S. Dak.	616
KGGF	Coffeyville, Kans.	423
KGGM	Albuquerque, N. Mex.	505
KGHF	Pueblo, Colo.	354
KGHI	Little Rock, Ark.	324
KGHL	Billings, Mont.	490
KGIL	Sherman Oaks, Calif.	348
KGIW	Alamosa, Colo.	350
KGKB	Tyler, Tex.	651
KGKL	San Angelo, Tex.	647
KGLC	Miami, Okla.	573
KGLO	Mason City, Ia.	418
KGLU	Safford, Ariz.	319
KGMB	Honolulu, T. H.	688
KGNC	Amarillo, Tex.	628
KGNO	Dodge City, Kans.	423
KGO	San Francisco, Calif.	343
KGON	Oregon City, Ore.	580
KGRH	Fayetteville, Ark.	321
KGRI	Henderson, Tex.	640
KGU	Honolulu, T. H.	689
KGVL	Greenville, Tex.	640
KGVO	Missoula, Mont.	493
KGW	Portland, Ore.	580
KGY	Olympia, Wash.	666
KGYN	Guymon, Okla.	572
KGYW	Vallejo, Calif.	349
KHAS	Hastings, Nebr.	494

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KHBC	Hilo, T. H.	688
KHBB	Okmulgee, Okla.	575
KHBR	Hillsboro, Tex.	640
KHIT	Lampasas, Tex.	643
KHJ	Los Angeles, Calif.	332
KHMO	Hannibal, Mo.	483
KHON	Honolulu, T. H.	689
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	668
KHSL	Chico, Calif.	328
KHUB	Watsonville, Calif.	349
KHUM	Eureka, Calif.	329
KHUZ	Borger, Tex.	631
KIBH	Seward, Alaska	688
KICA	Clovis, N. Mex.	506
KICD	Spencer, Ia.	420
KICN	Mason City, Ia.	418
KICO	Calexico, Calif.	328
KID	Idaho Falls, Ida.	392
KIDO	Boise, Ida.	391
KIEM	Eureka, Calif.	329
KIEV	Glendale, Calif.	330
KIFI	Idaho Falls, Ida.	392
KIHN	Hugo, Okla.	573
KIHO	Sioux Falls, S. Dak.	616
KIJV	Huron, S. Dak.	615
KILO	Grand Forks, N. Dak.	557
KIMA	Yakima, Wash.	670
KIMO	Independence, Mo.	484
KIMP	Mount Pleasant, Tex.	645
KIND	Independence, Kans.	425
KING	Seattle, Wash.	667
KINY	Juneau, Alaska	688
KIOA	Des Moines, Ia.	416
KIOX	Bay City, Tex.	629
KIPA	Hilo, T. H.	688
KIRO	Seattle, Wash.	667
KIRX	Kirksville, Mo.	485
KISD	Sioux Falls, S. Dak.	616
KIST	Santa Barbara, Calif.	346
KIT	Yakima, Wash.	671
KITE	San Antonio, Tex.	648
KITO	San Bernardino, Calif.	341
KIUL	Garden City, Kans.	424
KIUN	Pecos, Tex.	646
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	633
KIYI	Shelby, Mont.	493
KJAM	Vernal Utah	656
KJBS	San Francisco, Calif.	343
KJR	Seattle, Wash.	667
KJSK	Columbus, Nebr.	494
KKIN	Visalia, Calif.	349
KLAC	Los Angeles, Calif.	333
KLAS	Las Vegas, Nev.	497
KLBM	La Grande, Ore.	579
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	641
KLER	Rochester, Minn.	474
KLIF	Dallas, Tex.	635
KLIX	Twin Falls, Ida.	393
KLIZ	Brainerd, Minn.	471

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KLMR	Lamar, Colo.	354	KOIL	Omaha, Nebr.	496
KLO	Ogden, Utah	653	KOIN	Portland, Ore.	581
KLOK	San Jose, Calif.	344	KOJM	Havre, Mont.	492
KLOU	Lake Charles, La.	437	KOKO	La Junta, Colo.	354
KLPM	Minot, N. Dak.	559	KOKX	Keokuk, Ia.	418
KLPR	Oklahoma City, Okla.	574	KOL	Seattle, Wash.	667
KLRA	Little Rock, Ark.	324	KOLE	Port Arthur, Tex.	647
KLTI	Longview, Tex.	643	KOLN	Lincoln, Nebr.	495
KLUF	Galveston, Tex.	639	KOLO	Reno, Nev.	497
KLWT	Lebanon, Mo.	487	KOLT	Scottsbluff, Nebr.	496
KLX	Oakland, Calif.	338	KOMA	Oklahoma City, Okla.	574
KLZ	Denver, Colo.	351	KOME	Tulsa, Okla.	576
KMA	Shenandoah, Ia.	419	KOMO	Seattle, Wash.	667
KMAC	San Antonio, Tex.	648	KOMW	Omaha, Wash.	666
KMAE	McKinney, Tex.	644	KONO	San Antonio, Tex.	649
KMBC	Kansas City, Mo.	485	KONP	Port Angeles, Wash.	666
KMED	Medford, Ore.	579	KOOL	Phoenix, Ariz.	318
KMHK	Mitchell, S. Dak.	616	KOOS	Coos Bay, Ore.	577
KMHL	Marshall, Minn.	473	KOPO	Tucson, Ariz.	320
KMHT	Marshall, Tex.	644	KOPP	Ogden, Utah	654
KMJ	Fresno, Calif.	330	KOPR	Butte, Mont.	491
KMLB	Monroe, La.	437	KORA	Bryan, Tex.	632
KMMJ	Grand Island, Nebr.	494	KOMW	Omaha, Wash.	666
KMO	Tacoma, Wash.	669	KORC	Mineral Wells, Tex.	645
KMON	Great Falls, Mont.	491	KORE	Eugene, Ore.	578
KMOX	St. Louis, Mo.	488	KORN	Fremont, Nebr.	494
KMPC	Los Angeles, Calif.	333	KOSA	Odessa, Tex.	645
KMSU	Missoula, Mont.	493	KOSF	Nacogdoches, Tex.	645
KMUR	Murray, Utah	653	KOTA	Rapid City, S. Dak.	616
KMUS	Muskogee, Okla.	573	KOTN	Pine Bluff, Ark.	325
KMVI	Wailuku, T. H.	689	KOVC	Valley City, N. Dak.	559
KMYC	Marysville, Calif.	334	KOVE	Lander, Wyo.	685
KMYR	Denver, Colo.	351	KOVO	Provo, Utah	654
KNAF	Fredericksburg, Tex.	639	KOWB	Laramie, Wyo.	685
KNAK	Salt Lake City, Utah	655	KOWL	Santa Monica, Calif.	347
KNBC	San Francisco, Calif.	343	KOWH	Omaha, Nebr.	496
KNEB	Scottsbluff, Nebr.	496	KOY	Phoenix, Ariz.	318
KNEL	Brady, Tex.	631	KPAB	Laredo, Tex.	643
KNET	Palestine, Tex.	646	KPAC	Port Arthur, Tex.	647
KNEW	Spokane, Wash.	668	KPAN	Hereford, Tex.	640
KNGS	Hanford, Calif.	331	KPAS	Banning, Calif.	327
KNOE	Monroe, La.	437	KPBX	Beaumont, Tex.	630
KNOG	Nogales, Ariz.	318	KPDN	Pampa, Tex.	646
KNOW	Austin, Tex.	628	KPDQ	Portland, Ore.	581
KNOX	Grand Forks, N. Dak.	559	KPET	Lamesa, Tex.	642
KNPT	Newport, Ore.	580	KPHC	Walsenburg, Colo.	355
KNUZ	Houston, Tex.	641	KPHO	Phoenix, Ariz.	319
KNX	Los Angeles, Calif.	334	KPIK	San Luis Obispo, Calif.	345
KOA	Denver, Colo.	351	KPKW	Pasco, Wash.	666
KOAL	Price, Utah	654	KPLC	Lake Charles, La.	437
KOAM	Pittsburgh, Kans.	425	KPLT	Paris, Tex.	646
KOAT	Albuquerque, N. Mex.	505	KPMC	Bakersfield, Calif.	327
KOB	Albuquerque, N. Mex.	505	KPMO	Pomona, Calif.	339
KOBE	Las Cruces, N. Mex.	506	KPOA	Honolulu, T. H.	689
KOCA	Kilgore, Tex.	642	KPOJ	Portland, Ore.	581
KOCO	Salem, Ore.	581	KPOW	Powell, Wyo.	685
KOCS	Ontario, Calif.	338	KPQ	Wenatchee, Wash.	670
KOCY	Oklahoma City, Okla.	574	KPRC	Houston, Tex.	641
KODI	Cody, Wyo.	685	KPRK	Livingston, Mont.	492
KODL	The Dalles, Ore.	578	KPRL	Paso Robles, Calif.	339
KODY	N. Platte, Nebr.	495	KPRO	Riverside, San Bernardino, Calif.	340
KOGT	Orange, Tex.	646	KPUG	Bellingham, Wash.	664

Call Letters	City—State	See Page
KQV	Pittsburgh, Pa.	599
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	685
KRAM	Las Vegas, Nev.	497
KRBA	Lufkin, Tex.	644
KRBC	Abilene, Tex.	626
KRCT	Baytown, Tex.	630
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Calif.	329
KRE	Berkeley, Calif.	328
KREI	Farmington, Mo.	483
KREL	Bayton, Tex.	630
KREM	Spokane, Wash.	669
KREO	Indio, Calif.	331
KRES	St. Joseph, Mo.	487
KRGV	Weslaco, Tex.	652
KRHD	Duncan, Okla.	571
KRIC	Beaumont, Tex.	630
KRIG	Odessa, Tex.	646
KRIO	McAllen, Tex.	644
KRIS	Corpus Christi, Tex.	633
KRJF	Miles City, Mont.	492
KRKD	Los Angeles, Calif.	334
KRKL	Kirkland, Wash.	665
KRKO	Everett, Wash.	665
KRLC	Lewiston, Ida.	392
KRLD	Dallas, Tex.	635
KRLN	Cannon City, Colo.	350
KRMD	Shreveport, La.	440
KRNO	San Bernardino, Calif.	341
KRNR	Roseburg, Ore.	581
KRNT	Des Moines, Ia.	416
KROC	Rochester, Minn.	474
KROD	El Paso, Tex.	637
KROF	Abbeville, La.	435
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	414
KROW	Oakland, Calif.	338
KROX	Crookston, Minn.	471
KROY	Sacramento, Calif.	340
KRPL	Moscow, Ida.	392
KRRV	Sherman-Denison, Tex.	649
KRSC	Seattle, Wash.	668
KRST	Tyler, Tex.	651
KRTN	Raton, N. Mex.	506
KRUL	Corvallis, Ore.	578
KRUN	Ballinger, Tex.	629
KRUS	Ruston, La.	440
KRUX	Glendale-Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	425
KSAM	Huntsville, Tex.	642
KSAN	San Francisco, Calif.	344
KSBB	Salinas, Calif.	341
KSCB	Liberal, Kans.	425
KSCJ	Sioux City, Ia.	419
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	487
KSDN	Aberdeen, S. Dak.	615
KSEI	Pocatello, Ida.	393
KSEK	Pittsburgh, Kans.	425
KSEL	Lubbock, Tex.	644
KSEM	Moses Lake, Wash.	666

Call Letters	City—State	See Page
KSEO	Durant, Okla.	572
KSET	El Paso, Tex.	637
KSFA	Nacogdoches, Tex.	645
KSFE	Needles, Calif.	335
KSFO	San Francisco, Calif.	343
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	489
KSGN	Sanger, Calif.	344
KSIB	Creston, Ia.	415
KSIG	Crowley, La.	436
KSIL	Silver City, N. Mex.	507
KSIM	Sikeston, Mo.	489
KSIW	Woodward, Okla.	576
KSIX	Corpus Christi, Tex.	633
KSJB	Jamestown, N. Dak.	559
KSJO	San Jose, Calif.	345
KSKY	Dallas, Tex.	635
KSL	Salt Lake City, Utah	655
KSLM	Salem, Ore.	582
KSLO	Opelousas, La.	440
KSMA	Santa Maria, Calif.	347
KSMI	Seminole, Okla.	575
KSMN	Mason City, Ia.	418
KSMO	San Mateo, Calif.	345
KSO	Des Moines, Ia.	416
KSOK	Arkansas City, Kans.	423
KSON	San Diego, Calif.	342
KSOO	Sioux Falls, S. Dak.	616
KSPA	Santa Paula, Calif.	347
KSPI	Stillwater, Okla.	575
KSPR	Casper, Wyo.	684
KSPT	Preston, Ida.	393
KSRO	Santa Rosa, Calif.	347
KSRV	Ontario, Ore.	580
KSST	Sulphur Springs, Tex.	650
KSTA	Coleman, Tex.	632
KSTB	Breckenridge, Tex.	631
KSTL	St. Louis, Mo.	488
KSTP	St. Paul-Minneapolis, Minn.	475
KSTT	Davenport, Ia.	415
KSTV	Stephenville, Tex.	650
KSUB	Cedar City, Utah	653
KSUE	Susanville, Calif.	348
KSUN	Bisbee, Ariz.	317
K SVC	Richfield, Utah	654
KSVP	Artesia, N. Mex.	505
KSWA	Graham, Tex.	640
KS WI	Council Bluffs, Ia.	414
KSWM	Joplin, Mo.	484
KSWO	Lawton, Okla.	573
KSW S	Roswell, N. Mex.	507
KSYC	Yreka, Calif.	350
KSYL	Alexandria, La.	435
KTAE	Taylor, Tex.	650
KTAN	Sherman, Tex.	649
KTAR	Phoenix, Ariz.	319
KTAT	Frederick, Okla.	572
KTBB	Tyler, Tex.	651
KTBC	Austin, Tex.	629
KTBI	Tacoma, Wash.	669
KTBS	Shreveport, La.	440
KTEM	Temple, Tex.	650
KTFI	Twin Falls, Ida.	394
KTF S	Texarkana, Tex.	651
KTH S	Hot Springs, A. T.	323

Call Letters	City—State	See Page
KTHH	Houston, Tex.	641
KTIL	Tillamook, Ore.	582
KTIM	San Rafael, Calif.	346
KTIP	Porterville, Calif.	339
KTJS	Hobart, Okla.	572
KTKC	Visalia, Calif.	349
KTKN	Ketchikan, Alaska	688
KTKR	Taft, Calif.	348
KTLN	Denver, Colo.	352
KTLW	Texas City, Tex.	651
KTMC	McAlester, Okla.	573
KTMS	Santa Barbara, Calif.	346
KTNM	Tucumcari, N. Mex.	507
KTOH	Lihue, Kauai, T. H.	689
KTOK	Oklahoma City, Okla.	574
KTOP	Topeka, Kans.	426
KTOW	Oklahoma City, Okla.	574
KTRB	Modesto, Calif.	335
KTRC	Santa Fe, N. Mex.	507
KTRE	Lufkin, Tex.	644
KTRF	Thief River Falls, Minn.	475
KTRH	Houston, Tex.	641
KTRI	Sioux City, Ia.	419
KTRM	Beaumont, Tex.	631
KTRN	Wichita Falls, Tex.	653
KTRY	Bastrop, La.	435
KTSA	San Antonio, Tex.	649
KTSM	El Paso, Tex.	637
KTSW	Emporia, Kans.	423
KTRR	Rolla, Mo.	487
KTTS	Springfield, Mo.	489
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	576
KTW	Seattle, Wash.	668
KTXJ	Jasper, Tex.	642
KTXL	San Angelo, Tex.	648
KTXN	Austin, Tex.	629
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Calif.	350
KUBC	Montrose, Calif.	354
KUCB	Blythe, Calif.	328
KUGN	Eugene, Ore.	578
KUIN	Grants Pass, Ore.	579
KUJ	Walla Walla, Wash.	670
KULA	Honolulu, T. H.	689
KULP	El Campo, Tex.	636
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	636
KUSN	San Diego, Calif.	342
KUTA	Salt Lake City, Utah.	656
KVAI	Amarillo, Tex.	628
KVAK	Atchinson, Kans.	423
KVAL	Brownsville, Tex.	632
KVAN	Vancouver, Wash.	669
KVCV	Redding, Calif.	340
KVEC	San Luis Obispo, Calif.	345
KVEN	Ventura, Calif.	349
KVER	Albuquerque, N. Mex.	505
KVET	Austin, Tex.	629
KVFD	Ft. Dodge, Ia.	417
KVGB	Great Bend, Kans.	424
KVI	Tacoma-Seattle, Wash.	669
KVIC	Victoria, Tex.	652
KVKM	Monahans, Tex.	645
KVLC	Little Rock, Ark.	324

Call Letters	City—State	See Page
KVLH	Alpine, Tex.	628
KVLH	Pauls Valley, Okla.	575
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	394
KVNI	Coeur d'Alene, Ida.	392
KVNI	Fargo, N. Dak.	557
KVNU	Logan, Utah	653
KVOA	Tucson, Ariz.	320
KVOB	Alexandria, La.	435
KVOC	Casper, Wyo.	684
KVOD	Denver, Colo.	352
KVOE	Santa Ana, Calif.	346
KVOG	Ogden, Utah	654
KVOL	Lafayette, La.	437
KVON	Napa, Calif.	335
KVOO	Tulsa, Okla.	576
KVOP	Plainview, Tex.	647
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	665
KVOU	Uvalde, Tex.	651
KVOW	Littlefield, Tex.	643
KVOX	Moorhead, Minn.	474
KVRC	Arkadelphia, Ark.	321
KVRH	Salida, Colo.	355
KVRS	Rock Springs, Wyo.	685
KVSF	Santa Fe, N. Mex.	507
KVSM	San Mateo, Calif.	346
KVSO	Ardmore, Okla.	571
KVVC	Ventura, Calif.	349
KVWC	Vernon, Tex.	651
KWAD	Wadena, Minn.	475
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	394
KWAT	Watertown, S. Dak.	617
KWBC	Ft. Worth, Tex.	637
KWBM	Williston, N. Dak.	559
KWBR	Oakland, Calif.	338
KWBW	Corpus Christi, Tex.	633
KWBW	Hutchinson, Kans.	424
KWCJ	Natchitoches, La.	438
KWCO	Chickasha, Okla.	571
KWDM	Des Moines, Ia.	416
KWED	Seguin, Tex.	649
KWEI	Weiser, Ida.	391
KWEM	West Memphis, Ark.	325
KWEW	Hobbs, N. Mex.	506
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	653
KWG	Stockton, Calif.	348
KWGB	Goodland, Kans.	424
KWHI	Brenham, Tex.	631
KWHK	Hutchinson, Kans.	424
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	571
KWK	Burbank, Calif.	328
KWIL	Albany, Ore.	577
KWIN	Ashland, Ore.	577
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	581
KWK	St. Louis, Mo.	488
KWKC	Abilene, Tex.	626
KWKH	Shreveport, La.	440
KKEW	Pasadena, Calif.	339
KWLK	Longview, Wash.	665
KWLM	Willmar, Minn.	476

Call Letters	City—State	See Page
KWNO	Winona, Minn.	476
KWNW	Wenatchee, Wash.	670
KWOA	Worthington, Minn.	476
KWOC	Poplar Bluff, Mo.	487
KWON	Bartlesville, Okla.	571
KWOR	Worland, Wyo.	686
KWOS	Jefferson City, Mo.	484
KWPC	Muscatine, Ia.	419
KWPM	West Plains, Mo.	490
KWRC	Pendleton, Ore.	580
KWRL	Riverton, Wyo.	685
KWRN	Reno, Nev.	498
KWRO	Coquville, Ore.	577
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Calif.	335
KWSL	Lake Charles, La.	437
KWTC	Barstow, Calif.	327
KWTO	Springfield, Mo.	489
KWTX	Waco, Tex.	652
KWWB	Walla Walla, Wash.	670
KWWL	Waterloo, Ia.	421
KWYO	Sheridan, Wyo.	686
KXA	Seattle, Wash.	668
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	421
KXEO	Mexico, Mo.	487
KXGI	Fort Madison, Ia.	417
KXGN	Glendive, Mont.	491
KXIC	Iowa City, Ia.	418
KXIT	Dalhart, Tex.	633
KXL	Portland, Ore.	581
KXLA	Pasadena, Calif.	339
KXLE	Ellensburg, Wash.	665
KXLF	Butte, Mont.	491
KXLJ	Helena, Mont.	492
KXLL	Great Falls, Mont.	491
KXLL	Missoula, Mont.	493
KXLO	Lewistown, Mont.	492
KXLQ	Bozeman, Mont.	490
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	488
KXLY	Spokane, Wash.	669
KXO	El Centro, Calif.	329
KXOA	Sacramento, Calif.	341
KXOB	Stockton, Calif.	348
KXOK	St. Louis, Mo.	488
KXOL	Ft. Worth, Tex.	639
KXOX	Sweetwater, Tex.	650
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	667
KXRO	Aberdeen, Wash.	664
KXRX	San Jose, Calif.	345
KXXL	Reno, Nev.	498
KXXX	Colby, Kans.	423
KXYZ	Houston, Tex.	642
KYA	San Francisco, Calif.	344
KYAK	Yakima, Wash.	671
KYCA	Prescott, Ariz.	319
KYJC	Medford, Ore.	579
KYNO	Fresno, Calif.	330
KYOR	San Diego, Calif.	343
KYOS	Merced, Calif.	335
KYOU	Greeley, Colo.	353
KYSC	Yuma, Ariz.	320
KYSM	Mankato, Minn.	473

Call Letters	City—State	See Page
KYUM	Yuma, Ariz.	320
KYW	Philadelphia, Pa.	595
WAAB	Worcester, Mass.	457
WAAF	Chicago, Ill.	396
WAAT	Newark, N. J.	503
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	441
WABJ	Adrian, Mich.	459
WABY	Albany, N. Y.	509
WABZ	Albemarle, N. C.	543
WACA	Camden, S. C.	610
WACB	Kittanning, Pa.	590
WACE	Chicopee, Mass.	453
WACO	Waco, Tex.	652
WACR	Starkville, Miss.	480
WADC	Akron, O.	561
WADE	Wadesboro, N. C.	554
WAEB	Allentown, Pa.	582
WAEL	Mayaguez, P. R.	690
WAFB	Baton Rouge, La.	435
WAGA	Atlanta, Ga.	377
WAGC	Chattanooga, Tenn.	617
WAGE	Syracuse, N. Y.	538
WAGF	Dothan, Ala.	312
WAGM	Presque Isle, Me.	443
WAIM	Anderson, S. C.	609
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	396
WAJR	Morgantown, W. Va.	674
WAKR	Akron, O.	561
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	377
WALD	Waterboro, S. C.	615
WALE	Fall River, Mass.	453
WALL	Middletown, N. Y.	517
WALT	Tampa, Fla.	374
WAML	Laurel, Miss.	479
WAMS	Wilmington, Del.	361
WAND	Canton, O.	562
WANE	Ft. Wayne, Ind.	408
WANN	Annapolis, Md.	445
WAOV	Vincennes, Ind.	413
WAPA	San Juan, P. R.	691
WAPP	McComb, Miss.	479
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	618
WAPX	Montgomery, Ala.	315
WARC	Rochester, N. Y.	535
WARD	Johnstown, Pa.	590
WARK	Hagerstown, Md.	449
WARL	Arlington, Va.	657
WARM	Scranton, Pa.	602
WASA	Havre De Grace, Md.	449
WASK	Lafayette, Ind.	412
WASL	Annapolis, Md.	445
WATK	Antigo, Wisc.	676
WATL	Atlanta, Ga.	379
WATN	Watertown, N. Y.	540
WATO	Oak Ridge, Tenn.	625
WATR	Waterbury, Conn.	359
WATT	Cadillac, Mich.	461
WATW	Ashland, Wisc.	676
WATZ	Alpena, Mich.	459
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	684

Call Letters	City—State	See Page
WAVE	Louisville, Ky.	430
WAVL	Apollo, Pa.	583
WAVU	Albertville, Ala.	309
WAVZ	New Haven, Conn.	558
WAYB	Waynesboro, Va.	664
WAYN	Rockingham, N. C.	553
WAYS	Charlotte, N. C.	544
WAYX	Waycross, Ga.	390
WAZF	Yazoo City, Miss.	481
WAZL	Hazleton, Pa.	589
WBAB	Atlantic City, N. J.	501
WBAC	Cleveland, Tenn.	618
WBAL	Baltimore, Md.	445
WBAP	Ft. Worth, Tex.	639
WBAT	Marion, Ind.	412
WBAX	Wilkes-Barre, Pa.	605
WBAY	Coral Gables, Fla.	364
WBBB	Burlington, N. C.	544
WBBC	Flint, Mich.	463
WBBL	Richmond, Va.	662
WBBM	Chicago, Ill.	396
WBBO	Forest City, N. C.	547
WBBQ	Augusta, Ga.	381
WBBZ	Ponca City, Okla.	575
WBCC	Bethesda, Md.	448
WBCK	Battle Creek, Mich.	459
WBCM	Jay City, Mich.	461
WBEC	Pittsfield, Mass.	456
WBEJ	Elizabethton-Johnson City, Tenn.	619
WBEL	Beloit, Wis.	677
WBEN	Buffalo, N. Y.	511
WBET	Brockton, Mass.	452
WBEX	Chillicothe, O.	562
WBGE	Atlanta, Ga.	379
WBHB	Fitzgerald, Ga.	384
WBHF	Cartersville, Ga.	382
WBHP	Huntsville, Ala.	313
WBIG	Greensboro, N. C.	547
WBIR	Knoxville, Tenn.	620
WBIS	Bristol, Conn.	356
WBIW	Bedford, Ind.	407
WBIZ	Eau Claire, Wis.	677
WBKA	Brockton, Mass.	452
WBLJ	Dalton, Ga.	383
WBLK	Clarksburg, W. Va.	672
WBMD	Baltimore, Md.	445
WBML	Macon, Ga.	385
WBMS	Boston, Mass.	451
WBNS	Columbus, O.	565
WBNX	New York, N. Y.	519
WBNY	Buffalo, N. Y.	511
WBOB	Galax, Va.	659
WBOC	Salisbury, Md.	449
WBOW	Terre Haute, Ind.	413
WBPA	Lock Haven, Pa.	592
WBRC	Birmingham, Ala.	310
WBRE	Wilkes-Barre, Pa.	603
WBRR	Pittsfield, Mass.	456
WBRR	Welch, W. Va.	675
WBRY	Waterbury, Conn.	360
WBSC	Bennettsville, S. C.	609
WBSR	Pensacola, Fla.	373
WBT	Charlotte, N. C.	544
WBTA	Batavia, N. Y.	510

Call Letters	City—State	See Page
WBTH	Williamson, W. Va.	676
WBTM	Danville, Va.	659
WBUD	Morrisville, Pa.	593
WBUX	Doylstown, Pa.	586
WBUY	Lexington, N. C.	550
WBVP	Beaver Falls, Pa.	583
WBYS	Canton, Ill.	395
WBZ	Boston, Mass.	451
WBZA	Springfield, Mass.	451
WCAE	Pittsburgh, Pa.	599
WCAM	Camden, N. J.	501
WCAO	Baltimore, Md.	445
WCAP	Asbury Park, N. J.	501
WCAR	Pontiac, Mich.	468
WCAU	Philadelphia, Pa.	595
WCAV	Norfolk, Va.	661
WCAW	Charleston, W. Va.	672
WCAX	Burlington, Vt.	656
WCAZ	Carthage, Ill.	396
WCBC	Anderson, Ind.	407
WCBD	Chicago, Ill.	397
WCBI	Columbus, Miss.	477
WCBM	Baltimore, Md.	447
WCBS	New York, N. Y.	519
WCBT	Roanoke Rapids, N. C.	552
WCCC	Hartford, Conn.	356
WCCM	Lawrence-Lowell, Mass.	454
WCCO	Minneapolis, Minn.	473
WCPC	Savannah, Ga.	387
WCPT	Winchester, Tenn.	626
WCCE	Rocky Mount, N. C.	553
WCED	Du Bois, Pa.	586
WCFL	Chicago, Ill.	397
WCHA	Chambersburg, Pa.	585
WCHS	Charleston, W. Va.	672
WCHV	Charlottesville, Va.	658
WCIF	Madisonville, Ky.	431
WCIL	Carbondale, Ill.	396
WCJU	Columbia, Miss.	477
WCKB	Dunn, N. C.	545
WCKY	Cincinnati, O.	562
WCLE	Baton Rouge, La.	436
WCLE	Clearwater, Fla.	364
WCLO	Janesville, Wis.	678
WCMA	Corinth, Miss.	477
WCMB	Lemoine, Pa.	592
WCMD	Cambridge, Md.	448
WCMI	Ashland, Ky.	427
WCMN	Aecibo, P. R.	690
WCMW	Canton, O.	562
WCNB	Connersville, Ind.	407
WCNC	Elizabeth City, N. C.	546
WCNH	Quincy, Fla.	373
WCNR	Bloomsburg, Pa.	584
WCNT	Centralia, Ill.	396
WCNU	Crestview, Fla.	365
WCNX	Middletown, Conn.	358
WCOA	Pensacola, Fla.	373
WCOC	Meridan, Miss.	480
WCOG	Greensboro, N. C.	548
WCOH	Newnan, Ga.	387
WCOL	Columbus, O.	565
WCOM	Parkersburg, W. Va.	675
WCOP	Atlanta, Ga.	379
WCOP	Boston, Mass.	451

Call Letters	City—State	See Page
WCOS	Columbia, S. C.	611
WCOU	Lewiston, Me.	442
WCOV	Montgomery, Ala.	315
WCPA	Clearfield, Pa.	585
WCPO	Cincinnati, O.	562
WCPS	Tarboro, N. C.	554
WCRA	Effingham, Ill.	402
WCRB	Waltham, Mass.	457
WCRK	Morristown, Tenn.	624
WCRO	Johnstown, Pa.	590
WCRS	Greenwood, S. C.	613
WCRW	Chicago, Ill.	397
WCSC	Charleston, S. C.	610
WCSH	Portland, Me.	442
WCSS	Amsterdam, N. Y.	510
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	503
WCTT	Corbin, Ky.	428
WCUM	Cumberland, Md.	448
WCVI	Connellsville, Pa.	586
WCVS	Springfield, Ill.	406
WCYB	Bristol, Va.	658
WDAD	Indiana, Pa.	590
WDAA	Tampa, Fla.	375
WDAF	Kansas City, Mo.	485
WDAK	Columbus, Ga.	382
WDAN	Danville, Ill.	401
WDAR	Savannah, Ga.	388
WDAS	Philadelphia, Pa.	595
WDAY	Fargo, N. Dak.	557
WDBC	Escanaba, Mich.	462
WDBJ	Roanoke, Va.	663
WDBO	Orlando, Fla.	371
WDEC	Americus, Ga.	377
WDEF	Chattanooga, Tenn.	618
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	657
WDGY	Minneapolis, Minn.	473
WDHL	Bradenton, Fla.	364
WDIA	Memphis, Tenn.	623
WDIG	Dothan, Ala.	312
WDLB	Marshfield, Wis.	680
WDLF	De Land, Fla.	366
WDLP	Panama City, Fla.	372
WDMG	Douglas, Ga.	384
WDMJ	Marquette, Mich.	467
WDNC	Durham, N. C.	545
WDNE	Elkins, W. Va.	673
WDOD	Chattanooga, Tenn.	618
WDOV	Oneonta, N. Y.	533
WDRC	Dover, Del.	361
WDSC	Hartford, Conn.	357
WDSG	Dillon, S. C.	611
WDSM	Dyersburg, Tenn.	619
WDSR	Superior, Wis.	683
WDSU	Lake City, Fla.	368
WDSV	New Orleans, La.	438
WDUK	Durham, N. C.	545
WDUN	Gainesville, Ga.	385
WDUZ	Green Bay, Wis.	678
WDVA	Danville, Va.	659
WDWD	Dawson, Ga.	384
WDWS	Champaign, Ill.	396
WDXB	Chattanooga, Tenn.	618

Call Letters	City—State	See Page
WDXI	Jackson, Tenn.	620
WDZ	Tuscola, Ill.	406
WEAM	Arlington, Va.	657
WEAN	Providence, R. I.	607
WEAR	Pensacola, Fla.	373
WEAS	Decatur, Ga.	384
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wis.	677
WEAV	Plattsburg, N. Y.	535
WEBC	Duluth, Minn.	472
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	402
WEBR	Buffalo, N. Y.	511
WECW	Mayaguez, P. R.	691
WEDC	Chicago, Ill.	397
WEEB	Southern Pines, N. C.	554
WEDO	McKeesport, Pa.	592
WEED	Rocky Mount, N. C.	553
WEEL	Boston, Mass.	451
WEEK	Peoria, Ill.	404
WEEU	Reading, Pa.	600
WEGO	Concord, N. C.	545
WEIM	Fitchburg, Mass.	453
WEKR	Fayetteville, Tenn.	619
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	459
WELM	Elmira, N. Y.	513
WELO	Tupelo, Miss.	480
WEMB	San Juan, P. R.	695
WEMP	Milwaukee, Wis.	680
WENA	Bayamon, P. R.	690
WENC	Whiteville, N. C.	555
WENE	Endicott, N. Y.	513
WENK	Union City, Tenn.	626
WENR	Chicago, Ill.	397
WENT	Gloversville, N. Y.	515
WENY	Elmira, N. Y.	513
WEOA	Evansville, Ind.	408
WEOI	Elyria, O.	566
WEPM	Martinsburg, W. Va.	674
WERC	Erie, Pa.	587
WERD	Atlanta, Ga.	379
WESA	Charleroi, Pa.	585
WESB	Bradford, Pa.	584
WESC	Greenville, S. C.	612
WEST	Easton, Pa.	586
WESX	Salem, Mass.	456
WETB	Johnson City, Tenn.	620
WEUS	Eustis, Fla.	366
WEVD	New York, N. Y.	519
WEVE	Eveleth, Minn.	472
WEW	St. Louis, Mo.	488
WEWO	Laurinburg, N. C.	550
WEXL	Royal Oak, Mich.	468
WEXT	Milwaukee, Wis.	680
WFAA	Dallas, Tex.	635
WFAK	Charleston, S. C.	610
WFAU	White Plains, N. Y.	541
WFAV	Augusta, Me.	441
WFAX	Falls Church, Va.	659
WFBC	Greenville, S. C.	612
WFBG	Altoona, Pa.	583
WFBL	Syracuse, N. Y.	539
WFBM	Indianapolis, Ind.	409

Call Letters	City—State	See Page
WFBR	Baltimore, Md.	445
WFCL	Pawtucket, R. I.	607
WFDF	Flint, Mich.	463
WFEA	Manchester, N. H.	500
WFEB	Sylacauga, Ala.	316
WFGN	Gadfdney, S. C.	612
WFHG	Bristol, Va.	658
WFHR	Wisconsin Rapids, Wis.	684
WFHJ	Sumter, S. C.	614
WFIL	Philadelphia, Pa.	597
WFIN	Findlay, O.	566
WFKY	Frankfort, Ky.	428
WFLA	Tampa, Fla.	375
WFLB	Fayetteville, N. C.	546
WFLO	Farmville, Va.	659
WFMD	Frederick, Md.	449
WFMJ	Youngstown, O.	570
WFNC	Fayetteville, N. C.	546
WFNS	Burlington, N. C.	544
WFOM	Marietta, Ga.	386
WFOR	Hattiesburg, Miss.	478
WFOX	Milwaukee, Wis.	681
WFOY	St. Augustine, Fla.	373
WFGP	Atlantic City, N. J.	501
WFRC	Reidsville, N. C.	552
WFRL	Freeport, Ill.	402
WFRP	Savannah, Ga.	388
WFTC	Kingston, N. C.	550
WFTL	Ft. Lauderdale, Fla.	366
WFTM	Maysville, Ky.	431
WFTR	Front Royal, Va.	659
WFTW	Fort Wayne, Ind.	408
WFUN	Huntsville, Ala.	313
WFUR	Grand Rapids, Mich.	463
WFVA	Fredericksburg, Va.	659
WFYC	Alma, Mich.	459
WGAA	Cedartown, Ga.	382
WGAC	Augusta, Ga.	381
WGAD	Gadsden, Ala.	313
WGAI	Elizabeth City, N. C.	546
WGAL	Lancaster, Pa.	591
WGAN	Portland, Me.	442
WGAP	Maryville, Tenn.	621
WGAR	Cleveland, O.	583
WGAT	Utica, N. Y.	540
WGAU	Athens, Ga.	377
WGAY	Silver Spring, Md.	449
WGBA	Columbus, Ga.	383
WGBB	Freeport, N. Y.	515
WGBF	Evansville, Ind.	408
WGBG	Greensboro, N. C.	548
WGBI	Scranton, Pa.	602
WGBR	Goldsboro, N. C.	547
WGBS	Miami, Fla.	369
WGCD	Chester, S. C.	610
WGCM	Gulfport, Miss.	478
WGEM	Quincy, Ill.	405
WGES	Chicago, Ill.	397
WGEZ	Beloit, Wisc.	677
WGFJ	Kalamazoo, Mich.	466
WGGG	Gainesville, Ga.	385
WGGG	Gainesville, Fla.	367
WGH	Newport News, Va.	660
WGIL	Galesburg, Ill.	402
WGIV	Charlotte, N. C.	544

Call Letters	City—State	See Page
WGEV	Charleston, W. Va.	672
WGL	Ft. Wayne, Ind.	409
WGLN	Glens Falls, N. Y.	515
WGLS	Decatur, Ga.	384
WGN	Chicago, Ill.	399
WGNC	Gastonia, N. C.	547
WGNH	Gadsden, Ala.	313
WGNU	Wilmington, N. C.	555
WGNS	Murfreesboro, Tenn.	624
WGNV	Newburgh, N. Y.	517
WGOV	Valdosta, Ga.	390
WGPA	Bethlehem, Pa.	584
WGPC	Albany, Ga.	377
WGR	Buffalo, N. Y.	511
WGRC	Louisville, Ky.	430
WGRD	Grand Rapids, Mich.	464
WGRM	Greenwood, Miss.	477
WGRV	Greenville, Tenn.	619
WGST	Atlanta, Ga.	380
WGTC	Greenville, N. C.	548
WGTL	Kannapolis, N. C.	549
WGTM	Wilson, N. C.	556
WGYU	Bangor, Me.	441
WGYA	Geneva, N. Y.	515
WGYM	Greenville, Miss.	477
WGYC	Selma, Ala.	316
WGYD	Gadsden, Ala.	313
WGYR	Asheboro, N. C.	543
WGY	Schenectady, N. Y.	537
WGYV	Greenville, Ala.	313
WHAI	Greenfield, Mass.	454
WHAL	Shelbyville, Tenn.	625
WHAM	Rochester, N. Y.	535
WHAN	Charleston, S. C.	610
WHAP	Hopewell, Va.	660
WHAR	Clarksburg, W. Va.	673
WHAS	Louisville, Ky.	430
WHAT	Philadelphia, Pa.	595
WHAV	Haverhill, Mass.	454
WHAW	Weston, W. Va.	675
WHAZ	Troy, N. Y.	539
WHB	Kansas City, Mo.	485
WHBB	Selma, Ala.	316
WHBC	Canton, O.	562
WHBF	Rock Island, Ill.	405
WHBI	Newark, N. J.	503
WHBL	Sheboygan, Wis.	683
WHBO	Tampa, Fla.	375
WHBQ	Memphis, Tenn.	623
WHBS	Huntsville, Ala.	314
WHBT	Harriman, Tenn.	619
WHBU	Anderson, Ind.	407
WHBY	Appleton, Wis.	676
WHCC	Waynesville, N. C.	555
WHCU	Ithaca, N. Y.	516
WHDF	Houghton-Calumet, Mich.	464
WHDH	Boston, Mass.	451
WHDL	Oleam, N. Y.	533
WHEB	Portsmouth, N. H.	500
WHEC	Rochester, N. Y.	537
WHED	Washington, N. C.	555
WHFB	Benton Harbor, Mich.	461
WHFC	Cicero, Ill.	401
WHGB	Harrisburg, Pa.	587
WHHM	Memphis, Tenn.	623

Call Letters	City—State	See Page
WHHT	Durham, N. C.	546
WHIM	Providence, R. I.	607
WHIN	Gallatin, Tenn.	619
WHIO	Dayton, O.	566
WHIR	Danville, Ky.	428
WHIS	Bluefield, W. Va.	671
WHIT	New Bern, N. C.	551
WHIZ	Zanesville, O.	570
WHJB	Greensburg, Pa.	587
WHK	Cleveland, O.	563
WHKC	Columbus, O.	566
WHKK	Akron, O.	561
WHKP	Hendersonville, N. C.	548
WHKY	Hickory, N. C.	548
WHLB	Virginia, Minn.	475
WHLD	Niagara Falls, N. Y.	533
WHLF	South Boston, Va.	663
WHLI	Hempstead, N. Y.	515
WHLN	Harlan, Ky.	428
WHLS	Port Huron, Mich.	468
WHLW	Rutland, Vt.	656
WHMA	Anniston, Ala.	309
WHNC	Henderson, N. C.	548
WHO	Des Moines, Ia.	417
WHOB	Gardner, Mass.	453
WHOC	Philadelphia, Miss.	480
WHOD	Homestead, Pa.	589
WHOK	Lancaster, O.	567
WHOL	Allentown, Pa.	582
WHOM	New York, N. Y.	521
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	429
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	412
WHOW	Clinton, Ill.	401
WHP	Harrisburg, Pa.	587
WHPE	High Point, N. C.	549
WHRV	Ann Arbor, Mich.	459
WHSC	Hartsville, S. C.	613
WSHY	Hattiesburg, Miss.	478
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	464
WHTN	Huntington, W. Va.	673
WHUB	Cookeville, Tenn.	619
WHUC	Hudson, N. Y.	516
WHUM	Reading, Pa.	601
WHUN	Huntingdon, Pa.	590
WHWL	Nanticoke, Pa.	593
WHYN	Holyoke, Mass.	454
WHYU	Newport News, Va.	661
WLAB	San Juan, P. R.	695
WIBA	Madison, Wis.	679
WIBB	Macon, Ga.	386
WIBC	Indianapolis, Ind.	409
WIBG	Philadelphia, Pa.	597
WIBK	Knoxville, Ten.	621
WIBM	Jackson, Miss.	466
WIBS	Santurce, P. R.	695
WIBU	Poynette, Wis.	682
WIBV	Belleville, Ill.	395
WIBW	Topeka, Kans.	426
WIBX	Utica, N. Y.	540
WICA	Ashtabula, O.	561
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	517

Call Letters	City—State	See Page
WIDE	Biddeford, Me.	442
WIGM	Medford, Wis.	680
WIHL	Hammond, La.	436
WIKB	Iron Mountain, Mich.	464
WIKC	Bogalusa, La.	436
WIKK	Erie, Pa.	587
WIKY	Evansville, Ind.	408
WIL	St. Louis, Mo.	489
WILE	Cambridge, O.	561
WILK	Wilkes-Barre, Pa.	605
WILM	Wilmington, Del.	362
WILS	Lansing, Mich.	466
WIMA	Lima, O.	567
WIMS	Michigan City, Ind.	412
WINC	Winchester, Va.	664
WIND	Chicago, Ill.	399
WING	Dayton, O.	566
WINK	Ft. Myers, Fla.	366
WINN	Louisville, Ky.	430
WINR	Binghamton, N. Y.	510
WINS	New York, N. Y.	521
WINX	Washington, D. C.	362
WINZ	Hollywood, Fla.	578
WIOD	Miami, Fla.	370
WIOU	Kokomo, Ind.	411
WIP	Philadelphia, Pa.	597
WIRA	Fort Pierce, Fla.	366
WIRB	Enterprise, Ala.	312
WIRC	Hickory, N. C.	549
WIRE	Indianapolis, Ind.	411
WIRK	West Palm Beach, Fla.	375
WIRL	Peoria, Ill.	404
WIS	Columbia, S. C.	611
WISC	Madison, Wis.	679
WISE	Asheville, N. C.	543
WISH	Indianapolis, Ind.	411
WISL	Shamokin, Pa.	602
WISN	Milwaukee, Wis.	681
WISR	Butler, Pa.	584
WITA	San Juan, P. R.	695
WITB	Baltimore, Md.	447
WITZ	Jasper, Ind.	411
WIVY	Jacksonville, Fla.	367
WIZE	Springfield, O.	568
WJAC	Johnstown, Pa.	590
WJAG	Norfolk, Neb.	495
WJAR	Providence, R. I.	607
WJAS	Pittsburgh, Pa.	599
WJAX	Jacksonville, Fla.	367
WJBC	Bloomington, Ill.	395
WJBK	Detroit, Mich.	461
WJBO	Baton Rouge, La.	436
WJBW	New Orleans, La.	439
WJBY	Gadsden, Ala.	313
WJDA	Quincy, Mass.	456
WJDX	Jackson, Miss.	478
WJEF	Grand Rapids, Mich.	464
WJEJ	Hagerstown, Md.	449
WJEL	Springfield, O.	569
WJHL	Johnson City, Tenn.	620
WJHO	Opelika, Ala.	316
WJHP	Jacksonville, Fla.	367
WJIJ	Tulahoma, Tenn.	625
WJIM	Lansing, Mich.	466
WJJD	Chicago, Ill.	399

Call Letters	City—State	See Page
WJJI	Montgomery, Ala.	315
WJIL	Niagara Falls, N. Y.	533
WJIM	Lewisburg, Tenn.	621
WJLB	Detroit, Mich.	462
WJLD	Bessemer, Ala.	310
WJLS	Beckley, W. Va.	671
WJMB	Brookhaven, Miss.	476
WJMC	Rice Lake, Wis.	683
WJMJ	Philadelphia, Pa.	597
WJMO	Cleveland, O.	565
WJMR	New Orleans, La.	439
WJMS	Ironwood, Mich.	465
WJMW	Athens, Ala.	309
WJMX	Florence, S. C.	612
WJNC	Jacksonville, N. C.	549
WJNO	West Palm Beach, Fla.	375
WJOB	Hammond, Ind.	409
WJOC	Jamestown, N. Y.	516
WJOI	Florence, Ala.	312
WJOL	Joliet, Ill.	403
WJOR	Bangor, Me.	441
WJOY	Burlington, Vt.	656
WJPA	Washington, Pa.	603
WJPD	Ishpeming, Mich.	465
WJPF	Herrin, Ill.	402
WJPG	Green Bay, Wis.	678
WJPR	Greenville, Miss.	477
WJPS	Evansville, Ind.	408
WJQS	Jackson, Miss.	478
WJRW	Detroit, Mich.	462
WJRD	Tuscaloosa, Ala.	317
WJRI	Lenoir, N. C.	550
WJRW	Altoona, Pa.	583
WJTN	Jamestown, N. Y.	516
WJVA	South Bend, Ind.	413
WJVB	Jacksonville Beach, Fla.	368
WJW	Cleveland, O.	565
WJXN	Jackson, Miss.	478
WJZ	New York, N. Y.	523
WJZM	Clarksville, Tenn.	618
WKAB	Mobile, Ala.	314
WKAI	Macomb, Ill.	403
WKAL	Rome, N. Y.	537
WKAN	Kankakee, Ill.	403
WKAP	Allentown, Pa.	582
WKAQ	San Juan, P. R.	695
WKAT	Miami Beach, Fla.	371
WKAX	Birmingham, Ala.	310
WKAY	Glasgow, Ky.	428
WKBB	Dubuque, Ia.	417
WKBC	N. Wilkesboro, N. C.	552
WKBH	LaCrosse, Wis.	678
WKBN	Youngstown, O.	570
WKBO	Harrisburg, Pa.	589
WKBR	Manchester, N. H.	500
WKBS	Oyster Bay, N. Y.	535
WKBV	Richmond, Ind.	412
WKBW	Buffalo, N. Y.	513
WKBZ	Muskegon, Mich.	467
WKCT	Bowling Green, Ky.	427
WKDA	Nashville, Tenn.	624
WKDK	Newberry, S. C.	613
WKDN	Camden, N. J.	501
WKEU	Griffin, Ga.	385
WKEY	Covington, Va.	658

Call Letters	City—State	See Page
WKGN	Knoxville, Tenn.	621
WKIC	Hazard, Ky.	429
WKID	Urbana, Ill.	406
WKIN	Kittanning, Pa.	591
WKIP	Poughkeepsie, N. Y.	535
WKIX	Columbia, S. C.	611
WKJB	Mayaguez, P. R.	691
WKJG	Fort Wayne, Ind.	409
WKLA	Ludington, Mich.	466
WKLF	Clanton, Ala.	311
WKLO	Louisville, Ky.	430
WKLW	Blackstone, Va.	658
WKLX	Lexington, Ky.	429
WKLY	Hartwell, Ga.	385
WKMA	Quitman, Ga.	387
WKMH	Dearborn, Mich.	461
WKMO	Kokomo, Ind.	411
WKNA	Charleston, W. Va.	672
WKNB	New Britain, Conn.	358
WKNE	Keene, N. H.	498
WKNS	Kinston, N. C.	550
WKNX	Saginaw, Mich.	469
WKNY	Kingston, N. Y.	517
WKOB	North Adams, Mass.	455
WKOK	Sunbury, Pa.	603
WKOP	Binghamton, N. Y.	510
WKOW	Madison, Wis.	679
WKOX	Framingham, Mass.	453
WKOZ	Kosciusko, Miss.	479
WKPA	New Kensington, Pa.	593
WKPT	Kingsport, Tenn.	620
WKRC	Cincinnati, O.	563
WKRG	Mobile, Ala.	315
WKRM	Columbia, Tenn.	618
WKRO	Cairo, Ill.	395
WKRT	Cortland, N. Y.	513
WKRZ	Oil City, Pa.	595
WKSR	Pulaski, Tenn.	625
WKST	New Castle, Pa.	593
WKTG	Thomasville, Ga.	388
WKTW	Mayfield, Ky.	431
WKTY	La Crosse, Wis.	679
WKUL	Cullman, Ala.	311
WKVM	Arecibo, P. R.	690
WKWF	Key West, Fla.	368
WKWK	Wheeling, W. Va.	676
WKXL	Concord, N. H.	498
WKY	Oklahoma City, Okla.	574
WKYB	Paducah, Ky.	432
WKYW	Louisville, Ky.	430
WKZO	Kalamazoo, Mich.	466
WLAC	Nashville, Tenn.	624
WLAD	Danbury, Conn.	356
WLAG	LaGrange, Ga.	385
WLAK	Lakeland, Fla.	368
WLAM	Lewiston, Me.	442
WLAN	Lancaster, Pa.	591
WLAP	Lexington, Ky.	429
WLAQ	Rome, Ga.	387
WLAR	Athens, Tenn.	617
WLAT	Conway, S. C.	611
WLAU	Laurel, Miss.	479
WLAV	Grand Rapids, Mich.	464
WLAW	Lawrence, Mass.	454
WLAY	Muscle Shoals City, Ala.	314

Call Letters	City—State	See Page
WLBB	Carrollton, Ga.	382
WLBC	Muncie, Ind.	412
WLBF	Leesburg, Fla.	369
WLBG	Laurens, S. C.	613
WLBH	Mattoon, Ill.	403
WLBJ	Bowling Green, Ky.	427
WLBK	De Kalb, Ill.	401
WLBR	Lebanon, Pa.	592
WLBZ	Bangor, Me.	441
WLCR	Torrington, Conn.	359
WLCS	Baton Rouge, La.	436
WLCX	La Crosse, Wis.	679
WLDS	Jacksonville, Ill.	402
WLDY	Ladysmith, Wis.	679
WLEA	Hornell, N. Y.	515
WLEC	Sandusky, O.	568
WLEE	Richmond, Va.	662
WLET	Toccoa, Ga.	389
WLEU	Erie, Pa.	587
WLEX	Lexington, Ky.	429
WLIB	New York, N. Y.	523
WLIN	Merrill, Wis.	680
WLIO	East Liverpool, O.	566
WLIP	Kenosha, Wis.	678
WLIZ	Bridgeport, Conn.	356
WLJH	Lowell-Lawrence, Mass.	454
WLNA	Peekskill, N. Y.	535
WLNH	Laconia, N. H.	500
WLOA	Braddock, Pa.	584
WLOE	Leaksville, N. C.	550
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	674
WLOH	Princeton, W. Va.	675
WLOI	La Porte, Ind.	412
WLOK	Lima, O.	567
WLOL	Minneapolis, Minn.	474
WLOS	Asheville, N. C.	543
WLOU	Louisville, Ky.	431
WLOW	Norfolk, Va.	661
WLOX	Biloxi, Miss.	476
WLPM	Suffolk, Va.	664
WLPO	LaSalle, Ill.	403
WLS	Chicago, Ill.	399
WLTC	Gastonia, N. C.	547
WLTR	Bloomsburg, Pa.	584
WLVA	Lynchburg, Va.	660
WLW	Cincinnati, O.	563
WLXW	Carlisle, Pa.	585
WLYN	Lynn, Mass.	455
WMAJ	State College, Pa.	602
WMAK	Nashville, Tenn.	624
WMAI	Washington, D. C.	362
WMAM	Marinette, Wis.	680
WMAN	Mansfield, O.	567
WMAP	Monroe, N. C.	551
WMAQ	Chicago, Ill.	399
WMAS	Springfield, Mass.	456
WMAW	Milwaukee, Wis.	681
WMAZ	Macon, Ga.	386
WMB	Macon, Miss.	479
WMBD	Peoria, Ill.	405
WMBG	Richmond, Va.	662
WMBH	Joplin, Mo.	484
WMBL	Morehead City, N. C.	551
WMBM	Miami Beach, Fla.	371

Call Letters	City—State	See Page
WMBN	Petoskey, Mich.	468
WMBO	Auburn, N. Y.	510
WMBR	Jacksonville, Fla.	367
WMBS	Uniontown, Pa.	603
WMC	Memphis, Tenn.	623
WMCA	New York, N. Y.	525
WMCK	McKeesport, Pa.	592
WMDD	Fajardo, P. R.	690
WMDN	Midland, Mich.	467
WMEX	Boston, Mass.	452
WMFD	Wilmington, N. C.	555
WMFG	Hibbing, Minn.	473
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	549
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	386
WMGM	New York, N. Y.	525
WMGR	Bainbridge, Ga.	382
WMGW	Meadville, Pa.	593
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	501
WMIE	Miami, Fla.	369
WMIK	Middlesboro, Ky.	431
WMIN	St. Paul, Minn.	475
WMIQ	Iron Mountain, Mich.	465
WMIS	Natchez, Miss.	480
WMIX	Mount Vernon, Ill.	404
WMJM	Cordele, Ga.	383
WMLO	Milwaukee, Wis.	681
WMLS	Sylacauga, Ala.	316
WMLT	Dublin, Ga.	384
WMMB	Melbourne, Fla.	369
WMMJ	Peoria, Ill.	405
WMMN	Fairmont, W. Va.	673
WMMT	McMinnville, Tenn.	567
WMMW	Meriden, Conn.	357
WMNB	North Adams, Mass.	456
WMNC	Morgantown, N. C.	551
WMOA	Marietta, O.	567
WMOB	Mobile, Ala.	315
WMOC	Covington, Ga.	383
WMOG	Brunswick, Ga.	382
WMOH	Hamilton, O.	567
WMON	Montgomery, W. Va.	674
WMOU	Berlin, N. H.	498
WMOX	Meridian, Miss.	480
WMPS	Memphis, Tenn.	623
WMRA	Myrtle Beach, S. C.	613
WMRC	Greenville, S. C.	612
WMRF	Lewiston, Pa.	592
WMRN	Marion, O.	568
WMRO	Aurora, Ill.	395
WMRP	Flint, Mich.	463
WMSA	Massena, N. Y.	517
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	414
WMT	Vancleve, Ky.	433
WMT	Morristown, N. J.	503
WMTW	Portland, Me.	443
WMUR	Manchester, N. H.	500
WMUS	Muskegon, Mich.	468
WMVA	Martinsville, Va.	660
WMVG	Milledgeville, Ga.	386
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	452

Call Letters	City—State	See Page
WNAE	Warren, Pa.	603
WNAF	Providence, R. I.	607
WNAH	Neenah, Wis.	682
WNAO	Raleigh, N. C.	552
WNAW	Norristown, Pa.	593
WNAX	Yankton, S. Dak.	617
WNBZ	New York, N. Y.	527
WNBK	Binghamton, N. Y.	510
WNBH	New Bedford, Mass.	455
WNBZ	Murray, Ky.	432
WNBZ	Saranac Lake, N. Y.	537
WNBZ	Daytona Beach, Fla.	365
WNDR	Syracuse, N. Y.	539
WNEB	Worcester, Mass.	457
WNEL	San Juan, P. R.	695
WNEW	New York, N. Y.	527
WNEK	Macon, Ga.	386
WNGO	Mayfield, Ky.	431
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	503
WNLC	New London, Conn.	359
WNLK	Norwalk, Conn.	359
WNMP	Evanston, Ill.	402
WNNC	Newton, N. C.	551
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	439
WNOK	Columbia, S. C.	611
WNOP	Newport, Ky.	432
WNOW	York, Pa.	606
WNOX	Knoxville, Tenn.	621
WNVA	Norton, Va.	661
WOAI	San Antonio, Tex.	648
WOAP	Owosso, Mich.	468
WOAY	Oak Hill, W. Va.	674
WOBZ	Jacksonville, Fla.	368
WOBZ	Rhineland, Wis.	683
WOC	Davenport, Ia.	415
WOCB	West Yarmouth, Mass.	457
WOHS	Shelby, N. C.	553
WOKO	Albany, N. Y.	509
WOKZ	Alton, Ill.	395
WOL	Washington, D. C.	362
WOLF	Syracuse, N. Y.	539
WOLS	Florence, S. C.	612
WOMI	Owensboro, Ky.	432
WOMT	Manitowoc, Wis.	680
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	464
WOOF	Dothan, Ala.	312
WOOK	Silver Springs, Md.	449
WOPI	Bristol, Tenn.	617
WOR	New York, N. Y.	529
WORA	Mayaguez, P. R.	691
WORC	Worcester, Mass.	457
WORD	Spartanburg, S. C.	614
WORK	York, Pa.	606
WORL	Boston, Mass.	452
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	682
WOTW	Nashua, N. H.	500
WOTV	New York, N. Y.	529
WOW	Omaha, Neb.	496
WOWO	Ft. Wayne, Ind.	409

Call Letters	City—State	See Page
WPAB	Ponce, P. R.	691
WPAD	Paducah, Ky.	432
WPAG	Ann Arbor, Mich.	459
WPAM	Pottsville, Pa.	600
WPAQ	Mount Airy, N. C.	551
WPAR	Parkersburg, W. Va.	675
WPAT	Paterson, N. J.	503
WPAX	Thomasville, Ga.	389
WPAY	Portsmouth, O.	568
WPDQ	Jacksonville, Fla.	368
WPDZ	Clarksburg, W. Va.	673
WPEN	Philadelphia, Pa.	599
WPFZ	Middletown, O.	568
WPGH	Pittsburgh, Pa.	600
WPIC	Sharon, Pa.	602
WPIK	Alexandria, Va.	657
WPIT	Pittsburgh, Pa.	600
WPLH	Huntington, W. Va.	674
WPOR	Portland, Me.	443
WPPA	Pottsville, Pa.	600
WPRR	Mayaguez, P. R.	691
WPRO	Providence, R. I.	609
WPRP	Ponce, P. R.	691
WPTF	Raleigh, N. C.	552
WPTR	Albany, N. Y.	509
WPTW	Piqua, O.	568
WPUV	Pulaski, Va.	662
WPWA	Chester, Pa.	585
WQAM	Miami, Fla.	370
WQAN	Scranton, Pa.	602
WQBC	Vicksburg, Miss.	481
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	403
WQXI	Atlanta, Ga.	380
WQXR	New York, N. Y.	533
WRAC	Williamsport, Pa.	605
WRAL	Raleigh, N. C.	552
WRAW	Reading, Pa.	601
WRBC	Jackson, Miss.	478
WRBL	Columbus, Ga.	383
WRC	Washington, D. C.	363
WRCS	Ahoscie, N. C.	543
WRDO	Augusta, Me.	441
WRDW	Augusta, Ga.	381
WREC	Memphis, Tenn.	623
WREL	Lexington, Va.	660
WREN	Topeka, Kans.	426
WREX	Duluth, Minn.	472
WRFC	Athens, Ga.	377
WRFD	Worthington, O.	570
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	677
WRGA	Rome, Ga.	387
WRHI	Rock Hill, S. C.	614
WRHP	Tallahassee, Fla.	374
WRJA	Caguas, P. R.	690

Call Letters	City—State	See Page
WRIB	Providence, R. I.	609
WRJM	Newport, R. I.	607
WRJN	Racine, Wis.	682
WRLD	West Point, Ga.	390
WRMS	Ware, Mass.	457
WRNL	Richmond, Va.	662
WRNO	Orangeburg, S. C.	613
WRNY	Rochester, N. Y.	537
WROB	West Point, Miss.	481
WROD	Daytona Beach, Fla.	366
WROK	Rockford, Ill.	406
WROL	Knoxville, Tenn.	621
WROM	Rome, Ga.	387
WRON	Ronceverte, W. Va.	675
WROV	Roanoke, Va.	663
WROW	Albany, N. Y.	509
WROX	Clarksdale, Miss.	476
WRQN	Vidalia, Ga.	390
WRR	Dallas, Tex.	635
WRRF	Washington, N. C.	555
WRRN	Warren, O.	570
WRRZ	Clinton, N. C.	545
WRTA	Altoona, Pa.	583
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	540
WRVA	Richmond, Va.	662
WRYO	Rochester, Pa.	601
WSAC	Columbus, Ga.	383
WSAI	Cincinnati, O.	563
WSAM	Saginaw, Mich.	469
WSAN	Allentown, Pa.	582
WSAP	Portsmouth, Va.	662
WSAR	Fall River, Mass.	453
WSAT	Salisbury, N. C.	553
WSAU	Wausau, Wis.	684
WSAV	Savannah, Ga.	388
WSAY	Rochester, N. Y.	537
WSAZ	Huntington, W. Va.	674
WSB	Atlanta, Ga.	380
WSBA	York, Pa.	607
WSBC	Chicago, Ill.	399
WSBR	Superior, Wis.	683
WSBT	South Bend, Ind.	413
WSCR	Scranton, Pa.	602
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	433
WSFT	Thomaston, Ga.	388
WSGC	Elberton, Ga.	384
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	554
WSID	Baltimore, Md.	447
WSIR	Winter Haven, Fla.	375
WSIV	Pekin, Ill.	404

Call Letters	City—State	See Page
WSIX	Nashville, Tenn.	625
WSJS	Winston-Salem, N. C.	556
WSKB	McComb, Miss.	479
WSKI	Montpelier-Barre, Vt.	656
WSKY	Asheville, N. C.	543
WSLB	Ogdensburg, N. Y.	533
WSLI	Jackson, Miss.	478
WSLS	Roanoke, Va.	663
WSM	Nashville, Tenn.	625
WSMB	New Orleans, La.	439
WSNJ	Bridgeton, N. J.	501
WSNY	Schenectady, N. Y.	539
WSOC	Charlotte, N. C.	545
WSON	Henderson, Ky.	429
WSOO	Sault Ste. Marie, Mich.	469
WSOY	Decatur, Ill.	401
WSPA	Spartanburg, S. C.	614
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	569
WSPR	Springfield, Mass.	456
WSRS	Cleveland Heights, O.	565
WSSB	Durham, N. C.	546
WSSO	Starkville, Miss.	480
WSSV	Petersburg, Va.	661
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	553
WSTS	Southern Pines, N. C.	554
WSTV	Steubenville, O.	569
WSUA	Bloomington, Ind.	407
WSUN	St. Petersburg, Fla.	373
WSVA	Harrisonburg, Va.	660
WSVS	Crewe, Va.	658
WSWN	Belle Glade, Fla.	364
WSYB	Rutland, Vt.	657
WSYR	Syracuse, N. Y.	539
WTAC	Flint, Mich.	463
WTAD	Quincy, Ill.	405
WTAG	Worcester, Mass.	457
WTAL	Tallahassee, Fla.	374
WTAM	Cleveland, O.	565
WTAN	Clearwater, Fla.	364
WTAQ	Green Bay, Wis.	678
WTAR	Norfolk, Va.	661
WTAW	College Station, Tex.	632
WTAX	Springfield, Ill.	406
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	448
WTCH	Shawano, Wis.	683
WTCJ	Tell City, Ind.	413
WTCM	Traverse City, Mich.	469
WTCN	Minneapolis, Minn.	474

Call Letters	City—State	See Page
WTCC	Campbellsville, Ky.	427
WTEL	Philadelphia, Pa.	599
WTHI	Terre Haute, Ind.	413
WTHT	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTKI	Durham, N. C.	546
WTIP	Charleston, W. Va.	672
WTJS	Jackson, Tenn.	620
WTMA	Charleston, S. C.	610
WTMC	Ocala, Fla.	371
WTMJ	Milwaukee, Wis.	682
WTMV	E. St. Louis, Ill.	401
WTNB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	554
WTND	Orangeburg, S. C.	613
WTNJ	Trenton, N. J.	504
WTNS	Coshocton, O.	566
WTNT	Augusta, Ga.	381
WTOB	Winston-Salem, N. C.	556
WTOC	Savannah, Ga.	388
WTOD	Toledo, O.	569
WTOK	Meridian, Miss.	480
WTOL	Toledo, O.	569
WTOM	Bloomington, Ind.	407
WTON	Staunton, Va.	664
WTOP	Washington, D. C.	363
WTOR	Torrington, Conn.	359
WTPR	Paris, Tenn.	625
WTPS	New Orleans, La.	439
WTRC	Elkhart, Ind.	407
WTRF	Bellaire, O.	561
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	540
WTSE	Lumberton, N. C.	551
WTSP	St. Petersburg, Fla.	373
WTSV	Claremont, N. H.	498
WTHH	Port Huron, Mich.	468
WTIM	Trenton, N. J.	504
WTTS	Bloomington, Ind.	407
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	443
WTWA	Thomson, Ga.	389
WTWS	Clearfield, Pa.	585
WTWT	Stevens Point, Wis.	683
WTYC	Rock Hill, S. C.	614
WTYS	Marianna, Fla.	369
WULA	Eufaula, Ala.	312
WUSN	Charleston, S. C.	610
WVAM	Altoona, Pa.	583
WVCG	Coral Gables, Fla.	364
WVCH	Chester, Pa.	585
WVEC	Hampton, Va.	660

Call Letters	City—State	See Page
WVET	Rochester, N. Y.	537
WVIM	Vicksburg, Miss.	481
WVJP	Caquas, P. R.	690
WVJS	Owensboro, Ky.	432
WVLK	Versailles, Ky.	433
WVLN	Olney, Ill.	404
WVMC	Mount Carmel, Ill.	404
WVNJ	Newark, N. J.	503
WVOK	Birmingham, Ala.	311
WVOM	Boston, Mass.	452
WVOS	Liberty, N. Y.	517
WVOT	Wilson, N. C.	555
WVPO	Stroudsburg, Pa.	603
WVVW	Fairmont, W. Va.	673
WVWZ	Vineland, N. J.	504
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	363
WWEZ	New Orleans, La.	439
WWGP	Sanford, Conn.	553
WWGS	Tifton, Ga.	389
WWJ	Detroit, Mich.	462
WWL	New Orleans, La.	439
WWNC	Asheville, N. C.	544
WWNF	Fayetteville, N. C.	547
WWNH	Rochester, N. H.	500
WWNR	Beckley, W. Va.	671
WWNS	Statesboro, Ga.	388
WWNY	Watertown, N. Y.	540
WWOD	Lynchburg, Va.	660
WWOK	Flint, Mich.	463
WWOL	Lackawanna, N. Y.	517
WWON	Woonsocket, R. I.	609
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	372
WWPG	Palm Beach, Fla.	372
WWRL	Woodside, N. Y.	541
WWSC	Glens Falls, N. Y.	515
WWSO	Springfield, O.	569
WWSR	St. Albans, Vt.	657
WWSL	Wooster, O.	570
WWSW	Pittsburgh, Pa.	600
WWVA	Wheeling, W. Va.	676
WWWB	Jasper, Ala.	314
WWXL	Peoria, Ill.	405
WXAL	Demopolis, Ala.	312
WXGI	Richmond, Va.	663
WXKW	Albany, N. Y.	509
WXLT	Ely, Minn.	472
WXLW	Indianapolis, Ind.	411
WXRA	Buffalo, N. Y.	513
WXRF	Guayama, P. R.	690
WXYZ	Detroit, Mich.	462
WZIP	Covington, Ky.	428

ALABAMA

Estimated Population 2,848,000—Increase —0.5%—Radio Homes 578,300
Total Families—699,100—Stations in State 56

WAVU

ALBARTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Pat Murphy Courington
Business-Studio Address Albertville
Phone Number 555
News Service AP
Transcription Service World
President, Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan
Program Director Annette Hooper
Chief Engineer Glenn Abercrombie

WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Piedmont Service Corp.
Business Address P. O. Box 72
Phone Number 1050
Studio Address 138 Main St.
Transmitter Location West End
Air Time Local Sunrise—Local Sunset
Transcription Service Thesaurus
Representative Sears & Ayer
Membership NAB
President James L. Coley
Gen-Station-Com. Mgr. Lem Coley
Program Director Bob McKinnon
Chief Engineer James W. Whatley
Farm Editor Lem Coley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Business-Studio Address Sanford Rd.
Phone Number 844
Transmitter Sanford Rd.
Air Time 5:55 a.m.—11 p.m.
News Service UP
Transcription Service World
Membership NAB
Gen. Mgr. James T. Ownby
Prog. Dir. Barbara Nicholson
Prod. Dir. Bert Moore
Musical Director Christine Hardage
Chief Engineer & Comm. Mgr. J. Dige Bishop
Farm Editor Tom Minard

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co.
Business-Studio Address 1330 Noble St.
Phone Number 2380-1
Transmitter 1401 W. 15th St.

Air Time 5:45 a.m.—11:05 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Sears & Ayer
Membership NAB-BMB-FMA
President-Owner Harry M. Ayers
Gen-Sta-Comm. Mgr. Malcolm Street
Music Dir. Rose Pounder
Program Dir.-Chief Announcer Ross Charles
Publicity Dir. Joanna Aly
Chief Engineer James A. Hudson
Farm Editor A. S. Mathews

WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By W. S. Weatherly
Business-Studio Address 10th & Noble St.
Phone Number 3210-1
Transmitter Location 16th & Boynton Ave.
Air Time Unlimited
Transcription Service World
President-Owner W. S. Weatherly
Station Manager Hugh Webb
Program Manager John Orrison
Publicity Director Mary Williamson
Chief Engineer James Fitts

WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co.
Address c/o White Mtr. Sales Co.
President Wilson T. White

WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Business Address Box 350
Phone Number 1240-1
Studio Transmitter Montgomery Hwy.
Air Time 6 a.m.—M.
News Service AP
Transcription Service World, Lang-Worth
Pres., Gen-Station-Com. Mgr.
Publicity Director Elmer G. Salter
Sales Prom. Mgr., Program
Production Director Buck Persons
Chief Announcer Buck Persons
Musical Director Mrs. Anne Belvin
Chief Engineer Charlie Herman
Farm Editor Buck Persons

WJLD

BESSEMER—1942—KBS-ALA.

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcastg. Co.
 Business Address Box 147
 Phone Nos. Bessemer 2300; Birmingham 6-8172
 Transmitter Birmingham Bessemer
 Super Highway
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station Mgr. James E. Connolly
 Sales Mgr. Clay Coe
 Prog. Dir. Jane Shaddix
 Pro.-Publicity Dir. John Slotton
 Chief Announcer Bob Umbach
 Musical Director Joan Jetton
 Chief Engineer Maurice McKinney
 Farm Editor Joe Jackson

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned By Univ. of Ala., Ala. Polytechnic
 Inst., Ala. Coll.
 Operated By Voice of Ala., Inc.
 Bus.-Studio Address 701 Protective Life Bldg.
 Phone Number 3-8116
 Transmitter Sandusky, Ala.
 Air Time 5:30 a.m.-M, Mon.-Sat.;
 7 a.m.-M, Sun.
 News Service AP, UP
 Representative Radio Sales
 Membership NAB-BMB-FMA
 Chairman of Bd. Ed Norton
 President-General-Station Mgr. Thad Holt
 Comm. Mgr. C. P. Persons, Jr.
 Sales Promotion Mgr.-Pub. Dir. Lionel Baxter
 Program Dir. Maury Farrell
 Production Mgr. Burt F. McKee, Jr.
 Chief Engineer James L. Evans
 Farm Editor John McCune

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcastg. Co., Inc.
 Address WBRC Bldg.
 Phone Number 4-7741
 Transmitter Location 2400 Arkedelphia Rd.
 Air Time 6 a.m.-M, Mon.-Sat.; 7a.m.-M, Sun.
 News Service INS
 Transcription Service Standard, Lang-Worth,
 Capitol, London
 Representative Paul H. Raymer Co.
 Membership NAB, BMB, FMA
 President-Gen. Mgr. Eloise H. Hanna
 Station Manager Howell C. Cobb

Commercial Manager Don D. Campbell
 Pgm. Dir., Prod. Mgr. Fox Light Foot
 Publicity Director John T. Orr
 Chief Announcer Davenport Smith
 Musical Director Herbert Grieb
 Chief Engineer G. P. Hamann
 Farm Editor Davenport Smith

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Courier Bcastg.
 Service, Inc.
 Address 1710 6th Ave. No.
 Phone Number 54-2541
 Transmitter Location 231 21st Ave., West
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Associated
 Representative Joseph Hershey McGillvra
 President Glenn V. Tingley
 Gen.-Sta.-Comm. Mgr. Ganus C. Scarborough
 Prog.-Prod.-Music Dir. Wanda Houghton
 Sales Mgr., Pub. Dir. Maurice Jackson
 Chief Announcer Charles Atchison
 Chief Engineer Stanley L. Hawkins
 Farm Editor Horace Pumphrey

WSGN

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated By The Birmingham
 News Co.
 Business Address Dixie Carlton
 Hotel, P. O. Box 2553
 Phone Number 4-3434
 Studio Address YWCA Bldg.
 Transmitter Location Fair Grounds
 Air Time 5 a.m.-M.
 News Service AP
 Representative Headley-Reed
 Membership NAB, BMB
 Exec. V.P., Managing Dir. Henry P. Johnston
 Commercial Manager Julian A. Flint
 Prom. & Pub. Dir. Mrs. Mary F. Childers
 Prog. Dir., Chief Ann. Eugene M. Plumstead
 Musical Director Catherine Arnold
 Chief Engineer J. V. Sanderson
 Farm Editor Shaffer Gregory

WTNB

BIRMINGHAM—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Operated By Thomas N. Beach
 Address 117½ North 21st St.
 Phone Number 4-4511
 Transmitter Location 3429 N. 21st St.
 Air Time 17 Hrs. Mon.-Sat.; 16 Hrs. Sun.
 News Service AP
 Transcription Service SESAC, World

ALABAMA

Representative Taylor-Borhoff
 Membership NAB
 Owner Thomas N. Beach
 V.P.-Gen. Mgr. Mrs. Evelyn S. Hicks
 Assistant Manager David Loveman
 Program Dir. Joyce Smith
 Prom.-Publicity Director Florence Garney
 Chief Engineer Frank J. Murphee
 Farm Editor Larry F. Keith

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Operated By Voice of Dixie Inc.
 Business Address P. O. Box 2468,
 Phone Number 6-2924
 Studio-Transmitter Bessemer Super Highway
 Air Time Daytime only
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Irablee W. Bennis
 Com. Mgr., Chief Engineer William J. Brennan
 Program Director Margaret L. Cotten
 Consulting Engineer William E. Bennis, Jr.

WEBJ

BREWTON—1947—ALA.-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Brewton Bcstg. Co.
 Business-Studio Address
 Transmitter Location Brewton, Ala.
 Phone Number 553
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC,
 Cole
 Representative Friedenber Agency
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. W. Emmett Brooks
 Vice-Pres., Asst. Mgr. William E. Brooks, Jr.
 Com.-Sales Promotion Mgr. J. M. Miller, Jr.
 Program-Prod. Director George Carr
 Chief Announcer Joseph A. Sikes
 Chief Engineer Joseph L. Cobb

WKLF

CLANTON—1947—KBS-ALA.

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Southeastern Bcstg. Co.
 Bus.-Studio Address Clanton
 Phone Number 449
 Transmitter Location Selma Highway
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Keystone, World
 Representative Thomas F. Clarke
 President Dr. J. Kelley Robinson
 Gen.-Station Manager Robert B. Taber

Asst. Mgr., Farm Editor Jesse Culp
 Program-Prod. Director James Popwell
 Publicity Director Robert B. Taber
 Chief Announcer Paul Ried
 Chief Engineer Lester Carter

WKUL

CULLMAN—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Cullman Bcstg. Co.
 Business Address P. O. Box 211
 Phone Number 864-863
 Studio-Transmitter Location 2 Miles North of
 Cullman on the Bee Line Highway
 Air Time 5:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Keystone, World,
 SESAC
 Pres., Gen. Manager H. H. Kinney
 Station Manager Elizabeth Barrow
 Program Director Betty Lowery
 Chief Engineer, Farm Editor Robert Epstein

WHOS

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned By H. H. & D. T. Kinney
 Operated By North Alabama Bcstg. Co.
 Business-Studio Address 212 Jackson St.
 Transmitter Location 2nd Avenue
 Phone Number 99L
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Station Representative Thomas F. Clark Co.,
 Inc.
 General Manager Lon Waters
 Com.-Sales Prom. Mgr. Robert Chrystie
 Program-Production Director
 Chief Announcer Wally Beecham
 Publicity Director Bob Chrystie
 Musical Director Jack Gray
 Chief Engineer Robert Epstein
 Farm Editor Wally Beecham

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Tenn. Valley Bcstg. Co., Inc.
 Studio-Business Address 522 Bank St.
 Phone Number 802-3
 Transmitter Danville Rd. Decatur
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 President Melvin Hutson
 Station-Commercial Mgr. J. V. Roser
 Program Director Lewis C. Blizzard
 Chief Engineer J. V. Roser

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Demopolis Bcstg. Co.
 Business Address Demopolis, Ala.
 News Service AP
 Transcription Service World
 General Manager W. M. Jordan
 Commercial Manager T. H. Gaillard, Jr.
 Chief Engineer John T. Larkin

WAGF

DOTHAN—1933—MBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By Dothan Bcstg. Co.
 Address 204½ E. Main Street
 Phone Number 1430-1
 Transmitter Location Headland Highway
 Air Time 6 a.m.-11 p.m. Mon.-Sat;
 7 a.m.-11 p.m. Sun.
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB
 General Manager Julian C. Smith
 Comm.-Sales Prom. Mgr. Fred C. Moseley
 Prog.-Prod.-Pub. Director Arthur Creamer
 Chief Announcer Lamar Trammell
 Chief Engineer John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Houston Bcsters.
 Studio Business Address 107 E. Adams St.
 Phone Number 2480
 Transmitter Columbia Hwy., 1 Mi. E.
 Dothan
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 Pres., Gen.-Comm. Mgr. Jess Swicegood
 Prom. Dir. Wayne Moseley
 Chief Engineer Jess Swicegood
 Farm Editor Joe Holloway

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 1000 Watts d.
 Business-Studio Address 110 So. Foster
 Phone Number 2520-1
 Transmitter Location Radio Road
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Sears & Ayer
 Station Program-Production
 Director Owens F. Alexander

Com.-Sales Promotion Mgr. R. A. Dowling, Jr.
 Publicity Director R. A. Dowling, Jr.
 Chief Announcer Jack Hatcher
 Musical Director Jack Burgess
 Chief Engineer Bruce Joyner
 Farm Editor Tommy Underwood

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By The Wiregrass Bcstg. Co.
 Business Address 200 N. Main St.
 Partners R. A. Dawling, Jr.;
 Owens F. Alexander

WULA

EUFAULA—1948—ALA.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Ala.-Ga. Bcstrs., Inc.
 Address Dothan Rd.
 Phone Number 745
 News Service UP
 General Manager M. M. Moulthrop
 Commercial Manager James T. Ownby
 Chief Engrs. Hugh Chastain, Dige Bishop

WJOI

FLORENCE—1946—ABC-ALA.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Florence Bcstg. Co., Inc.
 Address 850 S. Court St.
 Phone Number 401
 Air Time 6 a.m.-M.
 Pres., Gen.-Sta. Mgr. Joe T. Van Sandt
 Comm. Mgr. Oscar D. Lewis
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief An-
 nouncer, Musical Director David E. Bigley
 Chief Engineer Pete Bingham
 Farm Editor Paul Shannon

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Tri-Cities Bcst. Co.
 Bus. Add. 800 Cypress Mill Rd., P. O. Box 477
 Phone Number 42
 Studio-Transmitter 800 Cypress Mill Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated, World
 Representative Friedenberg
 Membership NAB
 President Milton S. Killen
 Gen. Mgr. Franklin L. Bush
 Prog. Dir. Evelyn R. Littlepage
 Chief Announcer William A. Mapes
 Musical Dir. E. Y. Littlepage
 Chief Engineer Edwin R. Miller

W G A D

GADSDEN—1946—MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By...Coosa Valley Bcstg. Co.
 Bus.-Studio Address.....817 Forrest Ave.
 Phone Number.....5641
 Transmitter Location.....Attalla, Ala.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Pres.....E. L. Roberts
 Pres., Station, Comm. Mgr.....J. W. Buttram
 Prog.-Prod. Dir.....Lee Blaine
 Chief Announcer, Music Dir.....James Stewart
 Chief Engineer.....Col. J. C. Vessels

W G N H

GADSDEN—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...General Newspapers, Inc.
 Bus.-Studio Address.....P. O. Box 347
 Phone Number.....4535
 Transmitter.....2000 Chestnut St.
 Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....World
 Rep.....Burke, Kuipers & Mahoney, Inc.
 Membership.....NAB, BMB
 Gen.-Station Mgr.....Joel C. Robertson
 Program Dir.....Marry Collins
 Chief Announcer.....Bob Foster

W G W D

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned By.....G. W. Covington, Jr.
 Operated By.....Edwin H. Estes
 Business Address.....1004 E. Broad St.
 Phone Number.....6-6301
 Transmitter Location...4½ mi. N.E. of Gadsden
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Borroff
 Membership.....NAB
 President-Owner.....G. W. Covington, Jr.
 Gen.-Station Mgr.....Edwin H. Estes
 Commercial Mgr.....Cecil Weatherbee
 Sales Prom. Mgr.....Maurice E. Shannon, Sr.
 Pgm. Dir., Prod. Mgr.....Charles Pruitt
 Publicity Director.....Virginia Adams
 Chief Engineer.....Calvin Williamson

W J B Y

GADSDEN—1928

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.

Address.....108 Broad Street
 Phone Number.....6-3381-2
 Transmitter Location.....108 Broad Street
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....A.P.
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 President.....Bascom H. Hopson
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
 Comm. Mgr.....Sam A. Benton
 Chief Engineer.....Glen Nichols

W G Y V

GREENVILLE—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Greenville Bcstg. Corp.
 President.....E. V. Stabler
 Sec.-Treas.Calvin Poole

W B H P

**HUNTSVILLE—1937
 MBS-N. ALA.-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Wilton H. Pollard
 Bus.-Studio Address.....318 W. Clinton,
 P. O. Box 770
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....Unlimited
 News Service.....U.P.
 Transcription Service.....Keystone
 Membership.....NAB, BMB
 Pres., Gen. Manager.....Wilton H. Pollard
 Station Mgr., Program Director,
 Chief Engineer.....William G. Harris
 Com.-Sales Promotion Mgr.....Ruth Harris
 Production Director.....Dorothy Johnson
 Chief Announcer.....Dewey Webb
 Musical Director.....Glenn Slayton
 Farm Editor.....Jerry Griggs

W F U N

HUNTSVILLE—1946—ALA. STATE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.
 Address.....410 W. Holmes St.
 Phone Number.....2424
 Studio Transmitter Loc.....410 W. Holmes St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayers
 President.....J. B. Falt, Jr.
 Gen. Manager.....John Garrison
 Chief Announcer.....Grady Reeves
 Musical Director.....Malcom Tate

WHBS

HUNTSVILLE—1946
ABC-ALA-NORTH ALA.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... The Huntsville Times Co.
Business-Studio Address... 207 W. Clinton St.
Phone Number... 2345
Transmitter... N. Church St.
Air Time... Unlimited
News Service... AP
Transcription Service... Thesaurus
Membership... NAB
General Mgr... Jack Langhorne
Station Manager... Dick Warner
Commercial Manager... Don Smith
Program Dir... Paul Russell Bumgardner
Chief Announcer... Don Fulton
Chief Engineer... Ray Roberts

WWWB

JASPER—1946—KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By... Bankhead Bcstg. Co., Inc.
Operated By... James E. Reese
Business Studio Address... Bankhead-Long
Building
Phone Number... 100-200
Transmitter Location... W. 20th St.
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... World
Representative... Friedenberg
Membership... NAB
President... W. W. Bankhead
General Manager... James E. Reese
Musical Director... Joseph L. Sartain, Jr.
Comm.-Sales Prom. Mgr... Al Brooks
Pgm. Dir., Chief Ann... Charles T. Metcalfe
Chief Engineer... Wiley W. White

WABB

MOBILE—MBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By... Mobile Press Register
Business Address... 304 Government St.,
P. O. Box 1109
Phone Number... 2-2633
Air Time... 6 a.m.-M.
President... R. B. Chandler
Vice President... W. J. Hearin, Jr.
Gen. Mgr... Louis Read
Program Director... Anthony Leighton
News Dir... Vernon L. Smith
Music. Dir... William H. Ward
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 at
Jochim
Phone Number... 3-3756
Transmitter Location... Tensas Bridgehead,
Baldwin County
Air Time... Unlimited
News Service... AP
Transcription Service... Standard
Representative... Headley-Reed
Membership... NAB, BMB
President... W. O. Pape
V.P., General Mgr... H. K. Martin
Program Director... Al Holman
Chief Engineer... R. B. Hurley

WKAB

MOBILE—1947—ALA. SPORTS

Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Operated By... Pursley Bcstg. Service
Business-Studio Address... 354 St. Francis St.
Phone Number... 2-4561
Transmitter... 545 Donald St.
Air Time... Local sunrise-local sunset
News Service... INS
Transcription Service... Lang-Worth, Standard,
SESAC, MacGregor
Representative... Donald Cooke
Membership... NAB
Owners... Claude & Louise Pursley
Gen. Station Manager... Louise P. Pursley
Comm.-Sales Mgr... Claude L. Pursley
Pgm.-Prod. Dir... Tom Jackson
Publicity Director... Mary A. Sells
Chief Announcer... Tom Jackson
Music Dir... Stella M. Jackson
Chief Engineer... Gene Miller

WLAY

MUSCLE SHOALS CITY—1933
KBS-MBS-NORTH ALA.

Frequency: 1450 Kc. Power: 250 Watts
Owned Oper. By... Muscle Shoals Bcstg. Corp.
Business Address... P. O. Box 230
Phone Number... 1450-1
Transmitter Studio Location... East Second St.,
Sheffield, Ala.
Air Time... Unlimited
News Service... UP
Transcription Service... Standard
Representative... The Branham Co.
Membership... NAB, BMB
President... Frank M. Farris, Jr.
General Station Mgr... Richard B. Biddle
Sales Manager... Eulus Whitehead
Program Director... Charlie Welsh
Production Manager... Larry Rohling
Publicity Director... Doryce Levi
Musical Director... Doryce Levi
Chief Engineer... Lynn McMoran

W K R G

MOBILE—1946—CBS

Frequency: 710 Kc...Power: 1000 d.; 250 W. n.
 Owned-Operated By.....Giddens & Rester
 Business Address.....Telegraph Rd.
 Phone Number.....2-6789
 Studio-Transmitter.....Telegraph Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service...Lang-Worth, Standard
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 Owners.....T. J. Rester, Kenneth R. Giddens
 Gen. Station Mgr.....F. E. Busby
 Commercial Manager.....John Waller
 Pgm. Dir., Chief Announcer.....Carl Haug
 Chief Engineer.....Richard M. Cole
 Pub. Dir., Farm Editor.....Harry McDonnell

W M O B

MOBILE—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Nunn Bcstg. Corp.
 Business-Studio Address.458 Government St.
 Phone Number.....2-4566
 Transmitter Loc...Stanton Rd. & Jackson Ave.
 Air Time.....18 Hrs. Daily
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Branham Co.
 Membership.....NAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Sta.-Comm.-Sales Prom. Mgr.. D. H. Long
 Prog.-Prod. Dir.....Walter J. Millar
 Chief Engineer.....Sanford Helt

W A P X

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned Operated By...United Bcstg. Co., Inc.
 Business, Studio Address...116 Catoma St.
 Phone Number.....3-7569
 Transmitter Location.....North Ripley St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Walker Co.
 Membership.....BMB
 Pres., Gen.-Station Mgr.....Thomas E. Martin
 Comm.-Sales Prom. Mgr.,
 Pub. Dir.....Hoke Williford
 Pgm. Dir., Prod. Mgr.....Dave Manners
 Musical Director.....Cecil Mackey
 Chief Engineer.....Owen Lehr

W C O V

MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
 Owned-Operated By...G. W. Covington, Jr.

Business Address.....Exchange Hotel
 Phone Number.....5781-2
 Transmitter.....Narrow Lane Rd.
 Air Time.....6:30 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 Gen.-Station Mgr.....G. W. Covington, Jr.
 Comm.-Sales Manager.....E. J. Duke
 Pgm. Dir., Prod. Mgr.....Bill Steadman
 Publicity Director.....W. L. Rowland
 Chief Announcer.....Lee-Allan Ford
 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 Address.....Montgomery, Ala.
 Phone Number.....3-2237, 3-4471
 Studio Address.....115½ Commerce St.
 Transmitter Location.....Coosada Ferry Rd.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Capitol
 Representative.....Weed
 Membership.....NAB
 Pres., Gen. Manager.....Joseph G. Mathews
 Station Manager.....John C. Hughes
 Commercial Manager...Herbert A. McLendon
 Program Director.....E. Caldwell Stewart
 Chief Engineer.....A. Fred Wright

W M G Y

**MONTGOMERY—1946
 ALA. STATE**

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Dixie Bcstg. Co.
 Business-Studio Address.....2½ Dexter Ave.
 Phone Number.....5425
 Air Time.....Local sunrise-local sunset
 News Service.....INS
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 President-Owner.....Dr. S. D. Suggs
 General Station Mgr.....Thomas W. Sewell
 Commercial Manager.....Eron B. Ingle
 Prog.-Prod.-Pub. Dir.....Frank Monteleone
 Chief Ann., Music Dir.,
 Farm Editor.....Douglas Hassing
 Chief Engineer.....John D. Lamar

W S F A

MONTGOMERY—1930—NBC

Frequency: 1440Kc.....Power: 1000 Watts
 Owned-Oper. By.Montgomery Bcstg. Co., Inc.
 Business Address.....P. O. Box 1031

ALABAMA

Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter.....Narrow Lane Rd.
Air Time.....6 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Thesaurus, Standard,
Cole
Representative.....Headley-Reed
Membership.....BMB
President.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....Wm. W. Hunt
Nat'l. Adv. Sales Dir.....Julia Looney
Sales Mgr.....Howard E. Pill
Pgm.-Prod. Dir.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....Charles Zeamah
Musical Director.....James Reed
Chief Engineer.....Cliff Shelkofsky

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By.....Opelika-Auburn Bcstg. Co.
Business Studio Address.....1400 Auburn Rd.
Phone Number.....712
Transmitter.....1400 Auburn Rd.
Air Time.....6:15 a.m.-M.
News Service.....UP
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB
Gen.-Station-Comm.-Sales
Promotion Manager.....F. Marion Hyatt
Program Director.....Lowell E. Takles
Musical Director.....Fred Digesu
Chief Engineer.....James S. Farrior, Jr.

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Transmitter-Studio-Business
Address.....Birmingham Hwy.
Phone Number.....2746-7
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Thesaurus
Representative.....Taylor-Borroff
Membership.....NAB, FMA
President-Owner.....G. W. Covington, Jr.
Gen.-Comm. Mgr.....Percy Elliott
Prog. Dir., Chief Engineer.....John Townshend

WHBB

SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg. Co., Inc.
Business-Studio Address.....209 Washington St.
Phone Number.....1233
Transmitter Location.....Edgewood

Air Time.....Unlimited
President.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Cayce Jones
Publicity Director.....Julia Craig Miller
Chief Engineer.....T. F. Kelly, Jr.

WFE B

SYLACAUGA—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....527 North Broadway
Phone Number.....160
Transmitter Location.....527 North Broadway
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Membership.....NAB
Station Mgr., Prog.-Prod.-Pub.
Director.....R. P. Brett
Comm.-Sales Prom. Mgr.....C. J. Weber
Chief Engineer.....H. E. Pebworth

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Marble City Bcstg. Co.
Address.....Sylacauga
Phone Number.....1220
News Service.....AP
Transcription Service.....Lang-Worth
President, Chief Eng.....James S. Stowers, Jr.
General Manager.....Curtis O. Liles
Commercial Mgr.....Henry J. Darden, Jr.
Program Director.....Edward J. Smith

WHTB

TALLADEGA—1945—MBS-ALA-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Voice of Talladega, Inc.
Business-Studio Address.....Goldberg & Lewis
Bldg.
Phone Number.....3733
Transmitter Location.....Sylacauga Hwy.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard, Keystone
Membership.....NAB, BMB
Gen.-Station-Comm. Mgr.....R. A. Davidson
Program Director.....Lillian S. Davidson
Production Director.....Bill Smith
Traffic Director.....Willard Coker
Chief Engineer.....Lester Fisher

WTBF

TROY—1946—MBS-ALA-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....TroyBcstg. Corp.

ALABAMA-ARIZONA

Business Address.....Troy, Ala.
 Phone Number.....980-1
 Transmitter.....Troy, Ala.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Keystone,
 SESAC

Representative.....Continental Radio Sales
 Membership.....NAB, BMB
 President.....J. Roy Crow
 Gen.-Station Mgr.....William C. Needham
 Comm. Mgr.....J. L. Brule
 Pgm. Dir.....Jesse Jordan
 Chief Engineer.....Joe W. Gilchrist

W J R D

TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d;
 1000 Watts n
 Owned Operated By.....Jamse R. Doss, Jr.
 Bus. Studio Add.....First National Bank Bldg.
 Phone Number.....4464
 Transmitter Location.....Northport, Ala., Off
 Byler Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Capitol

Representative.....Walker
 Membership.....NAB
 Owner, Gen.-Station Mgr.....James R. Doss, Jr.
 Comm. Mgr.....J. E. Reynolds
 Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
 Prod. Dir.....Dorothy Slote
 Chief Announcer.....Paul Raymon
 Chief Engineer.....Lee Rector

W T B C

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Tuscaloosa Bcstg. Co.
 Operated By.....Bert Bank, T. H. Todd, Jeff
 Coleman, Lamar Branscomb
 Business-Studio Address.....City Hall Bldg.
 Phone Number.....5523
 Transmitter Location...15th St., across from
 Forest Lake
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer
 Membership.....NAB
 General Station Manager.....Bert Bank
 Commercial Manager.....W. T. Forrester
 Program Director.....V. King
 Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 664,000—Increase +32.9%—Radio Homes 161,700
 Total Families 172,800—Stations in State 20*

K S U N

BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Carlton W. Morris
 Bus.-Studio-Transmitter Address...P. O. Drawer
 C, Lowell Station
 Phone Number.....9
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 Gen.-Station Mgr.....Carleton W. Morris

Transcription Service.....Associated
 Representative.....George C. Hollingsbery
 Membership.....NAB
 President.....Louis F. Long
 General Manager.....Paul Merrill
 Station Manager.....Bill Parady
 Comm.-Sales Prom. Mgr.....Pete Dillman
 Prog. Dir., Chief Announcer.....Art Arnold
 Prod.-Musical Dir.....Jim Fisk
 Chief Engineer.....Wayne Fernyhaugh
 Farm Editor.....Joe Sutton

K C K Y

**COOLIDGE—1948
 MBS-DON LEE-ARIZ. NET.**

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Gila Bcstg. Co., Inc.
 Business Address.....Studio Theatre Bldg.
 Phone Number.....355-6
 Studio Address.....Coolidge, Ariz.
 Transmitter Location.....Chandler Rd.
 Air Time.....5:30 a.m.-M.
 News Service.....UP

K A W T

**DOUGLAS—1946
 NBC-ARIZ. BCSTG.**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Carleton W. Morris
 Business Address.....Box 1118
 Phone Number.....173
 Studio-Transmitter.....Douglas, Ariz.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Paul H. Rayermer
 Membership.....NAB, BMB
 President-Owner.....Carleton W. Morris

Gen.-Sta. Mgr., Prod. Dir. John King
 Prom. Mgr., Prog.-Pub. Dir.,
 Farm Editor Lee Boner
 Chief Announcer Tom Brooks
 Chief Engineer Justin Kilness

KWRZ

FLAGSTAFF—1947—ARIZ. NET.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Grand Canyon Bcstg. Co.
 Bus.-Studio Add. 220 E. Birch, P. O. Box 519
 Phone Number 899
 Transmitter One Mi. S. Flagstaff, Hwy. 89
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative John Blair
 President-Owner James L. Stapleton
 Acting Gen.-Sta. Mgr.,
 Program Director Mark A. Sapp
 Comm.-Sales Prom. Mgr. Hoyett L. Martin
 Prod. Dir., Chief Announcer Jack F. Murphy
 Publicity Director Mel T. Patch
 Musical Director Louella Pulliam
 Chief Engineer Harry L. Woodley

KRUX

PHOENIX-GLENDALE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Gene Burke Brophy
 Bus. Address 615 N. Central Ave., Phoenix
 Phone Number 2-2371
 Studio-Transmitter Add. Grand Ave.,
 Glendale
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Associated
 Representative William G. Rambeau
 Membership NAB
 President-Owner Gene Burke Brophy
 Comm. Mgr. Jack Gregory
 Music Dir. Ken Davidson
 Chief Engineer Marvin Edwards

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Gila Bcstg. Co., Inc.
 Business Address Box 2343
 Phone Number 41
 Transmitter-Studio Location S. Globe, Ariz.
 Air Time 6:45 a.m.-11 p.m.
 News Service AP, INS
 Transcription Service Standard-Capitol
 Representative Paul H. Raymer
 Membership BMB
 President Louis F. Long
 (c/o KGLU, Safford)
 General Manager Paul Merrill
 Station Manager Willard Shoecraft
 Commercial Manager John D. Seater, Jr.
 Chief Engineer Ted Thompson

KTYL

MESA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Oper. By . . . Sun Valley Bcstg. Co., Inc.
 Business-Studio Address Chandler Rd.
 Phone Number Mesa 903
 Transmitter Location Hwy. 89
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 President Howard Roberts
 General Manager Dwight Harkins
 Commercial Mgr. Leonard Bradshaw
 Program Director James Murdock
 Chief Engineer William Harrison

KNOG

NOGALES—1948

MBS-DON LEE-ARIZ. NET.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Border Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Rancho
 Grande Hotel
 Phone Number 770
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Gene Grant
 President Robert Marcus
 Station Manager Samuel Marcus
 Chief Engineer Clifford Baker

KOOL

PHOENIX—1947

MBS-DON LEE-ARIZ. NET.

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By . . . Maricopa Bcasters., Inc.
 Business-Studio Address Adams Hotel
 Phone Number 2-1748
 Transmitter Chicago & McDowell Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative George P. Hollingsbery
 Membership NAB
 President Gene Autry
 Gen.-Station Mgr. Charles H. Garland
 Comm.-Sales Prom. Mgr. Miles Reed
 Program Director Victor Lundberg
 Prod.-Musical Dir. Jack Lund
 Publicity Director Larry Jonas
 Chief Announcer Gil Lee
 Chief Engineer Selwin Kirby

KOY

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. by . . . Salt River Valley Bcstg. Co.

ARIZONA

Business Studio Address. 836-838 N. Central Ave., P. O. Box 2671

Phone Number 4-4144
Transmitter..... 12th St. & Camelback Rd.
Air Time..... 6 a.m.-M.
News Service..... Transradio; UP
Transcription Service..... Associated, World
Representative..... John Bladr
Membership..... NAB, BMB
Pres., Comm. Mgr...... John L. Hogg
Gen.-Station Mgr...... Albert D. Johnson
Sales Prom. Mgr., Pub. Dir...... George A. Loonby
Program Director..... John R. Williams
Production Mgr.-Chief Announcer..... Bill Lester
Musical Director..... Alfred Becker
Chief Engineer..... Clifford R. Miller
Farm Editor..... Ernest Douglas

KPHO

PHOENIX—1940—ABC

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By..... Phoenix Bcstg., Inc.
Business-Studio Address..... Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location..... 2400 W. Buckeye Rd.
Air Time..... 5:45 a.m.-M.
News Service..... INS
Transcription Service..... Lang-Worth
Membership..... NAB
President, General Mgr...... Rex Schepp
Commercial Manager..... Frank L. Orth
Prog.-Pub.-Music Dir...... William Reddick
Chief Engineer..... Cliff Baker

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc. **Power:** 5000 Watts
Owned By..... KTAR Bcstg. Co.
Business Studio Address..... 711 Heard Building
Phone Number 4-4161
Transmitter Location..... 36th St. & East Thomas Road
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Thesaurus, Standard, Capitol
Representative..... Paul H. Raymer
Membership..... NAB, BMB
Ch. of Bd...... John J. Louis
President-General Station Manager..... Richard O. Louis
Commercial Manager..... E. W. Harvey
Sales Promotion Manager..... John Edwin Miller
Program Director..... J. Howard Pyle
Production Dir...... Paul Hughes
Publicity Directors..... Myron Drake, Bob Pollard
Musical Director..... Pierson Bancroft
Chief Engineer..... A. C. Anderson
Farm Editor..... Rol Laughner

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By..... Southwest Bcstg. Co.
Business-Studio Address..... E. Gurley St.
Phone Number 244
Transmitter..... E. Gurley St.
Air Time..... 6:30 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Standard, Thesaurus
Representative..... Paul H. Raymer
Membership..... NAB, BMB
Pres., Gen. Comm. Mgr...... Harold Ritter
Program Director..... Roberta M. Pfister
Publicity Director..... Marcia Gates
Chief Engineer..... George Eitel

KGLU

SAFFORD—1938
NBC-ARIZ. BCSTG.

Frequency: 1480 Kc. **Power:** 1000 Watts
Owned-Operated By..... Gila Bcstg. Co.
Business-Studio Address..... 1218 Sixth Ave.
Phone Number 15
Transmitter..... E. Lone Star, Highway 70
Air Time..... Unlimited
News Service..... AP, INS, UP
Transcription Service..... World
Representative..... Paul H. Raymer
Membership..... BMB
President..... Louis F. Long
General Manager..... Paul Merrill
Station Mgr., Prog.-Music. Dir...... Lester McBride
Commercial Manager..... Edward E. Furman
Sales Promotion Manager..... G. H. Paul
Production Director..... Otis E. Whelan
Pub. Dir., Chief Ann...... Edward M. Sterling
Chief Engineer..... W. Herbert Hartman
Farm Editor..... Eric Manola

KCNA

TUCSON—1947
MBS-DON LEE-ARIZ.

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By..... Catalina Bcstg. Co.
Business-Studio Address..... 1511 E. 16th St., Box 2348
Phone Number 2-4664
Transmitter..... 1511 E. 16th St.
Air Time..... 6 a.m.-12 M.
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... George P. Hollingbery
President..... Erskine Caldwell
Station Manager..... Wayne Sanders
Sales Manager..... Harry Chambers
Program Director..... Ray Helgesen
Chief Engineer..... W. J. Karpisek

KOPO

TUCSON—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Old Pueblo Bcstg. Co.
Business-Studio Address... 115 W. Drachman St.

Phone Number 1752-3
Transmitter..... 115 W. Drachman St.
Air Time Unlimited
News Service AP
Transcription Service..... MacGregor
Representative Homer-Griffith
Membership NAB
President..... Harold Tourea, Jr.
General-Station Manager..... E. S. Mittendorf
Commercial Manager..... Paul Plunkett
Sales Prom. Mgr..... S. J. Kossack, Jr.
Prog. Dir., Chief Announcer,

Farm Editor..... Bus Williams
Production Director..... Matt Lemen
Publicity Director..... B. Anderson
Chief Engineer..... Vernard Cimmylotti

KTUC

TUCSON—1929—CBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Tucson Bcstg. Co.
Business-Studio Address... 900 E. Broadway,
P. O. Box 390

Phone Number 1400
Transmitter..... 900 E. Broadway
Air Time 6 a.m.-M.
News Service UP
Transcription Service.... World, Cole, SESAC
Representative John Blair
Membership NAB, BMB
Pres., Gen-Sta. Mgr..... Lee Little
Commercial-Sales Promotion

Manager George Bradley
Business Mgr..... John Crowley
Program-Musical Director..... Gerry O'Brien
Production-Chief Announcer... Scott Henderson
Chief Engineer..... Cliff Livingston

KVOA

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 3703
Transmitter Location... 10th and Lee Streets
Air Time..... 8:55 a.m.-12:30 a.m.
News Service AP
Transcription Service.... Thesaurus, Standard,
Capitol

Representative..... Paul H. Raymer
Membership NAB, BMB
General Manager..... R. E. Williams

Business Mgr..... Harper M. Phillips
Sales Promotion Mgr..... Fred J. Gerletti
Program Director..... Ben L. Slack, Jr.
Production Manager..... Jean T. Lely
Chief Announcer..... George T. Callison
Chief Engineer..... Ray H. Holsclaw

KYSC

YUMA—1948

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By... Yuma Bcstg. Co.
Business Address..... 601 Orange Ave.
President..... N. S. McCallum
V.P. & Mgr. Director..... J. R. Heath

KYUM

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Yuma Bcstg. Co.
Business Address..... 1901 1st St.
Phone Number 88
Transmitter-Studio Location..... 1901 1st St.
Air Time Unlimited
Transcription Service.... Capitol, Thesaurus
Representative Paul H. Raymer
Membership NAB, BMB
President..... R. N. Campbell
General Manager..... Ray C. Smucker
Commercial Manager..... Roy L. Jorgensen
Program Director..... Paul W. Dawson
Musical Director..... Don Metcali
Chief Engineer..... Leavenworth Wheeler

Howard E. Pill, President,
Radio Station WSFA, Mont-
gomery, Ala.: "I came into
radio business from news-
paper business — and THE
ASSOCIATED PRESS has
been regarded as tops by me
ever since my first job as a
cub reporter more than 25
years ago."

ARKANSAS

Estimated Population 1,925,000—Increase —1.3%—Radio Homes 430,600
Total Families 512,500—Stations in State 27

KVRC

ARCADELPHIA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Cecil W. Cupp
Business Address..... 506 Main St.
Phone Number..... 789
News Service..... AP
Transcription Service..... World
President-Owner..... Cecil W. Cupp
General & Coml. Mgr..... J. M. Moore
Program Director..... Bill Deaton
Chief Engineer..... E. H. Summers

KLCN

BLYTHEVILLE—1922—ARK-LION

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..... Harold L. Sudbury
Address..... Sudbury Bldg.
Phone Number..... 2093
Studio Address..... Sudbury Bldg.
Transmitter Location..... E. Highway 18
Air Time..... Daytime
News Service..... AP
Transcription Service..... Capitol, Lang-Worth
Representative..... John E. Pearson
Membership..... BMB, FMA
Gen.-Sta.-Comm. Mgr..... Harold L. Sudbury
Sales Manager..... J. T. Sudbury
Production Director..... Kyle Lambart
Chief Engineer..... Maion Skinner

KAMD

CAMDEN—1946

MBS-KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Camden Radio, Inc.
Business Address..... P. O. Box 5859
Phone Number..... 6-791-2
Transmitter-Studio Location..... So. California St.
Air Time..... 6:30 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Keystone, SESAC
Membership..... NAB, BMB
President..... Walter E. Hussman
General Manager..... Frank O. Myers
Station Manager..... David Crockett
Commercial Manager..... James Blaine
Prog. Dir., Chief Announcer..... Cal Carter
Production Director..... Rene Hamm
Chief Engineer..... Dorris C. Hunter

KELD

EL DORADO—1935

ABC-ARK., RAZORBACK, LION

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By..... Radio Enterprises, Inc.
Business-Studio Address..... Home Finance Bldg.
Phone Number..... 1313
Transmitter Location..... Country Club Colony
Air Time..... 6 a.m.-11:30 p.m.
News Service..... AP
Transcription Service..... World
Representative..... Continental Radio Sales
Membership..... NAB
President..... W. N. McKinney
Vice President, Gen.-Station-Sales
Manager..... Leon M. Sipes
Publicity Dir., Comm. Mgr..... J. R. Duerson
Program Director, Production
Manager..... W. N. McKinney
Musical Director..... Martha Wood
Chief Engineer..... John Long
Farm Editor..... Charles Clifton

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Fayetteville Bcstg. Co.
Business Address..... 922 Leverett St.
Phone Number..... 862
Transmitter Location..... 922 Leverett St.
Air Time..... 5:30 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Standard
Membership..... NAB
Representative..... Ra-Tel Reps.
General Manager..... Fred J. Stevenson
Commercial Manager..... Jeff Lynch
Program Director..... Al Rowe
Chief Engineer..... George Dotson
Chief Announcer..... Pat Perrin
Music Director..... Steve Starwyck

KFSA

FORT SMITH—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By..... Southwestern Pub. Co.
Business Address..... 920 Rogers Ave.
Phone Number..... 3126
Transmitter Location..... 360 Wheeler Ave.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Taylor-Boroff
Membership..... NAB, BMB
President..... Donald W. Reynolds
Gen. Mgr..... Karl Lambertz
Chief Engineer..... Robert Platt, Jr.

KFPW

FORT SMITH—1930
MBS-RAZORBACK ARK.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated BySouthwestern Hotel Co.
Address.....2917 Rogers Ave.
Phone Number4105
Studio Addresses.....2917 Rogers Ave., 1213 Garrison Ave.
Transmitter Location.....Albert Pike & Kelley Highway
Air TimeUnlimited
News Service.....UP, AP
Transcription ServiceWorld RepresentativeWalker
MembershipNAB, BMB
Pres., Gen. Manager.....John A. England
Station Mgr., Farm Editor.....J. E. Garner
Comm.-Sales Prom. Mgr.....Al Godwin
Program-Musical Dir.....Dorothy Gibson
Production Director.....Afton Blake
Publicity Director.....J. E. Garner
Chief Announcer.....J. F. Hendrix
Chief Engineer.....Willard E. Kunkel

John A. England, Pres.
Al Godwin, Mgr.

KWHN

FORT SMITH—1947

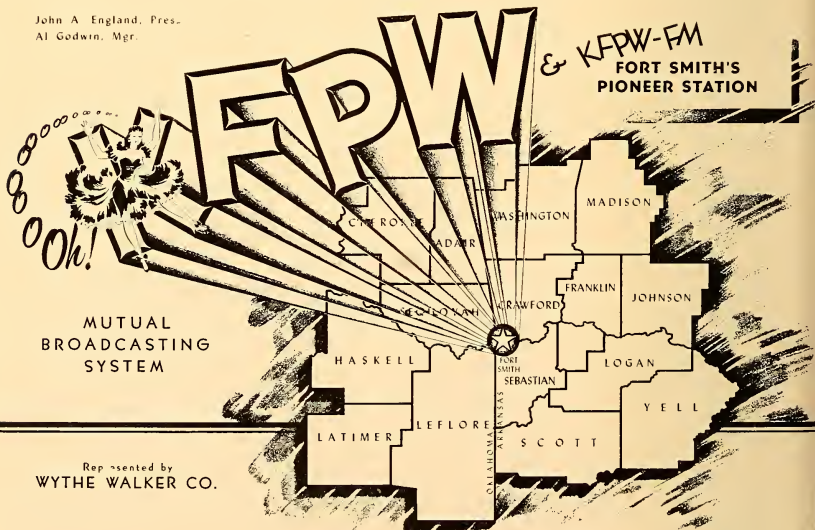
Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By....KWHN Bcstg. Co. Inc.
Business-Studio Address.....421-423 Garrison Ave.
Phone Number8967-8
Transmitter Location.....End of Plum St.
Air TimeUnlimited
News ServiceAP
Transcription Service.....Capitol. Associated RepresentativeJohn E. Pearson
MembershipNAB, BMB
PresidentAllen Whiteside
Sec. & Treas.....H. S. Nakdimen
Comm. Mgr.....Jimmy Jones
Chief EngineerBruce Dennis

KHOZ

HARRISON—1946

MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Business-Studio-Transmitter
Address.....Radio City Addition



ARKANSAS

Phone Number 840
 Air Time Unlimited
 News Service UP
 Transcription Service..... Standard, SESAC
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President..... Roy Milum, Sr.
 Gen.-Sta.-Comm. Mgr.... Robert S. Wheeler, Jr.
 Sales Promotion Mgr.... Tom Longfellow
 Prog.-Prod. Dir., Chief Ann.... Jimmie Jobs
 Publicity Director..... Judd Wilson
 Musical Dir., Chief Engineer.... Don Causey
 Farm Editor..... Leon Shaddox

Transcription Service Lang-Worth
 Representative Branham
 Membership NAB, BMB
 President-Owner..... John D. Ewing
 General Manager..... John J. Wolever, Jr.
 Commercial Manager..... Ed. C. Appler
 Program Director..... J. F. Farber
 Chief Announcer..... William S. Bailey
 Musical Director..... Harry Lockhart
 Chief Engineer..... Cecil L. Suitt

K F F A

HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By..... Helena Bcstg. Co.
 Business-Studio Address..... 215 York St.
 Phone Number Main 58-9
 Transmitter Location..... Stringtown Rd.,
 W. Helena
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, BMB
 Pres., Sta. Mgr..... Sam W. Anderson
 Comm. Mgr., Farm Editor..... Ted Woods
 Sales Mgr., Prog.-Prod.-Publicity
 Director George Cline
 Chief Announcer, Musical Dir..... Joe Nearns
 Chief Engineer..... Aubrey Dekker

K X A R

HOPE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Hope Bcstg. Co.
 Business Address..... P. O. Box 398
 Phone Number 508
 News Service AP
 Transcription Service Lang-Worth
 President..... A. H. Washburn
 Gen. Mgr., Chief Engineer..... L. B. Tooley
 Program Director..... George Frazier

K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
 Owned By... Times Publishing Company, Ltd.
 Operated By..... Radio Broadcasting, Inc.
 Business-Studio Address..... 135 Benton Street
 Phone Number 1160-1
 Transmitter Location..... Route 2
 Air Time 6 a.m.-M.
 News Service UP

K W F C

HOT SPRINGS—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Clyde E. Wilson
 Business-Studio Address..... Malco Building
 Phone Number 412-3
 Transmitter Location..... Malco Bldg.
 Air Time..... 6:30 a.m.-11 p.m.
 News Service AP
 Representative..... Sears & Ayers
 Membership NAB, BMB
 President-Owner..... Clyde E. Wilson
 General-Station Manager..... Bob Choate
 Comm. Mgr..... L. J. Dickon
 Chief Engineer..... Tom Wilson

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Regional Bcstg. Co.
 Business-Studio Address..... KBTM Bldg., 603
 Madison St.
 Phone Number 5597
 Transmitter Location..... Route No. 4
 Air Time..... 6:00 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, SESAC
 Membership NAB, BMB
 Pres., Gen.-Station Mgr..... Jay P. Beard

K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL.-ARK.

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By..... Arkansas Radio and
 Equipment Co.
 Business-Studio Address..... Radio Center, 114
 East Capitol Ave.
 Phone Number..... LD 99
 Transmitter Location..... Hiway 67, Jackson
 Blvd., North Little Rock
 Air Time Unlimited

• • • **ARKANSAS** • • •

News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
Owner.....T. H. Barton
Gen.-Station Mgr.....G. E. Zimmerman
Commercial Manager.....Julian F. Haas
Prog.-Music Director,
Production Manager.....Douglas J. Romine
Sales Mgr. Pub. Dir.....A. C. Dowden
Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address... Union Life Insurance Bldg., 306 W.
3rd St.
Phone Number.....9166
Transmitter Location.....Cantrell Rd.
Air Time.....5:30 a.m.-M.
Representative.....George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Manager.....D. R. Corbett

K L R A

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc...Power: 10,000 Watts D,
5,000 Watts N
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone Number.....2-5427
Transmitter Location..On Highway 70, 7 Mi.
E. of Little Rock
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Taylor-Borroff
Membership.....NAB, BMB
President.....J. N. Heiskell
General Manager.....Ed Murphy
Program Director.....Harris Owen
Chief Engineer.....Kermit F. Tracy
Farm Editor.....Deno Nichols

K V L C

LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Bus.-Studio Address.....527 Pyramit Bldg.
Phone Number.....5-5321
News Service.....UP
Transcription Service.....World
Representative.....Forjoe
President.....A. Bensky

General Manager.....Leonard Coe
Commercial Manager.....Bob Harrison
Program Director.....David Donovan
Promotion Mgr.....Clovis Copeland
Chief Engineer.....O. E. Kelly

K V M A

MAGNOLIA—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Address.....McKay Bldg.
President.....J. Rushton
V.P.'s.....Dr. J. H. & Leon J. Wilson
General Manager.....Lewis Byrne
Commercial Manager.....Bill Humbert

K X L R

LITTLE ROCK—1946

MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number.....(Studio) 2-2155
(Office) 4-8928
Studio-Transmitter Address..Cotton Belt Bldg.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol, Standard
Representative...Burke, Kuipers & Mahoney
Membership.....NAB
President.....John F. Wells
General Manager.....Emil J. Pouzar
Farm Editor.....Bobbie Forster
Chief Engineer.....Earl H. Butler

K D R S

PARAGOULD—1947

KBS-RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Progressive Bcstg. Co.
Address.....Box 491
Phone Number.....627
Transmitter Location.....½ mile East of
Paragould, Highway 25
Air Time.....6 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Continental Radio Sales
Membership.....NAB
Gen.-Comm. Manager.....Ted Rand
Program Director.....Ray Dexter
Chief Announce.....Claude Roper
Business Manager.....T. M. Self
Chief Engineer.....J. E. Douglas
Farm Editor.....Bill Driskell

K C L A

PINE BLUFF—1947—RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Radio Engineering Service
 Bus-Studio-Transmitter
 Address: 2900 West 28th
 Phone Number: 1900
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Sta. Mgr., Prog. Dir.: Kenneth Kesterson
 Commercial Manager: Clyde Martin, Sr.
 Chief Engineer: Charles Penix

Owned-Operated By: KUAO, Inc.
 Business-Studio Address: Siloam Springs
 Phone Number: 77
 Transmitter Location: Siloam Springs
 Air Time: 6 a.m.-Local Sunset
 News Service: UP
 Transcription Service: World, SESAC
 Representative: Rural Radio
 Membership: NAB, BMB, FMA
 President: John E. Brown, Sr.
 Gen. Station Manager: Storm Whaley
 Program Director: Ralph Kennedy
 Asst. Manager: Clinton Fowler
 Chief Engineer: Cecil E. Smith
 Farm Editor: Charles E. Hoke

K O T N

PINE BLUFF—1934—MBS-KBS-ARK.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Universal Bcastg. Corp
 Bus-Studio-Transmitter
 Address: 505½ Main St., Box 957
 Phone Number: 721
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus, Keystone, Cole
 Membership: NAB
 Pres., Gen. Mgr.: B. J. Parrish
 Asst. Mgr.: R. W. Etter
 Commercial Manager: Joe L. Wallace
 Program Director: Lois Sloan

K W A K

STUTT GART—1948 MBS-RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Stuttgart Bcastg. Corp.
 Business Address: 1818 S. Buerkle St., Box 271
 Phone Number: 842
 Studio-Transmitter Address: 1818 S. Buerkle
 Air Time: 5:30 a.m.-M.
 News Service: UP
 Transcription Service: Capitol
 Representative: Burke, Kuipers & Mahoney
 President: Beloit Taylor
 Gen. Station Manager: Melvin P. Spann
 Commercial Manager: Skip Landen
 Program Director: Carroll Lee
 Chief Engineer: Jack Warden

K X R J

RUSSELLVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: The Valley Bcstrs., Inc.
 Business Address: Russellville
 Phone Number: 299-786
 Studio-Transmitter Address: Russellville
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Capitol, Keystone
 Membership: NAB, BMB
 Pres., Sta. Mgr.: Jerrell A. Shepherd
 Commercial Manager: R. L. McCarrell
 Chief Announcer: James Lipsey
 Chief Engineer: William Sneed

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By: West Memphis Bcastg. Corp.
 Business-Studio Address: 229 Broadway
 Phone Number: Memphis 80518,
 W. Memphis 463
 Transmitter Location: Highway 70, West Memphis
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth, Capitol
 Representative: Burke, Kuipers & Mahoney
 President: J. C. Johnson
 Sta. Mgr., Chief Engineer: Vernon Dillaplain
 Comm. Mgr., Prog. Dir.: Roger Davison
 Chief Announcer: Frank Kelly

K U O A

SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc. Power: 5,000 Watts

K

F

W

B

BILL ANSON

MANCHESTER BODDY

FRANK BULL

DICK FISHELL

*STUART
HAMBLEN*

*MAURICE
HART*

BILL LEYDEN

LOU MARCELLE

GENE NORMAN

PETER POTTER

CLETE ROBERTS

MARSHA WALTON

**WARNER BROS.
HOLLYWOOD**

*Represented Nationally by
William G. Rambeau Co.*

CALIFORNIA

Estimated Population 10,031,000—Increase +45.2%—Radio Homes 2,929,200
Total Families 2,983,000—Stations in State 123

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Bakersfield Bcstg. Co.
Business-Studio Address...2013 Chester Ave.
Phone Number...88700-77800
Transmitter Location...Poplar Lane at Rosedale Rd.

Air Time...Unlimited
News Service...UP
Transcription Service...Lang-Worth
Representative...John E. Pearson; Western Radio Advertising
Membership...NAB, BMB
President...George B. Crome
General Manager...Sheldon Anderson
Station Manager...Frank Wilbur
Program Director...Naum Healy
Chief Announcer...Paul Freeman
Chief Engineer...Ted Froming

Station Manager...Gene DeYoung
Program Director, Farm Editor...Warren Mead
Publicity Director...Ken Croes
Chief Announcer...Bill Elliott
Acting Chief Engineer...Alfred Horton

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By...Pioneer Mercantile Co.
Business-Studio Address...307 E. 21st St.
Phone Number...8-8157
News Service...AP, UP
Transcription Service...Associated, Thesaurus
Representative...Gene Grant
President...F. G. R. Schamblin
General Manager...L. A. Schamblin
Commercial Manager...C. C. Sturm
Promotion Manager...E. A. Mason
Chief Engineer...L. P. Jarvis

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address...Elk's Club Building
Phone Number...8-8431
Transmitter Location...Oak and Ming Streets
Air Time...6 a.m.-M.
News Service...AP, INS, UP
Transcription Service...World, MacGregor, SESAC

Representative...Paul H. Raymer
Membership...NAB, BMB
President...Eleanor McClatchy
Station Manager...Walter Baziuk
Comm.-Sales Manager...Clinton Johnson
Prog.-Pub. Director...Ramsey Elliott
Chief Engineer...Luverne Shatto
Farm Editor...Edward Sturgeon

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Pass Bcstg. Co.
Business-Studio-Transmitter Address
4425 W. Ramsey St.

Phone Number...515-6
Airtime...6:30 a.m.-M.
News Service...AP
Transcription Service...World
Representative...Gene Grant, Donald Cooke
Membership...NAB
President...John Phillips
General Station Manager...Carl Phillips
Commercial-Sales Pro. Mgr...Patrick G. Smith
Program-Production-Publicity
Director...Carlton H. Anderson
Chief Announcer...Loehr Rigby
Musical Director...Roger Nedry
Chief Engineer...Frank Dunn
Farm Editor...Marvin H. Patchen

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Paul R. Bartlett
Address...1420 Truxton Ave.
Phone Number...44548
Transmitter Location...17th & "I" Sts.
Air Time...4:30 a.m.-1 a.m.
News Service...UP
Transcription Service...Capitol, Standard
Representative...Avery Knodel
Membership...NAB
Owner...Paul R. Bartlett

KWTC

BARSTOW—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Mojave Valley Bcstg. Co.
Business Address...Radio Center, P.O. Box 697
Phone Number...4001
Studio-Transmitter Address...Radio Center
Air Time...7 a.m.-11 p.m.
News Service...UP
Transcription Service...World

Station Representative

Gene Grant, Donald Cooke
 Membership NAB
 Pres., Comm. Mgr., Pub. Dir. W. T. Brown
 General-Station Manager. Burton C. Boatright
 Sales Prom. Manager. Maynard M. Marquardt
 Prog.-Prod. Dir., Farm Editor. Robert E. Reno
 Chief Announcer. Seymour Willing

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Central California
 Broadcasters, Inc.
 Address. 601 Ashby Avenue
 Phone Number. Ashberry 3-7715
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Standard
 Membership. NAB
 Gen. Station Manager. Arthur Westlund
 Comm.-Promotion Manager. Don Hamby
 Production Director. Les Avery
 Chief Engineer. Dave Fields

KUCB

BLYTHE—1948—CALIF. RURAL-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Bcstg Corp. of
 America
 Business Address. P. O. Box 668
 Phone Number. 2237
 News Service. AP
 Transcription Service. World, Associated
 Representative. Pearson
 President, General Mgr. W. L. Gleeson
 Station Manager. R. A. Wareham
 Chief Engineer. Stan Reynolds

KROP

BRAWLEY—1946—ABC-KBS

Frequency: 1300 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By. Bcstg. Corp. of America
 Business-Studio Address. P. O. Box 238;
 Phone Number. 1300
 Transmitter Location. Del Rio Country Club
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Associated, World, KBS
 Representative. John E. Pearson
 Membership. NAB
 President, General Mgr. W. L. Gleeson
 Commercial Mgr. Bill A. Geddes
 Prog. Dir., Prod. Mgr. Jack Cromin
 Chief Engineer. Jerry G. Collette
 Farm Editor. Bob Hagopian

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Burbank Bcstrs., Inc.
 Business-Studio Address. 20 W. Burbank Blvd.
 Phone Number. CHarleston 0-2111
 Transmitter Location. Amherst St.
 Air Time. 24 Hrs.
 News Service. UP
 Transcription Service. Lang-Worth, Standard
 President. James H. Furns
 General Manager. Geo. H. Bowles
 Vice Pres., Comm. Mgr. W. J. Handelsman
 Program Director. Orval Anderson
 Chief Engineer. William F. Jones

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Charles R. Love
 Business Address. P. O. Box 786
 Phone Number. 918
 Air Time. 5 a.m.-M.
 Studio-Transmitter Address. 1½ Mi. N.
 Calexico, Hqwy 99
 News Service. AP
 Transcription Service. Associated
 Representative. National Radio Sales, Gene
 Grant
 General Sta. Comm. Mgr. Charles R. Love
 Program Dir., Chief Announcer. Fred Pelger
 Chief Engineer. Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc. Power: 1000 Watts
 (C.P. 5000 Watts)
 Owned-Operated By. Golden Empire
 Bcstg. Co., Inc.
 Address. 4th & Broadway Sts.
 Phone Number. 237-8
 Transmitter Location. Hooker Oak &
 Madrone Aves.
 Air Time. Unlimited
 News Service. UP
 Transcription Service. World
 Representative. Gene Grant
 President. Hugh McClung
 General Manager. M. F. Woodling
 Commercial Manager. J. A. Pero
 Program Director. Thomas Nelson
 Chief Engineer. Russell B. Pope

KBUC

CORONA—1948—S. CALIF. RURAL

Frequency: 1370 Kc. Power: 500 Watts

Owned-Operated By...American Pacific Radio Bcstg. Co.
 Business Address.....117 West 7th St.
 Phone Number.....1370-1-3
 Studio-Transmitter Address.....Custer Road
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...MacGregor, Lang-Worth
 Membership.....NAB
 General Partners.....Elmer J. Bucknum,
 John G. Bucknum
 Station Manager.....William W. Phreaner
 Prog.-Publicity Director.....John G. Bucknum
 Chief Engineer.....F. M. Johnson

KRDU

DINUBA—1946—UNITED PACIFIC
 Frequency: 1130 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Radio Dinuba Co.
 P.O. Box 157
 Business-Studio Address.....110 N. "L" St.
 Phone Number.....500
 Transmitter Location. Bet. W. Dinuba & Reedley
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 President, Gen.-Station Manager. Egan A. Hafer
 Program Director.....Harold Sparks
 Farm Editor.....Dave L. Hofer, Jr.
 Chief Engineer.....Troy L. Banks

KXO

EL CENTRO—1927—MBS-DON LEE
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....Box 140
 Phone Number.....1100
 Transmitter-Studio Location.....South 4th St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Paul A. Jenkins
 General-Station Manager.....Doyle Osman
 Commercial Manager.....Belle Hovey
 Sales Promotion Mgr.....Bob Smith
 Prog. Dir., Prod. Mgr.....King Brooker
 Chief Engineer.....Wilbur Miller

KHUM

EUREKA—1947—ABC
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Carroll R. Hauser
 Business-Studio Address.....Vance Hotel
 Phone Number.....3900

Transmitter Location.....1025 W. Murray St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Western Radio Adv.; John
 Pearson
 Membership.....NAB
 President-Owner, General
 Manager.....Carroll R. Hauser
 Sales Promotion Manager, Program Director,
 Production Manager..Frank Robinson Brown
 Chief Engineer.....Edward P. Strole
 Farm Editor.....Frank M. Smith

KIEM

EUREKA—1933—MBS-DON LEE
 Frequency: 1480 Kc.....Power: 1000 Watts
 Owned Opr. By...Redwood Bdcstg. Co., Inc.
 Business-Studio Address..Radio Center, E. and
 Sixth Sts.
 Phone Number.....4000
 Transmitter Location...Eureka Inlet, Humboldt
 Bay
 Air Time.....5:55 a.m.
 News Service.....UP
 Transcription Service.....World,
 Standard
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager,
 Station Manager.....Wm. B. Smullin
 Commercial Manager.....Don Telford
 Sales Promotion Manager.....Robert Stach
 Program Director.....Charles Paul Corbin
 Production Director.....Ed Arnold
 Pub'city Director.....Dave Borum
 Chief Announcer.....Dave Hildebran
 Chief Engineer.....John Bauriedel

KDAC

FORT BRAGG—1948
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Mendocino Coast Bcsg.
 Co.
 Business-Studio-Transmitter
 Address.....2100 East Oak St.
 Phone Number.....822-3
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Forjee
 Membership.....NAB
 Gen.-Station Manager.....T. R. Amarante
 Commercial Manager.....E. Mertle
 Sales Promotion Manager.....Bud Baker
 Program Director.....Arvo Hapenen
 Prod.-Musical Director.....Bill Nieson
 Publicity Director.....Bud Baker
 Chief Announcer.....Ari Leavitt
 Chief Engineer.....Creigh Smith
 Farm Editor.....Bill Tregonning

K A R M

FRESNO—1938—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By. KARM, The George
 Harm Station
 Business-Studio Address. . . 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location. . . Van Ness and Alluvial
 Avenues
 Air Time. Unlimited
 News Service. AP, INS
 Transcription Service Standard
 Representative. Edward Petry
 Membership NAB
 President-Owner Hattie Harm
 General-Station Manager. . . Clyde F. Coombs
 Exec. Sec., Promotion Manager. . . Eldora Roth
 Program, Prod. Director. . . . John Garrick
 Farm-News Editor. Ed Clough
 Chief Engineer. Elbert Dean

K B N O

FRESNO—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By. Baker Bcstg. Co.
 Business-Studio Address. . . 1121 N. Fruit Ave.
 News Service UP
 Partners. . . John L. Baker, Peter K. Onnigian,
 Dr. George F. Baker, J. Schiffer, Harry
 Haratunian
 Manager. Charles P. Scott

K F R E

FRESNO—1942—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. J. E. Rodman
 Business-Studio Address. . . T. W. Patterson Bldg.
 Phone Number 4-5001
 Transmitter Location. . . . First & Clinton Sts.
 Air Time. 5 a.m.-M.
 News Service UP
 Transcription Service. . . . Associated, World,
 Capitol
 Representative Avery-Knodel
 Membership NAB, BMB
 Owner. J. E. Rodman
 General Manager. Paul R. Bartlett
 Commercial Manager. Nolly Moyer
 Program Director. Ed J. Frech
 Chief Engineer. K. L. Mealey

K M J

FRESNO—1922—NBC

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. McClatchy Bcstg. Co.
 Business-Studio Address. . . 1559 Van Ness Ave.
 Phone Number 3-6277
 Transmitter Location. Kernman, Calif.

Air Time. Unlimited
 News Service. AP, UP
 Transcription Service. Thesaurus
 Representative. Paul H. Raymer
 Membership NAB, BMB
 President Eleanor McClatchy
 Station Manager. Hal Brown
 Sales Manager. Coyle Chambers
 Program Director. Joe Tomes
 Traffic Andy Patterson
 Prom.-Publicity Dir. Jack Griffith
 Chief Engineer. William N. Wallace
 Farm Editor. Wally Erickson

K Y N O

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By. Robert Schuler,
 Sheldon Anderson, L. E. Chenault, Bert
 Williams
 Business Address. Hotel Fresno
 Phone Number 2-6141
 Air Time. 5 a.m.-M.
 Transmitter. Barton & McKinley Aves.
 News Service UP
 Transcription Service. Lang-Worth
 Representative. John E. Pearson,
 Western Radio Adv.
 Membership NAB
 President Robert Schuler
 General Station Manager. . . . L. E. Chenault
 Prod. Dir., Chief Announcer. . . Warren Tufts
 Music Director. Alvin Cross
 Chief Engineer. Bert Williamson

K I E V

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By. Cannon System, Ltd.
 Address. 102 N. Glendale Ave.
 Phone Number Chapman 5-2388,
 Cyprus 1-1133
 Air Time. 6 a.m. to local sunset
 News Service UP
 Transcription Service Standard
 Membership NAB
 President David H. Cannon
 General Station Mgr. Cal Cannon
 Prog. Dir. Chief Announcer. . . . Hal Smith
 Chief Engineer. Vern Schumann

K G F N

GRASS VALLEY—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Forty-Niner Bcstg. Co.
 Business Address. P. O. Box No. 924
 Phone Number 1400
 Transmitter-Studio Location. . . Grass Valley,
 Nevada City Highway
 Air Time. Unlimited

CALIFORNIA

News Service AP
 Transcription Service Standard, Keystone
 President W. H. Westbrook
 Gen.-Comm. Mgr., Prog. Dir. Robert Allene
 Promotion Manager Victor Tamietti
 Chief Engineer James R. Johnson, Jr.

KNGS

HANFORD—1948

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Hanford Publishing Co.
 Business Address P. O. Box 620
 Phone Number 620
 Air Time 5 a.m.-M.
 Transmitter 4 Mi. E. Hanford Hwy. 198
 News Service INS, UP
 Transcription Service Associated, World
 Representative Grant
 Membership NAB
 General Mgr. Don C. Reeves
 Commercial Mgr. John Cohan
 Program Dir. E. C. Balthis
 Chief Engineer Jack H. Sole

KFWB

HOLLYWOOD—1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Warner Bros. Bcstg.
 Corp.
 Business-Studio Address. .5833 Fernwood Ave.
 Phone Number HE 5151
 Transmitter Location 5775 W. Jefferson,
 Los Angeles, Calif.
 Air Time 6 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative William G. Rambeau
 Membership NAB
 General Manager Harry Maizlish
 Asst. Manager William V. Ray
 Adv. Director Sydney Yallen
 Commercial Manager Beene W. Wilkins
 Publicity Director Gene Gach
 Program Director, Production
 Manager Thomas Freebairn-Smith
 News Director Al Gordon
 Chief Engineer Harry Myers
 Musical Director Dion Romandy

(See Page 326)

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 500 Watts d.;
 250 Watts n.
 Owned-Operated By Ben S. McGlashan
 Business-Studio Address. .6314 Sunset Blvd.
 Phone Number Hillside 0201
 Transmitter Location. .Washington & Oak Sts.,
 L. A.
 Air Time 24 hrs.
 News Service UP

Membership NAB
 Owner Ben S. McGlashan
 General-Station Manager Thelma Kirchner
 Commercial Manager Jim Strain
 Program Director M. Elmitt Eastcott
 Chief Engineer Homer Obuchon

KREO

INDIO—1946
CALIF. RURAL—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bcstg. Corp. of America
 Business Address P. O. Box 707
 Phone Number Indio 7403
 Transmitter Studio Location Calhoun St.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB, BMB
 President & General Mgr. .William L. Gleason
 Station Manager S. G. Reynold
 Asst. Manager F. A. Dimien
 Program Director Doug Caplette
 Chief Announcer Douglas Fishell
 Chief Engineer Stanley G. Reynolds

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 1700
 Transmitter Studio Location 1.8 mi. N.W.
 of Lodi
 Air Time Daytime only
 News Service UP
 Transcription Service Standard
 General Manager Herbert W. Brown
 Station Manager David A. Brown

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
 Transmitter Location 220 E. Anaheim Street
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service. Standard, Lang-Worth,
 Cole
 Representative Burns-Smith
 Membership NAB
 President, Gen., Sta. Mgr. Hal G. Nichols
 Pub. Dir. Norman Masterson
 Commercial, Sales Mgr., Chief
 Engineer Lawrence W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
 Owned By.....Radio Station KGER
 Business Studio Address.....435 Pine Ave.
 Phone Number.....Long Beach 727-85
 Transmitter Location.....6417 E. Olive Ave.,
 Paramount, Calif.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World, Lang-Worth,
 Associated
 Representative.....J. H. McGillvra
 Membership.....NAB
 Sales Manager.....Earl Rutledge
 Musical Director.....Helene Smith
 Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..American Bcstg. Co., Inc.
 Business Address.....6363 Sunset
 Phone Number.....HUdson 2-3141
 Studio Address.....1440 No. Highland
 Transmitter Location.....2951 S. Fairfax Ave.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Lang-Worth
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB
 President.....Mark Woods
 General Manager.....Clyde P. Scott
 Sales Manager.....Amos T. Baron
 Program Director.....Rollo Hunter
 Publicity Director.....Virginia West
 Chief Announcer.....Dresser Dahlstead
 Western Div. Mgr. of Technical
 Operations.....Phil Caldwell

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By..Los Angeles Bcstg. Co.,
 Inc.
 Business-Studio Address.645 S. Mariposa Ave.
 Phone Number.....Fitzroy 1231
 Transmitter Location...3725 Chesapeake Ave.
 Air Time.....24 hrs.
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Membership.....NAB, BMB
 President, General-Station-Commercial-
 Sales Promotion Manager...Calvin J. Smith
 Program Director, Production
 Manager.....Carlyle Stevens
 Pub. Dir.....Murry Boggs
 Chief Announcer.....Carlyle Stevens
 Musical Librarian.....Barbara Jacobson
 Chief Engineer.....Ron Oakley

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.....FAirfax 2121
 Transmitter Location.....Buena Pk.
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol, Associated,
 World
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President-Owner.....Earle C. Anthony
 General Manager.....W. B. Ryan
 Sales, Promotion Mgr.....Kevin B. Sweeney
 Acting Program Dir., Production Dir...Pat Kelly
 Musical Director.....Bob Mitchell
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman
 Farm Editor.....Nelson McIninch

KFVD

LOS ANGELES—1936

Frequency: 1020 Kc.....Power: 5,000 Watts d.
 Owned-Operated By.....Standard Bcstg. Co.
 Business-Studio Address..338 South Western
 Ave.
 Phone Number.....FAirfax 6361
 Transmitter Location..5526 East Cortland, Lyn-
 wood, Calif.
 Air Time.....Limited
 News Service.....UP
 Transcription Service.....Cole; Lang-Worth;
 MacGregor
 Representative.....Donald Cooke
 Membership.....NAB
 President.....J. Frank Burke
 General Manager.....Frank Burke
 Commercial-Sales Promotion-Production
 Manager.....Harry Patterson
 Program-Publicity Director.....Carl Brewster
 Chief Announcer.....Hunter Hancock
 Chief Engineer.....Leonard Reeves
 Farm Editor.....George Milne

KHJ

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By..Don Lee Bcstg. System
 Business-Studio Address.....1313 N. Vine St.,
 Hollywood
 Phone Number.....HUdson 22133
 Transmitter Location.....Venice Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 Transcription.....World
 Representative.....John Blair

Membership NAB
Pres. General-Station Mgr. Lewis Allen Weiss
Sales Manager..... Herbert Sonnenberg
Comm. Mgr...... Henry Gerstenkorn
Program Director..... Charles Bulotti
Production Manager..... Anthony J. La Frano
Publicity Director..... Mark Finley
Musical Director..... Harry Zimmerman
Chief Engineers..... Frank Kennedy,
 Walter Carruthers

KLAC

LOS ANGELES—1946

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By..... KMTR Radio Corp.
Address..... 1000 Cahuenga Blvd.
Phone Number..... Hillside 1161
Transmitter Location N. Soto & Multnomah Sts.
Air Time Unlimited
News Service..... AP, UP
Transcription Service..... Capitol
Representative..... Adam J. Young, Jr.
Membership NAB
President..... Dorothy S. Thackrey
Gen. Sta. Manager..... Don J. Fedderson
Comm. Sales Prom. Mgr...... D. E. Lundy
Prog., Prod. Dir...... Fred Henry
Pub. Dir...... Red Doff

Chief Announcer..... Al Warner
Music Director..... Roc Hillman
Chief Engineer..... Carl Olson

KMPC

LOS ANGELES—1927

Frequency: 710 Kc. Power: 50,000 d., 10,000 n.
Owned-Operated By..... G. A. Richards
Business-Studio Address..... 5939 Sunset Blvd.
Phone Number..... Hollywood 5341
Transmitter Location..... 12755 Burbank Blvd.,
 N. Hollywood, Calif.
Air Time Unlimited
News Service..... AP, INS, UP
Transcription Service Associated, Lang-Worth
Representative..... Paul H. Raymer
President..... Frank E. Mullen
Chairman of the Board..... G. A. Richards
Gen.-Sta. Mgr., V.P...... Robert O. Reynolds
Commercial Manager..... Herbert H. Wixson
Sales Promotion Mgr...... Mike Watson
Program Director..... John Baird
Production Director..... Bruce Kamman
Publicity Director..... Betty Ann Hudson
Musical Director..... Jerome Sybilrud
Chief Engineer..... Loyd Sigmond
Farm Editor..... Charles Lee Stone

(See Page 334)

FOR LISTENING PLEASURE

FOR VIEWING PLEASURE

KLAC

KLAC-TV

HOLLYWOOD

KNX

LOS ANGELES—1920

CBS—COLUMBIA PACIFIC

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Operated By... Columbia Bcstg. System, Inc.

Business-Studio Address... 6121 Sunset Blvd.
Phone Number... HOLLYWOOD 1212
Transmitter Location... 190 St. & Hawthorne Blvd., Torrance, Calif.

Air Time... 5:30 a.m.-1:05 a.m.
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Radio Sales, CBS
Membership... NAB, BMB
President (CBS)... Frank Stanton
Vice-President charge of Western

Division... Donald W. Thornburgh
Director of KNX Operations... A. E. Joscelyn
Comm., Sales Manager... Wayne R. Steffner
Sales Promotion Manager... Ralph Taylor
Program Director... George W. Allen
Executive Assistant... Maurie Webster
Publicity Director... Lloyd Brownfield
Musical Director... Lud Gluskin
Chief Engineer... Les Bowman
Farm Editor... Robert Wilson

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... Radio Broadcasters, Inc.

Business-Studio Address... 541 So. Spring St.
Phone Number... Tucker 7111
Transmitter Location... 1050 Montecito Drv.
Air Time... Unlimited
News Service... INS
Transcription Service... Associated, SESAC
Membership... NAB
General-Station-Commercial-Sales

Manager... Ned Connor
Program Director... Venna Taylor
Publicity Director... Doug Douglas
Chief Announcer... Charles Clifton
Musical Director... Maury Paul
Chief Engineer... Willis O. Freltag

KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Marysville-Yuba City Bcstrs., Inc.

Business Address... P. O. Box 631

Yes! you CAN cover AMERICA'S THIRD LARGEST
(and fastest-growing) MARKET

through **ONE** Great Advertising Medium!

- ★ *In Population...*
- ★ *In Radio Families...*
- ★ *In Effective Buying Income...*

THE KMPC LISTENING BOWL

- ★ *Is 90% of Southern California*

KMPC

The Voice of Southern California

DIAL 710 • 50,000 Watts (Days)

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Phone Number.....2080
 Studio Address.....519 E. St.
 Transmitter Location...Laurellan Rd., District 10
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 President.....H. E. Thomas
 Gen.-Station Comm. Manager...Joe D. Carroll
 Sales Manager.....Hedley Hall
 Sales Promotion Manager...A. J. Powell, Jr.
 Program Director, Chief
 Announcer.....William R. Cleveland
 Publicity Director.....Bob Lane
 Chief Engineer.....Lloyd McQuary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 CP 1480 Kc. 5000 Watts
 Owned-Operated By.....Merced Bcstg. Co.
 Business-Studio Address.....P. O. Box 717
 Phone Number.....Merced 1430
 Transmitter Location.....1 3/4 mi. N.E. of Merced
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 President-Gen. Mgr.....Hugh McClung
 Station Manager.....Charles H. Kinsley, Jr.
 Com.-Sales Promotion Mgr.....A. J. Krisik
 Program Dir.....Rebecca Krisik
 Prod. Dir., Farm Edit.....Joel Buffington
 Pub. Dir.....Charles H. Kinsley, Jr.
 Chief Announcer.....Malcolm Beavers
 Chief Engineer.....Russell B. Pope

KTRB

MODESTO—1933

Frequency: 860 Kc.....Power: 1000 Watts
 Owned-Operated By.....KTRB Bcstg. Co., Inc.
 Address.....Norwiegen Ave., P. O. Box 593
 Phone Number.....744 Modesto
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth,
 Cole, Standard
 Representative.....W. S. Grant
 Membership.....NAB
 Pres.-Gen.-Station Mgr...William H. Bates, Jr.
 Com.-Sales Promotion Mgr...James Van Parks
 Program-Production-Publicity
 Manager.....Gene D'Accardo
 Chief Announcer.....Charles McEwen
 Musical Director.....Milton Hibdon
 Chief Engineer.....William H. Bates, Jr.
 Farm Editor.....Charles McEwen

KDON

MONTEREY—1935

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Monterey Peninsula
 Broadcasting Co.
 Business-Studio Address...468 Calle Principal
 Phone Number.....8501
 Transmitter Location.....Monterey Municipal
 Wharf
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, Cole,
 World, Thesaurus
 Membership.....NAB
 President.....Paul H. Caswell
 General Station Mgr.....Reed Pollock
 Commercial-Promotion Mgr...Lester Jacobson
 Program Prod. Pub. Music Dir...Ford Warner
 Chief Announcer, Farm Editor...Orel Phillips
 Chief Engineer.....Omer N. Wright

KWSD

MOUNT SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Shasta Cascade Bcstg.
 Corp.
 Business Address.....Alma St.
 Phone Number.....2124
 News Service.....AP
 Transcription Service.....Standard, Capitol
 Representative.....Homer Griffith
 General-Commercial Mgr.....Arthur Adler
 Station Manager.....David H. Rees
 Promotion Manager.....John Pennington
 Program Director.....Iola Huntingdon
 Chief Engineer.....David H. Rees

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Operated By.....Napa Bcstg. Co.
 Address.....Foster R.
 Phone Number.....2606
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Services.....World, Associated
 Representative.....Forjoe
 Membership.....NAB
 General Manager.....Elwyn F. Quinn
 Station Manager.....Grant Pollack
 Program Director.....Howard Gordon
 Chief Engineer.....Herbert Vanderbeek

KSFE

NEEDLES—1948

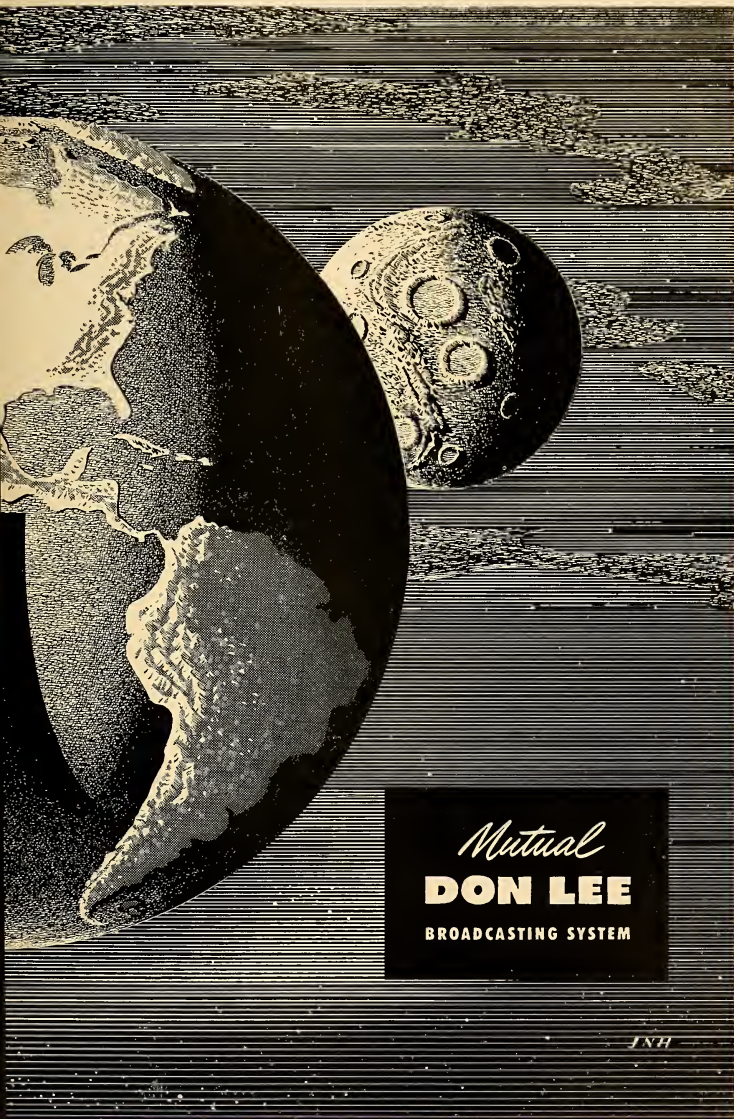
Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Shelley Radio-Electric Co.
 Business-Studio Address.....121 "E" St.
 Phone Number.....215



**PIN DOWN THE BIG PACIFIC COAST WITH
MUTUAL-DON LEE**

The World's Greatest Regional Network

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*.



Mutual
DON LEE
BROADCASTING SYSTEM

JNH





PIN DOWN THE BIG PACIFIC COAST WITH
MUTUAL-DON LEE

The World's Greatest Regional Network

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*.

Mutual
DON LEE
BROADCASTING SYSTEM

JNH

CALIFORNIA

Transmitter Location...Western outskirts of
Needles, on Hiway 66
Air TimeUnlimited
News ServiceINS
Transcription ServiceWorld
Owners.....Oscar D. Shelley, F. Kenyon Reed
Chief Engineer.....Oscar D. Shelley

K L X

OAKLAND—1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....Glencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time6 a.m.-M.
News ServiceAP
Transcription Service.....Capitol, World
RepresentativeEurn-Smith
MembershipNAB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Program Director.....Jer y Merlton
Musical Director.....Lou Dean Grow
Chief Engineer.....Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
(CP 5000 Watts)
Owned-Operated By.....KROW, Inc.
Business Studio Address.....464-19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520-8th Ave.
Air TimeUnlimited
News Service.....UP
Transcription Service...Standard, Associated
MembershipNAB
President.....Sheldon F. Sackett
Gen. Mgr.-Comm. Mgr.....Wilton Gunzendorfer
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Chief Engineer.....C. E. Downey

K W B R

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By...S. W. & E. N. Warner
Business Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air TimeUnlimited
News Service.....UP
Transcription Service...Lang-Worth, Standard
MembershipNAB
General Manager.....S. W. Warner
Station Comm. Mgr.....F. Wellington Morse
Program Director.....Evelyn R. Dewsnup
Prod.-Dir.....George Oxford
Publicity Director.....Wanda Arme y

Chief Announcer.....Bob Bourard
Musical Director.....Bill Doubleday
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 "B" St.
Phone Number.....Ontario 627-54
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
News Service.....UP
Transcription Service.....Capitol, Associated
RepresentativeGene Grant
MembershipBM3
President.....Mrs. Jerene Appleby Harnish
General Manager.....Ernest L. Spencer
Commercial Manager.....J. A. Downey
Station Mgr.-Program Dir.....Stanley Davis
Pub. Dir. & Sales Mgr.....Helen Faye
Chief Announcer, Music Dir.....George Croford
Chief Engineer.....Floyd Hall
Farm Editor.....Russ Savery

K D A N

OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Oroville Mercury Bcstg. Co.
Business-Studio-Transmitter
Address.....1887 Arlin Rhine Drive
Phone Number.....1340
Air Time.....6:30 a.m.-M.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
President.....Don L. Beebe
Gen.-Station-Comm. Mgr.....Arden Booth
Program Director.....Ed. Kihn
Chief Announcer.....Lloyd Klemp
Farm Editor.....Arden Booth

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.....2911; 2253
Studio, Transmitter Location.....RadiOasis
Air Time.....7 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
Gen.-Sales-Comm.-Sales Promotion Mgr.,
Publicity Director.....Dick Joy
Assistant Manager.....Roland Vaile
Program Director.....John Clowes
Production Director.....Gene Morgan
Chief Engineer.....Don McBain

KAGH

PASADENA—1948

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By.....KAGH, Inc.
 Address.....800 N. Sierra Madre Villa
 Phone Number.....RYam 1-7641,
 SYcamore 2-2196
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Standard
 President.....Andrew G. Haley
 General Manager.....Pete Watts
 Program Director.....Aubrey H. Ison
 Production-Publicity Dir.....Carl Greene
 Musical Director.....Paul Atkerson
 Chief Engineer.....Ben Leff

KWKW

PASADENA—1942

Frequency: 1430 Kc. Power: 1003 Watts d.
 Owned-Oper. By.....Southern Calif. Bcstg. Co.
 Business Studio Address...425 E. Green St.
 Phone Number.....Ryan 1-6744
 Transmitter Loc.....932 N. Vista, San Gabriel
 Air Time.....5:30 a.m.-Local Sunset
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Membership.....NAB
 President.....Marshall S. Neal
 Gen. Station-Comm. Mgr.....William J. Beaton
 Sales-Prod. Manager.....Claire Hughes
 Prog.-Pub. Dir., Chief Announcer,
 Farm Editor.....Eddie Albright
 Music Director.....Andy Mansfield
 Chief Engineer.....Paul W. Spago

KXLA

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
 Transmitter Location...N. Lexington-Gallatin
 Rd.-El Monti
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....Lang-Worth, World,
 Associated
 President-Gen. Mgr.....Loyal K. King
 Chief Engineer.....Jack Reader

KPRL

PASO ROBLES—1946

MBS-DON LEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Leslie Henry Hacker

Business Studio Address...32nd & Oak Sts.
 Phone Number.....204
 Transmitter Location.....32nd & Oak Sts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....W. S. Grant
 Pres.-Owner-Gen. Mgr.....Leslie Henry Hacker
 Station Mgr. Pgm. Dir.....Arthur J. Hapgood
 Comm.-Sales Prom. Mgr.....Jos. Shuttleworth
 Prod. Mgr., Musical Dir.....Clare Palmer
 Chief Engineer.....George Palmer
 Farm Editor.....Steve Lamkin

KPMO

POMONA—1948—CALIF. RURAL

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....1240 E. Holt St.
 Phone Number.....Lycoming 2-1293
 News Service.....UP
 Transcription Service.....Standard, World
 President, General Mgr.....Dean H. Wickstrom
 Commercial Manager.....Riley Kyser
 Program Director.....Melvan Carroll
 Promotion Manager.....Ed Rodrigues
 Chief Engineer.....Al Heibert

KTIP

PORTERVILLE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....J. F. Tighe Bcstg. Co.
 Studio-Bus. Transmitter Address.....Newcomb
 & Grand
 Phone Number.....1450
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Gene Grant
 Membership.....NAB
 President-Owner.....J. F. Tighe
 Gen. Station-Pub. Mgr.....John K. Clarke
 Comm.-Sales Promotion Mgr.....Ward Fritch
 Program Production Director-Chief
 Announcer-Musical Director.....Dave Belman
 Chief Engineer.....Hampton McKinney
 Farm Editor.....Jack Bullock

KBLF

RED BLUFF—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Dr. Russell G. Frey
 Studio-Business Address.....346 Oak St.
 Phone Number.....354
 Transmitter Location.....E. Red Bluff
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Gene Grant

Membership..... NAB
 President..... Dr. Russell G. Frey
 Gen. Station Mgr., Prog.-Prod.-Publicity
 Dir., Chief Announcer..... Harold N. Altman
 Comm.-Sales Prom. Mgr..... Walt Bronson
 Musical Director..... Patricia M. Russell
 Chief Engineer..... Walt Bronson
 Farm Editor..... Donald M. Smith

KVCV

REDDING—1938—MBS-DON LEE

Frequency: 600 Kc..... Power: 1000 Watts
 Owned-Operated By..... Golden Empire Broad-
 casting Co.
 Business Address..... Highway 99, South
 Phone Number..... 1646-7
 Transmitter Location..... Highway No. 99 South
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Standard, Cole, World
 Representative..... Grant
 President..... Hugh McClung
 General Mgr..... Fred M. Stuelpnagel
 Commercial Manager..... H. E. McCarty
 Prog. Dir..... Lyle Mathis
 Prom. Mgr..... Theodore Dooley
 Chief Engineer..... Russell Pope

KPRO

RIVERSIDE—1941—KBS-CAL. RURAL

Frequency: 1440 Kc..... Power: 5000 Watts
 Owned-Operated By..... Broadcasting Corpora-
 tion of America
 Business-Studio-Transmitter Address..... 3401
 Russell St., Riverside; 483 E. St., San Ber-
 nardino
 Phone Number..... Riverside 6290, San Bernar-
 dino 5157
 Air Time..... 24 hrs.
 News Service..... AP
 Transcription Service..... Associated, World,
 MacGregor, SESAC
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President-General Mgr..... W. L. Gleeson
 Station Manager..... Forrest Wallace
 Comm. Sales Prom. Mgr..... Gene Williams
 Program Director..... Charles Gibson
 Production Director..... Russell Jenson
 Chief Announcer..... Red Blanchard
 Music Director..... Hank Johann
 Chief Engineer..... Stan Reynolds
 Farm Editor..... Ed Delaney

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc..... Power: 1000 Watts

Owned-Oper. By..... KCRA, Inc.
 Business Studio Address..... 11th & Jay Sts.
 Phone Number..... 2-0758
 Transmitter Location..... 3 mi. NW of town
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative..... Weed, W. S. Grant
 Membership..... NAB, BMB
 President-General Mgr..... Ewing C. Kelly
 Station Manager..... Howard Smiley
 Commercial Manager..... John Dupell
 Program-Publicity Director..... Irma Davis
 Production Director..... Fred Beckwith
 Chief Engineer..... Ray Bailey

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By..... McClatchy Bcstg. Co.
 Business Studio Address..... 708 I St.
 Phone Number..... 3-1745, 2-5011
 Transmitter Location..... Placent Grove
 Air Time..... Unlimited
 News Service..... UP, AP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President..... Eleanor McClatchy
 Station Manager..... Keith B. Collins
 Sales Manager..... George H. LaRue
 Publicity & Promotion..... Tom Flynn
 Program Manager..... Richard S. Burdick
 Traffic Manager..... Howard Evanson
 News & Special Events Mgr..... Tony Koester
 Music Librarian..... John D. Van Duzer
 Chief Engineer..... Stam Sronce
 Farm Editor..... Ray Rodgers

KROY

**SACRAMENTO—1937
 CBS-COLUMBIA PACIFIC**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Harmco, Inc.
 Business-Studio Address..... Hotel Sacramento
 Phone Number..... 3-2525
 Transmitter Location..... 3402 65th St.
 Air Time..... 6 a.m.-M.
 News Service..... INS, UP
 Transcription Service..... Associated
 Representative..... Avery-Knodel
 Membership..... NAB
 V.P.-Mgr..... Clyde F. Coombs
 Commercial Manager..... Byron H. Nelson
 Program Prod. Director..... William J. Ratcliff
 Chief Engineer..... Howard Martineau
 Farm Editor..... Scoity Mortland

KXOA

SACRAMENTO—1945
MBS-DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By. Sacramento Broad-
casters, Inc.
Business Studio Address: 1617—30th St.
Phone Number: 6-4728
Transmitter Location: Sacramento-
Roseville Freeway Hgwy.
Air Time: Unlimited
News Service: UP
Transcription Service: Associated
Represent. J. E. Pearson, West. Radio Adv.
Membership: NAB, BMB
President, General Manager: Lincoln Dellar
Station Commercial Mgr.: Morton Sidley
Program Director: William Bennington
Chief Engineer: Paul E. Leake

KSBW

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc. Power: 1,000 Watts
Owned-Operated By: Salinas Bcstg. Corp.
Business-Studio-Transmitter Address: Airport
Rd.
Phone Number: 8071
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Western Radio, Adv.,
John E. Pearson
Membership: NAB
President-Gen. Station Mgr.: Chief
Engineer: J. M. Hall
Commercial Manager: James W. Tressel
Sales Promotion Mgr.-Pub. Dir.: Jim Wills
Prog.-Prod.-Music Dir.: Don Wells
Chief Announcer: Ray Wilson
Farm Editor: Ken Wilhelm

KCSB

SAN BERNARDINO—1947

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Operated By: San Bernardino Valley
Bctrs.
Studio-Bus. Transmitter Address: 770 Mill St.
Phone Number: 82245
Air Time: 5:39 a.m.-Local sunset
News Service: AP, UP
Transcription: Lang-Worth
Representative: Forjoe
President: Woodrow Miller
Gen.-Station-Comm. Mgr.: John R. Rider
Sales Prom. Mgr., Prog.-Publicity
Director: Sam Kerner
Chief Announcer: Val Gearhart
Chief Engineer, Farm Editor: Donald Kerr

KFXM

SAN BERNARDINO—1929
MBS-DON LEE

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Lee Bros. Bcstg. Corp.
Business Studio Address: 512 Fifth St.
Phone Number: 4761
Transmitter Location: San Bernardino
Air Time: 5:45 a.m.-M.
News Service: UP
Transcription Service: World
Representative: John Blair
Membership: NAB
President: J. Clifford Lee
V. P.-General Station-Comm.
Manager: Don S. Cummings
Sales Promotion Mgr.: Lowell Smith
Publicity Director: Gene W. Lee
Program Director: John E. Harder
Production Director: John E. Harder
Chief Announcer: Charles Palmer
Chief Engineer: George Ewing
Farm Editor: Howard Baichly

KITO

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By: San Bernardino Bcstg. Co.
Inc.
Business Studio Address: 569 Fourth St.
Phone Number: 7807
Transmitter Location: 1.4 Mi. north of Base Line
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: George P. Hollingsbery
President: Carl E. Haymond
Station-Comm. Manager: George E. Lindman
Promotion Manager-Program
Dir.: Charles B. Foll
Production Dir.-Chief Announcer: Arnold Benum
Musical Director: Clemmy Wacuda
Chief Engineer: Owen J. Ford

KRNO

SAN BERNARDINO—1946
UNITED PACIFIC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Empire Bctrs., Inc.
Address: 990 Colton Ave
Phone Number: 2-4282, 81-9131, 6-6538
Transmitter Location: 990 Colton Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Gene Grant
Membership: NAB
President-General-Station
Mgr.: Norman H. Rogers

CALIFORNIA

Commercial Manager-Chief
Engineer.....George Wesley Brock
Sales Promotion Manager
Publicity Director.....James W. Gerrard
Program Director.....Dave Shaw
Chief Announcer.....Wynn Stewart
Musical Director.....H. Kenn Davis
Farm Editor.....Rick Hendricks

KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By.....Charles E. Salik
Business Studio Address.....1405 Fifth Ave.
Phone Number.....Franklin 1315
Transmitter Location...62nd & El Cajon Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription.....Capitol, SESAC, Standard
Representative.....Free & Peters
Membership.....NAB, BMB
Pres.-Gen.-Station Mgr.....Charles E. Salik
Comm. Managers.....Graham Moore,
William Houser
Program Director.....Dan Cubberly
Chief Announcer.....Dean Long
Musical Director.....Aram Rejebian
Chief Engineer.....Charles Sherburne
Farm Editor.....Howard Keddie

KFMB

SAN DIEGO—1941—ABC

Frequency: 550 Kc....Power: 1000 Watts
Owned-Operated By.....Jack Gross Bcstg. Co.
Business Address-Studio Address.....1375
Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Grantville
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World,
Standard, SESAC
Representative.....The Branham Co.
Membership.....NAB, BMB
President-General-Station Mgr...Jack O. Gross
Commercial Manager.....William Edholm
Sales Promotion Mgr.....Pat Du Rant
Program Production Dir.....John Bainbridge
Publicity Director.....Pat Du Rant
Chief Engineer.....Robert E. Lee, Jr.

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc....Power: 5000 Watts
Owned-Operated By.....Airfan Radio Corp.
Business Address.....326 Broadway
Phone Number.....Franklin 6353

Studio Address.....U. S. Grant Hotel
Transmitter Location.....Emerald Hills
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
President.....Thomas E. Sharp
General Mgr.....John C. Merino
Manager.....M. R. Harris
Program Director.....Alys Phreaner

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.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....John Blair
President.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion
Manager.....Hobby Myers
Prog.-Pub.-Production Mgr.....Jerry Lee Pecht
Chief Engineer.....William G. Collins

KSON

SAN DIEGO—1947—KBS

Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location...Rigle & Dalbergia Sis.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service.....Lang-Worth, Capitol,
SESAC, Standard
Representative.....Tracy Moore, Burn-Smith
Membership.....NAB
Gen.-Station-Commercial Mgr.....C. Frederic
Rabell
Sales Promotion Mgr.-Prgm. Dir.....Dorothy
Johnson
Prod. Dir.-Pub. Dir.....Gordon Studebaker
Musical Director.....Jan Thomas
Chief Announcer-Chief Engineer...Bill Marvin
Farm Editor.....Gordon Studebaker

KUSN

SAN DIEGO—1947

Frequency: 1510 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
Transmitter Location...63rd & Montezuma
Air Time.....18 hrs

CALIFORNIA

News Service.....UP, AP
 Transcription Service..Associated, Lang-Worth
 Representative.....Forjoe
 Membership.....NAB
 President.....C. A. Smith
 General Manager.....Jack Heintz
 Chief Engineer.....Vern Milton

KYOR

SAN DIEGO—1947

Frequency: 1130 Kc...Power: 250 d.; CP-5000
 Owned-Operated By...Silver Gate Broadcast-
 ing Co.

Address.....399 W. Broadway
 Phone Number.....Franklin 9-5121
 Air Time.....Limited
 News Service.....AP
 Transcription Service...MacGregor, Standard,
 SESAC

Representative.....Grant
 General Manager.....James Howe
 Comm.-Prom. Mgr.....Bert Johnson
 Program Director.....Jean Rutkowski
 Chief Engineer.....Warren S. Williamson

KFRC

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By...Don Lee Bcstg. System
 Business-Studio Address...1000 Van Ness Ave.
 Phone Number.....Prospect 5-0107
 Transmitter Location....1000 Van Ness Ave.
 Air Time.....Unlimited

News Service.....AP, INS
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB
 President.....Lewis Allen Weiss
 General Station Manager...William D. Pabst
 Commercial Manager.....Merwyn L. McCabe
 Sales Promotion Mgr.-Pub. Dir....Robert L.
 Templeton

Program Dir.-Prod. Mgr.....Mel Venter
 Chief Announcer.....Lewis Pfeiffer
 Musical Director.....Lyle Bardo
 Chief Engineer.....E. G. Underwood

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Operated By.....American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Studio Address.....Taylor & O'Farrell Sts.
 Transmitter Location....Near Newark, Calif.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS, UP
 Transcription Service...Standard, Associated,
 Capitol

Representative.....ABC Spot Sales
 Membership.....NAB, BMB
 President.....Mark Woods
 General Station Manager...Gayle V. Grubb
 Commercial Manager.....Kirkham Toney
 Adv. Promotion-Pub. Dir.....Maury Baker
 Program Director.....Bloyce Wright
 Chief Announcer.....John Galbraith
 Musical Director.....Phil Bovero
 Chief Engineer.....A. E. Evans

KJBS

SAN FRANCISCO—1925

Frequency: 1100 Kc.....Power: 1000 Watts d
 Owned-Operated By.....KJBS Bcstrs.
 Business Studio Address.....1470 Pine St.
 Phone Number.....Ordway 3-4148
 Transmitter Location.....1470 Pine St.
 Air Time.....5 a.m.-Local Sunset
 News Service.....AP, INS
 Transcription Service...Standard, MacGregor,
 Lang-Worth, Associated

Representative.....Headley-Reed
 Membership.....NAB
 Vice-Pres.-General Mgr....Edwin P. Franklin
 Commercial Mgr.-Sales Promotion Mgr...Stan-
 ley G. Breyer
 Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
 Musical Director.....Mildred Bowyer
 Chief Engineer.....Wayne Berthold

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By....National Bcstg. Co.
 Bus. Studio Address...Taylor & O'Farrell Sts.
 Phone Number.....GRaystone 4-8700
 Transmitter Location.....Belmont
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service...Thesaurus, Standard
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB
 President (NBC).....Niles Trammell
 General-Station Manager...John W. Elwood
 Sales Manager.....Alfred W. Crapsey
 Sales Promotion Manager..Miss Ethel Gilchrist
 Program Director.....Paul Speegle
 Publicity Director.....John Thompson
 Musical Director.....Tony Freeman
 Chief Engineer.....Curtis Peck
 Farm Editor.....Henry Schacht

KSFO

SAN FRANCISCO—1926

Frequency: 560 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..The Associated Bcstrs.,
 Inc.

Business Studio Address..Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Transmitter Location...Islitas Creek, Pier 92
 Air Time.....6:15 a.m.-12:15 a.m.
 News Service.....INS, UP
 Transcription Service..Standard; Associated
 Representative.....Bolling
 Membership.....NAB, BMB
 President.....W. I. Dumm
 V.P.-Gen. Mgr.....Philip G. Lasky
 Sec.-Treas.....F. M. Dumm
 Sales Mgr.....John G. Campbell
 Sales Promotion Mgr.....Richard Kelly
 Pgm. Dir.....Keith Kerby Lakin
 Dir. of Engineering.....A. E. Towne
 Farm Editor.....Herb Kennedy

K Y A

SAN FRANCISCO—1926

Frequency: 1260 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..Paio Alto Radio Station,
 Inc.
 Business Studio Address.....Hearst Bldg.
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pl.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....World
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....Dorothy S. Thackrey
 Gen. Station Manager.....Don Fedderson
 Comm.-Sales Prom. Mgr.....David E. Lundy
 Program Director.....Tom Franklin
 Production Director.....Vern Wilson
 Musical Director.....John McSwain
 Chief Engineer.....Paul Schulz

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Golden Gates Bcstg. Corp.
 Business Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Transmitter Location.....1355 Market St.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....S. H. Patterson
 Gen.-Station-Comm. Sales Promotion
 Manager.....Lee C. Mikesell
 Prog.-Pub. Dir.....Clint Sherwood
 Prod. Dir.....Susan Alex
 Chief Announcer.....Harry Wickersham
 Music Dir.....Barbara Smith
 Chief Engineer.....John Roger Skelton

K S G N

SANGER—1947

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Radio Sanger Co.
 Business Studio Address.....P. O. Box 338
 Phone Number.....Sanger 490
 Transmitter.....4½ Mi. NE of Sanger
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station-Comm.-Sales Prm. Mgr.
 Howard Kirby
 Pgm.-Prod. Dir.-Chief Announcer-Farm Editor
 George E. Steiner
 Chief Engineer.....Julian J. Nielsen

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Columbia 1370
 Transmitter Location..Wayne Ave. & Oakland
 Highway
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service..Associated, McGregor
 Representative.....W. S. Grant
 Membership.....NAB
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Station Mgr.-Pgm. Mgr.....George Snell
 Comm. Mgr.....Walter Grau
 Sales-Prom. Mgr.....Harold Woolley
 Chief Announcer.....Tom Duggan
 Chief Engineer.....Lee Johnston
 Farm Editor.....Ed Marion

K L O K

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts
 Owned-Operated By.....Valley Bcstg Co.
 Business Address.....40 W. San Antonio St.
 Phone Number.....Columbia 1483
 Studio Address.....Rt. 3, Box 323A
 Transmitter Location.....King Rd. at Aborn
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Representative.....Gene Grant, Rural Radio
 Membership.....NAB, BMB
 General Manager.....E. L. Barker
 Sales Manager.....R. E. Ryan
 Program Director.....Ruth Poindexter
 Chief Engineer.....Bill Cunningham
 Farm Editor.....H. McKenzie

K Q W

SAN JOSE—1912—CBS

Frequency: 740 Kc. Power: 5,000 Watts
 Owned-Operated By: Pacific Agricultural Foundation, Ltd.
 Business: 140 Jessie St., San Francisco, Calif.
 Phone Number: EXbrook 2-3233
 Studio Address: 140 Jessie St., San Francisco; 89 San Antonio St., San Jose.
 Transmitter Location: Alviso, Calif.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 Pres., Gen.-Station Mgr.: Ralph R. Brunton
 Commercial Mgr.: Myron A. Elges
 Program Director: Fred Ruegg
 Musical Director: Ray Hackett
 Chief Engineer: Alan N. Cormack
 Farm Editor: Bert Buzzini

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: Ballard 3660
 Transmitter-Studio Loc.: Story and Lucretia Avenues
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World
 Representative: Tracy Moore
 Membership: NAB
 President: Patrick H. Peabody
 Pgm.-Prod. Pub. Dir.: Norman Paul
 Gen. Station Comm. Mgr.: Charles F. Mallory
 Chief Engineer: Larry King

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: Ballard 971
 News Service: UP
 Transcription Service: Associated
 Representative: Walker
 President: Joe E. Levitt
 General Manager: Jan King
 Commercial Manager: Tom Magowan
 Program Director: Glenn Hill
 Proomtion Manager: Glenda Huffman
 Chief Engineer: Frank Glass

K P I K

SAN LUIS OBISPO—1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: San Luis Obispo Bcstg. Co.
 Business Studio Address: 1130 Garden S.
 Phone Number: 3171
 Transmitter Location: 500 Price St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Capitol, Lang-Worth
 Station Representative: Tracy Moore
 Owner: Emma Widman
 General Manager: Hugh Harling
 Commercial Manager: Robert Richardson
 Program Director: Jerry Lietz
 Promotion Manager: Ruth Clark
 Chief Engineer: Chuck Bouffiu

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d.; 500 Watts n.
 Owned-Operated By: The Valley Electric Co.
 Business Address: 851 Higuera St. Mount View & Hill Sts.
 Phone Number: 1100-1
 Transmitter Location: 1½ mi. N. of City On Highway 1
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard
 Representative: W. S. Grant
 Membership: NAB
 President-Owner: Christina M. Jacobson
 Gen., Station Mgr.: Les Hacker
 Commercial, Promotion Mgr.: Joe Shuttleworth
 Program, Production Director: Bob Wilton
 Publicity Director: Don Prestridge
 Chief Announcer, Musical Director, Farm Editor: Steve Lamkin
 Chief Engineer: Herbert Bonaventure

K S M O

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
 Owned-Operated By: Amphlett Printing Co.
 Address: 145 Second Ave.
 Phone Number: Di. 3-1831
 Studio Address: Arthur Bldg., 9th & "B" Sts.
 Transmitter Location: Belmont
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: SESAC, Standard, Lang-Worth
 Representative: Grant
 Membership: NAB
 President: J. Hart Clinton
 Gen.-Sta.-Comm. Sales Mgr.: John H. Schacht
 Program Director: Bill Delmar
 Chief Engineer: H. Nell Black

KVSM

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By . . . The San Mateo County
Bcstrs.

Business Studio Address . . . 279 Baldwin Ave.
Phone Number Diamond 4-4385
Transmitter Location . . . Third Ave. at Seal Creek
Air Time Local sunrise-local sunset
News Service UP
Transcription Service World
Representative Donald Cooke, Gene Grant
Membership NAB
President Hugh H. Smith
Gen.-Station-Comm. Mgr. Gordon D. France
Program Director Marianne Chamberlin
Chief Announcer Aaron Edwards
Chief Engineer Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Operated By . . . Marin Bcstg. Co., Inc.

Business Studio Address . . . 1117 Fifth Ave.
Phone Number San Rafael 1510
Transmitter Location . . . College Ave., Kentfield
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Lang-Worth
Membership NAB
President Roy A. Brown
Gen. Station Mgr., Prod., Publicity Director

Hugh Turner
Comm., Sales Prom. Mgr. Clifford A. Trotter
Program Director Marion C. Lichty
Chief Ann., Musical Dir. Robert A. Albertson
Chief Engineer Melvin H. Murphy
Farm Editor Peter Miller

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 Studio Address 206-N. Main
Phone Number Kimberly 2-7191
Transmitter Studio Location W. 5th St.
Air Time Unlimited
Transcription Service . . . Standard, MacGregor
Representative W. S. Grant
Membership NAB, BMB
President, Gen. Mgr. Ernest L. Spencer
Station, Sales Prom. Mgr., Publicity Director

Donner P. Spencer
Commercial Manager L. S. Nicholson
Prgm. Dir., Musical Dir. Wallace S. Wiggins
Production Director C. Stevens
Chief Announcer Robert Engle
Chief Engineer Stanley G. Guenther

KDB

SANTA BARBARA—1921

MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Don Lee Bcstg. System
Business-Studio-Transmitter

Address Radio Square
Phone Number 4131
Air Time Unlimited
News Service UP
Transcription Service World
Representative John Blair
Membership NAB
Pres., Gen. Mgr. Lewis Allen Weiss
Station Manager Edward K. Kemble
Comm. Manager James S. Blomfield
Prog. Dir., Farm Editor Donald C. Roberts
Prod. Dir. Fred Burrous
Chief Announcer George Humphrey
Chief Engineer Forrest Choate

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
Transmitter Location 735 State St.
Air Time 6:15 a.m.-12:15 a.m.
News Service UP
Representative George P. Hollingbery
Membership NAB, BMB
President Harry C. Butcher
V.P., Gen.-Sta. Manager, Commercial

Manager Fin Hollinger
Sales Promotion Mgr. Michael J. McKeogh
Program Director Mary Ann Casey
Prod. Dir., Farm Editor Al Staas
Publicity Director Michael J. McKeogh
Chief Engineer Stan Saueressig
Consulting Engineer Lloyd Sigmund

KTMS

SANTA BARBARA—1937

ABC-TRI-COUNTY NET.

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By New-Press Publishing Co.

Business-Studio Address . . . de la Guerra Plaza
Phone Number 6116
Transmitter Location Goleta
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NAB
President Thomas M. Storke
Vice-President C. A. Storke
Gen.-Sta.-Comm. Mgr. Kenneth E. Peters

Sales Promotion Mgr. Richard Smith
 Prog.-Prod. Dir., Chief Anncr. Don E. Evans
 Publicity Director John Willis
 Musical Director Ted Scott
 Chief Engineer Albert A. Nicolay

K R U Z

SANTA CRUZ—1947

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Monterey Bay
 Broadcast Co.
 Business-Studio Address 1407 Pacific Ave.
 Phone Number 5140
 Transmitter Location Rt. 2, Watsonville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Associated, World
 Gen.-Station-Comm. Mgr. L. John Miner
 Prog.-Prod. Director Jack Daugherty
 Chief Engineer Grant R. Wrathall

K S C O

SANTA CRUZ—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Santa Cruz
 Business Address P. O. Box 1080
 Phone Number 1080
 Studio-Transmitter Address Capitola Drive &
 Corcoran Lagoon
 Air Time 6:30 a.m.-Local Sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 Pres., Managing Partner, Gen.-Station-
 Comm. Mgr., Chief
 Engineer Charles Vernon Be lin
 Sales Promotion Mgr. Gerald Schaffer
 Production Director Kenny L. Alford
 Chief Announcer Brad Peters
 Farm Editor John E. Adams

K C O Y

SANTA MARIA—1947 ABC-TRI-COUNTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By News-Press Publishing
 Co.
 Business-Studio Address 114 W. Cook St.
 Phone Number 104
 Transmitter Location N. Blosser Rd.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NAB, BMB
 Chief Executives Thomas M. Storke,
 Charles A. Storke
 Sta.-Comm. Mgr. J. W. Benes
 Program Director Duane F. Johnson
 Chief Engineer C. Draile

K S M A

SANTA MARIA—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Central Coast Bcstg. Co.
 Business-Studio Address 510 West Morrison,
 P. O. Box 771
 Phone Number 43
 Transmitter Location North Broadway
 Air Time 8 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service World, Associated
 Representative Forjee
 Membership NAB, BMB
 President, Owner John H. Poole
 General Manager Laurence W. Harry

K O W L

SANTA MONICA—1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By KOWL Inc.
 Business-Studio Address Ambassador Hotel
 Phone Number 46761
 Transmitter Location 11637 Charnock Rd.,
 Los Angeles 25
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Associated, Standard
 Pres., Gen.-Sta.-Comm.
 Manager Arthur H. Croghan
 Music Dir. Walter Wise
 Chief Engineer John Morecroft

K S P A

SANTA PAULA—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Ventura County Radio
 Center, Inc.
 Business-Studio Address Box 112
 Phone Number 1400

K S R O

SANTA ROSA—1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned By Ruth W. Finley
 Bus.-Studio Address 425 Mendocino Ave.
 Phone Number 110
 Transmitter Location Finley Ave.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service Lang-Worth, MacGregor,
 Cole
 Representative Western Radio Adv.
 Membership NAB, BMB
 President-Owner Mrs. Ruth W. Finley
 General-Station Manager Eddie Handley
 Commercial-Sales Promotion
 Manager Lee Fleming
 Program Director Jack Murphy

Prod. Dir.....William Lambert
 Chief Engineer.....Vern Hassett
 Farm Editor.....Sheridan Baker

K G I L

SHERMAN OAKS—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By...San Fernando Valley
 Bcstg. Co.
 Business Address.....4919 Van Nuys Blvd.
 Phone Number.....State 4-6291
 Studio Addresses. 4919 Van Nuys Blvd., Sher-
 man Oaks; 14808 Lassen St., San Fernando
 Transmitter Location...14808 Lassen St., San
 Fernando
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Membership.....NAB
 Pres., General Mgr.....F. J. Smalley, Jr.
 V.P., Comm. Mgr.....Howard P. Grey
 Program Director.....Allan McKee

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
 (C.P. 10,000 Watts)
 Owned-Operated By.....E. F. Peffer
 Business-Studio Address...519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location...Highway 99, 3 mi. from
 Stockton
 Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....World
 Representative.....John Blair
 Resident.....E. F. Peffer
 Gen.-Comm. Mgr.....E. Smith
 Program Director.....V. Swan
 Promotion Manager.....A. Lubersky
 Chief Engineer.....M. B. Greene

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 Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Director.....James E. Longe
 Traffic Manager.....Marian V. Hough
 Chief Engineer.....Frank Nesmith
 Farm Editor.....John Mackenzie

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address...2013 Pacific Ave.
 Phone Number.....5-5896
 Transmitter Location.....Beyer Lane
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....John E. Pearson, Western
 Radio Adv.
 Membership.....NAB
 President, Gen. Mgr.....Lincoln Dellar
 Station Manager.....Herb Ferguson
 Program Director.....Earle Russell
 Chief Engineer.....Walt Berger

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hallowell,
 James E. McKahan
 Business-Studio-Transmitter
 Address.....Chestnut & Weatherlow Sts.
 Phone Number.....354-B
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative...Donald Cooke, Gene Grant
 Membership.....NAB
 Gen. Mgr., Publicity Dir...William B. Murphy
 Commercial Manager.....G. A. Oliver
 Prog. Dir., Farm Editor...Wayne Thornton, Jr.
 Chief Engineer.....Harold C. Houston

K T K R

TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Studio-Transmitter Address...1 mi. W. of Taft
 Air Time.....Local Sunrise—local Sunset
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Homer Griffith
 Membership.....NAB
 General-Station Manager,
 Sales Promotion Manager, Program-
 Production Director.....Kenneth Aitken
 Commercial Manager.....George Krisic
 Publicity-Musical Director...George Flansberg
 Chief Engineer.....Jim Welch

K C O K

TULARE—1945—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Herman Anderson
 Operated By.....Sheldon Anderson

CALIFORNIA

Business Address.....P. O. Box 119
 Phone Number.....800
 Transmitter-Studio Location.....Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....John E. Pearson, Western
 Radio Adv.
 Membership.....NAB, BMB
 Pres., Gen.-Sta. Mgr.....Sheldon Anderson
 Comm.-Sales Prom. Mgr.....Richard A. Wegener
 Program Director.....Paul Salvo
 Prod.-Musical Dir.....Bob Lee
 Publicity Director.....Wanda Woods
 Chief Engineer.....James C. Morrison
 Farm Editor.....Jon Beebe

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Operated By.....California-Nevada
 Bcstg. Co.
 Business-Studio Address.....141 Highway 29
 Phone Number.....Vallejo 3-5667
 Transmitter Location.....141 Highway 29
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Tracy Moore
 Gen.-Sta.-Comm. Mgr.....David McKay
 Program Director.....Ruth Lewis
 Prod. Dir.....Victor Paulsen
 Chief Announcer.....William Roberts
 Chief Engineer.....Arthur David

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....8675
 News Service.....UP
 Transcription Service.....Capitol
 General Manager.....Mort Werner
 Commercial Manager.....Harry Engel
 Program Director.....Phil McMurray
 Promotion Manager.....Dana Marbel
 Chief Engineer.....John Scales

KVVC

VENTURA—1948

Frequency: 1590 Kc.....Power 1000 Watts
 Owned-Operated By
 KVVC, The Voice of Ventura County
 Business Address.....P.O. Box 1411
 Phone Number.....6185
 Studio Addresses
 487 E. Main St. Ventura—Colonial House,
 Oxnard; Mills Rd. near Telegraph Road

Transmitter Location

Mills Rd. near Telegraph Rd. E. of Ventura
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Associated
 Representative.....W. S. Grant
 Membership.....NAB
 President, Sta.-Comm.-Sales Prom.
 Manager.....Barry Keit
 Prog. Dir., Chief Announcer.....Jack Powell
 Production Director.....Joe Dodds
 Publicity Director, Farm Editor.....Sandy Knox
 Musical Director.....William H. Haupt
 Chief Engineer.....Jack Cowe

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KKIN, Inc.
 Address.....119 E. Acequia St.
 Phone Number.....4-5811
 Transmitter Location.....N. McWilliams Ave.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Forjoe
 Pres., Sta. Mgr., Farm Editor.....Lyman Treaster
 Comm.-Sales Prom. Mgr.....Albert Blain
 Prog. Dir., Chief Announcer.
 Musical Director.....George Lindsay
 Chief Engineer.....Forrest Hughes

KTKC

VISALIA—1937—ABC

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulare-Kings Counties
 Radio Associates
 Business Address.....Box 511
 Phone Number.....575-6
 Transmitter-Studio Location.....1/4 mi. SW of
 Visalia
 Air Time.....5:45 a.m.-M
 News Service.....AP
 Transcription Service.....Lang-World, World
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 General Station Manager.....Charles P. Scott
 Commercial Manager.....Millard Kibbe
 Sales Promotion Manager.....Jean Banks
 Program Director, Production
 Manager.....George Lindsay
 Publicity Director.....Charles Niete
 Chief Announcer.....Ben O'Y
 Chief Engineer.....Herbert Stratton
 Farm Editor.....John Daniel

KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Luther E. Gibson

CALIFORNIA-COLORADO

Business Address.....P. O. Box 349
 Phone Number.....1700
 Transmitter-Studio Location.....Atkinson Lane
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President-Owner.....Luther E. Gibson
 Gen.-Comm. Manager.....John A. Pearson
 Program Director.....George Grayson
 Chief Engineer, Farm Editor.....Rodney Richards

KSYC

YREKA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Siskiyou County Bcstg.
 Co.
 Business Address.....P. O. 597
 Phone Number.....624
 Transmitter-Studio Location.....Lawrence Lane &
 South Oregon St.
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Keystone, World
 Representative.....Tracy Moore
 Membership.....NAB, BMB
 President.....E. G. Millbourn
 General Manager.....Holt C. Wardrip

Station-Comm.-Sales Promotion
 Manager.....Jack R. Wagner
 Program Director, Chief
 Announcer.....Jack Matranga
 Musical Director.....Stan Collins
 Chief Engineer.....Bill Maginis

KUBA

**YUBA CITY-MARYSVILLE—1947
 KBS**

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Operated By.....Peach Bowl Broadcasters
 Business-Studio Address
 P.O. Box 309, Yuba City
 Phone Number.....1600
 Transmitter Location.....Sanborn Rd., Sutter Co.
 Air Time.....6:00 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Capitol, KBS
 Representative.....Homer Griffith, Friedenber
 General-Station Manager.....Bud B. Ballard
 Commercial Manager.....Clyde L. Goodnight
 Sales Promotion Manager.....Sid Loomis
 Program Dir., Chief Annr.....Bert Downing
 Publicity Director, Farm Editor.....Dave Harris
 Prod. Dir.....Robert Dyre
 Musical Director.....Roy Swanson
 Chief Engineer.....Chet Ullom

COLORADO

*Estimated Population 1,165,000—Increase +3.7%—Radio Homes 305,300
 Total Families 315,700—Stations in State 29*

KGIW

ALAMOSA—1927—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. L. Allen
 Business Address.....P. O. Box 127
 Phone Number.....26
 Studio-Transmitter Address.....East of Alamosa
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Pres., Gen.-Station-Comm. Mgr.....E. L. Allen
 Sales Promotion Manager.....Charles Dynes
 Prog.-Prod.-Publicity Dir.....Lloyd Allen
 Chief Engineer.....George Kettle

Business-Studio Address.....1617 Pearl St.
 Phone Number.....1490
 Transmitter Location.....E. Pearl St.
 Air Time.....7 a.m.-11:05 p.m.
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Membership.....NAB
 President.....Herb Hollister
 Gen.-Sta.-Comm. Mgr.....Russel Shaffer
 Prog. Dir., Chief Announcer.....Bill Keene
 Publicity Director.....Bob Butz
 Chief Engineer.....Blair Dobbins
 Farm Editor.....Bob Wilkinson

KBOL

BOULDER—1946—KBS-COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Boulder Radio KBOL,
 Inc.

KRLN

CANON CITY—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Royal Gorge Bcstrs,
 Inc.
 Business-Studio Address.....1615 Central Ave.
 Phone Number.....1100
 Transmitter Location.....1615 Central Avenue

Air Time.....7 a.m.-7 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 President, General-Station
 Manager.....Raymond M. Beckner
 Program Director.....G. C. Underhill
 Chief Announcer.....Dick Painter
 Chief Engineer.....John L. Antic

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Pikes Peak Bcstg. Co.
 Business-Transmitter Location.....Alta Vista
 Hotel
 Phone Number.....Main 1125
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth,
 Cole
 Representative.....William G. Rambeau
 Membership.....NAB
 Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer
 Station Manager.....Paul Crozier
 Sales Promotion Manager.....Harry Hoth
 Prog., Musical Dir.....Jean Gitz
 Production Director.....Robert Fitzmorris
 Pub. Dir., Chief Engineer.....Joseph H. Rohrer
 Chief Announcer, Farm Editor.....Michael Dillon

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Oklahoma Pub. Co.
 Business-Studio Address.....800 Exchange National
 Bank Bldg.
 Phone Number.....Main 278
 Transmitter Location.....2803 E. Platte Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....The Katz Agency
 President.....E. K. Gaylord
 Gen.-Station Manager.....Everett Shupe
 Commercial Manager.....Orville Suhre
 Program Director.....Conrad Brown
 Production Director.....Edgar Jones
 Chief Engineer.....Cozine Strang
 Farm Editor.....Ralph Conner

KRAI

CRAIG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Newel S. Cahoon
 Business-Studio-Transmitter Address.....Craig
 Phone Number.....707-8
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP

Gen.-Sta.-Comm Manager.....M. H. Hilton
 Program Director.....Ed Christy
 Chief Announcer.....Irv Jacobson
 Chief Engineer.....Andrew Walker

KLZ

DENVER—1920—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....KLZ Bcstg. Co.
 Business-Studio Address.....Shirley-Savoy Hotel
 Phone Number.....Main 4271
 Transmitter Location.....Englewood, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Standard, Capitol
 Representative.....Katz
 Membership.....NAB, BMB
 President.....E. K. Gaylord
 Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Promotion Manager.....John Connors
 Program Director.....Charles C. Roberts
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman
 Farm Editor.....Lowell Watts

KMYR

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Business-Studio Address.....1626 Stout St.
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Air Time.....6 a.m.-1:30 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB
 President-General Manager.....F. W. Meyer
 Station Director.....A. G. Meyer
 Prog. Dir., Prod. Mgr.....Joseph C. McGrane
 Music Director.....Martha Gobble
 Chief Engineer.....Glen James
 News Editor.....Dick Leonard

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Bcstg. Co., Inc.
 Business-Studio Address.....1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Associated
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB
 President (NBC).....Niles Trammell
 General-Station Manager.....Lloyd E. Yoder

Commercial Mgr. L. Berry Long, Jr.
 Sales Promotion Manager Randolph Smith
 Program Director Clarence C. Moore
 Production Manager Earle C. Ferguson
 Publicity Director Donald E. Allen
 Musical Director Milton Shrednik
 Chief Engineer Robert H. Owen
 Farm Editor Donald M. Peach

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
 Transmitter Location 5350 W. 20th St.
 Air Time 24 hrs.
 News Service AP, INS
 Transcription Service . . . Standard, Associated.
 Cole, SESAC
 Representative John Blair
 General Manager Gene O'Fallon
 Managing Director Frank Bishop
 Commercial Manager Mark Crandall
 Musical Director Marilyn Grund
 Chief Announcer Ronald J. McCoy
 Chief Engineer Tom G. Morrissey
 Farm Editor Gus Swanson

KTLN

DENVER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Landon Bcstg. Co.
 Business-Studio Address Park Lane Hotel
 Phone Number RAce 4636
 Transmitter Location 3000 South Plate River
 Drive, Littleton
 Air Time Sunrise-Sunset
 News Service UP
 President Alf M. Landon
 Gen.-Sta.-Comm. Manager W. P. Gillin
 Program Director David Button
 Chief Engineer Robert R. Blanchard

KVOD

DENVER—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By . . . Colorado Radio Corp.
 Business-Studio Address . . . Midland Savings
 Bldg.
 Phone Number TAbor 2291
 Transmitter Location 53rd & Pecos
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Cole,
 Associated

*You're in
 Good Company
 on KFEL'S "Ray Perkins Show"*

*patronized in 1948 by
 these National Advertisers

Alexander Smith Rugs, American Tobacco,
 Beauty Facteurs, Birdseye, Blondex, Brown & Williamson,
 Colgate, Columbia Records, Garrett Wines,
 Griffin Shoe Polish, Musterole, National Biscuit,
 Raye Shampoo, Richard Hudnut, Seventeen Magazine,
 Shontex, Standard Brands, Vick's, Whistle, White Rock
 and many fine local accounts, too!

TIME Magazine:
 "Ray Perkins . . . top
 jockey in the Rocky
 Mountain Region . . ."



Mutual in Denver
 MANAGED BY GENE O'FALLON
 REPRESENTED BY JOHN BLAIR

COLORADO

Membership NAB
President William D. Pyle
Station Manager T. C. Ekrem
Comm.-Sales Prom. Mgr. Con Hecker
Program Director V. W. Corbett
Publicity Director Ben H. Stanton
Music Director Joe Summers
Chief Engineers W. D. Pyle, T. C. Ekrem
Farm Editor Leslie Stark

KIUP

DURANGO—1935

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Operated By San Juan Bcstg. Co., Inc.
Business-Studio Address 2800 N. Main Ave.
Phone Number 117
Transmitter Location 2800 N. Main Ave.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Thomas F. Clark
Membership BMB
President Mike Cummins
General-Station-Comm. Mgr. R. E. O'Brien
Program Director Lee O'Brien
Chief Engineer Harold Hoffman
Farm Editor Lou Vanderlinen

KCOL

FT. COLLINS—1947—KBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Operated By The Northern Colorado Bcstg. Co.
Business-Studio Address 1600 La. Porte Ave.
Phone Number 2600
Transmitter Location 1600 La Porte Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Homer Griffith
Membership NAB, BMB
President, General-Station Manager Douglas D. Kahle
Commercial-Sales Promotion Manager Dave Schlothauer
Program-Publicity Director Jack Hitchcock
Production Manager, Musical Director Harry Parkinson
Chief Engineer Harold Austin
Farm Editor Max Brown

KEXO

**GRAND JUNCTION—1948
COLUMBINE**

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By Voice of Western Colo.
Address P. O. Box 629

Phone Number 1230
News Service AP
Transcription Service Capitol, Thesaurus
President D. Spencer Grow
Gen.-Prom. Mgr. H. Abbott Tesman
Commercial Mgr. Harold Roper
Program Director Robert A. Collins
Chief Engineer Lee Grothe

KFXJ

GRAND JUNCTION—1926—MBS-KBS

Frequency: 920 Kc. **Power:** 1000 Watts d;
 500 Watts n.
Owned-Operated By Western Slope Bcstg. Co.
Business-Studio Address Hillcrest Manor
Phone Number Grand Junction 1300
Transmitter Location Hillcrest Manor
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman
Membership NAB, BMB
General Manager Rex Howell
Commercial Manager Charles Howell
Program Director Rosa Lee Samuels
Chief Announcer Ed Lewis
Chief Engineer Charles Hay

KFKA

GREELEY—1921

Frequency: 910 Kc. **Power:** 1000 Watts
Owned-Oper. By Mid-Western Radio Corp.
Business-Studio Address 620—8th Ave.
Phone Number 450-1
Transmitter Location Radio Ranch, Evans
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Cole
President, General Manager Francis Price
Commercial Manager Frank S. Thomas
Program Director Larry Lee
Publicity Director Albert Karson
Chief Announcer Ken Perry
Chief Engineer Harry Brewer
Farm Editor Carl Jordan

KYOU

GREELEY—1948—COLUMBINE

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Meroco Bcstg. Co.
Business-Studio-Transmitter Address 2424 6th Avenue
Phone Number 3275
Air Time Unlimited
News Service AP
Transcription Service World
Pres., General Manager Elwood H. Meyer
Commercial Manager Bill Reed
Program Director Jack Hull

. . . **COLORADO** . . .

Production Director..... Ann Freeman
 Chief Announcer..... Clark Sutton
 Musical Director..... Betty Blue
 Chief Engineer..... Paul Emrich

Gen. Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director..... George O. Cory
 Prog.-Prod., Musical Dir.... Theodore J. Agnew
 Chief Engineer, Farm
 Editor Louis P. Benedict

KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. The Southwest Bcstg. Co.
 Business-Studio Address..... P. O. Box 485
 Phone Number 42
 Transmitter Location... 4 miles W. of La Junta
 on U. S. Highway No. 50
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Thomas F. Clark
 Membership NAB
 President..... B. C. Bulson
 General Manager..... Burt Harrison
 Station Manager..... Robert A. Mott
 Director..... R. Russell Porter
 Program Director..... Betty McComas
 Publicity Director..... Noel Jordan
 Chief Announcer..... Robert Kuhnert
 Chief Engineer..... Lloyd Wilson

KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.. The Southeast Colorado
 Bcstg. Co.
 Business Address..... P. O. Box 232
 Phone Number 804
 Studio-Transmitter Location... North Santa Fe
 Trail
 Air Time..... 6 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Membership NAB
 President..... Ralph E. Eaton
 Managing Director..... L. K. Christolear
 Prog.-Prod.- Publicity Dir.. Robert L. McGrath
 Chief Announcer..... Donald F. Stephens
 Chief Engineer..... D. E. Towne

KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.. Uncompahgre Bcstg. Co.
 Business-Studio Address..... P. O. Box 179,
 Col. Bank & Trust Bldg., Delta
 Phone Number 199
 Studio Address... Box 179, Montrose Bank &
 Trust Bldg., Delta
 Transmitter Location..... 1 Mi. E. of Montrose
 Air Time Unlimited
 News Service UP
 President..... F. J. Hartman

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By..... Star Bcstg. Co., Inc.
 Business-Studio Address..... 211 West 5th St.
 Phone Number 8522
 Transmitter Location..... N. Hudson
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Taylor-Boroff
 Membership NAB, BMB
 President..... Frank S. Hoag, Jr.
 General-Station Manager..... Dale W. Scott
 Commercial Manager..... Jack Cobb
 Sales Promotion Manager..... Morey Wilber
 Program-Production Dir..... Roy Borden
 Publicity Director..... Harold Reed
 Chief Announcer..... Robert Sprattlin
 Musical Director..... Al Perry
 Chief Engineer..... Harry Mason
 Farm Editor..... Irwin Cunningham

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Pueblo Radio Co.
 Business-Studio Address..... 3011 Elizabeth
 Phone Number 8551
 News Service AP
 Transcription Service..... Standard, Captiol
 President, General Mgr..... Dee B. Crouch
 Comm.-Prom. Mgr., Prog. Dir..... J. C. Liner
 Chief Engineer..... Dee B. Crouch

KGHF

PUEBLO—1928—ABC

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.. Colorado Bcstg. Co., Inc.
 Business-Studio Address..... 304 N. Main St.
 Phone Number 3877
 Transmitter Location... N.W. of Pueblo, U. S.
 Hiway 50
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, SESAC
 Representative..... Joseph Hershey McGillvra
 Membership NAB, BMB
 President..... Gifford Phillips
 General Manager..... Ludlow Flower, Jr.
 Station Manager..... Robert D. Ellis
 Commercial Manager..... Kenneth Russell
 Sales Promotion Manager, Publicity
 Director Howard Myers

Prog.-Prod.-Music Dir., Chief Announcer,
 Farm Editor.....Clifford Hendrix
 Chief Engineer.....Willis C. Shanks

KVRH

SALIDA—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vir N. James
 Address.....P. O. Box 229
 News Service.....UP
 Representative.....Grant
 President, General Mgr.....Vir N. James
 Program Dir.....August C. Grebe, Jr.

KGEK

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmer G. Beehler
 Address.....Fleming Rd.
 Phone Number.....679
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....MacGregor, Cole
 Representative.....Thomas F. Clark
 Gen. Mgr., Chief Engineer...Elmer G. Beehler
 Comm.-Sales Prom. Mgr., Prog. Dir.,
 Farm Editor.....Al Ross

KCRT

TRINIDAD—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. L. Corley
 Address.....South Country Club Drive
 Phone Number.....338
 Transmitter Location.South Country Club Drive
 Air Time.....7:00 a.m.-10:00 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, KBS
 Station Manager.....Earnest Cooper
 Sales Manager.....Rembert O. Coyle
 Program Director.....Millye J. Coyle

KSFT

TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By....Trinidad Bcstg. Corp.
 Bus.-Studio Address...219 N. Commercial St.
 Phone Number.....414
 Transmitter Location.....Garcia Plaza
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....ForJoe
 Membership.....NAB
 President.....E. O. Schoembs
 General Manager.....Burt Harrison
 Director.....R. Russell Porter
 Commercial Manager.....Ed Parker

Publicity Director.....Noel Jordan
 Chief Announcer.....John Special
 Chief Engineer.....Lloyd Wilson

KPHC

WALSENBERG—1948

Frequency: 1450 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Walsenberg Bcstg. Co., Inc.
 Business Address.....P. O. Box 312
 Phone Number.....79
 Studio-Transmitter Location.....10th & Main
 Air Time.....Unlimited
 News Service.....UP
 President.....Patrick H. Connelly
 General Manager.....Tom G. Banks, Jr.
 Comm. Mgr., Chief Announcer,
 Farm Editor.....Gordon Lack
 Chief Engineer.....John Fical

Tom Eaton, Radio Station

WTIC, Hartford, Conn.:

"There is no question but that

The **AP** is vastly

superior to that afforded by

any other service I have

seen."—From the Minutes of

the Connecticut Association

of Associated Press Broad-

casters, January 12, 1949.

CONNECTICUT

Estimated Population 2,011,000—Increase +17.7%—Radio Homes 582,500
Total Families 590,800—Stations in State 25

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address...144 Golden Hill St.
Phone Number.....6-1121
Transmitter Location.....Pleasure Beach
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service...Standard, Associated
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board...John Shepard, 3rd
President-Owner.....William O'Neil
Station Manager.....Dickens J. Wright
Program Director...Florence Ballou Robinson
Chief Engineer.....George P. Keich

WLIZ

BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By...The Bridgeport Bcstg Co.

Business-Studio Address.....114 State St.
Phone Number.....5-4144

Transmitter-Studio

Location.....Seaview & Forest Aves.

Air Time.....6:45 a.m.-local sunset

News Service.....AP

Transcription Service.....Thesaurus

Representative.....Taylor-Boroff

Membership.....NAB

Pres., Gen.-Sta. Manager.....William Elliott

Commercial Manager.....Emanuel S. Slotnick

Sales Promotion Manager.....Sol Robinson

Program-Prod. Director.....Wallace B. Dunlap

Publicity Directors.....Wallace B. Dunlap,
William Elliott

Musical Director.....Ransom W. Edwards

Chief Engineer.....Cayford E. Holt

Farm Editor.....Phil Jensen

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Harold Thomas

Business-Studio Address.....991 Broad St.

Phone Number.....3-3112

Transmitter Location...Locomobile Pt., Seaside

Pk.

Air Time.....Unlimited

News Service.....UP

Transcription Service.....Standard

Representative.....William G. Rameau

Membership.....NAB

Owner.....Harold Thomas

General Manager.....Levon Thomas

Program Director.....Jack Dahlby

Musical Director.....Marcia Robinson

Chief Engineer.....Harold Thomas

WBIS

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

Transmitter Location.....Greystone Ave.

Air Time.....Daytime

News Service.....UP

Transcription Service.....Standard

Membership.....NAB

Pres., Gen. Mgr.....Dr. Benjamin Sachner

Station Manager.....Earle Clement

Comm.-Sales Prom. Mgr.....Norbert O'Brien

Program Director.....Joseph Michaels

Publicity Director.....Fay Clark

Chief Announcer.....Cope Robinson

Chief Engineer.....Edward Stephens

WLAD

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.

Owned-Operated By...Berkshire Bcstg. Corp.

Business-Studio Address.....207 Main St.

Phone Number.....8-0580

Transmitter.....Brushy Hill Rd.

Air Time.....Daytime

News Service.....UP

Transcription Service.....SESAC, World

Representative.....McGeehan & O'Mara

Membership.....NAB

President.....Robert Doran

Commercial Manager.....J. Thomas Mathers

Program Director.....Jerry Arthur

Farm Editor.....Al Brundage

WCCC

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.

Owned-Operated By...Greater Hartford Bcstg.,

Inc.

Business-Studio Address.....Bond Hotel

Phone Number.....5-6648

Transmitter Location.....South Quaker Lane,

Elmwood

Air Time.....Local sunrise-local sunset

News Service.....UP

CONNECTICUT

Transcription Service Associated
 President William M. Savitt
 Treasurer Max M. Savitt
 General Manager Harry LeBrun
 Commercial Manager Raymond H. Dower
 Sales Promotion Manager Arnold Kupper
 Program Director Walter A. Nielson
 Production Director Ed Weston
 Publicity Dir., Farm Editor William Martin
 Chief Announcer Bill Murphy
 Musical Director Ivor Hugh
 Chief Engineer Howard Wessenberg

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By. The Connecticut Bcstg
 Co.
 Business-Studio Address 750 Main St.
 Phone Number 7-1188
 Transmitter Location 869 Blue Hills Ave.,
 Bloomfield, Conn.
 Air Time Unlimited
 News Service UP
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Franklin M. Doolittle
 Station Manager Walter B. Haase
 Comm.-Sales Prom. Mgr. William F. Malo, Sr.

Program Manager Harvey H. Olson
 Chief Announcer Russ Naughton
 Chief Engineer Italo A. Martino

W O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By The Yankee Network
 Business-Studio Address 54 Pratt St.
 Phone Number 7-9131
 Transmitter Location Newington, Conn.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Associated
 Membership NAB, BMB
 President William O'Neil
 Gen.-Station Manager Robert Kennett
 Program Director, Production
 Manager Ralph Klein
 Pub. Dir. Milton Berkowitz
 Musical Director Maurice Sechtman
 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 2-18 Prospect St.
 Phone Number 2-0237
 Transmitter-Studio Location 555 Asylum St.
 Air Time 6:43 a.m.-M.
 News Service AP, Reute:s
 Transcription Service Standard
 Representative J. P. McKinney
 Membership NAB, BMB
 President Francis S. Murphy
 Gen.-Sta. Manager C. Glover DeLaney
 Commercial Manager Leonard R. Schoenfeld
 Sales Prom. Mgr. Pub. Dir. Ralph S. Silver, Jr.
 Prog.-Prod. Director Phillip Becker
 Chief Announcer Robert I. Maurer
 Musical Director Charlotte Anderson
 Chief Engineer Charles S. Masini

W T I C

HARTFORD—1925

NBC-NEW ENGLAND REGIONAL

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By Travelers Bcstg. Service
 Corp.
 Business-Studio Address 26 Grove St.
 Phone Number 2-3181
 Transmitter Location Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS, Transradio
 Transcription Service Thesaurus, Lang-Worth
 Representative Weed
 Membership NAB, BMB, FMA
 President Jesse W. Randall

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

CONNECTICUT

Vice President, General Station
 Manager.....Paul W. Morency
 Asst. Gen.-Comm. Mgr.....Walter Johnson
 Asst. Sales Mgr.....Irwin Cowper
 Program Manager.....Leonard J. Patricelli
 Asst. Program Mgr.....Paul Lucas
 Production Dir.....George Bowe
 Dir. Public Relations.
 Spec. Progs.....Bernard Mullins
 Musical Director.....Moshe Paranov
 Plant Manager.....Herman Taylor
 Farm Program Director.....Frank Atwood

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.....2600
 Transmitter.....Lewis Ave.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NAB
 President.....Carl A. Schultz
 General-Sta. Manager.....Ralph D. Kanna
 Commercial Manager.....William C. Franklin
 Sales Promotion Mgr...Gustave A. Kruttschnitt
 Production Director.....Carl W. Schultz
 Musical Director.....John L. Ellinger
 Chief Engineer.....Gabriel Langfelder

W C N X

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Middlesex Bcstg. Co.
 Business-Studio Address.....279 Main St.
 President.....Richard J. O'Brien
 Vice President.....Elmer S. Hubbell

W K N B

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
 Owned-Operated By...The New Britain Bcstg.
 Co.
 Business-Studio Address.....213 Main St.
 Phone Number.....3-3603-4; Hftd. 2-4924
 Transmitter Location.....Newington
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, FMA
 President, General Manager.....Julian Gross
 Station Manager.....Elliott P. Miller
 Commercial Manager.....Peter B. Kenney
 Prod. Dir.....Bernard M. Moore
 Pub. Dir.....Beatrice MacQuarrie
 Music Dir.....Al Decaro
 Chief Engineer.....W. R. Atkinson
 Farm Editor.....Raymond M. Neilan

W A V Z

NEW HAVEN—1946

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Operated By...New Haven Bcstg. Corp.
 Business-Studio Address.....152 Temple St.
 Phone Number.....7-0171
 Transmitter Location.....Foot of Thill St.,
 W. Haven
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....Edward S. Minor
 Gen.-Sta. Manager.....Lester C. Flood
 Comm.-Sales Prom. Mgr...Murray L. Grossman
 Prog.-Prod. Directors.....Roy Hemming,
 Sigurd Hjerstad
 Acting Chief Engineer.....Ernest Gellman

W E L I

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.....8-1133
 Transmitter Location...Benham Rd., Hamden
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Headley-Red
 President.....H. C. Wilder
 Gen.-Station Mgr.....Richard W. Davis
 Commercial Manager...Edwin H. Schweitzer
 Sales Promotion Manager, Publicity
 Director.....Rudy Frank
 Program Director.....Charles H. Wright
 Chief Engineer.....Fred King

W N H C

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.....8-0196
 Transmitter Location.....Kimberly Ave.
 Air Time.....7:05 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....William G. Ramebeau
 Membership.....NAB
 President.....Patrick J. Good
 General-Station Manager.....James T. Milne
 Comm.-Prom. Mgr.....Vince Callanan
 Prog.-Prod.-Publicity Dir...Louis L. Doolittle
 Chief Announcer.....Joseph Burnes
 Musical Director.....James Morgan
 Chief Engineer.....Vinnie DeLaurentis
 Farm Editor.....Thomas Romano

. . . **CONNECTICUT** . . .

W N L C

NEW LONDON—1936

MBS-ABC-YANKEE-CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. . . The Thames Bcstg. Corp.
 Business-Studio Address. 281 State St.
 Phone Number 2-4365
 Transmitter Location. . . Winthrop Pt., E. New
 London
 Air Time. 17 hrs.
 News Service AP
 Membership BMB
 Pres., Gen. Mgr. Gerald J. Morey
 Sta. Mgr., Prog.-Prod.-Mus. Dir. Leslie Morson
 Comm.-Sales Prom. Mgr. Leo B. Keegan
 Publicity Director. J. Patricia Morley
 Chief Engineer. Gerald J. Morey

W N L K

NORWALK—1947

Frequency: 1350 Kc. Power: 500 Watts d.
 (CP 500 Watts n.)
 Owned-Operated By. Norwalk Bcstg. Co.
 Business-Studio Address. . . Main & Wall Sts.
 Phone Number. 6-2542
 Transmitter Location. . . Stuart Ave. & Benedict
 St.
 Air Time. Local Sunrise-Local Sunset
 News Service UP
 Transcription Service Associated
 Membership NAB
 President-General Mgr. . . Benjamin Ginzburg
 Comm. Mgr. Jeremy Marcus
 Program Director. Milton Warren
 Music Dir. Charles Hilton
 Chief Engineer. Charles W. Winter

W N O C

NORWICH—1926—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. . . Norwich Bcstg. Co.
 Business-Studio Address. 91 Main St.
 Phone Number 3325
 Transmitter Location. Lucas Pk. Rd.
 Air Time. 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service. . . World, SESAC, KBS
 Owner. H. Ross Perkins
 General Manager. John Deme
 Sales Prom. Mgr. Noel Breault
 Program Dir. Jack Burrington

W S T C

STAMFORD—1941

ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. The Western Conn.
 Bcstg. Co.

Business-Studio Address. 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location. . . 320 Strawberry Hill Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative. J. P. McKinney
 Membership NAB, FMA
 President Kingsley Gillespie
 Gen.-Sta. Manager. Julian Schwartz
 Commercial Manager. Wharton Ford
 Program Director. Ernest Hartman
 Chief Engineer. Edward L. Markman

W L C R

TORRINGTON—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. . The Litchfield County Radior
 Corp.
 Business-Studio Address. 23 Main S.
 Phone Number 4173
 Transmitter Location. Highland Ave.
 Air Time. Local sunrise-local sunset
 News Service UP
 Transcription Service World
 Membership NAB
 President. J. Richard Dobbins
 General Manager. Francis Martin, Jr.
 Program Director. James E. Cipriano
 Chief Engineer. Alfred F. Pallokai

W T O R

TORRINGTON—1947
CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. . . Torrington Bcstg. Co., Inc.
 Business-Studio Address. 93 Main St.
 Phone Number 4181
 Transmitter Location. Perkins St.
 Air Time Unlimited
 News Service INS
 Transcription Service Capitol
 Representative. Continental Radio Sales
 Membership NAB
 President. Joseph R. Schifini
 General Manager. James Parker
 Comm.-Sales Prom. Mgr. Joseph X. O'Hara
 Prog.-Prod.-Publicity Dir. . Richard C. Kilbourn
 Chief Announcer. Albert C. Vestro
 Musical Director. John J. Morris
 Chief Engineer. T. Webster Hitchcock

W A T R

WATERBURY—1934

ABC-CONN. STATE

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By. The WATR Co., Inc.
 Business-Studio Address. 440 Medow St.
 Phone Number 3-5161

CONNECTICUT-DELAWARE

Transmitter Location.....Baldwin St.
 Air Time.....7 a.m.-M.
 News Service.....UP
 Representative.....William G. Rambeau,
 Bertha Bannan
 Membership.....NAB
 President.....Harold Thomas
 Gen.-Sta.-Comm. Mgr.....Sam Elman
 Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
 Prog.-Prod. Dir.....Edmund Waller
 Chief Announcer.....Wallace King
 Musical Director.....Jack Greenwood
 Chief Engineer.....Russell Jensen

W B R Y

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Operated By....American-Republican,
 Inc.
 Business-Studio Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boydson St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB

President-Owner.....William J. Pape
 General Manager.....James H. Dorcey
 Asst. Station Mgr.....Wildor J. Greeley
 Commercial Manager.....Harry A. DeVoeken
 Station. Mgr., Pub. Dir.....J. Maxim Ryder
 Prog.-Prod. Dir.....Walter O. Howard
 Chief Announcer.....Robert Stewart
 Musical Director.....Louis Boisvert
 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.
 Business-Studio Address....119 W. Main St.
 Phone Number.....4-5141
 Transmitter Location.....Thomaston Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....ForJoe
 Pres., Gen. Manager.....Milton H. Meyers
 Commercial Manager.....Mort Silverman
 Program Director.....Robert Gellespie
 Chief Announcer.....Gene Vallon
 Chief Engineer.....Don Brennan

Delaware Home Owned and Operated!

W A M S

**DELIVERS
 GUARANTEED COVERAGE**

*The WAMS directional antenna pattern radiates 5000-6000 watts over the entire Wil-
 mington area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland
 and Pennsylvania,—301,162 radio homes. WAMS-FM, 20,000 watts, is Delaware's only
 FM outlet on the air and serves 18,000 FM radio homes in the Wilmington area.*

**1,000 WATTS - MUTUAL NETWORK
 DAY and NIGHT 1380 KC**

Wilmington, Delaware

NATIONAL REPRESENTATIVES: WEED AND COMPANY

DELAWARE

Estimated Population 297,000—Increase +11.5%—Radio Homes 77,100
Total Families—80,900—Stations in State 5

W D O V

DOVER—1948

Frequency: 1410 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Evans
Phone Number.....3063
News Service.....AP
Transcription Service.....Capitol, Cole
Gen. Mgr.....A. Harry Zoog
Pgm. Dir.....Raymond Davis
Chief Engineer.....W. C. Evans

W A M S

WILMINGTON—1947

MBS-ATLANTIC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst.
Co., Inc.
Business-Studio Address.....414 French St.
Phone Number.....4-8881
News Service.....AP, Transradio
Transcription Service...Lang-Worth, Standard
Representative.....Weed

Membership.....NAB, BMB, FMA
President.....Frank S. Carrow
Exec. V.P., Gen. Manager
.....George L. Sutherland
Program Director.....Jack Gibbons
Production Director.....Bill Smith
Chief Engineer.....Herbert Eckstein
(See Page 360)

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 Number.....7268
News Service.....UP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager...J. Robert Gulick
Program Director.....Harvey C. Smith
Chief Engineer.....J. E. Mathiot

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

SELLS
for you, consistently,
profitably

Represented by
ROBERT MEEKER ASSOC.
Chicago
New York
San Francisco Los Angeles

NBC
Affiliate

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Delaware Bcstg. Co.
 Business-Studio Address... 920 King St.
 Phone Number... 4-7771
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Adam J. Young, Jr.
 Membership... NAB, BMB
 President... Alfred G. Hill
 Vice Pres. & General
 Manager... Francis H. Brinkley
 Program Director... Frank Gallagher
 News Director... William P. Frank
 Chief Engineer... Ed Kennedy

WTUX

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned By... Port Freze Bcstg. Co., Inc.
 Operated By... Gordon K. MacIntosh,
 Howard R. Robinson
 Business-Studio Address... 1326 Market St.
 Phone Number... Wilmington 5-8821
 Transmitter Location... Port Freze
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... World
 Representative... Forjoe
 Membership... NAB
 President... Gordon K. MacIntosh
 General-Station Mgr... Howard R. Robinson
 Commercial Manager... Sidney Schulman
 Chief Announcer... Fred Heckman
 Musical Director... Justina Spagnola
 Chief Engineer... Wayne Neuhaus

DISTRICT OF COLUMBIA

Estimated Population 98,000—Increase 35.5%—Radio Homes 212,700
 Total Families 219,700—Stations in D. C. 7

WINX

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... WINX Bcstg. Co.
 Address... 8th & Eye Sts., N.W.
 Phone Number... Republic 8000
 Transmitter Location... Florida St. & Lee Hwy,
 Arlington, Va.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Standard, Lang-Worth,
 Associated
 Representative... Headley-Reed
 Membership... NAB, BMB, FMA
 President... Phillip L. Graham
 V.P., General Manager... John S. Hayes
 Commercial Manager... Charles W. Trippe
 Program Director... George M. Creamer
 Publicity Director... Marion B. Cedarblade
 Chief Engineer... Ralph E. Cannon, Jr.

Air Time... 6 a.m.-1:05 a.m.
 News Service... AP, UP
 Transcription Service... Associated, Standard
 Representative... ABC Spot Sales
 Membership... NAB, BMB
 President... S. H. Kauffmann
 V.P., General Manager... K. H. Berkeley
 Mgr. Bcst. Oper... Fred Shawn
 Commercial Manager... Ben B. Baylor, Jr.
 Chief Engineer... Frank Harvey

WOL

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By... Cowles Bcstg. System
 Bus.-Studio Address... 1627 K St., N.W.
 Phone Number... Metropolitan 0010
 Transmitter Location... Brookville Rd.,
 Silver Spring, Md.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Lang-Worth
 Representative... Katz
 Membership... NAB, BMB
 President-Owner... Gardner Cowles
 Gen.-Sta. Mgr... Phil Hoffman
 Commercial Mgr... Arden E. Swisher
 Sales Prom. Mgr... John Bondeson
 Program Director... Lansing B. Lindquist
 Production Manager... Larry J. Frommer
 Musical Director... Charles Keaton
 Chief Engineer... Harold Reed

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By... The Evening Star
 Bcstg. Co., Inc.
 Business-Studio Address... 724 14th St., N.W.
 Phone Number... National 5400
 Transmitter Location... Green Tree Rd.,
 Bethesda, Md.

W Q Q W

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By WQQW, Inc.
 Business-Studio Address . . . 2627 Conn. Ave.,
 N.W.
 Phone Number Columbia 6331
 Transmitter Location . . . Lee & Wilson Blvd.,
 Falls Church, Va.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, Standard
 Representative William G. Rambeau
 Membership NAB
 President Morris Rodman
 General Manager M. Robert Rogers
 Comm. Manager Perry Walders
 Program-Musical Director . . Pierson Underwood
 Chief Announcer Ray Wilson
 Chief Engineer Robert B. Martin

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By National Bcstg. Co.
 Business-Studio Address . . . 724 14th St., N.W.
 Phone Number Republic 4000
 Transmitter Location Ager Rd.,
 Hyattsville, Md.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Standard,
 Associated
 Representative NBC Spot Sales
 Membership NAB
 President (NBC) Niles Trammell
 Vice President (Wash.) Frank M. Russell
 Asst. to V.P. & Actg. Gen.
 Mgr. William R. McAndrew
 Commercial Manager Mahlon Glascock
 Sales Promotion Manager Tom Dolan
 Program Director George Y. Wheeler
 Publicity Director Walter Jay Royen
 Musical Director Ludwig F. Balzer
 Chief Engineer Donald Cooper

W T O P

WASHINGTON, D. C.—1928—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By WTOP, Inc.
 Phone Number Metropolitan 3200
 Studio Address Warner Bldg.
 Transmitter Location Wheaton, Md.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP, UP
 Transcription Service World, BMI
 Membership NAB, BMB

President (CBS) Frank Stanton
 General Manager John Hayes
 Sales Promotion Manager Cody Pfanstiehl
 Chief Engineer Clyde Hunt

W W D C

WASHINGTON, D. C.—1941

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Capital Bcstg. Co.
 Business-Studio Address . . . 1000 Conn. Ave.,
 N.W.
 Phone Number NAtional 7203
 Main Transmitter 61 Pierce St., N.E.
 Air Time 24 hrs.
 News Service AP, UP
 Transcription Service Capitol, Standard,
 Thesaurus
 Representative ForJoe
 Membership NAB, FMA
 President Joseph Katz
 V.P., General Manager Ben Strouse
 Comm. Manager Herman Paris
 Program Director Norman Reed
 Chief Engineer Ross H. Beville

The 2 best buys in Washington radio WWDC-AM

The town's red-hot, hard-hitting 24 hour
station. Represented nationally by

ForJoe & Company

WWDC-FM

Transit Radio in public vehicles deliv-
ering a guaranteed audience close to
point of sale. Represented nationally by

TRANSIT RADIO, INC.

FLORIDA

Estimated Population 2,356,000—Increase 24.2%—Radio Homes 592,900
Total Families 682,500—Stations in State 66

W S W N

BELLE GLADE—1947—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 355
Phone Number.....155
Transmitter Location.....Chosen, Fla.
Air Time.....Daytime
News Service.....UP
Transcription Service.....World,
Associated, Keystone
Membership.....NAB
President-Gen. Station Mgr....Tom Watson, Jr.
Commercial Manager.....Mary Foy
Program Director.....George Peters
Chief Engineer.....C. S. Clemans

W D H L

BRADENTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Manatee Bcstg. Co., Inc.
Business Address.....Memorial Pier
Phone Number.....37-561, 31-531
Studio-Transmitter Location..Chamber of Com-
merce Building
Air Time.....6:45 a.m.-10:15 p.m.
News Service.....AP
Transcription Service.....Associated, Keystone
Representative.....Homer-Griffith
President, General Manager, Station
Manager.....L. E. Jackobson
Commercial Manager.....William MacMurray
Sales Promotion Manager.....Don Arnold
Program Director.....Eileen Jackson
Production Director.....Ken Lueke
Publicity Director.....Ted Cryst
Chief Engineer.....Arthur Betts
Farm Editor.....Ed Ayers

W C L E

CLEARWATER—1947

Frequency: 680 Kc. Power: 100 Watts d.
Owned By.....Clearwater Bcstg. Co., Inc.
Business Address.....Box 1139, Clearwater;
Millsaps Bldg., St. Petersburg
Phone Numbers..Clearwater 2573, St. Peters-
burg, 71675
Studio Address....Whitcomb Building, Clear-
water, Millsaps Bldg., 6th & Central, St.
Petersburg
Transmitter Location.....Taylor Ave., Largo
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Hal Holman
Membership.....NAB

President, General-Station-Commercial
Manager.....Houston Cox, Jr.
Program Director.....Frank Parker
Chief Engineer.....Harold Legg
Farm Editor.....Wayne Farris

W T A N

CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by.....Clearwater Radio
Broadcasters, Inc.
Business Address.....P. O. Box 1109
Phone Number.....2561
Studio Address.....Municipal Auditorium at
Clearwater Bay
Transmitter Location.....Clearwater Bay,
Pierce St.
Air Time.....6:00 a.m.-12:08 a.m.
News Service.....UP
Transcription Service.....World, MacGregor,
Keystone
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Otis E. Pruitt
General-Station Manager.....Denzil Pulley
Commercial-Sales Promotion
Manager.....C. A. McKay
Program-Production Director.....Jim Brownell
Publicity Director.....Harold Halcornier
Musical Director.....Wallace Gauze
Chief Engineer.....John Callan

W B A Y

CORAL GABLES—1947 ORANGE STATE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..Atlantic Shores Bcstg.,
Ltd.
Business-Studio Address.....322 Aragon
Phone Number.....48-65-71
Transmitter Location..1505 S.W. 32nd Ave.,
Miami
Air Time.....Unlimited
News Service.....UP
Transcription Service..Associated, Standard,
Cole
Representative.....Joseph Hershey McGillvra
Partners.....James Brown, Ronald Johnson,
Bert Graulich, Elbert Griffin
General-Station Mgr.....Robert Johnson
Prog. Dir., Prod. Mgr.....Bert Graulich
Chief Engineer.....Walt E. Kinney

W V C G

CORAL GABLES—1947

Frequency: 1070 Kc. Power: 1000 Watts d.

. . . **FLORIDA** . . .

Owned-Operated By Peninsular Bcstg. Corp.
 Business Address P. O. Box 977
 Phone Number 48-7411-2
 Studio Address 223 Aragon Ave.
 Transmitter Location 660 Grand Concourse
 Air Time Sunrise to sunset
 News Service AP
 Transcription Service Associated
 Membership NAB
 President-General Mgr. George W. Thorpe
 Commercial Manager Hank Lee
 Program Director Edward Gaylor
 Chief Engineer Edward Vickers

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Gulf Shore Bcstg. Co.
 Business-Studio Address Box 486 Crestview
 Phone Number 3511
 Transmitter Location Highway 85, Crestview
 Air Time 18 hours
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General-Station Manager John B. McCrary
 Commercial Manager John French

Sales Promotion Manager D. G. O'Neal
 Program-Production Director Cyril W. Reddch
 Musical Director John McCrary
 Chief Engineer Franklin Prestwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned-Operated By News-Journal Corp.
 Business-Studio Address 128 Orange Ave.
 Phone Number 3601
 Transmitter Location Holly Hill
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, World
 Representative John H. Perry
 Membership NAB, FMA
 President Julius Davidson
 Gen. Mgr.-Program Director Jerry Stone
 Comm.-Sales Promotion Mgr. John Cummins
 Production Director Maribel Montgomery
 Publicity Director Lilliane R. Davidson

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts

A Must for Florida

WNDB

1000 WATTS

AND

WNDB-FM

FLORIDA'S FIRST FULL-TIME FM STATION

THE NEWS-JOURNAL STATIONS

DAYTONA BEACH, FLA.

Owned-Operated By W. Wright Esch
 Business-Studio Address 444 N. Beach St.
 Phone Number 6491-2
 Transmitter Location 126½ Magnolia Ave.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 Membership NAB
 Owner W. Wright Esch
 General Manager A. B. Esch
 Station Manager Ray Clancy
 Commercial Manager John S. Pitts
 Chief Engineer Webster K. Ellenwood

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Daytona Beach Bcstg. Corp.

Business Address Box 991
 Phone Number 4626
 Studio-Transmitter Address Wilder Blvd. & S. Beach St.

Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Membership NAB
 President, General-Station

Manager E. J. Sperry
 Commercial Manager R. Y. Huffman
 Chief Engineer F. A. Scott

W D L F

DE LAND—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lyle Van Valkenburgh
 Business-Studio Address 220 E. Hubbard Ave.
 Phone Number 1290
 News Service AP
 Transcription Service Associated
 President Lyle Van Valkenburgh
 Station Manager Lynn Gearhart
 Business Mgr. Maj. R. L. Clinton, Jr.
 Program Director Michael Davis
 Chief Engineer Lauren Mickle

W E U S

EUSTIS—1948

Frequency: 790 Kc. Power 1000 Watts
 Operated By Lake County Bcstgs
 Business-Studio Address 32 Magnolia Ave., P. O. Box 790
 Phone Number 394
 Transmitter Off Hgwy. 441, betw. Tavares and Leesburg
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Lang-Worth, Keystone

Station Representative Rural Radio
 Membership NAB
 President Frank W. Stebbins
 General-Station-Commercial-Sales Pro-
 motion Manager Lynn Gearhart
 Program-Prod.-Publicity Director Dan Ross
 Chief Engineer Martin C. Kirkland

W F T L

FORT LAUDERDALE—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Div. Gore Pub. Co.
 Business-Studio Address 100 E. Las Olas Blvd.
 Phone Number 3-2511
 Transmitter Location S.E. 15th St. and Inland Waterway

Air Time Unlimited
 News Service UP
 General-Station-Commercial

Manager Robert W. Standart
 Sales Promotion Mgr. Ernest D. Ashurst, II
 Program-Production Director Paul Taylor
 Publicity Director Carter Holmes
 Musical Director Gerrie Clapp
 Chief Engineer Howard O. Sheets

W I N K

FT. MYERS—1939—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ft. Myers Bcstg. Co., Inc.

Business-Studio Address WINK Bldg., 54 E. First St.
 Phone Number 818
 Transmitter Location Wink Bldg., 54 E. First St.

Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Associated, Keystone
 Representative Donald Cooke
 Membership NAB
 President Arthur B. McBride
 Vice President Daniel Sherby
 Sta.-Comm Mgr., Prod. Dir. A. J. Bauer
 Sales Promotion Manager Walter Kelly
 Program Director Betty Whitfield
 Chief Engineer John Vance, Jr.

W I R A

FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Indian River Bcstg Co.
 Business Address Box 1401
 Phone Number 870
 Transmitter-Studio Location Melody Lane
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB
 Pres., Gen.-Sta.-Comm. Mgr. Douglas Silver

FLORIDA

Sales Prom. Mgr., Pub. Dir. Ma: jorie B. Silver
 Prog. Dir., Prod. Mgr. John Sadler, Jr.
 Musical Director Roger Wood
 Chief Engineer James Sowinski
 Farm Editor Anne Wilder

Membership NAB
 President L. Frank Jones
 General Manager Al Keirse y
 Commercial Manager Charles F. Brigham
 Program Director Richard A. Fennel
 Chief Engineer James W. Knoche

W G G G

GAINESVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Alachua County
 Broadcasting Co., Inc.
 Bus.-Studio-Transmitter Address . . . 1230 Waldo
 Rd.
 Phone Number 1230, 321
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated, Capitol
 Pres., Gen.-Sta. Mgr. R. M. Chamberlin
 Comm.-Sales Prom. Mgr. Gordon K. Hemby
 Prog.-Prod.-Music Di Guy Hamilton
 Publicity Director Bob Harlan
 Chief Engineer R. M. Chamberlin
 Farm Editor Sandy Johnson

W R U F

**GAINESVILLE—1928
 MBS-U. OF FLA. NET.**

Frequency: 850 Kc. Pcwer 5000 Watts
 Owned By State of Fla.
 Operated By Univ. of Fla.
 Business-Studio Address . . Campus, Univ. of Fla.
 Phone Number 2000, Ext. 466-7-8
 Transmitter Location Newberry Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 Director Garland Powell
 Commercial Manager Paul Acosta
 Sales Promotion Manager James Gentile
 Program Director James Sharp
 Production Director Sewell Brown
 Continuity and Pub. Director . . Leonard Mosby
 Musical Director Larry Gibson
 Chief Engineer Duane McConnell
 Farm Editor Clyde Beale

W I V Y

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WIVY, Inc.
 Business-Studio Address . . . 135 Riverside Ave.
 Phone Number 4-7722, 4-7723
 Transmitter Location . . . Springrove Ave. at
 A. C. & L. RR. Tracks
 Air Time Local sunrise to local sunset
 News Service INS
 Transcription Service World, MacGregor
 Representative Joseph Hershey McGillvra

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 Number 4-1681
 Transmitter Location Hyde Park
 Air Time 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service . . . Thesaurus, Associated
 Representative John Blair; Harry E. Cummings
 Membership BMB
 Com. in Charge George A. Pierce
 Station Mgr.-Chief Engr. . . John T. Hopkins III
 Program Director Evelyn Boote
 Production Manager J. W. Douglass
 Musical Director Frank Morris

W J H P

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By The Metropolis Co.
 Business-Studio Address 500 Laura St.
 Phone Number 4-7711
 Transmitter Location Lane Ave. Annex &
 Lake Shore Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Service . . Lang-Worth, Associated,
 SESAC
 Representative John H. Perry
 President-Owner John H. Perry
 General Manager Norvin Veal
 Station Manager Speed Veal
 Publicity Director Joan Palmer
 Chief Engineer Beecher Hayford

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Florida Bcatg. Co.
 Business-Studio Address 605 Main St. S.,
 P.O. Box 5187
 Phone Number 9-4477
 Transmitter Location . . . Lane & Stewart Aves.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World, Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President-General Manager Frank King
 Comm.-Sales Prom. Mgr. Glenn Marshall, Jr.
 Program Director Roger O. Van Duzer
 Chief Engineer Ernest B. Vordermark

W O B S

JACKSONVILLE—1948
GA.-FLA. SPORTS NET.

Frequency: 1360 Kc. Power: 1000 Watts d.
(CP 1,000 Watts, n.)
Owned-Operated By... Southern Radio and
Equipment Company
Business-Studio Address... 10 East Forsyth St.
Phone Number... 6-4231
Transcription Location... Gilmore Road
Air Time... Sunrise to sunset
News Service... AP
Transcription Service... Capitol
Station Representative... Forjoe
President... Jack Sharpe
General-Station Manager... Ed Sharpe
Commercial Manager... Mark Thompson
Program Director... Larry Scarborough
Production Director... Jim Macri
Musical Director... Randolph Jones
Chief Engineer... William Askew

W P D Q

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By... Jacksonville Bcstg. Corp.
Business Address... P. O. Box 1468
Phone Number... 4-4421
Studio Address... Gulf Life Insurance Bldg.
Transmitter Location... Lenox Ave.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard
Station Representative... Katz
Membership... BMB
President... James R. Stockton
General-Station Manager... Robert R. Feagin
Commercial Manager... Frank Taylor, Jr.
Sales Pro. Mgr.-Publicity Dir... Lillian Nunn
Program Director... Bernie Adams
Musical Director... Gene Bouchier
Chief Engineer... James R. Donovan
Farm Editor... Bernie Adams

W J V B

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts
Owned-Operated By... Jacksonville Beach
Bcstg. Co.
Business-Studio Address... 211 First Ave.
Phone Number... 1072
Transmitter Location... Penman Rd.
Air Time... Sunrise to sunset
News Service... AP
Transcription Service... Capitol, Keystone
Station Representative... Friedenburt

Membership... NAB
General-Station-Comm. Mgr... Reggie Martin
Sales Pro. Mgr.-Program Dir... Lester M. Combs
Production-Publicity Director... Hal King
Chief Engineer... Lewis Evenden

W K W F

KEY WEST—1946—MBS-KBS

Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By... John M. Spottswood
Business Address... P. O. Box 891
Phone Number... 510
Studio-Transmitter Location... Stock Island
Air Time... 7 a.m. to M.
News Service... UP
Transcription Service... Thesaurus, Keystone
Station Representative... Walker
Membership... NAB
Pres.-Gen.-Comm. Mgr... John M. Spottswood
Program Director... Ruth Newton
Musical Director... Jessie Gibson

W D S R

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Deep South Radioways
Business-Studio Address... 126 No. Marion St.
Phone Number... 525
Transmitter Location... One mile south of Lake
City on U.S. No. 41
Air Time... 6 a.m. to 10:05 p.m.
News Service... AP
Transcription Service... Associated
Membership... NAB
Gen. Mgr. & Prin. Partner... Alfred H. Temple
Commercial Manager... Thomas M. Colton
Program Director... Owen W. Parnacott
Chief Engineer... Bruce Singleton

W L A K

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By... Lakeland Bcstg. Corp.
Business Address... P. O. Box 1211
Phone Number... 2127
Studio-Transmitter Location... Shore Acres,
1412 East Lime St.
Air Time... Unlimited
News Service... UP
Transcription Service... Thesaurus
Station Representative... John E. Pearson
Membership... NAB, BMB
President-Gen.-Station-Sales Promotion
Manager, Publicity Director... S. O. Ward
Commercial Manager... Powell Adams
Program-Production Director... Wm. A. Reeves
Musical Director... George Friend
Chief Engineer... William P. Lee

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Lake Worth Bcstg. Co.
 Operated By C. L. Menser
 Business-Studio Address Municipal Casino,
 South Ocean Blvd.
 Phone Number Palm Beach 7545,
 Lake Worth 1200
 Transmitter Location Nineteenth Ave. No.
 Air Time 6:30 a.m. to 12:30 a.m.
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President-Gen. Mgr. C. L. Menser
 Chief Engineer Richard Spruill

WLBF

LEESBURG—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lake Bcstg. Co.
 Business Address Box 601
 Phone Number 554-553
 Studio-Transmitter Location 1240 Floradel Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol,
 Keystone
 Membership NAB, BMB
 President P. C. Gorman
 General-Station Manager W. E. Harkness
 Comm.-Sales Promotion Mgr. Earl Broome
 Program-Production-Publicity Director- Chief
 Announcer-Mus. Dir. Donn Ramon Colee
 Chief Engineer Charles Castle
 Farm Editor Bob Andrews

WTYS

MARIANNA—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John H. Phipps
 Business Address P. O. Box 565
 Phone Number 650
 Studio-Transmitter Address U. S. Hway. 90, E.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Harry Cummings
 Owner John H. Phipps
 Gen.-Comm. Mgr. Fred U. Wamble
 Sales Prom. Manager Don Pearson
 Program Dir. Lucille W. Wamble
 Production Director Bill Pascal
 Publicity Director Sonny Harris
 Musical Director Susan Thames
 Chief Engineer Christian Reuter
 Farm Editor Joe Malone

WMMB

MELBOURNE—1948

Frequency: 1050 Kc. Power: 250 Watts
 Owned-Operated By Melbourne Bcstg. Corp.
 Business-Studio Address Front St.
 Phone Number 575-576
 Transmitter Location Front St.
 Air Time Local sunrise to sunset
 News Service UP
 Transcription Service World, Standard
 President William Shakespeare, Jr.
 General-Station Mgr. Thomas B. Newsom, Jr.
 Commercial Manager Maude C. Newsom
 Sales Promotion Manager John Armstrong
 Program Director Victoria Martin
 Operations Manager Bob McCall
 Chief Engineer Kenneth R. Waltz

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. Power: 50,000 Watts, d.
 10,000 Watts, n.
 Owned-Operated By The Fort Industry Co.
 Business-Studio Address 1605 Biscayne Blvd.
 Phone Number 9-2401
 Transmitter Location 6½ mi. N.W. Hialeah
 Air Time 6:30 a.m.-2:00 a.m.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Station Representative Katz
 Membership NAB, BMB
 President George B. Storer
 Station Manager Stanton P. Kettler
 Commercial Manager Miller N. Babcock
 Sales Prom. Mgr., Pub Dir. Frank Jaffe
 Program Director Ewald Kockritz
 Chief Engineer Albert Shropshire
 Farm Editor Jack McCormack

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
 Transmitter Location Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time Unlimited
 News Service INS
 Representative Forjoe
 Membership NAB, FAB
 President Mitchell Wolison
 General Manager Robert G. Venn
 Commercial Manager John S. Allen
 Program Director Ted Anthony
 Sports-Publicity Matty Matthews
 Musical Director Ruth Lee Jones
 Chief Engineer William A. Sheets

. . . **FLORIDA** . . .

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Operated By Isle of Dreams Bcstg. Corp.

Business Studio Address 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location Cameo Island, North Bay Causeway

Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated, Standard
 Station Representative George P. Hollingbery, Harry E. Cummings

Membership NAB, BMB
 President Daniel J. Mahoney
 General Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 Publicity-Promotion Dir. Martha Henriquez
 Musical Director Earle Barr Hanson
 Chief Engineer Milton C. Scott

WINZ

MIAMI—1946

Frequency: 940 Kc. Power: 1000 Watts d.

Owned-Oper. By Hollywood Bcstg. Co., Inc.
 Address WINZ Bldg., 304 Lincoln Rd.
 Phone Number Miami 5-3191
 Transmitter Location Opa-locka
 Air Time 6:30 a.m.-3:30 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President Jonas Weiland
 General-Comm. Mgr. M. J. Weisfeldt
 Program Director Denny Kirwan
 Chief Engineer C. E. Watkins

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d., 1,000 Watts, n.
 Owned-Operated By Miami Bcstg. Co.
 Business Address P. O. Box 3741
 Phone Number 2-6121
 Studio Address duPont Bldg.
 Transmitter Location 1425 N.E. Bayshore Ct.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated
 Station Representative John Blair



National Representatives
 GEORGE P. HOLLINGBERY CO.

Southeast Representative
 HARRY E. CUMMINGS



James M. LeGate, Gen. Manager
5,000 WATTS * 610 KC * NBC



Membership NAB, BMB
 President John S. Knight
 General-Station Mgr. Owen F. Uridge
 Commercial Manager Harry Camp
 Program Director Marjorie Christopher
 Chief Engineer Gene Rider

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 Number 3-7405
 News Service AP
 Transcription Service World
 Representative Donald Cooke
 President, Gen.-Comm. Mgr. Paul Brake
 Prog. Dir., Prom. Mgr. Charles Green
 Chief Engineer Ralph Kiibler

W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc. Power: 5,000 Watts, d.,
 1,000 Watts, n.
 Owned-Operated By WKAT, Inc.
 Business-Studio Address 1759 North Bay Rd.
 Phone Number 5-5711
 Transmitter Location 1759 North Bay Rd.

Air Time 6:00 a.m.-3:00 a.m.
 News Service UP
 Transcription Service Standard, Cole
 Station Representative Weed
 President A. Frank Katzentine
 General-Station-Comm.-Sales Promotion
 Manager John I. Prosser
 Program-Production Director Gordon N. Waltz
 Pub. Dir.-Chief Ann.-Fam Ed. Robert Beutel
 Musical Director Betty Lee Taylor
 Chief Engineer Arthur P. Smith, Jr.

W B B M

MIAMI BEACH—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Biscayne Bcstg. Co., Inc.
 Business-Studio-Transmitter Address McArthur
 Causeway Terminal
 Phone Number 5-5586
 Air Time Daytime
 News Service UP
 Transcription Service Standard, Capitol
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales
 Promotion Mgr. Thomas O. McCullough
 Prog.-Publicity Director Calvert A. Carter
 Production Director Mary Lucille Carter
 Musical Director George Chamberlin
 Chief Engineer Jack Miller

W T M C

OCALA—1939—MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Ocala Bcstg. Co., Inc.
 Business-Studio Address 1 Broadcast Pl.
 Phone Number 128-185
 Transmitter Location RFD Ocala, State Rd. 500
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative John H. Perry
 President John H. Perry
 Gen.-Sales Prom. Mgr. T. S. Gilchrist, Jr.
 Sta. Mgr., Publicity Dir. John F. Nicholson
 Commercial Manager Carl J. Reinhardt
 Prog.-Prod. Director Charles R. Schon
 Musical Director Gene Sturchio
 Chief Engineer Beecher Hayford
 Farm Editor John Nicholson

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 Number 6181
 Transmitter Location 222 Hazard St.
 Air Time 4:55 a.m.-1:05 a.m.
 News Service AP, UP

MUSIC . . SPORTS . . NEWS

FULL TIME

WINZ

Florida's Big Independent

Primary Signal
 Covers
 GREATER MIAMI
 and
 Florida's
 Rich East Coast
 from
 the Palm Beaches
 to the Keys

STUDIOS:

MIAMI, HOLLYWOOD, FT. LAUDERDALE
 AND WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME

JONAS WEILAND, *President*

Represented by: John H. Perry Associates

FLORIDA

Transcription Service..... World, Thesaurus, Associated
 Representative.... John Blair, Harry Cummings
 Membership NAB, BMB
 Pres., Gen. Mgr..... George C. Johnston
 V.P., Station Mgr..... Harold P. Danforth
 Natl. Sales-Prog. Dir..... W. G. McBride
 Local Sales Director..... John M. Pedrick
 Musical Director..... Walter D. Kimble
 Chief Engineer..... J. E. Yarbrough
 Farm Editor..... Henry S. Jacobs

W H O O

ORLANDO—1947

ABC-FLORIDA-AMERICAN GP.

Frequency: 990 Kc..... Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By.. Orlando Daily Newspapers,
 Inc.
 Address..... Fort Gatlin Hotel
 Phone Number..... 9900
 Transmitter Location..... Old Fairvilla Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Ra-Tel
 President..... Martin Anderson
 General Manager..... John A. Buning
 Commercial Mgr..... Clarence Bracey
 Program Director..... Ted Cobington
 Chief Engineer..... Gene Dashiell

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
 Transmitter Location..... Near Orlo Vista
 Air Time..... Unlimited
 News Service..... INS
 Transcription Service..... Lang-Worth
 Representative..... Paul H. Raymer
 Membership NAB, BMB
 President..... William Joe Sears, Jr.
 General Manager..... Vic Buisset
 Program Director..... R. Donahue
 Chief Engineer..... W. Dodd Daniel, Jr.

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc..... Power: 1000 Watts
 Owned-Oper. By.... Central Florida Bcstg. Co.
 Business-Studio Address. 740 N. Orange Ave.
 Phone Number..... 2-2451
 Transmitter Location..... Winter Garden Rd.
 Air Time..... 6 a.m.-1:05 a.m.
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Weed

Membership NAB, BMB
 President..... James Dandelake
 Gen.-Sta.-Comm.-Sales Promotion
 Manager..... Eugene D. Hill
 Prog. Dir., Farm Editor..... L. C. Kennedy
 Production Director..... Tom Carswell
 Publicity Director..... Nazoma Harmon
 Musical Director..... John Hyde
 Chief Engineer..... H. A. Scott

W W P F

PALATKA—1947

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Palatka Bcstg. Co.
 Business-Studio-Transmitter Address. 900 Block
 of River St.
 Phone Number..... 354
 Air Time..... Local sunrise-local sunset
 News Service..... UP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Cox & Tanz
 Gen.-Station Manager..... L. C. McCall
 Commercial Manager..... Herb Young
 Musical Dir., Farm Editor..... Bruce E. Wilson
 Chief Engineer..... L. C. McCall

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..... West Palm Beach 2-1515,
 Lake Worth 5345
 Transmitter Location..... South Ocean Blvd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service. Lang-Worth, Thesaurus,
 World
 Representative..... Petry
 President, Gen. Mgr..... Charles E. Davis
 Station-Comm. Mgr..... Donald S. Greenleaf
 Program Director..... Mary E. Neely
 Chief Engineer..... Clyde E. Walkden

W D L P

PANAMA CITY—1940

MBS-FLA. FOOTBALL NET.-KBS

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Oper. By.. Panama City Bcstg. Co., Inc.
 Business-Studio Address..... West Beach Dr.
 Phone Number..... 777
 Transmitter Location..... North Springfield
 Air Time..... 5:30 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World, Keystone
 Representative..... John H. Perry
 President..... John H. Perry
 Gen.-Sta.-Comm. Mgr..... Byron Hayford
 Sales Prom. Mgr., Prog. Dir..... John Thomas
 Chief Announcer, Chief Engineer. Elmer Scott

WBSR

PENSACOLA—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Escambia Bcstg. Co., Inc.
 Business-Studio Address... San Carlos Hotel,
 P. O. Box 1351
 Phone Number 6173-4
 Transmitter Location..... O & Moreno Sts.
 Air Time..... 5:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Robert Meeker
 Membership NAB
 President, Gen. Mgr..... Ruth Braden
 Sta.-Comm. Mgr..... Robert O. Forsyth
 Sales Promotion Manager..... M. Jack Brown
 Prog.-Prod. Director..... Bill Kirby
 Chief Engineer..... G. Bert Mead

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... Pensacola Bcstg. Co.
 Business-Studio Address... San Carlos Hotel
 Phone Number 4111
 Transmitter Location..... Cary's Lane
 Air Time Unlimited
 News Service UP
 Transcription Service..... Associated, Capitol
 Representative..... John H. Perry
 President..... John H. Perry
 Gen.-Station Mgr..... J. Holliday Veal
 Commercial Manager... William G. Champlin
 Sales Promotion Manager..... Pauline Heller
 Program Director..... J. H. Veal
 Chief Engineer..... Harold Heath

WEAR

PENSACOLA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Gulfport Bcstg. Co.
 Business-Studio Address... 5 East Gregory St.
 Phone Number 8-4449
 Transmitter Location..... Smith Shipyard
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Representative..... John E. Pearson
 General-Station Manager..... Irving F. Welch
 Commercial Manager..... Peter J. Cicchine
 Program Dir., Chief Announcer... Russell Hirsch
 Production Director..... Edward Murphy
 Chief Engineer..... Howard Grove
 News Editor..... Frank Pericola

WCNH

QUINCY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Quincy Bcstg. Corp.

Business Address Quincy
 Phone Number 300
 Studio-Transmitter Location... Shelter Heights
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President..... Richard J. Gardner
 General-Station Manager..... A. B. Letson
 Comm.-Sales Prom. Manager... E. W. Carrell
 Program Director..... W. H. Martin
 Chief Engineer..... A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Fountain of Youth Bcstg. Co.
 Business-Studio-Transmitter
 Address Magnolia Ave.
 Phone Number 1622
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery Knodel
 Membership NAB, BMB
 President..... J. C. Bell
 Exec. V.P., Gen.-Sta.-Comm.-Sales Prom.
 Manager..... John E. Bernhard, Jr.
 Prog.-Prod.-Musical
 Director..... Mrs. Frankye C. Walker
 Publicity Director..... Patsy Hernandez
 Chief Engineer..... Ernest Raistrick
 Farm Editor..... Bob Sheppe

WSUN

ST. PETERSBURG—1927—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
 Studio Address..... Municipal Pier
 Transmitter Location... Bayview, RFD No. 2,
 Box 81, Clearwater
 Air Time Unlimited
 News Service UP
 Transcription Service..... Associated, SESAC
 Representative Weed
 Membership NAB, BMB
 Gen.-Sta.-Sales Prom. Mgr., Pub.
 Dir..... George D. Robinson
 Commercial Manager..... Vera New
 Prog. Dir., Chief Engineer..... Louis J. Link
 Musical Director..... Edith Sexton

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By... Pinellas Bcstg. Co.

. . . **FLORIDA** . . .

Business Address.....470 First Ave. S.
 Phone Number.....7-8108
 Studio Address.....Times Bldg.
 Transmitter Location....Gandy Blvd. at Gandy
 Bridge
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World. Capitol
 Representative.....John E. Pearson
 Membership.....NAB
 President.....Nelson Poynter
 Vice President.....Irwin A. Simpson
 General-Station Manager..Herbert T. Anderson
 Sales Prom. Mgr., Prog. Dir....Jack Faulkner
 Chief Engineer.....William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Southeastern Bcstg. System
 Operated By.....James S. Rivers
 Business-Studio-Transmitter
 Address.....Mayfair Inn
 Phone Number.....999
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...Lang-Worth. Keystone
 President.....James S. Rivers
 Station Mgr., Prog. Dir...J. Marion Harman, Sr.
 Chief Engineer.....Emerson Brown

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business-Studio-Transmitter
 Address.....City Island
 Phone Number.....2564-5
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....BMB
 President.....Robert C. Jones, Jr.
 General-Station Manager...John B. Browning
 Commercial Manager..Raymond E. Brown, Jr.
 Sales Promotion Manager..Kenneth Randolph
 Program Director.....David Hale
 Musical Director.....David Hale
 Chief Engineer.....James E. Grant

WHBO

SULPHUR SPRINGS—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Sulphur Springs Bcstrs.
 Business-Studio Address..8122 Nebraska Ave.
 Phone Number.....Tampa 33-2251
 News Service.....AP
 Representative.....McGeehan & O'Mara
 Partners.....Harold A. Harry, Harry J. Dunlap

Program Director.....Ann Bowman
 Traffic Manager.....Betty Strong
 Chief Engineer.....Charles McLellan

WRHP

TALLAHASSEE—1946

ABC-KBS-FLA. AMERICAN GP.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appliance
 Corp.
 Business-Studio Address.....Floridan Hotel
 Phone Number.....2691, 2836, 2710
 Transmitter Location.....East Park Ave.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World. Keystone
 Representative.....Thomas F. Clark
 Membership.....NAB
 President, General Manager..Frank W. Pepper
 Commercial Manager.....Joe Hosford
 Sales Promotion Manager.....John Epperson
 Program Director.....Frank W. Hazelton
 Publicity Director.....Jim Miller
 Chief Engineer.....Charles Clifton

WTAL

TALLAHASSEE—1935—MBS

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....John H. Phipps Radio
 Stations
 Business Address.....Park Ave. & Calhoun
 Phone Number.....2160
 Studio Address.....Cherokee Hotel
 Transmitter Location.....Lake Bradford
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John H. Perry,
 Harry E. Cummings
 Membership.....NAB
 President.....John H. Phipps
 Station Manager.....L. Herschel Graves
 Program Director.....Helen F. Todd
 Musical Director.....Dave Cole
 Chief Engineer.....W. A. Snowden, Jr.

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tampa Bcstg. Co.
 Business-Studio Address...401 West Tyler St.
 Phone Number.....M 7921
 Transmitter Location.....411 West Tyler St.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service...Capitol. Lang-Worth.
 SESAC
 Representative.....John H. Perry
 Pres., Gen.-Sta.-Comm.-Sales
 Promotion Manager.....W. Walter Tison

MembershipNAB
 Prod.-Publicity Director.....Eva Byron
 Musical Director.....Roger Ball
 Chief Engineer.....J. B. Tison
 Farm Editor.....Rcnald Harp

W D A E

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.....M-2911
 Studio Address.....Tampa Times Bldg.
 Transmitter Location....Forrest Hills Country
 Club Area
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NAB
 President.....David E. Smiley
 Gen.-Sta.-Comm.-Sales Promotion
 Manager.....L. Spencer Mitchell
 Prog.-Prod.-Publicity Dir..Kenneth W. Skelton
 Musical Director.....Edward C. Walker
 Chief Engineer.....William Pharr Moore
 Farm Editor.....Mark E. Swingley

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tampa Tribune
 Business-Studio Address.....Seminole Bldg.
 Phone Number.....H-1828
 Transmitter Location....East Entrance Camp-
 bell Causeway, Columbus Dr.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative..John Blair, Harry E. Cummings
 Membership.....NAB
 Station Manager.....Charles G. Baskerville
 Commercial Manager.....Bert A. Arnold
 Sales Prom. Mgr., Pub. Dir....Tom Matthews
 Prog.-Prod. Director.....Paul M. Jones
 Chief Announcer, Farm Editor...Mardi Liles
 Musical Director.....Frank Grasso
 Chief Engineer.....Joseph Mitchell

W H B O

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By..Harold A. & Harry J. Dunlap
 Business Address.....P. O. Box 9145
 Phone Number.....33-2251
 Studio Address.....Sulphur Springs Hotel,
 8122 Nebraska Ave.
 Transmitter Location.....11001 Florida Ave.
 Air Time.....Local sunrise-sunset

News Service.....AP
 General Manager.....Harold A. Dunlap
 Business Manager.....Harry J. Dunlap
 Comm.-Sales Prom. Manager.....Jim Turner
 Prog.-Musical Dir.....Ann Bowman
 Traffic Manager.....Betty Strong
 Chief Eng.-Farm Ed.....Charles McLellan

W I R K

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....Box 2148
 Phone Number.....2-1744
 Studio Address.....Citizens Bldg.
 Transmitter Location....S. Military Trail
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Representative....Joseph Hershey McGillvray
 Membership.....NAB
 President.....J. S. Field, Jr.
 Gen.-Sta.-Comm. Mgr....Joseph B. Matthews
 Sales Promotion Manager....S. H. Andrews
 Program-Publicity Dir.....Bob Cummings
 Chief Announcer, Musical Dir...Rome Hartman
 Chief Engineer.....William P. Heitzman

W J N O

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.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Robert Meeker
 Membership.....NAB, BMB, FMA
 President.....Marshall Hemingway
 Gen.-Sta.-Comm. Mgr.....Stephen P. Willis
 Program Director.....Vernon Crawford
 Musical Director.....Anne Wharton
 Chief Engineer.....Otis C. Wright

W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
 Business-Studio Address...132 Third St., S.W.
 Phone Number.....31-313
 Transmitter Location....Lake Howard Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....Frederick L. Allman
 General Manager.....Larry Rollins
 Program Director.....Richard Eyrich
 Chief Engineer.....L. Orden Craig

1948 - - - A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

1949 - - - A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty—industry consciousness—agency confidence—sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

GEORGIA

Estimated Population 3,128,000—Increase +0.1%—Radio Homes 676,500
Total Families 811,700—Stations in State 69

W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By . . . Herald Publishing Co.
Business-Studio-Transmitter

Address Leesburg Road
Phone Number 1590-389
Air Time Unlimited
News Service AP
Transcription Service World
Representative Burn-Smith, Pierce W. Cook
Membership NAB
President James H. Gray
General-Station-

Commercial Manager H. L. Tallman
Sales Promotion Manager-Program-
Production Publicity Director . . . David K. Fulton
Chief Announcer Bill Bowick
Chief Engineer Ernest Ruckle

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

Transmitter Location Gillionville Road
Air Time 6:45 a.m.-12:05 a.m.
News Service UP
Transcription Service Standard
Representative George P. Hollingsbery
Membership NAB, BMB
President J. W. Woodruff
Executive Manager J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion

Manager-Publicity Director L. M. George
Program-Production Director Walter H. Flint
Musical Director Gwen Walker
Chief Engineer W. C. McClung
Farm Editor Bill Fowler

W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . The Americus Bdcstg. Co.
Business-Studio Address . . . 109½ Windsor Ave.
Phone Number 3681-3682

Transmitter Location McGarragh St.
Air Time 17 hrs.
News Service AP
President James R. Blair
General-Station-Commercial Manager-
Program Director W. E. Johnson

Production Director-Musical Director-
Chief Announcer Charlie Smith
Chief Engineer Tommy Duke

W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . J. K. Patrick & Company
Business-Studio Address . . . Bobbin Mill Road
Phone Number 1741-2

Transmitter Location Bobbin Mill Road
Air Time 17 hours 10 minutes daily
News Service AP
Transcription Service Standard, Keystone
Membership BMB
President C. A. Rowland
General-Station-Commercial

Manager R. Lewis Doster
Sales Promotion Manager Robert W. Mock
Program Director Mary M. Lester
Publicity Director Lew Forrest
Chief Announcer Dave Ruark
Chief Engineer Bill Evans

W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By Radio Athens, Inc.
Business Address P. O. Box 1423
Phone Number 446-7

Studio-Transmitter Location . . . Lake Road
Air Time Sunrise to Sunset
News Service UP
Transcription Service Associated
Membership NAB, BMB
President-General Manager L. H. Christian
Commercial Manager Claude Williams, Jr.
Program-Publicity Director . . Charles A. McClure
Chief Announcer-Musical

Director Rhett Turnipseed
Chief Engineer L. D. Drewry

W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By . . . Liberty Bdcstg. Corp.
Business-Studio Address . . . Western Union Bldg.
Phone Number Main 5900

Transmitter Location North Druid Hill Rd.
Air Time Unlimited
News Service AP, INS
Transcription Service Lang-Worth
Representative Katz
Membership NAB, BMB

Now ... More Than Ever—

**"THE BEST BUY IN ATLANTA
MEANS MORE SALES FOR YOU!"**



1948 DATA	Atlanta Metropolitan District	Total Within 0.5 MV/M Contour
AUDIENCE		
Population	498,100	659,700
In communities	498,100	570,600
On farms		89,100
Families	137,186	178,700
In communities	137,186	156,300
On farms		22,400
Radio Homes	114,500	148,950
In communities	114,500	131,350
On farms		17,600
RETAIL SALES, 1947 (Sales by Store Classes)		
Food Stores	\$118,400,000	\$134,000,000
General Merchandise	123,500,000	135,700,000
Apparel Stores	54,300,000	58,300,000
Home Furnishings	38,800,000	42,500,000
Automotive	53,000,000	59,100,000
Filling Stations	23,500,000	28,400,000
Bldg. Mtl.-Hardware	31,400,000	37,200,000
Eating-Drinking	34,700,000	37,600,000
Drug Stores	21,800,000	24,200,000
All Other Stores	82,600,000	92,500,000
TOTAL RETAIL SALES	\$582,000,000	\$649,500,000
FARM MARKET		
Number of Farms		18,780
Value of Products		\$33,800,000
Cost of Feed Bought		\$6,330,000
Automotive Vehicles		18,200

Radio Homes by 98% percentage of families, 1948; all other data by original estimates based on latest government census; *approximate, interim reports, samples and derived indices, coordinated to calendar year 1947 by Walter P. Bure, Middlebury, Vermont.

Densely-built areas, solid black Eng. Survey by Holey & Hilliges

"THE GOOD WERD STATION"
1,000 W. 860 K.C.

Atlanta, Georgia

Richard A. Granville, General Manager

The South's Greatest Distribution Center

Owned and Operated by

Radio Atlanta, Inc.

23 Broad Street, S. W. LA 2-0666
National Representatives

JOSEPH HERSHEY MCGILLVRA, INC
NEW YORK CHICAGO ATLANTA LOS ANGELES SAN FRANCISCO

GEORGIA

President.....George B. Storer, Sr.
General Manager.....Lee B. Wailes
Station Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Sales Promotion Manager-Publicity
Director.....William R. Terry
Program-Production Director-
Chief Announcer.....William McCain
Musical Director.....Mrs. Marilyn Ford
Chief Engineer.....Paul B. Cram
Farm Editor.....Dale Clark

WATL

ATLANTA—1930

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....J. W. Woodruff
Business Address.....Henry Grady Bldg.,
26 Cain St.
Phone Number.....Walnut 4377
Transmitter Location.....Loghaven Dr.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Wo th, Standard
Membership.....NAB
Pres., Owner, Gen. Mgr.....J. W. Woodruff
Comme:cial Mgr.....James A. Davenport
Program Director.....A. R. Bruckner, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address.....George Terrace Hotel
Phone Number.....VErnon 1194
Transmitter Location.....S. Pine St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Capitol,
Cole
Representative.....Burn-Smith
President.....Mike Benton
General Manager.....Maurice C. Coleman
Traffic Mgr., Asst. Prog. Dir.....Ann Hutcheson
Production Manager.....Betty Specht
Chief Engineer.....David J. Holt

WCON

ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Atlanta Constitution
Publ. Co.
Business-Studio Address.....Constitution Bldg.
Phone Number.....LAmAr 4545
Transmitter Location.....DeFoor's Ferry Road, NE,
Atlanta
Air Time.....5:30 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Headley-Reed
Membership.....BMB

President.....Clark Howell
General Manager.....David Carpenter
Commercial Manager.....Crenshaw Bonner
Prog. Mgr.-Pub. Dir.....Edward Pentecost
Program Director.....Warde Adams
Chief Engineer.....Harvey Aderhold
Farm Editor.....Channing Cope

WERD

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Address.....23 Broad Street, SW
Phone Number.....Lamar 0666-7-8
Transmitter Location.....Fairmont Street, NW.
Air Time.....Daytime
News Service.....AP
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
President.....Jesse Draper
General Mgr.....Richard A. Granville
Comm.-Sales Prom. Mgr.....Richard S. Kendrick
Program Director.....Herbert J. Harris
Prod.-Pub. Dir.....James Arthur Wood
Musical Director.....Carol Bridges
Chief Engineer.....Bill Kennedy
(See Page 378)

For Readability . .

Reliability . .

AP

The world's largest
news service
available through
membership

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By....Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
 Business-Studio Address.....Forsyth Bldg.,
 Post Office Box 674
 Phone Number.....Walnut 8441
 Transmitter Location.....Cheshire Bridge Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....NBC, Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NAB BMB
 Chairman.....F. M. Spratlin
 General-Station-Commercial
 Manager.....John Fulton
 Sales Promotion Manager.....Paul Sanford
 Program Director.....Jack Kelly
 Production Director.....Don Naylor
 Publicity Director.....Paul Sanford
 Musical Director.....Jack Almand
 Chief Engineer.....Ben Akerman

WQXI

ATLANTA—1948

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....R. W. Rounsaville
 Business-Studio Address.....Peachtree at
 Mathieson
 Phone Number.....CHerokee 2196
 Transmitter Location.....Cheshire Bridge Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 President-Owner, General, Station
 Manager.....R. W. Rounsaville
 Commercial Manager.....Howard Brooks
 Program Director.....Bill Lowery
 Production Director.....Zenas Sears
 Chief Engineer.....Wm. F. Lange

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
 Owned-Operated By..Atlanta Journal Company
 Business-Studio Address.....Billmore Hotel
 Phone Number.....HEmlock 1045

*For a good time
 in Atlanta*

SEE THE HOLLINGBERY REPRESENTATIVE

WGST

MUTUAL

G E O R G I A

Transmitter Location.....Tucker
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated, Standard
 Representative.....Edward Pety
 Membership.....NAB, BMB
 Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Commercial Manager.....Frank Gaither
 Sales Promotion Manager.....Vincent C. Piano
 Program Director.....Marcus Bartlett
 Publicity Director.....Wayne L. Anderson
 Chief Engineer.....C. F. Daugherty

(See Page 376)

W B B Q

AUGUSTA—1946

MBS-GA. ECO. GRP.-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Savannah Valley
 Bdstg. Co.
 Business-Studio-Transmitter
 Location.....515 Jefferson Davis Avenue
 Phone Number.....4-5441
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Standard, Keystone

Representative.....Walker
 President-General, Station
 Manager.....George G. Weiss
 Commercial Manager.
 Production Director.....John W. Watkins
 Sales Promotion Manager,
 Publicity Director.....Fred Runde
 Program Director.....George M. Scott
 Chief Announcer,
 Musical Director.....Bob Nelson
 Chief Engineer.....George G. Weiss
 Farm Editor.....Jack Lenz

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By...The Twin States Bcstg. Co.
 Business-Studio Address.....WGAC Bldg.
 Phone Number.....2-2692
 Transmitter Location.....Martinez
 Air Time.....5:15 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....NBC
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 V.P., Gen-Station Mgr.....J. B. Fuqua
 Commercial Manager.....Donald M. Kelly, Jr.
 Program Director.....Warren Hites
 Production Director.....John Vance
 Publicity Director.....Edward Tibbets
 Chief Engineer.....John P. Jopling
 Farm Editor.....J. W. Chambers

W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Augusta Broadcasting Co.
 Business-Studio Address...8th & Broad Streets
 Phone Number.....2-8805, 2-8806, 2-8807
 Transmitter Location.....Berckmans Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingsbery
 Membership.....NAB, BMB
 President.....William K. Jenkins
 General, Station, Sales Promotion Manager,
 Publicity Director.....W. R. Ringson
 Commercial Manager.....William B. Smart
 Program Director.....Charles H. Pointel
 Production Director.....Raymond Culpepper
 Chief Announcer.....Pat Mulherin
 Musical Director.....Charles H. Pointel
 Chief Engineer.....Rabun F. Bobo
 Farm Editor.....Gerald A. Chelton

W T N T

AUGUSTA—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Georgia-Carolina Bcstg. Co.



Other Rounsville Stations

- WBAC Cleveland, Tennessee
- WBEJ Elizabethton-Johnson City, Tennessee
- WGRV Greenville, Tennessee
- WKSR Pulaski, Tennessee

Class programs of popular and classical music, news, sports and special events.

In the Heart of a Class Market

1000 Watts 790 KC.

GEORGIA

Bus.-Studio Address... 15 Eighth St., Cotton Row
Phone Number..... 4-2421
Transmitter Location..... Cedar St. Extended
Air Time..... 6:00 a.m.-M.
News Service..... UP
Transcription Service..... Associated
Representative..... Taylor-Boroff
Membership..... BMB
President..... Walter J. Brown
V. Pres., General, Station
Manager..... Edgar W. Teasley
Program-Production Dir..... Charles Snowden
Publicity Director..... Vivian Milliken
Chief Announcer..... John Raddeck
Chief Engineer..... C. M. Callicott

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... S. Marvin Griffith
Address..... P. O. Box 348
Phone Number..... 776
News Service..... AP
Transcription Service..... SESAC
President..... S. Marvin Griffith
General Manager..... Ben H. Dekle
Program Dir..... Barbara Ann Johnson
Chief Engineer..... Woodrow F. Dunlap

WMOG

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Coastal Bcstg. Co., Inc.
Business-Studio-Transmitter
Location..... St. Simons Island Causeway
Phone Number..... 1500
Air Time..... 7:00 a.m.-M.
News Service..... UP
Transcription Service..... Lang-Worth, Keystone
Membership..... BMB
President..... Alma W. King
General-Station-Commercial
Manager..... Kenneth E. White

WLBB

CARROLLTON—1947—KBS

Frequency: 1100 Kc..... Power: 250 Watts
Owned By..... Carroll Bdcstg. Co., Inc.
Operated By..... Radio Station WLBB
Business-Studio Address..... Peoples Bank Bldg.
Phone Number..... 980-981
Transmitter Location..... Cedar St.
Air Time..... Daytime
News Service..... UP
Transcription Service..... Capitol SESAC,
Keystone
Membership..... NAB
President-Gen. Mgr..... James M. Matthews
Commercial Manager..... Chessley F. Hooper
Program Director..... James C. Dunaway

Chief Announcer..... Dale C. Smith
Musical Director..... James C. Dunaway
Chief Engineer..... Chessley F. Hooper
Farm Editor..... James M. Matthews

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... W. R. Frier
Business-Studio-Transmitter
Address..... P. O. Box 71, Dallas Road
Phone Number..... 686
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, Keystone
Membership..... NAB
President..... W. R. Frier
Gen.-Sta.-Sales Prom. Mgr.,
Pub. Dir..... James O. Hardin, Jr.
Program-Production Director,
Chief Announcer..... John C. Hamrick
Chief Engineer..... Robert G. Slaughter
Farm Editor..... James O. Hardin, Jr.

WGAA

CEDARTOWN—1941 ABC-KBS-GALS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... NW. Ga. Bdcstg. Co.
Business-Studio Address..... West Theatre Bldg.
Phone Number..... Cedartown 777,570
Transmitter Location..... Rome Highway
Air Time..... 6:00 a.m.-M.
News Service..... AP
Transcription Service..... World, KBS
Membership..... NAB, BMB
President..... O. C. Lam
General-Station-Commercial
Manager..... William B. Estes
Program Director..... Rowena Whitfield
Production Director..... Ed Reilly
Publicity Director..... Frank Burgess
Musical Director..... Ira Turpin
Chief Engineer..... G. C. Hunt
Farm Editor..... C. P. Ernest

WDAK

COLUMBUS—1943—ABC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Radio Columbus, Inc.
Business-Studio Address..... 1320 Broadway
Phone Number..... 5447
Transmitter Location..... Brickyard Road
Air Time..... 5 a.m.-1:05 a.m.
News Service..... AP
Transcription Service..... World
Station Representative..... Headley-Reed
Membership..... NAB, BMB
President-General Manager..... Allen M. Woodall
Station Manager..... Miles H. Ferguson

GEORGIA

Commercial Manager..... William Massie
Program-Production Director..... John Nolan
Publicity Director..... Tommy Tucker
Chief Announcer..... Joe Byars
Musical Director..... Frances Gladdin
Chief Engineer..... Randy Jones
Farm Editor..... Betty Vann

WGBA

COLUMBUS—1947

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.... Ga.-Ala. Bdcstg. Corp.
Business-Studio Address.....1213½ Broadway
Phone Number.....3-3603
Transmitter Location..... Crawford Rd.,
Phenix City, Ala.

Air Time.....6 a.m. to local sunset
News Service.....AP
Transcription Service.....Associated, Capitol
Representative.....Branham
Membership.....NAB, BMB
President.....A. H. Chapman, Sr.
General-Commercial-Program
Director.....Walter M. Windsor
Sales Promotion Manager.....James R. Cook
Continuity Director.....Jack H. Dell
Publicity Director.....Judith Bell
Chief Engineer.....John H. Wiseley

WRBL

COLUMBUS—1928

CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1420 2nd Avenue
Phone Number.....2-0601
Transmitter Location.....Phenix City, Ala.
Air Time.....5 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Membership.....NAB, BMB, FMA
Principal Owner, Executive & Commercial
Manager.....J. W. Woodruff
Local Sales Manager.....B. Ed Johnson
Sales Promotion Manager,
Publicity Director.....Ed J. Hennessy
Program-Production Director.....George Gingell
Musical Director.....George D. Davis, Jr.
Chief Engineer.....Joe A. Gamble
Farm Editor.....Douglas Gary

WSAC

COLUMBUS—1948—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By....Chattahoochee Bcstg. Co.
Business-Studio Address.....1028½ Broadway
Phone Number.....2-4427
Transmitter Location.....Morris Road

Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker
Membership.....BMB
President.....William K. Jenkins
General-Station Manager.....Edwin Mullinax
Commercial Manager.....Frances Smith
Program Director.....James R. O'Donnell
Chief Engineer.....Hudie Brown

WMJM

CORDELE—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts d.;
100 Watts n.
Owned-Oper. By. Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number.....666
News Service.....UP
Transcription Service.....World
President, General Mgr.....James S. Rivers
Commercial Mgr.....William E. Blizzard, Jr.
Prog. Dir., Prom. Mgr.....Willard Belote
Chief Engineer.....Reo Chairland

WMOC

COVINGTON—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....The Covington News,
Inc.
Business-Studio Address....Monticello Street
Phone Number.....2275
Transmitter Location.....Monticello Street
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, Keystone
President.....Belmont Dennis
General-Station-Commercial
Manager.....W. Thomas Hay
Sales Promotion Manager,
Publicity Director.....S. G. Turner
Program Director.....W. I. Allgood
Chief Announcer, Musical
Director.....Richard Roche
Chief Engineer.....Robert L. White, Jr.
Farm Editor.....Leo Mallard

WBLJ

DALTON—1940

MBS-KBS-GA. SPORTS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address....111 South Penta St.
Phone Number.....1180-1
Transmitter Location.....River Bend Rd.
Air Time.....18 hours
News Service.....UP
Transcription Service.....Capitol, SESAC,
Keystone

Representative Continental Radio Sales
 Membership NAB, BMB
 President H. C. Kenemer
 General-Station-Commercial
 Manager William Armond
 Sales Promotion Manager Chester Wilson
 Program-Production-Publicity
 Director Dave Achor
 Chief Announcer Bill Davis
 Musical Director Armin Geertz
 Chief Engineer John S. Andrews
 Farm Editor Joe McGinley

WDWD

DAWSON—1948—GA. SPORTS

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By Dawson Bdcstg. Co.
 Business-Studio Address Parrott Road
 Phone Number 416-417
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Ed Stevens
 General-Station-Commercial
 Manager W. C. Woodall, Jr.
 Program Director Olyn L. Gee
 Production Director Joe Stephens
 Publicity Director Betty Henson
 Chief Announcer Royce Jones
 Chief Engineer Jim Honey

WEAS

DECATUR—1947

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Eurith Dickinson Rivers, Jr.
 Bus. Studio Address 217 W. Ponce de Leon
 Ave.
 Phone Number Dearborn 2521
 News Service AP
 Transcription Service World
 Owner E. D. Rivers, Jr.
 Station Director Raymond D. McCoy
 Commercial Mgr. Edward Wing
 Production Director Warren Roberts
 Promotion Manager Ben Gunn
 Chief Engineer William H. Heller

WGLS

DECATUR—1949—GALS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By DeKalb Bcstg. Co.
 Business-Studio Address Phelps Bldg.
 Phone Number Crescent 7066
 News Service UP
 Transcription Service Standard
 President Frank Thomas
 General Manager Tom Carr
 Chief Engineer Cliff Hansom

WDMG

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By WDMG, Inc.
 Business-Studio Address 118 S. Madison Ave.
 Phone Number 564
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World. SESAC
 Membership NAB
 President Downing Musgrove
 General Manager B. F. J. Timm
 Commercial Manager Al Evans
 Program Director Terry Kielty
 Chief Announcer Sam Middleton
 Chief Engineer Al Woodson

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Dublin
 Phone Number 871-2
 Studio-Transmitter Location Franklin St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Continental Radio Sales
 Membership BMB
 President George T. Morris
 Station Manager W. Newton Morris
 Commercial Manager Dennis N. Brown
 Chief Engineer Charlie R. Lord
 Farm Editor George Gaines

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elberton Bcstg. Co.
 Address Elberton
 News Service AP
 Representative Continental Radio Sales
 Manager Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-GALS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Business-Studio-Transmitter
 Address 600 Roanoke Dr.
 Phone Number 740, 745
 Air Time 6:15 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President Arthur Carpenter, Jr.
 General-Station-Commercial-Sales Promotion
 Manager, Program-Production
 Director Herbert Wolin Scott

G E O R G I A

Chief Announcer-Musical Director Jack Owens
Chief Engineer-Farm Editor... Thomas Hanssen

W D U N

GAINESVILLE—1947—GALS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Northeast Ga. Bdcstg. Co.

Business Address... P. O. Box 115
Phone Number... 234L
Studio Address... 213½ S. Main St.
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... Capitol, Thesaurus
Representative... Thomas F. Clarke
Membership... NAB
President... Paul C. Plaginos
General Manager... John W. Jacobs, Jr.
Commercial Manager... Dave Rankin

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Blue Ridge Bdcstg. Co.
Business Address... Box 654
Phone Number... 1600
Studio-Transmitter Location... 2400 Athens Rd.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Lang-Worth, Keystone
Membership... NAB, BMB
President... Charles A. Smithgall
Commercial Manager... E. F. MacLeod
Program Director... Robert Schwab
Publicity Director-Musical

Director... James A. Hartley
Chief Engineer... F. Keith Brown

W K E U

GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... WKEU, Inc.
Address... P. O. Box 155
Phone Number... 5507
Air Time... Unlimited
News Service... UP
President, General Mgr... A. W. Marshall, Jr.
Commercial Mgr... C. I. Crawley
Prog. Dir., Prom. Mgr... J. J. Smolka
Chief Engineer... G. H. Whitley, Jr.

W K L Y

HARTWELL—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By... Louie L. Morris
Business Address... Hartwell
Phone Number... 71

Studio-Transmitter Location... Bowersville Hwy.
Air Time... Local sunrise-sunset
News Service... UP
Transcription Service... Capitol
Membership... BMB
President... Louie L. Morris
Exec. Vice Pres., Station

Manager... Max G. Pfander
Commercial Manager... Joe Morris
Sales Promotion Manager, Program-Production-
Publicity Director-Farm Editor... Joe Wilder
Chief Announcer... Tom Whittaker
Chief Engineer... Ernest Church

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
Transmitter Location... LaGrange
Air Time... 6 am.-M.
News Service... UP
Transcription Service... Standard, Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB
President... Roy C. Swank
General Station-Commercial

Manager... Edwin Mullinax
Sales Promotion Manager... Janet Angel
Program Director... John Boggess
Production Director... Herbert Wells
Publicity Director... Fazelle Scarborough
Musical Director... William Hyde, Jr.
Chief Engineer... James McKay
Farm Editor... Joe Hawkins

W B M L

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Middle Georgia Bdcstg. Co.
Business-Studio Address... First National Bank Bldg.
Phone Number... 2728
Transmitter Location... 8th & Cherry St.
Air Time... 6 a.m.-12:30 a.m.
News Service... AP
Transcription Service... World
Membership... NAB, BMB, FMA
President... E. D. Black
General Manager... Charles W. Pittman
Commercial Manager... Walter Graham
Sales Production Manager, Production
Director... Harold Beaty
Program Director-Musical

Director... Mary Hester Richardson
Publicity Director... Lewis Smith
Chief Announcer... Tommy Snellgrove
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. Ivy 2716
 Transmitter Location. Pio Nono at Millirons
 Rds.
 Air Time. Local sunrise-sunset
 News Service. UP
 Transcription Service. Thesaurus
 Owners & Managing Dir. M. O. Thornburg,
 Jr., Thomas H. Maxwell
 Commercial Manager. George W. Patton
 Sales Promotion Manager. Bob Saggese
 Program Director. Marion Bragg
 Prod. Dir., Chief Announcer. Richard Ashby
 Publicity-Musical Dir. Betty Crowell
 Chief Engineer. Tom Maxwell
 Farm Editor. Charles Arthur

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By. Southeastern Bcstg. Co.
 Business-Studio Address. Bankers Insurance
 Bldg.
 Phone Number. 3131
 Transmitter Location. Forsyth Rd.
 Air Time. 5:30 a.m.-12:30 a.m.
 News Service. INS, UP
 Transcription Service. Lang-Worth
 Representative. Katz
 Membership. NAB, BMB
 Pres., Chief Engineer. George P. Rankin
 General Manager. Wilton E. Cobb
 Commercial Manager. Frank Crowther
 Production Director. Frank Hubbs
 Farm Editor. D. F. Bruce

W N E X

MACON—1945—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Macon Bcstg. Co.
 Business-Studio Address. Bibb Bldg.
 Phone Number. 8211
 Transmitter Location. Rogers Ave.
 Air Time. 5:55 a.m.-12:35 a.m.
 News Service. AP
 Transcription Service. Capitol
 Representative. Forjoe
 Membership. NAB
 President. Ed Lowe
 General-Station Manager. Alfred Lowe
 Commercial Manager. James Weathers
 Program Director. Peggy Taylor
 Musical Director. Beverly McKenzie
 Chief Engineer. Ambrose Kibler
 Farm Editor. Rayford Faircloth

W F O M

MARIETTA—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Fred B. Wilson,
 Channing Cope
 Business Address. P. O. Box 131
 Phone Number. 1746, 1414
 Studio-Transmitter Location. So. Cobb Dr.
 Air Time. 7 a.m.-11 p.m.
 News Service. AP
 Transcription Service. World
 Partners. Fred B. Wilson, Channing Cope
 Gen.-Sta.-Comm. Mgr. Albert L. Jones
 Sales Promotion Manager.
 Program Director. James Collins
 Chief Announcer. Red Sparks
 Chief Engineer. Lynee Brannen
 Farm Editor. C. Cope

W M V G

**MILLEDGEVILLE—1946
 MBS-GALS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Jere N. Moore
 Business-Studio Address. Georgia Military
 College
 Phone Number. 250
 Transmitter Location. Fishing Creek, So.
 Wayne St.
 Air Time. 7 a.m.-11:15 p.m.
 News Service. UP
 Transcription Service. World, Keystone
 Representative. Homer Griffith
 Membership. NAB
 Owner. Jere N. Moore
 Gen.-Sta.-Comm.-Sales Promotion
 Manager. Michael T. Landy
 Prog.-Prod. Dir. Josephine Ragsdale
 Publicity-Musical Dir. Carl Woolf
 Chief Announcer. William G. Bloodworth
 Chief Engineer. Robbie O. Hattaway

W M G A

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. John F. Pidcock
 Business-Studio-Transmitter Address. Moultrie
 Phone Number. 999
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Thesaurus, Keystone
 Representative. Thomas F. Clarke
 General Manager. John F. Pidcock
 Station Mgr., Program Dir. Roy F. Zess
 Commercial Manager. Wandell Murphy
 Chief Announcer. Spence Raulerson
 Chief Engineer. Lamar Beaty

W C O H

NEWNAN—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Newnan Bcstg. Co.
 Business Address 11 Court Sq.
 Phone Number 1400-1
 Studio Address Court St.
 Transmitter Location Line St.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Manager James Thomasson
 Program Director Dr. R. S. C. Young
 Publicity Director Betty Bonner
 Musical Director Imogene Jones
 Chief Engineer Walter O. Welch
 Farm Editor R. W. Brown

W K M A

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio South
 Business-Studio Address Walker Bldg.
 Phone Number 4811
 Transmitter Location N. of New City Cemetery
 Air Time 6:45 a.m.-10 p.m.
 News Service UP
 Gen.-Sta.-Comm.-Sales Promotion
 Manager John R. Barlett
 Program-Publicity Dir. Elizabeth Barlett
 Chief Announcer Vince Randolph
 Chief Engineer Milo Lester

W L A Q

ROME—1947

Frequency: 670 Kc. Power: 1,000 Watts
 Owned-Operated By News Publishing Co.
 Business-Studio Address 209 Broad St.
 Phone Number 7767-8
 Transmitter Location Old Summerville Rd.
 Air Time Daytime
 News Service AP, INS, UP
 Transcription Service Capitol
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President B. H. Mooney, Sr.
 General Manager Robert C. Leach
 Commercial Manager Martha Daniel
 Sales Promotion Manager George W. Rice, Jr.
 Program Director Ruby Erwin
 Production Director William B. Davies
 Publicity Director Gibson Ivey
 Musical Director Mrs. Clyde Baker
 Chief Engineer Daniel B. Scott

W R G A

ROME—1929

MBS-KBS-GA. SPORTS NET

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By Rome Bcstg. Corp.

Eus-Studio Address National City Bank Bldg.
 Phone Number 6589
 Transmitter Location Off Summerville Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Walker
 Membership NAB, BMB
 President John W. Quarles
 General Manager Happy Quarles
 Station Manager Mather Payne
 Commercial Manager Pinkie Talley
 Sales Prom. Mgr., Pub. Dir. Don Murdock
 Program Director Jim Roberts
 Production Director Al Kirby
 Musical Director Dale Stone
 Chief Engineer R. L. Starr
 Farm Editor Cap Hicks

W R O M

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Oper. By Coosa Valley Radio Co.
 Business-Studio Address 121 Broad St.
 Phone Number 9075-6
 Transmitter Location Cooper Dr.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Everett-McKinney,
 Homer Griffith
 Membership NAB
 Pres., Gen. Mgr. Dean Covington
 Commercial Manager M. T. Kinman
 Program Dir., Chief Announcer Charlie Doss
 Musical Director Bill Scott
 Chief Engineer Ken Lowry
 Farm Editor Blair Jesse

W C C P

SAVANNAH—1946
MBS-GA. SPORTS NET.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated by Dixie Bcstg. Co.
 Business-Studio Address P. O. Box 943,
 140 Bull St.
 Phone Number 2-4182
 Transmitter Location West Gwinnett St.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Walker
 Membership NAB
 Pres., Owner, Gen. Mgr. Carter C. Peterson
 Station-Commercial Mgr. Weldon Herrin
 Sales Promotion Manager Charles J. Lipton
 Program Director Charles Beresford
 Publicity Director Al Jennings
 Chief Engineer William E. Moats

W D A R

SAVANNAH—1946—ABC-GAB

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number.....3-8807-8
 Transmitter Location.....E. Perry Lane
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....A. C. Neff
 General-Station Manager.....L. H. Thesmar
 Commercial Manager.....Robert Finch
 Sales Promotion Manager.....Robert Noble
 Program Director.....Robert Mann
 Production Director.....Milton Bellah
 Publicity Director.....Mary Brennan
 Chief Announcer.....Sam Dillard
 Musical Director.....James Treston
 Chief Engineer.....Howard Jewett
 Farm Editor.....Alberta Beckwith

W F R P

SAVANNAH—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone Number.....39642
 Transmitter Location.....E. Perry Lane
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated, Cole
 President.....F. R. Pidcock
 Actg. Gen. Mgr., Prog. Dir.....John F. Pidcock
 Commercial Manager.....John Williams
 Sales Promotion Manager.....Chris Brannegan
 Chief Announcer.....Clayton Van Calligan
 Chief Engineer.....James M. Wilder

W S A V

**SAVANNAH—1939
 NBC-ATLANTIC SPORTS**

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By.....WSAV, Inc.
 Bus.-Studio Address.....Liberty Natl. Bank Bldg.
 Phone Number.....3-0234
 Transmitter Location.....Otland Island, 4.2 Mi.
 E. of Savannah
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Pres., Gen.-Sta. Mgr.....Harben Daniel
 Comm.-Sales Prom. Mgr.....George P. Cooper
 Prog. Dir., Prod. Mgr.....Owens Alexander
 Publicity Director.....Carson Demmond

Musical Director.....Melvin Peacock
 Chief Engineer.....M. E. Thompson
 Farm Editor.....Melvin Peacock

W T O C

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By.....Savannah Bcstg. Co.
 Business-Studio Address.....516 Abercorn St.,
 P. O. Box 858
 Phone Number.....2-0127
 Transmitter Location.....Anderson Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Katz
 Membership.....NAB, BMB, FMA
 Pres., General Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Prog.-Musical Director.....Dwight J. Bruce
 Chief Engineer.....R. Reeve Owen

W W N S

**STATESBORO—1946
 MBS-GALS-KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Alfred Dorman
 Business Address.....Box 146
 Phone Number.....502
 Studio-Transmitter Location.....E. Olliff St.
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard, Keystone
 Owner.....Alfred Dorman
 General-Station Manager.....Paul R. Sauve
 Program Director.....Worth McDougald
 Chief Engineer.....Clinton J. Lewis

W S F T

THOMASTON—1947—MBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co., Inc.
 Business-Studio Address.....101 N. Church St.
 Phone Number.....1300
 Transmitter Location.....Hightower Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Associated
 President.....R. E. Hightower
 General-Station Manager.....S. J. Carswell
 Commercial Manager.....C. T. Thames
 Program Director.....Bill Heule

W K T G

THOMASVILLE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Southern Bcstg. System, Inc.

G E O R G I A

Business-Studio Address.....Bank of Thomas
County Bldg.
Phone Number1501
Transmitter Location.....Pavo Hwy.
Air TimeDaytime
News ServiceAP
Transcription Service.....World, Lang-Worth
Representative.....Thomas F. Clark
MembershipNAB
President, Gen. Mgr.....W. F. Scott, Jr.
Comm.-Sales Prom. Mgr., Publicity
DirectorPratt Secrest
Program Director.....William B. Hill
Chief Announcer.....Bill Hill
Chief Engineer.....K. T. Malory

Business-Studio-Transmitter Address.....800 S.
Main St.
Phone Number921
Air Time.....6:30 a.m.-11 p.m.
News ServiceUP
Transcription ServiceStandard
President.....Walter A. Graham
Gen.-Sales Promotion Mgr...James E. Graham
Station-Commercial Mgr....William Shepherd
Program-Musical Dir.....Paul Wynn
Production Director.....Bert Stevens
Publicity Director.....R. H. Pittman
Chief Engineer.....Wendell C. Roberts

W P A X

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By.....H. Wimpy
Business-Studio Address...117 Remington Ave.
Phone Number909
Transmitter Location.....117 Remington Ave.
Air TimeUnlimited
News ServiceUP
Transcription Service.....Thesaurus, Capitol
MembershipNAB, BMB
Owner, General-Station Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bob Oakman
Chief Announcer.....Glenn Hicks
Chief Engineer.....James Poole

W T W A

THOMSON—1947
MBS-GA-CAROLINA NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hickory Hill Bcstg. Co.
Business-Studio-Transmitter
Address215 Lumpkin St.
Phone Number777
Air TimeUnlimited
News ServiceUP
Transcription ServiceWorld
RepresentativeTaylor-Boroff
MembershipNAB
PresidentWalter Brown
General Manager.....Harold Teasley
Program Director.....Claude Sullivan
Chief Announcer.....John Morris
Chief Engineer.....Bill Bates

W W G S

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Tifton Bcstg. Corp.

W L E T

TOCCOA—1941—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address...423 Prather
Bridge Rd.
Phone Number544
Air TimeUnlimited
News ServiceUP
Transcription Service...Associated, Keystone

Howard E. Pill, President,
Radio Station WSFA, Mont-
gomery, Ala.: "I came into
radio business from news-
paper business — and THE
ASSOCIATED PRESS has
been regarded as tops by me
ever since my first job as a
cub reporter more than 25
years ago."

Representative.....Thomas F. Clark
 Membership.....NAB
 Owner.....R. G. Letourneau
 General-Station Manager.....Virgle E. Craig
 Commercial Manager.....Sam A. Gaines
 Sales Prom. Mgr., Pub. Dir.....Charles Gaines
 Prog.-Prod.-Musical Dir.....Carroll S. Lee
 Chief Engineer.....J. Carl Meeks

W G O V

VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....E. D. Rivers
 Business-Studio Address.....Hotel Daniel Ashley
 Phone Number.....1420
 Transmitter Location.....Kinderlou
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson
 Owner, General Manager.....E. D. Rivers
 Business Manager.....Mary Gorman
 Prog.-Prod. Director.....John V. Evans
 Chief Engineer.....Ralph Dennis

5000 WATTS
 of selling power

at

950 on the dial

with

MUTUAL

plus

good local programs

W G O V

Valdosta, Georgia

Represented

by

John E. Pearson Co.

W R Q N

VIDALIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Vidalia Bcstg. Co.
 Address.....Vidalia
 Phone Number.....327
 Transmitter Location.....U.S. Route 280,
 3/4 Mi. W. Vidalia
 Air Time.....6:30 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....M. F. Brice
 Program Director.....Bill Harbeson
 General Manager.....H. C. Gilreath, Jr.
 Commercial Manager.....Bob Moran
 Sales Manager.....Fred Browning
 Program Director.....Jo Anne Dickerson

W A Y X

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address.....1600 Carswell Ave.
 Phone Number.....965
 News Service.....UP
 Transcription Service.....World, Cole, KBS
 Representative.....Hal Holman
 Owner.....Jack Williams
 Mgr., Comm. Mgr.....John J. Tobola
 Program Dir.....Gwen Thomas
 Promotion Mgr.....Raymond Williamson
 Chief Engineer.....John Legare

W R L D

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. J. Duncan, Lelia Duncan,
 Josephine Rolls
 Operated By.....L. J. Duncan
 Business-Studio Address.....West Point
 Phone Number.....437
 Transmitter Location.....Lanett, Ala.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World, Keystone
 President, General Manager.....L. J. Duncan
 Station-Sales Prom. Mgr.....Capers Liffsey
 Commercial Manager.....Dorothy Forrester
 Program Director.....Aileen Love
 Chief Engineer.....R. R. Magill

IDAHO

Estimated Population 530,000—Increase +1.0%—Radio Homes 126,400
Total Families 129,900—Stations in State 20

K D S H

BOISE—1947—CBS

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number6820
Transmitter Location..Meridian, 8 Mi. S.W. of
Boise
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Saul Haas
General Manager.....Westernan Whillock
Associate Manager.....Earl Glade, Jr.
Musical Director.....George Ganz
Chief Engineer.....James A. Johntz, Jr.
Farm Editor.....Bill Graham

K G E M

BOISE—1946

ABC-ROCKY MOUNTAIN NET

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....1107 Main St.
Phone Number533-4
Transmitter Location.....4th & Roosevelt
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, Cole
Representative.....George P. Hollingbery
Membership.....NAB
President.....Frank C. Carman
General-Station Manager.....Ray Fadel
Commercial Manager.....Cecil Seavey
Sales Promotion Mgr.....Harry Waterstone
Program Director.....Bill Moon
Production Director.....Sheldon Bren
Publicity Director.....Harry Waterstone
Musical Director.....Don Bish
Chief Engineer.....Richard Egelston
Farm Editor.....Ray Mitchell

K I D O

BOISE—1928

NBC-UTAH-IDAHO NET

Frequency: 1380 Kc. Power: 2500 Watts d.;
1000 Watts n.
Owned-Operated By.....KIDO, Inc.
Business-Studio Address.....Hotel Boise
Phone Number680
Transmitter Location.....W. of City
Air Time.....Unlimited

News Service.....AP, UP
Transcription Service.....Standard, World
Representative.....John Blair
Membership.....NAB, BMB
President.....Georgia M. Davidson
V.P., Gen.-Station Mgr.....Walter E. Wagstaff
Commercial Manager.....Hugh S. Coppock
Sales Prom. Mgr., Pub. Dir.....Peter Brooks
Program Director.....James B. McKibben
Music Librarian.....Joe Maggio
Chief Engineer.....Harold W. Toedemeier
Farm Editor.....Rulon Bradley

K B I O

BURLEY—1946

ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By.....Jessica L. Longston
Business-Studio Address.....Box 461
Phone Number10
Transmitter Location.....1½ Mi. W. of Burley
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard, Keystone
Representative.....W. S. Grant Co.
Membership.....NAB
President.....Jessica L. Longston
General-Station Mgr.....James L. Hamstreet
Comm. Mgr., Farm Editor.....Rudy Rankin
Sales Promotion Mgr.....Franklin K. Clark
Program Director.....Jean MacLean
Publicity Director.....Elizabeth Hassell
Chief Engineer.....Donald Pinney

K T F I

TWIN FALLS—1928

NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address.....241 Main Ave. W.
Phone Number2400
Transmitter Location.....Curry
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, Lang-Worth
Representative.....Weed
Membership.....NAB, BMB
President.....O. P. Soule
Gen.-Station-Comm. Manager.....F. M. Gardner
Sales Promotion Mgr., Program-Publicity
Director.....Lenore Parker
Production Director.....Carolyn Morris
Chief Announcer.....Ernest Moffett
Musical Director.....John Edington
Chief Engineer.....George Malone
Farm Editor.....Jack Farrar

KCID

CALDWELL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Business Address Canyon Hill Pk.
 Phone Number 1540
 News Service UP
 Transcription Service World
 President J. T. La Fond
 V.P., Gen.-Comm. Mgr. H. R. McCosh
 Program Director Jack J. Link
 Chief Engineer Jerry Burgess

KVNI

COEUR D'ALENE—1946

MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By The Coeur d'Alene Bcstg. Co.
 Business-Studio Address Blackwell Island
 Phone Number 1250
 Transmitter Location Blackwell Island
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative George P. Hollingsbery
 Membership NAB
 President Burl C. Haqadone
 Sta.-Comm.-Sales Prom. Mgr. C. E. Rodell
 Prog. Dir., Prod. Mgr., Pub.
 Dir. Bernard V. Merriman
 Musical Dir., Farm Editor Burl Bowman
 Chief Engineer Howard Oleson

KID

IDAHO FALLS—1927

MBS-KBS-INTERMOUNTAIN NET

Frequency: 1350 Kc. Power: 5000 Watts d.
 Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Hotel Bonneville
 Phone Number 4
 Transmitter Location Ammon Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, MacGregor,
 Keystone
 Representative Avery-Knodel
 Membership NAB
 President Joseph E. Williams
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Sales Promotion Mgr. James H. Lawrence
 Program Director Eugene A. Ackerley
 Chief Announcer Roy Southwick
 Chief Engineer C. N. Layne

KIFI

IDAHO FALLS—1945

ABC-ROCKY MT.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Idaho Bcstg. & Television Co.
 Business-Studio Address 339 Broadway
 Phone Number 1054
 Transmitter Location N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service TheSaurus
 Representative George P. Hollingsbery
 Pres., Gen.-Sales Prom. Mgr. J. M. Brady
 Sta. Mgr., Prog. Dir. Chic Crabtree
 Commercial Mgr. Dan Kelly
 Production Dir. Bob Fleming
 Publicity Director Berniece George
 Chief Engineer Blair Nelson
 Farm Editor Chic Crabtree

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 1950
 Transmitter Location 8th & Stewart
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant, John Keating
 Membership BMB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Commercial Manager Robert Taylor
 Program Director Reg Roos
 Chief Announcer Byron Stephenson
 Chief Engineer Gene Wilson

KRPL

MOSCOW—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Interstate Radio, Inc.
 Business Address P. O. Box 207
 Phone Number Moscow
 Studio-Transmitter Location Route 3
 Air Time Unlimited
 News Service AP
 Transcription Service World, Cole
 Representative Continental Radio Sales,
 Walter Biddick
 Membership NAB, BMB
 President Ted R. Farrier
 Gen.-Sta. Mgr., Prog.-Prod.-Publicity
 Director Bert McAllister
 Comm.-Sales Promotion Mgr. Jack H. Goetz
 Chief Engineer Herbert D. Young
 Farm Editor Bert McAllister

KFXD

NAMPA—1929
MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Frank E. Hurt & Son
 Business Address.....1224 12th Ave. S.,
 P. O. Box 891
 Phone Number.....1200
 Studio Address...1224 12th Ave. S., Nampa;
 809 Main St., Boise
 Transmitter Location.....3 Mi. S. of Meridian
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service..Lang-Worth, Thesaurus,
 SESAC
 Representative.....Avery-Knodel
 Membership.....NAB
 President, General Mgr.....Frank E. Hurt
 Station-Commercial Mgr.....Doyle Cain
 Prog.-Prod.-Publicity Dir.....Shirl Black
 Chief Engineer.....Edward Hurt

KSEI

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Service Corp.
 Business-Studio Address.....Hotel Whitman
 Phone Number.....960
 Transmitter Location.....Pocatello
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Standard, Lang-Worth,
 Cole
 Representative.....Walker
 Membership.....NAB, BMB
 President.....O. P. Soule
 V.P., Gen.-Comm. Manager...Henry H. Fletcher
 Sales Promotion Manager...Olive M. Leeney
 Program Director.....Ruthe A. Fletcher
 Chief Engineer.....Ellis W. Call

KEIO

POCATELLO—1946
ABC-GEM STATE NET

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address.....Hotel Bannock
 Phone Number.....3-400
 Transmitter Location.....Pole Line Rd. at
 Cedar St.
 Air Time.....7 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 President.....James M. Brady
 General-Station Manager.....John R. Taylor
 Commercial Manager...James H. Schoonover
 Program Dir., Chief Announcer..Steve Shepard
 Chief Engineer.....Denzil Musulin
 Farm Editor.....Anthony Ricca

KSPT

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Voice of The Rockies, Inc.
 Business-Studio Address.....17 North St.
 Phone Number.....600
 News Service.....AP
 Transcription Service.....Lang-Worth, KBS,
 Associated
 President.....J. L. Peterson
 General Manager.....Al Biorge
 Asst. Manager.....Ray Egan
 Chief Engineer.....James Kelley

KEYY

POCATELLO—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Radio & Telev. Bcstg. Co. of
 Idaho
 Address.....1140 Yellowstone Ave.
 Phone Number.....1240
 Air Time.....6:40 a.m.-11:15 p.m.
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB
 President, Gen.-Sta. Mgr.....Calvin L. Hale
 Prom. Mgr., Pub.-Prog. Dir....Doris MacBride
 Musical Director.....Bill Ryan
 Chief Engineer.....Julian Dennis

KLIX

TWIN FALLS—1946
ABC-GEM STATE-ROCKY MT.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Southern Idaho Bcstg.
 & Television Co.
 Business-Studio-Transmitter
 Address.....Elizabeth Blvd.
 Phone Number.....2484
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....George P. Hollingbery
 Membership.....NAB
 V.P., Gen.-Station Mgr.....Frank C. McIntyre
 Commercial Managers.....Juneau H. Shinn,
 Frank C. McIntyre
 Sales Promotion Mgr., Farm Editor...Ian Elliot
 Production Director.....George Platis
 Chief Announcer.....Joe Gibney
 Musical Director.....Earl Sterling
 Chief Engineer.....Lloyd James

KVMV

TWIN FALLS—1946
MBS-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Sales Corp.
Business-Studio Address 126½ Shoshone E.
Phone Number 2002
Transmitter Location Blue Lakes N.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World
Representative Avery-Knodel
President E. W. McRoberts
Station Manager George Ross
Program Director Monte Ricketts
Chief Announcer Desmond Barker
Chief Engineer Ver Cox

KWAL

WALLACE—1939—MBS-DON LEE

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By Silver Bcstg. Co.
Business Address Wallace
Phone Number 330
Studio Address Wallace; Kellogg
Transmitter Location Osburn
Air Time 7 a.m.-M.
Transcription Service World, SESAC, KBS
Membership BMB
President Dr. J. R. Binyon
General Manager Robert G. Binyon
Program Director W. Mondell Spencer
Chief Engineer G. Turner Dreher

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Inland Bcst. Co.
Business Address Weiser
Phone Number 700
Studio Address 104 No. 8th St., Payette; &
1 Mi. S. Weiser
Transmitter Location 1 Mi. S. Weiser, Hway.
No. 30
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service Lang-Worth, Standard,
Keystone
Membership NAB
President Frank Gwilliam
Station-Sales Promotion Mgr. Claude W. Cain
Commercial Manager Jack Hatch
Program-Musical Director Don Jones
Chief Engineer Jim Carlson
Farm Editor Leo Ellsworth

“ . . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.”—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

ILLINOIS

Estimated Population 8,670,000—Increase +9.8%—Radio Homes 2,297,800
Total Families—2,357,400—Stations in State 61

WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.
Owned-Operated By.....WOKZ, Inc.
Business Address.....229 Market St.
Phone Number.....3-5506
Studio Address.....Hotel Stratford
Transmitter Location.....Route 100, 3 miles
north of Alton

Air Time.....Sunrise to sundown
Transcription Service.....Lang-Worth, ASCAP
Representative.....Sears & Ayer
President.....R. C. Goshorn
Sec.-Treas.....R. L. Rose
General Manager.....J. R. Paulos
Commercial Manager.....G. M. Ripley
Chief Engineer.....Thomas Payton, Jr.

WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number.....4215
Transmitter Location.....Hurd's Island
Air Time.....Daytime (C.P. for unlimited)
News Service.....INS
Transcription Service.....Lang-Worth, Keystone
Owner-Gen. Mgr.Martin R. O'Brien
Station Manager.....James D. O'Brien
Commercial Manager.....Vincent G. Cofey
Program Director.....Jeanne M. Doran
Production Director.....Betty Crisler
Chief Announcer.....Jack Lee
Musical Director.....Elaine Hayden
Chief Engineer.....John Kitzer
Farm Editor.....W. P. Miller

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number.....5000
Air Time.....6 a.m.-local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....Hal Holman
Membership.....BMB
Gen.-Station Mgr.....Paul Wnorowski
Comm.-Sales Pro. Mgr.....Lloyd C. Smith
Pro. Dir.-Chief Announcer..Russell W. Wagner
Production Director.....Blake Tabor
Publicity Director.....John W. Lewis
Chief Engineer.....Marvin M. Mollring
Farm Editor.....Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Business-Studio Address.....209 East Wash-
ington St.

Phone Number.....5281
Transmitter Location.....Gregory Ave. and
N. City Limits

Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Loring C. Merwin
General Manager.....Hale Bondurant
Commercial Manager.....Joseph J. Hannie
Program Director.....Joseph J. Glass
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number.....1490
Studio-Transmitter Location.....Patierdale
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
Membership.....NAB, BMB
Owner.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....Charles Housewright

WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.
Owned-Operated By.....Fulton Co. Bcstg. Co.
Business-Studio-Transmitter Address..E. Linn
St. Limits

Phone Number.....1877
Air Time.....Daytime
News Service.....AP
Transcription Service.....Lang-Worth, World
Membership.....NAB
President.....H. R. Windsor
Gen.-Station-Comm. Mgr.....Robert L. Odson
Sales Promotion Mgr.....Allan English
Program-Production-Publicity-Musical
Director.....Myron Coy

Chief Announcer.....Ken Schleifer
Chief Engineer.....John Stockberger
Farm Editor.....Bob Boone

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, 765
 Transmitter Location. 1 mile w. of Carbondale
 News Service AP
 Transcription Service Capitol
 Representative Harlan Oakes
 Membership NAB, BMB
 President-Gen. Station Mgr. Paul F. McRoy
 Comm.-Sales Promotion Mgr. Walter Schafer
 Program Director Paul F. McRoy
 Chief Engineer Marion Sawyer

WCAZ

CARTHAGE—1922

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Superior Bcstg. Service, Inc.
 Business-Studio Address. 502 Wabash Ave.
 Phone Number 520
 President Bob Compton
 Manager John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned-Operated By. WCNT, Inc.
 Business-Studio-Trans. Address. Hgwy. 51 N.
 Phone Number 234
 Air Time Sunup-sundown
 News Service UP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership NAB, BMB
 President George F. Isaac
 Gen.-Station Mgr. J. J. Flanigan
 Program Director Jay Giles
 Publicity Director Anne Williams
 Chief Engineer Dwight North
 Farm Editor Larry Carothers

WDWS

CHAMPAIGN—1937—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. The Champaign News-
 Gazette, Inc.
 Business Address 48 Main St.
 Phone Number 6-1855
 Studio-Transmitter Location. 1.3 mile S. of
 Champaign on Route 45
 Air Time Limited

News Service UP
 Transcription Service World, Keystone
 Representative. Robert Meeker & Associates
 Membership NAB
 General Manager J. A. McDermott
 Station Manager Marc Howard
 Chief Engineer Jack R. Baum

WAAF

CHICAGO—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By. Corn Belt Pub., Inc.
 Business Address 836 Exchange Ave.
 Phone Number Randolph 6-1932
 Studio Address. LaSalle-Wacker Bldg.
 Transmitter Location. Exchange Bldg., Union
 Stock Yards
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Membership NAB
 President Ward A. Neff
 Gen.-Station Mgr. W. E. Hutchinson
 Commercial Manager. Bradley R. Eidmann
 Program Director. Cynthia A. Coyle
 Production Director Bill Bauer
 Publicity Director. Ben V. Kirk
 Chief Announcer. Russell S. Ryan
 Musical Director. Vivian A. Bradshaw
 Chief Engineer. Carl W. Ulrich

WAIT

CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts, d.
 Owned-Operated By. Gene T. Dyer
 Bus.-Studio Address. 360 No. Michigan Ave.
 Phone Number. Franklin 2-9660
 Transmitter Location Elmhurst
 Air Time Daytime
 News Service UP
 Transcription Service. Lang-Worth, Associated,
 SESAC
 Representative Radio Representatives
 President Gene T. Dyer
 General-Comm. Mgr. Sil M. Aston
 Program Director Rosemary Petru
 Musical Director Robert Petersen
 Chief Engineer. Edward W. Jacker

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By. Columbia Bcstg. System
 Bus.-Studio Address. 410 N. Michigan Ave.

ILLINOIS

Phone Number.....Whitehall 4-6000
Transmitter Location.....Itasca, Ill.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth, World,
Associated
Representative.....Radio Sales
Membership.....NAB, BMB
Vice Pres.-Gen. Mgr.....H. Leslie Atlas
Station Manager.....Frank Falknor
Commercial Manager.....Erwin Shomo
Promotion Manager.....Arthur E. Duram
Program Director.....Valentine Sherman
Director of Publicity.....Don E. Kelley
Musical Director.....Caesar Petrillo
Chief Engineer.....George Sherman
Farm Program Director.....Harry Campbell

WCBD

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Christian Catholic Church
Bus.-Studio Address.....Administration Bldg.,
Zion
Phone Number.....521
Chief Exec.....Michael J. Mintern
Commercial Mgr.....Carl Q. Lee

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
Transmitter Location.....Downers Grove
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Representative.....Bolling
President.....Wm. Lee
General Manager.....Maurice Lynch
Commercial Manager.....George Isaac
Program Director.....Howard T. Keegan
Production Director.....Jack Odell
Publicity Director.....Frank McGovern
Musical Director.....Jack Kelly
Chief Engineer.....Charles Willett

WCRW

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts, d.
Owned-Operated By.....Clinton R. White
Business-Studio-Transmitter Address,
2756 Pine Grove Avenue
Phone Number.....EAsgate 7-6860
Air Time.....11 a.m.-2 p.m.—5-7 p.m.

Pres.-Owner-Chief Engr.....Clinton R. White
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denmark, Inc.
Bus.-Studio-Transmitter Address.....3860 W.
Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time.....Unlimited
News Service.....UP
President.....Emil Denmark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Sales Promotion Mgr.-Program-Production-
Publicity Dir.-Chief Announcer.....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Chester Lewicki

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.....DElaware 7-1900
Transmitter Location.....Tinley Park
News Service.....AP, INS, UP
Transcription Service.....Standard
Membership.....NAB, BMB
President.....Mark Woods
Vice Pres. Cen. Div. ABC.....John H. Norton, Jr.
Station-Comm. Mgr.....Roy McLaughlin
Sales Promotion Manager.....Karl R. Sutphin
Program Director.....Harold Stokes
Production Director.....Burr E. Lee
Publicity Director.....Ell W. Henry
Musical Director.....Rex Maupin
Chief Engineer.....Ed Horsman
Farm Editor.....Robert White

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
Transmitter Location.....8601 South Kedzie
Air Time.....6 a.m.-1:30 a.m.
News Service.....UP
Transcription Service.....Associated
President-Gen. Mgr.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Publicity Director.....M. A. Clemens
Chief Announcer.....Lloyd Webb
Musical Director.....Johnny Van
Chief Engineer.....Ellery L. Plotts

1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

That's a mighty lot of listening—it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available—it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.



Data based on Nielsen Radio Index, 1948 Coverage Report.

*A Clear Channel Station . . .
Serving the Middle West*

MBS

**Chicago 11
Illinois
50,000 Watts
720
On Your Dial**

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned By.....The Tribune Company
 Operated By.....WGN, Inc.
 Bus.-Studio Address...441 N. Michigan Ave.
 Phone Number.....SU 7-0100
 Transmitter Location.....Roselle
 Air Time.....19½ hours
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....Keenan & Eickelberg
 Membership.....BMB, FMA
 President.....Col. Robert R. McCormick
 General Manager.....Frank P. Schreiber
 Operating Manager.....Paul C. Brines
 Commercial Manager.....William A. McGuineas
 Sales Promotion Manager.....Don Getz
 Program Director.....Walter J. Preston
 Production Director.....Edmund Kahn
 Publicity Director.....James Hanlon
 Musical Director.....Henry Weber
 Chief Engineer.....Carl J. Meyers
 Farm Editor.....Hal Totten

W I N D

**CHICAGO—1927
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio Corp.
 Bus.-Studio Address...400 N. Michigan Ave.
 Phone Number.....WHitehall 4-2170
 Transmitter Location.....Gary, Ind.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB
 President.....Paul V. Harper
 General-Station Mgr.....Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Sales Promotion Mgr.....Jimie Spanes
 Program Director.....H. Leslie Atlass, Jr.
 Chief Engineer.....Kenneth C. Shirk

W J J D

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
 Transmitter Location.....Desplaines
 Air Time.....2 a.m.-sundown
 News Service.....UP
 Transcription Service.....Standard, Capitol, Associated
 Representative.....Avery-Knodel
 Membership.....NAB, BMB, FMA
 President.....Marshall Field

Gen.-Station Mgr.....Arthur F. Harre
 Commercial Manager.....Frederick G. Harm
 Sales Promotion Manager.....Edwin G. Short
 Program-Production Director.....Mark Russell
 Publicity Director.....Edwin G. Short
 Chief Announcer.....Frank Sweeney
 Musical Director.....Don E. Lavery
 Chief Engineer.....Walter F. Myers
 Farm Editor.....Randy Blake

W L S

CHICAGO—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Operated By...Agricultural Bcstg. Co.
 Bus.-Studio Address...1230 Washington Blvd.
 Phone Number.....MO 6-9700
 Transmitter Location.....Tinley Park
 Air Time.....Unlimited
 News Service.....AP, Transradio, UP
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....James E. Edwards
 V.P.-Gen.-Station Mgr.....Glenn Synder
 Commercial Manager...Charles M. Freeman
 Sales Promotion Manager...Donald Finlayson
 Program-Publicity Director...Harold Safford
 Production Director.....Al. Boyd
 Musical Director.....Osgood Wesley
 Chief Engineer.....Thomas Rowe
 Farm Editor.....Arthur Page

(See Page 400)

W M A Q

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
 Transmitter Location.....Elmhurst
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC
 Membership.....NAB, BMB
 V.P. Chg. Cen. Div.....I. E. Showerman
 Sales Manager.....Oliver Morton
 Business Mgr. & Auditor...John F. Whalley
 Promotion Manager.....Harold A. Smith
 Program Manager.....Arthur Jacobson
 Production Director.....Homer Heck
 Manager of Press Dept.....John F. Ryan
 Announcer Supervisor.....W. M. Kephart
 Music Supervisor.....Donald A. Marcotte
 Division Engineer.....Howard C. Lutgens
 Farm Director.....Everett Mitchell

W S B C

CHICAGO—1925

Frequency: 1240 Kc. Power: 250 Watts

in april 1949, we'll be 25 years old

For 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

What They Say About Us

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."

—PAGEANT MAGAZINE

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."

—BILLBOARD

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."

—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."

—TIME MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a sentimental chord in every American heart."

—READ MAGAZINE

A tradition of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

A CLEAR CHANNEL STATION
50,000 WATTS, 890 KC, ABC AFFILIATE

presented by JOHN BLAIR & CO.

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."

—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."

—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."

—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."

—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."

—NEWSWEEK MAGAZINE

"From the first night the program was a sellout . . . barn dance fans are still flocking to the performances."

—CORONET MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree, with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."

—WELLSTON, OHIO SENTINEL



Owned-Operated By . . . Radio Station W5CB
 Business-Studio Address . . . 2400 W. Madison St.
 Phone Number MO 9060
 Transmitter Location . . . 2400 W. Madison St.
 Air Time Unlimited
 News Service UP
 Transcription Service . . . Associated, SESAC,
 London
 Representative Forjoe
 General-Station Mgr. Robert O. Miller
 Commercial Manager Julius Miller
 Program Director Robert O. Miller
 Publicity Director Sid Mandel
 Musical Director Arnold B. Miller

WHFC
 CICERO—1926

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Business-Studio-Transmitter Address,
 2136 S. 61st Court
 Phone Number Olympic 4305—
 ROckwell 2-7756
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service . . . Capitol, Lang-Worth,
 World
 Membership NAB
 Pres.-Gen. Mgr. Richard W. Hoffman
 Station Manager Marie E. Clifford
 Commercial Manager Anson Vann
 Program Director Roger Mueller
 Chief Engineer E. P. Hayes

WHOW
 CLINTON—1947

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By Cornbelt Bcstg. So.
 Business Address 401½ S. Side Sq.
 Phone Number 305
 News Service UP
 Transcription Service Standard
 Representative Cooke
 President Keith Rhea
 General Manager F. A. Higgins
 Program Director Frank Jennings
 Chief Engineer Edward Fisher

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Northwestern Pub. Co.
 Phone Number 1700-1
 Studio-Transmitter Location . . . 1500 N. Wash-
 ington Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative J. P. McKinney
 Membership NAB, BMB
 General Manager E. C. Hewes

Station-Commercial-Sales Promotion
 Manager Robert J. Burow
 Program Director Honore E. Ronan
 Chief Announcer Max Shaffer
 Chief Engineer T. G. Magin

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Commodore Bcstg., Inc.
 Business-Studio-Transmitter Address . . Route 48,
 at No. Jasper St.
 Phone Number 5371
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service . . . Lang-Worth, Associated
 Representative Weed
 Membership NAB, BMB, FMA
 President Frederick W. Schaub
 General Manager Merill Lindsay
 Commercial Manager Charles F. Bruce
 Program Director Bernard J. Johnson
 Technical Director Milburn H. Stuckwisch

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By . . . DeKalb Radio Studios, Inc.
 Business Address 153½ N. Third St.
 Phone Number 2677
 News Service AP
 Transcription Service Thesaurus
 Owner DeKalb Radio Studios, Inc.
 Bus.-Comm. Mgr. T. A. Lanes
 Program Director Robert C. Brown
 Chief Engineer Clayton C. DeWitt

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By . . . On the Air, Inc.
 Business-Studio-Transmitter Address . . . Hotel
 Broadview, East St. Louis, Ill.
 Phone Number Bridge 3424, East 4390
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President A. O. Eades
 General Manager Clarence Leich
 Station-Comm. Mgr. Frank J. Prendergast
 Program Director Dale Douglas
 Salesman-Publicity Director Tom Riggs
 Chief Announcer Byron Scott
 Musical Director Bill Hart
 Chief Engineer Erle E. White
 Farm-News Editor John Sabin

WCRA

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By Effingham Bcstg. Co.
 Business Address P. O. Box 568
 Phone Number 1090
 Studio Address 112½ N. Banker St.
 Transmitter Location 1 m. S. of Effingham
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative Rural Radio
 Membership NAB, BMB
 President Joseph E. McNaughton
 General Manager Donald J. Grantham
 Program Director Patricia Adams Grantham
 Chief Engineer Scott Franklin
 Farm Editor Fritz Jansen

WNMP

EVANSTON—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Evanston Bcstg. Co.
 Bus.-Studio-Transmitter Address 2201 Oakton St.
 Phone Number Greenleaf 5-1590
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Standard
 Membership NAB
 President Fred S. Newton
 General-Station Manager Angus D. Pfaff
 Program-Production Dir. Fred H. Schmutz
 Publicity Director Betty Jones
 Musical Director E. J. Pfeil
 Chief Engineer L. Schnedorf

WFRL

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Freeport Bcstg. Co., Inc.
 Business-Studio Address 9 N. Chicago Ave.
 Phone Number State 436-7
 Transmitter Location 1½ Mi. NE of Freeport
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB, BMB
 Pres., Gen.-Station Manager,
 Chief Engineer Vincent S. Barker
 Comm.-Sales Prom. Mgr. Dave Taylor
 Prog. Dir., Chief Announcer Arthur Hanstrom
 Musical Director Gladys Barker

WGIL

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Galesburg Bcstg. Co., Inc.

Business Address 312 Hill Arcade
 Phone Number 4626
 Transmitter-Studio Location Hill Arcade
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Ra-Tel
 Membership NAB
 President, Owner Mrs. L. A. Pritchard
 Gen.-Station-Sales Promotion
 Manager Robert W. Frudeger
 Sales-Comm. Mgr. Roger L. Hoffman
 Program Director Betty Harler
 Chief Announcer Dwight B. Olson
 Chief Engineer E. D. Scandrett

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Harrisburg Bcstg. Co.
 Bus.-Studio-Transmitter Address 100 E. Poplar St.
 Phone Number 28
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB, BMB
 President J. M. Pruett
 Gen.-Station-Comm. Mgr. Ingls M. Taylor
 Sales Prom. Mgr., Prod. Dir. Ken Hamilton
 Prog.-Musical Dir. Wanda R. Raley
 Chief Engineer Elmer L. Gladson
 Farm Editor Ken Hamilton

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Egyptian Bcstg. Co.
 Business-Studio Address P. O. Box 179
 Phone Number 382-3
 Transmitter Location 2.2 Mi. N. of Herrin
 Air Time 5:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Standard, SESAC,
 Keystone
 Representative John E. Pearson
 Membership NAB, BMB
 President Orville W. Lyerla
 Gen.-Station-Comm. Mgr. Charles R. Cook
 Sales Manager Fred Simmons
 Musical Director Frank E. Elders
 Chief Engineer Rayburn Yamdell

WLDS

JACKSONVILLE—1941—KBS

Frequency: 1180 Kc. Power: 1000 Watts d.
 Owned-Operated By Milton Edge &
 E. J. Korsmeyer
 Business-Studio Address Fox Illinois Theatre Bldg.

ILLINOIS

Phone Number 1180
 Transmitter Location..... 1.7 Mi. E. of Jacksonville
 on Old State Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service..... Standard, Keystone
 Representative Hal Holman
 Membership NAB, BMB
 General Manager..... E. J. Korsmeyer
 Program Director..... T. J. Fairburn
 Musical Director..... Virginia Colwell
 Chief Engineer..... G. J. Cassens
 Farm Editor..... E. H. Garlich

WJOL

JOLIET—1926—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Joliet Bcstg. Co.
 Bus.-Studio-Transmitter Address... 601 Walnut
 St.
 Phone Number 4761-2
 Air Time Unlimited
 News Service UP
 Transcription Service..... Lang-Worth, Keystone
 Representative..... Joseph Hershey McGillvra
 President Calvin Wilson
 Gen.-Station-Comm. Mgr., Prod.-Pub.
 Director Robert L. Bowles
 Sales Promotion Mgr..... Joseph J. Garvey
 Program Director..... Eileen Caron
 Chief Announcer..... Scott Dilworth
 Musical Director..... Gregg Phillips
 Chief Engineer..... Lester DeCosta
 Farm Editor..... Richard Millett

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 Number 3-6631
 Transmitter Location R. R. 1
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service..... World, Standard
 Representative Hal Holman
 Membership NAB
 President Leslie C. Small
 Station Manager..... Bruce Brown
 Commercial Manager..... Edwin Geeting
 Program Director..... Wayne Center
 Chief Engineer..... Robert Harrell

WLPO

LA SALLE—1947

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Oper. By... La Salle County Bcstg. Co.
 Business Address..... P. O. Box 399
 Phone Number 3100
 Studio Address..... Medical Arts Bldg.

Transmitter Location..... Near Oglesby
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service..... World, Lang-Worth
 Membership NAB
 Partners..... L. F. Leurig, F. F. MacNaughton
 General-Commercial Mgr..... William Holm
 Program Director..... Joseph Terrando
 News Director..... Laveme Waltman
 Musical Director..... Harrison Leurig
 Chief Engineer..... Lawrence McCann
 Farm Editor..... Ivan Anderson

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... The Macomb Bcstg. Co.
 Business-Studio Address... 113 E. Carroll St.
 Phone Number 1350
 Transmitter Location..... Hwy. 67, E. of
 City Limits
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service..... Thesaurus, SESAC,
 Keystone
 Membership NAB
 President..... James C. Bailey
 V.P., Comm.-Sales Prom. Mgr.,
 Publicity Director..... Lyle B. Landis
 Prog.-Prod. Dir., Chief Announcer, Gene Spry
 Chief Engineer..... Maurice Riggins
 Farm Editor..... James C. Bailey

WLBH

MATTOON—1946

Frequency: 1170 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Mattoon Bcstg. Co.
 Bus.-Studio Address... 17th & Broadway Ave.
 Phone Number 3800
 Transmitter Location... ¼ Mi. N. of Mattoon
 on Hwy. 45
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service..... Capitol, SESAC
 Membership NAB
 President, Gen.-Station Mgr..... J. R. Livesay
 Commercial Manager..... Rolland O. Looper
 Sales Promotion Manager..... Dwain Bower
 Program Director..... Robert F. LaMere
 Chief Announcer..... Charles R. Guess
 Musical Director..... Ken Jakle
 Chief Engineer..... Ray Livesay

WQUA

MOLINE—1946

MBS-MID-WEST BASEBALL NET

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Moline Bcstg. Corp.
 Business-Studio Address..... Radio Center
 Phone Number Moline 7000

Transmitter Location.....7th St. Ext.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB, BMB
 Pres., General Mgr.....Bruff W. Olin, Jr.
 V.P., Comm.-Sales Promotion
 ManagerG. LaVerne Flambo
 Program-Publicity Dir.....Jack Davis
 Prod. Dir., Chief Announcer.....Verne Glewwe
 Chief Engineer.....Larry Lynch

W V M C

MOUNT CARMEL—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Charles F. Rodgers
 Address.....727 Main St.

W M I X

MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Mt. Vernon Radio & Telev.
 Co.

Business-Studio Address...121½ N. Ninth St.
 Phone Number3500
 Transmitter Location.....Salem Rd.
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....John E. Pearson
 MembershipNAB
 President.....John Russell Mitchell
 General-Station Mgr.....Edward R. Raasch
 Commercial Manager.....Walter Hemann
 Program-Production Dir.....William Miller
 Chief Announcer.....Robert Anthony
 Musical Director.....Beverly Carnahan
 Chief Engineer.....Adron Miller

W V L N

OLNEY—1947

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Olney Bcstg. Co.
 Business-Studio Address.....302½ E. Main St.
 Phone Number935-6, 1035
 Transmitter Location.....1 Mi. S. of Olney,
 Route 130

Air TimeDaytime
 News ServiceAP
 Transcription Service.....Capitol, Standard
 Representative.....Hal Holman
 Pres., Gen.-Station-Commercial
 Manager.....Marshall H. Poole
 Sales Promotion Manager.....Raymond Baker
 Program-Publicity Director,
 Chief Announcer.....James Butler
 Production Director.....Albert DeBarr
 Musical Director.....Frank Martin
 Chief Engineer.....James H. Weber

W S I V

PEKIN—1945—MID-WEST BASEBALL

Frequency: 1140 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Pekin Bcstg. Co., Inc.
 Business-Studio Address.....15 S. Capitol St.
 Phone Number.....1747, 1539
 Transmitter Location.....Midway bet. Pekin &
 Peoria

Air Time.....6:30 a.m.-local sunset
 News ServiceAP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Hal Holman
 MembershipNAB, BMB
 Pres., Gen.-Sta. Mgr....W. Kenneth Patterson
 Commercial Manager.....J. Ed Henry
 Sales Prom. Mgr., Pub. Dir.....George Udry
 Prog.-Prod. Dir.....Robert R. Snow
 Musical Director.....Charles Timm
 Chief Engineer.....Emil Prandoni
 Farm Editor.....Fearn Wilson

W E E K

PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By...West Central Bcstg. Co.
 Business-Studio Address..Commercial National
 Bank Bldg.

Phone Number3-3688
 Transmitter LocationBartonville
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....World, Capitol
 Representative.....Katz
 MembershipNAB, BMB
 President.....Sen. Robert S. Kerr
 General-Station Manager.....Fred C. Mueller
 Sales Prom. Mgr., Pub. Dir.....Montez Tjaden
 Program Director.....George Cremeens
 Production Directors.....Robert Murray,
 Leonard Elliott
 Musical Director.....Herman Hampy
 Chief Engineer.....Alden F. Wooster
 Farm Editor.....James Smallwood

W I R L

PEORIA—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By...Illinois Valley Bcstg. Co.
 Business-Studio Address..115 N. Jefferson Ave.
 Phone Number4-9239
 Transmitter Location.....Tazewell County
 Air TimeUnlimited
 News ServiceUP
 Representative.....Avery-Knodel
 MembershipNAB
 President.....Timothy W. Swain
 General Manager.....Robert B. Jones, Jr.
 Sales Manager.....Tom Gavin
 Chief Engineer.....Rudolph Luukinen
 Program Director.....Harlan E. Ralston

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By.....Peoria Bcstg. Co.
 Bus.-Studio Address.....212 South Jefferson
 Phone Number.....7133
 Transmitter Location.....1 Mi. S. of Groveland
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Edgar L. Bill
 Executive Vice-President.....Charles C. Caley
 Director of Sales.....Don D. Kynaston
 Director of Promotion,
 Public Relations.....Marvin H. Hult
 Program Director.....Charles B. Barnhart
 Music Director.....Harold Osborne
 Director of Engineering.....A. James Ebel
 Farm Director.....Emil Bill

W M M J

PEORIA—1946—MBS

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned By.....Mid-State Bcstg. Co., Inc.
 Business-Studio Address.....408 Fulton St.
 Phone Number.....9164
 Transmitter Location.....High View Rd.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 President.....W. J. Kutsch
 Commercial Manager.....James T. Butler
 Program Director.....Robyn Weaver
 Musical Director.....Cary L. Robards, Sr.
 Chief Engineer.....Vernon H. Parks
 Farm Editor.....Dick Herm

W W X L

PEORIA—1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned By.....Central Illinois Radio Corp.
 Business-Studio Address.....Hotel Jefferson
 Phone Number.....9106
 Transmitter Location.....Creve Coeur
 Air Time.....18 hrs.
 News Service.....INS, UP
 Transcription Service.....SESAC, Associated
 Membership.....NAB, BMB
 President.....Joseph H. Giddan
 General-Commercial Mgr.....Michael Henry
 Station Manager.....Cres Fluegel
 Sales Promotion Manager.....Michael Henry
 Program-Production Director.....Cres Fluegel
 Publicity Director.....Ed Klein
 Musical Director.....Sue Nethery

Chief Engineer.....Carl Horine
 Farm Editor.....Bob Ross

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned By.....Quincy Bcstg. Co.
 Business-Studio Address.....Hotel Quincy
 Phone Number.....6840
 Transmitter Location.....Ellington Township
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Lorenzen & Thompson
 President, General Manager.....Donald F. Fischer
 Commercial Manager.....Joseph S. Bonansinga
 Musical Director.....Mary McDonnell
 Chief Engineer.....John Haerle

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Lee Bcstg., Inc.
 Business-Studio Address.....W.C.U. Bldg.
 Phone Number.....6200
 Transmitter Location.....Melrose Township
 Air Time.....5:45 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard, Associated
 Representative.....Weed & Co.
 Membership.....NAB, BMB, FMA
 President.....Lee P. Loomis
 Co-Mgr., Asst. to Pres.....George Arnold, Jr.
 Co-Mgr., Sales Mgr.....W. T. Burghart
 Sales Promotion Manager.....Gerald Staten
 Program Director.....Merritt Milligan
 Production Director.....C. Arthur Fifer
 Sales Manager.....Walter Rothschild
 Music Librarian.....Jean Fessler
 Chief Engineer.....Urlin Whitman
 Farm Editor.....Dick Falter

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By.....Rock Island Bcstg. Co.
 Business-Studio Address.....1800 3rd Ave.
 Phone Number.....R. I. 918
 News Service.....AP, UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Ben H. Potter
 General-Station Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Engineer.....Robert J. Sinnett

W R O K

ROCKFORD—1923—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Rockford Bcstrs., Inc.
Bus.-Studio Address Rockford Newstower
Phone Number 2-6621
Transmitter Location Kilburn Ave. Rd.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Headley-Reed
President Albert B. Simms
General Manager Walter M. Koessler
Commercial Manager John J. Dixon
Sales Promotion Mgr. Betty L. Thro
Program Director Maurice P. Owens
Musical Director Lorna Lane
Chief Engineer Wilfred A. Smith
Farm Editor Don Bowton

W C V S

SPRINGFIELD—1926—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By WCBS, Inc.

W R O K *

The ONLY Station

in

ROCKFORD, ILLINOIS

A \$153,803,000 Market
Urban Population 122,601
Best Test City in the Mid-West

*An ABC Affiliate

Nat'l Reps. — Headley-Reed Co.

Business-Studio Address 523 E. Capitol Ave.
Phone Number 9855
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB, BMB
President H. L. Dewing
Gen.-Station Mgr. C. W. Neeld
Chief Engineer H. L. Dewing

W T A X

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 100 Watts d.
Owned-Operated By WTAX, Inc.
Business Route 66 & E. Cook St.
Phone Number 2-4441
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Lang-Worth, SESAC
Representative Weed
Membership NAB, BMB
President, General Manager Oliver J. Keller
Sales Prom. Manager Shelby T. Harbison
Program Director Gladys McGrew
Publicity Director Wanda Montz
Chief Announcer Glen Farrington
Musical Director William Nelms
Chief Engineer E. C. Swaringen

W D Z

TUSCOLA—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By WDZ Bcstg. Co.
Business-Studio Address 101½ N. Main
Phone Number 431
News Service UP
Transcription Service World
Representative Free & Peters
Membership NAB, BMB
President Edgar L. Bill
V.P., General Mgr. Charles C. Caley
Station Manager James W. Fuson, Jr.
Commercial Manager E. E. Dilliner
Chief Engineer A. James Ebel
Farm Editor Larry McDonald

W K I D

URBANA—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By University City Bcstg. Corp.
Business-Studio Address 505 Vermont Ave.
President John O. Bartlow
Vice President Bruce R. Foote

INDIANA

Estimated Population 3,909,000—Increase +14.1%—Radio Homes 1,099,800
Total Families 1,139,700—Stations in State 39

WCBC

ANDERSON—1949

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By. Civic Bcstg. Corp.
Address. 116 W. 12th St.
Phone Number. 8822
Transmitter Location. Junction of St. Rd. 9 & 67
News Service. AP
Transcription Service. World
Representative. Hal Holman
General Manager. John J. Garrett, Jr.
Program Director. Kenneth Bramming
Chief Engineer. Kenneth Routh

WHBU

ANDERSON—1923—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Operated By. Anderson Bcstg. Corp.
Business-Studio-Transmitter Address. 640 Citizens Bank Bldg.
Phone Number. 7791
Air Time. 6:30 a.m.-M.
News Service. UP
Transcription Service. Standard, Keystone
Representative. Burke, Kuipers & Mahoney
Membership. NAB
President. C. Bruce McConnell
General Manager. John R. Atkinson
Program Director. E. R. McCord
Chief Engineer. L. M. Shroyer

WBIW

BEDFORD—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Radio Bedford, Inc.
Address. P. O. Box 169
Phone Number. 4421
News Service. AP
Transcription Service. Capitol
Representative. McGeehan & O'Mara
President, General Mgr. William C. Smith, Jr.
Commercial Manager. Louis E. Gaines
Program Director. Barbara Davis
Promotion Mgr. Harold D. Rothrock
Chief Engineer. Carl Finger

WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WSUA, Inc.
Bus.-Studio Address. 117½ W. Kirkwood Ave.
Phone Number. 7277
Transmitter Location. State Rd. 37, 2 Mi. S. City Limits
Air Time. Sunrise-sundown
News Service. UP

Transcription Service. Standard, World
Membership. NAB, BMB
President, General Manager. Warren G. Davis
Commercial Manager. Stanley Dixon
Sales Promotion Manager. Lyle Warrick
Program Director. Steven T. Briggs
Musical Director. James White
Chief Engineer. James Rolfe
Farm Editor. Cory Alcorn

WTOM

BLOOMINGTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts d.
Owned By. WTOM, Inc.
Operated By. Fred O. Grimwood
Business-Studio Address. Curry Bldg.
Phone Number. 7871, 2-2593
Transmitter Location. Bloomington
Air Time. 6 a.m.-Noon
News Service. AP
Transcription Service. Lang-Worth, Keystone
Representative. Sears & Ayer
Membership. NAB
President. Fred O. Grimwood
General-Station Mgr. Theodore A. Giles
Commercial Manager. Maurice Latimer
Program Director. Marc Williams
Publicity Director. Robert Carroll

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By. Sarkes & Mary Tarzian
Address. 535 S. Walnut St.
Phone Number. 2-3366
News Service. AP
Transcription Service. Associated, Thesaurus
General Manager. Glenn Van Horn
Chief Engineer. Morton Weigel

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By. News Examiner Co.
Business Address. 406 Central Ave.
News Service. UP
Transcription Service. Thesaurus, Capitol
Station Manager. E. M. Jackson

WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. The Truth Publishing Co., Inc.
Business-Studio Address. 116 S. Second St.

INDIANA

Phone Number 948
 Transmitter Location... 1 Mi. S. of Elkhart City
 Limits on Oakland Ave. Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service..... World, Standard,
 Associated, Keystone
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 President..... C. D. Greenleaf
 General Manager..... R. R. Baker
 Commercial Manager..... Dick Holloway
 Sales Prom. Mgr., Pub. Dir..... Henry Davis
 Program-Musical Dir..... Howard Hoffman
 Chief Engineer..... L. W. Zellmer
 Farm Editor..... Roscoe Stangland

Transcription Service..... Associated, Capitol
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 Pres., Gen.-Station-Commercial
 Manager..... John A. Engelbrecht
 Sales Promotion Manager..... Bill Cooke
 Preparation Director..... Ken McCutchan
 Prod. Dir., Chief Announcer... Ken Boltinghouse
 Publicity Director..... Bob Harris
 Musical Director..... Ronald Sullivan
 Chief Engineer..... George F. Stoltz
 Farm Editor..... Ken McCutchan

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 Number 4-9215
 Transmitter Location..... 5th & Vine Sts.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service INS
 Transcription Service..... Lang-Worth, Cole
 Representative Katz
 President..... Harry M. Bitner, Jr.
 General-Station-Commercial Mgr... Don Menke
 Program-Publicity Director..... Bill Fall
 Chief Engineer..... Robert Wilson

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... On The Air, Inc.
 Phone Number 21171
 Transmitter Location..... Burkhardt Rd.
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service..... World
 Representative Weed
 Membership NAB, BMB, FMA
 General-Station Manager..... Clarence Leich
 Operations Manager..... Martin L. Leich
 Promotion Manager..... Del Greenwood
 Program Director..... Mrs. Pat Roper
 Chief Engineer..... Erwin P. Schoeny
 Farm Editor..... Fred Rollison

W I K Y

EVANSVILLE—1947—MID-WEST

Frequency: 820 Kc..... Power: 250 Watts d.
 Owned-Oper. By... South Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address... Mt. Auburn
 Rd. & Bismark St.
 Phone Number 4-8284
 Air Time Daytime
 News Service AP

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 Number 5-2221
 Transmitter Location..... Mohr Rd. Bet. 1st &
 St. Joseph Ave.
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service..... Standard
 Representative Robert Meeker
 Membership NAB
 President..... Robert S. Davis
 General-Commercial Mgr... Robert J. McIntosh
 Sales Prom. Mgr., Pub. Dir..... E. Ward Crane
 Program-Production Dir..... Jack McLean
 Musical Director..... Dorothy Roeder
 Chief Engineer..... Gilbert Hoffman

W A N E

FT. WAYNE—1948

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Fort Wayne, Inc.
 Bus.-Studio-Transmitter Address..... 1205 Fort
 Wayne Bank Bldg.
 Phone Number..... Anthony 6212
 Air Time Unlimited
 News Service AP
 Transcription Service..... Standard
 Representative Forjoe
 President..... Merlin H. Smith
 General-Station-Comm. Mgr... Glenn R. Thayer
 Program Director..... Chester T. Behrman
 Publicity Director..... Blanche Meyers
 Musical Director..... Becky Schaefer
 Chief Engineer..... John Vick

W F T W

FT. WAYNE—1947—KBS

Frequency: 1090 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... Fort Wayne Bcstg., Inc.
 Business-Studio Address..... 220 E. Jefferson St.
 Phone Number Anthony 2295
 Transmitter Location... Getz & Covington Rds.
 Air Time Sunrise-sunset
 News Service UP

INDIANA

Transcription Service... Associated, Keystone
 Representative... Burn-Smith
 Membership... BMB
 Pres., Gen-Station Mgr... Edward G. Thoms
 Sales Manager... William R. Aldrich
 Program Director... Paul Price
 Musical Director... William Jellison
 Chief Engineer... Eugene A. Chase

WGL

FT. WAYNE—1924—NBC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... Farnsworth Telev. & Radio Corp.
 Business-Studio Address... 201 W. Jefferson St.
 Phone Number... E-3366
 Transmitter Location... Lower Huntington Rd.
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Standard, Lang-Worth
 Representative... Headley-Reed
 Membership... NAB, BMB
 President... E. A. Nicholas
 General-Station-Commercial
 Manager... Capt. Pierre Boucheron
 Sales Prom. Mgr., Program-Publicity
 Director... Norman C. Widenhofer
 Production Director... Barry McKinley
 Musical Director... Guy Harris
 Chief Engineer... Donald Holzapfel

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By... Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Address... 3802 S. Calhoun St.
 Phone Number... Harrison 6111
 Transmitter Location... Decatur & Maples Rd.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... World
 Representative... Lorenzon & Thompson
 President... Gilmore S. Haynie
 General-Station Mgr... Hilliard Gates
 Sales Manager... Norman H. Stewart
 Program Manager... Calo O. Mahlock
 Chief Engineer... Thomas J. Copeland

WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned-Oper. By... Westinghouse Radio Stations, Inc.
 Business-Studio Address... Westinghouse Bldg., 925 S. Harrison St.
 Phone Number... Anthony 2136
 Transmitter Location... Routes 30 & 33
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Capitol

Representative... Free & Peters
 President... Walter Evans
 General Manager... J. B. Conley
 Station Manager... R. G. Duffield
 Sales Manager... Paul E. Mills
 Sales Prom. & Pub. Mgr... Hilda C. Woehrmeyer
 Program Manager... Carl Vandagriff
 Chief Engineer... Bruce Rattis
 Farm Editor... Jay Gould

WJOB

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... South Shore Bcstg. Corp.
 Bus.-Studio-Transmitter Address... 449 State St.
 Phone Number... Sheffield 8400
 News Service... UP
 Transcription Service... Associated, Capitol, SESAC
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President, General Manager... Robert C. Adair
 Commercial Manager... L. B. Weller
 Sales Manager... Edward Rozhon
 Program Director... Frank Reynolds
 Musical Director... Leona Manis
 Chief Engineer... Jess Peters
 Farm Editor... Bill Warrick

WIBC

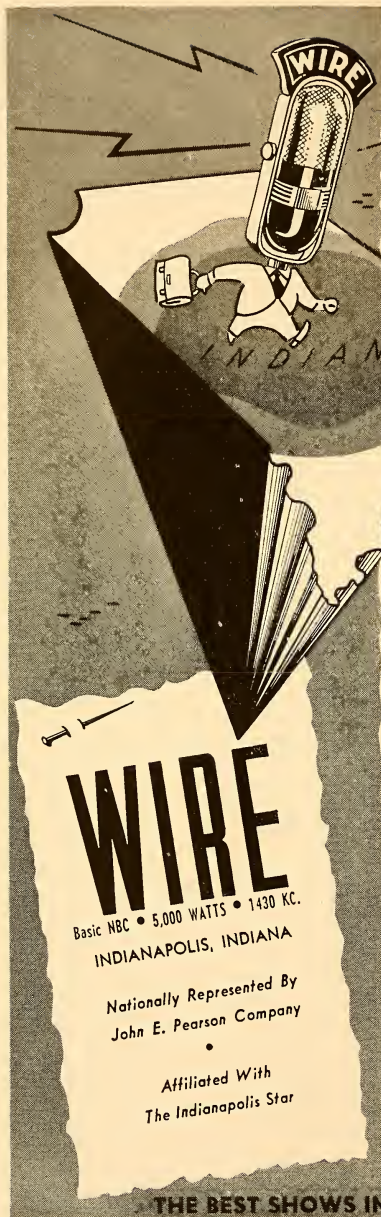
INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By... Indiana Bcstg. Corp.
 Business Address... 30 W. Washington St.
 Phone Number... Lincoln 2305
 Studio Address... Indianapolis News Bldg.
 Transmitter Location... E. 86th St., Zionsville
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... John Blair
 Membership... NAB, BMB
 President... Richard M. Fairbanks
 V.P., General Mgr... Kenneth W. Church
 Sales Prom. Mgr., Pub. Dir... Jane O. Flaherty
 Prog. Dir., Prod. Mgr., Farm Editor... Ed Mason
 Musical Director... Walter Jackson
 Chief Engineer... Harry Adams

WFBM

INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By... WFBM, Inc.
 Business-Studio Address... 48 Monument Circle
 Phone Number... Lincoln 8506
 Transmitter Location... Millersville Rd.
 Air Time... Unlimited
 News Service... AP, INS
 Transcription Service... Associated
 Representative... Katz
 Membership... NAB, BMB



Your Best Salesman

In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

WIRE

Basic NBC • 5,000 WATTS • 1430 KC.
INDIANAPOLIS, INDIANA

Nationally Represented By
John E. Pearson Company

Affiliated With
The Indianapolis Star

THE BEST SHOWS IN RADIO ARE ON WIRE

INDIANA

Pres., General-Station Mgr., Harry M. Bitner, Jr.
 Comm.-Sales Promotion Manager,
 Publicity Director.....William F. Kiley
 Program-Production Dir.....Frank O. Sharp
 Chief Announcer.....Joe Pierson
 Musical Director.....Earl Gordon
 Chief Engineer.....Harold Holland
 Farm Editor.....Harry Martin

Membership.....NAB, FMA
 President.....Samuel R. Sutphin
 Station Manager.....George S. Losey
 Commercial Manager.....Samuel R. White
 Program Director.....Harry Lukins
 Production Director.....Ward Glen
 Musical Director.....Henry Oaks
 Chief Engineer.....Charles Alter

WIRE

INDIANAPOLIS—1929—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Indianapolis Bcstg., Inc.
 Business-Studio Address...9th Floor, Claypool
 Hotel
 Phone Number.....Ri. 1541
 Transmitter Location...44th St. & Knollton Rd.
 Air Time.....Limited
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus
 Representative.....John E. Pearson
 Membership.....BMB
 President.....Eugene C. Pulliam
 V.P., Gen.-Station Mgr., Willard C. Worcester
 Commercial Manager.....Daniel C. Park
 Prom. Mgr., Pub. Dir.....James N. Willingham
 Program-Production Dir.....William L. Dean
 Musical Director.....John H. Winn
 Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Universal Bcstg. Co., Inc.
 Business-Studio Address...215 Board of Trade
 Bldg.
 Phone Number.....Market 6345
 Transmitter Location...Post Rd. & Rawls Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Frank E. McKinney
 General-Commercial Mgr.....George J. Higgins
 Sales Prom. Mgr., Pub. Dir.....Reid Chapman
 Program Director.....William E. Frosch
 Musical Director.....Jimmy Boyer
 Chief Engineer.....Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Indianapolis, Inc.
 Business Address...Indianapolis Athletic Club
 Phone Number.....Riley 4446
 Studio-Transmitter Address...3003 Kessler Blvd.
 Air Time.....6 a.m.-Local sunset
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Burn-Smith

WITZ

JASPER-HUNTINGBURG—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Jasper On The Air, Inc.
 Bus.-Studio-Transmitter Address...State Hwy.
 No. 45 S.
 Phone Number...Jasper 678, Huntingburg 515
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB
 President.....Gilbert E. Metzger
 General-Station Mgr., Pub. Dir., Dale S. Phares
 Commercial Manager.....George Willeford
 Sales Promotion Manager...Walter Reybaum
 Program-Production Dir.....Bryan Davidson
 Chief Engineer.....James Moseby
 Farm Editor.....Bill Richardson

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By...North Central Indiana Bcstg.
 Corp.
 Business-Studio Address...Radio Center, 212½
 N. Main St.
 Phone Number.....6194
 Transmitter Location...Rd. 26, E. of State
 Rd. 31
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Richard Blackledge
 V.P., Gen. Sales Prom. Mgr., John Carl Jeffrey
 Commercial Manager.....Frank Gregory
 Prog.-Prod.-Pub. Director.....James Muse
 Chief Engineer.....Chester Rector
 Farm Editor.....Dixon Harper

WKMO

KOKOMO—1941—KBS

Frequency: 1400 Kc.....Power: 250 watts
 Owned-Operated By...Kokomo Bcstg. Corp.
 Business-Studio Address...400½ North Main St.
 Phone Number.....5171
 Transmitter Location...1205 E. Morgan
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Keystone, Standard,
 Lang-Worth

• • • **INDIANA** • • •

Representative Robert Meeker
 Membership NAB, BMB
 President Dr. R. S. Taylor
 V.-P.-Gen.-Sta. Mgr. Joseph W. Jordan
 Commercial Manager Bill Wells
 Prog.-Prod.-Pub. Director Don Cripe
 Chief Engineer George Palmer

W A S K

LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc..... Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address Wallace Bldg.
 Phone Number 4300
 Transmitter Location McCarty Lane
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 Pres., Gen. Mgr. O. E. Richardson
 Sales Pro.-Mgr. Pub. Dir. Hi Shumway
 Prod. Dir.-Chief Announcer .. A. E. Morehouse
 Chief Engineer Harry Garba

W L O I

LA PORTE—1948

Frequency: 1540 Kc..... Power: 250 Watts d.
 Owned-Oper. By ... La Porte County Bcstg. Co.
 Address P. O. Box 381
 Phone Number 3675
 President Hoyt H. Scott

W B A T

MARION—1947

Frequency: 1600 Kc Power: 500 watts d
 Owned-Operated By ... Marion Radio Corp.
 Musinss-Studio Address . 303½ So. Adams St.
 Phone Number 5500
 Transmitter Location ... ¼ Mi. So. Roseburg
 Air Time 5:30 a.m. Local Sun-Set
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB
 Pres., Gen.-Sta. Mgr., Pub. Dir. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Prog.-Prod.-Musical Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Farm Editor Guy Harris

W I M S

MICHIGAN CITY—1947

Frequency: 1420 Kc..... Power: 1000 Watts d.
 Owned-Oper. By ... Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 4980
 Transmitter Location Keiffer Rd. 3 Mi. Out-
 side of city limits

Air Time Local sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Lorenzen & Thompson
 President O. E. Richardson
 General Manager E. R. Herkner
 Program Director Richard S. Olson
 Musical Dirctor Doris Pagels
 Chief Engineer Robert Schilling
 Farm Editor Charles Sharpless

W L B C

MUNCIE—1926—CBS-KBS

Frequency: 1340 Kc Power: 250 Watts
 Owned-Operated By .. Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Transmitter Location .Hwy. 35 S.E. of
 Junc. Hways. No. 67, 3, 21 and 35
 Air Time 6:30 a.m.-12:07 a.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Walker, Hal Holman
 Membership NAB
 Pres., Gen.-Sta.-Sales Prom. Mgr. ... W. F. Craig
 Prog.-Prod Director Lee Allerton
 Musical Director Bill Summers
 Chief Engineer Maury Crain

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By ... Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address . 25 S. Ninth St.
 Phone Number 1156
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Robert Meeker
 Membership NAB
 Pres., Gen.-Sta.-Sales Prom. Mgr. R. L. Nusbaum
 Asst. Mgr. Prog. Dir. A. F. Schroy
 Musical Director Sue Tucker
 Chief Engineer L. J. Duning

W H O T

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 3-4155
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Bolling
 President C. Bruce McConnell
 Gen.-Sta.-Comm. Mgr.,
 Program Director William H. Spencer
 Production Director R. Edward Berryman
 Musical Director Orville Foster

Chief Engineer.....David Maltby
Farm Editor.....R. Edward Berryman

Chief Engineer.....James R. Brewer
Farm Editor.....Keith Reising

WJVA

SOUTH BEND—1948

Frequency: 1580 Kc.....Power: 250 Watts d
Owned-Operated By.....St. Joseph Valley
Bcstg. Corp.
Business Address.....214 W. Wayne St.
Phone Number.....38668
Studio-Transmitter Address.....Mishawaka
Hotel & N Hickory Rd.
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service...World, Lang-Worth,
Capitol
Representative.....Burn-Smith
Membership.....NAB
President.....B. W. Redifer
Sta. Mgr. Prog. Dir.....W. W. Oliver
Comm.-Sales Prom. Mgr.....Dale Roberts
Musical Director.....E. Davis
Chief Engineer.....F. J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address..226 W. Colfax Av.
Phone Number.....3-6161
Transmitter Location.....7 mi. s.e. of city
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....F. A. Miller
Gen.-Sta. Mgr.....Robert H. Swintz
Commercial Manager.....Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director.....Robert J. Drain
Production Director.....Oliver Parcher
Musical Director.....Harlan Hogan
Chief Engineer.....Herbert G. Cole
Farm Editor.....Philip Combs

WTCJ

TELL CITY—1948—INDIANA NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Brewer
Business Address.....Tell City
Phone Number.....740
Studio-Transmitter Address...Highway 66-E
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Keystone
Owner, Gen.-Sta.-Comm. Mgr. Prog. Dir. James
R. Brewer
Sales Prom. Mgr. Prod.-Pub. Dir. Steve Bellinger
Musical Director.....Ruth Baumgart

WBOW

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
Transmitter Location.....First & Peyton Sts.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World
Representative.....Weed
Membership.....NAB, BMB, FMA
General-Station Manager..William F. Rippetoe
Sales Manager.....Sigel A. Roush
Program Director.....Leo J. Baxter
Publicity Director.....Madeline K. Barry
Chief Engineer.....Donald Aldrich

WTHI

TERRE HAUTE—1948—ABC

Frequency: 1480 Kc.....Power: 1,000 Watts
Owned-Operated By...Wabash Valley Bcstg.
Corp.
Business-Studio Address.....120 So. 7th St.
Phone Number.....Crawford 9481
Transmitter Location...13th St. & Hazelburger
Road
Air Time.....Unlimited
Transcription Service...Lang-Worth, Library
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Anton Hulman, Jr.
Station Manager.....J. M. Higgins
Program Director.....Arnold C. Johnson
Chief Engineer.....T. R. Fells
Farm Editor.....Arnold C. Johnson

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business-Studio Address...320 Bussron St.
Phone Number.....787
Transmitter Location...Hwy., N. of Vincennes
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station-Sales Promotion Mgr..Samuel J. Dodd
Program Director.....Dale Young
Publicity Director...Beth Fitzpatrick
Musical Director.....David Livingstone
Chief Engineer.....Eugene E. Alden
Farm Editor.....Ted Hill

IOWA

Estimated Population 2,625,000—Increase +3.4%—Radio Homes 742,500
Total Families 765,000—Stations in State 37

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number.....3460
News Service.....UP
Transcription Service.....Thesaurus, Capitol
President, General Mgr.....Harold W. Higby
Sales Manager.....Arthur A. Skinner
Program Director.....William Allen Bell
Chief Engineer.....Doyle D. Kelso

KBUR

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By.....Burlington Bcstg. Co.
Business-Studio Address.....National Bank Bldg.
Phone Number.....680
Transmitter Location.....West Burlington
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Taylor-Borrorff
Membership.....NAB, FMA
President.....Dan T. Riley
General Manager.....Gerard B. McDermott
Commercial Manager.....David H. Steinle
Program Director.....Richard Mosena
Publicity Director.....David Steinle
Chief Announcer.....Lowell Jack
Musical Director.....Richard Kephart
Chief Engineer.....John Gallino
Farm Editor.....Gene Phillippe

KCRG

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.....4194
Transmitter Location.....Cedar Rapids
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Associated
Representative.....John E. Pearson
Membership.....NAB, BMB, FMA
Secretary, Vice-President. Joseph F. Hladky
General-Station-Comm. Mgr.. Neil C. Conklin
Sales Prom. Mgr., Pub. Dir.. Edna A. Herbst
Program Director.....Wade S. Patterson
Chief Announcer.....Walter L. Pearson
Musical Director.....Jacquelyn T. Maquire
Chief Engineer.....Kenneth M. Caldwell
Farm Editor.....Rex Conn

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By.....American Bcstg.
Stations, Inc.
Bus. Address...807 Barr Bldg., Washington,
D. C.
Phone Number...District 2717, Washington,
6127 at WMT, Cedar Rapids
Studio Address.....Paramount Theatre Bldg.
Transmitter Location.....Marion
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, INS, UP
Transcription Service.....World, Lang-Worth,
MacGregor
Representative.....Katz
Membership.....NAB, BMB
President.....Helen Mark
General-Station Mgr.....William B. Quarton
Commercial Manager...Lew Van Nostrand
Promotion Mgr., Publicity Dir..Leo F. Cole
Program-Production Director..Douglas B. Grant
Chief Announcer.....Bob Leefer
Musical Director.....June Caldwell
Chief Engineer.....George Hixenbaugh
Farm Editor.....Charles A. Worcester

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Clinton Bcstg. Corp.
Business-Studio Address.....Jacobsen Bldg.
Phone Number.....448
Transmitter Location.....13th Ave. North &
Elvira Road
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service.....Standard
Representative.....McKinney, George Webber
Membership.....NAB
President.....W. S. Jacobsen
General-Station Manager.....Morgan Sexton
Commercial Manager.....Walter Teich
Sales Promotion Manager...Vernon Gielow
Program-Production Director.....Bob Bodden
Publicity Director.....Vernon Gielow
Chief Engineer.....Gil Andrew
Farm Editor.....John Rohwer

KSWI

COUNCIL BLUFFS—1947
TALL CORN

Frequency: 1560 Kc. Power: 500 Watts
Owned-Operated By...Nonpareil Bcstg. Co.
Business Address.....Strand Theatre Bldg.

Phone Number.....4041 Council Bluffs,
 Jackson 7736 Omaha, Neb.
 Studio Addresses..Strand The. Bldg., Council
 Bluffs, Live Stock Exc. Bldg., Omaha, Neb.
 Transmitter Location....South Omaha Road
 Air Time.....Minimum 11 hours
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Station Representative.....J. P. McKinney
 Membership.....NAB, FMA
 President.....Robert R. O'Brien
 General-Station Manager...William E. Ware
 Sales Promotion Manager...Robert H. O'Brien
 Pro. Dir., Chief Announcer...Elden Anspach
 Musical Director.....Ralph Carey
 Chief Engineer.....Robert W. Hall
 Farm Editor.....C. W. McManamy

K S I B

CRESTON—1946—KBS—TALL CORN
 Frequency: 1520 Kc.....Power: 1000 Watts
 Owned-Operated By...Southwest Iowa Bcstg.
 Co.
 Business-Studio-Transmitter
 Addresses.....Radio Center
 Phone Number.....55
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service...Standard, Thesaurus,
 SESAC, Keystone
 Representative.....J. P. McKinney,
 George W. Webber
 Membership.....NAB
 President.....Arthur Horning
 General-Station Mgr., Pub. Dir...E. M. Horning
 Commercial-Sales Prom. Mgr...Frank Reynolds
 Program-Production Director....John Munger
 Chief Announcer, Musical Dir...Dick Weiss
 Chief Engineer.....Louis A. Polen
 Farm Editor.....Shep Shafer

K S T T

**DAVENPORT—1946
 MBS-IOWA TALL CORN**

Frequency: 750 Kc.....Power: 250 Watts
 Owned-Operated By..Davenport Bcstg. Co. Inc.
 Business-Studio Address.....324 Main St.
 Phone Number.....2-3525
 Transmitter Location...2505 Rockingham Road
 Air Time.....Sunrise to sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....J. P. McKinney
 President, Station Manager...Hugh R. Norman
 Commercial Manager.....Buryl Lottridge
 Program Director.....A. M. McGregor
 Chief Announcer.....William Genett
 Musical Director.....Pat Alan
 Farm Editor.....Warren Anderson

W O C

DAVENPORT—1921—NBC

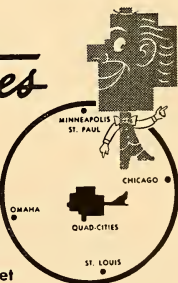
Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tri-City Bcstg. Co.
 Business-Studio Address.....1000 Brady St.
 Phone Number.....3-3661
 Transmitter Location.....R. R. No. 1
 Air Time.....6 a.m.-M
 News Service.....UP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....Col. B. J. Palmer
 V. Pres. & Treas.....D. D. Palmer
 Station Manager.....Ernie Sanders
 Commercial Manager.....L. O. Fitzgibbons
 Sales Promotion Manager.....Paul Ives
 Program-Production Director...Charles Freburg
 Publicity Director.....Paul Ives
 Musical Director.....George O. Sontag
 Chief Engineer.....Paul G. Arvidson

FIRST IN THE

QUAD
Cities

**DAVENPORT
 ROCK ISLAND
 MOLINE
 EAST MOLINE**

The 40th Retail Market



**BASIC Affiliate of NBC—
 the No. 1 Network**

WOC AM 5,000 W., 1420 Kc.
 FM 47 Kw., 103.7 Mc.
 TV C.P. 22.9 Kw. vis-
 ual and aural,
 Channel 5

DAVENPORT, IOWA

National Representatives Free & Peters, Inc.

KDEC

DECORAH—1947

MBS-IOWA TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Telegraph-Herald
 Business-Studio Address.....301 W. Broadway
 Phone Number.....1240
 Transmitter Location.....600 Leiv Eiriksson Dr.
 Air Time.....Shares time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....J. P. McKinney,
 George Webber
 Membership.....NAB
 President.....F. W. Woodward
 General Manager.....William J. Croker
 Commercial Manager.....George Dorrington
 Production Director.....Robert Hildreth
 Musical Director.....Tom Corniea
 Chief Engineer.....Curtis Eittrheim
 Farm Editor.....Jay Spurgeon

KCBC

DES MOINES—1946—MBS

Frequency: 1390 Kc. Power: 10,000 Watts
 Owned-Oper. By.....Kapital City Bcstg. Co.
 Business-Studio Address.....2323 Grand Ave.
 Phone Number.....4-3151
 Transmitter Location.....E. 42nd & Dean Ave.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Word
 Representative.....Weed
 President.....George P. E. Caesar, Jr.
 General-Station Mgr.....Rollo H. Bergeson
 Exec. Vice-President.....Myles H. Johns
 V.P.-Engineering.....Karl Peters
 Sales Promotion Mgr.....C. E. Grant
 Prog.-Musical Dir.....Don Purdy
 Chief Engineer.....Bob Brown

KIOA

DES MOINES—1947

Frequency: 940 Kc. Power: 10,000 Watts, d.
 5000 Watts, n.
 Owned-Operated By.....Independent Bcstg. Co.,
 Inc.
 Business-Studio Address.....Onthank Bldg.,
 10th & Mulberry
 Phone Number.....2-9191
 Transmitter Location.....Hartford
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....World, Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Gen. Mgr.....Harold Baker
 V. Pres. & Operations Mgr.....Denn Clayton

Sales Promotion Manager, Publicity

Director.....Janice R. Hull
 Program Director.....Don D. Alt
 Production Director.....Dan Hosmer
 Chief Announcer.....Lee Harris
 Musical Director.....Bill Wallace
 Chief Engineer.....Lloyd R. Amoo
 Farm Editor.....Don Ames

KRNT

DES MOINES—1936—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business-Studio Address.....715 Locust St.
 Phone Number.....3-2111
 Transmitter Location.....S. E. 22nd & Park Ave.
 Air Time.....6 a.m.-M
 News Service.....AP, INS, UP
 Transcription Service.....Standard, Associated
 Station Representative.....The Katz Agency
 Membership.....NAB, BMB
 President.....Gardner Cowles
 General-Station Manager.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Sales Promotion Manager.....Joe Hudgens
 Program Director.....Charles Miller
 Production Director.....Dick Covey
 Musical Director.....Wayne Ackley
 Chief Engineer.....Charles Quantin
 Farm Editor.....Joseph B. Ryan

KSO

DES MOINES—1922—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.
 Owned By.....Murphy Bcstg. Co.
 Operated By.....Kingsley H. Murphy
 Business-Studio Address.....Tenth & Grand Ave.
 Phone Number.....3-0571
 Transmitter Location.....E. 38th & Broadway
 Air Time.....Limited
 News Service.....AP, UP
 Transcription Service.....World, Cole
 Station Representative.....Headley-Reed
 Membership.....NAB, BMB
 Pres. & General Mgr.....Kingsley H. Murphy
 Station-Commercial Mgr.....S. H. McGovern
 Program Director.....Tom Lewis Shumate
 Production Director.....Bill C. Baldwin
 Chief Announcer, Musical Dir.....Bill C. Baldwin
 Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1948—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....Des Moines Bcstg. Corp.
 Business-Studio Address.....407 Fifth
 Phone Number.....2-8383
 Transmitter Location.....Levey Road

Air Time.....Unlimited
 News Service.....INS
 Transcription Service...Cole, Capitol, Associat'd
 Representative.....J. P. McKinney
 Membership.....NAB
 President.....George W. Webber
 General-Station Manager...Robert L. Webber
 Commercial Manager.....James L. Kelehan
 Program Director.....Les Carmichael
 Musical Director.....Esther Rauch
 Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Address.....914 Walnut St.
 Phone Number.....3-7147
 Transmitter Location.....Mitchellville
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC,
 Langworth

Station Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Col. B. J. Palmer
 V. Pres. & Resident Mgr....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Commercial Manager.....Harold Fulton
 Program Director.....Jack Kerigan
 Production Director.....Kenneth Gfeller
 Musical Director.....Don Hovey
 Chief Engineer.....Reed E. Snyder
 Farm Editor.....Herb Plambeck

K D T H

DUBUQUE—1941

MBS-IOWA TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By....Dubuque Telegraph-
 Herald

Bus-Studio Address.....Eighth Ave. & Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Station Representative.....J. P. McKinney
 Membership.....NAB, BMB, FMA
 President.....F. W. Woodward
 General-Station Manager.....K. S. Gordon
 Program Director.....Arnie Stierman
 Musical Director.....Bob Gribben
 Chief Engineer.....Robert I. Hancock
 Farm Editor.....Gerald W. McAleece

W K B B

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.

Business-Studio Address.....505 Main St.
 Phone Number.....572
 Transmitter Location.....R. R. No. 2
 Air Time.....6:30 a.m.-M
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB, BMB
 President.....Charles T. Landon
 General-Station Manager...James D. Carpenter
 Commercial-Sales Promotion

Manager.....Harry Hatzenbuehler
 Program-Production Dir....Gleason Kistler
 Publicity Director.....James D. Carpenter
 Chief Announcer.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....John Uyeoka
 Farm Editor.....Gleason Kistler

K V F D

FT. DODGE—1939

MBS-IOWA TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Bcstg. Co.
 Business-Studio Address..912-1st Ave. South
 (Warden Bldg.)

Phone Number.....Walnut 3761
 Transmitter.....1 mi. S. W. of Ft. Dodge
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....J. P. McKinney,
 George Webber

Membership.....NAB, BMB, FMA
 President, General-Station Mgr...Edward Breen
 Office Manager.....Mae Challberg
 Sales Promotion Manager.....Max Landes
 Program Director.....Drexel Peterson
 Publicity Director.....Kenneth Peterson
 Chief Engineer.....David G. Sinclair

K X G I

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts
 Owned By.....Hawkeye Bcstg. Co.
 Operated By...John F. Courier, W. L. Ashby,
 Bill M. Barron
 Business-Studio Address.....KXGI, Marquette
 Bldg.

Phone Number.....1360
 Transmitter Location.....3 mi. W. of town
 Air Time.....Sunrise to sunset
 News Service.....AP
 Transcription Service.....Capitol
 Representative....Burke, Kuipers & Mahoney
 Partners.....John F. Courier, Willis L. Ashby,
 Bill M. Barron
 General Manager.....John F. Courier
 Station Manager.....John D. Staples

Sales Promotion Manager... James Fitzgerald
 Program Dir, Chief Announcer... Bill M. Barron
 Chief Engineer... Willis L. Ashby
 Farm Editor... Hal Hampton

KXIC

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Oper. By... Johnson County Bcstg. Corp.
 Business-Studio Address... 108½ East Wash-
 ington St.
 Phone Number... 81181
 Transmitter Location... 1 mi. N. of Iowa City on
 R. F. D. No. 1
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... Standard, Lang-Worth
 Representative... Rural Radio
 Membership... NAB
 Pres., General-Station Mgr... Robert E. J. Snyder
 Commercial Manager... Lawrence B. Butler
 Program Director... Herbert D. Olson
 News Director... Gene Claussen
 Musical Director... Robert L. Bush
 Chief Engineer... Elliott Full
 Farm Editor... Dick Arnold

KOKX

KEOKUK—1947—IOWA TALL CORN

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By... Keokuk Bcstg. Co.
 Business-Studio Address... Fifth & Main Sts.
 Phone Number... 235-6
 Transmitter Location... Main St. Rd.
 Air Time... Daytime
 News Service... UP
 Transcription Service... Lang-Worth, World
 Membership... NAB
 President... H. W. Stadler
 General-Station-Commercial-Sales Promotion
 Mgr., Publicity Dir... George B. J. Adkisson
 Program-Production Dir... Robert C. Matheny
 Chief Engineer... Alvin M. Frazee

KFJB

MARSHALLTOWN—1923
 MBS-IOWA TALL CORN

Frequency: 1230 Kc. Power: 250 Watts
 Owned By... Times Republican Ptg. Co.
 Operated By... Marshall Electric Co.
 Business-Studio Address... 136 W. Main St.
 Phone Number... 3361
 Transmitter Location... Route No. 3
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 Representative... J. P. McKinney
 Membership... NAB, BMB

President... D. W. Norris
 General-Station Manager... Paul E. Millen
 Commercial Manager... R. W. Brown
 Program Director... Ray P. Bennett
 Publicity Director... Paul G. Norris
 Chief Engineer... Herbert G. Anderson
 Farm Editor... William P. White

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By... Lee Radio, Inc.
 Business-Studio Address... 12½ 2nd N. E.
 Phone Number... 2800
 Transmitter Location... 2 mi. W. of Mason City
 Hgwy. 18
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Standard, Associated
 Representative... Weed & Co.
 Membership... NAB, BMB, FMA
 President... Lee P. Loomis
 General-Station Manager... Herbert R. Ohrt
 Commercial Manager... Lloyd D. Loers
 Sales-Promotion Mgr., Pub. Dir... Henry B. Hook
 Program Director... William G. Suter
 Chief Engineer... Roger E. Sawyer
 News, Farm Editor... Charles Hilton

KICM

MASON CITY—1948
 MBS-IOWA TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Mason City Bcstg. Co.
 Business-Studio Address... 5 2nd St. S. W.
 Phone Number... 5400
 Transmitter Location... 19th St. S. W.
 Air Time... 6 a.m.-M
 News Service... AP
 Transcription Service... World
 Representative... J. P. McKinney
 Membership... NAB
 President... Louis Wolf
 General-Station Manager... Charles E. Jones
 Commercial Manager... Joseph Simon
 Program-Production Director... Paul B. Patrick
 Chief Announcer, Farm Editor... James Knox
 Chief Engineer... Larry Lawson

KSMN

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By... Mohawk Bcstg. Co.
 Business Address... Box 919
 Phone Number... 5640
 Transmitter Location... 5 mi. E. of city
 Air Time... Daytime
 News Service... UP

Transcription Service.....Lang-Worth
 Representative...Joseph Hershey McGillvra
 Pres., General-Station Mgr...Robert M. Carson
 Commercial-Sales Promotion

Manager.....No.man W. Rice
 Program Director.....Jane Rice
 Chief Announcer.....Frank Sims
 Chief Engineer.....Jack Duncan
 Farm Editor.....Paul Pippert

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By...Muscatine Bcstg. Co., Ltd.
 Bus-Studio-Transmitter Address...Mulberry
 & Houser

Phone Number.....860
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service...Thesaurus, Associated
 Representative.....J. P. McKinney
 Membership.....NAB, FMA
 General-Commercial Mgr....George J. Volger
 Program Director.....Thelma Volger
 Chief Engineer.....Elmer Christenson
 Farm Editor.....John Hanlon

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...KBIZ, Inc.
 Business-Studio Address.....Seven Acres,
 2513 N. Court Rd.

Phone Number.....5600-1
 Transmitter Location...Community Gardens
 Air Time.....6 a.m.-M
 News Service.....UP
 Transcription Service.....World
 President, General Mgr....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Commercial-Sales Promo. Mgr..Richard Meier
 Program-Production Dir.....Del Donahoo
 Musical Director.....Darrel Jones
 Chief Engineer.....Wayne J. Hatchett

K F N F

SHENANDOAH—1924

Frequency: 920 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Capital Bcstg. Co.
 Bus-Studio-Transmitter

Address.....403 Sycamore
 Phone Number.....1302
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 Manager.....C. Earl Williams
 Program Director.....Earl Blakesley
 Chief Engineer.....William Hutton

K M A

SHENANDOAH—1925—ABC-MBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Business-Studio Address...Lowell & Elm Sts.
 Phone Number.....192
 Transmitter Location.....1 mi. NE of
 Shenadoah on Hgwy. 48

Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....SESAC, Cole
 Representative.....Avery-Knodel, Inc.
 Membership.....NAB, BMB
 President.....Edward W. May
 General Manager.....Owen Saddler
 Station Manager.....H. O. Peterson
 Sales Promotion Mgr., Publicity Dir..Jim Moore
 Program Director.....Glenn Harris
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....Merrill J. Langfitt

K S C J

SIoux CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pe kins Bros. Co.
 Business-Studio Address...415 Douglas St.
 Phone Number.....5-7993
 Transmitter Location.....Leeds
 Air Time.....6 a.m.-M
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 SESAC, Cole

Representative.....George P. Hollingbery
 Membership.....NAB, FMA
 President.....W. R. Perkins
 Station-Commercial Mgr....E. T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Chief Engineer.....S. C. Dier

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
 Transmitter Location...Dakota City

Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....Eugene Kelly
 General-Station-Comm. Mgr....Dietrich Dirks
 Sales Promotion Manager.....Lennon Kelly
 Program-Publicity Director...Sheldon Singer
 Production Dir., Chief Announcer..Bob Hansen
 Chief Engineer.....Willard Easterly

K I C D

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Iowa Great Lakes Bcstg. Co.
 Operated By.....Ben B. Sanders
 Business-Studio-Transmitter Address..Hwy. 18
 & 71
 Phone Number.....45-6
 Air Time.....6 a.m.-M
 News Service.....AP
 Transcription Service.....World, Standard,
 Associated
 Representative.....J. P. McKinney
 Pres., General-Station Mgr.....Ben B. Sanders
 Commercial-Sales Promo. Mgr...Henry P. Cate
 Program-Production-Publicity Director,
 Chief Announcer.....Mason Dixon
 Musical Director.....Tom Edwards

Chief Engineer.....Clarence Touw
 Farm Editor.....Lyle Swigart

K A Y L

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts
 Owned-Operated By...Cornbelt Bcstg. Co.
 Business-Studio Address.....Park Bldg.
 Phone Number.....1490
 Transmitter Location...Hgwys. 5 & 71 E. of
 Storm Lake
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Membership.....NAB
 President.....O. J. Grau
 General Mgr., Program Dir....Lee Gordon
 Rasmussen

Why is **AP** the best?

Because — it is controlled by those
 who have an especial interest in
 news — all its members.

Available through membership.

Commercial Manager.....James I. McCord
 Chief Engineer.....Charles Woodard
 Farm Editor.....Norman Thomsen

KAYX

WATERLOO—1947—TALL CORN

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waterloo Bcstg. Co.
 Business-Studio Address...620½ LaFayette St.
 Phone Number.....6851
 Transmitter Location.....2½ Mi. S.E. on
 Hway. 218

Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....NBC, Lang-Worth
 Representative.....J. P. McKinney
 President.....C. R. Miller
 Station-Commercial Manager.....A. W. Triggs
 Program Director.....L. F. Podhaski
 Publicity Dir., Chief Announcer.....Ray Starr
 Chief Engineer.....C. R. Schaeffer
 Farm Editor.....Warren Kester

KWWL

WATERLOO—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Black Hawk Bcstg. Co.
 Bus.-Studio Address.....Russell-Lamson Hotel
 Phone Number.....4406
 News Service.....AP
 Transcription Service.....Associated
 President, General Mgr.....R. J. McElroy
 Commercial Mgr.....W. Lyle Harvey
 Program Director.....Edwin L. Falk
 Promotion Manager.....Herb James
 Chief Engineer.....Howard Burgess

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number.....3-337L
 Transmitter Location.....Dysart
 Air Time.....Unlimited
 News Service.....INS
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, Gen.-Station Manager...Joe DuMond
 Comm.-Sales Promotion Mgr.....A. J. DuMond
 Program-Musical Director.....Emlyn Owen
 Chief Engineer.....Donald E. Kassner
 Farm Editor.....Carl Roth

\$2,250,000
 ANNUAL
 KLEEN MAID BREAD
 SALES



K X E L

"Backbone" of Radio's
 Most Amazing
 SALES SUCCESS

- OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from \$830,000 yearly to \$2,250,000.
- KXEL's newscasts increase Kleen-Maid outlets from 1020 to 1421.
- KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people.
 HERE IS POSITIVE PROOF THAT YOU CANNOT SELL THE HEART OF IOWA WITHOUT KXEL AND THE KXEL RURAL CITY.

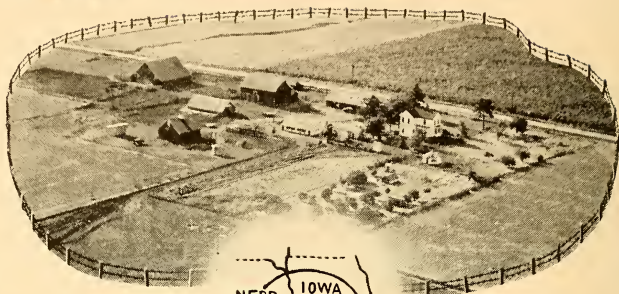
(Conlan Survey shows up to 52.4% listening audience.)

KXEL — 50,000 watts — ABC

JOSH HIGGINS BROADCASTING CO.
 WATERLOO, IOWA

Represented by Avery-Knodel, Inc.
 COVERING THE GREAT "KXEL RURAL CITY"

WIBW Fences In This Rich



Five State

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.

Farm Market

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

LOOK at the BUYING POWER of WIBW's audience!



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk, eggs and 2½ million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.



IMPORTANT TO YOU is that wealth like this has been piling up for eight years. The comic strip farmer has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of farm families and small town dwellers the same as those of the city dweller.

EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is continuously demonstrated by sales records of WIBW advertisers.

Seems like we ought to get together—doesn't it?



W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



C
B
S

KANSAS

Estimated Population 1,968,000—Increase +9.3%—Radio Homes 543,800
Total Families 571,800—Stations in State 28

KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By The KSOK Bcstg. Co., Inc.
Business-Studio Address Home National Bank Bldg.

Phone Number 2666
Transmitter Location 1 Mi. N. of Arkansas City
Air Time Local sunrise-sunset
News Service AP
Transcription Service Capitol
Representative Lorenzen & Thompson
President Oscar S. Stauffer
V.P., Gen.-Station Mgr. S. C. Thompson
Sales Promotion Manager Glen E. Williams
Program-Production Director Don D. Chadd
Publicity Director Melvin A. Haines
Chief Announcer Frederick B. Uszle
Chief Engineer Edward H. Howe
Farm Editor Melvin A. Haines

KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By S. H. Patterson
Address 622½ Commercial St.
Phone Number 1420
News Service AP
Transcription Service KBS
President S. H. Patterson
General Mgr. Norwood J. Patterson
Commercial Mgr. Ed Arthur
Program Director Peter Pitell
Promotion Manager Sam Elliston
Chief Engineer Lowden Gingre

KGGF

COFFEYVILLE—1947—ABC

Frequency: 690 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Oper. By The Midwest Bcstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 147
Transmitter Location So. Coffeyville, Okla.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World, Thesaurus
Representative Weed
Membership NAB
President Fay N. Seaton
General Manager Richard M. Seaton
Station Manager Robert L. Pratt
Commercial Manager E. B. Spoonamore
Program Director Roger H. Stoner
Chief Engineer J. S. Jaminet
Farm Editor Joe Cook

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By Western Plains Bcstg. Co., Inc.

Business-Studio Address 505 N. Franklin
Phone Number 790
Transmitter Location 2 Mi. E. of Colby
Air Time Daytime
News Service INS
Transcription Service Associated, Capitol
Representative Rural Radio Co.
Membership NAB, BMB
President, General Manager John B. Hughes
Commercial Manager Dan E. Bellus
Program Director George Nickson
Production Director Jerry Appy
Publicity Director C. Dale Danford
Musical Director George Nickson
Chief Engineer U. L. Lynch
Farm Editor Embert Coles

KGNO

DODGE CITY—1930

KBS-KANSAS STATE

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.

Owned-Oper. By Dodge City Bcstg. Co.
Business Address 705 Second Ave.
Phone Number 1340
Studio Address Globe Bldg.
Transmitter Location W. Park St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Keystone
Representative Art Hagg
Membership BMB
President, General Manager J. C. Denious
Station Mgr., Program Dir. Herschel Holland
Commercial Manager Isadore Salm
Sales Promotion Manager Gordon Sanders
Chief Engineer Henry McClintock

KTSW

EMPORIA—1939

MBS-KANSAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Emporia Bcstg. Co., Inc.
Business-Studio Address 613 Merchant St.
Phone Number 153-4
Transmitter Location Sodens Grove
Air Time Unlimited
News Service AP
Transcription Service World, Standard, KBS
Membership NAB

. . . **KANSAS** . . .

President, General Mgr. Julian L. Hill
 Asst. Mgr., Chief Engineer Paul H. Daniels
 Program Director Mrs. Robert Grimm
 Farm Editor Tex Smiley

K G A R

GARDEN CITY—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Albert B. Pyatt
 Business-Studio Address Radio Ranch
 Phone Number 3041
 News Service UP
 Transcription Service Capitol, MacGregor
 Representative Associated
 President, General Mgr. Albert B. Pyatt
 Comm. Mgr., Prog. Dir. Don White
 Chief Engineer Claude L. Hughes

K I U L

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Telegram Publishing Co.
 Business-Studio Address 509½ N. Main St.
 Phone Number 4581
 Transmitter Location Warner Terrace
 Air Time 6 a.m.-11:30 p.m.
 News Service AP, UP
 Transcription Service Thesaurus, Keystone
 Membership NAB
 President Robert B. Reed
 General Manager G. F. Reed
 Station Manager Robert Wells
 Commercial Manager Steve Aylward
 Program-Publicity Director Tom Lanman
 Chief Announcer Max Bicknell
 Chief Engineer Bob Bryant
 Farm Editor Tony Jewell

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Goodland Bstg. Co.
 Business-Studio Address Hotel Goodland
 Phone Number 331
 News Service INS
 Transcription Service Lang-Worth, World
 President, General Mgr. James E. Blair
 Commercial Mgr. Dick Eldridge
 Program Director Bert Blair
 Chief Engineer Walt Bigelow, Jr.

K V G B

GREAT BEND—1937—MBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By KVGB, Inc.
 Business-Studio Address 2103 Forest
 Phone Number 4317-8
 Transmitter Location 3 Mi. SW of Great Bend
 Air Time Unlimited

News Service UP
 Transcription Service SESAC, Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President Helen T. Coogan
 General-Station Manager Grover C. Cobb
 Commercial Manager Sherwood R. Parks
 Sales Promotion Manager Bill J. Jarvis
 Program Director Ray H. Beals
 Musical Director Howard Neighbor
 Chief Engineer Chester A. Wallack

K A Y S

HAYS—1948

Frequency: 1400 Kc. Power: 250 Watts
 Business-Studio Address 2401 Hall St.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Capitol
 Manager Clem Morgan
 Commercial Manager Lynn Cook
 Program Director Paul Kelly
 Chief Engineer Glenn Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KWBW
 Business-Studio Address 101 East Ave "A"
 Phone Number 5202
 Transmitter Location 17th & Harding Sts.
 Air Time 18 Hrs.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President, General-Station Mgr. William Wyse
 Comm.-Sales Promotion Mgr. Robert Rives
 Prog.-Prod.-Pub. Director William Michelsen
 Musical Dir., Farm Editor James Pyatt
 Chief Engineer John Swafford

K W H K

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By KWHK Bstg. Co., Inc.
 Business-Studio Address 18 W. 5th St.
 Phone Number 3-100
 Transmitter Location Sunrise-sunset
 News Service AP
 Transcription Service Standard, Keystone
 Representative Homer Griffith, J. P. McKinney
 President R. L. Evans
 Sec.-Treas., Gen.-Station Mgr. Vern Minor
 Commercial Manager Gren Darling
 Sales Promotion Manager Malcolm West
 Program-Production Dir. Paul Cochran
 Publicity Director Don Bell
 Musical Director J. Bruce Murray
 Chief Engineer Millary Clay
 Farm Editor Don Bell

KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By: Central Bcstg., Inc.
 Bus.-Studio-Transmitter: Professional Bldg.
 Phone Number: 1010
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth, Keystone
 Membership: BMB
 President, General Manager: J. Nelson Rupard
 Program Director: M. Keith Upson
 Publicity Director: Joe Fields
 Chief Engineer: Harry C. Butterfield

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Capper Publications, Inc.
 Operated By: The KCKN Bcstg. Co., Inc.
 Business-Studio Address: 300 Walltower Bldg.
 Phone Number: Victor 3864
 Transmitter Location: 901 N. 8th St.
 Air Time: 7 a.m.-11 p.m.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative: Capper Publications
 President: W. A. Bailey
 General Manager: Ben Ludy
 Station Manager: Ellis Atteberry
 Commercial Manager: Joe Story
 Production Director: George Stump
 Chief Engineer: K. G. Marquardt

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By: The Leavenworth Bcstg. Co.
 Business-Studio Address: 418½ Cherokee St.
 News Service: UP
 Transcription Service: Capitol
 President: Hon. Alf M. Landon
 General Manager: A. D. Whisenant
 Commercial Manager: Orville Hundley
 Program Director: Ron Barkley
 Chief Engineer: Mel Gleason

KSCB

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Seward County Bcstg. Co.
 Business-Studio Address: E. 8th St.
 Phone Number: 385
 News Service: UP
 Transcription Service: Standard
 President: Hon. Alf M. Landon
 General Manager: Leon S. Salathell
 Program Director: Ben Barry
 Chief Engineer: Wayne Pash

KLKC

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By: Community Bcstg. Co.
 Business-Studio Address: 1904 Broadway
 Phone Number: 4050
 News Service: AP
 Transcription Service: Standard
 President: Clyde M. Reed
 General Manager: Kerm Trimble
 Commercial Manager: Jerry Toland
 Program Director: Ray Drenner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.
 Owned-Oper. By: The Pittsburg Bcstg. Co., Inc.
 Business Address: P. O. Box 603
 Phone Number: 2165
 Studio Address: Commerce Bldg.
 Transmitter Location: 3½ Mi. E. of Pittsburg
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: E. V. Baxter
 Station Commercial Manager: R. E. Wade
 Chief Announcer: Bob Arthur
 Chief Engineer: Leo Stafford

KSEK

PITTSBURG—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: The Pittsburg Publ. Co.
 Business-Studio Address: Hotel Besse Bldg.
 Phone Number: 742
 Transmitter Location: E. Quincy (extended)
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Lorenzen & Thompson
 President: O. S. Stauffer
 General Manager: James M. Griffith
 Commercial Manager: Peter J. Esser
 Program Director: Jack Lloyd
 Publicity Director: Dorothy Conner
 Chief Engineer: W. D. Brosseau

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By: KSAL, Inc.
 Bus.-Studio Address: Journal Bldg., Seventh &
 Iron Sts.
 Phone Number: 100-1
 Transmitter Location: New Cambria
 Air Time: Unlimited
 News Service: AP

KANSAS

Transcription Service.....Lang-Worth, Standard
 Representative.....John E. Pearson
 Membership.....BMB
 President.....R. J. Laubengayer
 Station-Comm. Mgr., Prog. Dir.....R. V. Jensen
 Sales Promotion Manager.....Peter M. Macdonald
 Chief Announcer.....John G. Smith
 Musical Director.....Alfred M. Thompson
 Chief Engineer.....N. E. Vance, Jr.
 Farm Editor.....Stewart Peck

News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....R. C. Jackman
 General Manager.....John S. Major
 Comm.-Sales Promotion Mgr.....Bailey Axton
 Program Director.....Fred L. Conger
 Chief Engineer.....Carl B. Bliesner

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Collinson Bcstg. Co.
 Operated By.....T. Hall Collinson
 Business-Studio Address.....214 W. 6th St.
 Phone Number.....4-3444
 Transmitter Location.....N. Buchanan
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Associated
 Representative.....Lorenzen & Thompson
 Owner, Manager.....T. Hall Collinson
 Commercial Manager.....Richard C. Scheele
 Sales Promotion Manager,
 Publicity Director.....Thad M. Sandstrom
 Program Director.....Jack Warren Ostrode
 Production Director.....William Griskey
 Chief Announcer.....Wayne M. Heady
 Chief Engineer.....David R. Stevenson

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
 Transmitter Location.....7 Mi. W. of Topeka
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Membership.....FMA
 President.....H. S. Blake
 General-Station Manager.....Ben Ludy
 Commercial Manager.....Hilton Hodges
 Prog.-Prod.-Musical Dir.....Maude Carlson
 Publicity Director.....Allan Young
 Chief Engineer.....K. G. Marquardt
 Farm Editor.....Gene Shipley

(See Page 422)

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....Jackman & Jackman, Inc.
 Business-Studio Address.....411 W. 10th St.
 Phone Number.....2-0505-6
 Transmitter Location.....Grantville
 Air Time.....6:30 a.m.-M.

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KAKE Bcstg. Co., Inc.
 Business-Studio Address.....418 W. Douglas Ave.
 Phone Number.....4-9369
 Transmitter Location.....19th & Hydraulic Sts.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 President.....Mark Adams
 General Manager.....Jack Todd
 Commercial Manager.....Martin Bass
 Sales Prom. Mgr., Program-Production
 Director.....Graeme Fletcher
 Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Kansas Bcstg., Inc.
 Business-Studio Address.....1015 N. Broadway
 Phone Number.....4-2387
 Transmitter Location.....5560 W. 13th St.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 President, General Mgr.....Archie J. Taylor
 Commercial Manager.....H. W. Allen
 Program Director.....Paul A. Wilson
 Musical Director.....Raymond Shelley
 Chief Engineer.....Ted Heithecker

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
 Transmitter Location.....RFD No. 2, Box 14
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Avery Knodel
 Membership.....NAB, BMB

President.....Clem J. Randau
 General-Station Manager.....Howard Lane
 Comm.-Sales Prom. Mgr.....D. W. McCoy, Sr.
 Prog.-Prod.-Pub. Director.....J. B. Bradshaw
 Chief Announcer.....Tom Belcher
 Musical Director.....Verne Nydegger
 Chief Engineer.....K. W. Pyle
 Farm Editor.....Lester Weatherwax

Transmitter Location.....RR 3
 Air Time.....5 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....John Rigby
 Exec. V.P.....Marcellus M. Murdock
 General Manager.....Frank V. Webb
 Natl. Sales Mgr.....Frank Mathews
 Sales Promotion Manager.....Russel L. Lowe
 Program Director.....Vernon E. Reed
 Production Director.....John R. Speer
 Chief Announcer.....David M. Wilson
 Musical Director.....Wayne Euchner
 Chief Engineer.....Amos C. Daddisman
 Farm Editor.....Bruce Behymer

KFH

WICHITA—1923—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station KFH Co.
 Business-Studio Address.....KFH Bldg.
 Phone Number.....2-4491

KENTUCKY

*Estimated Population 2,819,000—Increase —0.9%—Radio Homes 635,200
 Total Families 715,600—Stations in State 37*

WCMI

ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ashland Bcstg. Co.
 Business-Studio Address.....South 20th St.
 Phone Number.....3010
 Transmitter Location.....47th & Clay Sts.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Station-Comm. Mgr....Charles C. Warren
 Sales Prom.-Program Dir.....W. R. Martin
 Prod. Dir., Chief Announcer..George Marshall
 Publicity Director.....Ed Paulin
 Musical Director.....David Stanley
 Chief Engineer.....Clarence Weaver
 Farm Editor.....Ed. Paulin

Commercial Manager.....Houston Griffin
 Sales Prom. Mgr., Pub. Dir.....Alvis Temple
 Prog.-Prod. Director.....Joe H. Calloway
 Chief Announcer.....Sam Allgood
 Musical Director.....James Topmiller
 Chief Engineer.....Neal McGown
 Farm Editor.....Alvis Temple

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Bowling Green Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address..901 Fairview
 Ave.
 Phone Number.....1340-1
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Representative.....Burn-Smith
 Membership.....NAB
 Pres., Gen.-Station Manager, Publicity
 Director.....Ken D. Given
 Comm.-Sales Promotion Mgr....Elmer A. Finley
 Program-Production Dir.....William Kuznitsof
 Chief Announcer.....Joe Hamilton
 Musical Director.....Helen Given
 Chief Engineer.....Rondal L. Miller
 Farm Editor.....Joe Hamilton

WKCT

**BOWLING GREEN—1947
 KENTUCKY STATE**

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...The Daily News Bcstg. Co.
 Business-Studio Address.....415 Park Row
 Phone Number.....2640
 Transmitter Location.....Beech Bend Park
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service...Associated, Standard,
 SESAC
 President.....J. Ray Gaines
 Gen.-Station Mgr.....Paul R. Huddleston

WTCO

CAMPBELLVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Central Kentucky
 Bcstg. Corp.

KENTUCKY

Business-Studio Address.....203 Main St.
Phone Number250
Transmitter Location...On State Hwy 55, 3/4
Mi. N. of Campbellsville
Air TimeDaytime
News ServiceUP
Transcription Service...Capitol, World, Cole
MembershipNAB
PresidentH. T. Parrott
Gen.-Station-Comm. Mgr.....James Shacklette
Sales Promotion Mgr.....William J. Harris, Jr.
Program-Production Dir.....Lemuel Felts
Chief Announcer.....Robert Shippee
Musical Director.....Lemuel Felts
Chief Engineer.....J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number123-4, 1071
Studio-Transmitter Location.....Falls Hwy.
Air Time17 Hrs.
News ServiceAP
Transcription Service...Thesaurus, Keystone
MembershipNAB, BMB
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....W. Wallace Robinson
Commercial Manager.....S. G. Hembree
Chief Announcer.....Rufus G. Disney
Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....Juniper 5300
Transmitter Location.....Eighth & Horton Sts.
Air TimeDaytime
News ServiceAP
Transcription Service.....World, SESAC
MembershipNAB, BMB
Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
Station-Sales Prom. Mgr., Program
DirectorLloyd W. Baldwin
Production Director.....James Ferguson
Publicity Director.....Lloyd W. Baldwin
Chief Announcer.....Stephen Crane
Musical Director.....Jimmy Lee
Chief Engineer.....Richard Washington
Farm Editor.....Raymond L. Scott

WHIR

DANVILLE—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Commonwealth Bcstg. Corp.

Business Address.....P. O. Box 234
Phone Number1230
News ServiceAP
Transcription Service.....World, Capitol
President, Commercial Mgr.....W. T. Isaac
V.P., Program Dir.....David B. Highbaugh

WFKY

FRANKFORT—1946

MBS-BLUEGRASS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Business-Studio Address.....104 E. Main St.
Phone Numbers.....2509-10; Transmitter, 2354
Transmitter Location.....Crutcher's Hill
Air TimeUnlimited
News ServiceAP
Transcription Service.....World
MembershipNAB, BMB
PresidentGarvice Kincaid
General Manager.....Robertson C. Scott
Program Director.....John A. Vroman
Chief Engineer.....Wallace Roach

WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Business-Studio Address.....Glasgow
Phone Number.....598, 632
Transmitter Location.....Happy Valley Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service.....World, Standard
RepresentativeHelen Wood, Colton
MembershipNAB
President.....Gordon E. Brown
General Manager.....Edward C. Lockwood
Commercial Manager.....Louis Rayburn
Program Director.....Lee Redford
Chief Announcer.....Noel Pass
Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—1941 MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Blanco Radio Co., Inc.
Business-Studio-Transmitter Address...Harlan
Phone Number625-6
Air Time6 a.m.-11:30 p.m.
News ServiceAP
Transcription Service.....Standard, Keystone
RepresentativeBurn-Smith
MembershipNAB
President, Gen.-Station Mgr.....R. B. Helms
Comm. Mgr., Prog. Dir.....C. E. Whitehead
Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead
Production Director.....James Morgan

KENTUCKY

Chief Announcer.....Jay Barlow
Chief Engineer.....John Greenwood
Farm Editor.....Allen Davis

Publicity Director.....Charles Stratton
Chief Ann., Musical Dir.....William L. McGee
Chief Engineer.....Leo Y. Wilson
Farm Editor.....Thomas B. Covington

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Business Address.....Box 239
Phone Number.....Main 720
Studio Address.....Peoples Bank Bldg.
Transmitter Location.....N. Main St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Thomas F. Clark Co.
Membership.....NAB, BMB
President, Gen.-Station Mgr....Fred B. Bullard
Commercial Manager.....Richard H. Goodlette
Sales Prom. Mgr., Pub. Dir.....Paul Combs
Program Director.....Charles W. Metcalf
Prod. Dir., Chief Announcer.....Hugh Dunbar
Chief Engineer.....Eugene S. Adams

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned By.....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number.....3923
Air Time.....Daytime
News Service.....AP, UP
Transcription Service.....World, Cole
Representative.....Sears & Ayers
Membership.....NAB
President.....Pierce E. Lackey
Gen.-Station-Comm.-Sales Promotion
Manager.....Hecht S. Lackey
Prog.-Prod.-Pub. Dir...Tom Fitzgibbons Murray
Chief Announcer.....Martin E. Schaeffer
Musical Director.....R. M. Cleveland
Chief Eng., Farm Editor.....Vernon R. Nunn

WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hopkinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 539
Phone Number.....1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Cole,
Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership.....NAB
President.....Pierce E. Lackey
General-Station-Commercial-Sales Prom.
Manager.....F. E. Lackey
Program Production Dir.....Katherine Peden

WKLX

LEXINGTON—1945

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address.....Phoenix Hotel
Phone Number.....8115
Transmitter Location.....Greendale Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Standard
Representative.....Walker
Chief Owner.....E. F. Prichard, Sr.
General Manager.....Ted Grizzard
Commercial Manager.....Paul Ledridge
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

WLAP

LEXINGTON—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By... American Bcstg. Corp.
(Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number.....1721-2-3
Transmitter Location.....Mason-Headley Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore N. Nunn
V.P., General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Sales Promotion Manager... James P. Young
Program Director.....J. B. Faulconer
Chief Announcer.....Henry Allin
Chief Engineer.....Samford Helt

WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985, Russell
Cave Pike
Phone Number.....2901, 5878
Studio-Transmitter Location.....Russell Cave Pike
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....RA-TEL
Membership.....NAB
President.....D. H. Gay, Jr.
General Manager.....Carroll Gardner
Business Manager.....H. Guthrie Bell
Production Director.....Bob Kimbro
Chief Announcer.....Jim Lounsbury

KENTUCKY

Chief Engineer.....Otho Warner
Farm Editor.....Mark Halleck

WAVE

LOUISVILLE—1934—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 6543
Studio Address.....Radio Center
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....James Cox
Program Director.....George Patterson
Publicity Director.....Eugene Leake, Jr.
Chief Announcer.....Livingston Gilbert
Musical Director.....Earl Keller
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northside Bcstg. Corp.
Bus.-Studio Address.....4th Floor, Ky. Home
Life Bldg.
Phone Number.....Wa. 7781
Transmitter Location.....Preston St. & Woodbine
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Walker
Membership.....NAB
President, Commercial Mgr.....J. Porter Smith
General Manager.....Charles L. Harris
Station Mgr., Program Director.....Ward Hatcher
Sales Prom. Mgr., Pub. Dir.....H. R. Hunter
Production Director.....W. S. Lukenbill
Chief Announcer.....Jerry Fordyce
Musical Director.....J. Bertram Harmon
Chief Engineer.....Perry Esten
Farm Editor.....Jerry East

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned By.....The Courier-Journal & Louisville
Times Co.
Operated By.....WHAS, Inc.
Business-Studio Address.....525 W. Broadway
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World, Associated

Representative.....Edward Petry
President.....Barry Bingham
Director.....Victor A. Sholis
Sales Director.....J. M. Wynn
Promotion Manager.....Sandy Sanders
Program Director.....Peter R. Disney
Continuity-Production.....William Aldridge
Musical Director.....Edward Barret
Technical Director.....Orrin W. Towner
Agricultural Co-ordinator.....Frank Cooley

(See Page 264)

WINN

LOUISVILLE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address.....Earle Hotel
Phone Number.....WAbash 5148
Air Time.....Unlimited
News Service.....AP
Transcription Service.....MacGregor, SESAC,
Capitol
Representative.....Taylor-Borhoff
Membership.....NAB
President, Station Manager.....Harry McTigue
Chairman of the Board.....Nelle M. Kendrick
Commercial Manager.....G. F. Bauer
Program Director.....M. Katherine McCarten
Production Director.....Sam Woodall
Publicity Director.....Helen E. Roberts
Chief Announcer.....Jim McIntyre
Musical Director.....Claude Fraul
Chief Engineer.....E. R. Rinn

WKLO

LOUISVILLE—1948

Frequency: 1080 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Mid-America Bcstg. Corp.
Business-Studio Address.....Henry Clay Hotel,
3rd & Chestnut Sts.
Phone Number.....Clay 4441
Transmitter Location.....Daisy Lane, New Albany
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....John Blair
President.....James F. Brownlee
General Manager.....Joe Eaton
Commercial Manager.....Tom Underwood
Program Director.....W. G. Botoriff
Publicity Director.....Russell Pirkey
Chief Engineer.....D. C. Summerford
Farm Editor.....Charles Farmer

WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.

KENTUCKY

Phone Number.....CLay 4811
Transmitter Address...River Rd., nr. Louisville
Air Time.....Daytime
News Service.....AP
Transcription Service.....Associated, Capitol,
Standard, Cole
Representative.....Burn-Smith
Membership.....NAB, BMB
President, Treasurer.....F. Eugene Sandford
V.P.-Operations.....S. A. Cisler
V.P.-Station Manager.....Edwin E. S. Weldon
Secretary.....W. Scott Miller
Program Director.....David Wilburn

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc....Power: 1000 Watts d.
Owned-Operated By.....Louisville Bcstg. Co.
Business-Studio Address...2549 S. Third St.
Transcription Service.....Capitol
Representative.....Donald Cooke
President, Gen. Mgr....Mrs. John E. Messervy
Prog. Dir., Sales Mgr.....Fred Darwin

WCIF

MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Madisonville Bcstg. Co.
Business Address.....Box 27
Phone Number.....1297
Transmitter-Studio Location.....Hanson Rd.
Air Time.....Daytime
News Service.....AP
Membership.....BMB
President, General Mgr.....Pierce Lackey
Station-Commercial Mgr.....T. E. Brewer
Program Director.....Conrad Brewer
Chief Announcer.....Dick Harris
Chief Engineer.....Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Business Address.....Box 232
Phone Number.....46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hway.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
Membership.....NAB
President.....Frank Evens
General Manager.....Pierce Lackey
Station-Commercial Mgr.....Wayne Morgan
Sales Prom. Mgr., Prod. Dir.....Bill Shelton
Program Director.....Edna Stubblefield
Chief Announcer.....Jack Neely
Chief Engineer.....Joseph M. Hargrove
Farm Editor.....Robert G. Horton

WNGO

MAYFIELD—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By...W. Kentucky Bcstg. Co.,
Inc.
Business-Studio Address.....Box 39
Phone Number.....1204
Transmitter Location.....City limits, Hway.
No. 45, Paducah Rd.
Air Time.....5:30 a.m.-local sunset
News Service.....AP
Transcription Service.....SESAC, Thesaurus
Representative.....Friedenberg
President.....H. M. Suthard
Gen.-Station-Commercial Manager,
Publicity Director.....G. C. Dyer
Prog. Dir., Chief Announcer.....J. B. Fowler
Chief Engineer.....Lynn Lemond
Farm Editor.....Charlie Scholes

WFTM

MAYSVILLE—1948—KY. FOOTBALL

Frequency: 140 Kc.....Power: 250 Watts
Owned-Oper. By.....Standard Tobacco, Inc.
Bus. Address...626 Forrest Ave., Tobacco Sq.
Phone Number.....1400-1
Studio-Transmitter Location.....Tobacco Sq.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service...World, Standard, Cole
Representative.....W. S. Grant
Membership.....NAB
President.....Charles P. Clarke
Gen.-Station-Comm.-Sales Promotion
Manager.....J. W. Betts
Program-Prod.-Pub. Dir.....Gene Waters
Chief Announcer.....Hal Sagraves
Musical Director.....Louise Carter
Chief Engineer.....William Martin
Farm Editor.....J. Scott True

WMIK

MIDDLESBORO—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Cumberland Gap Bcstg. Co.
Bus.-Studio-Transmitter Address...Hway. 25 E
Phone Number.....980
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....World, Cole
Membership.....NAB
President.....Neal Barry
Gen.-Station Mgr....Robert L. Williamson, Jr.
Comm.-Sales Promotion Mgr.....John Farmer
Program-Production Dir.....Hal Bigger
Pub. Dir., Chief Announcer,
Musical Director.....Herbert Leach
Chief Engineer.....George Mendenhall
Farm Editor.....Don Soliday

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Murray Bcstg. Co.
 Business-Studio Address 4th & Main Sts.
 Phone Number 1340
 News Service AP
 Transcription Service World
 President George E. Overby
 Station Mgr. Kenneth Z. Turner
 Comm.-Prod. Manager Joseph E. Griffin
 Program Director Troy W. Glidwell
 Chief Engineer Carlos M. Steele

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-L
 Transmitter Location Cold Springs
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 President Richard J. Nesbitt
 Station Manager Anna Mae Rolfes
 Commercial Manager James G. Lang
 Program Director Jack Baker
 Chief Announcer Roy Gilligan
 Musical Director Burt Farber
 Chief Engineer Elmer C. Drake
 Farm Editor Paul F. Laumann

WOMI

OWENSBORO—1938
MBS-KY. BCSTRS.-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Owensboro Bcstg. Co., Inc.
 Business Address P. O. Box 536
 Phone Number 420-1
 Studio-Transmitter Location Byers Ave. &
 Livermore Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 President Lawrence W. Hager
 Gen.-Station-Commercial-Sales Prom. Mgr.,
 Publicity Director Hugh O. Potter
 Program Director Norman Hall
 Chief Announcer Marshall Bruner
 Musical Director Cliffordean Potter
 Chief Engineer Leslie Goodaker
 Farm Editor Marshall Bruner

WVJS

OWENSBORO—1947

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By Owensboro On The Air, Inc.
 Business-Studio Address 320 Allen St.
 Phone Number 3408-9
 Transmitter Location Hway. 60 W.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB
 President V. J. Steele
 General-Station Manager Malcolm Greep
 Commercial Manager John T. Rutledge
 Program Director Lee Carl Meredith
 Chief Engineer Robert Earl Jago

WKYB

PADUCAH—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Paducah Newspapers, Inc.
 Business-Studio Address 504 Kentucky Ave.
 Phone Number 800
 Transmitter Location 5 Mi. S. of City on
 U. S. 45
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard, Associated
 Representative Burke, Kuipers & Mahoney
 Membership NAB, BMB
 President Edwin J. Paxton, Sr.
 General-Station Mgr., Pub. Dir. E. J. Paxton, Jr.
 Comm.-Sales Prom. Mgr. Sam Livingston
 Production Director Zack Hill
 Musical Director Lois Cooper
 Chief Engineer C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Paducah Bcstg. Co., Inc.
 Operated By Pierce E. Lackey
 Business-Studio Address Taylor Bldg., 4th &
 Broadway
 Phone Number 4100
 Transmitter Location North 8th St.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, World,
 Cole
 Representative Sears & Ayer
 Membership NAB, BMB
 President Pierce E. Lackey
 General-Station Mgr. W. Prewitt Lackey
 Sales Promotion Manager Ray Mofield
 Program-Publicity Director Evelyn Carroll
 Chief Announcer Ray Mofield
 Musical Dir., Farm Editor Linn Wolff
 Chief Engineer U. C. Morris

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Bus.-Studio-Transmitter Address..Stanford Pike
 Phone Number907-8
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, World
 Representative.....Helen Wood & Colton
 MembershipNAB
 General Manager.....S. A. Chesley, Jr.
 Commercial Manager.....John Sutterfield
 Program Director.....Donald Orwin
 Publicity Director.....J. Sam Quick
 Chief Announcer.....Harvey Murphey
 Chief Engineer.....John Agostine
 Farm Editor.....Hugh Hurst

WMT C

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Kentucky Mt. Holiness Assn.
 Bus.-Studio-Transmitter Address.....Vancleve
 Phone Number.....Not yet installed
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceWorld
 President.....Dr. Lela G. McConnell
 General-Station-Comm. Mgr....Wilfred Fisher
 Program Director.....Violet Person
 Production Dir., Chief Announcer..Louis Bouck
 Musical Director.....Rachel Picazo
 Chief Engineer.....M. E. Picazo

WVLK

VERSAILLES—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bluegrass Bcstg. Co.
 Bus.-Studio Address.....Logan-Helm Library,
 Versailles; Hotel Lafayette, Lexington
 Phone Number..Versailles 654; Lexington 6267
 Transmitter Location...Leestown & Yarnalton-
 Ironworks Rds., Fayette Co.
 Air TimeUnlimited
 News ServiceINS
 RepresentativeTaylor-Borhoff
 MembershipNAB
 President.....A. B. Chandler
 Gen.-Sta.-Comm. Mgr....Fred W. Wagenvoord
 Program-Production Dir.....Edwin L. Rogers
 Publicity Director.....Margaret Middendorf
 Chief Announcer.....Don Horton
 Musical Director.....Gordon Brown
 Chief Engineer.....Paul Dunbar
 Farm Editor.....Jim Galloway

Roland Trenchard,

Radio Station WAAT,

Newark, N. J.: "We at

WAAT believe there is

only one radio news

service — The **AP.**

We have tried all the

news services, and it is

AP for us."—From

the Minutes of the New

Jersey Associated Press

Radio Association, Sep-

tember 17, 1948.

All This and More Too

with

**5000 WATTS DAY
1000 WATTS NIGHTS**

KMLB

***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

Authenticated listening surveys prove that for the **FOURTH STRAIGHT YEAR** KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.

REPRESENTED BY

TAYLOR-BORROFF & COMPANY, INC.

**AFFILIATED WITH
AMERICAN BROADCASTING CO.**

J. C. LINER, Mgr.

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LOUISIANA

Estimated Population 2,576,000—Increase +9.0%—Radio Homes 564,900
Total Families 671,100—Stations in State 35

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... Box 306
Phone Number... 90
Studio-Transmitter Location... Abbeville-
LaFayette Hwy. U. S. 167

Air Time... Sunrise-sunset
News Service... AP
Transcription Service... World
Membership... NAB
General-Station-Comm. Mgr... George P. Martin
Program-Publicity Dir... Ebba Lou Martin
Chief Engineer... Gordon Anderson
Farm Editor... Alson Soirez

KALB

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Oper. By... Alexandria Bcstg. Co., Inc.
Business-Studio Address... 505½ Johnston St.
Phone Number... 2-3335-6
Transmitter Location... Wardville

Air Time... Unlimited
News Service... UP
Transcription Service... World
Membership... NAB, BMB
President... Walter H. Allen
General Manager... Willard L. Cobb
Station Director... Fred Ohl
Commercial Manager... Walter D. Melson
Sales Promotion Mgr... Claude Cunningham
Program Director... Harper Clark
Production Director... Eleanor Hall Wagner
Publicity Director... Marie Rachal
Chief Announcer... Alex Marchand
Musical Director... Jane Keith
Chief Engineer... Jesse R. Sexton
Farm Editor... Mary Cole

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Radio Station KSYL
Bus.-Studio-Transmitter Address... Bolton Ave.
Ext.

Phone Number... 6611
Air Time... 6 a.m.-11:35 p.m.
News Service... AP
Transcription Service... Lang-Worth
Representative... Burke, Kuipers & Mahoney
Membership... NAB, BMB
Co-Partners... Harold Wheelahan & Sylvan Fox
General-Station Manager... Paul H. Goldman
Commercial-Sales Prom. Mgr... Milton Fox

Program-Production Dir... Bruce Rainey
Publicity Director... Jack McCall
Chief Announcer... Paul Mitchell
Musical Director... Bruce Rainey
Chief Engineer... E. W. McDonald
Farm Editor... Bill Ingram

KVOB

ALEXANDRIA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Central Louisiana Bcstg.
Corp.

Business-Studio Address... 1710 Jackson St.
Phone Number... 9568
Transmitter Location... Upper Third St.
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Thesaurus, Capitol
Membership... NAB
General-Station Manager... W. H. Dick
Commercial Manager... Joel Hirscher
Program Director... Pat McCusker
Chief Announcer... Tommy Erwin
Musical Director... Don Breitenmoser
Chief Engineer... Glenn Peebles

KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By... Morehouse Bcstg. Co., Inc.
Bus.-Studio Address... 217 S. Washington St.,
P. O. Box 193

Phone Number... 1400
Transmitter Location... N.W. of City
Air Time... Sunrise-local sunset
News Service... AP
Transcription Service... Lang-Worth, Capitol
Representative... Friedenberg
Membership... NAB
President... Nathan Bolton
General Manager... Gene P. Löffler
Commercial Manager... Salvador Scarpino
Chief Engineer... S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By... Modern Bcstg. Co. of
Baton Rouge, Inc.

Business-Studio Address... 1048 Florida St.
Phone Number... 4-8571
News Service... AP
Transcription Service... Thesaurus
President... Louis S. Prejean
General Manager... Tom E. Gibbens
Prog. Dir., Prom. Mgr... Max Fetty
Chief Engineer... Donald K. Allan

• • • **LOUISIANA** • • •

WCLA

BATON ROUGE—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Community Bcstg. Co.
 Business-Studio Address P. O. Box 1226
 Phone Number 4-9493-4
 Transmitter Location North Baton Rouge
 Air Time Local sunrise-sunset
 News Service Local UP
 Transcription Service Lang-Worth
 Membership NAB
 General-Station Mgr., Pub. Dir. H. W. Bumpas
 Comm.-Sales Prom. Mgr. Robert Dale Owen Perry
 Program Director Scott W. Erwin
 Production Director Robert Earle
 Musical Director Gladys Edwards
 Chief Engineer E. E. Case
 Farm Editor Claude N. Campbell, Jr.

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 Number 2-5271
 Transmitter Location Roosevelt Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World, Standard
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Charles P. Manship, Jr.
 V.P., General Manager Roy Dabadie
 Sec.-Treas., National
 Sales Manager Charles C. Garvey
 Program Director Ralph H. Sims
 Prod. Dir., Chief Announcer Robert H. Searce
 Publicity Director Larry Rhodes
 Music Librarian Frank Donaldson
 Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Air Waves, Inc.
 Business Address 204 North St.
 Phone Number 24411
 Transmitter Location 3399 Broussard
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated, Capitol
 Cole, SESAC
 Representative Burke, Kuipers & Mahoney
 Membership NAB, BMB, FMA
 President Harry B. Nelson
 General-Station Manager Earl Smith
 Commercial Manager A. Lamar Simmons
 Sales Promotion Mgr. Martha Hundemer
 Program Director H. Hershel Lyons
 Publicity Director Mildred Bland

Musical Director Carolyn Petrich
 Chief Engineer Edward Van Valkenburg
 Farm Editor Daisy Lee Boyd

WIKC

BOGALUSA—1947—LA-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By I. K. Corkern, Jr.
 Business Address Box 811
 Phone Number 1906
 Studio-Transmitter Address N. Rio Grande St.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB
 President, Gen.-Station Mgr. I. K. Corkern, Jr.

KSIG

CROWLEY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Acadia Bcstg. Co.
 Bus.-Studio Address 101 N. Parkerson Ave.
 Phone Number 1450-1, 544
 Transmitter Location Odd Fellow Rd. &
 U. S. 90
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, World
 Representative Joseph Hershey McGillvra
 Membership NAB
 Owner Max Thomas
 General Manager B. Hillman Bailey, Jr.
 Commercial Manager Lauren R. Staag
 Program Director Freda S. Thomas
 Chief Engineer Clovis L. Bailey
 Farm Editor J. C. Hoffpauir

WIHL

HAMMOND—1947—KBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By Superior Enterprises
 Business-Studio Address 500 W. Morris St.
 Partners Joseph A. Sims, Henry A. Mentz, Jr.

KCIL

HOUMA—1946—MBS-LA.

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address P. O. Box 1031
 Phone Number 6828-9
 Studio-Transmitter Location Bayou Black Dr.
 Air Time 5:30 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Burke, Kuipers & Mahoney
 Membership NAB, BMB
 Owner Charles W. Lamar, Jr.
 General Manager Frank Conwell
 Commercial Manager Dick Walsh
 Program Director George Arceneaux

LOUISIANA

Chief Announcer, Musical Dir. Ovide Davis
 Chief Engineer Donald L. Jones
 Farm Editor Frank King

K V O L

LAFAYETTE—1935—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Bcstg. Co.
 Business-Studio Address 519 S. Buchanan St.
 Phone Number 336, 2101
 Transmitter Location Scott Rd., 1 Mi. W. of
 Four Corners

Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus, MacGregor
 Membership NAB, BMB
 President Morgan Murphy
 General Manager George H. Thomas
 Sales Prom. Mgr., Prog. Dir. Evan H. Hughes
 Chief Engineer C. T. Hook
 Farm Editor Allison Theriot

K L O U

LAKE CHARLES—1947
CBS-LA. NET

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By The Pelican Bcstg. Co., Inc.
 Business-Studio Address 134 Clarence St.
 Phone Number 7277-8
 Transmitter Location North Lake Charles,
 P. O. Box 288

Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Associated
 Representative Walker
 Membership NAB, BMB
 President, Gen. Mgr. H. Vernon Anderson
 Station Director G. Frank Carroll, Jr.
 Commercial Manager Eugene S. Cuny
 Sales Promotion Mgr. Kenneth I. Albrecht
 Program Director James H. Jesse
 Production Director Annette H. Bulechek
 Publicity Director Lucille Storer
 Chief Announcer James V. McConnell
 Secretary-Treasurer Sara M. Anderson
 Chief Engineer Andrew Vargo
 Farm Editor Charles C. Collet, Jr.

K P L C

LAKE CHARLES—1935
NBC-LA. STATE

Frequency: 1470 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By Calcasieu Bcstg. Co.
 Business-Studio Address Majestic Hotel
 Phone Number 2713
 Transmitter Location 3 Mi. W. of City
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 President T. B. Lanford

General Manager David Wilson
 Station Manager R. M. White
 Commercial Manager P. E. Mills, Jr.
 Sales Prom. Mgr., Publicity Director,
 Farm Editor Tom Journeay
 Program Director Hester Taylor
 Production Director Jim Toth
 Chief Announcer J. Hampton Keathley
 Chief Engineer A. B. Craft

K W S L

LAKE CHARLES—1947
MBS-LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Alonzo Stanford Dudley
 Business Address P. O. Box 1399
 Phone Number 6-1401, 3634
 Studio-Transmitter Location Mill St.
 Air Time Unlimited
 News Service UP
 Transcription Service Cole, Lang-Worth
 Representative Friedenberg
 General-Station Manager A. Stanford Dudley
 Commercial Manager William F. Hession
 Sales Promotion Manager Roger Hathorn
 Program-Production Director,

Chief Announcer Bob Thompson
 Publicity Director Helen Shea
 Musical Director Roger Hathorn
 Chief Engineer Jack Blacketer

K M L B

MONROE—1930—ABC-LA.

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Liner's Bcstg. Station, Inc.
 Business Address P. O. Box 1723
 Phone Number L. D. 25
 Studio Address Francis Hotel
 Transmitter Location Millhaven Rd.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB, BMB
 President J. C. Liner, Sr.
 Gen.-Sales Prom. Manager M. Liner Gaston
 Program Director Marjorie Watson
 Commercial Manager John Allen
 Chief Engineer O. L. Morgan

(See Page 434)

K N O E

MONROE—1944—NBC-LA.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James A. Noe
 Business-Studio Address Bernhardt Bldg.
 Phone Number 912
 Transmitter Location 23rd St.
 Air Time 5 a.m.-M.
 News Service AP

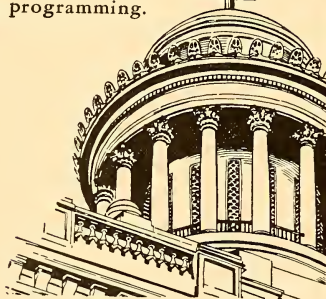
First with the most in

NEW ORLEANS

WDSU

TV Channel 6—
30,800 watts

New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—tallest in the Deep South—with the finest in popular, high-pulling programming.



AM 1280 kc—5000 watts

Covering New Orleans, South Louisiana and the Gulf Coast.

FM 287 kc—15,000 watts
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the John Blair Company

LOUISIANA

Transcription Service.....Capitol Associated
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....James A. Noe
 General Manager.....Robert W. Dumm
 Commercial Manager.....Lloyd Lenard
 Program Director.....Bill Stanley
 Chief Engineer.....Jack Ratliff

K W C J

NATCHITOCHEs—1947

MBS-LA. NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Natchitoches Bcstg. Co.
 Business-Studio Address.....Box 232
 Phone Number.....2353
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, KBS
 Membership.....NAB, BMB
 President.....Dr. William H. Pierson
 General Manager.....Charles L. Planchard
 Farm Editor.....Kenneth M. Dowdy
 Chief Engineer.....Carroll G. Crew

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....New Iberia Bcstg. Co.
 Business-Studio Address.....101 W. St. Peter St.
 Phone Number.....965
 Transmitter Location.....1102 W. Main St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....SESAC, Standard
 Membership.....NAB
 General Manager.....George H. Thomas
 Station Manager.....Dierrell Hamm
 Comm.-Sales Prom. Mgr.....Charles Bradford
 Program Director.....Jerry Viator
 Chief Announcer.....Donald Bonin
 Musical Director.....Kearney Escagne
 Chief Engineer.....Errett Prichard
 Farm Editor.....Kearney Escagne

W D S U

NEW ORLEANS—1923

ABC-LA.-UN

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Oper. By.....International City Bcstg.
 Service, Inc.
 Business-Studio Address.....Monteleone Hotel
 Phone Number.....Ra. 7135
 Transmitter Location.....Gretna
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Edgar B. Stern, Jr.
 Exec. V.-P.....Robert Swezey

LOUISIANA

Commercial Manager.....Charles Price
 Sales Prom. Mgr., Pub. Dir.....Ray A. Liuzza
 Program-Production Dir.....Stanley Holiday
 Chief Announcer.....Gay Batson
 Musical Director.....Norman Bell
 Chief Engineer.....Lindsey Riddle
 Farm Editor.....Dick Bruce

Production Director.....Eldon Durand
 Publicity Director.....Larry Wilson
 Musical Director.....Bert Peck
 Chief Engineer.....Albert Bourgeois

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....C. C. Carlson
 Business-Studio Address.....924 Canal St.
 Phone Number.....Ma. 3488-9
 Transmitter Location.....3617 Bruxelles St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....W. G. Rambeau
 Membership.....NAB
 President, Gen.-Station Mgr.....C. C. Carlson
 Comm.-Sales Prom. Mgr.,
 Publicity Director.....Pat J. Shannon
 Prog.-Prod. Dir., Chief Announcer,
 Musical Director.....Harry Nigocia
 Chief Engineer.....Charles Whitney

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Supreme Bcstg. Co.
 Bus.-Studio-Transmitter Address.....Jung Hotel,
 Canal St.
 Phone Number.....Ca. 0356
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Forjoe
 Membership.....NAB, BMB, FMA
 President.....William Cortada
 Gen.-Station-Comm.-Sales Promotion
 Mgrs.....George A. Mayoral, S. W. Ray, Jr.
 Program Director.....Meredith Gibson
 Production Director.....Bertha Simpson
 Publicity Director.....Henry J. Thiele, Jr.
 Chief Engineer.....George A. Mayoral

WNOE

NEW ORLEANS—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....James A. Noe
 Business-Studio Address.....St. Charles Hotel
 Phone Number.....Raymond 0423-4
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 Owner.....James A. Noe
 General-Station Manager.....James E. Gordon
 Commercial Manager.....Paul Beville
 Program Director.....Beverly Brown

WSMB

NEW ORLEANS—1925

NBC-SO. CENTRAL

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSMB, Inc.
 Business-Studio Address.....901 Canal St.
 Phone Number.....Magnolia 5921
 News Service.....AP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Edward Petry
 President.....E. V. Richards
 General Manager.....H. Wheelahan
 Comm.-Prom. Mgr.....T. J. Fontelieu
 Program Director.....Harry Arthur
 Chief Engineer.....H. G. Nebe

WTPS

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Times Picayune Pub.
 Co.
 Business Address.....601 Howard Ave.
 Phone Number.....Canal 5561
 News Service.....AP
 Transcription Service.....World
 General Manager.....H. F. Wehrmann
 Commercial Manager.....John R. O'Meallie
 Program Director.....Myron J. Clarke

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sky Bcstg. Service
 Bus.-Studio Address.....Hotel New Orleans
 Phone Number.....Canal 3521
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 President.....A. L. Chilton
 General-Station Manager.....Joe A. Oswald
 Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Loyola University
 Address.....Roosevelt Hotel
 Phone Number.....Raymond 2194-5-6-7
 Air Time.....Unlimited
 News Service.....UP, AP
 Transcription Service.....Standard, World
 Representative.....Katz
 Membership.....NAB, BMB
 President.....Rev. Thomas J. Shields
 Gen.-Station Mgr.....W. H. Summerville

. . . **LOUISIANA** . . .

Comm. Manager.....Larry Baird
 Promotion Manager.....Jack Halladay
 Program Director.....E. M. Hoerner
 Chief Engineer.....J. D. Bloom, Jr.

KSLO

OPELOUSAS—1947
MBS-LA. NET-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KSLO Bcstg. Co.
 Business Address.....P. O. Box 392
 Studio Address.....KSLO Bldg.
 Phone Number.....3776
 Air Time.....Unlimited
 Transcription Service.....World, KBS
 News Service.....UP
 Representative.....Sears & Ayer
 General Manager.....W. Eugene Jones
 Commercial Manager.....Jack White
 Program Director.....John Chauvin
 Publicity Director.....Chuck Denson
 Chief Engineer.....Freddie He Bert

KRUS

RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Ruston Bcstg. Co.
 Bus.-Studio Address...105 E. N. Railroad Ave.
 Phone Number.....1490
 Transmitter Location...Hwy. 80, 2 Mi. W. of
 City
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB
 President.....C. E. Faulk, Jr.
 General Manager.....Lloyd A. Goodin
 Commercial Manager...James A. Culberson
 Program Director.....Kenneth L. Whitaker
 Chief Engineer.....Henry Shean

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 St.
 Phone Number.....3-3681
 Transmitter Location.....Blanchard Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NAB, BMB
 Owner, General Manager.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Promotion Manager.....Elsa R. Schlubach
 Program-Production Dir.....Todd Branson
 Publicity Director.....Elsa R. Schlubach
 Chief Engineer.....L. J. Carlson

KRMD

SHREVEPORT—1928—ABC-LA.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD
 Bus.-Studio Address.....New Jefferson Hotel,
 P. O. Box 1712
 Phone Number.....6171
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 President.....T. B. Lanford
 General-Station Manager.....G. V. Wilson
 Station Director.....W. L. Switzer
 Program-Publicity Dir.....Elizabeth V. Alford
 Chief Engineer.....Carl Goulden

KTBS

SHREVEPORT—1922
NBC-TEXAS QUALITY

Frequency: 710 Kc.....Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By.....Radio Station KTBS, Inc.
 Business-Studio Address..312 E. Kingshighway
 Phone Number.....7-3644
 Transmitter Location...1.5 Mi. W.S.W. of Dixie
 Air Time.....6 a.m.-M.
 Transcription Service..Thesaurus, Lang-Worth
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....Allen D. Morris
 General-Station Manager.....C. K. Beaver
 Commercial Manager.....Neil Cline
 Sales Prom. Mgr., Pub. Dir.....C. W. Doebler
 Program Director.....Deane Flett
 Production Director.....David Kent
 Chief Engineer.....C. H. Maddox
 Farm Editor.....Charles Phillips

KWKH

SHREVEPORT—1925
CBS-SOUTHCENTRAL QUALITY

Frequency: 1130 Kc.....Power: 50,000 Watts
 Owned-Operated By..International Bcstg. Corp.
 Business-Studio Address...Commercial Bldg.,
 P. O. Box 1387
 Phone Number.....2-8711
 Transmitter Location.....Dixie
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Branham
 Membership.....NAB, BMB
 President.....John D. Ewing
 General-Station Manager.....Henry B. Clay
 Comm.-Asst. Mgr.....B. G. Robertson
 Prom. Mgr., Pub. Dir.....James T. Briggs
 Program Director.....Horace Logan
 Production Director.....Joyce Culberson
 Chief Engineer.....W. E. Antony

MAINE

Estimated Population 900,000—Increase +6.2%—Radio Homes 260,500
Total Families 273,900—Stations in State 15

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By The Twin City Bcstg. Co.,
Inc.
Bus.-Studio-Transmitter Address . . . 160 Bangor
St.
Phone Number 2540
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Forje
Membership NAB
President Faust Couture
General Manager Robert I. Payne
Program Director Norman Gallant
Chief Engineer Robert H. Parker

WRDO

AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WRDO, Inc.
Business-Studio Address 175 Water St.
Phone Number 2285
Transmitter Location Chelsea
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus
Representative Weed & Co., Bertha Bannan
Membership NAB, BMB
President Adeline B. Rines
General-Station Manager Jack S. Atwood
Comm.-Sales Prom. Mgr. Donald K. Powers
Program-Production Dir. Leslie R. Hubley
Musical Director Dan Kelly
Chief Engineer Harold T. Dinsmore
Farm Editor Linwood H. Brofee

WABI

BANGOR—1921—CBS

Frequency: 910 Kc. Power: 5000 Watts d.
Owned-Oper. By Community Bcstg. Service
Business-Studio Address 57 State St.
Phone Number 6446-7
Transmitter Location Wilson St. Brewer
Air Time 6:20 a.m.-M.
News Service AP
Transcription Service Associated
Representative Adam J. Young, Jr.
Kattel-Carter
Membership BMB
President, General Manager F. B. Simpson
Sales Promotion Manager Guy Carey
Program-Production-Musical Dir. Harold Dorr
Chief Engineer Walter Dickson

WGUY

BANGOR—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned By Guy Gannett Bcstg. Services
Operated By Radio Station WGUY
Business Address Box 732
Phone Number 7354
Studio-Transmitter Location . . . 329 Mt. Hope Ave.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
Representative Paul H. Raymer
Membership BMB, FMA
President Guy P. Gannett
General Manager Lawrence W. Stubbs
Station Manager Samuel G. Henderson, Jr.
Commercial Manager Harvey M. Grant
Program Director Elisabeth A. Kihlmire
Publicity & Promotion George F. Mulherin
Chief Engineer Lauris P. MacGown

WJOR

BANGOR—1946 MBS-YANKEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Bangor Bcstg. Service, Inc.
Business-Studio Address 22 State St.
Phone Number Bangor 5612
Transmitter Location Bangor
Air Time Unlimited
News Service AP
Transcription Service World, Keystone
Representative Forje
President Stephen Velardi
Station Manager Lawrence Slon
Program Director Lawrence Slon
Chief Engineer Stephen Velardi

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
Transmitter Location Broadway
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Weed, Bertha Bannan
Membership NAB, BMB
President William H. Rines
Station Manager Edward E. Guernsey
Program Director Irving S. Hunter
Publicity Director George Chapman
Musical Director Norman Lambert
Chief Engineer John Wibby
Farm Editor Linwood Brofee

WIDE

BIDDEFORD—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Biddeford Bcstg. Corp.
 Business-Studio Address.....234 Main St.
 Phone Number.....3467
 News Service.....UP
 Transcription Service.....Capitol
 President, Gen.-Comm. Mgr.....Gordon J. Lewis
 Production Manager.....Lucien Dumont
 Chief Engineer.....Arthur A. Deters

WCOU

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.....3140
 Transmitter Location.....East Ave.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....Forjoe, Bertha Bannan
 Membership.....NAB, BMB
 Owner-Executive.....Faust Couture
 General-Station Mgr.....John C. Libby
 Program Director.....Eugene Parker

Publicity Director.....Hal Alberghini
 Musical Director.....Marion Payne Louistell
 Chief Engineer.....Donald Mason

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.
 Business-Studio Address.....129 Lisbon St.
 Phone Number.....4-5401-2
 Transmitter Location.....Washington St., Oakdale
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Adam J. Young, Jr., Kettell-Carter
 Membership.....NAB, BMB
 President, Station Mgr.....Elden H. Shute, Jr.
 General Manager.....Frank S. Hoy
 Commercial-Sales Prom. Manager,
 Publicity Director.....Gerald T. Higgins
 Program Director.....William Finkeldey
 Musical Director.....Bert Cote
 Chief Engineer.....Leslie R. Hall

WCSH

**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 Number.....2-0181
 Transmitter Location.....Scarboro
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Weed, Bertha Bannan
 Membership.....NAB, BMB
 President.....Adeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Albert W. Smith
 Sales Promotion Mgr.....Rudolph O. Marcoux
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Musical Director.....Norman Ayres
 Chief Engineer.....G. Fred Crandon
 Farm Editor.....Linwood H. Brofee
 News Director.....John F. Hogan, Jr.

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 with 3 outlets*

WCOU
 &
WCOU-FM
 93.9 MGS

of Lewiston

WFAU
of Augusta

**MUTUAL
 YANKEE**

*Represented Nationally by
 Forjoe & Company
 New York*

WGAN

PORTLAND—1938—CBS

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Guy Gannett Bcstg. Services
 Business-Studio Address.....390 Congress St.,
 P. O. Box 1731
 Phone Number.....2-7423
 Transmitter Location.....Riverton
 Air Time.....Unlimited

MAINE

News Service AP, UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NAB
President Guy P. Gannett
General Manager Lawrence H. Stubbs
Station Manager Creighton E. Gatchell
Commercial Manager Arthur K. Atherton
Sales Promotion Manager,
 Publicity Director Francis H. Farnum, Jr.
Program-Production Dir. Richard E. Bates
Chief Engineer Roger W. Hodgkins

WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Yankee Network, Inc.
Bus.-Studio-Transmitter Address Falmouth
 Hotel
Phone Number 4-2649
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated, Standard,
 SESAC
Representative Edward Petry
Membership NAB, BMB
Station Manager William S. Brown
Program Director Donald J. Curran
Chief Announcer Richard D. Smith
Chief Engineer Gerald J. Hession

WPOR

PORTLAND—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Oliver Bcstg. Co.
Business-Studio Address The Chapman Bldg.
Phone Number 3-8111
Transmitter Location Baxter Blvd.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Adam J. Young, Jr.,
 Kettell-Carter
Membership NAB, BMB
Pres., Gen.-Station Mgr. Murray Carpenter
Comm.-Sales Prom. Mgr. Leon P. Gorman, Jr.
Program-Production Publicity Director,
 Farm Editor Richard Bronson
Chief Announcer S. Blake Ellis
Musical Director Robert O'Neil
Chief Engineer Roger L. Perry

WAGM

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Aroostook Bcstg. Corp.
Business-Studio Address 180 State St., W.
Phone Number 8821
Transmitter Location U. S. Route 1, 4 Mi. N.
 of City

Air Time Unlimited
News Service UP
Transcription Service Associated, SESAC,
 Keystone
Representative Continental Radio,
 Bertha Bannan
Membership NAB, BMB
President Harry E. Umphrey
General-Station Manager Harold D. Glidden
Commercial Manager Forrest Craig
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
 Farm Editor Ted Coffin
Chief Announcer, Musical Dir. Clayton Smith
Chief Engineer Lester E. Hughes

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
Transmitter Location 140 Benton Ave.,
 Winslow
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Standard
Representative Robert Meeker, Kettell-Carter
Membership NAB, BMB
Pres., Gen.-Station Mgr. Carleton D. Brown
Comm.-Sales Prom. Mgr. Harold L. Vigue
Program-Production Dir. Paul Huber
Chief Engineer Donald H. Sutherland

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news writing—

AP

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WBAL-TV

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NBC AFFILIATE

Nationally Represented By Edward Petry Co.

MARYLAND

Estimated Population 2,148,000—Increase + 17.9%—Radio Homes 560,200
Total Families 585,200—Stations in State 20

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By Annapolis Bcstg. Corp.
Business-Studio Address 25 School St.,
P. O. Box 749
Phone Number Annapolis 2500
Transmitter Location Bay Ridge Rd.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Lang-Worth, SESAC
President, General Mgr. Morris H. Blum
Station-Commercial Mgr. Thomas S. Carr
Chief Engineer Bruce W. Harris

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By Chesapeake Radio Corp.
Business Address Box 612, P. O. Bldg.
Phone Number 9211
Transmitter-Studio Location Truxton Hgts.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World
Membership NAB
President Robert Blalock
General Mgr. Robert L. Blalock
Sales Prom. Mgr. Prog.-Musical
Director Earle Caton
Publicity Director Carol Bond
Chief Announcer Harrison Eggles
Chief Engineer Stanley Leck, Jr.

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By Hearst Radio, Inc.
Address 2610 N. Charles St.
Phone Number Hopkins 3000
Transmitter Location Winans Rd.,
Randallstown
Air Time Unlimited
News Service INS, UP, AP
Transcription Service World, Thesaurus
Representative Edward Petry
Membership NAB, BMB
General Manager Harold C. Burke
Commercial Manager Kenneth L. Carter
Program Director John Dickman
Chief Engineer Harold See

WBMD

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By Key Bcstg. Corp.
Business-Studio Address 2 W. Eager St.
Phone Number Mulberry 7095-6-7
Transmitter Location 2901 Moravia Rd.
Air Time Daytime
News Service AP
Transcription Service Associated
Representative Joseph Hershey McGillvra
Membership NAB
President George E. Hull
General Manager H. Shelton Earp, Jr.
Commercial Manager Merrill L. Carroll
Prog. Dir., Chief Announcer 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 Charles St.
Phone Number Mulberry 0600
Transmitter Location Park Hgts. Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB, BMB
President Lewis M. Milbourne
Exec. V.P., General-Station
Manager L. Waters Milbourne
Program Director George L. Filling
Chief Engineer Martin L. Jones

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By The Baltimore Radio Show,
Inc.
Business-Studio Address 10 E. North Ave.
Phone Number Mulberry 1300
Transmitter Location 701 Waterview Ave.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative John Blair
Membership NAB
President Robert S. Maslin
V.P., Treas., Actg. Mgr. John H. L. Trautfelder
Commercial Manager William R. Dothard
Sales Promotion Manager William E. Roche
Program-Production Dir. Bert Hanauer
Publicity Director Robert S. Maslin, Jr.
Musical Director Joseph Imbroglio
Chief Engineer William Q. Ranft

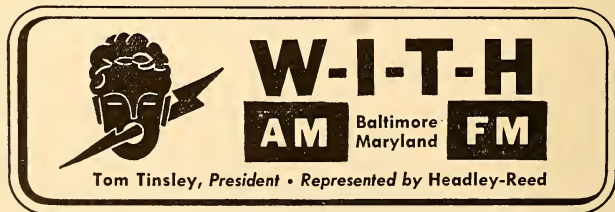
In Baltimore the **BIGGEST BARGAIN** in Radio is **W-I-T-H**

the big independent with
the big audience

W-I-T-H delivers more-listeners-per-dollar than
any other station in town.

W-I-T-H covers 92.3% of all the radio homes in
the Baltimore trading area.

See your Headley-Reed man today for the full story
about radio station W-I-T-H.



W C B M

BALTIMORE—1924—MBS

Frequency: 1400 Kc. (CP 680).....Power: 250
Watts (CP 10,000 d.; 5000 n.)
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
News Service.....UP, INS
Transcription Service.....Associated
Representative.....Weed
President, Comm. Manager.....John Elmer
General Manager.....George H. Roeder
Program Director.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Maryland Bcstg. Co.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain Ave.
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Standard
Representative.....Headley-Reed
Membership.....NAB, FMA

Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
V.P., Commercial-Sales Promotion
Manager.....Robert C. Embry
Program-Production Dir.....William Warren
Publicity Director.....Mae Hughes
Musical Director.....Anna Ray Suter
Chief Engineer.....James S. Duff

W S I D

BALTIMORE—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sidney H. Tinley
Business-Studio Address....136 Eastern Ave.
Phone Number.....Peabody 8150
Transmitter Location.....Essex
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....MacGregor, Capitol
Representative.....Forjoe
Membership.....NAB
President.....Sidney H. Tinley
General Manager.....Howard S. Frazier
Station Manager.....Jay Nielsen
Comm.-Sales Promotion Mgr.....Armand Terl
Program Director.....Jay Nielsen
Chief Engineer.....Ben Wolfe

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ATLANTA, HOLLYWOOD, SAN FRANCISCO

John Elmer, President
George H. Roeder, General Manager

WTBO

your

Tri-STATE

Voice



NBC Affiliation

Cumberland, Maryland

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WBCC

BETHESDA-CHEVY CHASE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By . . . Broadcast Management, Inc.
Business-Studio Address 5 Wilson Lane
Phone Number Oliver 2800
Transmitter Location Kenwood Golf Club
Air Time Daytime
News Service UP
Transcription Service . . . Lang-Worth, Associated
Membership NAB
President Willard D. Egolf
Commercial Manager John Haskell
Sales Promotion Manager Phil Davison
Program Director Grace Campbell Egolf
Chief Engineer Vernon Story

WCMD

CAMBRIDGE—1947

Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By The Cambridge Co.
Bus.-Studio-Transmitter Address The Pines
Phone Number 1580
Air Time Unlimited
News Service UP
Transcription Service . . . Standard. MacGregor
Membership NAB
Partners James H. Littlepage,
Thomas P. Littlepage
General Manager John Schneider, III
Commercial Manager James H. Wood
Program Director Edward H. Brigham
Musical Director Thomas Maguire
Chief Engineer Frederick W. Fischer

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Cumberland Bcstg. Co.
Business-Studio Address 31 Frederick St.
Phone Number 299
Transmitter Location Reservoir Ave.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Membership NAB, BMB
Managing Partner, Sta.-Comm.-Sales
Promotion Manager Aurelia S. Becker
Chief Engineer William Selleck
Farm Editor Robert Rosamond

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By The Tower Realty Co.
Bus. Address William Rd., P. O. Box 360
Phone Number 5400-1
Studio-Transmitter Address . . . William Rd. &
E. City Line

Air Time Unlimited
 News Service AP, Transradio
 Transcription Service Standard
 Representative Adam J. Young, Jr.
 Membership NAB
 President Karl P. Steinmann
 Gen.-Sta. Mgr., Prog. Dir. Floyd v. Cozard
 Comm.-Sales Prom. Mgr. William Leach
 Publicity Director Wilbur Bishop
 Chief Engineer Howard M. Burns, Jr.

W F M D

FREDERICK—1936—CBS-MD. NET

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Business-Studio Address Winchester Hall
 Phone Number 1626
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 President, Owner Laurence Leonard
 General-Station Manager Bill Hardy
 Asst. Mgr., Chief Engr. James W. Robertson

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Antietam Bcstg. Corp.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Transmitter Location Commonwealth Rd.
 News Service AP
 Representative Robert W. Meeker
 Membership NAB
 Chairman of Board R. J. Funkhouser
 General-Sales Prom. Mgr. Stewart W. Phillips
 Commercial Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Jane Smith
 Chief Engineer G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Transmitter Location Carroll Heights
 Air Time 6 a.m.-M.
 News Service AP, Transradio
 Transcription Service World, Lang-Worth,
 SESAC
 Representative Friedenber
 Membership NAB, BMB
 Chief Owner, Station Mgr. Grover C. Crilley
 Commercial-Sales Promotion Manager,
 Publicity Director William H. Paulsgrove
 Program Director Marie Whitcraft
 Production Director Robert Leshner
 Chief Engineer George McIntire
 Farm Editor Larry Welsh

W A S A

HAVRE DE GRACE—1948

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Bus.-Studio-Transmitter Address Bel Air Rd.
 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
 Prog.-Prod.-Pub. Dir. Sam Lawler
 Chief Engineer William O. Kuntz

W B O C

SALISBURY—1940—MBS-MD.

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 2480
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 President John W. Downing
 Gen.-Sta.-Comm.-Sales Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward
 Farm Editor James Duncan

W G A Y

SILVER SPRINGS—1946

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address Silver Spring
 Phone Number Shep. 1050
 Studio-Transmitter Location Kemp Mill Rd.
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 President John W. Kluge
 Gen.-Sta.-Comm.-Sales Mgr. Joseph L. Brechner
 Program Director Ernest Tannen
 Chief Engineer Nicholai J. Chaconas

W O O K

SILVER SPRINGS—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By United Bcstg. Co.
 Bus.-Studio Address 1143 Connecticut Ave.
 N.W., Washington, D. C.
 Phone Number Sterling 7265
 Air Time Daytime
 Transcription Service Lang-Worth
 Representative Friedenber
 Pres., Gen.-Comm. Mgr. Richard Eaton
 Program Director Albert Lamphear
 Chief Engineer James N. Gilbert

"YANKEE"

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PURCHASING POWER



24

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Represented Nationally by EDWARD PETRY & CO., INC.

MASSACHUSETTS

Estimated Population 4,718,000—Increase +9.3%—Radio Homes 1,301,500
Total Families 1,316,200—Stations in State 41

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 10,000 Watts d.
Owned-Operated By WBMS, Inc.
Business-Studio Address 35 Court St.
Phone Number LAfayette 3-5616
Transmitter Location Medford
Air Time Sunrise-sunset
News Service UP
Transcription Service Associated
Membership NAB
President Jack N. Berkman
Managing Director John J. Laux
General Manager Arthur E. Haley
Program Director John R. Thornton
Chief Announcer William Stewart
Musical Director Martin Bokspan
Chief Engineer Herbert Rattigan

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 Address 1170 Soldiers Field Rd.
Phone Number WBZ, ALgonquin 4-5670;
WBZA, Springfield 6-8336
Studio Address WBZ, 1170 Soldiers Field Rd.;
WBZA, Hotel Kimball
Transmitter Location WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
Air Time Unlimited
News Service AP, UP
Transcription Service Thesaurus, Associated
Representative Free & Peters
Membership BMB
President Walter Evans
General Manager J. B. Conley
Station Manager W. C. Swartley
Sales Manager C. Herbert Masse
Sales Promotion Manager Lynn Morrow
Program Manager W. Gordon Swan
Production Manager Stephen J. Burke
Publicity Manager W. A. Davis
Special Events Dir. Colton G. Morris
Educational Dir. Ben A. Hudelson
Musical Director Avner Rakov
Chief Engineer WBZ, W. H. Hauser;
WBZA, Harold Randol
Farm Director Roger Harrison

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Massachusetts Bcstg. Corp.
Business-Studio Address 485 Boylston St.
Phone Number COpley 7-0123
Transmitter Location Lexington
Air Time Unlimited
News Service AP, INS, UP
Transcription Service Standard
Representative Katz
Membership NAB
President John Cowles
General-Station Manager Craig Lawrence
Natl. Comm. Mgr. A. N. Armstrong, Jr.
Sales Promotion Manager John Wilkoff
Program Director Gene King
Production Director Henry Lundquist
Publicity Director Caroline Harrison
Chief Announcer Irvin E. Dierdorff, Jr.
Chief Engineer Roland C. Hale
Farm Editor George Graves

WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By CBS
Business-Studio Address 182 Tremont St.
Phone Number HUbbard 2-2323
Transmitter Location Mystic Valley Pkway.,
Medford
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth
Representative Radio Sales
Membership NAB, BMB
General Manager Harold E. Fellows
Asst. General Manager Wilbur S. Edwards
Sales Promotion Mgr. Guy H. Cunningham
Program Director Raymond G. Girardin
Production Director Thomas H. Calhoun
Publicity Director Marie H. Houlahan
Chief Announcer Carlton H. Dickerman
Musical Director Frank Bell
Chief Engineer Harold A. Dorschug
Farm Editor Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Bcstn Herall-Traveler
Bus-Studio Address 6 St. James Ave.
Phone Number HANcock 6-5500
Air Time Unlimited
News Service AP, UP

MASSACHUSETTS

Transcription Service.....Standard, Capitol
Representative.....John Blair
Membership.....NAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Sae's Manager.....William W. Warner
Program Director.....George M. Perkins
Production Manager.....George M. Watson, Jr.
Chief Engineer.....Pihlip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address.....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St.,
Quincy
Air Time.....7:30 a.m.-M.
News Service.....INS
Transcription Service.....Associated, Lang-Worth,
SESAC
Representative.....William G. Rambeau
Membership.....NAB, BMB
President.....John E. Reilly
General Manager.....William S. Pote
Technical Director.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Program Director.....John E. Reilly
Musical Director.....John Kiley
Chief Engineer.....John Memishian

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Associated,
SESAC
Representative.....Edward Petry
Membership.....NAB, BMB
Chmn. of the Bd.....John Shepard, III
President, Owner.....William O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
V.P.....Thomas F. O'Neil
Dir. of Prom. & Pub.....Charles W. Curtin
Prog. Dir., V.P.....George W. Steffy
Chief Engineer.....Irving B. Robinson

WORL

BOSTON—1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Service Org., Inc.
Business-Studio Address.....216 Tremont St.

Phone Number.....Liberty 4540
Transmitter Location.....Needham
Air Time.....Daytime
News Service.....AP, UP
Representative.....Forjoe
Membership.....NAB
President.....Harold A. Lafount
General-Station Mgr.....Ashley L. Robeson
Comm. Manager.....Frederic S. Bailey
Program Director.....Robert Perry
Chief Engineer.....John W. Parker

WVOM

BOSTON—1948—EBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Business Address.....1 Harvard St.
Phone Number.....Beacon 2,5650, Beacon 2-7870,
WR 5-2466
Studio Address.....Wiswall Rd., Newton; 1 Har-
vard St., Brookline; 251 Causeway St., Boston
Transmitter Location.....Wiswall Rd., Newton
Air Time.....24 Hrs.
News Service.....UP
Transcription Service.....Standard, World,
MacGregor, SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NAB
Exec. V.P., General Mgr.....Benjamin Barzoff
Musical Director.....Gene Dennis
Chief Engineer.....Ervin Crandell

WBET

BROCKTON—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number.....Brockton 7082
Transmitter Location.....Cor. West & Belmont Sts.
Air Time.....Daytime
News Service.....AP
Transcription Service.....Thesaurus, SESAC,
Lang-Worth, World
Membership.....NAB
General-Station-Comm. Mgr.....Charles A. Fuller
Production Director.....Joseph G. Quill

WBKA

BROCKTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Cur-Nan Company
Bus.-Studio-Transmitter Address.....205 E. Ash-
land St.
Phone Number.....8-0621-2
Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Associated
Representative.....Kettell-Carter
President.....Joseph F. Curran
General Manager.....Matthew Noonan

MASSACHUSETTS

Station Manager.....Charles F. Curran
Commercial Manager.....Paul Belaire
Program Director.....Harlan W. Newell
Chief Announcer.....Robert E. Fuller
Chief Engineer.....Mark L. MacAdam
Farm Editor.....Arthur Jones

WACE

CHICOPEE—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Bus.-Studio-Transmitter Address..326 Chicopee
St.
Phone Number.....Springfield 6-1323,
Chicopee 2330
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World
Representative.....McGeehan & O'Mara,
Kettell-Carter
Membership.....NAB, FMA
President.....David Hayes
Treasurer.....John S. Begley
General Manager.....Ralph J. Robinson
Commercial Manager.....David Hayes
Sales Promotion Manager...Ralph J. Robinson
Prog.-Prod.-Pub. Dir.....Lee Smith
Chief Announcer.....Kris Martin
Chief Engineer.....Ralph J. Robinson

WALE

FALL RIVER—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Business-Studio Address.....374 Central St.
Phone Number.....4-1400
News Service.....UP, INS
Transcription Service.....Associated, Capitol,
SESAC
Representative.....Kettell-Carter
President, Mng. Dir.....George L. Sisson, Jr.
Station Manager.....J. Buz Way
Program Director.....Nellie F. McCain
Chief Engineer.....Norman P. Guimond

WSAR

FALL RIVER—1921—MBS-YANKEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fall River Bcstg. Co.,
Inc.
Bus.-Studio Address.....Academy B'dg.
Phone Number.....7-9477
Transmitter Location.....So. Somerset
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....Headley-Reed, Bertha Bannan
Membership.....NAB, BMB
President, General Mgr.....Melvin Lahr
Commercial Manager.....John Harrington

Sales Prom. Mgr., Pub. Dir.....John Crowley
P.og. Dir., Prod. Mgr.....Angus Bailey
Musical Director.....John Zmuda
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number.....1600-1
Transmitter Location.....Summer St., Lunenburg
Air Time.....Unlimited
News Service.....AP
Representative.....Bertha Bannan
Membership.....NAB
General Mgr.....Henry G. Molina, Jr.
Commercial Manager.....Ford Billings
Program Director.....George Gray
Chief Engineer.....Ted Kalin

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Suburban Bcstg. Co.
Business-Studio Address...Smith Bldg., Irving
Square
Phone Number.....Framingham 7400, 5003
Transmitter Location.....Mt. Wayte Ave.
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....Capitol
Representative.....Friedenberg, Kettell-Carter
Membership.....NAB
Station Manager.....Richard E. Adams
Commercial Manager...James H. Shoemaker
Program Director.....Lee Emmerich
Publicity Director.....Robert Fuller
Chief Announcer.....Lee Emmerich
Chief Engineer.....Frank Bartol

WHOB

GARDNER—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gardner Bcstg. Co.
Business-Studio Address.....39 Pleasant St.
Phone Number.....1490
Transmitter Location.....Green St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....SESAC
Representative.....William G. Rambeau
Membership.....NAB, BMB
President, General Mgr.....David M. Richman
Station Manager.....Frank Hull
Comm.-Sales Promotion Mgr.....Robert Kelley
Program-Production Dir.....West W. Wilcox
Chief Announcer.....Martin Tall
Chief Engineer.....Parker Vincent

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By John W. Haigis
 Business-Studio Address 356 Main St.
 Phone Number 4301-2
 Transmitter Location Woodard Rd.
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Bertha Bannan
 Membership NAB, BMB
 President John W. Haigis, Sr.
 General Manager John W. Haigis, Jr.
 Commercial Manager H. W. Nichols
 Sales Promotion Manager Thomas J. Kelly
 Program Director
 Chief Announcer Lawrence A. Coney
 Musical Director Charles D. Prentice
 Chief Engineer Leland F. Wheeler
 Farm Editor Donald A. Tuttle

W H A V

HAVERHILL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Haverhill Gazette Co.
 Business-Studio Address 30 How St.
 Phone Number 7090
 Transmitter Location 110 Observatory Ave.
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Associated, World,
 SESAC
 Representative McGeehan & O'Mara,
 Kettell-Carter
 Membership NAB
 President, General Manager John T. Russ
 Station Manager Lewis F. Sargent
 Program Director Warren Greenwood
 Chief Announcer Ken Ash
 Chief Engineer Paul A. Hurd
 Farm Editor Roland Dubois

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Hampden-Hampshire Corp.
 Business Address 180 High St.
 Phone Number 8238-9
 Studio Addresses 180 High St.; Canal S., So.
 Hadley Falls; 78 Main St., Northampton
 Transmitter Location Canal St., So. Hadley
 Falls
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Walker, Bertha Bannan
 Membership NAB, FMA
 President William Dwight
 General-Station Mgr. Charles N. DeRose
 Commercial Manager Patrick J. Montague

Prog. Mgr., Pub. Dir. Jay Heitin
 Musical Director John Vondell
 Chief Operator Jack Paley

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Lawrence Bcstg. Co.
 Business Address 54 Essex St.
 Phone Number Lawrence 3-7171, Lowell 6359
 Studio Addresses 54 Essex St., 11 Kearney Sq.
 Transmitter Location Chandler Rd., Andover
 Air Time Sunrise-sunset
 News Service AP
 Representative Forjoe, Bertha Bannan
 Membership NAB
 President George H. Jaspert
 General Manager Gordon S. Ley
 Station Manager Thomas C. May, Jr.
 Commercial Manager William C. Engel
 Sales Manager, Lawrence: Alex G. MacBeth;
 Lowell: Phil Rubin
 Prog.-Prod.-Musical Dir. Thomas F. Frank
 Publicity Director Sally B. Zamblera
 Chief Engineer Harold Davis

W L A W

LAWRENCE—1937 ABC-N. E. MAJOR

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By Hildreth & Rogers Co.
 Business Address 278 Essex St.
 Phone Number Lawrence 4107
 Studio Addresses 278 Essex St., 216 Tremont
 St., Boston; Fairburn Bldg., Lowell.
 Transmitter Location Burlington
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Irving E. Rogers
 General-Station Mgr. Harold B. Morrill
 Commercial Manager David M. Kimel
 Regional Sales Manager Nona Kirby
 Program Director James T. Mahoney
 Publicity Director Fred A. Sullivan
 Chief Announcer Frederick P. Laffey
 Chief Engineer George A. Hinckley

W L L H

LOWELL-LAWRENCE—1937 MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Merrimac Bcstg. Co., Inc.
 Business Address 39 Kearney Sq.
 Phone Number 8715
 Studio-Transmitter Location 39 Kearney Sq.,
 Lowell; Cregg Bldg., Lawrence
 Air Time Unlimited
 News Service UP

. . . MASSACHUSETTS . . .

Transcription Service Associated
 Representative Edward Petry
 President Gerald Harrison
 Vice-President Carl S. Wheeler
 Station Manager Dana W. Fitzgerald
 Commercial Manager Haskell Bloomberg
 Prog. Dir., Chief Announcer Tom Clayton
 Chief Engineer A. G. Michaels

WLYN

LYNN—1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business-Studio Address 7 Willow St.
 Phone Number LY. 5-6200
 Transmitter Location Fox Hill Bridge
 Air Time 6:30 a.m.-Sunset
 News Service UP
 Transcription Service Associated, SESAC
 Membership NAB
 President, General Manager A. M. Morgan
 Station Manager Cyril Morgan
 Sales Promotion Manager Harold Goldman
 Program Director Ethel Adams
 Chief Announcer Bill Bradley
 Musical Director Harry Freeman
 Chief Engineer John Parker

WNBH

NEW BEDFORD—1921—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Bristol Bcstg. Co., Inc.
 Business-Studio Address 588 Pleasant St.
 Phone Number 8-5228
 Transmitter Location Crow Island, New Bed-
 ford Harbor, Fairhaven
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker Co., Bertha Bannan
 Membership NAB, BMB
 Vice-President Basil Brewer
 General Manager James M. Patt
 Commercial Manager Theodore M. Healy
 Sales Promotion Manager,
 Program Director Edward Boghosian
 Chief Engineer Stanley Emery

WKOB

NORTH ADAMS—1947

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Citizens Bcstg. Co.
 Business Address 20 State St.
 Phone Number 860-1

WLAW

680 Kc.

YOUR
BEST
RADIO
BUY

50,000 watts
New England's
MOST POWERFUL
Radio Station

SERVING
PROSPEROUS
INDUSTRIAL
NEW
ENGLAND

BASIC ABC STATION: LAWRENCE

DELIVERS AN EFFECTIVE SIGNAL FROM PORTLAND, ME. TO NEWPORT, R. I.

93.7 megacycles **WLAW — FM** Channel 229

Main Studios and Offices: Lawrence, Mass. Other Studios: Boston and Lowell.

NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO., INC.

MASSACHUSETTS

Studio Address.....Hotel Wellington
Transmitter Location.....Curran Hwy.
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Standard, Capitol
Representative.....Joseph Hershey McGillvra
Station Manager.....James H. McKnight
Program Director.....J. William Quinn
Farm Editor.....Theodore Safford
Chief Engineer.....Charles H. Smith

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address.....466 Curran
Phone Number.....1230
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
General-Station Mgr.....J. Gordon Keyworth
Commercial Rep.....Richard J. O'Brien
Program Manager.....Benjamin A. Fubley
Musical Director.....Joyce Merrill

W B E C

PITTSFIELD—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Wester Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number.....8292
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service.....AP
Transcription Service.....Standard, Lang-Worth
Representative.....J. P. McKinney
Membership.....NAB
Owners.....L. K. Miller, D. B. Miller
General Manager.....W. Wendell Budrow
Chief Engineer.....James L. Spotes

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Greylock Bcstg. Co.
Operated By.....Leon Podolsky
Business-Studio Address.....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....100 East St.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Leon Podolsky
General-Station Manager.....John T. Parsons
Commercial Manager.....Robert Burbank
Publicity Director.....Richard Bolander

W J D A

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Shore Bcstg. Co., Inc.
Business-Studio Address.....29 Brackett St.
Phone Number.....Mayflower 9-1300
Transmitter Location.....Germantown
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World
President, Station Mgr.....Joseph H. Tobin
Comm.-Sales Prom. Mgr.....James D. Asher

W E S X

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address.....49-53 Washington St.
Phone Number.....5670
Transmitter.....Naugus Head, Marblehead
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Bertha Bannan
President.....Charles W. Phelan
General Manager.....Edmund L. Phelan
Commercial Manager.....John Sullivan
Sales Promotion Manager.....Robert Rogers

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....1757 Main St.
Phone Number.....Springfield 7-1414
Transmitter Location.....Pyncheon Pk.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Representative.....Edward Petry
Membership.....NAB
President.....Gerald Harrison
Station Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Promotion Manager.....Paul Peltier
Chief Engineer.....John Michnovetz

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business.....WSPR Bldg., 63 Chestnut St.
Phone Number.....Springfield 6-2757-8, 6-4218
Transmitter Location.....Union St. & Palmer Ave.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery

. . . **MASSACHUSETTS** . . .

Membership NAB, BMB
 President..... Quincy A. Brackett
 V.P., Gen.-Sta. Mgr..... Milton W. Stoughton
 Commercial Manager..... William H. Burleigh
 Sales Prom. Mgr., Pub. Dir..... Howard S. Keefe
 Prog.-Prod. Director..... Wayne H. Latham
 Chief Announcer..... Robert L. Jones
 Musical Director..... Grace B. Manchester
 Chief Engineer..... Lawrence A. Reilly

Transmitter Location Holden
 Air Time Unlimited
 News Service..... AP, INS, Reuters
 Representative Edward Petry
 Membership NAB, BMB
 President..... William O'Neil
 Chairman of Board..... John Shepard, 3rd
 General Manager..... Linus Travers
 Station Manager..... Richard A. Cobb

W C R B

WALTHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Charles River Bcstg. Co.
 Business-Studio Address..... 4 Gordon St.
 News ServiceUP
 Transcription ServiceLang-Worth
 Station Manager..... Deuel Richardson
 Sales Manager..... Frank McArdle
 Program Director..... Bill Sherman

W R M S

WARE—1948

Frequency: 1250 Kc.....Power: 500 Watts
 Owned-Operated By..... Donald W. Howe
 Business-Studio Address..... East St.
 Phone Number23
 Transmitter Location..Atop Coy's Hill, Warren
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceAssociated
 Owner..... Donald W. Howe
 General-Comm. Mgr..... Ansel E. Gridley

W O C B

WEST YARMOUTH—1944—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By... Bristol Bcstg. Co., Inc.
 Business-Studio Address..... West Yarmouth
 Phone Number..... Hyannis 502
 Transmitter Location..... South Sea Ave.
 News ServiceAP
 Transcription Service..... World, Keystone
 Representative..... Walker, Bertha Bannan
 President..... Basil Brewer
 Station Commercial Mgr..... David J. Shurtleff

W A A B

WORCESTER—1931—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned By..... General Tire & Rubber Co.
 Operated By..... The Yankee Network
 Business-Studio Address..... 34 Mechanics St.
 Phone Number2-5611

W N E B

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..... New England Bcstg. Co.
 Bus.-Studio..... Park Bldg., 507 Main St.
 Phone Number6-4672
 Air TimeUnlimited
 News ServiceUP
 Transcription Service..... Thesaurus, Capitol
 Representative Adam J. Young
 MembershipNAB
 President..... Paul C. Lytle
 General Manager..... John J. Hurley
 Commercial Manager..... Kenneth B. Murray

W O R C

WORCESTER—1929—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By..... Alfred F. Kleindienst
 Business-Studio Address..... 65 Elm St.
 Phone Number5-3101
 Transmitter Location..Pachachoag St., Auburn
 Air Time.....7 a.m.-M.
 News ServiceINS
 Transcription ServiceLang-Worth
 RepresentativeWeed
 MembershipNAB

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 Number5-4321
 Transmitter Location..Shrewsbury St., Holden
 Air TimeUnlimited
 News ServiceAP
 Transcription Service..... World, Associated
 Representative..... Paul H. Raymer
 MembershipNAB, BMB
 Executive V.P..... E. E. Hill
 Vice-Pres., Gen. Mgr..... Robert W. Booth
 Commercial Manager..... Herbert L. Krueger
 Program Director..... A. J. Brissette
 Publicity Director..... A. C. Fuller
 Chief Engineer..... E. A. Browning



WWJ-TV first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS
National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

WWJ-TV

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

MICHIGAN

Estimated Population 6,195,000—Increase +17.9%—Radio Homes 1,707,706
Total Families 1,741,900—Stations in State 54

WABJ

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned By James Gerity, Jr.
Business Address 2982 Tread Rd.
Phone Number 9000-1
Air Time Daytime
News Service UP
Transcription Service World
Representative Ra-Tel
Membership NAB
Manager O. William Myers
Commercial Manager Harley West
Program Director Larry Payne
Chief Engineer Gail D. Griner

WFYC

ALMA—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By Alma Bcstg. Co.
Business-Studio Address 408 Gratiot St.
Phone Number 95
News Service UP
Transcription Service World
President, General Mgr. Merle E. Rhoads
Commercial Mgr. Cleon Vanriper
Chief Engineer Frank D. Tefft

WATZ

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address Alpena
Phone Number 1049
Studio-Transmitter Location M-32 West
Air Time 7 a.m.-11 p.m.
News Service AP
Transcription Service Keystone
Representative Hal Holman
Membership BMB
President Les Biederman
General Manager Drew McClay
Chief Engineer William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcstg., Inc.
Business Address Box 608
Phone Number 2-4573
News Service AP
Transcription Service World
Representative Forjoe

President, General Mgr. J. F. Hopkins
Commercial Mgr. R. S. Augustus
Program Director Amy H. Wilcox
Chief Engineer James W. Allen

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Washtenaw Bcstg. Co.
Bus.-Studio Address 3rd Floor, Hutzel Bldg.
Phone Number 2-5517
Transmitter Location 1795 So. Maple Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard, Associated
Representative Hal Holman
Membership NAB, FMA
President Arthur E. Greene
Exec. V.P., Gen. Mgr. Edward F. Baughn
Commercial Manager Ted Turner
Program Director Wendell Hester
Chief Announcer Pat Quinn
Chief Engineer George D. Stearns
Farm Editor Howard E. Heath

WBCK

BATTLE CREEK—1948

MBS-GOEBEL BASEBALL

Frequency: 930 Kc. Power: 1000 Watts
Owned By Michigan Bcstg. Co.
Business-Studio Address 402 Security Natl.
Bank Bldg.
Phone Number 3-5555
Transmitter Location Golden Ave.
Air Time Unlimited
News Service UP
Transcription Service Associated, Capitol
Representative Ra-Tel
Pres., Gen.-Sta.-Comm. Mgr. Robert H. Holmes
Local Sales Manager F. K. Doyle
Program-Production D'r. Adrian R. Cooper
Publicity Director Molly Sue Doran
Chief Announcer Don Callen
Chief Engineer Charles W. Dewey, Jr.

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 5655, 7166
Air Time Unlimited
News Service AP
Transcription Service Standard, Lang-Worth

BIG THINGS are
IN THE CARDS
for CKLW



*We're Going
50 kw. at 800 kc.
early in '49*

[The DETROIT Area's
Best RADIO Buy!]

CKLW

ADAM J. YOUNG, JR., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

MICHIGAN

Representative Burn-Smith
 Membership..... NAB, BMB, FMA
 P. resident..... A. L. Miller
 General-Station 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..... Mezzanine Floor,
 Wencnah Hotel
 Phone Number 7551-2
 Transmitter Address..... Tuscola Rd., Hampton
 Air Time Unlimited
 News Service UP
 Transcription Service..... Lang-Worth, World
 Representative..... George P. Hollingbery
 Membership BMB, FMA
 President..... Harley D. Peet
 Gen.-Station-Comm. Mgr..... Hugh A. Giesel
 Program Director..... Charles E. Anthony
 Musical Director..... Lionel H. DeRemer
 Chief Engineer..... Ralph H. Carpenter
 Farm Editor..... G. Edward Vallender

W H F B

BENTON HARBOR—1947—GOEBEL

Frequency: 1060 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... The Palladium Publishing
 Co.
 Business Address..... 59 Wall St.
 Phone Number Benton Harbor 8141
 Studio-Transmitter Location..... Fairplain Ave.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service..... Lang-Worth, Capitol
 Representative Hal Holman
 Membership NAB
 P. resident..... Stanley R. Banyon
 General Manager..... Jacob P. Scherer
 Commercial Manager..... W. Curtis Beck
 Program Director..... Phil Molloy
 Chief Announcer..... John Pershing Chase
 Musical Director..... Lee Lockwood
 Chief Engineer..... Munson U. Robinson
 Farm Editor..... John Pershing Chase

W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Midwestern Bcstg. Co.
 Business-Studio Address..... Cadillac
 Phone Number 1270
 News Service AP
 Transcription Service..... SESAC, KBS

Representative Hal Holman
 President Les Biederman
 General Manager..... John Cundiff
 Commercial Manager..... Mary Chandler
 Chief Engineer..... William Kiker

W K M H

DEARBORN—1946

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Operated By..... WKMH, Inc.
 Business-Studio Address..... WKMH Bldg.
 Phone Number..... Logan 2-4000
 Transmitter Location..... Detroit Industrial
 Express Hwyay.
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service..... Lang-Worth
 Representative Weed
 Membership NAB
 President, General Manager..... Fred A. Knorr
 Comm.-Sales Prom. Mgr..... Walter Patterson
 Program Director..... Richard Buller
 Publicity Director..... Pat Hobar
 Chief Announcer..... Bob Seymour
 Musical Director..... Albert Gross
 Chief Engineer..... Jerrold Martin
 Farm Editor..... Alan Douglas

C K L W

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Western Ontario Bcstg. Co.,
 Ltd.
 Business Address..... Canada Trust Bldg.
 Phone Number..... (Windsor) 4-1155,
 (Detroit) Cadillac 7200
 Air Time Unlimited
 News Service INS, UP, PN
 Transcription Service..... Standard, World, United
 Representative..... H. N. Stovin,
 Adam J. Young, Jr.
 President, General Mgr..... J. E. Campeau
 Commercial Manager..... E. Wilson
 Program Director..... S. Campbell Ritchie
 P. omotion Mgr..... Barbara MacFarland
 Chief Engineer..... W. C. Carter

W J B K

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Fort Industry Co.
 Business-Studio Address..... 500 Temple Ave.
 Phone Number..... Temple 3-7900
 Transmitter Location..... 15555 Woodrow Wilson
 Air Time 6 a.m.-1 a.m.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Katz Agency

MICHIGAN

Membership NAB
President.....George B. Storer
General Manager.....Richard E. Jones
Commercial Manager.....George Millar
Program Director.....Hal Hough
Promotion Director.....Joyce Chapman
Chief Announcer.....Earl Hayes
Musical Director.....Sally Cooper
Chief Engineer.....Paul Frincke

W J L B

DETROIT—1924—GOEBEL

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By...Booth Radio Stations, Inc.
Business Address.....600 Buhl Bldg.
Phone Number.....Woodward 2-0220
Studio Address...3100 David Broderick Tower
Transmitter Location.....375 Midland Ave.,
 Highland Park
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Standard, World
Representative.....William G. Rambeau
President, Gen.-Station Mgr....John L. Booth
Commercial Manager.....Eric V. Hay
Program Director.....George Kendall
Publicity Director.....Arthur Naylor
Chief Announcer.....Richard Pavey
Chief Engineer.....Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc.....**Power:** 50,000 Watts
Owned-Oper. By...WJR, The Goodwill Station,
 Inc.
Business-Studio Address.....2100 Fisher Bldg.
Phone Number.....MADison 4440
Transmitter Location.....Trenton
Air Time.....24 Hrs.
News Service.....AP, INS, UP
Transcription Service.....Cole, Lang-Worth,
 Standard, Thesaurus, Associated
Representative.....Edward Petry
Membership.....NAB
President.....Frank E. Mullen
Asst. to Pres., Gen. Mgr......Harry Wismer
Asst. Gen. Mgr......Worth Kramer
Commercial Manager.....Arch Shawd
Sales Promotion Manager.....James H. Quello
Program Director.....Franklin C. Mitchell
Production Director.....Norman L. White
Education & Public Relations.....Mark Haas
Chief Announcer.....Ron Gamble
Musical Director.....Paul LaVoie
Chief Engineer.....G. F. Leydorf
Farm Editor.....Marshall Wells

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Evening News Assn.

Business-Studio Address.....622 W. Lafayette
 Ave.
Phone Number.....Woodward 2-2000
Transmitter Location.....Oak Park
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service.....Standard, Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, FMA
President.....W. E. Scripps
General Manager.....Harry Bannister
Asst. General Manager.....Edwin K. Wheeler
General Sales Manager.....Harry Betteridge
Promotion Manager.....Jake Albert
Gen. Program Manager.....Melvin C. Wissman
Production Manager.....Jack Hill
Publicity Manager.....Richard Spencer, Jr.
Program Supervisor.....Stanley Swales
Musical Director.....Mischa Kottler
General Engineering Manager.....E. J. Love
Farm Editor.....John Merrifield

(See Page 458)

W X Y Z

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.....**Power:** 5000 Watts
Owned By.....American Bcstg. Co.
Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....CHerry 8321
Studio Address.....8415 E. Jefferson Ave.
Transmitter Location...Joy Rd. & Greenfield
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....World, Lang-Worth
Membership.....NAB, BMB
General Manager.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Promotion Mgr......William J. Heidricks
Program Director.....Jack McCarthy
Musical Director.....Phil Brestoff
Chief Engineer.....Charles Kotcher

W D B C

ESCANABA—1941—MBS-KBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business Address.....Escanaba
Phone Number.....3190-1
Studio-Transmitter Address.....Lud. & First Sts.
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....World, Keystone
Representative.....Walker
Membership.....NAB
President.....John P. Norton
General-Station Mgr......George D. Lindenthal
Comm.-Sales Prom. Mgr......Richard Morenus
Program-Production-Publicity Director
Chief Announcer.....Scott Runge
Musical Director.....George Jaap, Jr.
Chief Engineer.....Jack W. Foster

WBBC

FLINT—1946—MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Booth Radio Stations, Inc.
 Business-Studio Address 112 W. Water St.
 Phone Number Detroit, Ran, 0220;
 Flint, 9-8686
 Transmitter Location G-3052 Bristol Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service MacGregor
 Representative Forjoe
 President John Lord Booth
 V.P., Gen.-Sta. Mgr. Robert L. Balfour
 Comm.-Sales Prom. Mgr. W. Eldon Garner
 Program Director Robert L. Mabry
 Production-Publicity Director.
 Farm Editor L. George Geiger
 Musical Director Jerry Schroeder
 Chief Engineer G. Elwood Ryan

WFDF

FLINT—1922

ABC-MRN-WOLVERINE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol & Howe Rds.,
 Burton Township
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Lang-Worth, Standard
 Representative Katz Agency
 Membership NAB, BMB
 General Manager Lester W. Lindow
 Commercial Manager J. R. McKinley
 Sales Promotion Manager James Rash
 Program Director Elmer Knopf
 Production Director Larry Arnold
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain

WMRP

FLINT—1943—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3217 Lapeer Rd.
 Air Time Limited
 Transcription Service Standard, SESAC,
 World, KBS
 President Daniel M. Robins
 Gen.-Sta.-Comm.-Sales Prom.
 Manager William H. Morford
 Prog. Dir., Prod. Mgr. Cedric Harger
 Chief Engineer Homer Blumerich

WTAC

FLINT—1946—NBC

Frequency: 600 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
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth
 Representative Paul H. Raymer
 Membership BMB
 President George W. Trendle
 V.P., General Mgr. H. Allen Campbell
 Station Manager Don DeGroot
 Commercial Manager Leo D. Smith
 Program Director Frank W. Crombie
 Chief Engineer Darrell Jones

WWOK

FLINT—1947—WOLVERINE

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By Cooperative Radio Co.
 Business Address 2111 Westheimer, Houston,
 Texas
 Studio Address Saginaw at E. Second Ave.
 Transmitter Location 3338 E. Briston Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Burn Smith
 President Max Christianson
 Gen.-Sta. Mgr., Prog. Dir. Rex Moad
 Chief Announcer Leon McNew
 Chief Engineer Ed Forsyth

WFUR

GRAND RAPIDS—1947
 WOLVERINE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Transmitter Location 502 Garfield Ave., S.W.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Walker
 Pres., Gen. Sta. Mgr. Simon W. Oppenhuizen
 Comm.-Sales Prom. Mgr. Arthur M. Swift
 Program-Production Dir. Gordon F. Kibby
 Publicity Director Henry G. Bosch
 Musical Director Norma Jean Norman
 Chief Engineer John D. Timmer
 Farm Editor Harry Webster

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Address 35 Lafayette N.
 Phone Number 9-4111
 Transmitter Location 1388 Plymouth Rd., S.E.
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Standard, Associated
 Representative Joseph Hershey McGillvra
 President, General Mgr. Paul F. Eichhorn
 Program Director Donald M. Mullen
 Chief Announcer Robert Smith
 Chief Engineer Richard Groenevelt

W J F F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address Pantlind Hotel
 Phone Number Glendale 6-8512
 Transmitter-Studio Location Pantlind Hotel
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Owner, Gen. Mgr. John E. Fetzer
 Production Manager John R. Speer
 Commercial Manager John W. O'Harrow
 Publicity Director Richard L. Kowalkosi
 Chief Announcer Nathan H. Bryant, Jr.
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin

W L A V

GRAND RAPIDS—1940—ABC-MRN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis
 Bus-Studio-Transmitter Address 6 Fountain
 St., N.E.
 Phone Number GLendale 6 5461
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BMB, FMA
 Owner Leonard A. Versluis
 General-Commercial Mgr. Hy M. Steed
 Sales Promotion Manager D. D. Knight
 Production Director Dave Hoyle
 Musical Director Howard Sloomaker
 Chief Engineer Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bcstg. Co.

Business-Studio Address 1408 Grand Rapids
 Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 633 — 60th St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World, Lang-Worth
 Representative Katz Agency
 Membership BMB
 V.P., Sup. Dir. Harry M. Bitner, Jr.
 Secretary, Gen. Mgr. Stanley W. Barnett
 Asst. Sec., Controller Melvin C. Green
 Commercial Manager Walter A. Bass
 Pub. Rel. & Prom. Dir. Lenore Little
 Program-Production Director Sandy Meek
 Chief Engineer Fred Russell

W H T C

HOLLAND—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business Address 5 E. Eighth St.
 Phone Number 6-6610
 Studio-Transmitter Location 87 Central Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Lang-Worth
 Membership NAB
 President, Chief Engineer Millard C. Westrate
 Sales Promotion Manager Kenneth Welch
 Program Director Willard C. Wichers
 Production Director Miles Olsen

W H D F

HOUGHTON-CALUMET—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Business-Studio Address Douglass House,
 Houghton; 515 Scott St., Calumet
 Phone Number Houghton, 1; Calumet, 869
 Transmitter Location Hancock
 Air Time 7 a.m.-11 p.m.
 Transcription Service World
 Representative Walker
 Membership NAB
 Exec. V.P. John W. Rice
 Station Manager Albert W. Payne
 Prog. Dir., Chief Announcer Earl No den
 Chief Engineer George L. Burgan

W I K B

IRON MOUNTAIN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address Dickinson Hotel
 Phone Number 2020
 Transmitter Location West "C" St.
 Air Time 6:55 a.m.-M.
 News Service UP

Transcription Service.....Standard, Keystone
 Representative.....Walker
 Membership.....NAB, BMB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....James Kauper
 Commercial Manager.....John Harvey
 Program Director.....Ran Jensen
 Chief Announcer.....Bob Sorenson
 Chief Engineer.....Eugene Kaari

WMIQ

**IRON MOUNTAIN—1947
 ABC-NORTHERN**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Iron Mountain-Kingsford
 Bstg. Co.
 Business-Studio Address..211 E. Ludington St.
 Phone Number.....2031-2
 Transmitter Location.....Pewabic Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....BMB
 President.....William F. Russell
 General Manager.....Russell J. Staffeld
 Station Manager.....William C. Johnson
 Commercial Manager.....Lester S. Staple
 Sales Promotion Manager.....John S. Wallis
 Program Director.....Ronald F. Bothe

Chief Announcer.....Frank J. Thibert
 Chief Engineer.....Robert W. Beery

WJMS

IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Upper Michigan-Wisconsin
 Bstg. Co., Inc.
 Business-Studio Address..124 E. McLeod Ave.
 Phone Number.....20
 Transmitter Location.....Cary, Wis.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard, Keystone
 Representative.....Walker
 Membership.....NAB, BMB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....Donald R. Hoover
 Commercial Manager.....Gordon F. Scott
 Program-Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ishpeming Bstg. Co.
 Business-Studio Address.....Jenks Block
 Phone Number.....1892

YOU MIGHT BOX FOR 110 ROUNDS*—

BUT ...

**YOU COULDN'T FIGHT THROUGH THE
 RING AROUND WESTERN MICHIGAN**



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station

combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is the *best bargain in our area* . . .

Get the facts, and you'll never again try to cover Western Michigan with any stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.

* Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.

EVERY-KNODEL, INC.
 Exclusive
 National
 Representatives

WKZO
first IN KALAMAZOO
 and GREATER WESTERN MICHIGAN
 (CBS)

WJEF
first IN GRAND RAPIDS
 AND KENT COUNTY
 (CBS)

BOTH OWNED
 AND OPERATED
 BY FETZER
 BROADCASTING CO

Transmitter Location.....Hway. 41
 Air Time.....7 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 President, General Manager.....J. P. Deegan
 Program Director.....Paul C. Crowley
 Production Director.....Carl B. Tupala
 Chief Engineer.....Bernard R. Maloney

W I B M

JACKSON—1922—ABC-MRN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....WIBM, Inc.
 Bus-Studio-Transmitter Address.....2511 Kibby Rd.
 Phone Number.....6121
 Air Time.....6:30 a.m.-M.
 Transcription Service.....Thesaurus
 Representative.....Forjoe, Hal Holman
 President.....Herman Radner
 Vice President.....Roy Radner
 Station-Commercial Manager.....William Cizek
 Prog. Dir., Chief Announcer.....Jack Underwood
 Production Director.....Dar Hollinrake
 Publicity Director.....George Morris
 Chief Engineer.....Charles Wirtanen
 Farm Editor.....S. J. Culver

W G F G

KALAMAZOO—1947—ABC-MRN

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Southwestern Michigan Bcstg. Co.
 Business-Studio Address.....State Theatre Bldg.
 Phone Number.....4-0111
 Transmitter Location.....2729 Gull Rd.
 Air Time.....5:45 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Robert Meeker
 Pres., Gen-Comm. Mgr.....Harold F. Gross
 Station Manager.....Irene A. Ginther
 Program Director.....Charles T. Lynch
 Musical Director.....Warren A. Anderson
 Chief Engineer.....Carl E. Stephens

W K Z O

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
 Studio Address.....Burdick Hotel
 Transmitter Location.....Route 2, Richards Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 Membership.....NAB, BMB

President, Gen-Station Mgr....John E. Fetzer
 Comm-Sales P:om. Mgr....John W. O'Harrow
 Program-Production Dir....Edward E. McKean
 Publicity Director.....Richard Kishpough
 Chief Announcer.....Otis T. Gaston
 Chief Engineer.....Carl E. Lee
 Farm Editor.....Carleton W. Collin

(See Page 465)

W I L S

LANSING—1946—MBS

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Lansing Bcstg. Co.
 Bus-Studio Address.....407-11 N. Washington Ave.
 Phone Number.....2-1655
 Transmitter Location.....East Mt. Hope Rd.
 Air Time.....6 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Hal Holman
 Membership.....NAB
 Pres., Gen-Sta-Comm. Mgr....W. A. Pomeroy
 Sales Promotion Manager.....Walt Zahrt
 Prog.-Pod. Director.....Alex Dillingham
 Publicity Director.....Walt Zahrt
 Chief Announcer.....Chet Bear
 Musical Director.....Lee Tuttle
 Chief Engineer.....John C. Pomeroy
 Farm Editor.....Dave Froh

W J I M

LANSING—1934—ABC-MRN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....WJIM, Inc.
 Operated By.....Harold F. Gross
 Bus-Studio-Transmitter Address.....Bank of Lansing Bldg.
 Phone Number.....2-1333-4-5
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....Robert Meeker
 Membership.....NAB
 Pres., Gen-Sta-Comm. Mgr....Harold F. Gross
 Program-Production Director.....Howard K. Finch
 Musical Director.....Robert Clayton

W K L A

LUDINGTON—1944

ABC-KBS-MRN-WOLVERINE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ludington Bcstg. Co.
 Business Address.....Stearns Bldg.
 Phone Number.....842
 Studio-Transmitter Address.....204 E. Ludington Ave.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Keystone

. . . **M I C H I G A N** . . .

Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager K. L. Ashbacker
 Prog.-Prod.-Pub.-Musical Dir. Peter A. Mars
 Chief Engineer Clyde J. Hull
 Farm Editor Clair Mattes

W D M J

MARQUETTE—1941
MBS-KBS-NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.
 Business-Studio Address W. Washington St.
 Phone Number 616
 News Service UP
 Transcription Service Capitol
 Representative Walker
 President Frank J. Russell, Jr.
 General Manager Leo G. Brott
 Commercial Manager W. H. Treloar
 Program Director Elden W. Wallace
 Promotion Manager R. W. Palmer
 Chief Engineer G. H. Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By Rich Publ. House, Inc.
 Business-Studio Address 124 S. McDonald St.
 Phone Number 4000
 News Service AP
 Transcription Service Lang-Worth
 President Philip T. Rich
 Gen.-Comm.-Prom. Mgr. Walt Jaines
 Program Director Don Gehring
 Chief Engineer Peter Wolfe

W K B Z

MUSKEGON—1926
ABC-WOLVERINE

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Pres., Gen.-Station-Comm.-Sales Prom.
 Manager Grant F. Ashbacker
 Program Director Robert Quinn
 Publicity Director Alice Sutherland
 Musical Director Y. Courtright
 Chief Engineer Kenneth Pendleton

THE GIRLS ARE LOOKING AT US—

We have our Long Pants now!

As a multiple city market, Muskegon, Muskegon Heights, and North Muskegon with a combined population of over 80,000, but not the official recognition,

GREATER MUSKEGON

is at last recognized by the Bureau of Census as a Metropolitan Market. See Sales Management, 1949 "Survey of Buying Power" for the late figures.

served by

W K B Z

"Your ABC Station"

MUSKEGON—MICHIGAN

1000 watts — Full Time — 850 Kilocycles

National Representatives

Burn-Smith Company, Inc., Chicago - New York

WMUS

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By... Greater Muskegon Bcstrs.,
Inc.

Business-Studio Address..... 1769 Peck St.
Phone Number..... 2-7608
Transmitter Location... 4 Mi. E. Hway. 31 on
Giles Rd.

Air Time..... Daytime
News Service..... UP
Transcription Service..... Capitol. Associated
Representative..... Hal Holman
President, Comm.-Sales Promotion
Manager..... William C. Wester
General-Station Manager..... B. L. Bennett
Program-Publicity Dir..... B. L. Bennett
Chief Announcer..... Ken Carter
Chief Engineer..... George Krivitsky

WOAP

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
Owned-Operated By..... Argus Press Co.
Bus.-Studio-Transmitter Address..... 2300 N.
Shiawassee

Phone Number..... 980
Air Time..... Daytime
News Service..... AP
Transcription Service..... Standard
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... J. E. Campbell
Manager..... M. H. Wirth
Comm. Mgr., Prog. Dir..... R. W. Cessna
Musical Director..... M. Carson
Chief Engineer..... S. Bristol

WMBN

PETOSKEY—1948

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1130 Kc. Power: 250 Watts
Owned-Oper. By..... Midwestern Bcstg. Co.
Business-Studio Address..... Petoskey
Phone Number..... 3633
News Service..... AP
Representative..... Hal Holman
President..... Les Biederman
Manager..... Ralph Pierson
Commercial Manager..... Merten Carter
Program Director..... Max Anspaugh
Chief Engineer..... William H. Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
Owned-Operated By..... WCAR, Inc.
Business-Studio Address..... Riker Bldg.
Phone Number..... 7141

Transmitter Location..... Bet. Square Lake &
Telegraph Rds.

Air Time..... Local sunrise-local sunset
News Service..... AP, INS
Transcription Service..... Standard
Representative..... John E. Pearson
President, General Mgr..... H. Y. Levinson

WHLS

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Port Huron Bcstg. Co.
Business-Studio Address..... 932 Military St.
Phone Number..... 2-3151
Transmitter Location..... 540 — 32nd St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, World,
Keystone

Representative..... Hal Holman, Gene Grant
Membership..... NAB
Partners..... Harmon L. & Herman L. Stevens
General-Station Manager..... Helen Nelson
Prog.-Prod. Dir., Chief Announcer,

Musical Director..... Lyle Patterson
Chief Engineer..... Leslie Conant
Farm Editor..... Lyle Patterson

WTTH

PORT HURON—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By..... Times Herald Co.
Bus.-Studio Address..... 903 Sixth St.
Phone Number..... 5171
Transmitter Location..... 3800 Dove Rd.
Air Time..... Sunrise-sunset
News Service..... AP
Transcription Service..... Associated, Standard,
Capitol

Representative..... McGeehan & O'Mara
Membership..... NAB, FMA
President..... Louis A. Weil
General-Station Manager..... F. Granger Weil
Commercial Manager..... William Weil
Prod. Dir., Chief Announcer..... Phil Sanford
Chief Engineer..... Marion Stoner
Farm Editor..... Frank Harmon

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Royal Oak Bcstg. Co.
Business Address..... 212 W. Sixth St.
Phone Number..... Jordan 4-6523-4
Studio Address..... 212 W. Sixth St., Royal Oak;
2201 Woodward Hts. Blvd., Ferndale
Transmitter Location..... 2201 Woodward Hts.
Blvd., Ferndale

Air Time..... Unlimited
News Service..... AP, INS

Transcription Service Standard
 Membership NAB
 President George B. Hartrick
 General Manager Jacob B. Sparks
 Sta.-Comm.-Sales Prom. Manager,
 Publicity Director Calvert M. Hill
 Prog.-Prod. Dir., Chief
 Announcer Gordon A. Sparks
 Musical Director John Harrison
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947—WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake Huron Bcstg. Co.
 Bus.-Studio-Transmitter Address 221 S.
 Washington Ave.
 Phone Number 3-4471-2-3
 Air Time Daytime
 News Service *UP
 Transcription Service Associated, Lang-Worth
 Representative Hal Ho'man
 Membership NAB, BMB
 General-Station Manager O. J. Kelchner
 Commercial Manager W. J. Edwards
 Sales Promotion Manager H. H. Wolfe
 Prog.-Prod.-Pub. Dir. Ernest T. Guy
 Chief Announcer, Farm Editor ... Don Andrews
 Musical Director James Hughes
 Chief Engineer Max Thomas

W S A M

SAGINAW—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Saginaw Bcstg. Co.
 Business-Studio Address Radio Bldg.
 Phone Number 2-8161
 Transmitter Location Bay Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President, Gen. Mgr. Milton L. Greenebaum
 Station-Commercial Mgr. Robert W. Phillips
 Program-Production Director ... Jack D. Parker
 Chief Engineer Meredith Koerner
 Farm Editor Robert Liggett

W S O O

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 .. 107 W. Portage Ave.
 Phone Number 3000
 Transmitter Location ... Hwy. No. 2, 5 Mi. S.
 of City
 Air Time 6:45 a.m.-M.

News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership NAB, BMB
 President, General Manager, Stanley R. Pratt
 Station Manager Richard Y. Burnett
 Commercial Manager Russell J. Stafford
 Sales Prom. Mgr., Chief Announcer,
 Farm Editor Ed Krieger
 Program-Production Director Ray Ulbrich
 Publicity Director Eddie John
 Musical Director Phil Ruskin
 Chief Engineer William F. Morris

W T C M

TRAVERSE CITY—1941

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address ... Paul Bunyan Bldg.
 Phone Number 1150
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President, General Mgr. Les Biederman
 Commercial Manager R. E. Detwiler
 Program Director Ken Haven
 Chief Engineer William H. Kiker

The World's Largest

Source of News—

AP

Available through

membership

GATEWAY TO THE MINNEAPOLIS-ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

KSTP RADIO CITY



KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS ... ST. PAUL

MINNESOTA

Estimated Population 2,940,000—Increase +5.3%—Radio Homes 780,206
Total Families 799,300—Stations in State 34

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Albert Lea-Austin Bcstg.
Co., Inc.
Business-Studio Address 332 S. Broadway
Phone Number 2338
Transmitter Location W. Seventh St. S.W.
of Albert Lea
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative John E. Pearson.
Bulmer & Johnson
Membership NAB, BMB
President Bennett O. Knudson
Gen.-Station-Comm. Mgr. James J. Delmont
Sales Prom. Mgr., Pub. Dir. W. Lee Meredith
Program Director Danny E. Gilbert
Production Director Margaret D. Haley
Musical Director Illeña Henrichs
Chief Engineer Larry Lawson
Farm Editor Jack Turner

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time Unlimited
News Service AP
Transcription Service World
Representative Lorenzen & Thompson
Membership NAB
President Harry M. Smith
Gen.-Station-Comm. Mgr. L. L. McCurnin
Sales Promotion Manager Tom Steensland
Chief Engineer Glen Klein
Farm Editor Don Richardson

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Butler Bcstg. Co., Inc.
Business Address 419½ Beltrami Ave.
Phone Number 1900
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Walker
General Manager Edward W. Butler
Chief Engineer Merville Jacobs

KLIZ

BRAINERD—1946
MBS-UPPER MINN.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address Brainerd
Phone Number 1400, 1689
Studio-Transmitter Address 2700 E. Oak
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker
Membership NAB
President, General Manager E. T. O'Brien
Station Manager Lucille Grosse
Commercial Manager Ray Schwartz
Chief Announcer M. C. Gorham
Chief Engineer Arthur Vandersluis

KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By The Inte state Bcstg. Corp.
Business Address 519 Dakota Ave.,
Wahpeton, N. D.
Phone Number 527
News Service UP
Transcription Service Thesaurus, Standard
President, General Mgr. K. E. Bower
Asst. Mgr., Chief Engineer V. E. Baumgartner
Program Director Donn Dwyer

KROX

CROOKSTON—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1049-50
Transmitter Location 1.5 Mi. N. of Crookston
Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth, Thesaurus
Representative Donald Cook
Membership NAB
President D. A. McKenzie
General-Station Manager,
Production Dir. Donald Keith Van Velzer
Commercial Manager Glenn Simpson
Sales Promotion Manager Ralph Melbye
Program Director Evelyn Baustian
Publicity Director Jerry Dahlberg
Chief Announcer Glenn Walker
Musical Director Evelyn Baustian
Farm Editor Melvin Woell
Chief Engineer William Klewel

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 Number... Melrose 2628
 Transmitter Location... Foot of 63rd Ave. W.,
 West Duluth

Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Avery-Knodel
 Membership... NAB, BMB
 President, Gen. Mgr... Dalton Le Masurier
 Station-Comm. Mgr... Odin S. Ramsland
 Sales Promotion Manager... Leigh Kamman
 Program Director... Dick Lawrence
 Publicity Director... Jean Conelison
 Chief Engineer... Robert A. Dettman

W E B C

DULUTH—1924

NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By... Head of the Lakes Bcstg. Co.
 Business-Studio Address... WEBC Bldg.
 Phone Number... Melrose 2873
 Transmitter Location... 3925 Tower Ave.,
 Superior, Wis.

Air Time... Unlimited
 News Service... UP
 Transcription Service... Associated, Thesaurus
 Representative... George P. Hollingbery,
 Bulmer & Johnson
 President... Morgan Murphy
 General Manager... W. C. Bridges
 Director of Operations... H. E. Westmoreland
 Sales Promotion Manager... L. G. Anderson
 Program Director... W. E. Conner
 Dir. of News & Special Events... Earl Henton
 Publicity Director... L. G. Anderson
 Musical Director... John Kleive
 Chief Engineer... Norman Gill

W R E X

DULUTH—1947—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 Number... Radisson 2911
 Transmitter Location... McCuen St.
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Representative... Weed
 President... Thomas McCabe
 General Manager... James R. King
 Station Mgr., Prog.-Prod. Dir... Rolf M. Erickson

Commercial Manager... Thomas Gavin
 Sales Prom. Mgr., Pub. Dir... Don Graham
 Chief Announcer... John Leslie
 Musical Director... Dennis Murphy
 Chief Engineer... William Lounsberry
 Farm Editor... Gordon Paymar

W X L T

ELY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned By... Radio Station WXL T
 Operated By... Charles W. Ingersoll
 Bus.-Studio-Transmitter Address... Box 450, So.
 Central Ave.
 Phone Number... 226
 News Service... UP
 Transcription Service... MacGregor
 Representative... Walker
 President, General-Station-Commercial
 Manager... Charles W. Ingersoll
 Sales Prom. Mgr., Prog. Dir... Leo J. Kuhn
 Production Director... Ray Slogar
 Publicity Director... Marion E. Herrala
 Chief Announcer... Leo J. Kuhn
 Chief Engineer... Darrel F. Gander

W E V E

EVELETH—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Ridson, Inc.
 Business Address... 921 Tower Ave.,
 Superior, Wisc.
 Phone Number... 4451
 News Service... AP
 Transcription Service... Lang-Worth
 President... Robert B. Ridder
 General Manager... Carl Bloomquist
 Commercial Manager... Elden Soberg
 Chief Engineer... J. Melvin Laskey

K D H L

FARIBAULT—1947

Frequency: 920 Kc. Power: 1000 Watts
 Owned By... Lee-Smith Bcstg. Co.
 Operated By... Herbert H. Lee, Palmer Dragsten,
 John E. Hyde
 Business-Studio Address... 213 Central Ave. N.
 Phone Number... 2312
 Transmitter Location... Hwy. 65
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Standard
 Representative... Walker
 Gen.-Station Mgr., Herbert H. Lee (part owner)
 Comm.-Sales Prom. Mgr... Palmer Dragsten
 (part owner)
 Program-Production Director... Jergen D. Nash
 Musical Director... Mera Ballis
 Chief Engineer... John E. Hyde (part owner)

K G D E

**FERGUS FALLS—1926
MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Fergus Radio Corp.
Business-Studio Address... Fergus Falls
Phone Number... 3986
Transmitter Location... W. City limits
Air Time... 6 a.m.-M.
Representative... Walker
Executive Director... Harold L. Dell
Station Manager... Don L. Albertson
Asst. Mgr... Frederic T. Dell
Chief Engineer... Harold E. Allen

K B Z Y

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Itasca Bcstg. Co.
Business-Studio Address... 207 N. 1st Ave. W.
Phone Number... 198
Transmitter Location... Grand Rapids
Air Time... 6:30 a.m.-11 p.m.
News Service... UP
Transcription Service... Lang-Worth
General Manager... Robert D. Kennedy
Commercial Manager... Richard L. Bishop
Chief Engineer... Ross A. Fessenmeyer

W M F G

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Head of the Lakes Bcstg. Co.
Business-Studio Address... Androy Hotel
Phone Number... 1150
Air Time... 6 a.m.-11:05 p.m.
News Service... UP
Transcription Service... Associated
Representative... George P. Hollingbery
Pres., Owner, Chief Exec... Morgan Murphy
General Manager... W. C. Bridges
Sta.-Comm. Mgr... Oscar H. Peterson
Sales Promotion Mgr... James McDougall
Prog. Dir., Prod. Mgr... Ruth E. Coe
Chief Engineer... Norman Gill

K Y S M

**MANKATO—1938
NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts
Owned By... F. B. Clements & Co.
Operated By... Southern Minnesota Supply Co.
Business-Studio Address... 101 N. Second St.
Phone Number... 4673
Transmitter Location... Belgrade Hill
N. Mankato
Air Time... Unlimited
News Service... UP

Transcription Service... Lang-Worth, Thesaurus
Representative... John E. Pearson
Membership... NAB, BMB
Gen.-Station-Comm. Mgr... John F. Meagher
Program Director... Bob Gardne
Musical Director... Maurice Piché
Chief Engineer... James Houts
Farm Editor... Galen Kooser

K M H L

MARSHALL—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... KMHL Bcstg. Co.
Business-Studio Address... KMHL Bldg.
Phone Number... 2282-3
Transmitter Location... 1/2 Mi. E. of City,
Hway. 19
Air Time... 6 a.m.-M.
News Service... UP
Representative... John E. Pearson
Owner... Harry W. Linder
Manager... Gilmore F. Frayseth
Program Director... Homer Lane, Jr.
Technical Director... H. Willard Linder

W C C O

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc. Power: 50,000 Watts
Owned-Oper. By... Columbia Bcstg. System,
Inc.
Business-Studio Address... 625 Second Ave. S.
Phone Number... Main 1202
Transmitter Location... Anoka
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Radio Sales
Membership... NAB, BMB
General-Station Manager... Merle S. Jones
Commercial Manager... Alfred J. Harding
Sales Prom. Mgr., Pub. Di... Tony Moe
Program Director... Gene Wilkey
Production Director... Sig Mickelson
Musical Director... Wallace Olson
Chief Engineer... J. J. Beloungy
Farm Editor... Larry Haeg

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 5000 Watts d.
500 Watts for 1 hr. after local sunset (CP
50,000 Watts full time)
Owned-Oper. By... Twin Cities Bcstg. Corp.
Business-Studio Address... Hotel Nicolet
Phone Number... Bridgeport 2271, Midway 6363
Transmitter Location... 7401 Wayzata Blvd.,
St. Louis Park
Air Time... Daytime (CP 50,000 Watts full-time)

MINNESOTA

News Service AP
 Transcription Service Capitol, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President James Stuart
 V.P., Station Manager Melvin Drake
 Sales Manager Robert W. Owens
 Program Director B. Kendall Crane
 Asst. Production Director Harland Horness
 Musical Director Walter Rudd
 Chief Engineer Charles W. Winkler
 Farm Editor Bob Allen

WLWL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Independnt Merchants
 Bcstg. Co.
 Business-Studio Address .1730 Hennepin Ave.
 Phone Number... Atlantic 0406, Midway 4043
 Transmitter Location..... 1370 Davern, St. Paul
 Air Time Unlimited
 News Service UP
 Representative John Blair
 Membership NAB
 Chief Owner Ralph Atlass
 General Manager C. T. Hagman

WTCN

MINNEAPOLIS-ST. PAUL—1934 ABC-DAIRYLAND

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Minnesota Bcstg. Corp.
 Business Address Wesley Temple Bldg.
 Phone Number Ma'n 5562, Nestor 8661
 Studio Addresses Wesley Temple Bldg.
 Minneapolis; Dispatch Bldg., St. Paul
 Transmitter Location 2235 N. Snelling
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Associated, Capitol
 Representative Free & Peters
 Membership NAB, BMB
 President Robert B. Ridder
 V.P., Gen-Station Mgr. F. Van Konynenberg
 Commercial Manager Robert N. Ekstrum
 Sales Prom. Mgr., Pub. Dir. Cliff Rian
 Program Director Judy Bryson
 Production Director Max Karl
 Chief Announcer Jack Bell
 Musical Director William Metchnek
 Chief Engineer John Sherman
 Farm Editor Robert Carlson

KVOX

MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KVOX Bcstg. Co.

Business-Studio Address 818 Center Ave.
 Phone Number 3-1523
 Transmitter Location... 14th St. & 12th Ave. So.
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Walker
 Membership NAB, BMB
 President Leo Johnson
 General-Station Manager M. M. Marget
 Comm.-Sales Prom. Manager E. J. McKellar
 Program Director Dale Howard
 Production Director Sterling Kuhlmeiy
 Chief Engineer Don Geiken

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc. Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By Rochester Bcstg. Co.
 Business Address 229 First Ave. S.W.
 News Service UP
 Transcription Service Associated
 Representative Adam J. Young, Jr.
 President, General Mgr. Alice P. Mayo
 Commercial Manager Robert Fick
 Program Director Robe t Bouchier
 Chief Engineer Boynton Hageman

KROC

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
 Transmitter Location Cascade Township
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative John E. Pearson,
 Bulmer & Johnson
 Membership NAB, BMB
 President Mrs. G. P. Gentling
 General-Station Manager... G. David Gentling
 Comm.-Sales Prom. Mgr. Walter Bruzek
 Program Director Cal Smith
 Prod. Dir., Chief Announcer Joe Foss
 Publicity Director Jerry Brataas
 Musical Director Jerry Boyum
 Chief Engineer Bob Cross
 Farm Editor Ray Thompson

KFAM

ST. CLOUD—1938 NBC-NORTHWEST

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Times Publishing Co.

Business-Studio Address.....Weber Bldg.
 Phone Number.....3330-1
 Transmitter Location.....Washington Memorial
 Dr. & 16th St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, Lang-Worth
 Membership.....NAB, BMB
 Pres., Gen.-Sta.-Sales Promotion
 Manager.....Frederick C. Schilplin
 Commercial Manager.....John F. Green
 Prog.-Pub. Dir.....Avis Russell
 Prod. Dir., Chief Announcer.....Gene Nelson
 Chief Engineer.....Robert Witschen
 Farm Editor.....Cliff Sakry

KEYD

ST. PAUL-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
 Transcription Service.....SESAC, Standard
 General Manager.....Lee L. Whiting
 Sales Manager.....Harold A. Winther

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Bcstg. Co.
 Business-Studio Address.....538 Hamm Bldg.
 Phone Number.....Garfield 1361
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Representative.....Fo'Joe
 Membership.....NAB
 General Manager.....Frank Devaney
 Chief Engineer.....Warren Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928 NBC-NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned By.....KSTP, Inc.
 Bus.-Studio Address.....3415 University Ave.,
 3415 University Ave. S.E., St. Paul-Minne-
 apolis
 Phone Number.....Prior 2717
 Transmitter Location.....County Rd. C. &
 Hway. 61, St. Paul
 Air Time.....Unlimited
 News Service.....AP, INS, Radio News Assn.
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Standard
 Representative.....Edward Pety
 Membership.....NAB
 President, Gen. Mgr.....Stanley E. Hubbard
 V.P., Asst. Manager.....K. M. Hance
 Commercial Manager.....Miller C. Robertson

Production Manager.....C. Brooks Henderson
 Promotion-Publicity Director.....Joe Cook
 News Director.....Walt Raschick
 Actg. Chief Engineer.....John McMahon
 Farm Director.....Gary Wiegand
 (See Page 470)

KTRF

THIEF RIVER FALLS—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Henry K. Arneson
 Bus.-Studio-Transmitter Address.....Thief River
 Falls
 Phone Number.....13-14
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC,
 Keystone
 Representative.....Walker
 Membership.....NAB, BMB
 President.....H. K. Arneson
 Commercial Manager.....A. C. Christofferson
 Production Director.....T. E. Speer
 Publicity Director.....Kay Barzen
 Chief Announcer.....R. G. Boddick
 Musical Director.....James E. Arneson
 Chief Engineer.....H. J. Bothman

WHLB

VIRGINIA—1936

NBC-NORTHWEST-ARROWHEAD

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Head of the Lakes Bcstg.
 Business-Studio Address.....Virginia
 Phone Number.....Virginia 2000
 Air Time.....6:25 a.m.-11:09 p.m.
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....Morgan Murphy
 General Manager.....Walter Bridges
 Sta.-Comm.-Sales Prom. Mgr.....A. F. Nelson
 Chief Engineer.....Norman Gill

KWAD

WADENA—1948

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Associated Bcstrs., Inc.
 Bus.-Studio Address.....First Natl. Bank Bldg.
 Phone Number.....920
 News Service.....UP
 Transcription Service.....Cole, Capitol
 Representatives.....McGeehan & O'Mara,
 Bulmer & Johnson
 President.....C. V. Phillips
 Gen. Mgr., Chief Engineer.....H. G. Alexander
 Commercial Manager.....Carl E. Holt
 Program Director.....Esther Marie Hosterman

K W L M

WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Fool Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NAB, BMB
 President, Gen. Station Manager, H. W. Linder
 V.P., Chief Engineer Willard Linder
 Comm. Mgr., Prog. Dir. Jack Lynch
 Publicity Director Don Linder
 Chief Announcer Joe Martinson

K W N O

WINONA—1938—ABC-DAIRYLAND

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Tower Bluff
 Air Time 6 a.m.-M.

News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB, BMB, FMA
 President M. H. White
 General-Commercial Manager Ken Marsh
 Program Director Doris Cooper
 Publicity Director Ethel Goetzman
 Chief Announcer Charles Williams
 Chief Engineer Stanley Johnson

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Bus. Studio Address Thompson Hotel Bldg.
 Phone Number 2-7310-1
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NAB
 President R. W. Olson
 General-Commercial Mgr. Wallace E. Stone
 Program Director Frank W. Endersbe
 Chief Engineer Clinton W. Knapp
 Farm Editor Richard W. Olson

MISSISSIPPI

*Estimated Population 2,121,000—Increase —2.9%—Radio Homes 426,300
 Total Families 533,600—Stations in State 35*

W L O X

BILOXI—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WLOX Bcstg. Co.
 Bus. Studio-Transmitter Address Buena Vista
 Hotel
 Phone Number 683
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB
 President James S. Love, Jr.
 Gen. Station Mgr., Pub. Dir. Gene Tibbett
 Comm. Sales Prom. Mgr. Carl H. Upchurch
 Program Director Hugh Smith
 Production Director Dorothy Harris
 Chief Announcer Ken Carlton
 Musical Director Gwen Gollotte
 Chief Engineer Thomas B. Majure
 Farm Editor Jerry Thompson

W J M B

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Brookhaven Bcstg. Co.
 Address P. O. Box 115
 Phone Number 1298
 Gen.-Comm. Manager Tullius Brady
 Prog. Dir., Prom. Mgr. Chuck Allen
 Chief Engineer Tom Pharris

W R O X

CLARKSDALE—1934 MID-SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By The Imes Estate
 Operated By Birney Imes, Jr.
 Business Address Delta Ave.
 Phone Number 1566-7
 Studio Address Delta Ave. (downtown)
 Transmitter Location Delta Ave.
 (outside city limits)
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP

MISSISSIPPI

Representative.....Sears & Ayer
Membership.....NAB
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Commercial Manager.....H. E. Gurney
Chief Announcer.....Jack Cristil
Musical Director.....John Thomas
Chief Engineer.....R. Wilson
Farm Editor.....Bill Dollarhite

WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WCJU, Inc.
Operated By.....Lester Williams
Business Address.....WCJU, Columbia
Phone Number.....755-6
Studio Address.....So. Main St.
Transmitter Location.....Hway, 24. S.
News Service.....AP
Transcription Service.....World, Keystone
Owner, Gen. Mgr.....Lester Williams
Asst. Mgr., Prog. Dir.....Charles E. Newman, Jr.
Chief Announcer.....Bill Barrett
Chief Engineer.....Ray Tolar
Farm Editor.....John Bleckley

WCBI

COLUMBUS—1940
MBS-KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes
Business-Studio Address.....Gilmer Hotel
Phone Number.....1313
Transmitter Location.....Foot of Main St. So.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Keystone
Representative.....Sears & Ayer
Membership.....NAB
President.....Birney Imes
General Manager.....Bob McRaney
Station-Comm. Mgr.....James Eatherton
Sales Promotion Manager.....Bob McRaney
Program Director.....Herbert Taylor
Chief Announcer.....Dick Crago
Musical Director.....Jim Frazier
Chief Engineer.....Thomas McFerrin
Farm Editor.....Chuck Delaney

WCMA

CORINTH—1945—MBS-DIXIE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number.....1166-7
Transmitter Location.....Hway, No. 72 E.
Air Time.....5:30 a.m.-M.
News Service.....UP

Transcription Service.....World
Representative.....Burn Smith
Membership.....NAB, BMB
President.....Dr. Frank M. Davis
V.P., General Mgr.....Aaron B. Robinson
Station-Comm.-Sales Prom. Mgr.....John E. Bell
Prog.-Prod.-Pub. Dir.....William T. McLain
Chief Announcer.....Almos S. Young
Musical Director.....George S. Irving
Chief Engineer.....William M. Essary
Farm Editor.....Thomas J. Williams

WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....David M. Segel
Bus.-Studio Address.....316 Washington Ave.
News Service.....UP
Owner, General Mgr.....David M. Segel
Station Manager.....Merle Stein
Chief Engineer.....Welton Jetton

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Services Co., WJPR
Business-Studio Address.....107 So. Poplar St.
Phone Number.....2434-5
Transmitter Location.....N. on Hway. 1
Air Time.....6 a.m.-11 p.m.
News Service.....AP
T-anscription Service.....Associated, Capitol,
Keystone
Representative.....Sears & Ayer
Membership.....NAB, BMB
General-Station Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Paul Artman
Chief Announcer.....Bill McHan
Musical Director.....Eddie Guss
Chief Engineer.....Percy L. Kuhn

WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....F. C. Ewing
Phone Number.....1900
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Keystone
Membership.....NAB
President.....P. K. Ewing, Sr.
General-Station Manager.....F. C. Ewing
Commercial Manager.....Van Power
Production Director.....Grace Harris
Publicity Director.....Tip Allen
Chief Announcer.....Dan Smith
Musical Director.....Curtis Caffy
Chief Engineer.....Louis Pierce

W G C M

GULFPORT—1929—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....WGCM Bcstg. Co.
 Bus.-Studio Address.....Hewes-Martin Bldg.
 Phone Number.....1110
 Air Time.....5:55 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB
 Gen.-Sta.-Comm. Mgr.....Hugh O. Jones
 Sales Prom.-Prod. Mgr., Prog. Dir.....C. E. Vann
 Publicity Director.....Marc Leon
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—1926

NBC-REBEL-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Forrest Bcstg. Co.
 Business-Studio Address.....302 Hemphill St.,
 P. O. Box 312
 Phone Number.....1866-7
 Transmitter Location.....Cor. 25th Ave. &
 W. 7th St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Capitol,
 Keystone
 Representative.....George P. Hollingbery
 Membership.....NAB
 President, General-Station Mgr.....C. J. Wright
 Commercial Manager.....H. L. Patterson
 Program Director.....E. M. Jenkins
 Chief Engineer.....B. B. McLemore

W H S Y

HATTIESBURG—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By.....Hub City Bcstg. Co.
 Bus.-Studio Address.....920 S. Lawrence St.
 Partners.....Charles Welmer Holt,
 Marvin Reubin, Vernon J. Cheek

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 Number.....2-1183
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB

General Manager.....Wiley P. Harris
 Commercial Manager.....Frank Gentry
 Program Director.....Howard Langfitt
 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 Number.....3-9681
 Transmitter Location.....Pleasant Ave.
 Air Time.....6 a.m.-12:10 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....FMA
 President, General Manager.....Withers Gavin

W J X N

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Ewing Bcstg. Co.
 Business-Studio Address.....Deposit Guaranty
 Bank Bldg.
 Phone Number.....4-6673
 Transmitter Location.....Fair Grounds
 Co-Managers.....P. K. Ewing, Jr.; F. C. Ewing
 Station Manager.....James T. Ownby

W R B C

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Rebel Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 986,
 125 So. Lamar
 Phone Number.....3-9641
 Transmitter Location.....Fannin Rd., Luckney
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Branham
 Membership.....NAB, BMB
 President.....T. E. Wright
 General Manager.....John Cleghorn
 Sales-Sales Prom. Mgr.....J. W. Carlier
 Prog. Dir., Farm Editor.....Forrest Cox
 Production Director.....Les Birchfield
 Publicity Director.....Frank Mayerhoff
 Chief Engineer.....G. G. Benson

W S L I

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
 Studio Address.....Robert E. Lee Hotel

MISSISSIPPI

Transmitter Location Hwy. 51 N.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President C. H. Russell
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Sales Promotion Manager M. B. Wray
 Program Director B. K. Smith
 Chief Announcer Bill Lohmeier
 Musical Director Roger Noble
 Chief Engineer C. A. Perkins
 Fa.m Editor Jim Neal

Phone Number 420
 Transmitter Location E. 19th St.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Membership NAB
 President C. H. Leggett
 General-Station Manager Hugh M. Smith
 Commercial Manager W. E. Jones
 Program Director David Kane
 Publicity Director Dean Matteson
 Chief Engineer Ed Pierce

W K O Z

KOSCIUSKO—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Kosciusko Bcstg. Co.
 Business Address P. O. Box 392
 Phone Number 782
 Studio Address Jefferson St.
 Transmitter Location Golf Course Rd.
 Air Time 5a.m.-10 p.m.
 News Service AP
 Transcription Service Capitol, World,
 Keystone
 Membership NAB
 General-Station Manager Cy. N. Bahakel
 Commercial Manager Melvin C. Lee
 Program Director Mims Boswell, Jr.
 Chief Engineer George C. Ray

W A M L

LAUREL—1935—NBC-REBEL-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Laurel Radio Station,
 Inc.
 Business-Studio Address 535½ Central Ave.
 Phone Number 288, 1575
 Transmitter Location Laurel Fairgrounds
 Air Time 6 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative George P. Hollingbery
 Membership NAB
 President D. A. Matison, Sr.
 General-Station Manager Granville Walters
 Comm. Sales Prom. Manager M. M. Caver
 Program Director Stanley Walters
 Chief Announcer, Musical Dir. Ed Breland
 Chief Engineer Clyne Graves

W L A U

LAUREL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southland Bcstg. Co.
 Business-Studio Address 437 N. Magnolia St.

W M B C

MACON—1946—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Mississippi Bcstg. Co., Inc.
 Business-Studio Address Thomas Jefferson
 Hotel
 Phone Number 310
 Transmitter Location Old Starkville Rd. near
 city limits
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 President, General Manager Withers Gavin

W A P F

McCOMB—1948—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By Southwestern Bcstg. Co. of
 Mississippi
 Business-Studio Address Sarphe Bldg.,
 Box 604
 Phone Number 1884
 Transmitter Location 2 Mi. S.W. of city
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, Keystone
 President Dr. J. P. Melvin
 General-Station Manager Wyllard G. Stone
 Program Director Harold Hill
 Chief Announcer, Farm Editor Malcom Jones
 Chief Engineer Philip Brady

W S K B

McCOMB—1937—MISS.

Frequency: 1250 Kc. Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By McComb Bcstg. Corp.
 Address P. O. Box 111
 Phone Number 37
 News Service AP
 Transcription Service Associated, Capitol
 Representative Gene Grant
 President, Gen. Mgr. George Blumenstock
 Commercial Mgr. Jack Evans Jones
 Program Director Julia Blumenstock
 Promotion Manager Charles Palmer
 Chief Engineer Robert Louis Sanders

W C O C

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 1042
Transmitter Location Hwy. 45 N.
Air Time 6 a.m.-12:10 a.m.
News Service UP
Transcription Service Standard
President, General Manager Withers Gavin
Program Director Mrs. Withers Gavin

W M O X

**MERIDIAN—1946
MBS-KBS-MIDSOUTH**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Business-Studio Address WMOX Bldg.
Phone Number 495
Transmitter Location 31st Ave. S.
Air Time 5:30 a.m.-M.
News Service AP
Transcription Service World, Keystone
Representative Sears & Ayer
Membership NAB, BMB
Owner Birney Imes, Jr.
General Manager Bob McRaney
Station-Sales Prom. Mgr. Jerry Kerns
Commercial Manager Jerry Kerns
Program Director Mary Fane Collins
Production Director Chris Everson
Pub. Dir., Chief Announcer Jim Shelton
Musical Director Marilyn Lawrence
Chief Engineer Al Betmarik
Farm Editor Earl Hanna

W T O K

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Meridian Bcstg. Co.
Business Studio Address Citizens Natl. Bank
Bldg.
Phone Number 5070
Transmitter Location 3rd Ave. & 20th St.
Air Time 6 a.m.-11:05 p.m.
News Service INS
Transcription Service Lang-Worth
Representative Headley-Reed
Pres., General-Station Mgr. Robert F. Wright
Comm.-Sales Prom. Mgr. William B. Crooks
Prog.-Pub. Director Frank Hollifield
Chief Announcer Cecil Germany
Chief Engineer Joe H. Saxon

W M I S

NATCHEZ—1941—NBC-KBS-LA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Natchez Bcstg. Co.
Business-Studio Address 615 Main St.
Phone Number 580
News Service AP
Transcription Service Lang-Worth
President P. K. Ewing
Gen.-Prom. Mgr. P. K. Ewing, Jr.
Commercial Mgr. Paul Schilling
Program Dir. Wilma Nichols
Chief Engineer George W. Wilson

W H O C

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By William Howard Cole
Bus.-Studio-Transmitter Address Hways 15 &
16, ext. of Beacon St.
Phone Number 740
Air Time Unlimited
News Service UP
Transcription Service World, Cole, Keystone
Membership NAB
Owner William Howard Cole
General Manager W. C. DeHority
Prog. Dir., Chief Announcer Jim Sparks
Chief Engineer F. H. Frantz

W A C R

STARKVILLE—1948—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
Owned By Mississippi Bcstg. Co., Inc.
Business Address Starkville
Air Time Daytime
President, General Manager Withers Gavin

W S S O

STARKVILLE—1948—MID-SOUTH

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Starkville Bcstg. Co.
Business-Studio Address WSSO Bldg.
Phone Number 1230
News Service AP
Transcription Service Capitol
Partners Joe Phillips, Grady Imes,
J. P. Hartness, C. C. Hollinshead
General Manager Joe Phillips
Comm. Mgr., Prog. Dir. Bob Whitely

W E L O

**TUPELO—1944
MBS-KBS-MID SOUTH**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tupelo Bcstg. Co.

MISSISSIPPI

Business-Studio Address.....WEL0 Bldg.,
So. Spring St.
Phone Number1400-1
Transmitter Location.....Hway. 45 So.
Air Time.....5:43 a.m.-11 p.m.
News ServiceAP
Transcription Service.....Keystone
Representative.....Sears & Ayer
Membership.....NAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Comm.-Sales Prom. Manager. Reeves Whirley
Prog.-Prod.-Pub. Director.....Gene Gratz
Chief Engineer.....LeRoy Green

W Q B C

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Hotel Vicksburg
Phone Number312
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11 p.m.
News ServiceAP
Transcription Service.....World, Keystone
Representative.....Sears & Ayer
Membership.....NAB, BMB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Chief Engineer.....C. E. Drake
Farm Editor.....Charles Nabors

W V I M

VICKSBURG—1948 MISS. DIAMOND

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business Address.....708 Clay St.
Phone Number1920-1
Studio Address.....Hotel Carroll
Transmitter Location.....Thompson & Floyd Sts.
Air Time.....6:30 a.m.-M.
News ServiceAP
Transcription Service.....Lang-Worth
Membership.....NAB
Partners.....P. K. Ewing, Jr., F. C. Ewing,
Myrtle M. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Manager.....Walter F. Smith, Jr.
Program Director.....Paul Simpkins
Chief Engineer.....W. A. Lewis

W R O B

WEST POINT—1947 MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Bus.-Studio-Transmitter Address.....Forrest St.

Phone Number807
Air Time.....6 a.m.-11 p.m.
Transcription Service.....Keystone
Representative.....Sears & Ayer
President, General Mgr.....Bob McRaney, Sr.
Sta.-Comm.-Sales Prom. Mgr.,
Publicity Director.....Ed McRaney
Prog. Dir., Chief Announcer,
Chief Engineer.....John E. King, Jr.
Prod.-Musical Dir.....Hugh W. Shankle

W A Z F

YAZOO CITY—1947—MISS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Yazoo Bcstg. Co.
Operated By.....Barrier, Holmes & Barrier
Business Address.....P. O. Box 14
Phone Number1040
Studio Address.....321 S. Main St.
Transmitter Location.....State Hway, 49 E.
Air Time.....6 a.m.-10 p.m.
News ServiceAP
Transcription Service.....World, Keystone
President.....H. T. Barrier
General-Comm. Manager.....Guy Corley
Station-Sales Promotion Manager, Program-
Publicity Director.....R. A. Novak
Production Director.....Beverly Warren
Chief Announcer, Musical Director,
Farm Editor.....Warren Desmond
Chief Engineer.....D. A. Flinspach

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.

Listeners In Kansas City's Primary Trade Area VOTE FOR The **KMBC-KFRM** Team

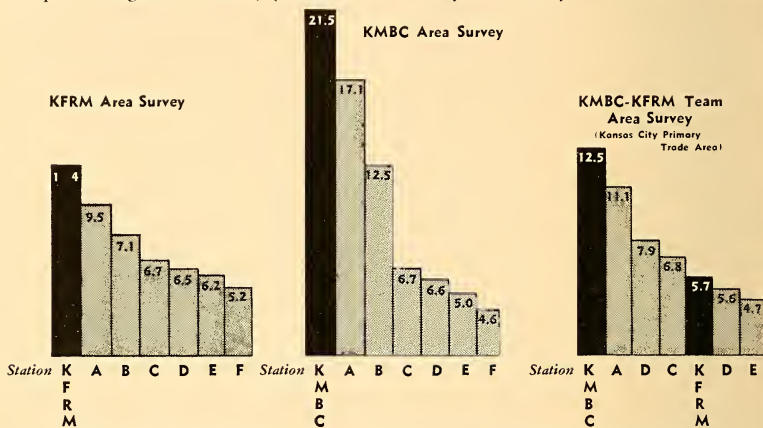
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a

daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by

Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

KMBC

OF KANSAS CITY



Represented Nationally by
FREE & PETERS, INC.

KFRM

For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

MISSOURI

Estimated Population 3,947,000—Increase +4.3%—Radio Homes 1,072,800
Total Families 1,137,400—Stations in State 39

KFVS

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 Number 2104-5
Transmitter Location Illinois
Air Time Unlimited
News Service UP
Membership NAB, BMB
President, General Manager Oscar C. Hirsch
Station-Comm. Manager Ralph Hirsch

KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned By Carthage Bcstg. Co.
Operated By L. C. McKenney, J. J. Daly
Bus.-Studio-Transmitter Address 1201 E.
Chestnut
Phone Number 2648
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Thesaurus, Capitol,
Keystone
Membership NAB
Station Manager L. C. McKenney
Commercial Manager J. J. Daly
Sales Promotion Manager Phil Hannum
Program Director Lee Crocker
Publicity Director Bob Young
Chief Engineer Jack Langford
Farm Editor B. P. Cameron

KFRU

COLUMBIA—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By KFRU, Inc.
Operated By H. J. Waters,
Mahlon R. Aldridge, Jr.
Business Address 13 S. 8th St.
Phone Number 4141
Studio-Transmitter Location Hickman Hall,
Stephens College
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative John Blair
Membership NAB, BMB
President H. J. Waters, Jr.
Gen.-Station-Comm.-Sales Promotion
Manager Mahlon R. Aldridge, Jr.
Program Director Harold Douglas
Publicity Director M. R. Aldridge, Jr.
Chief Engineer Robert Haigh

KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By Cecil W. Roberts
Business Address Farmington
Phone Number 710
Studio-Transmitter Address Burks Rd. &
Webster St.
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth, Keystone
Owner Cecil W. Roberts
Station Manager Mrs. Mary Burton
Sales Manager Howard G. Rion
Chief Engineer Kermit Barker

KFMO

FLAT RIVER—1947

GRIESE DIECK

Frequency: 1240 Kc. Power: 250 Watts
Owned By Lead Belt Bcstg. Corp.
Operated By Oscar C. Hirsch
Business-Studio Address Flat River
Phone Number 1000
Transmitter Location U. S. Hwy. 61
Air Time Unlimited
News Service UP
Transcription Service Cole
Representative John E. Pearson
Membership NAB
President, General Manager Oscar C. Hirsch
Station-Comm. Mgr. James F. Collins
Program-Production Dir. Virginia Collins

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Courier-Post Publishing Co.
Business-Studio Address 102-A Broadway
Phone Number 3450
Transmitter Address 6 Mi. S. of Hannibal
on Old New London Dirt Rd.
Air Time 5:30 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB, BMB
Sec.-Treas. E. L. Soarks
Gen.-Sta.-Sales Prom. Mgr. Wayne W. Cribb
Commercial Manager R. A. Conner
Program Director Paul McClelland
Publicity Director Larry Grand
Chief Engineer Ben Parrish
Farm Editor George Allen, Jr.

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. 9810
 Transmitter Location 28th & Northern Blvd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 Membership NAB
 General Manager Craig Siegfried
 Program Director John Waddell
 Chief Announcer Harry Becker
 Musical Director Kaye Elliotte
 Chief Engineer Eldon Ryan

KWOS

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 Number 4000
 Transmitter Location St. Mary's Blvd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Keystone
 Representative Sears & Ayer
 Membership BMB
 President R. C. Goshorn
 General Manager Catherine Roer
 Chief Engineer Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc. Power: 5200 Watts d.;
 1000 Watts n.
 Owned-Oper. By Four States Bcsters, Inc.
 Business-Studio Address 1025 Main
 Phone Number 1310
 Transmitter Location N.W. of Joplin
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Walker
 President Harry Easley
 General Manager W. H. Clark
 Program Director Ray Arvin
 Chief Engineer Ralph Meador

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Time, Inc.
 Business-Studio Address Hotel Connor
 Phone Number 7260
 Transmitter Location 1928 W. 13th St.
 Air Time 6 a.m.-M.

News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB
 President, Gen.-Sta.-Comm. Mgr.
 Publicity Director Austin A. Harrison
 Sales Promotion Mgr. Rot V. Whisnand
 Prog.-Prod.-Musical Dir. Noel E. Ball
 Chief Announcer Claude Evans
 Chief Engineer Austin A. Harrison

WMBH

JOPLIN—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joplin Bcstg. Co.
 Business-Studio Address Frisco Bldg.
 Phone Number 330
 Transmitter Location 15th & Munroe
 Air Time 18 Hrs.
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Sears & Ayer
 Membership NAB, BMB
 Pres., Gen.-Station-Comm. Mgr. D. J. Poynor
 Sales Prom. Mgr., Pub. Dir. Dave Blair
 Program Director Charlotte Tappana
 Production Director Mary Curtis
 Chief Announcer Leonard Brown
 Musical Director Stella Lukens
 Chief Engineer Dick Meek
 Farm Editor Charles McIntire

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By KCMO Bcstg. Co.
 Business-Studio Address 1515 Commerce
 Bldg.
 Phone Number Baltimore 1234
 Transmitter Location Nashua
 Air Time 20 Hrs.
 News Service AP, UP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NAB, BMB
 President Tom L. Evans
 Gen.-Comm.-Sta. Mgr. E. K. Hartenbower
 Asst. Manager Clarence E. Brezeczal
 Sales Prom. Mgr., Pub. Dir. F. C. Strawn
 Program Director S. B. Tremble
 Production Director Kenneth Heady
 Chief Announcer Dal Stallard
 Musical Director Eugene Moore
 Chief Engineer Karl Troeglen
 Farm Editor C. W. Jackson

MISSOURI

K F R M

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By: Midland Bcstg. Co.
 Business-Studio Address: Pickwick Hotel
 Phone Number: HA. 2650
 Transmitter Location: 10 Mi. S. of Concordia,
 Kansas

Air Time: Sunrise-sunset
 News Service: AP, UP
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Arthur B. Church
 V.P., General Manager: Karl Koerper
 V.P. in Chg. of Sales: Sam H. Bennett
 Promotion Director: John S. McDermott
 Program Director: Rod B. Cupp
 Production Director: Fran Heyser
 Chief Announcer: Lee Stewart
 Musical Director: P. Hans Flath
 Chief Engineer: Ray Moler
 Farm Editor: Phil Evans

(See Page 482)

K M B C

KANSAS CITY—1922—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Midland Bcstg. Co.
 Business-Studio Address: Pickwick Hotel
 Phone Number: HArrison 2650
 Transmitter Location: 50th & Belinder,
 Johnson County, Kansas

Air Time: 5 a.m.-M.
 News Service: AP, UP
 Transcription Service: Associated, World
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Arthur B. Church
 V.P., Managing Director: Karl Koerper
 V.P., Sales: Sam H. Bennett
 Promotion Director: John S. McDermott
 Program Director: Rod Cupp
 Production Director: Fran Heyser
 Chief Announcer: Lee Stewart
 Musical Director: P. Hans Flath
 Chief Engineer: Ray Moler
 Farm Editor: Phil Evans

(See Page 482)

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By: The Kansas City Star Co.
 Business-Studio Address: 1729 Grand Ave.
 Phone Number: HArrison 1200
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard
 Representative: Edward Petry

Membership: NAB, BMB
 President: Roy A. Roberts
 General-Station Manager: Dean Fitze
 Comm.-Sales Prom. Mgr.: Manne E. Russo
 Prog. Dir., Prod. Mgr.:
 Musical Director: Harry J. Kaufmann
 Chief Engineer: J. A. Flaherty

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By: WHB Bcstg. Co.
 Business-Studio Address: Scarritt Bldg.,
 9th & Grand Ave.
 Phone Number: HArrison 1161
 Transmitter Location: Route No. 1, Liberty
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: John Blair
 Membership: NAB, BMB
 Pres., Comm. Mgr.: Donald Dwight Davis
 General-Station Mgr.: John T. Schilling
 Sales Promotion Manager: Mori Greiner
 Program Director: Dick Smith
 Publicity Director: Warren Bowman
 Chief Announcer: Bob Grinde
 Musical Director: Ednalee Crouch
 Chief Engineer: Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts d.
 Owned-Operated By: Kennett Bcstg. Corp.
 Bus.-Studio-Transmitter Address: Kennett
 Phone Number: 830
 Air Time: Daytime
 News Service: AP
 Transcription Service: Standard, SESAC
 Membership: NAB, BMB
 President, General Manager: Paul C. Jones
 Program Director: Ray Van Hooser
 Chief Engineer: Robert H. Conner

K I R X

KIRKSVILLE—1947—GRIESE DIECK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: North Mo. Bcstg. Co.
 Bus.-Studio-Transmitter Address: KIRX Bldg.
 Phone Number: 86
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol, Standard
 Membership: NAB, BMB
 General-Station Manager: Samuel A. Burk
 Commercial Manager: John O. Conwell
 Program Director: Lee Jones
 Chief Announcer: Carl Fisher
 Chief Engineer: Leon Brauhn

MORE

POWER

*Now ... 5000 WATTS both day and NIGHT
on 550 KC...the most desirable spot on the dial...
to provide a THREE BILLION DOLLAR MARKET of
THREE MILLION POPULATION for nighttime advertisers*



KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

KLWT

LEBANON—1947—MBS

Frequency 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 221 E. Commercial St.
 Phone Number 1015
 Transmitter Location Buffalo Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 President Robert C. Fields
 General Manager O. R. Wright
 Prog.-Musical Director Thomas H. Miller
 Production Director Harold E. Molt
 Chief Engineer E. L. Hendry

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Audrain Bcstg. Corp.
 Address P. O. Box 260
 News Service AP
 Transcription Service Capitol
 Representative John E. Pearson
 President John Badaracco
 General Manager P. H. Cunningham
 Program Director Marge Studer
 Chief Engineer R. A. Bevier

KWOC

POPLAR BLUFF—1938
 MBS-GRIESEDECK-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By A. L. McCarthy,
 J. H. Wolpers
 Bus.-Studio-Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service SESAC, Keystone
 Representative John E. Pearson
 Membership NAB
 Chief Owner A. L. McCarthy
 Gen.-Station-Commercial-Sales Prom.
 Manager William R. Tedrick
 Program-Production Dir. Byron Kearbey, Jr.
 Publicity Director John A. Thies
 Chief Announcer Tom Hunnicutt
 Chief Engineer Don M. Lidenton
 Farm Editor W. F. James

KTRR

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Show-Me Bcstg. oC.
 Bus.-Studio-Transmitter Address P. O. Box 567,
 Soest Rd.
 Phone Number 380
 Air Time 6 a.m.-11 p.m.

News Service AP
 Transcription Service Capitol, SESAC,
 Keystone
 Pres., Gen.-Station Mgr. Luther W. Martin
 Program Director Mary Kay Montallo
 Chief Engineer Martin M. Mitchum
 Farm Editor Wilson C. Burkhead

KFEQ

ST. JOSEPH—1926—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio 814 Frederick Ave.
 Phone Number 4-0813-4
 Transmitter Location Hwy. No. 71
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Headley-Reed
 President, General Manager Barton Pitts
 Commercial Manager Glenn G. Griswold
 Promotion Manager J. Ted Branson
 Program Director R. Thompson Mabie
 Chief Engineer J. Wesley Koch
 Farm Editor Harold J. Schmitz

KRES

ST. JOSEPH—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Missouri Valley Bcstg. Corp.
 Business-Studio Address 7th & Edmond Sts.
 Phone Number 4-6346
 Transmitter Location Hwy. 59
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative McGeehan & O'Mara
 Membership NAB, BMB
 President B. L. Kaufmann
 Gen.-Sta.-Comm.-Sales Prom. Mgr.
 Publicity Director Robert D. Buchanan
 Program Director Allen Neefee
 Prod. Dir., Chief Announcer Ken Gooding
 Chief Engineer Charles Weismann
 Farm Editor Bill Sharpe

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Phone Number Main 1111
 Transmitter Location Hwy. 66, Granite City,
 Ill.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NAB
 President Joseph Pulitzer
 General Manager George M. Burbach
 Commercial Manager Edward W. Hamlin

K M O X

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned-Oper. By . . . Columbia Bcstg. System, Inc.
 Business-Studio Address . . . 401 So. 12th St.
 Phone Number . . . Central 8240
 Transmitter Location . . . Route No. 2, Granite
 City, Ill.
 Air Time . . . Unlimited
 News Service . . . AP, UP
 Transcription Service . . . Lang-Worth, Associated
 Representative . . . Radio Sales
 Membership . . . NAB, BMB
 General Manager . . . Wendell B. Campbell
 Local Sales . . . P. S. Anderson
 National Spot . . . C. Gilman Johnston
 Sales Promotion Manager . . . Albert J. Gredell
 Program Director . . . T. A. Bland
 Production Director . . . George M. Clare
 Publicity Director . . . Robert S. Holcomb
 Musical Director . . . Stan Daugherty
 Chief Engineer . . . Harry Harvey
 Farm Editor . . . Ted Mangner

KSTL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Radio St. Louis, Inc.
 Business-Studio Address . . . American Hotel,
 Seventh at Market
 Phone Number . . . MA. 0600
 Transmitter Location . . . 999 So. Sixth St.,
 E. St. Louis, Ill.
 Air Time . . . Sunrise-sunset
 News Service . . . UP
 Transcription Service . . . Standard
 Representative . . . Lorenzen & Thompson
 Membership . . . NAB
 President . . . Frank E. Pellegrin
 General Manager . . . Ralph L. Stufflebam
 Sales Promotion Manager . . . Dick J. Kasten
 Prog.-Musical Director . . . Edward M. Galloway
 Chief Announcer . . . B'ad Harrison
 Chief Engineer . . . John H. Fleet

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By . . . Thomas Patrick, Inc.
 Bus.-Studio Address . . . 9th Fl. Ho'e! Chase
 Phone Number . . . ROsedale 3210
 Transmitter Location . . . 500 Logan St., Baden
 Air Time . . . Unlimited
 News Service . . . AP
 Transcription Service . . . World
 Representative . . . Paul H. Raymer
 President, General Mgr. . . Robert T. Convey
 V.P., Station Director . . . Ray E. Dady
 Asst. Station Dir. . . John W. Tinnea
 V.P., Sales Mgr. . . V. E. Carmichael

Merchandising Mgr. Russell C. Kaiser
 Production Mgr. John Traxler
 Chief Engineer N. J. Zehr

KXLW

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . St. Louis County Bcstg. Co.
 Bus.-Studio Address . . . 8135 Forsythe Blvd.
 Phone Number . . . Delmar 1320
 Transmitter Location . . . 9700 Old Bonhomme Rd.
 Air Time . . . 6 a.m.-local sunset
 News Service . . . AP, UP
 Representative . . . Forjoe
 President, General Mgr. . . Guy Runnion
 Promotion Mgr. . . Edgar J. Mothershead
 Sales Manager . . . Myles J. McNally
 Program Director . . . Pat O. Bradley

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Star-Times Publishing Co.
 Business-Studio Address . . . 12th & Delmar
 Phone Number . . . CHestnut 3700
 Transmitter Location . . . Madison, Ill.
 Air Time . . . Unlimited
 News Service . . . AP, INS, UP
 Transcription Service . . . Associated, Standard
 Representative . . . John Blair
 Membership . . . NAB, BMB
 President . . . Elzey Roberts
 General Manager . . . C. L. Thomas
 Commercial Manager . . . V. N. Springgate
 Sales Promotion Manager . . . Foster H. Brown
 Program Director . . . Elmer Muschany
 Production Director . . . Robert Holt
 Publicity Director . . . Harry Renfro
 Musical Director . . . Robert Gotch
 Chief Engineer . . . Arthur F. Rekart
 Farm Editor . . . Charley Stookey

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . The St. Louis University
 Bus.-Studio-Transmitter Address . . . 3642 Lindell
 Blvd.
 Phone Number . . . FRanklin 5665
 Air Time . . . 6 a.m.-local sunset
 News Service . . . INS
 Transcription Service . . . World, Standard,
 Lang-Worth
 Representative . . . John E. Pearson
 Membership . . . NAB, FMA
 President (St. Louis U.) . . . Very Rev. Patrick
 J. Holloran, S.J.
 General Manager . . . Nicholas Pagliara
 Commercial Manager . . . Leonard Frankel

Program Director.....Don Lochner
 Production Director.....Syl Binkin
 Publicity (St. Louis U. Public Relations)
 Chief Announcer.....O. J. McQuigg
 Musical Director.....Ralph Stein
 Chief Engineer.....Joseph A. Volk

W I L
ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Missouri Bcstg. Corp.
 Business-Studio Address.....3601 Lindell Blvd.
 Phone Number.....Jefferson 8403
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth,
 MacGregor
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....L. A. Benson
 Program Director.....Neil Norman
 Publicity Director.....Mel Kampe
 Chief Engineer.....Edward Goodberlet

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Donze Co.
 Business Address.....P. O. Box 352
 Phone Number.....580
 Studio Address.....245 Merchant St.
 Transmitter Location.....Maxwell Hill
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 President, General Manager.....Elmer L. Donze
 Station-Comm. Mgr.....Norbert B. Donze
 Sales Promotion Manager.....Donald M. Donze
 Prog. Dir., Farm Editor.....C. M. Poindexter
 Prod.-Pub. Director.....William Bullington
 Chief Announcer.....James Toebe
 Musical Director.....Aileen Donze
 Chief Engineer.....Murel L. Rose

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Milton J. Hinlein
 Bus.-Studio Address.....2100 W. Broadway
 Phone Number.....4004-5
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Forjice
 Membership.....NAB
 President.....Milton J. Hinlein
 General Manager.....Herbert W. Brandes
 Commercial Manager.....James F. Glenn

K S I M

SIKESTON—1948—GRIESE DIECK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By...Sikeston Community Bcstg. Co.,
 Inc.
 Operated By.....H. C. Young
 Bus.-Studio-Transmitter Address.....Hwy. 60 W.
 Phone Number.....1
 Air Time.....Unlimited
 News Service.....AP
 Representative.....H. C. Young
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,
 Program Director.....H. C. Young
 Chief Engineer.....Ralph Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Springfield Bcstg. Co.
 Address.....605 Boonville Ave.
 Phone Number.....3-3200
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....Tams Bixby, Jr.
 Gen.-Comm. Mgr.....J. Gordon Wardell
 Program Director.....Carl Fox
 Promotion Manager.....Dudley Morris
 Chief Engineer.....E. Dennis White

K T T S

SPRINGFIELD—1941—CBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Bus.-Studio-Transmitter Address...Chamber of
 Commerce Bldg.
 Phone Number.....4304
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....BMB
 President.....J. H. G. Cooper
 Gen.-Sta.-Sales Prom. Mgr....G. Pearson Ward
 Commercial Manager.....Bob Burke
 Program Director.....Wendel Smith
 Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned Operated By.....Ozarks Bcstg. Co.

Business-Studio Address . . . 606 E. St. Louis St.
 Phone Number 3-2800
 Transmitter Location So. Fremont Rd.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., Gen.-Station Manager . . . Ralph D. Foster
 Commercial Manager Leslie L. Kennon
 Promotion Manager Jean Lightfoot
 Program Director Bill Ring
 P.roduction Director Lou Black
 Chief Engineer Fritz Bauer
 Farm Editor C. C. Keller

KWPM

WEST PLAINS—1947
 KBS-GRIESEDIACK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Bus.-Studio-Transmitter Address . . E. Abe Taylor
 Blvd.
 Phone Number 700
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 President, General Mgr. Robert F. Neathery
 Commercial Manager Fritz Williams Dixon
 Program Director Nola Langston

MONTANA

*Estimated Population 511,000—Increase —8.6%—Radio Homes 134,900
 Total Families 138,800—Stations in State 23*

KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mosby's, Inc.
 Business Address P. O. Box 727
 Phone Number 136
 Studio-Transmitter Location Lincoln St.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB
 President A. J. Mosby
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director H. Michael
 Program-Production Dir. Jack Combes
 Chief Announcer John Dziak
 Chief Engineer Kenneth Farrance

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Northwestern Auto Supply
 Co.
 Bus.-Studio Address 5th & No. Broadway
 Phone Number 2222
 News Service UP
 Transcription Service Thesaurus, World,
 Standard, SESAC
 Representative Katz
 President C. O. Campbell
 General Manager Edward Yocum
 Sta. Mgr., Prog. Dir. M. V. Braunberger
 Chief Engineer Jeff A. Kichli

KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bcstg. Co.
 Bus.-Studio-Transmitter Address . . . W. of City
 Phone Number 3838, 9-2389
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, Keystone
 Representative Avery-Knodel
 Membership NAB
 President Don C. Foote
 General-Station Mgr. Franz J. Robischon
 Commercial Manager Ken Nybo
 Program Director Leroy W. Swecker
 Chief Announcer Charles Du Bois
 Chief Engineer Theodore Hildebrand

KXLQ

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Bcsters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Pres., General-Station Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Homer Stenerson
 Chief Engineer Jack Provis

K B O W

BUTTE—1947—CBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Business Address P. O. Box 1932
 Phone Number 7429
 Studio-Transmitter Location 720 Yale Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol, Keystone
 Representative Donald Cooke, Gene Grant
 Membership NAB
 President Frank Reardon
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director Roger C. Patrick
 Prog. Dir., Chief Announcer Art Collins
 Chief Engineer Don Anderegg

K O P R

BUTTE—1948—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546
 Transmitter Location Beef Trail Heights
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Frank C. Carman
 General Manager Ed Cooney
 Commercial Manager Milo Petersen
 Prog. Dir., Chief Announcer Bill Plummer
 Production Director Steve Buck
 Publicity Director Shirley Davis
 Musical Director Bill Daniels
 Chief Engineer Jim Skidmore

K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Business Address Box 1956
 Phone Number 2-2344
 Studio-Transmitter Location
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Representative Walker
 President E. B. Craney
 Station Mgr., Prog. Dir. Arne E. Anzjon
 Commercial Manager George Weber
 Chief Engineer W. J. Provis

K X G N

GLENDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By Lewis Wiles Moore
 Business-Studio Address 314 McDougal St.
 Phone Number 122
 News Service UP
 Transcription Service Capitol
 President Lewis W. Moore
 Gen. Mgr., Chief Engr. Harry A. Sievers
 Program Director Ruth Pomeroy

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Buttrej Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 Phone Number 4377
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President Fred Birch
 Manager, Commercial Mgr. J. P. Wilkins
 Program Director W. J. Towner
 Chief Engineer Wilbur L. Myhre

K M O N

GREAT FALLS—1948
 MBS-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Montana Farmer Bcstg. Co.
 Business Address Box 1954
 Phone Number 4382
 Studio Address Tribune Bldg.
 Transmitter Location 5 Mi. S. of City
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Kncdel
 President Lester Cole
 General Manager Robert H. Warner
 Chief Announcer Ned Serrell
 Chief Engineer Eugene Bunker

K X L K

GREAT FALLS—1938—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Great Falls Bcstg. Co.
 Bus.-Studio-Transmitter Address Park Hotel
 Phone Number 2-2453
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 President J. R. Larcombe
 General-Station Manager K. O. MacPherson
 Commercial Manager Carl F. Argabrite
 Program Director Betty Schmidt
 Chief Engineer E. R. Kukkola

KAVR

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... KAVR, Inc.
 Business Address..... P. O. Box 672
 Phone Number..... 1240
 Studio-Transmitter Location..... 1/4 Mi. E. of
 Havre on U. S. No. 2
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, Keystone
 Representative..... W. S. Grant
 President, General Mgr..... Jessica L. Longston
 Sta.-Comm. Mgr., Prog. Dir..... Larry Gordon
 Chief Announcer, Chief Engineer..... Sal Fulchino
 Farm Editor..... Jim Schroeder

KOJM

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By...No. Montana Bcstg. Co.
 Business-Studio Address...Box 70, Liberty Hotel
 Bldg.
 Phone Number..... 1096
 Transmitter Location..... 2 1/2 Mi. N.E. of Havre
 on Shepard Rd.
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service...Associated, MacGregor,
 Cole, Standard
 Representative..... Friedenberg
 Membership..... NAB, BMB
 President..... Dr. Francis W. Aubin
 General-Station Mgr..... Edwin T. Lovelace
 Commercial Manager..... William F. Murphy
 Program Director..... James R. Saenger
 Chief Announcer..... John Derrick
 Chief Engineer..... George H. Bauer

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 Phone Number..... 1240
 Transmitter Location..... Helena
 Air Time..... 6:45 a.m.-11:30 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Walker
 President..... A. T. Hibbard
 General-Comm. Mgr..... Paul A. Hatton, Jr.
 Program Director..... Al Plachta

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Donald C. Treloar

Business-Studio Address..... 7 Main St.
 Phone Number..... 331-2
 Transmitter Location..... 2 1/2 Mi. S. on
 Hway. N.o 93
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, SESAC
 Membership..... NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr..... Donald C. Treloar
 Program Director..... Maurice Discoll
 Musical Director..... Les Sterling
 Chief Engineer..... William H. Patterson
 Farm Editor..... Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Capital Bcstg. Co.
 Bus.-Studio-Transmitter Address..... E. Main St.
 Phone Number..... 1210-1
 Air Time..... 6:30 a.m.-10:45 p.m.
 News Service..... AP
 Transcription Service..... Standard, World
 Representative..... Friedenberg
 Membership..... NAB
 President..... George Bennitt
 Sta. Mgr., Prog. Dir., Chief Announcer,
 Farm Editor..... Lee S. Belding
 Commercial Manager..... Bob Gray
 Musical Director..... Ellen Belding
 Chief Engineer..... W. R. Parker

KPRK

LIVINGSTON—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Yellowstone Amuse. Co.
 Business Address..... Box 952
 Phone Number..... 1000
 Transmitter-Studio Address..... E. Park St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, SESAC, KBS
 Representative..... Homer Griffith
 Membership..... NAB
 Pres., Gen.-Sta. Mgr..... Paul B. McAdam
 Comm.-Sales Prom. Mgr..... Jack Hinman
 Prod. Mgr., Prog.-Music Dir..... Jim Duncan
 Publicity Director..... Audrey Waters
 Chief Engineer..... Norm Penwell
 Farm Editor..... Gerald Tyo

KRJF

MILES CITY—1941

MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... 13 No. 5th
 Phone Number..... 60
 Transmitter-Studio Location..... Haynes Ave.

Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....World, KBS
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 General Mgr.....W. F. Flinn
 Sales Prom. Mgr., Pub. Dir.....Norm Ingstrom
 Prog. Dir., Prod. Mgr.....Bob Wilson
 Chief Announcer.....William Beach
 Chief Engineer.....Charles Scofield

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Mosby's, Inc.
 Business Address.....127 E. Main
 Phone Number2155
 Studio Address.....132 W. Front St.
 Transmitter Location.....3½ Mi. W. of City on
 Hwy. 93 & 10

Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription Service.....Lang-Worth, MacGregor,
 Standard
 Representative.....George P. Hollingbery
 MembershipNAB, BMB
 President.....A. J. Mosby
 Commercial Manager.....Marion E. Dixon
 Program Director.....W. C. Blanchette

K M S U

MISSOULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Missoula Radio Assn.
 Business-Studio Address.....218 N. Higgins
 Phone Number6882
 President.....R. B. Cummins
 Vice President.....Oakley Coffee
 Director.....N. B. Matthews

K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 Business Address.....Box 1503
 Phone Number4114
 Studio-Transmitter Location.....River Rd.,
 Orchard Homes
 Air Time.....7 a.m.-M.
 News ServiceUP
 RepresentativeWalker
 President, Gen.-Station Manager,
 Program Director.....Pat M. Goodover
 Comm.-Sales Prom. Mgr.....Frank Field
 Publicity Director.....Bill Emerson
 Chief Engineer.....F. W. E. Smith

KIYI

SHELBY—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri County Radio Corp.
 Business Address.....P. O. Box 255
 Phone Number560
 Studio-Transmitter Location.....N. Marias Ave.
 Air Time.....Unlimited
 News ServiceUP
 Transcription Service.....World, Keystone
 RepresentativeWilliam Grant
 President.....John J. Hurley
 General Manager.....Frank Kishka
 Comm.-Sales Prom. Mgr.....L. R. Wing
 Program Director.....George Potter
 Publicity Director.....Jimmy Larson
 Chief Announcer.....Richard Bannon
 Chief Engineer.....Richard Velo

K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number408
 Studio Address.....109 So. Central Ave.,
 Sidney, Mont.; Masonic Bldg., Williston,
 No. Dak.
 Transmitter Location.....4 Mi. N. of City
 Air Time.....5:30 a.m.-11 p.m.
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeWalker
 MembershipNAB, BMB
 General Manager.....E. E. Krebsbach
 Station Mgrs.....(Sidney) Keith Krebsbach,
 (Williston) E. Clair Krebsbach
 Sales Promotion Manager.....Jerry Karleton
 Program Director.....Mel King
 Production Director.....E. Clair Krebsbach
 Musical Director.....Bud Bailey
 Chief Engineer.....O. H. Halvorson
 Farm Editor.....Bill Corkins

HELP



THE RED
CROSS

NEBRASKA

Estimated Population 1,301,000—Increase —1.1%—Radio Homes 359,100
Total Families 375,300—Stations in State 17

K J S K

COLUMBUS—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By. George Basil Anderson
Business Address. Box 460
Phone Number 5154
Studio-Transmitter Location Columbus
Air Time Sunrise-sunset
News Service AP
Transcription Service World, SESAC
Representative Walter Biddick
Manager & Owner. George Basil Anderson
Program Director. Florence L. Anderson
Chief Engineer. Harold Hardy
Farm Editor. Eugene Jones

K O R N

FREMONT—1939

MBS-NEB. WIRELESS-KBS

Frequency: 1340 Kc. Power: 1000 Watts
Owned-Operated By. Inland Bcstg. Co.
Business-Studio Address. Equitable Bldg.
Phone Number 1060
Transmitter Location. E. 16th St.
Air Time. 6 a.m.-M.
News Service AP
Transcription Service. Thesaurus, Keystone
Representative. McGeehan & O'Mara
President. John K. Morrison
General Manager. Paul R. Fry
Station-Commercial Mgr. William H. Baldwin
Sales Promotion Manager. Helen Norwood
Program Director. Robert Lambert
Chief Announcer. Harry Gehrett
Chief Engineer. Percy Ziegler
Farm Editor. Dan Jackson

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By. KMMJ, Inc.
Business-Studio Address. Division at Cedar
Phone Number 703-4
Transmitter Location Phillips
Air Time Daytime
News Service UP
Transcription Service. World, Cole
Representative Headley-Reed
Membership NAB, BMB
President Don Searle
General Manager. Wick Heath
Asst. Gen.-Comm. Mgr. Bill Martin
Sales Promotion Manager. Rex Lathen
Program-Production Director,
Chief Announcer. Orie Kerwood

Publicity Director. George Johnson
Musical Director. Dick Stahl
Chief Engineer. Norval Larson
Farm Editor. George Kister

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Nebraska Bcstg. Co.
Bus.-Studio-Transmitter Address. 906½ W.
Second St.
Phone Number 1745
Air Time Unlimited
News Service INS
Transcription Service. Capitol, Keystone
Representative John E. Pearson
President. D. W. Clarke
Gen.-Station-Comm. Mgr. Duane L. Watts
Sales Promotion Manager,
Prog.-Prod. Director. Warren L. Mowder
Chief Announcer. Oscar A. Henry
Musical Director. Charles E. Wright
Chief Engineer. Duane B. Allison
Farm Editor. Lloyd Thomas

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Oper. By. Central Nebraska Bcstg.
Corp.
Business-Studio Address. Federal Annex Bldg.
Phone Number. Business, 2-3541; Program,
3-1551
Transmitter Location Lakeside
Air Time. 6 a.m.-11 p.m.
News Service UP
Transcription Service. Capitol, Keystone
Membership NAB
President, General Manager. Lloyd C. Thomas
Station-Commercial-Sales Promotion
Manager. E. Anson Thomas
Prog.-Musical Dir. Peg Biber
Prod. Dir., Farm Editor. Jack Yeager
Publicity Director. Jeanette Harrison
Chief Announcer. Al Sage
Chief Engineer. Jack Lewis

K F O R

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Cornbelt Bcstg. Corp.
Business-Studio Address. Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Transmitter Location. 48th & Vine Sts.

NEBRASKA

Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, Standard
Representative Edward Petry
Membership NAB, BMB
President James Stuart
V.P., Sta.-Comm. Mgr. Harry D. Peck
Prom.-Pub. Director Dale V. Berger
Program Director Jack Huston
Chief Announcer Robert Johnson
Musical Director Fleda Ziegenbein
Chief Engineer Charles W. Winkler

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Inland Bcstg. Co.
Business-Studio Address 212 Federal
Securities Bldg.
Phone Number 2-7218
Transmitter Location 40th & W Sts.
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Membership NAB, BMB
President John K. Morrison
V.P., General Manager Paul R. Fry
Station Manager W. B. Waugh
Program Director Edwin T. Smith
Chief Engineer M. J. Korinek

KBRL

MCCOOK—1947—MBS-NEBR. NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By The McCook Bcstg. Co.
Bus.-Studio-Transmitter Address Hwy 83 &
"T" St.
Phone Number 1450
Air Time 6:30 a.m.-10:30 p.m.
News Service AP
Transcription Service Capitol
Representative Friedenberg
Membership NAB
Owners William J. Cox, LeRoy W. Lenwell,
Edward Cooper & Arthur V. Henri
Gen.-Station Manager LeRoy W. Lenwell
Comm.-Sales Prom. Mgr.,
Publicity Director Robert A. Morris
Program-Production Dir., Chief Announcer,
Farm Editor Dale Chronicle
Musical Director Ed Huot
Chief Engineer Paul Leonard

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By The Norfolk Daily News
Bus.-Studio Address Norfolk Ave. & Sixth St.
Phone Number 432
Transmitter Location 3½ Mi. W. of Norfolk

Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Walker
Membership NAB, BMB
President Gene Huse
General-Station Manager Art Thomas
Commercial Manager Vernon Stedry
Sales Promotion Manager Hollis Francis
Prog. Dir., Chief Announcer Wayne Larson
Chief Engineer Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WOW, Inc.
Bus.-Studio-Transmitter Address 1521 W. 12th
St.
Phone Number 382
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth, Keystone
Representative John Blair
Membership NAB, BMB
President John J. Gillin, Jr.
General-Station Mgr. John Alexander
Local Sales Manager Joe di Natale
Program Director Ed Launer
Publicity Director Jerry Wing
Chief Engineer Jay Blakesley
Farm Editor Ed Launer

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Inland Bcstg. Co.
Business-Studio Address 676 Saunders-
Kennedy Bldg.
Phone Number Jackson 8282
Transmitter Location 2807 So. 38th St.
Air Time Unlimited
News Service AP
Transcription Service Associated
Representative McGeehan & O'Mara
Membership NAB, BMB
President John K. Morrison
V.P., General Manager Paul R. Fry
Station Manager Richard E. Welna
Sales Prom. Mgr., Pub. Dir. Joe H. Bader
Program Director Hugh E. Bader
Chief Engineer Percy Zeigler

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
Transmitter Location 10 Mi. S. of Omaha
Air Time Unlimited
News Service AP, UP

Transcription Service.....Standard, SESAC
 Representative.....Free & Peters
 Membership.....NAB, BMB
 Chairman of the Board.....Joe W. Seacrest
 President.....Fred S. Sidles
 Gen.-Sta.-Comm. Manager.....Harry Burke
 Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
 Program-Production Dir.....L. A. Miller
 Farm Editor.....W. E. Macdonald

K O I L

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned By.....Stuart Investment Co.
 Operated By.....Central States Bcstg. Co.
 Business-Studio Address.....Omaha Natl. Bank
 Bldg.

Phone Number.....Jackson 7626
 Transmitter Location.....Box 479, Council
 Bluffs, Ia.

Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....James Stuart
 Exec. V.P.....Albert Koenig
 Station Manager.....William J. Newens
 Commercial Manager.....Forrest Blair
 Sales Promotion Manager.....Donald Dahlberg
 Program-Production Director.....Virgil Sharpe
 Chief Engineer.....Charles W. Winkler

K O W H

OMAHA—1922

MIDWEST BASEBALL-NEB. NET

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Operated By.....World Publishing Co.
 Business-Studio Address.....15th & Farnam
 Phone Number.....Atlantic 2228
 Transmitter Location.....60th & Redmon
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Standard, World,
 Associated

Representative.....George P. Hollingbery
 Membership.....FMA
 President.....H. Doorly
 Gen.-Sta.-Comm. Mgr.....B. C. Corrigan
 Musical Director.....Walter Scott
 Farm Editor.....Adam Reinemund

W O W

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WOW, Inc.

Business-Studio Address.....280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus,
 SESAC, Associated

Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Director.....Ray Olson
 Publicity Director.....Harold Storm
 Chief Announcer.....Merrill Workhoven
 Musical Director.....Morton Wells
 Chief Engineer.....William J. Kotera
 Farm Editor.....Mal Hansen

K N E B

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Platte Valley Bcstg. Corp.
 Business-Studio Address.....Golden Rule Bldg.
 Phone Number.....1620
 Transmitter Location.....1¼ Mi. S.E. of City
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Hal Holman
 Membership.....NAB
 President.....John R. Jirton
 General-Station Mgr.....Russ M. Stewart
 Commercial Manager.....Byron Joachim
 Program Director.....Bill Scharton
 Chief Announcer, Chief Engineer.....Les Proctor
 Farm Editor.....Bob Hyde

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By.....Hilliard Co.
 Business-Studio Address.....1517½ Broadway
 Phone Number.....856
 Transmitter Location.....2 Mi. W. of City on
 West 20th

Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson
 Membership.....NAB, BMB
 President, General-Sta. Mgr.....L. L. Hilliard
 Commercial Manager.....Roy Cummings
 Sales Promotion Manager.....Viril Davis
 Program Director.....Bill Walter
 Chief Announcer.....Harold Ellis
 Musical Director.....Lois Lewis
 Chief Engineer.....Harland Morrison
 Farm Editor.....Wes Antes

NEVADA

Estimated Population 142,000—Increase +28.4%—Radio Homes 40,100
Total Families 41,600—Stations in State 9

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Elko Bcstg. Co.
Business-Studio Address Elko
Phone Number 260
Air Time 6:30 a.m.-M.
News Service UP
President Chris Sheerin
General Manager Edward Denkema
Commercial Manager John J. Gammick
Program Director Evard Van Welch
Chief Announcer Kenneth Smith
Chief Engineer Evard Van Welch

KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Nevada Bcstg. Co.
Business Address Box 1310
Phone Number 1400
Studio-Transmitter Location The Strip,
Hwy. 91
Air Time 6 a.m.-1:30 a.m.
News Service INS
Transcription Service Thesaurus
Representative W. S. Grant
General-Station Manager Maxwell Kelch
Comm.-Sales Prom. Mgr. Paul R. Gang
Prog.-Prod.-Pub. Dir. L. A. Newsome, Jr.
Chief Announcer William H. Guy
Chief Engineer James W. Harford

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Las Vegas Bcstrs., Inc.
Address Box 1510
Phone Number 4646
News Service UP
Transcription Service Capitol
Representatives Gene Grant, Donald Cooke
General Manager Richard E. Goebel
Chief Engineer Ralph Dow

KRAM

LAS VEGAS—1948
KBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.
Owned By Boulder City Bcstg. Corp.
Operated By Edward J. Jansen,
Truman B. Hinkle
Business Address Box 1712
Phone Number 920, 4620-1
Studio Address Hwy. 91

Transmitter Location E. of Cemetery
Air Time Sunrise-sunset
News Service UP
Transcription Service Keystone
President Edward J. Jansen
General-Station Mgr. Truman B. Hinkle
Sales Promotion Manager Charlotte Brader
Prog. Dir., Chief Announcer Carl Paige
Chief Engineer Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sierra Bcstg. Co.
Business Address Box 2231
Phone Number 2-4501
Studio Address Elks Bldg.
Transmitter Location 6th & Cassinelli Rds.
Air Time 6:30 a.m.-M.
Representative John E. Pearson
Membership NAB
President R. K. Wittenberg
General Manager Robert L. Stoddard
Commercial Manager F. L. Tower
Chief Engineer R. K. Wittenberg
Farm Editor Bert Kennington

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By McClatchy Bcstg. Co. of
Nev.
Business-Studio Address 143 Stevenson St.
Phone Number Reno 5106
Transmitter Location Sparks
Air Time Unlimited
News Service UP
Transcription Service World
Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Hewitt Kees
Office Manager Merle L. Snider
Program Manager Eberle T. Shields, Jr.
Traffic Manager Amalia Ibarra
Chief Technician Wesley Craig
Farm Editor Herbert E. Samuels

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
Transmitter Location Sparks
Air Time 6 a.m.-M.
News Service AP, UP

Transcription ServiceLang-Worth
 RepresentativeGeorge P. Hollingbery
 MembershipNAB
 PresidentDave McKay
 General-Station Manager.....H. G. Wells
 Comm.-Sales Prom. Manager.....Stan Jones
 Program Director.....Al Coon
 Production-Publicity Director.....Jack Kehoe
 Chief Engineer.....Merle Peterson

News ServiceUP
 Transcription ServiceAssociated
 RepresentativeWalker
 MembershipNAB
 President.....Merritt C. Spidel
 General Manager.....Merrill Inch
 Commercial Manager.....John A. Lang
 Program Director.....Gene Shumate
 Chief Engineer.....Wilbur C. Comer

KWRN

RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Reno Newspapers, Inc.
 Business-Studio Address.....Gazette Bldg.
 Phone Number6156
 Transmitter LocationReno
 Air Time.....7 a.m.-M.

KXXL

RENO—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Station KXXL
 AddressBox 1329
 Phone Number3122
 News ServiceUP
 President, General Mgr.....Chet L. Gonce

NEW HAMPSHIRE

*Estimated Population 548,000—Increase +11.6%—Radio Homes 162,400
 Total Families 168,100—Stations in State 11*

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...White Mountains Bcstg. Co.,
 Inc.
 Business-Studio Address.....40 Main St.
 Phone Number.....Berlin 1797-8
 News ServiceAP
 Transcription ServiceAssociated
 Representative.....Radio Reps., Kettell-Carter
 MembershipNAB
 President, Sales Mgr.....Charles S. Holbrook
 Program Manager.....Wendell C. Mackenzie
 Chief Engineer.....James F. Hennessey

Business-Studio Address.....Eagle Hotel
 Phone Number4180
 Transmitter Location.....Redington St.
 Air Time.....6:30 a.m.-11:30 p.m.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeWalker
 General Manager.....Hon. Charles M. Dale
 Asst. Mgr., Prog. Dir.....Thomas S. Pingree
 Publicity Director.....James R. Newton
 Chief Announcer.....Win Blake
 Chief Engineer.....George Davis

WTSV

CLAREMONT—1948
 MBS-YANKEE-GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Granite State Bcstg. Co.
 Phone Number9456
 Transcription ServiceLang-Worth
 RepresentativeBolling
 President.....William J. Barkley
 General Manager.....W. F. Rust, Jr.
 Commercial Manager.....Ted Sterns
 Program Director.....Dick Hill
 Chief Engineer.....A. Davis

WKNE

KEENE—1941—CBS

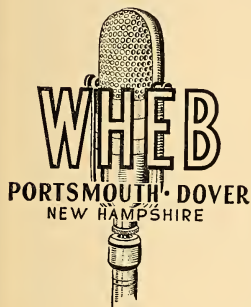
Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKNE Corp.
 Business-Studio Address.....17 Dunbar St.
 Phone Number2080-1
 Transmitter Location.....Stanhope Ave.
 Air Time.....5:58 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Adam J. Young, Jr.,
 Kettell-Carter
 MembershipNAB, BMB
 Pres., Gen. Sta. Mgr.....Joseph K. Close
 Asst. Gen. Mgr., Program-Production
 Director.....Robert M. Peebles
 Sales Prom. Mgr., Pub. Dir.....Sears Larrabee
 Chief Engineer.....Ernest F. Batchelder, Jr.
 Farm Editor.....Stacey Cole

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Hon. Charles M. Dale

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMI, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and
massachusetts
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMI, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges — WHEB

WLNH

LACONIA—1922—MBS-YANKEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 653 Main St.
 Phone Number 2-300
 News Service AP
 Transcription Service Thesaurus
 Representative Kettell-Carter
 Membership NAB
 General Manager Warren H. Brewster
 Program Director Al Maffie
 Chief Engineer Walter Avery

WFEA

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By N. H. Bcstg., Inc.
 Business-Studio Address 286 Franklin St.
 Phone Number Manchester 4656
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.,
 Kettell-Carter
 Membership NAB, BMB
 President Morris Silver
 General Manager Arthur I. Rothafel
 Commercial Manager Saul Gross
 Program Director Warren Journey
 Production Director Frank Finning
 Publicity Director Bill Leahy
 Chief Engineer Reginald Schow

WKBR

**MANCHESTER—1946
 MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg., Inc.
 Business-Studio Address 155 Front St.
 Phone Number 9456
 News Service UP
 Transcription Service Capitol
 Representative Bolling
 Membership NAB
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Mgr. Ralph Gottlieb
 Program Director Norman Bailey
 Chief Engineer Royston Phillips

WMUR

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 Number 2090
 News Service AP

Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President, Owner Francis P. Murphy
 General Manager Harvey Carter
 Chief Engineer Vincent Chandler

WOTW

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location Lund Rd.
 Phone Number 5000
 News Service UP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NAB
 Pres., Gen.-Station Mgr.,
 Program Director Arthur A. Newcomb
 Sales Prom. Mgr., Pub. Dir. Carter S. Knight
 Chief Engineer Robert C. Bingham

WHEB

**PORTSMOUTH—1932
 MBS-YANKEE**

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By WHEB, Inc.
 Bus.-Studio-Transmitter Address Lafayette Rd.
 Phone Number 4080
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker, Bertha Bannan
 Membership BMB, FMA
 President Hon. Charles M. Dale
 V.P., Gen.-Sta. Mgr. Herbert F. Georges
 Commercial Manager William A. Dawson, Jr.
 Sales Prom. Mgr., Pub. Dir. Keith S. Field
 Prog.-Prod. Dir. Winslow Bettinson
 Chief Announcer William I. Elliot
 Musical Director Joyce Hubbard
 Chief Engineer Paul G. Lindsay
 Farm Editor Prof. J. R. Heppler

(See Page 499)

WVNH

**ROCHESTER—1948
 GRANITE STATE**

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Stafford Bcstg. Corp.
 Bus.-Studio Rochester Hill Rd.
 Phone Number 1400-1
 News Service UP
 Transcription Service Thesaurus
 Representative Ralph Gottlieb
 Membership NAB
 President Albin J. K. Malin
 Station Manager Chester P. Hartford
 Commercial Manager M. Chester Ball
 Program Director Richard Purcell
 Chief Engineer E. J. Babkes

NEW JERSEY

Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800
Total Families 1,247,100—Stations in State 18

WCAP

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: Radio Industries Bcst. Co.
Business-Studio Address: Charns Bldg.
Phone Number: Asbury Park 2-8600
Transmitter Location: W. Bangs Ave.
News Service: AP
Transcription Service: World
Membership: NAB, BMB
President: Walter W. Reid, Jr.
Gen. Sta.-Sales Prom. Mgr.: Gene Milner
Comm. Mgr., Pub. Dir.: Walter L. Reid
Program-Production Director: Robert Barry
Chief Engineer: Matthew Porter
Farm Editor: Pat Flannigan

WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Press-Union Publishing Co.
Business Address: 1900 Atlantic Ave.
Phone Number: Atlantic City 5-1111
Studio Address: Absecon Blvd. & Beach
Thortare, 1900 Atlantic Ave.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB
President: Albert J. Feyl
Gen. Sta.-Comm.-Sales Promotion
Manager: Monroe L. Mendelsohn
Prog. Dir., Chief Announcer: Ralph Shoemaker
Chief Engineer: Earle Godfrey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bcstg. Corp.
Business-Studio Address: Steel Pier
Phone Number: 5-2188
News Service: UP
Transcription Service: Lang-Worth
Representative: Burke, Kuipers & Mahoney
President: John J. Laux
Gen. Sta.-Comm.-Sales Promotion
Manager: Irving F. Teetsell
Asst. Manager: Blair K. Thron
Prog. Dir., Office Mgr.: Richard C. McNamara
Publicity Director: Sheldon Gross
Chief Engineer: Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address: Convention Hall
Phone Number: 4-1340, 4-7131
Transmitter Location: Absecon Blvd.
News Service: AP
Transcription Service: Associated
Membership: NAB
President: Earl M. Johnson
General-Station Mgr.: David H. Freedman
Commercial Manager: Jack J. Sotoroff
Sales Prom. Mgr., Prog.-Prod. Dir.: Milt Miller
Chief Engineer: Quincy Knight

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Eastern States Bcstg. Co.
Business-Studio Address: Bridgeton
Phone Number: 1600, 2353
News Service: UP
Transcription Service: Thesaurus, Keystone
Representative: Thomas Clark
President: Senator Elmer H. Wene
General-Station Manager: Paul Alger
Commercial Manager: Jerry Alden
Sales Prom. Mgr., Pub. Dir.: Arthur Scholz
Program Director: Joe McCulley
Chief Engineer: Francis Fekel
Farm Editor: Don Hart

WCAM

CAMDEN—1924

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: City of Camden
Business-Studio Address: City Hall
Phone Number: CA 4-0907, 4-4523, 4-9000
Transmitter Location: Civic Center
News Service: UP
Transcription Service: Standard, Capitol
Station Mgr.: Mildred Carroll Longendorfer
Chief Engineer: C. E. Onens

WKDN

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: So. Jersey Bcstg. Co.
Bus.-Studio Address: 2881 Mt. Ephraim Ave.
Phone Number: Emerson 5-7200
President: Ranulf Compton
Program Director: Edwin W. Tucker
Chief Engineer: Roger S. Whittleck

WHOM

JERSEY CITY

(See Listing, New York, N. Y.)



WPAT

"North Jersey's Own Station"

OWNED BY
THE HERALD-NEWS

Passaic, N. J.

"New Jersey's 4th Largest Evening Newspaper"

STUDIOS: PATERSON, N. J.

ARmory 4-3400

New York Phone:
PEnnsylvania 6-2945

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By... Morristown Bcstg. Co.
 Address... P. O. Box 345, Park Square Bldg.
 Phone Number... MO 4-5700
 Studio Address... 10 Park Pl.
 Transmitter Location... Evergreen Ave.
 News Service... AP
 Transcription Service... Associated
 Membership... NAB
 Co-Managers... George S. Croy,
 Kenneth A. Croy
 Business Manager... G. Joseph Porter
 Program Director... Jack Allen Potts
 Chief Engineer... Rudolph C. Prow
 Farm Editor... Merrill Morris

W A A T

NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Bremer Bcstg. Corp.
 Business-Studio Address... 11 Hill St.
 Phone... Mitchell 2-6400; BARKLEY 7-8216
 Transmitter Location... Kearny
 News Service... AP
 Transcription Service... World, Associated
 Representative... Weed
 Membership... NAB
 President, Gen. Mgr... Irving R. Rosenhaus
 Commercial Manager... E. S. Lennon
 Promotion Director... James Sondheim
 Program Director... George Green
 Public Relations Director... Roland Trenchard
 Director, Educ. Activities... Robert B. Macdougall
 Musical Director... Jay Stanley
 Chief Engineer... Frank V. Bremer

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
 Pres., Gen., Mgr., Prog. Dir... James L. Shearer
 Station-Comm. Manager... William Masi
 Chief Engineer... Herman Foster

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
 Transmitter Location... Union
 Air Time... 6 a.m.-M.

News Service... INS, UP
 Transcription Service... World, Capitol
 Representative... Avery-Knodel
 Membership... NAB
 President... Edward W. Scudder, Jr.
 General Manager... Harry D. Goodwin
 Director of Operations... John H. McNeill
 Sales Promotion Manager... James R. Ryall
 Program Director... Steven Van Gluck
 Production Director... G. Thomas Marshall
 Publicity Director... Ann Jack
 Chief Announcer... Edgar Kobak, Jr.
 Chief Engineer... Peter Testan
 Farm Editor... Will Peigelbeck

W V N J

NEWARK—1948

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... Newark Bcstg. Corp.
 Business-Studio Address... 45 Central Ave.
 Phone Number... Mitchell 3-7600
 Transmitter Location... Livingston
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB
 V.P., Gen.-Comm Mgr... Ivon B. Newman
 Station Manager... Helen Sutton

W C T C

NEW BRUNSWICK—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Chanticleer Bcstg. Co.
 Business-Studio Address... 385 George St.
 Phone Number... Charter 7-1450
 Transmitter Location... Highland Park
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Associated, World
 Membership... NAB, BMB
 Owner, Pres., Gen Mgr... James L. Howe
 Commercial Manager... Edwin C. Derryberry
 Sales Promotion Manager... Edith Brandt
 Program Director... Robert Bell
 Chief Engineer... Robert L. Williams

W P A T

PATERSON—1941

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By... North Jersey Bcstg. Co., Inc.
 Business Address... 7 Church St.
 Phone Number... Armyory 4-3400;
 Pennsylvania 6-2945
 Studio Address... 66 Hamilton St.
 Transmitter Location... Broad St. at Heppburn
 Rd., Clifton
 Air Time... Local sunrise-sunset
 News Service... UP
 Transcription Service... Associated

NEW JERSEY

Representative Donald Cooke
Membership NAB
Chairman of Board Dow H. Drukker
President Dow H. Drukker, Jr.
Exec. V.P., Gen. Mgr. James V. Cosman
V.P., Pub. Relations Dir. Richard Drukker
Asst. V.P., Asst. Gen. Mgr. Arthur Mundorff
Asst. V.P., Chief Engineer. Earl F. Lucas
Treasurer Harry Adsit
Mgr. Pub., Spec. Events David T. Golden
Sales Manager Robert McGready

WTNJ

TRENTON—1922

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By WOAX, Inc.
Business-Studio Address 416 Bellevue Ave.
Phone Number 8149
V.P., General Manager F. J. Wolff

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Trent Bcst. Corp.
Business-Studio Address 541-43 E. State St.
Phone Number 5-8515-6-7-8
Transmitter Location Yardley, Pa.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Forjoe
Membership NAB
President Hon. Elmer H. Wene
General Manager Carl Mark
Commercial Manager F. A. Wellman
Program Director William R. Griffin
Publicity Director Edward W. Brown
Musical Director James P. O'Brien
Chief Engineer Theodore P. Kilmer
Farm Editor Roy Grove

WWBZ

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Community Bcstg. Service,
Inc.
Business-Studio Address 633 Wood St.
Phone Number Vineland 7-1360
Transmitter Location Brotmanville
Air Time Sunrise-sunset
News Service UP
Transcription Service World
President Joseph M. Bullock
General Manager Fred M. Wood
Program Director Dorothy H. Carlson
Sales Manager Warren Hoff
Chief Announcer Ted Jaffee
Chief Engineer C. V. Mullen

WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

BIG { Coverage
Audience } **RESULTS**
Programs }

WWBZ
Vineland, N. J.

Fred Wood,
Gen'l Mgr.

NEW MEXICO

Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700
Total Families 132,100—Stations in State 19

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location So. 2nd St.
News Service UP, AP
Transcription Service World
Representative Taylor-Boroff
Membership BMB
Pres., Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

K V E R

ALBUQUERQUE—1947 MBS-GREAT WEST

Frequency: 1340 Kc. Power: 250 Watts
Owned By (Application on file to transfer to Westernair, Inc.)
Business-Studio Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M.
News Service UP
Representative Forjoe
Membership NAB
General Manager William T. Kemp
Commercial Manager Paul A. Kehle
Program Director Ralph B. Henry
Chief Engineer John H. Morrison

K O A T

ALBUQUERQUE—1946 ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co., Inc.
Business Address Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter 2000 W. Indian School Rd.
News Service UP
Transcription Service Capitol
Representative Lorenzen & Thompson
Membership NAB, BMB
President A. E. Buck
V.P., Gen.-Sta.-Comm. Mgr. Merle H. Tucker
Chief Engineer Lewis Hake, Jr.

K S V P

ARTESIA—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By (Changing ownership to Artesia Bcsters, Inc.)
Operated By Artesia Bcsters.
Business-Studio Address 511 W. Main
Phone Number 650
Transmitter Location Roselawn Addition
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol, Standard, Keystone
General Manager Burney Jones
Commercial Manager Wayne Griffin
Program Director Bill Angel
Chief Engineer Burney Jones

K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address Fifth & West Silver
Phone Number 4411
Transmitter Location Alameda
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Free & Peters
Owner, Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Asst. Manager Rolf S. Nielsen
Publicity Director Jean Toncre
Musical Director Noel Martin
Chief Engineer George S. Johnson

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 800 S. Canal St.
Phone Number 244
Transmitter Location La Huerta
Air Time 6 a.m.-M.
News Service AP
Representative Taylor-Boroff
President Val Lawrence
General-Station Mgr. Norman R. Loose
Commercial Manager Gail Boles
Program Director Alexander Pitcaithley
Chief Engineer William Sene

K I C A

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Hugh DeWitt Landis,
 R. B. McAlister
 Operated By: R. B. McAlister
 Business Address: Box 111
 Phone Number: 3
 Studio Address: 520 Pile St.
 Transmitter Location: Hillcrest Park
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: MacGregor
 Representative: Continental Radio Sales
 Membership: NAB
 President: Hugh DeWitt Landis
 General-Station Mgr.: R. B. McAlister
 Commercial Manager: Don Boles
 Sales Promotion Manager: Sammy Goodman
 Program Director: John Kirkwood
 Chief Announcer: Harold Cook
 Musical Director: Joni Nieves
 Chief Engineer: Vernon Hughes

K G A K

GALLUP—1946—ABC-ZIA

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Rio Grande Bcstg. Co.
 Business-Studio Address: Box 1150
 Phone Number: 726
 News Service: UP
 Representative: Donald Cooke
 General Manager: Merle H. Tucker
 Commercial Mgr.: Mike Kirkmeyer
 Program Director: Edith Thurston
 Chief Engineer: John L. Joanides

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: W. E. Whitmore
 Business-Studio Address: 116 E. Dunham
 Phone Number: 495
 News Service: UP
 Transcription Service: MacGregor, KBS
 Representative: Taylor-Borhoff
 President: W. W. Whitmore
 Station Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Roy Evans

K C H S

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Sierra Bcstg. Service
 Business-Studio Address: 401 Broadway
 Phone Number: 161
 Transmitter Location: Yucca Heights

Air Time: 6:30 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Capitol, Keystone
 Representative: Continental Radio Sales
 General Manager: Leonard R. Traine
 Chief Engineer: Reginald H. Shirk

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus.-Studio Address: Main & Picacho Ave.
 Phone Number: 205
 Transmitter Location: W. Adamor Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Thesaurus
 Membership: NAB
 President: Robert Porter
 General-Station Mgr.: Harry H. Stair
 Commercial Manager: L. H. McDonald
 Program Director: L. S. Sleppy
 Chief Engineer: K. M. Dean

K F U N

LAS VEGAS—1941—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters, Inc.
 Business Address: Box 710
 Phone Number: 12
 Studio-Transmitter Location: Radio Heights
 Air Time: 6a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Membership: NAB, BMB
 Pres., Gen.-Station Mgr.: Ernest N. Thwaites
 Commercial Manager: Burke Ormsby
 Program Director: Dorothy G. Thwaites
 Chief Engineer: A. F. Schultz

K R T N

RATON—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters, Inc.
 Business Address: Box 710, Las Vegas;
 Box 767, Raton
 Studio-Transmitter Address: 1128 State St.
 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard, World
 Membership: BMB
 Pres., Gen. Manager: Ernest N. Thwaites
 Station Manager: Stanley K. Brown

K G F L

ROSWELL—1927—MBS-SW. N-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KGFL, Inc.
 Business-Studio Address: 310 N. Richardson

Phone Number 2000
 Transmitter Location 511 W. 16th St.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative Taylor-Boroff
 Membership NAB, BMB
 General-Station Manager..... W. E. Whitmore
 Commercial Manager..... G. F. Roberts
 Program Director..... G. N. Venrick

K S W S

ROSWELL—1947—ABC-ZIA NET

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... McEvoy Bcstg. Co.
 Bus. Studio Address..... 401 N. Richardson St.
 Phone Number 2400
 Transmitter Location 19th & Railroad Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 Membership NAB, BMB
 V.P., General Manager..... John A. McBoyle
 Commercial Manager..... M. J. Montgomery
 Sales Promotion Manager..... John L. Meyers
 Program Director..... George R. Walsh
 Chief Announcer..... Tom Foulkes
 Chief Engineer..... Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Rio Grande Bcstg. Co., Inc.
 Bus. Address..... P. O. Box 1419, Albuquerque
 Phone Number 3-2247
 Studio-Transmitter Address..... 210 E. Marcy
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 President..... A. E. Buck
 General Manager..... Merle H. Tucker
 Station Manager..... Hugh Gray
 Chief Engineer..... Mark Tattan

K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts
 Owned-Oper. By..... New Mexico Bcstg. Co.
 Business-Studio Address..... 759 Cerrillos Rd.
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership BMB
 President..... A. R. Hebenstreit
 General Manager..... Ivan R. Head
 Sales Paul Theil
 Chief Engineer..... E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Dorrance D. Roderick
 Bus. Studio-Transmitter Address... 17th & Cactus
 St., P. O. Box 590
 Air Time..... 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Standard, Cole
 Representative Taylor-Boroff
 Pres., Owner..... Dorrance D. Roderick
 General Manager..... Carl Dunbar
 Asst. General Manager..... Harold T. Welsh
 Program Director..... Al Wheeler
 Chief Engineer..... Franklin P. Keefer

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... The McMa Agency
 Operated By..... Grady Maples
 Business Address..... Box 668
 Phone Number 100
 Studio Address..... Second & Main Sts.
 Transmitter Location... Outside E. City Limits
 Air Time..... 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Keystone
 Partners..... Grady Maples, R. B. McAlister
 Commercial Manager..... J. Paul Aley
 Sales Prom. Mgr., Prog. Dir..... Grady Maples
 Chief Announcer..... John Davis
 Chief Engineer..... David Fred White, Jr.

For News Prestige—

A P

Available through
 membership

A black and white illustration of a hand holding a rectangular sign. The sign contains the text 'NOTE to be left in a cornerstone'. The hand is shown from the side, with the thumb and index finger gripping the sign. The background is a textured, circular area with fine lines.

NOTE

*to be left in
a cornerstone*

WOR is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station?
Our address is

*—that power-full station
at 1440 Broadway, in New York*

Mutual

WOR

NEW YORK

Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700
Total Families 4,135,800—Stations in State 87

W A B Y

ALBANY—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Adirondack Bcstg. Co., Inc.
Business-Studio Address. Strand Bldg.,
110 No. Pearl St.
Phone Number. 4-4193
Transmitter Location. Braintree St., Colonie
Air Time. 7 a.m.-M.
News Service. UP
Transcription Service. Thesaurus, Standard
Representative. Everett-McKinney
Membership. NAB
President. A. J. McDonald
General-Station Manager. Russell B. Wilde
Comm.-Sales Prom. Mgr. Eugene P. Weil
Prog.-Musical Director. Ned Trudeau
Production Director. Thomas R. Stenfeld
Chief Announcer. Bill Phillips
Chief Engineer. James H. Corey

W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By. Gov. Donagan Bcstg. Corp.
Bus.-Studio Address. Hotel Wellington,
136 State St.
Phone Number. 3-6638
Transmitter Location. Tremont St.
Air Time. Unlimited
News Service. AP, INS
Transcription Service. Standard, SESAC
Representative. Lorenzen & Thompson
President, General Mgr. James T. Healey
Station Manager. Kay Feily
Commercial Manager. A. Kellert
Program Director. Sherb Herrick
Chief Announcer. Lyle Bosley
Musical Director. Gordon Seaman
Chief Engineer. Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 10,000 Watts
(CP 50,000)
Owned-Operated By. Patroon Bcstg. Co., Inc.
Business-Studio Address. 87 State St.,
Hotel Ten Eyck
Phone Number. 5-3345, 5-5422
Transmitter Location. Middle Rd., Colonie
Air Time. Unlimited
News Service. AP, INS
Transcription Service. Capitol, SESAC
Representative. William G. Rambeau

Membership. NAB
President. J. Myer Schine
General-Station Mgr. Leonard L. Asch
Commercial Manager. Joseph R. Fife
Sales Prom. Mgr., Pub. Dir. Robert Snyder
Program Director. Howard W. Maschmeier
Production Director. William Van Steenburgh
Chief Announcer. Glen Walrath
Musical Director. Frank D'Armond
Chief Engineer. Dwelle S. Hoag
Farm Editor. Bernard Buck

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By. Hudson Valley Bcstg. Co.,
Inc.
Business-Studio Address. 112 State St.
Phone Number. Albany 3-2225
Transmitter Location. Route 9W, So. of City
Air Time. 6 a.m.-1 a.m.
News Service. INS, UP
Representative. Avery-Knodel
Membership. NAB, BMB
President. Dr. John J. Quinlan
General-Station Mgr. Harry L. Goldman
Commercial Manager. Stanley Roberts
Sales Prom. Mgr., Pub. Dir. Leo Rosen
Program Director. Johnny Lee
Production Director. Richard Armfield
Musical Director. Richard Hartigan
Chief Engineer. Charles Heisler
Farm Editor. George Michaels

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By. Champlain Valley Bcstg.
Corp.
Business-Studio Address. 444 Broadway
Phone Number. 6-7676
Transmitter Location. Selkirk
Air Time. 5:30 a.m.-1 a.m.
News Service. UP
Transcription Service. World
Representative. Katz
Membership. NAB, BMB
President. Stephen R. Rintoul
General Manager. Harold H. Meyer
Commercial Manager. Gren Rand
Program Director. Fred Daiger
Production Director. Walter Neals
Publicity Director. D. Hay
Chief Engineer. Arthur Schoenfuss
Farm Editor. Peter Ten Eyck

WCSS

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Community Service Bcst.
 Corp.
 Bus.-Studio-Transmitter Address. Upper Locust
 Ave.
 Phone Number 4000
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Membership NAB
 President Arthur Carter
 Gen.-Sta.-Comm.-Sales Prom.
 Manager Cecil Woodland
 Program-Production Dir. Ray Cheney
 Publicity Director Joan MacGregor
 Chief Engineer Guy Rauer

WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. WMBO, Inc.
 Business-Studio Address. 141 Genesee St.
 Phone Number 433
 Transmitter Location. York & Division Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service. Thesaurus, SESAC, KBS
 Representative Thomas F. Clark
 Membership NAB, BMB
 President William O. Dapping
 Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
 Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
 Chief Announcer A. John Hefner
 Chief Engineer Herbert House
 Farm Editor A. John Hefner

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 Number 715
 Transmitter Location. Creek Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Comm.-Sales Prom. Mgr. Robert E. Newstead
 Program-Production Dir. J. Gordon Bridge
 Pub. Dir., Farm Editor James Gerrety
 Chief Announcer Bernie Sandler
 Musical Director Matt Regan
 Chief Engineer Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Tier Radio Service,
 Inc.
 Business-Studio Address. Court House Square
 Phone Number 4-4318
 Transmitter Location Cleveland & Stokes Ave.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB
 President Donald Kramer
 General Manager C. A. Bengtson
 Station Executive E. R. Vadeboncoeur
 Sales Manager H. R. Nicholson
 Program Director Charles Bishara
 Promotion Director George O'Connor
 Chief Announcer Jan Costley
 Chief Engineer A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Binghamton Bcstrs., Inc.
 Business-Studio Address. 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location Morgan Rd.,
 Carman Hill
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. Andrew Jarema
 Commercial Manager Norman Stewart
 Prog. Dir., Farm Editor Wally Buman
 Chief Engineer Charles Hallinan

W N B F

BINGHAMTON—1928—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. Clark Associates, Inc.
 Business Address P. O. Box 48
 Phone Number Binghamton 2-3461
 Studio Address. Arlington Hotel
 Transmitter Location Ingraham Hill
 Air Time Unlimited
 News Service UP
 Transcription Service. Capitol, Standard
 Representative Bolling
 Membership NAB, BMB, FMA
 President John C. Clark
 General Manager Cecil D. Mastin
 Station Manager L. L. Rogers
 Commercial Manager S. N. Heslop
 Sales Prom. Mgr., Pub. Dir. E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer E. M. Scala
 Musical Director Ethel Henton
 Chief Engineer L. H. Stantz
 Farm Editor Sam Page

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By..... Buffalo Evening News
 Operated By..... WBEN, Inc.
 Business-Studio Address..... Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location..... Grand Island
 Air Time..... Unlimited
 News Service..... AP, INS, UP
 Transcription Service..... Standard, Thesaurus,
 Lang-Worth
 Representative..... Edward Petry
 Membership..... NAB
 President..... Edward H. Butler
 V.P., General Mgr..... Alfred H. Kirchhofer
 Station Manager..... C. Robert Thompson
 Commercial Manager..... Frank W. Kelly
 Publicity Director..... Joseph Haeffner
 Musical Director..... Max Miller
 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..... Madison 4000
 Transmitter Location..... 154 E. Eagle St.
 Air Time..... 7 a.m.-M.
 News Service..... AP, INS, UP
 Transcription Service..... Associated
 Representative..... Adam J. Young, Jr.
 Membership..... NAB, FMA
 Pres., General-Station Mgr..... Roy L. Albertson
 Comm.-Sales Prom. Mgr..... Virginia C. Fyda
 Prog.-Prod. Mgr..... Howard Schellenberg
 Chief Announcer..... Carl Spavento
 Musical Director..... Art Crosson
 Chief Engineer..... Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned By..... WEBR, Inc.
 Operated By..... Buffalo Courier Express
 Business-Studio Address..... 23 North St.
 Phone Number..... Lincoln 7133
 Transmitter Location..... Cloverbank Rd.,
 Hamburg
 Air Time..... Unlimited
 News Service..... AP, INS, Reuters
 Transcription Service..... Lang-Worth, Standard
 Representative..... Weed
 Membership..... NAB
 President..... Paul E. Fitzpatrick
 General Manager..... Cy King
 Commercial Manager..... William Doerr, Jr.
 Program Director..... Clare Allen
 Production Director..... Robert Dambach

Publicity Director..... William Schweitzer
 Chief Announcer..... John Boothby
 Musical Director..... Wallace McManus
 Chief Engineer..... Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By..... WGR Bcstg. Corp.
 Business-Studio Address..... Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Hamburg
 Air Time..... 5:30 a.m.-1:30 a.m.
 News Service..... UP
 Transcription Service..... SESAC, World
 Representative..... Free & Peters
 Membership..... NAB
 Chairman of Board..... Leo J. Fitzpatrick
 P.es., Gen.-Station Mgr..... I. R. Lounsberry
 Comm. Mgr..... N. Cohen, local; F. R. Greene,
 National spot
 Sales Promotion Manager..... R. McPherson
 Program-Production Dir..... Robert Strigl
 Publicity Director..... F. L. Lounsberry
 Chief Announcer..... Allan Lewis
 Musical Director..... David Cheskin
 Chief Engineer..... K. B. Hoffman
 Farm Editor..... Donald Huckle

Roland Trenchard, Radio Station WAAT, Newark, N. J.:

"We at WAAT believe there is only one radio news service — The **AP**. We have tried all the news services, and it is **AP** for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

**BUFFALO'S
ONLY
50,000 WATT
STATION**

WKBW

PRODUCES

Action for Advertisers

50,000 WATTS

There's power plus to pound home your message.

ABC NETWORK

ABC network programs build habitual audiences.

NATIONAL SPOTS

Powerful selling concentrated in a rich market.

LOCAL PROGRAMS

Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

BUFFALO'S ONLY 24 HOUR STATION

**AVERY-
KNODEL
INC.
NATIONAL
REPRESENTATIVE**

WKBW

BUFFALO'S MOST POWERFUL STATION

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: WKBW, Inc.
 Business-Studio Address: Rand Bldg.
 Phone Number: MOhawkt 1520
 Transmitter Location: R.F.D. No. 5, Hamburg
 Air Time: 24 Hrs.
 News Service: UP
 Representative: Avery-Knodel
 Membership: NAB
 President, General Mgr.: Clinton H. Churchill
 Commercial Manager: Roger M. Baker
 Program Director: John R. Gelzer
 Public Relations Dir.: Alfred E. Ancombe
 Musical Director: Robert Nicholson
 Chief Engineer: Leroy Fiedler

WXRA

BUFFALO—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Western N. Y. Bcstg. Co.
 Business-Studio Address: Kenmore
 Phone Number: AMherst 1161
 Transmitter Location: 1515 Niagara Falls Blvd.,
 Amherst
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated
 Representative: Donald Cooke
 Membership: NAB
 General Manager: Thaddeus Podbielniak
 Commercial Manager: Richard C. Shepard
 Program Director: James J. Frieling
 Chief Announcer: George Lorenz
 Chief Engineer: John J. Schueler

WKRT

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cortland Bcstg. Co., Inc.
 Business-Studio Address: State Theater Bldg.
 Phone Number: 2990
 Transmitter Location: Cortlandville-Virgil
 Townline Rd.
 News Service: UP
 Transcription Service: Associated, Thesaurus
 Representative: Joseph Hershey McGillvra
 Membership: NAB, FMA
 President, General Mgr.: J. Gerald Mayer
 Asst. Station Mgr.: William J. Hall
 Commercial Manager: W. A. Bradley
 Prog.-Musical Dir.: William J. Hall
 Production Director: Betty Sweetland
 Pub. Dir., Farm Editor: Ernst Grundt
 Chief Announcer: Don Schardt
 Chief Engineer: William Barron

WELM

ELMIRA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: James Robert Meachem
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400, 2-8378
 Transmitter Location: Sheridan Ave. &
 Kingsbury Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard, Cole
 Representative: Walker
 Membership: NAB, BMB
 General Manager: J. R. Meachem
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Claude R. Snyder, Jr.
 Prog.-Prod. Dir., Chief
 Announcer: Preston L. Taplin
 Musical Director: Ken Powell
 Chief Engineer: T. M. Duay
 Farm Editor: Gordon M. Ridenour

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: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Everett & McKinney
 Membership: NAB, BMB
 General Manager: Dale Taylor
 Comm.-Sales Prom. Mgr.: Ernest F. Oliver
 Production Director: Ted Hodge
 Musical Director: Harry Springer
 Chief Engineer: Thurlow A. Greene

WENE

ENDICOTT—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Empire Newspapers-Radio,
 Inc.
 Business-Studio Address: Radio Center,
 909 E. Main St.
 Phone Number: 5-3351
 Transmitter Location: Pierce Hill, Vestal
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: Walker
 Membership: NAB, BMB
 President: James H. Ottaway
 Vice-Pres., Gen. Mgr.: Byron E. French
 Station Manager: Stephen W. Ryder
 Commercial Mgr.: William C. Lundquist
 Sales Promotion Manager: Robert McCarthy
 Program Director: Harold E. Graves

On LONG ISLAND

IT'S

W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM
98.3 Mc.

W H L I

AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFKY, *President*

"The Voice of Long Island"

Production Director.....Norman Flynn
 Publicity Director.....James A. McKechnie
 Chief Announcer.....Hal Kent
 Music Librarian.....Betty Stevens
 Chief Engineer.....J. Harold Merchant

W G B B

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address.....44 So. Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Pres., Gen.-Sta.-Comm. Mgr., Harry H. Carman
 Sales Promotion Mgr., Neal Seaman
 Program-Musical Dir., A. Cheesman
 Production Director.....Gordon Breidenthal
 Publicity Director.....Robert Stirrat
 Chief Announcer.....Andrew Benedict
 Chief Engineer.....Robert Milos

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Business-Studio Address.....Geneva Federal
 Savings Bldg.
 Phone Number.....6691
 Transmitter Location.....Lennox Park
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....M. R. Forman
 V.P., General Manager.....Thomas L. Brown
 Commercial Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Production Director.....Alex Lamutis
 Chief Engineer.....R. Carleton Greene

W G L N

GLENS FALLS—1946—ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....Glens Falls Publicity Corp.
 Business-Studio Address.....13 Warren St.
 Phone Number.....2-1230
 Transmitter Location.....Lower Dix Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General Manager.....Earl C. Pace
 Commercial Manager.....E. M. Frink
 Program Director.....Bill Krough
 Publicity Director.....Earl Sharland
 Chief Engineer.....Earl C. Pace

W W S C

GLENS FALLS—1946—MBS-UBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Northern Radio, Inc.
 Business-Studio Address.....14 South St.
 Phone Number.....Glens Falls 2-6518
 Transmitter Location.....Pruyns Island
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Loenzen & Thompson
 Membership.....NAB, BMB
 President.....Martin Karig
 General Manager.....Carl Mattison
 Commercial Manager.....Alfred Brown
 Sales Prom. Mgr., Pub. Dir., Kent Jones
 Prog. Dir., Farm Editor.....Dick Weld
 Chief Announcer, Musical Dir., James Sowdon
 Chief Engineer.....Joseph Thomas

W E N T

GLOVERSVILLE—1944—CBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sacandaga Bcstg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 Phone Number.....4900-1
 Transmitter Location.....Harrison St.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Adam J. Young
 Membership.....NAB, BMB
 President, Owner.....George Bissell
 Gen. Mgr., Pub. Dir., Dale Robertson
 Program Dir., George Malcolm Weaver
 Chief Engineer.....Richard Stewart

W H L I

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
 Transmitter Location.....470 Milburn Ave.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Associated, World
 President, Gen. Mgr., Elias I. Godofsky
 Exec. V.P., Station Mgr., Paul Godofsky
 V.P. Sales.....Joseph A. Lenn
 News Director.....Jerome J. Karpf, Jr.
 Production-Musical Dir., Roger Wayne
 Publicity Director.....Arthur E. Paterson, Jr.
 V.P., Chief Engineer.....Frank E. Knaack
 Farm Editor.....Jerry Carr

(See Page 529)

W L E A

HORNELL—1948

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Canisteo Radio Corp.
 Business-Studio Address.....99 Main St.
 Phone Number.....1320
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Pres., General Mgr.....John S. Booth
 Station Manager.....Gene Gosch
 Commercial Manager.....Harlan Howe
 Program Director.....Carl Princi
 Chief Engineer.....O. K. Gibboney

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Colgren Bcstg. Co.
 Business-Studio Address.....Union Turnpike
 Phone Number.....Hudson 1166-7
 Transmitter Location.....Union Turnpike, Hudson;
 Main St., Catskill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Capitol,
 Keystone
 Membership.....NAB
 Partners.....John Kearney, Robert Strakos
 Station Manager.....John Kearney
 Commercial Manager.....Robert Strakos
 Sales Promotion Manager.....Thomas Stack
 Program Director.....Paul Baron
 Chief Announcer.....Cal Bolwinkler
 Chief Engineer.....Michael Tackach
 Farm Editor.....Richard Miller

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 3438
 Transmitter Location.....R. D. No. 2, Freeville
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Membership.....NAB, BMB
 General Manager.....Michael R. Hanna
 Commercial Manager.....Earl S. Cobey
 Program-Production Dir.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer, Musical Dir.....John H. Deal
 Chief Engineer.....True McLean
 Farm Editor.....Louis W. Kaiser

WJOC

JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Air Waves, Inc.
 Business-Studio Address.....415 W. Fourth St.
 Phone Number.....5-108
 Transmitter Location.....Busti

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Friedenberg
 Gen.-Sta.-Comm. Mgr.....Harry E. Layman
 Program Director.....Jerry Lawson
 Chief Announcer, Farm Editor.....Bill Kirby
 Chief Engineer.....Harry E. Layman

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown Bldg.
 Phone Number.....7-151
 Transmitter Location.....Jones & Gifford Aves.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....William G. Rambeau
 Membership.....NAB, BMB, FMA
 President, Program Dir.....Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Simon Goldman
 Prod. Dir., Chief Announcer.....J. Ralph Carlson
 Pub. Dirs.....Raymond Finch, Stanley Alexander
 Musical Director.....George Pfleeger
 Chief Engineer.....Harold J. Kratzert
 Farm Editor.....William Winn

**WHCU's young
brother also has
BIG FEET—**

*— and they're planted
solidly, from
Jersey to
Georgian Bay!*



NOW—watch
WHCU-FM
grow and GROW!

*TWO great sta-
tions effectively
serving a big,
loyal audience.*

ITHACA, N. Y.
NAB — BMB

97.3 MC 40,000 WATTS
"LIVE CENTER OF THE FM DIAL"

W K N Y

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 Location.....Plainfield St.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Joseph Hershey McGillvra
 President.....John Laux
 General-Station Mgr.....Claude S. Middagh
 Program Director.....Richard McCarthy
 Chief Engineer.....Herbert Inman
 Farm Editor.....Edward Eckert

W W O L

LACKAWANNA—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Leon Wyszatycki
 Business-Studio Address.....315 Main St.
 Phone Number.....Cleveland 8291
 President.....Leon Wyszatycki
 Gen. Mgr., Prog. Dir.....Stanley Jasinski
 Commercial Manager.....Chester Widlak
 Chief Engineer.....Howard E. Seyse

W V O S

LIBERTY—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Sullivan County Bcstg. Co.
 Business Address.....Liberty
 Phone Number.....1680
 News Service.....UP
 Transcription Service.....Associated
 President.....David A. Kyle
 Gen.-Comm. Mgr.....A. C. Kyle, Jr.
 Chief Engineer.....Jchn R. Benson

W I C Y

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...North Country Bcstg. Co.,
 Inc.
 Bus-Studio-Transmitter Address..65 Woodward
 St.
 Phone Number.....186-7, 578
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Membership.....NAB
 Pres., Production Mgr....Mitchell C. Tackley
 V.P., Commercial Mgr....Ralph M. Cardinal
 Program Director.....Donald J. Paye
 Chief Announcer.....Jack Burke
 Chief Engineer.....Bernard Reisdorf

W M S A

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Business Address.....Central Bldg.
 Phone Number.....990
 Studio-Transmitter Location.....So. Main St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Harold B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station-Comm. Mgr.....Thomas R. McHugh
 Program Director.....James H. Nash
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael Tarkulich
 Farm Editor.....George Strader

W A L L

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..The Community Bcstg. Corp.
 Business-Studio Address.....14 South St.
 Phone Number.....3119
 Transmitter Location.....229 Monhagen Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, Keystone
 Representative.....Joseph Hershey McGillvra
 Membership.....BMB
 President.....John Morgan Davis
 Gen.-Station-Comm. Mgr.....Paul E. Wagner
 Program-Production Dir.....George Shepard
 Publicity Director.....Jeanne Faivre
 Musical Director.....Sue Doscher
 Chief Engineer.....Deidrick Doscher
 Farm Editor.....Morris Weinstein

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
 Transmitter Location.....Cochecton Turnpike
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB, BMB
 President.....M. C. Speidel
 General Manager.....George W. Bingham
 Commercial Manager.....Joseph Rake
 Program Director.....Richard Crans
 Chief Announcer.....Edward J. Burns
 Chief Engineer.....Marvin S. Seimes

STEP OUT OF THE DARKNESS NOW..



LET US SHOW YOU THE LIGHT ABOUT
PROGRAMMING FOR LESS RADIO DOLLARS

**NEWS—SPORTS
MUSIC**

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN
LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone **MEIrose 5-0333**
FOR RATES AND MARKET COVERAGE

The logo for WBXX features the call letters in a bold, 3D block font. A lightning bolt strikes the top of the 'B', and a pencil is positioned as if writing the 'X'.

WBXX

5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

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
 Transmitter Location Carlstadt, N. J.
 News Service AP
 Transcription Service SESAC, Standard
 Representative King
 Membership NAB
 President A. L. Haskell
 V.P., General Manager William I. Moore
 Program Director Edward Ervin
 Production Director Frank Johnson
 Musical Director Fred Mendelsohn

W C B S

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts
 Owned-Oper. By Columbia Bcstg. System, Inc.
 Business Address 485 Madison Ave.
 Phone Number Plaza 5-2000
 Studio Addresses 109 W. 39 St., 111 E. 58 St.,
 207 E. 30 St., 485 Madison Ave., 49 E. 52 St.,
 1697 Broadway, 251 W. 45 St., 254 W. 54 St.
 Transmitter Location Columbia Island,
 New Rochelle
 Air Time 20¼ Hrs.
 News Service AP, INS, UP

Why is **AP**
 the best?

Because — it is controlled
 by those who have an
 especial interest in news—
 all its members.

Available through mem-
 bership.

Transcription Service Lang-Worth
 Representative Radio Sales
 Membership NAB, BMB, FMA
 Chmn. of the Bd., CBS William S. Paley, Jr.
 President Frank Stanton
 Gen.-Sta. Mgr. Arthur Hull Hayes
 Sales Manager Don Miller
 Adv. & Sales Prom. Mgr. Robert G. Patt
 Program Director G. Richard Swift
 Production Director William Elwell
 Publicity Director Michael Boscia
 Chief Engineer R. G. Thompson

W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Debs Memorial Radio Fund,
 Inc.
 Business-Studio Address 117 W. 46th St.
 Phone Number Plaza 7-0880
 Transmitter Location 4701 Maspeth Ave.,
 Maspeth, L. I.
 News Service AP
 President Adolph Held
 General-Station Mgr. Henry Greenfield
 Program-Publicity Dir. George Field
 Chief Announcer David Niles
 Musical Director Nicholas Saslowsky
 Chief Engineer Charles Brown



5000 WATTS 1330 Kc.

ENGLISH · JEWISH · ITALIAN

For millions of high-income families
 in the great Metropolitan New York
 Market WEVD is the *first* station of
 interest . . .

because nowhere else can they obtain
 WEVD's unique cultural, educational
 and entertainment features.

A large number of national advertisers
 have for years capitalized this fact and
 include WEVD as a "must" on their
 schedules.

*Ask for "Who's Who on WEVD" . . .
 sent on request.*

WEVD

117-119 West 46th St., New York, N. Y.

EVERYBODY'S TALKING ABOUT THE FOREIGN
LANGUAGE LEADERSHIP IN NEW YORK OF

W H O M

"THE IL PROGRESSO STATION"

5 0 0 0 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today WHOM and its \$250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

BROADCASTING, December 27, 1948

"WHOM is the foremost foreign talk operation in the country."

BEN GROSS, N. Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN
ITALIAN

POLISH

JEWISH

GERMAN

SPANISH

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.



136 West 52nd Street, New York 19, N. Y.

Circle 6-3900

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By Il Progresso Italo-Americano
 Publishing Co.

Operated By Atlantic Bestg. Co., Inc.
 Business Address 136 W. 52nd St.
 Phone Number Circle 6-3900
 Studio Addresses . . . 136 W. 52nd St., New York,
 30 Journal Sq., Jersey City, N. J.

Transmitter Location Ridgfield Park, N. J.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Membership NAB
 President Generoso Pope
 General Station Manager Fortune Pope
 Asst. Mgr., Prog.-Pub. Dir. Charles Ballin
 Exec. Sales Asst. Ralph Nardella
 Production Director Ralph Costantino

Musical Director Michael Rosco
 Chief Engineer George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.

Owned-Operated By Crosley Bestg. Corp.
 Business-Studio Address 28 W. 44th St.
 Phone Number BRyant 9-6000
 Transmitter Location Lyndhurst, N. J.
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service World
 Representative Crosley
 President James D. Shouse
 V.P., General Mgr. Robert E. Dunville
 V.P., Station Mgr. Eldon A. Park
 Commercial Manager Kieran T. Murphy
 Sales Manager Wilmot Losee
 Program Director John Neal
 Production Director Joseph Terry
 Dir. Prom. Act. Joe Beach
 Musical Director Irving Landau
 Chief Engineer Paul von Kunitz

(See Page 522)

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

“There is no question but that The



is vastly superior to that afforded by any other service

I have seen.” — From the Minutes of the Connecticut

Association of Associated Press Broadcasters, January

12, 1949.

What time-buyers see first when they consider the New York market.



Who time buyers see when they want the facts

New York - Phone Circle 6-1750
Warren Jennings - Stuart MacHarris - Bernard Musnick
Edwin Jameson - Harry Folts

New York - Phone BRyant 9-6000
Roy Holmes - Jack Flynn - John F. Sloan - Marvin Cole

Chicago - Phone STate 2-0366
Harry Albrecht - George Jensen - Andy Niedenthal
Will H. Oldham

Cincinnati - Phone CHerry 1822
Walter Callahan - Herbert Flaig

Hollywood - Phone HOLlywood 5408
Tracy Moore

San Francisco - Phone EXbrook 2-8033
Tracy Moore

CROSLY BROADCASTING CORPORATION

W J Z

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By American Bcstg. Co., Inc.
 Business Address 7 W. 66th St.
 Phone Number TR. 3-7000
 Studio Addresses 30 Rockefeller Plaza; Ritz
 Theatre, 219 W. 48th St.; Playhouse Theatre,
 137 W. 48th St.; Vanderbilt Theatre, 148 W.
 48th St.
 Transmitter Location Lodi, N. J.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative ABC Spot Sales
 Membership NAB, BMB
 President Mark Woods
 Station Manager Murray B. Grabhorn
 Sales Manager C. L. Doty
 WJZ Promotion Manager Alfred Cohan
 Program Director John Hade
 Production Director Henry Cox
 Publicity Director Earl Mullen
 Spvr. of Announcers James Bixler
 Musical Director Frank Vagnoni

Dir. of Technical Operations George Milne
 Farm Editor Philip Alampi

W L I B

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned By WLIB, Inc.
 Operated By Dorothy S. Thackrey
 Business Studio Address 207 E. 30th St.
 Phone Number ORegon 9-2720
 Transmitter Location 180 Morgan Ave., Bklyn.
 Air Time Sunrise-sunset
 News Service AP, UP
 Transcription Service Associated, SESAC
 Representative Adam J. Young, Jr.
 Membership NAB
 President Dorothy S. Thackrey
 Gen.-Sta.-Comm. Mgr. Herman M. Bess
 Sales Prom. Mgr., Prog.-Prod.-Pub.
 Director Samuel Elfert
 Chief Announcer Murray Jordan
 Musical Director Mimi Trepel
 Chief Engineer Edward Darlington
 (See Page 524)

The Red Cross Needs



Your Unstinting Assistance

GIVE!



WLIB
NEW YORK



wLIB A VITAL FORCE
IN NEW YORK CITY'S
BI-LINGUAL SYSTEM

...

FOR THE LISTENERS:
Musical variety and news

FOR THE SPONSOR:
A loyal, responsive bi-lingual audience

wLIB • 1190 on your dial

Dorothy S. Thackrey, President

Herman M. Bess, Mgr. Director

207 EAST 30th STREET, NEW YORK 16, N. Y.

W M C A

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Business-Studio Address.....1657 Broadway
 Phone Number.....Circle 6-2200
 Transmitter Location.....Kearny, N. J.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Free & Peters
 PresidentNathan Straus
 General Manager.....Norman Boggs
 Director of Promotion.....Howard Klarman
 V.P. in Chg. of Programs.....Leon Goldstein
 Dir. News & Special Events...R. Peter Straus
 Chief Announcer.....Aun Williams

(See Page 526)

W M G M

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Marcus Loew Booking
 Agency
 Business-Studio Address.....711 Fifth Ave.
 Phone Number.....Murray Hill 8-1000
 Transmitter Location....E. Rutherford, N. J.
 Air Time6 a.m.-2 a.m.
 News ServiceAP, UP
 Transcription ServiceAssociated
 Pres. (Loew's, Inc.).....Nicholas M. Schenck
 Director.....Herbert L. Petley
 General Manager.....Frank Roehrenbeck
 Dir. of Sales.....Bertram Lebhar, Jr.
 Program Director.....Raymond Katz
 Publicity Director.....Jo Ranson
 Chief Announcer.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fueling

(See Page 528)

For the best in radio
news writing—

AP

Available through
membership

**NAMES
MAKE NEWS**

**NAMES
MAKE SALES**

TED STEELE

Master salesman—entertainer

MR. & MRS. MUSIC

Bea Wain and Andre Baruch at the turntables.

DUKE ELLINGTON

Popular composer—platter spinner

JOE FRANKLIN

National authority on rare old records

SYMPHONY SID

All-night, all-frantic be-bop show

N. Y. GIANTS BASEBALL SERIES

Blanketing the Metropolitan Area
at First on BOTH Dials
in New York



W N B C

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
 Air TimeUnlimited
 News Service.....AP, INS, UP
 Transcription Service...Thesaurus, Associated
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB
 President.....Niles Trammell
 General Manager.....Thomas B. McFadden
 Asst. Mgr.....Daniel A. Norman
 Sales Manager.....John C. Warren
 Adv. & Prom. Mgr.....Murry Harris
 Program Manager.....D. L. Provost
 News & Spec. Events Dir....Fred S. Heywood
 Publicity Director.....Schuyler G. Chapin
 Dir. of Service & Traffic....Harvey J. Gannon
 Production Manager.....Clay Daniel
 Chief Engineer.....O. B. Hanson
 Agricultural Director.....Tom Page

W N E W

NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
 Owned-Oper. By....Greater N. Y. Bcstg. Corp.
 Business-Studio Address.....565 Fifth Ave.
 Phone Number.....PLaza 3-3300
 Transmitter Location.....Kearny, N. J.
 Air TimeUnlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair
 Membership.....NAB
 V.P., Gen.-Station Mgr.....Bernice Judis
 V.P., Commercial Mgr.....Ira Herbert
 Sales Promotion Manager...Robert Guthrie
 V.P., Program Director.....Ted Cott
 Production Manager.....Jack Grogan
 Publicity Director.....Richard Pack
 Chief Announcer.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max Weiner

(See Page 530)

Aid Your Own Industry by Supporting

National Radio Week

Oct. 30 to Nov. 5

A Joint Sponsorship of NAB—RMA

and

National Junior Chamber of Commerce



P Progress...

Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



P Programs...

The station which has always catered to New York's particular program tastes, with top sports coverage, dominant news reporting, and delightful entertainment around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



P Power...

Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers redoubled impact in the New York area.



P Promotion...

Proven (by Billboard Radio Promotion Awards for the past two successive years) the pacesetter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!

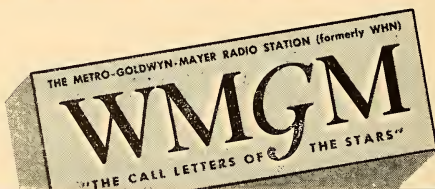


P Preference...

Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. Only results can bring them back like that—results in terms of listeners, or in terms of mail pull, or, most important, in cash sales of the products you want to sell.

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

50,000 WATTS
1050 KCS. CLEAR CHANNEL
WMGM-FM 100.3 MC.



711 FIFTH AVENUE
MURRAY HILL 8-1000

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By Bamberger Bcstg. Service, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOnacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg, Kettell & Carter
 Membership NAB, BMB, FMA
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 Adv. & Prom. Dir. Joseph Creamer
 Prod. Mgr. & Chief Announcer Jeff Smith
 Publicity Director Robert Blake
 Musical Director Sylvan Levin
 V.P. in Chg. of Eng. J. R. Poppele

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
 Transmitter Location Carlstadt, N. J.
 Air Time Unlimited
 News Service AP, ANSA
 Representative Bolling
 Membership NAB
 President Harry D. Henshel
 General Manager Ralph N. Weil
 Commercial Manager Herbert Schorr
 Sales Promotion Mgr. C. Carroll Forbes
 Program Director Arnold Hartley
 Publicity Director Anne C. Baldwin
 Chief Announcer George Padovani
 Musical Director Paul Romeo
 Chief Engineer Hillis Holt

(See Page 532)

**On LONG ISLAND
 IT'S
 W H L I**

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM
98.3 Mc.

W H L I

AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFFSKY, *President*

"The Voice of Long Island"

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

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

44 ADVERTISERS

have been selling over WOV for an average of 9 years each. They know that on WOV

RESULTS is the Buy-Word

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

Wake Up New York
1280 Club
Band Parade
Prairie Stars

Italian language market
2,100,000 individuals
larger than St. Louis and
Kansas City combined.

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

WOV

NEW YORK



W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned By..... The New York Times Co.
 Operated By..... Interstate Bcstg. Co., Inc.
 Business-Studio Address..... 730 Fifth Ave.
 Phone Number..... Circle 5-5566
 Transmitter Location..... Rear of 5000 Grand Ave., Maspeth
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, Associated, London
 Representative..... Paul H. Raymer
 Membership..... NAB, FMA
 President..... John V. L. Hogan
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger
 V.P., Sales..... Norman S. McGee
 Sales P. om..... The N. Y. Times Prom. Dept.
 Program Director..... Eleanor N. Sanger
 Prod. Dir., Chief Announcer..... Albert A. Grobe
 Publicity Director..... Eleanor Hurley
 Musical Director..... Abram Chasins
 Chief Engineer..... Russell D. Valentine

(See Page 292)

W W R L

NEW YORK

(For Listing See Woodside, N. Y.)

W H L D

NIAGARA FALLS—1940

RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... The Niagara Falls Gazette Publishing Co.
 Business-Studio Address..... Hotel Niagara
 Phone Number..... 8421
 Transmitter Location..... Lockport Rd.
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World, Lang-Worth, Associated, SESAC
 Representative..... Headley-Reed
 Membership..... FMA
 V.P., Gen.-Station Mgr..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director..... Robert J. Manning
 Musical Director..... Harold Bradley
 Chief Engineer..... Robert Wilson
 Farm Editor..... John F. Mahl, Jr.

W J J L

NIAGARA FALLS—1948

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By..... John J. Laux
 Business-Studio Address..... 129 Main St.
 Phone Number..... 5266

Transmitter Location..... New Rd.
 Air Time..... 6 a.m.-local sunset
 News Service..... UP
 Transcription Service..... Lang-Worth, Cole
 Representative..... Joseph Hershey McGillvra
 Membership..... NAB
 President..... John J. Laux
 General-Station Mgr..... Robert F. Kliment
 Commercial Manager..... Tom W. Talbot
 Prog. Dir., Chief Announcer..... Earle Hamrick
 Chief Engineer..... Gustav Czaplak
 Farm Editor..... John Carlton

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... St. Lawrence Bcstg. Corp.
 Business Address..... Ogdensburg
 Phone Number..... 500
 Studio-Transmitter Location..... 2315 Knox St.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service..... Standard, Keystone
 Representative..... Walker
 Membership..... NAB, BMB, FMA
 President..... Joseph F. Brandy
 Sec.-Treas..... Harold J. Frank
 Prog.-Prod.-Pub. Director.....
 Chief Announcer..... Hal Gilman
 Musical Dir., Farm Editor..... Flo Beach Rowe
 Chief Engineer..... Ellsworth Hall

W H D L

OLEAN—1936—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By..... Times Herald Corp.
 Operated By..... WHDL, Inc.
 Bus.-Studio-Transmitter Address..... Olean
 Phone Number..... 4149
 Air Time..... 6:55 a.m.-11:15 p.m.
 News Service..... UP
 Transcription Service..... Associated, Keystone
 Representative..... Eve-rett & McKinney
 Membership..... BMB
 President..... E. B. Fitzpatrick
 General-Station Mgr..... John R. Henzel
 Commercial Manager..... Joseph K. Ede
 Program Director..... Donald Merriman
 Chief Announce..... Robert Nenno
 Chief Engineer..... Jack Atherton
 Farm Editor..... Ned McGrath

W D O S

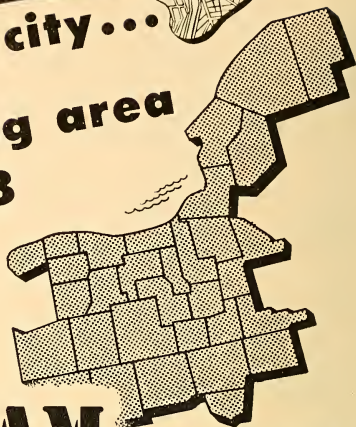
ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... The Oneonta Star, Inc.
 Bus.-Studio Address..... The Oneonta Hotel Bldg.
 Phone Number..... 2470
 Transmitter Location..... So. Side of Oneonta
 Air Time..... Unlimited

ROCHESTER, N. Y.

is not just a city...

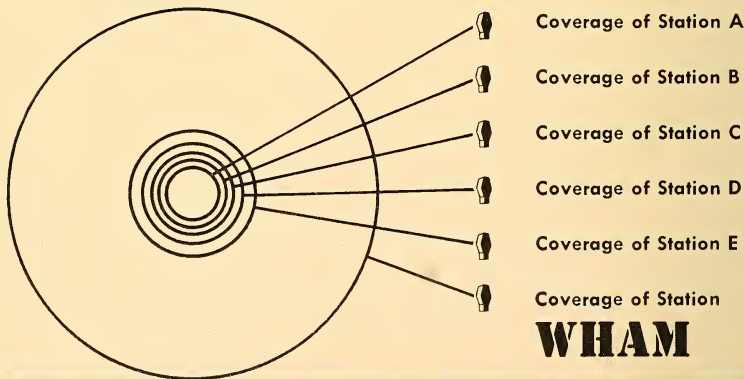
It's a trading area
of 2,114,948



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 ★ ROCHESTER RADIO CITY
"The Stromberg-Carlson Station"

AM—FM—and TV Coming in '49!

N. B. C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service AP
 Transcription Service Capitol, World
 Representative Walker
 President James H. Ottaway
 General Manager Eugene I. Brown
 Station Manager Walton F. Deming
 Commercial Manager George R. Smith
 Program-Publicity Dir. Charles Hobart
 Production Director Harriette I. Dunbar
 Chief Announcer David T. Squires
 Chief Engineer Wiley Bates
 Farm Editor Robert Warner

WONO

ONEONTA—1948

Frequency: 1110 Kc. Power: 250 Watts d.
 Owned-Operated By Oneonta Bcstg. Co.
 Business-Studio Address 285 River St.

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Oper. By Key Bcstg. System, Inc.
 Business-Studio Address 25 E. Main St.
 Phone Number Oyster Bay 6-2500
 Transmitter Location Battery Pk., Oyster Bay
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus
 Representative R. Lee Hollingsworth
 Exec. V.P. A. J. Griffiths, Jr.
 Publicity Director Henry Frielinghaus, III

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Highland Bcstg. Corp.
 Business-Studio Address 1037 Main St.

WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Plattsburg Bcstg. Corp.
 Business-Studio Address Radio Centre
 Phone Number 1600
 Transmitter Location Lake Shore Rd.
 Air Time 6:45 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, Gen.-Sta. Mgr. George F. Bissell
 Commercial Manager Joel H. Scheier
 Sales Prom. Mgr., Prog.-Pub. Dir.,
 Farm Editor Martin Mannix
 Production Director Alex Coursey
 Chief Announcer Henry Clark
 Chief Engineer Jack Nazak

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Div., Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address Memorial Sq.
 Phone Number 6800
 Transmitter Location Nelson House
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Associated
 Membership NAB, BMB, FMA
 President M. C. Speidel
 General Manager George W. Bingham
 Program Director Richard Crans
 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,
 111 East Ave.
 Phone Number HAmilton 8920
 Transmitter Location 2670 Clinton Ave. So.
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. W. Townsend
 Commercial Manager Harland Evans
 Sales Prom. Mgr., Publicity Director,
 Farm Editor Mark O'Brien
 Program-Musical Dir. Frederick Essex
 Prod. Dir., Chief Announcer Thomas Kane
 Chief Engineer Robert Emch

WHAM

ROCHESTER—1922—NBC

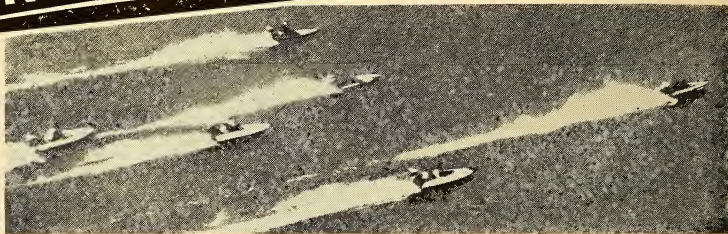
Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 100 Carlson Rd.
 Studio Address 201 Humbolt St.
 Transmitter Location Rochester
 Air Time Unlimited
 News Service UP
 Transcription Service World, Standard
 Representative George P. Hollingbery
 Membership NAB, BMB, FMA
 Pres. (Stromberg-Carlson
 Co.) Dr. Ray H. Manson
 Gen. Mgr. (Stromberg-Carlson
 Co.) Leo McCanne
 Station Mgr. (Stromberg-Carlson
 Co.) William Fay, V.P. in Chg.
 of Bcstg. & Gen. Mgr. WHAM
 Comm.-Sales Prom. Mgr. John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Production Director Sylvester Novelli
 Publicity Director Armin N. Bender



....FIRST BY LENGTHS!



....IN ROCHESTER!



WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

Latest Hooper before closing time.

BUY WHERE THEY'RE LISTENING:—



WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

**N. Y.
5,000 WATTS**

Representatives: EVERETT & MCKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

Chief Announcer.....Homer Bliss
 Musical Director.....Eugene Zacher
 Chief Engineer.....Kenneth Gardner
 Actg. Farm Editor.....George Haefner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Business-Studio Address.....40 Franklin St.
 Phone Number.....Baker 6740
 Transmitter Location.....1850 S. Winton Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated, Standard
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 President.....Frank E. Gannett
 Executive V.P.....Clarence Wheeler
 General-Station Manager.....Gunnar O. Wiig
 Commercial Manager.....Le Moine C. Wheeler
 Program Director.....William J. Adams
 Production Director.....L. H. MacMillan
 Publicity Director.....Virginia Savage
 Chief Announcer.....Roger Goodrich
 Musical Director.....Gerald Vogt
 Chief Engineer.....Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Monroe Bcstg. Co., Inc.
 Business-Studio Address.....191 East Ave.
 Phone Number.....Hamilton 9775
 Transmitter Location.....Mt. Read Blvd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen.-Sta.-Comm. Mgr., George B. Kelly
 Program Director.....Addison Penfield
 Production Director.....Paul Robinson
 Chief Engineer.....Felix Bonvouloir

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d.
 (CP 5000 Watts d.)
 Owned-Oper. By.....Federal Bcstg. System, Inc.
 Business-Studio Address.....328 Main St. E.
 Phone Number.....Baker 4870
 Transmitter Location.....French Rd., Brighton
 Air Time.....Daytime
 News Service.....INS
 Representative.....Walker
 President, General-Station Manager,
 Chief Engineer.....Gordon P. Brown
 Comm.-Sales Prom. Mgr.....Will Union
 Program Director.....Jack Turner

W V E T

ROCHESTER—1947

Frequency: 1283 Kc.....Power: 5000 Watts
 Owned-Operated By.....Veterans Bcstg. Co.
 Business Address.....Clinton Bldg.
 Phone Number.....Hamilton 4820
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Representative.....Weed
 Pres., General Mgr.....William B. Maillefert
 Chief Engineer.....Irving F. Lyke

W K A L

ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Copper City Bcstg. Corp.
 Business-Studio Address.....Capitol Theatre Bldg.
 Rome
 Phone Number.....3616-7
 Transmitter Location.....Muck Rd. & Jay St.,
 Rome
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 President.....Myron J. Kallet
 Gen.-Station Mgr.....Michael Carlo Fusco
 Comm. Mgr., Pub. Dir.....George Cramer
 Sales Promotion Manager.....Joseph Trela
 Program Director.....Charles King
 Production Director.....Dan Fusco
 Chief Announcer.....Robert Storey
 Chief Engineer.....Deforest T. Layton, Jr.
 Farm Editor.....Jack Fredericks

W N B Z

SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Upstate Bcstg. Corp.
 Business-Studio Address.....88 Main St.
 Phone Number.....1320
 Transmitter Location.....Merrill St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, Keystone
 Representative.....Thomas F. Clark
 President, General Manager.....John F. Grimes
 Commercial Manager.....Jacques DeMattos
 Program Director.....Albert C. Bagdasarian
 Chief Announcer.....John Birmingham
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.....1 River Rd.
 Phone Number.....3-2121
 Transmitter Location.....R. D. No. 5,
 So. Schenectady

NEW YORK

Air Time Unlimited
 News Service AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....NBC Spot Sales
 Membership NAB, BMB
 V.P., Mgr. of Bcstg..... R. S. Peare
 Asst. Mgr. of Bcstg..... B. J. Rowan
 Station Manager..... G. Emerson Markham
 Asst. to Station Mgr..... R. W. Welpott
 Supervisor of Sales..... A. G. MacDonald
 Actg. Spvr. of Promotion..... R. W. O'Brian
 Spvr. of News..... W. T. Meenam
 Spvr. of Music..... A. O. Coggeshall
 Spvr. of Farm Bcstg..... G. W. Givens
 Spvr. of Programs..... Caleb Paine
 Chief Engineer..... W. J. Purcell

President, Gen. Mgr..... Winslow Leighton
 Comm.-Sales Prom. Mgr..... Harry H. Averill
 Program Director..... Robert Wallace
 Asst. Prog.-Pub. Director..... Martha M. Smith
 Chief Announcer..... Steve Fitz
 Musical Director..... Frank Huber
 Chief Engineer..... Irving P. Beck

W A G E

SYRACUSE—1941—ABC

Frequency: 620 Kc..... Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By..... WAGE, Inc.
 Business-Studio Address..... Loew Bldg.,
 108 W. Jefferson St.

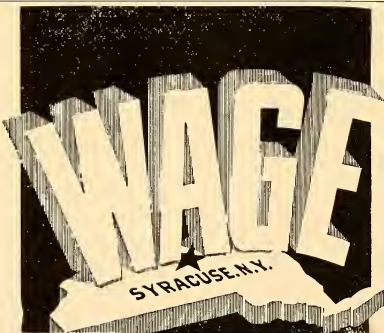
Phone Number 2-0277
 Transmitter Location..... 626 Liverpool Rd.,
 Liverpool

Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President Frank G. Revoir
 General-Station Manager..... William T. Lane
 Commercial Manager..... Aaron Beckwith
 Program Director..... Gordon Alderman
 Musical Director..... Carl Silber
 Chief Engineer..... Donald F. Langham

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Gateway Bcstg.
 Corp.
 Business-Studio Address..... 619 State St.
 Phone Number 3-3622
 Transmitter Location..... Campbell Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth



GOES TO

5 Kw

Daytime

Increases Area Coverage 60.8%

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

BASIC ABC • Represented by Edward Petry Co.

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
 Bus. Studio Address.....433 S. Warren St.
 Phone Number.....2-1147
 Transmitter Location.....Collamer
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NAB
 President.....Oscar F. Soule
 General Manager.....Samuel Woodworth
 V.P., Merch. & Promotion.....Robert G. Soule
 V.P., Commercial Mgr.....Charles Phillips
 Sales Manager.....L. F. Wylie
 Program-Musical Dir., Production Manager.....Raymond Gantter
 Publicity Director.....Hendrick Soule
 Chief Engineer.....James Kelly
 Farm Editor.....Al Warren

WNDR

SYRACUSE—1947—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Syracuse Bcstg. Corp.
 Business-Studio Address.....306 S. Salina St.
 Phone Number.....2-6101
 Transmitter Location.....Dewitt & Pompey
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 President.....T. Frank Dolan
 General Manager.....Martin Karig
 Commercial Manager.....Arthur Cooper
 Program Director.....Harry Fisher
 Merchandising Mgr.....Frank Bahouth, Jr.
 Chief Announcer, Farm Editor.....Bill Martin
 Musical Director.....Don Hayes
 Chief Engineer.....Robert Dye

WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number.....2-7211
 Transmitter Location.....Kirkpatrick & Van Rensselaer Sts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 President, General Mgr.....T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Commercial Manager.....Dan Dwyer
 Pub. Dir., Chief Announcer.....Charles Shaw

Musical Director.....Norman Meservey
 Chief Engineer.....Don Mui-

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Phone Number.....3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....Harry C. Wilder
 Vice President.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....G. Armand Belle Isle
 Farm Editor.....R. F. Doubleday

WHAZ

TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Rensselaer Polytechnic Inst.

WNDR

CENTRAL NEW YORK'S

Friendly

STATION

WNDR

SYRACUSE, N. Y.

AM, 5,000 Watts,
 1260 Kc. FM, 8500
 Watts, 102.5 Mc.

Basic Mutual Network

AFFILIATED IN MANAGEMENT WITH
 WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address Troy
 Phone Number 6810
 Air Time Limited
 Promotion Manager: W. J. Williams

WTRY

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Troy Bcstg. Co., Inc.
 Business-Studio Address 92 Fourth St.
 Phone Number Troy 2100, Albany 4-2500
 Transmitter Location Niskayuna
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President H. C. Wilder
 General Manager W. A. Riple
 Station Manager W. W. Carter, Jr.
 Commercial Manager J. W. Sutphen, Jr.
 Sales Prom. Mgr., Pub. Dir. James F. Baker, Jr.
 Program-Musical Dir. H. H. Sharpe, III
 Production Director Randolph English
 Chief Engineer A. H. Chismark

WGAT

UTICA—1946

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned By Central Bcstg. Co.
 Operated By J. Eric Williams
 Business-Studio Address The Kempf Bldg.,
 250 Genesee St.
 Phone Number 2-9231
 Transmitter Location Kellogg Rd.,
 New Hartford
 Air Time Unlimited
 News Service AP
 Representative Robert Meeker
 General Manager J. Eric Williams
 Comm.-Sales Prom. Mgr. Roland L. Fowler
 Chief Announcer Bill Cerri
 Chief Engineer Robert N. Blair

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By WIBX, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Representative Helen Wood & Colton,
 Bertha Bannan, Walter Biddick
 Membership NAB, BMB, FMA
 President, Gen. Mgr. Margaret P. Bowen
 V.P., Secretary Gladys P. Moore

Sta. Mgr., Prog. Dir. Elliott A. Stewart
 Comm.-Sales Prom. Mgr., Pub. Dir.
 Farm Editor Nathan W. Cook
 Production Dir. Betty Cushing Griffin
 Chief Announcer Robert Mahaney
 Musical Director William Walters
 Chief Engineer John T. Dowdell

WRUN

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business Address 258 Genesee St.
 Phone Number 2-5111
 Studio Addresses 258 Genesee St., Utica,
 127 W. Liberty St., Rome
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Thomas E. Martin
 Comm.-Sales Prom. Mgr. Richard A. Clark
 Program Director Stewart T. Spencer
 Public Relations Director Searle Rudd
 Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Robert Kilgore

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Watertown Bcstg. Corp.
 Bus.-Studio-Transmitter Location 118 Wash-
 ington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Cosline, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned By Brockway Co.
 Operated By The Watertown Daily Times
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.

Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NAB, BMB
 President Harold B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.
 Sta. Mgr., Farm Editor Earl R. Kelly
 Asst. Mgr., Prog. Dir. James W. Higgins
 Production Director David G. Graves
 Publicity Director Jack Cleveland
 Chief Engineer Maynard B. Davis

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Westchester Bcstg. Corp.
 Bus. Studio Address. Reporter Dispatch Bldg.,
 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location ... Secor Rd., Greenburgh
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated

Representative Headley-Reed
 Membership NAB
 President Valentine E. Macy, Jr.
 Gen. Sta. Mgr., Chief Engineer .. Frank A. Seitz
 Comm.-Sales Prom. Mgr. John E. Arens
 Prog.-Musical Dir. Randall Kaler
 Chief Announcer Robert F. Peters

WWRL

WOODSIDE—1926

Frequency: 1600 Kc. Power: 250 Watts
 (C.P. 5000 Watts)
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus. Studio-Transmitter Address. 41-30 58th St.
 Phone Number Newtown 9-3300
 Air Time 8 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 Pres., Treas., Gen. Mgr.,
 Chief Engineer W. H. Reuman
 Station-Comm. Mgr. Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Prog.-Musical Dir. Fred Barr
 Publicity Director Walter Kaner
 Chief Announcer Johnny Harper

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Reliability . . .

AP

The world's largest news
 service available through
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 NEW YORK**

Delivering its selling signal to
 9,005,442 potential buyers in the
 rich, greater New York area.

with
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 Queens County, pop. 1,422,996.

Covering America's Greatest Buying
 Market at the Lowest Cost.

1600

"The HIGH Spot on the Dial"

COMING—5,000 WATTS



"SERVING THE MAGIC CIRCLE...
THE 6th CITY OF AMERICA"

Though modest in size

W^{e're} BIG

IN SERVICE

HOOPER STATION LISTENING INDEX
CITY ZONE

Summer 1948	Greensboro, N. C.
Monday thru Friday 8:00 AM—12 N	WBIG 38.1
Monday thru Friday 12:00 N—6:00 PM	40.6
Sunday thru Saturday 6:30 PM—10:00 PM	55.6

WBIG

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

NORTH CAROLINA

Estimated Population 3,715,000—Increase \uparrow 4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 85

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
Studio-Transmitter Location Ahoskie-Aulander
Hwy. (N. C. 350)

Air Time Sunrise-sunset
News Service UP
Transcription Service Associated
Membership NAB
President Charles H. Jenkins
Gen.-Sta.-Comm.-Sales Prom.

Manager P. G. Sewell
Prog. Dir. Farm Editor William R. Harris
Publicity Director Mayvis Ellis
Chief Announcer Burt Derman
Musical 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 Hotel Albemarle
Phone Number 1010
News Service AP

Transcription Service Capital, KBS, Thesaurus
General Manager Ira E. Leigh
Comm.-Prog. Dir. Bob Ratford
Chief Engineer James Wise

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 798, 800
Transmitter Location Okie Mt.

Air Time 5 a.m.-sunset
News Service UP
Transcription Service Associated
Membership BMB
President Roy Cox
Gen.-Sta.-Comm.-Sales Prom.

Manager J. R. Marlowe
Prog.-Pub. Dir., Chief Announcer,
Farm Editor A. B. Brown
Production Director Roy Morris
Musical Dir. Nelson J. Harrill
Chief Engineer Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WISE
Bus.-Studio-Transmitter Address 100 College
St.

Phone Number 3-5381
Air Time Unlimited
News Service AP
Representative Avery-Knodel
Membership NAB, BMB
President, Gen. Mgr. Harold H. Thoms
Station-Comm. Mgr. Loyd B. Leonard
Sales Prom. Manager Floyd Bowers
Program Director Harold Moon
Chief Announcer Jimmy Patterson
Chief Engineer Matthew C. Munn

WL0S

ASHEVILLE—1946—MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By Skyway Bcstg. Corp.
Business-Studio Address Battery Park Hotel
Phone Number 2-2431
Transmitter Location Emma
Air Time Unlimited
News Service INS, UP
Transcription Service Standard
Representative Taylor-Borhoff
Membership NAB
President Charles M. Britt
V.P., General Manager Charles B. Britt
Station Manager Kenneth Beachboard
Program Director Grady Edney
Chief Engineer Bill Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Radio Asheville, Inc.
Business-Studio Address 12 Church St.
Phone Number 3-4451
Transmitter Location Campbell Woods
Air Time 18 Hrs.
News Service AP
Transcription Service Lang-Worth, Capitol
President Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir. Zeb Lee
Commercial Manager F. Baxter Barkley
Sales Prom. Mgr., Pub. Dir. James Young
Chief Engineer Charles W. Sumner
Farm Editor Bill Dorsey

W W N C

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned Oper. By. Asheville Citizen-Times Co.
 Business-Studio Address. 14 O'Henry Ave.
 Phone Number 5611
 Transmitter Location Emma
 Air Time 5:30 a.m.-12:04 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President Charles A. Webb
 Vice-President Don S. Elias
 General Manager D. Hiden Ramsey
 Station Manager Cecil B. Hoskins
 Commercial Manager James A. Hagan
 Program Director William F. Melia
 Chief Announcer Read Wilson
 Chief Engineer William H. Hamrick
 Farm Editor Harry Varner

W B B B

BURLINGTON—1941

MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alliance Bcstg. Co., Inc.
 Business-Studio Address. 310 S. Main St.
 Phone Number 6-6376
 Transmitter Location W. Front St. Ext.
 Air Time Daytime
 News Service AP
 Transcription Service. Associated. Lang-Worth,
 Capitol, Keystone
 Representative. Joseph Heshay McGillvra
 Membership. NAB, BMB, FMA
 Managing Dir., Sta. Mgr. E. Z. Jones
 Commercial Manager. Frank Parton
 Sales Promotion Manager. Robert Weston
 Prog.-Prod. Dir., Farm Editor. Edgar Brooks
 Publicity Director. Doris Rickard
 Chief Engineer. Berry Tysor

W F N S

BURLINGTON—1947

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Burlington-Graham Bcstg.
 Co.
 Business-Studio Address. 103 W. Andrews St.
 Phone Number 6-5536-7
 Transmitter Location Birch Bridge Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Membership NAB
 General Manager. Everett C. Qualls, Sr.
 Commercial Manager. Phillip Eakin
 Program Director Ed Menke
 Chief Engineer. Thomas Mackintosh

W A Y S

CHARLOTTE—1942—ABC-MBS

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
 Transmitter Location Oakdale Section
 Air Time Unlimited
 News Service INS
 Representative Avery-Knodel
 Membership NAB, BMB
 President. George W. Dowdy
 General-Station Mgr. Walter H. Goan
 Commercial Manager. Jack Gainey
 Program Director Harry Barfield
 Musical Director. Alonzo G. Squires
 Chief Engineer. A. L. Chaney, Jr.

W B T

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Business-Studio Address. Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location. 9 Mi. S. of Charlotte,
 Nation's Ford Rd.
 Air Time Unlimited
 News Service. AP, UP
 Transcription Service Associated
 Representative Radio Sales
 Membership. NAB, BMB, FMA
 Chmn. of the Bd. Ralph C. Price
 President. J. M. Bryan
 V.P., Gen. Mgr. Charles H. Crutchfield
 Business Manager. C. K. Spicer
 Sales Manager. Keith Byerly
 Promotion Manager. J. R. Covington
 Program Director. Larry Walker
 Chief Engineer. M. J. Minor
 Farm Editor. Grady Cole

W G I V

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Publix Bcstg. Serv. of
 Charlotte, Inc. (WGIV)
 Business Address. P. O. Box 58
 Phone Number. 4-3237, 5-2225, 6669
 Studio-Transmitter Location. 2520 Toomey Ave.
 Air Time Daytime
 News Service AP
 Transcription Service. Capitol, World
 Membership NAB
 Pres., Gen.-Sta. Mgr. Francis M. Fitzgerald
 Sec., Treas., Comm.-Sales Prcm.
 Manager. J. Law Epps
 Prog. Dir., Chief Announcer. Fred W. Vinroot
 V.P., Chief Engineer. Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Bus.-Studio-Transmitter Address . . 1925 N. Tryon St.
 Phone Number 7138
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Clyde Clem
 Prog.-Prod. Dir. Paul Marion
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton,
 on Hwy. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 Station-Comm. Mgr. George S. Walston
 Program Director Richard Welsh
 Publicity Director Christine T. Moore
 Chief Announcer Joseph Tew
 Chief Engineer Herman P. Jolitz

WEGO

CONCORD—1941—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Concord
 Phone Number 2271
 Transmitter Location Concord
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Standard, SESAC, Cole,
 KBS
 Representative Thomas F. Clark
 Membership BMB
 General-Station Mgr. Wayne M. Nelson
 Commercial Mgr. James P. Poston
 Program Director Leona Showmar
 Chief Engineer Edwin M. Stanton

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By North Carolina Central
 Bcstrs., Inc.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hwy. 421
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, SESAC,
 Keystone
 Membership NAB, BMB
 President Earl McD. Westbrook
 General-Station Mgr. A. Lincoln Faulk
 Comm.-Sales Prom. Mgr. William A. Creech
 Prog.-Prod. Director Richard Terler
 Chief Engineer William Burwell
 Farm Editor Jim Mahoney

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 R-155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NAB, BMB
 President C. C. Council
 Gen.-Sales Prom. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer K. A. Taylor
 Farm Editor Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By WDUK, Inc.
 Business Address Box 1891
 Phone Number R-101
 Studio Address 205½ W. Main
 Transmitter Location Leon & Glendale
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President S. H. Campbell, Jr.
 General-Station Mgr. Harmon L. Duncan
 Commercial Manager Tom Morkis
 Sales Prom. Mgr. Bob Misenheimer
 Program Director Bob Andrew
 Chief Announcer Charlie Shepherd
 Chief Engineer Roy E. Fullen

W H H T

DURHAM—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By.....Harold H. Thoms
 Business-Studio Address.....310 Main St.
 Phone Number.....L-975
 Transmitter Location.....Guess Rd.
 Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....Standard
 Representative.....Burn-Smith
 Membership.....BMB
 President, Owner.....Harold H. Thoms
 Gen.-Sta.-Sales Prom. Mgr.....W. R. Kirby
 Commercial Manager.....Edward McLocklan
 Prog.-Musical Dir.....J. Patterson
 Prod. Mgr., Pub. Dir.....H. A. Edwards
 Chief Engineer.....Carl Pickette
 Farm Editor.....Phillip Spaletta

W S S B

DURHAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Public Information Corp.
 Business-Studio Address.....211 Rigsbee Ave.
 Phone Number.....6919
 Transmitter Location.....Cole Rd., Forest Hills
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Capitol
 Representative.....Forjoe
 Membership.....NAB
 President.....Tom Sawyer
 General Manager.....Guy Griffen
 Chief Engineer.....Edward Norman

W T I K

DURHAM—1946—TOBACCO

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Durham Bcstg. Co., Inc.
 Business-Studio Address.....211½ E. Main St.
 Phone Number.....N-187
 Transmitter Location.....Ellis Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Representative.....Donald Cooke, Walker
 Membership.....NAB, BMB
 President.....W. Kenan Rand
 General-Station Mgr.....Floyd Fletcher
 Commercial Manager.....Tom Mitchell
 Program-Production Dir.....Ken Corbitt
 Chief Announcer.....Don Yeager
 Chief Engineer.....Arlis A. White

W C N C

ELIZABETH CITY—1939

MBS-KBS-TARHEEL

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By....Albemarle Bcstg. Co., Inc.
 Business-Studio Address...104 E. Colonial Ave.
 Phone Number.....1400, 1472
 Transmitter Location...Parsonage St., Extended
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...Lang-Worth, Keystone
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 President.....Dr. Joseph Gill
 General-Station Manager.....Bob Bingham
 Commercial Manager.....Ed Trent
 Program Director.....Jack Walters
 Prod. Dir., Chief Announcer...Norman Ragsdale
 Publicity Director.....Eleanor Bingham
 Musical Director.....John W. Pascoe
 Chief Engineer.....Joe Kyle
 Farm Editor.....George Haskett

W G A I

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By.....Daily Advance
 Business Address.....Kramer Bldg.
 Phone Number.....757
 News Service.....AP
 Transcription Service.....World
 Gen.-Comm. Mgr.....W. P. Heffernan
 Promotion Mgr.....Bob Thomas
 Program Director.....Frank Brown
 Chief Engineer.....Frederick Wagner

W F L B

FAYETTEVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Business Address.....P. O. Box 1258
 Phone Number.....7136
 Studio-Transmitter Location.....Bragg Blvd.
 Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....Thesaurus
 Representative.....Cox & Tans
 Membership.....NAB, BMB
 President.....Harry B. Stein
 General Station Manager.....L. W. Allen
 Chief Engineer.....W. D. Bailey

W F N C

FAYETTEVILLE—1940

MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Cape Fear Bcstg. Co.
 Business-Studio Address...114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....Murchison Rd.
 Air Time.....18 Hrs.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker

NORTH CAROLINA

Membership.....NAB, BMB, FMA
 General Manager.....Victor W. Dawson
 Commercial Manager.....Luther A. Gambill
 Program Director.....Nat R. Martin
 Sec.-Treas.....Ann Dawson Highsmith
 Chief Engineer.....William H. Alford
 Farm Editor.....N. R. Martin

W W N F

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Wayne M. Nelson, Inc.
 Operated By.....Carl Jack Aley
 Business-Studio Address.....WWNF, Fayetteville
 Phone Number.....7101-2
 Transmitter Location.....Raleigh Rd.
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard,
 SESAC, MacGregor
 Representative.....Friedenberg
 Membership.....NAB
 President.....Wayne M. Nelson
 General-Station Mgr.....Carl Jack Aley
 Commercial Manager.....William Lowder
 Program Director.....Carl Caudill, Jr.
 Chief Announcer.....Ray Woodard
 Musical Director.....Charles Friar
 Chief Engineer.....Alfred Jordan

W B B O

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Rutherford County Radio
 Co., Inc.
 Bus.-Studio-Transmitter Address.....Forest City
 Phone Number.....3205
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol,
 Keystone
 Membership.....NAB, BMB, FMA
 Pres., Gen.-Sta. Mgr.....Ed M. Anderson
 Commercial Manager.....L. O. Hutchins
 Sales Prom. Mgr., Prog. Dir.....Jane Smith
 Prod. Dir., Chief Announcer,
 Farm Editor.....Charles Melton
 Publicity Director.....Ed Anderson
 Musical Director.....Donald McLain
 Chief Engineer.....Merton Iwerks

W G N C

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Bus.-Studio Address.....Natl. Bank of Commerce
 Bldg.
 Phone Number.....732
 Transmitter Location.....Dallas Rd.
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP

Transcription Service.....Lang-Worth, Keystone
 Representative.....Continental Radio Sales
 Membership.....BMB
 President.....F. C. Todd
 General-Station Mgr.....Pat McSwain
 Comm.-Sales Prom. Mgr.....F. C. Abernethy
 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.
 Bus.-Studio-Transmitter Address.....P. O. Box
 1142, Vista Drive
 Phone Number.....5-1079
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Thomas F. Clark
 Membership.....NAB
 Pres., Chief Engineer.....James B. Petty
 General Manager.....William E. Abernathy
 Commercial Manager.....Boyce C. Morrow
 Program-Publicity Director,
 Chief Announcer.....Harry Carroll
 Musical Director.....A. G. Phillips
 Farm Editor.....Don C. Voigt

W G B R

GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Carolina Bcstg. Co.
 Business-Studio Address.....Borden Bldg.
 Phone Number.....1550-1
 Transmitter Location.....1 Mi. W. of Goldsboro,
 on Raleigh Hwy.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Representative.....Walker
 Membership.....NAB, FMA
 President.....A. T. Hawkins
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Coleman Scott
 Prog.-Prod. Director.....Vassie G. Balkcum
 Chief Engineer.....Daniel B. Trueblood

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....North Carolina Bcstg. Co.
 Business Address.....P. O. Box 1807
 Phone Number.....6125
 Studio Address.....O. Henry Hotel Bldg.
 Transmitter Location.....Battleground Blvd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, World

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Commercial Manager...Gilbert M. Hutchison
 Sales Prom. Mgr.....William P. Mitchell
 Program-Production Dir.....Al Rice
 Publicity Director.....Aileen Gilmore
 Chief Announcer.....Mike Brooks
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl F. Allison
 Farm Editor.....Bob Jones

(See Page 542)

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 Number.....3-6925-6
 Transmitter Location.....Muirs Chapel Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Aveyr-Knodel
 President.....George W. Dowdy
 General Manager.....Walter H. Goan
 Station Manager.....Gordon Anderson
 Commercial Mgr.....Virgil E. Evans, Jr.
 Sales Prom. Mgr., Pub. Dir.....Jeta Pace
 Program Director.....Wally Williams
 Production Dir.....John C. Munro
 Musical Dir., Farm Editor.....Vic Smith
 Chief Engineer.....A. L. Chaney, Jr.

W G B G

GREENSBORO—1942

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Greensboro Bcstg. Co., Inc.
 Business Address.....P. O. Box 2280
 Phone Number.....3-3631
 Studio-Transmitter Location.....Ashe St. Ext.
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Capitol, Associated
 Representative.....Burn-Smith
 Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
 Commercial Manager.....Earl O. Sullivan
 Program Director.....H. Marie Craven
 Chief Engineer.....James M. Stewart

W G T C

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Greenville Bcstg. Co.
 Business Address.....Greenville
 Phone Number.....3182-3
 Studio-Transmitter Location.....Falkland
 Highway
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Walker

Membership.....NAB
 President, Gen. Mgr.....J. J. White
 Station Manager.....Billy S. Hodges, Jr.
 Comm.-Sales Prom. Mgr.....David W. Mosier
 Prog.-Prod.-Pub. Director,
 Chief Announcer.....Charles H. Whedbee
 Musical Director.....Hank Tribley
 Chief Engineer.....James Mayo
 Farm Editor.....Wyatt Highsmith

W H N C

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Henderson Radio Corp.
 Bus.-Studio Address.....219 S. Williams St.
 Phone Number.....736, 1446
 Transmitter Location.....2 Mi. N. of Henderson
 on U. S. Hwy. No. 1
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Cole,
 Lang-Worth, Keystone
 Representative.....Homer Griffith
 Membership.....NAB, FMA
 President.....S. S. Stevenson
 Gen.-Comm.-Sales Prom. Mgr.,
 Publicity Director.....Nathan Frank
 Sta. Mgr., Chief Announcer.....Charlie Tutewiler
 Program Director.....Virginia Parham
 Production Director.....Harry Trotman
 Chief Engineer.....Lewis Hiland
 Farm Editor.....Bloys Britt

W H K P

HENDERSONVILLE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Hendersonville, Inc.
 Business Address.....P. O. Box 757
 Phone Number.....700, 1400
 Studio Address.....Bowen Hotel
 Transmitter Location.....U. S. Hwy 64, E.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Keystone
 Representative.....Continental Radio Sales
 Membership.....NAB
 President, General Manager.....Bob Amos
 Commercial Manager.....W. R. Hill
 Program Director.....Kermit Edney
 Publicity Director.....James Odum
 Chief Announcer.....Kermit Edney
 Chief Engineer.....Glenn Heckart

W H K Y

HICKORY—1939—ABC-KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....The Catawba Valley Bcstg.,
 Co., Inc.
 Address.....13th St. Radio Bldg.

Phone Number 2294-5
 Transmitter Location... 2½ Mi. S.E. of Hickory
 Air Time Unlimited
 News Service AP
 Transcription Service... World, Associated, KBS
 Membership NAB, BMB
 President Carl V. Cline
 Gen. Sta. Mgr., Chief Engr. Edmund S. Long

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Operated By... Foothills Bcstg. Co., Inc.
 Business-Studio Address... 1423—11th Ave.
 Phone Number 2124
 Transmitter Location 1 Mi. SE of city
 Air Time Daytime
 News Service AP
 Transcription Service... Lang-Worth, Standard
 General-Comm. Mgr. Edmund H. Smith, Jr.
 Prog. Dir., Asst. Mgr. Harry E. Snook
 Traffic Supervisor John Meacham
 Chief Engineer Elmer H. Troutman, Jr.

WHPE

HIGH POINT—1947

Frequency: 1070 Kc. Power: 1000 Watts
 Owned-Oper. By... High Point Enterprise, Inc.
 Business-Studio Address... 305-307 N. Main St.
 Phone Number 3466-7
 Transmitter Location... Old Thomasville Rd.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service... Associated, Standard
 Membership NAB, FMA
 President R. B. Terry
 Sec.-Treas. D. A. Rawley
 Station-Comm. Manager Pat Taylor
 Program Director Nick Lawrence
 Chief Engineer Yancy Cecil

WMFR

HIGH-POINT—1935—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address... 164 S. Main St.
 Phone Number 4593
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service... Lang-Worth, Capitol, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Program Director Gary Davis
 Publicity Director Gerald D. Sullivan
 Musical Director Wayne Morgan
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Jacksonville Bcstg. Co., Inc.
 Business Address Box "E" or Route 24
 Phone Number 707-8
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB
 President Louis N. Howard
 V P., Gen. Mgr. Lester L. Gould
 Commercial Manager Rodric Jones
 Prod.-Pub. Dir. Gorton T. H. Wilbur
 Chief Engineer Elmo Cronk

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned By Radio Station WGTL
 Operated By Fred H. Whitley
 Business Address Kannapolis
 Phone Number... Kannapolis 870, Concord 2154
 Studio-Transmitter Location... Cannon Blvd.
 Air Time Sunrise-sunset
 News Service UP

Market - Coverage - Economy

WGTL

"The Friendly Station"

Power-full — Independent

1000 Watts 870 on Your Dial

KANNAPOLIS, N. C.

"A Clear Channel Station"

**SERVING THE GREAT
 PIEDMONT SECTION
 of NORTH and
 SOUTH CAROLINA**

Transcription Service... Lang-Worth, Capitol, World
 Representative Forjoe
 Membership NAB, BMB
 President Fred H. Whitley
 General Manager H. A. Seville
 Program Director Frank H. Bowers
 Chief Engineer Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Jonas Weiland
 Business-Studio Address..... 204 E. King St.

WKNS

KINSTON—1947

Frequency: 1000 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Kinston Bcstg. Co.
 Business-Studio Address..... Radio Bldg.
 Phone Number 4509, 4700
 Transmitter Location..... Richlands Hwy.
 Air Time Daytime
 News Service UP
 Transcription Service..... World, Thesaurus
 Representative..... Joseph Hershey McGillvra
 President..... A. K. Barrus
 Gen. Station Mgr..... James W. Campbell
 Commercial Manager..... Carl J. McKinney
 Program Director..... Leonard Loftin
 Chief Announcer..... Harold B. Dale
 Chief Engineer..... David Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Scotland Bcstg. Co.
 Bus.-Studio Address..... Chetwynd Hotel Bldg.
 Phone Number 770
 Transmitter Location..... Laurinburg-Maxton Hwy.
 Air Time Daytime
 News Service UP
 Transcription Service..... World
 Membership NAB, BMB
 President Edwin Pate
 General Mgr..... J. R. Dalrymple, Jr.
 Commercial Manager..... Frank C. Cannon
 Program Director..... Gerald H. Sanders
 Musical Director..... Paul Wynne
 Chief Engineer..... Truman N. Brock
 Farm Editor..... J. R. Dalrymple, Jr.

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 100 Watts
 Owned-Operated By..... Douglas L. Craddock
 Bus.-Studio-Transmitter Address..... Leaksville
 Phone Number 701-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service..... World, Capitol, Keystone
 Membership NAB, BMB
 Owner, Gen.-Sta.-Sales Prom.
 Manager..... Douglas L. Craddock
 Commercial Manager..... William Baskerville
 Program-Production Director.
 Chief Announcer..... Kenneth Thomas
 Publicity Director..... Buren Rose
 Chief Engineer..... Eldred Winn

WJRI

LENOIR—1946—MBS-KBS-TOBACCO

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... John P. Rabb
 Business-Studio Address..... 107 West Ave.
 Phone Number 761, 899
 Transmitter Location..... 1¼ Mi. W. Lenoir on Hwy. 18
 Air Time Unlimited
 News Service AP, UP
 Transcription Service..... Lang-Worth, Standard, Keystone
 Owner, General Manager..... John P. Rabb
 Station Manager..... K. B. Rabb
 Comm.-Sales Prom. Mgr..... Glenn Whittier
 Program Director..... E. Bloker
 Production Director..... Wallace Hoy
 Publicity Director..... Clyde Laughtier
 Chief Announcer..... A. G. Foard, Jr.
 Musical Director..... George Kirstein
 Chief Engineer..... Blaine Ruckert
 Farm Editor..... Max Culp

WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Davidson County Bcstg. Co.
 Business Address..... P. O. Box 359
 Phone Number 2716
 Studio-Transmitter Location..... Route 1
 Air Time Unlimited
 News Service AP
 Transcription Service..... Lang-Worth, World, Keystone
 Representative..... Continental Radio Sales
 Membership NAB
 Partners..... Greely N. & Omar G. Hilton
 Station-Comm. Manager..... C. Robert Ray
 Program Director..... William Bullington
 Chief Announcer..... Gales Atkins
 Chief Engineer..... Fred Honeycutt

W T S B

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 1080-1
 Transmitter Location Charlotte Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Keystone
 Representative Continental Radio Sales
 Membership NAB
 President Dr. E. L. Bowman
 General Manager Walter James MacNeil
 Commercial Manager E. R. Hardin, Jr.
 Chief Announcer Bob Taylor
 Chief Engineer W. F. Rogers

W M A P

MONROE—1947—KBS-NO. STATE

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 Studio-Transmitter Location Camp Sutton
 Air Time 6:30 a.m.-5:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Capitol,
 Keystone
 President J. Ray Shute
 Station Manager Bill Sandefur
 Comm.-Sales Prom. Mgr. D. E. Marable
 Program Director R. W. Furman
 Chief Announcer Archie Laney
 Musical Director Marie Baucom
 Chief Engineer M. L. Covington
 Farm Editor W. W. Johnston

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carter Bcstg. Co., Inc.
 Business Address P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location Morehead City
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr.,
 Production Dir. Grover C. Munden
 Commercial Manager Charles H. Markey
 Sales Prom. Mgr. J. Q. Wallace
 Prog. Dir., Chief Engineer Ray Cummins
 Publicity Director Earl Lewis
 Chief Announcer, Musical Dir. Clint Long

W M N C

MORGANTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Bus.-Studio-Transmitter Address Bx 805
 Phone Number 1100
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 President, Gen.-Station Manager,
 Program Director Nathan J. Cooper
 Commercial Manager Thomas N. Cooper
 Chief Announcer Jack McKee
 Chief Engineer Frank Ballew

W P A Q

MT. AIRY—1948—TAR HEEL

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Bus.-Studio-Transmitter Address Mt. Airy
 Phone Number 682
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas F. Clark
 Membership NAB
 Pres., Gen.-Station Manager,
 Chief Engineer Ralph D. Epperson
 Comm. Mgr., Prog. Dir. Claude White
 Sales Prom. Mgr. H. A. Epperson
 Chief Announcer Claude White
 Musical Director Tom Stewart
 Farm Editor Neil Smith

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The Coastal Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Trent Blvd.
 Phone Number 4450, 4024
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 Pres., Gen.-Sta.-Comm. Mgr.,
 Program Director Louis N. Howard
 Sales Prom. Mgr., Production Director,
 Chief Announcer Bruce Lee
 Publicity Director Jacquelyn Melton
 Musical Director Sanford Marshall
 Chief Engineer Billy Haire
 Farm Editor Paul M. Cox

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton Conover Bcstg. Co.

NORTH CAROLINA

Business Address.....Box 606
 Phone Number.....930
 Studio-Transmitter Location..West A. St., Ext.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Continental Radio Sales
 Membership.....NAB
 General Manager.....Charles Turner
 Sta. Mgr., Prog. Dir.....Earl Holder
 Comm.-Sales Prom. Mgr.....Eugene Henry
 Production Director.....Bill Taylor
 Chief Announcer.....
 Farm Editor.....Harvey Laughter
 Chief Engineer.....Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Business-Studio Address.....Radio Bldg.
 Phone Number.....810, 633
 Transmitter Location.....RFD No. 2
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Pres., General-Station Manager.....
 Publicity Director.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Prog.-Prod. Dir., Farm Editor..John T. Cashion
 Chief Engineer.....Robert Harvey

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The News and Observer
 Publishing Co.
 Business-Studio Address..219 S. McDowell St.
 Phone Number.....2-0321
 Transmitter Location.....Asbury
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Avery-Knodel
 Membership.....NAB, BMB, FMA
 President.....Josephus Daniels, Jr.
 Station Manager.....Dudley T'chenor
 Program Director.....Robert C. Hitchens
 Publicity Director.....Mary Ann Dixon
 Musical Director.....Jill Allen
 Chief Engineer.....Bascom E. Porter
 Farm Editor.....Clay Williams

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radio Co.

Business-Studio Address.....Insurance Bldg.
 Phone Number.....8311
 Transmitter Location.....Cary
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Sales Manager.....O. L. Carpenter
 Program Manager.....Graham B. Poynor
 Dir. of Adv. & Prom.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

WRAL

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 Number.....6411
 Transmitter Location.....Bart St.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NAB, BMB
 President.....A. J. Fletcher
 Gen.-Station-Comm. Mgr.....Fred Fletcher
 Program Director.....Jesse Helms
 Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Piedmont Carolina Bcstg.
 Co., Inc.
 Bus.-Studio Address.....116 Gilmer St.
 Phone Number.....1573-4
 Transmitter Location.....Wentworth Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated,
 Keystone
 Membership.....NAB
 President.....H. T. Williams
 General-Station Manager.....Steve Woodson
 Comm.-Sales Prom. Mgr.....D. M. Snodderly
 Prog. Dir., Chief Announcer.....Forrest Bedell
 Prod.-Musical Dir.....Paul Montgomery
 Pub. Dir., Farm Editor.....Tiny Turner
 Chief Engineer.....L. H. Alexander

WCBT

ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....WCBT, Inc.
 Operated By.....S. E. Crew
 Bus.-Studio Address.....251 Roanoke Ave.

Phone Number R-8551-61
 Transmitter Location E. Tenth St., Ext.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. S. E. Crew
 Comm.-Sales Prom. Mgr. A. L. Drew
 Prog.-Prod.-Pub. Dir. Ken Johnson
 Chief Announcer Jim Ferguson
 Musical Director Mabel Wilson
 Chief Engineer C. W. Meares
 Farm Editor Jim Mulqueeny

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Rockingham
 Phone Number 611
 Owner, General Mgr. Wayne M. Nelson

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Josh L. Horne
 Bus.-Studio Address 115 N. Church St.
 Phone Number 2880
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol,
 Keystone
 Representative McGeehan & O'Mara
 Member ship NAB, FMA
 Owner Josh L. Horne
 Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Announcer Dick Bradshaw
 Musical Director Lorraine Pritchard
 Chief Engineer Harold Aycock
 Farm Editor Bill Armstrong

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. A. Wynne
 Business Address Box 752
 Phone Number 1420
 Studio-Transmitter Location Rocky Mount
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Gen.-Sta. Mgr., Chief Engineer W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden

WSAT

SALISBURY—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Carolina Bcstg. Co.
 Address Wilkesboro Rd.
 Phone Number 276
 News Service UP
 Transcription Service World
 President Charles H. Wentz
 Gen.-Comm. Manager John Smith
 Program Director W. F. Fleming
 Chief Engineer Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Corp.
 Bus.-Studio Address State Theatre Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB
 Pres., Gen. Mgr. Bryce P. Beard, Sr.
 Sta. Mgr., Prog.-Prod. Dir. Russell McIntire
 Comm. Mgr. Katherine F. Murphy
 Sales Prom. Mgr., Pub. Dir. Alex P. Beard
 Chief Announcer Bill Brown
 Musical Director Rebecca Duffell
 Chief Engineer Carl B. Watson
 Farm Editor Harry Yarsons

WWGP

SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Radio Bldg., Steele St.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Pres., Gen.-Station Mgr. Wa'do W. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By Western Carolina Radio
 Corp.
 Business Address Shelby
 Phone Number 340
 Studio-Transmitter Location Hwy. No. 74, W.
 at city line
 Air Time Daytime
 News Service AP

Transcription Service Associated
 Membership NAB
 President Lee B. Weathers
 Gen. Mgr., Chief Engineer . . Robert M. Wallace

General-Station Manager Harry Gatton
 Comm.-Sales Prom. Mgr. J. Frank Heathcox
 Prog.-Prod. Dir., Chief Announcer,
 Musical Director Albert Watson
 Publicity Director Frances Earle
 Chief Engineer T. K. Abernethy
 Farm Editor Paul Dearman

W E E B

SOUTHERN PINES—1947 MBS-TARHEEL

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . The Sand Hill Community
 Bcstrs., Inc.
 Business Address Drawer 1140
 Phone Number 6191
 Studio-Transmitter Location . . . U. S. Hwy.
 No. 1, S.
 Air Time Daytime
 News Service AP
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Sta. Mgr. Jack S. Younts
 Comm.-Sales Prom. Mgr. Page Shamburger
 Prog.-Musical Dir. Elizabeth M. Younts
 Prod. Dir., Chief Announcer . . Edward Cox, Jr.
 Chief Engineer Peter Koppels

W C P S

TARBORO—1946

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Coastal Plains Bcstg. Co.,
 Inc.
 Bus.-Studio Address . . . Edgecombe Bank Bldg.
 Phone Number 643, 946
 Transmitter Location . . . Hwy. 64. Bet. Rocky
 Mount & Tarboro
 Air Time Daytime
 News Service AP
 Transcription Service . . . Lang-Worth, Capitol
 Membership NAB, BMB, FMA
 Gen. Mgr., Pub. Dir. John C. Hanner
 Comm.-Sales Prom. Mgr. J. Porter McNair
 Prog.-Prod. Dir., Farm Editor . . Welcome Stanton
 Chief Announcer Eck Wall
 Musical Director Edna Vann Lewis
 Chief Engineer Charles D. Chandler

W S T S

SOUTHERN PINES—1947—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Sandhills Bcstg. Corp.
 Bus.-Studio Address 115 E. Broad St.
 Phone Number 5451
 Transmitter Location Southern Pines
 Air Time Daytime
 News Service UP
 Transcription Service Standard, Keystone
 Representative Thomas F. Clark
 Membership NAB
 President Frank L. Baber
 Director of Operations J. C. Cole
 Chief Announcer C. Willis Hogan
 Chief Engineer Howard S. Caldwell

W T N C

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By The Thomasville Bcstg. Co.
 Business Address Thomasville
 Phone Number 902
 Air Time Daytime
 News Service AP
 Transcription Service World
 Membership NAB
 President George W. Lyles
 Station Manager Harold Harrison
 Chief Engineer L. M. Sugg

W S I C

STATESVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . . Statesville Bcstg. Co., Inc.
 Bus.-Studio Address . . Radio Rd., P. O. Box 1189
 Phone Number 1000
 Transmitter Location Radio Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NAB
 President Dr. James W. Davis

W A D E

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Anson Radio & Bcstg. Co.
 Bus.-Studio Address Lyon Bldg.
 Phone Number 427, 620
 Transmitter Location Morven Rd.
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NAB
 President R. P. Lyon
 Station Manager Jack P. Hankins
 Commercial Manager James Ward
 Program Director Willard P. Billingsley
 Chief Engineer Cecil Sills
 Farm Editor Walter Mitchell

W H E D

WASHINGTON—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus.-Studio Address Guarantee Bank Trust
 Bldg.
 Phone Number 278
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Continental
 P resident Lee Wynne
 Gen.-Comm. Mgr., Prog. Dir. R. B. Armstrong
 P omction Manager C. B. Armstrong
 Chief Engineer Richard Tripp

W R R F

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus.-Studio Address Bank of Washington
 Bldg.
 Phone Number 403, 1515
 Transmitter Location 1½ Mi. S. of city on
 Hway. 17
 Air Time 5:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Vice Pres. W. R. Roberson, Jr.
 Gen.-Comm. Manager T. H. Patterson
 Sales Prom. Mgr., Pub. Dir. Merrill Daniels
 Program Production Dir. Don Pierce
 Musical Director Vernon Carter
 Farm Editor Charlie Yates

W H C C

WAYNESVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Smoky Mountain Bcstg.
 Business Address Ma'in St.
 Phone Number 680
 News Service UP
 Transcription Service Lang-Worth
 President W. Curtis Russ
 Gen. Mgr., Prog. Dir. Frank R. Kautti
 Chief Engineer Frank Wilbur

W E N C

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 508
 Phone Number 120
 Transmitter Location 1 Mi. from Bus. District
 Air Time 6 a.m.-11 p.m.
 News Service AP

Transcription Service Standard
 Membership NAB
 General Manager Ward A. Coleman
 Promotion Manager M. C. Forsyth
 Commercial Manager Allen Shohat
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Announcer Bill Willis
 Chief Engineer Ed Keith

W G N I

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2421, 2-2493
 Studio-Transmitter Location Eagle Island at
 Cape Fear River Bridge
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 President J. S. Brody
 Station Manager Allen B. Jones
 Commercial Mgr. Tommy Thompson
 Program Director Paul Parker
 Chief Engineer A. J. Gulino

W M F D

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned By Radio Station WMFD
 Operated By R. A. Dunlea
 Business Address P. O. Box 696
 Phone Number 4840
 Studio Address Castle Hayne Rd.
 Transmitter Location Brunswick County
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB, BMB
 General Station Mgr. R. A. Dunlea
 Comm.-Sales Prcm. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chief Announcer Bill Guerrin
 Chief Engineer E. I. Herring

W V O T

WILSON—1948

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Hway. 301 N.
 Phone Number 5157
 News Service AP
 Transcription Service Capitol
 Partners W. T. William, H. W. Anderson,
 C. E. Leeper, N. V. Pieler
 General Manager W. T. William

Commercial Manager.....R. R. Brunson
 Program Director.....Joel Lawhon
 Chief Engineer.....N. V. Pieler

W G T M

WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Watson Industries, Inc.
 Bus.-Studio Address.....Herring Ave. Ext.
 Phone Number.....2188-9
 Transmitter Location.....Rock Ridge
 Air Time.....5 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....World. Thesaurus
 Representative.....Weed
 Membership.....NAB, BMB, FMA
 President.....Penn Thomas Watson
 General-Station Mgr.....Allen Wannamaker
 Comm.-Sales Prom. Mgr.....Harry Severance
 Program Director.....Clint Faris
 Production Director.....Charlie Slate
 Publicity Director.....Harriet P. Fulghum
 Chief Announcer.....Bill Jackson
 Musical Director.....Jack Townsend
 Chief Engineer.....W. H. Malone
 Farm Editor.....Clair Shadwell

The KING SIZE Voice of Tobaccoland

A MARKET OF \$566,898,000*

WGTM's primary
 area includes:
 1,125,000 population

WGTM's primary
 area includes:
 150,000 radio families

Allen Wannamaker
General Manager

National Representative
 Joe Weed & Co.

5000 Watts **590 KC**
 FULL TIME

MUTUAL BROADCASTING SYSTEM
 (EXCLUSIVE IN THIS AREA)



W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WAIR Bcstg. Co.
 Business-Studio Address.....Pepper Bldg.
 Phone Number.....2-1133
 Transmitter Location.....S. Stratford Rd.
 Air Time.....5:30 a.m.-12:15 a.m.
 News Service.....AP
 Transcription Service.....World. Lang-Worth,
 Cole
 Representative.....Avery-Knodel
 Membership.....NAB, BMB, FMA
 General-Station Mgr.....George D. Walker
 Commercial Manager.....C. G. Hill
 Sales Prom. Manager.....Bernice Estep
 Prog.-Prod. Director.....Doris Pardington
 Publicity Director.....Nell Messick
 Musical Director.....Frances Denny
 Chief Engineer.....Lee King

W S J S

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 Number.....2-4141
 Transmitter Location.....R.F.D. No. 1, Old Town
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated. Standard
 Representative.....Headley-Reed
 Membership.....NAB, BMB, FMA
 President.....Gordon Gray
 V.P., Managing Dir.....Harold Essex
 Sales Manager.....Harry B. Shaw
 Program Manager.....Robert Estes
 Production Director.....John Connas
 Publicity Director.....Robert B. Wilson
 Musical Director.....B. C. Dunford, Jr.
 Dir. of Engineering.....Phil Hedrick
 Farm Service Dir.....Harvey Dinkins

W T O B

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Winston-Salem Bcstg. Co.
 Phone Number.....7145
 Studio Address.....826 W. Fourth St.
 Transmitter Location.....Konnoak Dr.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Taylor-Borloff
 Membership.....NAB
 President.....James W. Coan
 Gen.-Sta.-Comm. Mgr.....John G. Johnson
 Prog. Dir., Chief Announcer.....Louis T. Marsh
 Production Dir.....Eliazbeth Trotman
 Musical Director.....Russ Reardon
 Chief Engineer.....L. C. Davis

NORTH DAKOTA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus. Studio Address 320 Broadway
Phone Number 468
Transmitter Location Menoken
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm. Sales Prom. Mgr. R. W. MacLeod
Prog. Pub. Dir. Cal Culver
Production Director Charles Schoregge
Musical Director Don McLean
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time 6:30 a.m.—11 p.m.
News Service UP
Transcription Service World, SESAC
Membership BMB
Pres., Gen. Sta. Comm. Mgr. Bert Wick
Sales Prom. Mgr. Norman Buckner
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 28 First Ave. W.
Phone Number 348
Transmitter Location 1 Mi. N. of Dickinson
on Hwy. No. 22 & 1/4 Mi. E.
Air Time 6 a.m.—M.
News Service AP
Transcription Service Standard, Keystone
Membership NAB
President Dr. P. J. Weir
Gen. Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager Douglas Anderson
Prog.-Prod. Director George L. Brooks
Musical Director George Brooks
Chief Engineer Quentin Prochaska
Farm Editor Earl Mann

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3-291
Transmitter Location Wild Rice
News Service AP
Transcription Service Standard, SESAC
Representative Paul H. Raymer
Membership NAB
President W. R. Haggart
Gen. Sta. Comm. Sales P. om. Mgr.
Pub. Dir. Charles G. Burke
Prfog.-Prod. Dir. David B. Henley
Chief Engineer Olaf Gabrielson
Farm Editor Dick Sundquist

KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Northwest Bcstg. Co.
Business-Studio Address 217 1/2 Broadway
Phone Number 2-3201
News Service UP
Transcription Service World, Associated
Pres., General Mgr. John Nystul
Program Director G. L. Schoberg
Chief Engineer Harry Vose

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Transmitter Location W. Fargo
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NAB, BMB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Manager Ken Kennedy
Production Manager Maurie Waller
Musical Director Don Auman
Chief Engineer Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency: 1440 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus. Studio Address First Natl. Bank Bldg.



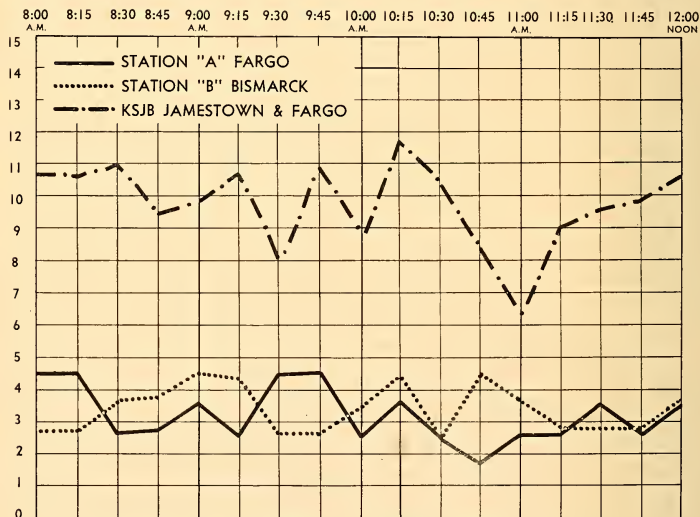
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

CBS Leads in North Dakota with KSJB



This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

KSJB with Studios in Fargo and Jamestown, North Dakota

NORTH DAKOTA

Phone Number 1200
 Transmitter Location.. Univ. of N. Dak. Campus
 News Service UP
 Representative Avery-Knodel
 Membership NAB, BMB
 President M. M. Oppenard
 Mgr., Prog. Dir..... Ralph D. Herbert
 Office Manager..... Dorothy A. Kirk
 Musical Director..... Gary Fox
 Chief Engineer..... Arnold F. Petrich

KNOX

GRAND FORKS—1947
 MBS-GREAT NORTHERN

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Community Radio Corp.
 Business Address..... P. O. Box 1110
 Phone Number..... 3499, 3500
 Studio-Transmitter Location... Hway. No. 81
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NAB
 President Carroll E. Day
 General-Station Mgr..... Ralph B. Maxwell
 Comm. Manager..... Robert C. Lukkason
 Prog.-Prod. Dir..... Charles E. Gustafson
 Chief Engineer..... Patrick J. Murphy

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.
 Bus.-Studio Address. 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
 Phone Number... Jamestown 1600, Fargo 5430
 Transmitter..... Hway. 281, 6 Mi. S. of city
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative..... George P. Hollingsbery
 Membership BMB
 President John W. Boler
 Secretary..... Donn C. Clayton
 Gen.-Sta.-Comm. Mgr..... Paul R. Heitmeyer
 Sales Prom. Mgr..... G. H. McKinnon
 Publicity Director..... Ruth Johnson
 Chief Announcer..... Don Kingsley
 Chief Engineer..... Robert E. Ridgway
 Farm Editor..... Chester Graham

KGCU

MANDAN—1925
 MBS-GREAT NORTHERN

Frequency: 1270 Kc.... Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By... Mandan Radio Assn., Inc.
 Bus.-Studio Address..... 200 3rd Ave. N.W.
 Phone Number..(Office) 561, (Transmitter) 3660
 Transmitter Location... 2½ Mi. SE of Mandan
 on Hway. 10

News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership BMB
 President W. S. Russell
 Gen.-Sta.-Comm. Mgr..... M. J. Reichert
 Sales Manager..... Harry McKee
 Traffic-Production Director..... Mert Bushee
 Musical Director..... James Sutherland
 Chief Engineer..... Ray Ba'nett

KLPM

MINOT—1929
 MBS-GREAT NORTHERN

Frequency: 1390 Kc.... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Minot Bcstg. Co.
 Business-Studio Address..... Fair Block
 Phone Number 41-146
 Transmitter Location..... 2 Mi. E. of Minot on
 Hway. 52
 News Service UP
 Transcription Service World
 Representative Walker
 Membership BMB
 General Manager..... John B. Cooley
 Sta. Mgr., Chief Engineer..... C. W. Baker
 Commercial Manager..... E. H. Cooley
 Sales Prom. Mgr., Pub. Dir..... Leslie E. Maupin
 Prog.-Prod. Dir..... James J. Hautman
 Farm Editor..... Ethel H. Cooshee

KOV C

VALLEY CITY—1936
 MBS-KBS-GREAT NORTHERN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... KOVC, Inc.
 Business-Studio Address..... 312 Fifth Ave.
 Phone Number 408-W
 Transmitter Location..... S.W. of town
 News Service UP
 Transcription Service Keystone
 Membership BMB
 Pres., Gen.-Comm. Mgr..... Robert E. Ingstad
 Sales Prom. Manager..... Wayne King
 Program Director..... Robert Nelson
 Chief Engineer..... Charles Sjostrom

KWBM

WILLISTON—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Williston Bcstg. Co.
 Phone Number 1457
 News Service UP
 Transcription Service World
 Representative Hal Holman
 President..... James D. Mortwedt
 General Manager..... A. L. Hellebust
 Commercial Manager..... William Brady
 Program Director..... Ray Kapp
 Chief Engineer..... George A. Howard

"One of America's Oldest Stations"

FIRST!

In Akron, Ohio

BASIC

CBS

NETWORK

24 YEARS

5000 WATTS

Owner-Operator
ALLEN T. SIMMONS

National Representative
GEORGE P. HOLLINGBERY CO.

"With Over 2,000,000 Friends"

OHIO

Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600
Total Families 2,239,300—Stations in State 54

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bus.-Studio Address WADC Bldg., corner
Main & Mill Sts.
Phone Number Jefferson 6165
Transmitter Location Route 8, Akron-
Cleveland Rd.
Air Time 5:55 a.m.-1:05 a.m.
News Service Transradio, UP
Transcription Service Lang-Worth, Standard,
World
Representative George P. Hollingbery
Membership BMB
Owner-Manager Allen T. Simmons
Assistant Manager Robert B. Wilson
Commercial Manager Fred C. Bock
Sales Prom. Mgr., Pub. Dir. Secret Williams
Program Director Harold H. Hageman
Production Director Doc Williams
Musical Director William E. Beers
Chief Engineer John L. Wildermuth
Farm Editor Harold Hageman

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
Transmitter Location 739 Swartz Rd.
Air Time Unlimited
News Service AP, UP
Transcription Service Associated, Capitol
Representative Weed
Membership NAB, BMB
President, Gen. Mgr. S. Bernard Berk
Asst. General Manager Viola G. Berk
Station Manager Roger G. Berk
Comm.-Sales Prom. Mgr. Kenneth M. Keeqan
Program Director Edward N. Palen
Production-Publicity Dir. Eccles Huff
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp

WHKK

AKRON—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts d.
Owned By Forest City Publishing Co.
Operated By United Bcstg. Co.
Business-Studio Address 51 W. State St.
Phone Number Bl. 7101
Transmitter Location Akron Peninsula Rd.
Air Time Daytime
News Service AP

Transcription Service Thesaurus, Standard
Representative Paul H. Raymer
Membership NAB
President S. E. Graham
General-Station Mgr. R. W. Richmond
Comm.-Sales Manager Cecil Green
Program-Production Dir. Lew Henry
Publicity Director George W. Mamas
Musical Director Bruce Blake
Chief Engineer Jim Hill
Farm Editor Cliff Rodgers

WICA

ASHTABULA—1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221, 27-181
Transmitter Location Ashtabula-Jefferson Rd.
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Lang-Worth
Membership BMB
President R. B. Rowley
Station Manager W. W. Walrath
Commercial Manager D. W. Fassett
Program Director R. W. Miner
Musical Director Mary Pavolino
Chief Engineer T. F. Searl
Farm Editor John Strasen

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned By The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address The Skyline
Phone Number 1515
Air Time 6 a.m.-local sunset
News Service AP
Transcription Service World, SESAC
Representative Walker
Membership NAB, BMB
President Jesse A. Bloch
General Manager Robert W. Ferguson
Sales Prom. Mgr. Albert T. Fisher
Program Director Frank Curtis
Pub.-Musical Director Edward Trisler
Chief Engineer George Cowen
Farm Editor Paul Howard

WILE

CAMBRIDGE—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Land O'Lakes Bcstg. Corp.
Business-Studio Address 917 Beatty Ave.
Phone Number 3545

Transmitter Location.... R. D. No. 1, College Hill
 Air Time..... 6:30 a.m.-local sunset
 News Service..... AP
 Transcription Service..... Capitol, World
 President..... H. D. McClelland
 General-Station Mgr..... Howard A. Donahoe
 Comm.-Sales Prom. Mgr.,
 Publicity Director..... Richard F. Rose
 Prog.-Prod. Dir..... William Montgomery
 Chief Announcer..... Warren Thomas
 Chief Engineer..... Wesley C. Randles

W A N D

CANTON—1947

Frequency: 900 Kc..... Power: 500 Watts d.
 Owned-Operated By..... P. C. Wilson
 Business-Studio Address..... 1414 12th St., N.E.
 Transcription Service..... Associated
 Representative..... Continental
 Owner..... P. C. Wilson

W C M W

CANTON—1946—STANDARD

Frequency: 1060 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Stark Bcstg. Corp.
 Bus.-Studio Address..... 317 W. Tuscarawas St.
 Phone Number..... 8219
 Transmitter Location..... Hills & Dales Rd.
 Air Time..... 7 a.m.-local sunset
 News Service..... INS
 Transcription Service..... Lang-Worth, Standard,
 Thesaurus
 Representative..... Burn-Smith
 Membership..... NAB, FMA
 President..... Merlin R. Schneider
 General Manager..... J. Leonard Taylor
 Commercial Manager..... W. D. Kinsey
 Traffic Manager..... Peggy Fitzgerald
 Chief Announcer..... Robert Johnson
 Musical Director..... Robert Allen
 Chief Engineer..... Charles H. Girt, Jr.

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 Ave.
 Phone Number..... 7166
 Transmitter Location..... Richville
 Air Time..... 6:30 a.m.-1 a.m.
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Taylor-Borhoff
 Membership..... NAB, BMB
 President..... Roy D. Moore
 General Manager..... Joseph K. Vodrey
 Director of Radio..... Eugene Carr
 Station Manager..... Robert C. Fehlman
 Commercial Manager..... Frank R. Proudfoot
 Sales Prom. Mgr., Pub. Dir..... Julius Glass

Program Director..... Gervis S. Brady
 Musical Director..... Charles Pickens
 Chief Engineer..... Kenneth L. Sliker
 Farm Editor..... Dick Merrin

W B E X

CHILLICOTHE—1947

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Shawnee Bcstg. Co.
 Business-Studio Address..... 27 E. Second St.
 Phone Number..... 2244
 Transmitter Location..... Pohlman Rd.
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... W. S. Grant
 Membership..... NAB, BMB
 President..... D. C. Summerford
 Gen.-Sta.-Comm.-Sales Prom.
 Manager..... J. Harry Callaway
 Program-Publicity Dir..... Stanley Dixon
 Prod.-Musical Dir., Chief
 Announcer..... Bob Roberts
 Chief Engineer..... Ralph Albers
 Farm Editor..... Carl Wendel

W C K Y

CINCINNATI—1929

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By..... L. B. Wilson, Inc.
 Bus.-Studio Address..... Hotel Gibson, 5th &
 Walnut Sts.
 Phone Number..... Cherry 6565
 Transmitter Location..... near Crescent Springs,
 Ky.
 Air Time..... 24 Hrs.
 News Service..... INS
 Transcription Service..... Standard, World
 Representative..... Thomas Welstead
 Membership..... NAB, BMB
 President, General Manager..... L. B. Wilson
 Sta.-Comm. Manager, Chief
 Engineer..... C. H. Topmiller
 Prog. Dir., Chief Announcer..... Bill Dawes
 Publicity Director..... John Murphy
 Musical Librarian..... Ethlyn Ha'e

W C P O

CINCINNATI—1922
 MBS-BURGER BEER

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Scripps-Howard Radio, Inc.
 Bus.-Studio Address..... 3800 Carew Tower
 Phone Number..... Main 3314
 Transmitter Location..... 6th & Court Sts.
 Air Time..... Unl'mited
 News Service..... UP
 Transcription Service..... Standard, Associated,
 Lang-Worth
 Representative..... Branham
 President..... Jack R. Howard

General Manager.....M. C. Watters
 Station-Comm. Mgr.....John Patrick Smith
 Sales Prom. Manager.
 Program Director.....Glenn Clark Miller
 Prod. Dir., Chief Announcer.....Earl Corbett
 Publicity Director.....Doreen Cleveland
 Musical Director.....Rayetta Gale
 Chief Engineer.....Glen A. Davis
 Farm Editor.....John G. Sweeney

WKRC

CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Business-Studio Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Katz
 Managing Director.....Hulbert Taft, Jr.
 Manager.....H. E. Fast
 Sales Manager.....U. A. Latham
 Program Director.....Harvey Cary
 Promotion Manager.....Joel W. Stovell
 Chief Engineer.....George Wilson

WLW

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Bus.-Studio Address..Crosley Sq., 140 W. Ninth
 St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason
 Air Time.....24 Hrs.
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Membership.....NAB, FMA
 President.....James D. Shouse
 V.P., General Mgr.....R. E. Dunville
 V.P., Asst. Gen. Mgr.....Dwight Martin
 V.P. in Charge of Sales..Harry Mason Smith
 Dir. of Sales Prom.....David E. Partridge
 V.P. in Chg. of Prog.....William P. Robinson
 Asst. Prog. Dir.....Kenneth Smith
 Dir. of Pub. Rel. & Publicity..James J. Cassidy
 Chief Announcer.....Bill Brown
 Gen. Mgr. of Music.....Milton Weiner
 V.P. in Chrg. of Engineering...R. J. Rockwell
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

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 1068-69-70-71
 Transmitter Location.....Mt. Healthy
 Air Time.....6 a.m.-1 a.m.

News Service.....UP
 Transcription Service.....Thesaurus, Capitol
 Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Marshall Field
 General Manager.....Robert M. Sampson
 Asst. General Manager.....E. K. Bauer
 Sales Manager.....Robert H. Boulware
 Program Director.....James Leonard
 Prod. Dir., Chief Announcer.....Fred Harper
 Publicity Director.....Vonne Monsell
 Chief Engineer.....William Symons

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WGAR Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Staller
 Phone Number.....Prospect 0200
 Transmitter Location.....Broadview & Akins
 Rds., Broadview Hts.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry
 Membership.....NAB
 President.....Frank E. Mullen
 Chairman of the Board.....G. A. Richards
 V.P., General Manager.....John F. Patt
 Comm. Mgr., V.P. Chg. Sales...Carl E. George
 Sales Prom. Manager.....Ted Boynton
 Program Director.....Reginald P. Merridew
 Production Director.....Stanley Gee
 Publicity Director.....Manuel Eisner
 Chief Announcer.....Charles Roberts
 Musical Director.....Henry Pildner
 V.P. Chg. of Engineering.....R. Morris Pierce
 Farm Editor.....Dick Kathe

WHK

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address..1311 Terminal Tower
 Phone Number.....Prospect 5800
 Transmitter Location.....Pleasant Valley Rd.,
 Seven Hills
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Sterling Graham
 Gen.-Station Manager.....K. K. Hackathorn
 Commercial Manager.....J. B. Maurer
 Sales Prom. Manager.....Paul Bairstow
 Program Director.....C. M. Hunter
 Production Director.....James Aubele
 Publicity Director.....William Sprague
 Musical Director.....Willard Pott
 Chief Engineer.....R. H. DeLany

W S R S

1490

Serving Greater Cleveland

NIGHT & DAY

"The Family Station"

Cleveland's Popular Full-Time Independent Radio Station

SAMUEL R. SAGUE
PRESIDENT

ERiview
2005

CEDAR & LEE RDS.
CLEVELAND 18, OHIO

W J M O**CLEVELAND—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: WJMO Bcstg. Co.
Bus.-Studio-Transmitter Address: 2157 Euclid Ave.

Phone Number: Superior 4424
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young, Jr.
Membership: NAB
President: W. J. Marshall
General-Station Mgr.: Dave Baylor
Commercial Manager: Robert De Tchon
Program Director: Robert Athearn
Publicity Director: Herman Spero
Chief Engineer: Larry Shipley

W J W**CLEVELAND—1932—ABC**

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 0101
Transmitter Location: 9861 Ridge Rd.
N. Royalton

Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: William M. O'Neil
Asst. to the Pres.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Local Sales & Sales

Promotion Manager: Frank H. Blumer
Program Director: Charles V. Hunter
Advt. Director: James Hansen
Publicity Director: Charles F. McLaughlin
Chief Announcer: Stanley Peyton
Chief Engineer: Gerold G. Roberts

W T A M**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Oper. By: National Bcstg. Co., Inc.
Bus.-Studio Address: 815 Superior Ave.
Phone Number: CHerry 0942
Transmitter Location: Brecksville
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard, Associated.

Thesaurus
Representative: NBC Spot Sales
Membership: NAB, BMB
General-Station Mgr.: John McCormick
Commercial Manager: Harold Gallagher
Sales Prom. Manager: Howard Barton
Program Director: Jacob Hines

Production Director: Fred Wilson
Publicity Director: Ralph Eckhart
Musical Director: Walberg Brown
Chief Engineer: S. E. Leonard
Farm Editor: James Chapman

W S R S**CLEVELAND HGTS.—1947**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRs, Inc.
Bus.-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: ERievew 2005
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth, SESAC

Representative: Forjoe
Membership: NAB
President: S. R. Sague
Station Manager: Joseph A. Beres
Production Director: Jerome Snider
Publicity Director: Robert Rogers
Musical Director: Chick Lind
Chief Engineer: Ben H. Whittaker

W B N S**COLUMBUS—1924—CBS**

Frequency: 1460 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By: Radioho, Inc.
Business-Studio Address: 33 N. High St.
Phone Number: Ad. 9265
Transmitter Location: 1035 Barnett Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, World
Representative: John Blair
Membership: NAB, BMB
President: Richard S. Wolfe
General Manager: Richard A. Borel
Commercial Manager: W. I. Orr
Promotion Director: Jerome R. Reeves
Program Director: Geer Parkinson
Musical Director: Paul Neal
Chief Engineer: Lester H. Natzger
Farm Editor: Bill Zipt

W C O L**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WCOL
Business-Studio Address: 22 S. Young St.
Phone Number: MAin 4581
Transmitter Location: 555 W. Goodale St.
Air Time: 19 Hrs.
News Service: AP, INS
Transcription Service: Lang-Worth, Associated, Cole

Representative: Headley-Reed
Membership: NAB, BMB, FMA
Station Director: Albert R. Alinger

Promotion Manager.....Jack Maguire
 Program Director.....Frank J. Tate
 Production Director.....Edgar A. Sprague
 Publicity Director.....Maxine Davies
 Chief Engineer.....Leo DeConnick
 Farm Editor.....T. D. Harman

W H K C

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....22 E. Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS, UP
 Transcription Service.....Lang-Worth, Cole,
 Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Sterling Graham
 V.P., Gen.-Sta. Mgr.....Carl M. Everson
 Comm.-Sales Prom. Mgr.....H. H. Hoessly
 Program-Production Dir.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Musical Director.....John Kenward Agnew
 Chief Engineer.....William B. Minor
 Farm Editor.....George Zeiss

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
 Transmitter Location.....1 Mi. W. of Roscoe
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth,
 SESAC
 Pres., Gen.-Sta. Mgr.....Bruce Wallace
 Commercial Manager.....Dick Athey
 Sales Prom. Mgr.....James Sigman
 Prog.-Prod.-Pub. Dir.....John R. Terry
 Chief Engineer.....Ben Jones

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, UP, INS
 Transcription Service.....Associated, Standard,
 Cole
 Representatives.....Hollingbery, Cummings
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Commercial Manager.....Harvey R. Young, Jr.
 Program Director.....Lester G. Spencer
 Promotion Manager.....Bud Baldwin
 Chief Engineer.....Ernest L. Adams

W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Great Trails Bcstg. Co.
 Business-Studio Address.....121 N. Main St.
 Phone Number.....ADams 3288
 Transmitter Location.....E. David Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 Exec. V.P.....John Pattison Williams
 Gen.-Comm. Mgr.....Adna Karns
 Program Director.....Arthur L. Martin
 Prod.-Musical Dir.....Charles G. Reeder
 Publicity Director.....Jean Broome
 Chief Announcer.....Jack Wymer
 Chief Engineer.....Lloyd House

W L I O

**EAST LIVERPOOL—1948
 STANDARD**

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pottery Bcstg. Co.
 Business-Studio Address.....Sixth & Walnut Sts.
 Phone Number.....5190
 Transmitter Location.....Irish Ridge Rd.
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....Earl D. Eisenhower
 General Manager.....John M. Croft
 Chief Engineer.....Frank W. Schaefer, Jr.

W E O L

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorian Bcstg. Co.
 Bus.-Studio Address.....417-419 Elyria Savings
 & Trust Bldg.
 Phone Number.....Elyria 2255
 Transmitter Location.....Grafton
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol, Lang-Worth
 Membership.....NAB
 President.....Roy W. Ammel
 General-Station Mgr.....Bert Koebnitz
 Comm.-Sales Prom. Manager.....Virgil Schmit
 Program Director.....Martin Bouhan
 Chief Engineer.....Harold Brinkman

W F I N

FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.... Estate of Fred R. Hover,
Helen F. Hover, Admrx.
Business-Studio Address.... 500½ S. Main St.
Phone Number 1330
Transmitter Location..... 2.3 Mi. SE Findlay
Air Time Daytime
News Service INS
Transcription Service... Standard, Lang-Worth,
Keystone
Membership NAB, BMB
General Manager..... Mrs. V. M. McDougle
Program Director..... Allen P. Dudley
Chief Announcer, Farm Editor.. John C. Hutson
Chief Engineer..... Edgar C. Smith

W M O H

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
Transmitter Location..... Middletown Pike
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service Standard
Membership NAB, BMB
President..... Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom.
Manager..... Joseph E. True
Program Director..... Don J. Meeks
Chief Announcer..... Robert King
Musical Director..... Mildred Soule
Chief Engineer..... Don F. Volkman
Farm Editor..... Luella Engel

W H O K

LANCASTER—1948

Frequency: 1340 Kc..... Power: 500 Watts d.
Owned-Oper. By.. Hocking Valley Bcstg. Corp.
Business-Studio Address..... Memorial Dr.
Phone Number 4500
President..... Dr. Nelson R. Embrey
Gen. Mgr., Prog. Dir..... Joseph G. Rockhold
Chief Engineer..... Charles Houston

W I M A

LIMA—1948—MBS-STANDARD

Frequency: 1150 Kc..... Power: 1000 Watts
Owned-Oper. By.... Northwestern Ohio Bcstg.
Corp.
Business-Studio Address..... 223 N. Main St.
Phone Number 6-3841
Transmitter Location..... 2500 McClain Rd.
Air Time..... 6 a.m.-1 a.m.
News Service INS
Transcription Service Thesaurus
Representative Weed
Membership NAB
President..... G. E. Hamilton

Vice-President..... W. L. Rickman
General-Station Mgr..... R. W. Mack
Program Director..... E. C. Ulrick

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... The Fort Industry Co.
Business Address..... 506 New Center Bldg.,
Detroit, Mich.
Phone Number..... (Detroit) Trinity 17-700
Studio Address..... 1101 Natl. Bank Bldg.
Transmitter Location..... 1424 Rice Ave.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership NAB, BMB
President..... George B. Storer
General Manager..... Lee B. Wailes
Sta.-Sales Prom. Mgr., Publicity
Director..... J. Robert Kerns
Program-Production Dir..... Harley Lucas
Chief Announcer..... Dalton Hille
Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc..... Power: 1250 Watts
Owned-Operated By..... Richland, Inc.
Business-Studio Address.. Ohio Theater Bldg.
Phone Number 4235-6
Transmitter Location..... Longview Ave. at
N. Main St. Rd.
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service World
Representative Taylor-Borroff
Membership NAB
Pres., Gen.-Sta.-Comm. Mgr..... J. M. O'Hara
Sales Prom. Manager..... Carl Kindt
Prog.-Prod.-Pub. Dir..... Harry C. Lytle
Chief Engineer..... William Morrison

W M O A

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Marietta Bcstg. Co.
Business Address..... P. O. Box 201
Phone Number 6383
Studio-Transmitter Location..... 409 Oakwood
Ave., Williamstown, W. Va.
Air Time Unlimited
News Service UP
Transcription Service... Lang-Worth, Keystone
President..... William G. Wells
V.P., Gen. Mgr..... Hugh M. P. Higgins
Commercial Manager..... Aud N. Archer
Program Director..... Paul W. Nesper
Chief Engineer..... Charles E. Clark

W M R N

MARION—1940

ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. Box 518
 Phone Number 3226-7
 Studio Address WMRN Bldg.
 Transmitter Location ¼ Mi. N. of city limits
 on Main St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, Keystone
 Representative Horace Stovin, Robert Keller
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Comm.-Sales Prom. Mgr. Clark L. Dozer
 Prog.-Prod. Dir., Chief Announcer Don Brewer
 Publicity Director John Plank
 Musical Director Howard Dunford
 Chief Engineer Francis Joseph Peters
 Farm Editor Ray Marsh

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Bus.-Studio-Transmitter Address Central Ave.
 Phone Number 2-3625
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Donald Cooke
 Owner, General Manager Paul F. Braden
 Comm. Mgr., Prog. Dir. C. R. Daly
 Chief Announcer John Reznor
 Musical Director George Garlinger
 Chief Engineer Laurace Beckwith
 Farm Editor Allen Jones

W P T W

PIQUA—1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Miami County Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address 1625 W.
 Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World, SESAC
 Representative W. S. Grant
 Pres., Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director Richard E. Hunt
 Commercial Manager Carroll M. Ball
 Program-Production Dir. George Gardiner
 Chief Announcer Robert Bupp
 Musical Director Ronnie Arendall
 Chief Engineer Byron F. London
 Farm Editor Bill Fox

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Scioto Bcstg. Co.
 Bus.-Studio-Transmitter Address 1009 Gallia
 St.
 Phone Number Portsmouth 1010
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Boroff
 Membership NAB, BMB
 President Roy D. Moore
 Director of Radio Eugene Carr
 Station-Comm. Mgr. Gerald F. Boyd
 Sales Prom. Mgr., Pub. Dir. Carl P. Bodner
 Program Director Floyd M. Jackson
 Chief Announcer William H. Dawson
 Musical Director Dorothy E. Page
 Chief Engineer Maurice L. Myers
 Farm Editor Francis C. Balmert

W L E C

SANDUSKY—1947
 MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Bus.-Studio-Transmitter Address Cleveland
 Hwy. & Huntington Aves.
 Phone Number 5170-1-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Lang-Worth,
 Thesaurus
 Membership NAB, BMB
 President Lloyd A. Pixley
 General-Station Manager Albert E. Heiser
 Commercial Manager Louis E. Mahla
 Sales Prom. Manager John Gaskill
 Program Director Jay Wagner
 Production Director Eleanor Prince
 Pub. Dir., Farm Editor Don Dean
 Chief Engineer George Buehrle

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Voice of Springfield
 Bus.-Studio Address 115-117 W. High St.
 Phone Number 3-4955
 Transmitter Location 115-117 W. High St.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Weed
 Membership BMB
 President Charles Sawyer
 Exec. V.P. J. P. Williams
 Sta.-Comm. Manager C. N. Evans
 Program Director Robert Christol

Publicity Director.....John McEnaney
Musical Director.....Ernie Kendrick
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....101 Fountain Ave.
Phone Number.....3-4676
Transmitter Location.....801 Bechtle Ave.
News Service.....UP
Transcription Service.....Capitol
Representative.....Friedenberg
Membership.....NAB, BMB
Partners.....Dr. Delbert Joseph Parsons,
Frank N. Jones
Station Manager.....Frank N. Jones
Program Director.....Kenneth Honeyman
Chief Engineer.....Alan Higgins

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Bus.-Studio Address....Chamber of Commerce
Bldg., Spring & E. High Sts.
Phone Number.....3-6488
Transmitter Location.....Arthur Rd.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Thesaurus, World, Cole
Representative.....McGeehan & O'Mara
Membership.....NAB, BMB
Station Manager.....Lin Mason
Commercial Manager.....Robert Wayne
Program-Production Dir.....Virginia Bennett
Musical Director.....Lucy Martin
Chief Engineer.....Gerald McCasland

WSTV

STUEBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstg. Co.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number.....2-6265
Transmitter Location.....Allamont Hghts.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Jack N. Berkman
Gen.-Comm. Mgr.....John J. Laux
Asst. Gen. Mgr., Technical
Director.....Joseph M. Troesch
Prog.-Pub' Dir.....George H. Wilson, Jr.
Asst. Prog. Dir. Chief
Announcer.....Robert Sanders
Chief Engineer.....Charles S. Shepherd
Farm Editor.....F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fort Industry Co.
Bus.-Studio Address....Best. Bldg., 136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....R.F.D. Oregon Rd.,
Rossford
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, Lang-Worth,
Standard
Representative.....Katz
Membership.....NAB, BMB
President.....George B. Storer
Station Manager.....E. Y. Flanigan
Commercial Mgr.....Westford F. Shannon
Sales Promotion Mgr.....Richard H. Gourley
Program Director.....Glenn C. Jackson
Musical Librarian.....Gene Williams
Chief Engineer.....William M. Stinglefellow
Farm Editor.....Jim Newman

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp., Inc.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location.....Byrne & Arlington Rds.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Membership.....NAB, FMA
President.....Edward Lamb
General Manager.....Layman Cameron
Station Manager.....Sunne Miller
Commercial Manager.....Charles Smith
Program Director.....Edward Kemo
Chief Announcer.....Bill Ballin
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Business-Studio Address....Bell Bldg.
Phone Number.....Adams 3291
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn
 Musical Director.....Dorothy Dority
 Chief Engineer.....Harold Holmes
 Farm Editor.....Ken Lawrence

W R R N

WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens, Inc.
 Business-Studio Address.....108 Main St.
 Phone Number.....2212-9
 Transmitter Location.....710 Main St.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Ra-Tel
 Membership.....NAB
 President.....Helen Hart Hurlbert
 General Manager.....H. R. Farrall
 Program Manager.....Willard L. Dougherty
 Chief Engineer.....Robert V. Kinney

W W S T

WOOSTER—1947

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wooster Republic Ptg. Co.
 Business Address.....Wooster
 Phone Number.....760
 News Service.....AP
 Transcription Service.....Standard, World
 President.....Raymond E. Dix
 General Manager.....E. B. Evans
 Commercial Manager.....Keith S. Gordon
 Program Director.....E. C. Gooding
 Chief Engineer.....Russell Grunder

W R F D

WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Peoples Bcstg. Corp.
 Business-Studio Address.....649 High St.
 Phone Number.....FR 2-6254
 Transmitter Location.....Powell Rd. & Route 23,
 Delaware County
 Air Time.....Local sunrise-sunset
 News Service.....AP, INS
 Transcription Service.....Standard, Lang-Worth
 Representative.....Rural Radio
 Membership.....NAB
 President.....James A. West
 Sta.-Sales Prom. Mgr.....Edgar Parsons
 Commercial Manager.....Joseph D. Bradshaw
 Program Director.....William Meredith
 Production Director.....Robert Geis
 Musical Director.....Irwin Hott
 Chief Engineer.....Royce Woodward
 Farm Service Dir.....Robert Miller

W F M J

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned By.....WFMJ Bcstg. Co.
 Operated By.....William F. Maag, Jr.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....3-4121
 Transmitter Location.....Boardman-Poland Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....William F. Maag, Jr.
 National Sales.....Phil Wood
 Program Director.....Robert B. Mackall
 Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Bus.-Studio Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth,
 McGregor
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station-Comm. Mgr.....J. Lothair Bowden
 Program Director.....L. Baldwin Harper
 Promotion Manager.....Howard C. Rempes
 Musical Director.....Bill Dunn
 Chief Engineer.....B. T. Wilkins
 Farm Editor.....Stu Wilson

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Ohio Bcstg.
 System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 General-Station Mgr.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program-Publicity Dir.....Robert D. Maley
 Chief Engineer.....C. Elmer Hartmeyer

OKLAHOMA

Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700
Total Families 644,700—Stations in State 38

K A D A

ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Dr. C. C. Morris
Business Address: 207 First Natl. Bank Bldg.
Phone Number: 12-3
Studio-Transmitter Address: No. Broadway
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Taylor-Boroff
Membership: NAB, BMB
President: Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr.: Billy T. Hoover
Sales Prom. Mgr.: Betty Hughes Nolen
Program-Production Dir.: Jerry Folsom
Publicity Director: Patricia A. Irick
Chief Announcer: Jerry Folsom
Musical Director: Betty Hughes Nolen
Chief Engineer: Harold Walker

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Business-Studio Address: Altus
Phone Number: 1405
Transmitter Location: 1Mi. N. of Altus
Air Time: 7 a.m.-10 p.m.
News Service: AP
Transcription Service: Capitol, Keystone
Representative: Rural Radio
Membership M.: NAB
Pres., Gen.-Sta. Mgr.: Frank E. Wimberly
Commercial Manager: Lewis C. Fielden
Chief Engineer: Ernest Baucum

K V S O

ARDMORE—1935—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Phone Number: 3030
Air Time: 6 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Associated, SESAC, KBS
Representative: Taylor-Boroff
Membership: FMA, NAB
General Manager: Albert Riesen
Commercial Manager: J. E. Riesen
Sales Prom. Manager: D. H. Dillard, Jr.
Program Director: Dolly Dutton
Chief Engineer: William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio Address: Union Natl. Bank Bldg.
Phone Number: 1400
Transmitter Location: .9 Mi. NE on U. S. 75
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Standard
Pres., Gen.-Sta. Mgr.: J. Fred Case
Sales Prom. Manager: John Collins
Chief Announcer: Roy Small
Chief Engineer: Jim Wireman

K W C O

CHICKASHA—1946

MBS-KBS-OKLA. GP.

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Oper. By: Washita Valley Bcstg. Corp.
Business Address: Box 744
Phone Number: 2899
Studio Address: Hall Briscoe Bldg.
Transmitter Location: On Grand Blvd., So. of Chickasha
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard, Keystone
Representative: Continental Radio Sales
Membership: NAB
President: George C. Robinson, Jr.
Gen.-Sta. Mgr.: J. B. Quattlebaum
Commercial Manager: Len Lyon
Program Director: George Miller
Chief Engineer: George C. Robinson, Jr.
Farm Editor: J. B. Quattlebaum

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. Power: 250 Watts d.;
Owned-Operated By: Duncan Bcstg. Co.
Bus. Address: Hway. 81 at Pine St., P. O. Box 1192
Phone Number: 1350
Studio Address: Hway. 81 at Pine St.
Transmitter Location: No. Hway. 81
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Capitol
Membership: NAB, BMB
President: R. H. Drewry
Gen.-Sta.-Comm. Mgr.: J. P. Burnett
Prog.-Musical Dir.: Robert Prausa
Production Director: Peggy Hoover
Chief Engineer: Gene Billington
Farm Editor: Ray Porter

K SEO

DURANT—1947—KBS-OKLA. GP.

Frequency: 750 Kc. Power: 250 Watts d.
Owned-Oper. By..... Bennett & R. F. Story
Business Address..... 129 1/2 N. Third Ave.
Phone Number..... 102
Studio-Transmitter Address..... 1/2 Mi. W. of
City limits, on U. S. Hway. 70

Air Time..... 6:30 a.m.-sunset
News Service..... AP
Transcription Service..... Thesaurus, Keystone
Membership..... NAB
Gen. Sta. Mgr., Pub. Dir. H. Weldson Stamps
Comm.-Sales Prom. Mgr..... Leroy Moses
Program Director..... Cecile Elkins
Chief Announcer..... Jack Carter
Chief Engineer..... Bill Watters
Farm Editor..... Jack Putman

K ASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..... Southwest Bcstg. Co.
Business-Studio Address..... 204 N. Main
Phone Number..... 730
Transmitter Location..... No. Randall
Air Time..... Unlimited

News Service..... UP
Transcription Service..... Standard, Keystone
Representative..... Friedenberg, Walker
Membership..... BMB
Pres., Gen. Mgr..... Lonnie J. Preston
Station Manager..... V. M. Preston
Commercial Manager..... Johnny Carmen
Program-Production Dir..... Wess Carr
Chief Engineer..... George Fenter
Farm Editor..... V. M. Preston

K CHE

EL RENO—1948

Frequency: 1500 Kc. Power: 500 Watts d.
Owned-Operated By..... KCHE, Inc.
Bus.-Studio Address..... First Natl. Bank Bldg.
Phone Number..... 2438
News Service..... UP
Transcription Service..... Standard
Owners..... Ross K. Prescott, C. C. Woodson
General Manager..... Jack Cecil
Chief Engineer..... C. H. Stanford

K CRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By..... Enid Radiophone Co.
Bus.-Studio Address..... Broadway Tower,
9th Floor
Phone Number..... 447
Transmitter Location..... 309 E. Willow

Air Time..... 6 a.m.-M.
News Service..... AP
Transcription Service..... Standard
Representative..... Taylor-Borroff
Membership..... NAB, BMB, FMA
President..... M. C. Garber
Gen.-Station Mgr..... Milton B. Garber
Comm.-Sales Prom. Mgr..... H. P. Hale
Program-Production Dir..... Edith Longley
Publicity Director..... Mary Ellen Mitchell
Chief Announcer..... Fred Collins
Musical Director..... Gerilyn Gigoux
Chief Engineer..... Murray D. Coleman
Farm Editor..... Tony Green

KTAT

FREDERICK—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By..... Frederick Bcstg. Co.
Business-Studio Address..... Main & Grant
News Service..... UP
Transcription Service..... World
Partners..... J. D. Jones, Jr., Ronald W. Wheeler,
Winston A. Jenes
Gen.-Comm. Manager..... Ronald W. Wheeler
Program Director..... Mary Wheeler
Promotion Manager..... Evelyn A. Jones
Chief Engineer..... J. D. Jones, Jr.

K GYN

GUYMON—1948

Frequency: 1220 Kc. Power: 100 Watts d.
Owned-Operated By..... Plains Bcstg. Co.
Business-Studio Address..... 21st & Lelia Sts.
News Service..... UP
Representative..... Rural
President, Manager..... T. M. Raburn, Jr.
Chief Engineer..... J. A. Burke

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
Owned-Operated By..... T. J. Shriner
Bus.-Studio-Transmitter Address..... 315 E. 11th
St.
Phone Number..... 1070
Air Time..... Local sunrise-local sunset
News Service..... AP
Transcription Service..... Keystone
President, Gen.-Sta. Mgr..... T. J. Shriner
Commercial Manager..... John W. Adams
Sales Prom. Mgr., Pub. Dir..... M. J. McCollough
Program-Production Director,
Chief Announcer..... Jack Wickizer
Musical Director..... Roy Reece
Chief Engineer..... Darryl D. Foss
Farm Editor..... Tom Morris

KIHN

HUGO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address Hugo
 Phone Number 1141
 News Service AP
 Transcription Service Lang-Worth
 Pres'dent George Malone
 Gen.-Comm. Manager Kruger E. Muse
 Program Director Carl B. Adams
 Chief Engineer Milo Hollberg

KSWO

LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 17th & E Ave.
 Phone Number 1380
 Transmitter Location 1½ Mi. SE of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Taylor-Borroff
 Membership NAB, BMB
 President R. H. Drewry
 General Manager Allan Page
 Comm.-Sales Prom. Mgr. Neil Ashlock
 Program-Production Director Morgan Roberts
 Publicity Director Paul Goode
 Chief Engineer C. E. Billington

KTMC

McALESTER—1946

ABC-OKLA. NET

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By J. Stanley O'Neill
 Business Address First & Washington
 Phone Number 2411
 Studio Address Municipal Bldg.
 Transmitter Location A & Crisler, No. McAlester
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borroff
 Membership NAB, BMB
 Pres., Gen. Mgr. J. Stanley O'Neill
 Comm.-Sales Prom. Mgr. James Duke
 Program Director Ozzie Pence
 Publicity Director Norma Johnson
 Chief Announcer George Schwann
 Musical Director Betty Heard
 Chief Engineer Bob Schilb

KGLC

MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Phone Number 2080
 News Service AP
 Transcription Service Standard
 President John H. Giffin
 General Mgr. Wallace R. Dunn
 Commercial Mgr. Robert Stoner
 Program Director Dick Moon
 Chief Engineer Louis Stone

KBIX

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Banes Bldg.
 Phone Number 302
 News Service UP
 Representative Taylor-Borroff
 President Tams Bixby, Jr.
 Sta.-Comm.-Prom. Mgr. Paul A. Bruner
 Program Director Mavis Rogers
 Chief Engineer Earl H. Graves

KMUS

MUSKOGEE—1948

MBS-OKLA. GP.

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 Transmitter Location 1½ Mi. No. of city
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, FMA
 President Ben T. Childers
 Gen.-Sta. Mgr., Prog.-Prod.-Pub. Director Virgil G. Evans
 Comm.-Sales Prom. Mgr. Glen W. Travis
 Chief Announcer, Farm Editor Bill Hyden
 Chief Engineer Duane Hoisington

KBYE

OKLAHOMA CITY—1945

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth

Representative Branham
 Membership NAB
 President A. Earl Cullum, Jr.
 V.P., General Mgr. Frank J. Lynch
 Office Manager Flora A. Luper
 Sales Prom. Manager. Hugh J. Finnerly
 Program Director M. A. Bryan
 Chief Announcer Maury Ferguson

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Byrne Ross
 Business Address 132½ W. Commerce St.
 Phone Number 3-6358
 Studio-Transmitter Address SW 73rd St. &
 Shields Blvd.

Air Time Sunrise-sunset
 News Service AP
 Transcription Service Associated, Cole
 Membership NAB
 Pres., Gen.-Sta. Mgr. Byrne Ross
 Comm.-Sales Prom. Mgr. Monty Wells
 Program-Production Dir. Billie Turquette
 Publicity Director Byrne Ross
 Chief Announcer Kelly West, Jimmy Keys
 Chief Engineer Jack Richmond
 Farm Editor D. Givens

KOCY

OKLAHOMA CITY—1923

MBS-OKLA. GP.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Plaza Court Bcstg. Co.
 Business-Studio Address Plaza Court Bldg.
 Phone Number 3-4333
 Transmitter Location 73rd & Lincoln
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Walker
 Membership NAB, BMB, FMA
 President John Q. Thomas
 Gen.-Station Mgr. M. H. Bonebrake
 Commercial Manager George Collison
 Program Director Wishard Lemons
 Publicity Director John Steele
 Musical Director Becey Carmel
 Chief Engineer Royden Freeland

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By KOMA, Inc.
 Business-Studio Address Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location Moore
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard,
 SESAC

Representative Avery-Knodel
 Membership NAB, BMB
 President John Toole Griffin
 General-Station Mgr. J. J. Bernard
 Commercial Manager Webster L. Benham, Jr.
 Sales Prom. Manager Raymond Ruff
 Program Director Robert M. Eastman
 Production Director Martin Fuller
 Musical Director Clarence Reynolds
 Chief Engineer M. W. Thomas
 Farm Editor Carl Neumann

KTOK

OKLAHOMA CITY—1927

ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000) Power: 250
 Watts (CP 5000 d.; 1000 n.)

Owned-Operated By KTOK, Inc.
 Business Address 2004 Apco Tower
 Phone Number 3-8352
 Transmitter Location 1800 W. Main
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB, BMB
 President O. L. Taylor
 Gen.-Station Manager Robert D. Enoch
 Program Director Harold M. Shreve
 Chief Engineer Clifford Esauam

KTOW

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By Sooner Bcstg. Co.
 Business-Studio Address 3300 Apco Tower
 Phone Number 79-2604
 Transmitter Location Reno & Eastern
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 Dir. of Sta. Operations Carl E. Harmon
 Program Director Ollie D. Cook
 Chief Engineer Charles Sheaffer

WKY

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By Okla. Publishing Co.
 Operated By WKY Radiophone Co.
 Bus.-Studio Address Skirvin Tower Hotel
 Phone Number 3-4306
 Transmitter Location 1 Mi. E. of Britton
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Katz
 Membership NAB, BMB
 President E. K. Gaylord
 Station Manager P. A. Sugg
 Administrative Asst. Hoyt Andres

Commercial Manager.....Leo Howard
 Promotion Manager.....Gene White
 Program Director.....Paul Brawner
 Chief Announcer.....Wakefield Holley
 Musical Director.....Allan Clark
 Chief Engineer.....H. J. Lovell
 Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937
MBS-KBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Business-Studio Address.....Petroleum Bldg.
 Phone Number.....3646-7
 Transmitter Location.....20th & Seminole
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Taylor-Boroff
 Membership.....NAB
 President.....Donald W. Reynolds
 General-Station Manager.....Tim Carroll
 Prog.-Musical Dir.....Nova Clarke
 Chief Announcer.....Charles Phillips
 Chief Engineer.....James H. Smith
 Farm Editor.....E. R. Francis

KVLH

PAULS VALLEY—1947
KBS-OKLA. GP.

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KVLH Bcstg. Co.
 Business Address.....204 Pyeat Bldg.
 Phone Number.....1039
 Studio-Transmitter Location.....W. of Pauls
 Valley on Hwy. 71
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....World, Keystone
 Membership.....NAB
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Commercial Manager.....H. Edward Walker
 Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1927—MBS-OGB-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City Publ. Co.
 Bus.-Studio-Transmitter Address.....615 W. Grand
 Ave.
 Phone Number.....3200
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, KBS
 Membership.....NAB
 Exec. Director.....Clyde E. Muchmore
 General Manager.....Paul H. Bunning
 Sales Promotion Mgr.....Harold Goodman
 Production Mgr.....Sheldon E. Bonnewell

Program Director.....James K. Walker
 Chief Engineer.....Olen E. Marshall

KSMI

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned By.....Seminole Bcstg. Co.
 Operated By.....Tom Potter
 Bus.-Studio-Transmitter Address.....City Park,
 N. Main St., Box 1351
 Phone Number.....1260-1
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Membership.....NAB
 President.....Tom Potter
 General Manager.....Jon B. Wagner
 Commercial Manager.....Dale E. Porter
 Sales Prom. Mgr.....Carl McDaniel
 Program Director.....Bill P. Monroe
 Chief Engineer.....Warren W. Abbott

KGFF

SHAWNEE—1930—ABC-OKLA. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Business-Studio Address.....Ninth & Bell Sts.
 Phone Number.....4390-1
 Transmitter Location.....Shawnee Country Club
 Air Time.....6a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 President.....Oscar S. Stauffer
 General Manager.....Roy J. Bowman
 Commercial Manager.....Helen Henderson
 Sales Prom. Manager.....Maxine Bowman
 Program Director.....William A. Weaver
 Chief Announcer, Musical Dir.....Lowell Clark
 Chief Engineer.....Edwin M. Moore

KSPI

STILLWATER—1947
MBSM-OKLA. GP.

Frequency: 780 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Stillwater Publishing Co.
 Business Address.....P. O. Box 231
 Phone Number.....1807
 Studio-Transmitter Location.....2 Mi. S. of Still-
 water on Hwy. 40
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....C. R. Bellatti
 General Manager.....L. F. Bellatti
 Commercial Manager.....Kenneth Vanderver
 Program Director.....Bracton Combs
 Chief Engineer.....Paul McCollum

KAKC

TULSA—1946—OKLA. GP.

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Public Radio Corp.
 Bus.-Studio Address. 412 E. Fifth St.
 Phone Number 4-2401
 Transmitter Location. 21st & Yale Sts.
 Air Time. Local sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, FMA
 President-Treasurer S. E. Avey
 V.P., General Manager Glenn Condon
 Asst. Gen.-Comm. Mgr. James L. Neal
 Sales Prom. Manager Jack Evans
 Program Director Bill Davis
 Production Director Bill Webb
 Chief Announcer Bill Bowers
 Musical Director Christine Dunn
 Chief Engineer M. M. Donley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By. Tulsa Bcstg. Co.
 Business Address. P. O. Box 1739
 Phone Number 2-3191
 Studio Address Boulder-on-the-Park
 Transmitter Location Turley
 Air Time 6:05 a.m.-M.
 News Service UP
 Transcription Service Capitol, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President John T. Griffin
 V.P., General Manager John Esau
 Commercial Mgr. L. A. Blust, Jr.
 Sales Prom. Mgr., Pub. Dir. George Ketcham
 Program Director Karl Janssen
 Production Director Jack Alexander
 Musical Director Glenn Hardman
 Chief Engineer Robert Snider

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By. Fred Jones Bcstg. Co.
 Business-Studio Address Alvin Hotel
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Forjoe
 Membership NAB, BMB
 President Fred Jones
 General Manager Lawson Taylor
 Commercial Manager Jack Betz
 Chief Announcer Bill Taylor
 Chief Engineer Nate Wilcox

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By. Southwestern Sales Corp.
 Business-Studio Address Philltower
 Phone Number 2-2254
 Transmitter Location 11 Mi. E. of Tulsa
 Hwy. 66
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB, BMB
 President P. Q. Proctor
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Merch. & Prom. Mgr. T. A. Walters
 Program Director F. M. Randolph
 Musical Director Joe O'Neill
 Chief Engineer Watt Stinson
 Farm Editor Sam Schneider

KOME

TULSA—1938—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Oil Capital Sales Corp.
 Business-Studio Address 8th & Main
 Phone Number 3-4121
 Transmitter Location 3904 S. Newport
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Boroff
 Membership NAB
 President Harry Schwartz
 General-Station Mgr. Dick Campbell
 Commercial Manager J. Howard Engle
 Program Director Larry Robertson
 Production Director Jack Newman
 Publicity Director Ann Fountain
 Chief Announcer Wally Imes
 Musical Director Larry Robertson
 Chief Engineer Roy Brown

KSIW

WOODWARD—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Woodward Bcstg. Co.
 Operated By James L. Todd
 Business Address Box 508
 Phone Number 1450
 Studio-Transmitter Location 22nd & Cedar
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 Membership NAB
 President Dave D. Price
 Station Manager James L. Todd
 Commercial Mgr. Robert E. Davis
 Engineering Supvr. John M. Nelson

OREGON

Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300
Total Families 477,900—Stations in State 34

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By... Central Willamette Bcstg. Co.
Bus. Studio-Transmitter Address... Queen Ave. & Elm St.
Phone Number 1234
Air Time 6 a.m.-M.
News Service UP
Transcription Service..... Standard, World
Representative John Keating
Membership NAB, BMB
President W. L. Jackson
Sec.-Treas..... R. R. Cronise
General Manager..... Chet Wheeler
Sta.-Sales Prom. Mgr..... Derwood Smith
Commercial Manager..... Warren Stoffer
Program-Production Dir..... LeRoy Jolley
Publicity Director..... Carley Copenhaver
Chief Announcer..... Doug LaMear
Chief Engineer, Farm Editor... Herbert Davidson

KWIN

ASHLAND—1946—UNITED PACIFIC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co., Inc.
Bus. Studio-Transmitter Address... 1160 Helman Rd.
Phone Number 2-1351
Air Time Unlimited
News Service AP
Transcription Service..... World, Capitol, Standard, Keystone
Representative... John Keating, Homer Griffith
Membership NAB, BMB
President M. S. Hamaker
General Manager..... Edward P. Barnett
Commercial Manager..... Virgil E. DeVoe
Sales Prom. Mgr..... Burton Lane Bardeen
Program Director..... Charles B. Fields
Women's Program Dir..... Clara Daniels
Chief Engineer..... Ralph S. Click
Farm Editor..... Doyle Seely

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1230 Kc. (CP 1370) Power: 250 Watts (CP 1000)
Owned-Operated By..... Astoria Bcstg. Co.
Bus. Studio Address..... 9th & Commercial Sts.
Phone Number 795
Manager..... L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Bus. Studio Address..... First & Court Sts.
Phone Number 140
News Service UP
Transcription Service..... World, KBS
President Lee W. Jacobs
Gen.-Comm. Manager... Kenneth B. Lockwood
Promotion Manager..... Milton L. Levy
Chief Engineer..... Frank D. Knox

KBND

BEND—1938—MBS-KBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus. Studio-Transmitter Address... 1101 Wall St.
Phone Number 848
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative W. S. Grant
Membership NAB, BMB
Pres., Gen.-Sta. Mgr.,
Pub. Dir..... Frank H. Loggan
Comm.-Sa'es Prom. Mgr..... W. H. Barton
Prog. Dir., Chief Announcer,
Farm Editor..... Kessler Cannon
Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Bus. Studio-Transmitter Address..... 505 Hall Bldg.
Phone Number 432-3
Air Time Unlimited
News Service AP
Transcription Service World
Representative John Keating
Membership NAB
President..... Sheldon F. Sackett
General Manager..... Fred F. Chitty
Station Manager..... Hal Shade
Commercial Manager..... Jack Irvine
Program Director..... Sara Spaugh
Chief Engineer..... Roger Spaugh

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... KWRO Bcstrs.

OREGON

Bus.-Studio Address.....Coquille Hotel, P. O.
Box 396
Phone Numbers.....Coquille 396, Coos Bay 396
Transmitter Location.....Sanford Hgts., 1 Mi.
N.W. of Coquille, on Hway. 101
Air Time.....17 Hrs.
News Service.....AP
Transcription Service.....Associated, Cole,
SESAC, Keystone
Representative.....Gene Grant
.....William E. Walsh
General Manager.....Walter L. Read
Sta.-Sales Prom. Mgr.....Robert W. Harris
Comm. Mgr., Pub. Dir.....William Cook
Program-Production Dir.....Ralph Brown
Chief Announcer.....Robert Harris
Chief Engineer.....Walter L. Read
Farm Editor.....Curt Raynes

KRUL

CORVALLIS—1947
KBS-UNITED-PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Bus.-Studio-Transmitter Address.....122 So. 15th
St.
Phone Number.....1504, 1178
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Keystone
Representative.....W. S. Grant
Membership.....NAB, BMB
President.....J. C. Haley
Gen.-Sta.-Comm.-Sales Prom.
Manager.....A. T. Shields
Program-Production Director.....C. W. Peck
Chief Announcer, Chief Engineer.....Jeff Evans
Musical Dir., Farm Editor.....Mel Palder

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Western Radio Corp.
Bus.-Studio-Transmitter Address.....KODL, Scenic
Drive, near Sosis Park
Phone Number.....2300
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....McGregor, Keystone
Membership.....NAB
Pres., General Mgr.....V. B. Kenworthy
Station-Comm. Mgr.....Paul E. Walden
Sales Prom. Manager.....Lee Phillips
Program Director.....Arthur Elliott
Chief Engineer.....Robert Mott

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts

Owned-Oper. By.....Radio Air Ways, Inc.
Bus.-Studio-Transmitter Address.....Day Island
Rd.
Phone Number.....4595
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, Thesaurus,
Keystone
Representative.....Gene Grant, Donald Cooke
Pres., Gen.-Station Mgr.....E. L. Kincaid
Program-Production Dir.....Bruce Nidever
Publicity Director.....Clare Mattingly
Musical Director.....Laura Nidever
Chief Engineer.....William Riley

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Lane Bcstg. Co.
Operated By.....Paul V. McElwain &
Glenn E. McCormick
Business Address.....P. O. Box 1032
Phone Number.....3
Studio Address.....27th & Willamette Sts.,
4th & Main Sts., Springfield
Transmitter Location.....27th & Willamette Sts.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
President.....Paul V. McElwain
General-Station Manager.....Lee Bishop
Commercial Manager.....C. R. Hillyer
Sales Prom. Mgr., Pub. Dir.....Virgil Parker
Program-Production Dir.....Robert Eubanks
Chief Engineer.....Floyd Vikes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business Address.....P. O. Box 1400
Phone Number.....2800
Studio-Transmitter Location.....Coburg Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....W. S. Grant,
Frank J. McHugh, Jr.
Membership.....NAB
President.....C. H. Fisher
General Manager.....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....Robert R. Whiteley
Production Director.....John E. Boren
Publicity Director.....L. S. Ready
Chief Engineer.....William H. Green
Farm Editor.....Earl Britton

K U I N

GRANTS PASS—1939—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Oregon Bcstg. Co.
 Business Address P. O. Box 148
 Phone Number 4477
 Studio-Transmitter Location. Redwood Hwy.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service World, McGregor
 Representative W. S. Grant
 Membership NAB, BMB
 President A. E. Voorhies
 General Manager William B. Smullin
 Station Manager E. A. Malone
 Sales Manager Glenn E. Nickell
 Program Director John T. Sivert
 Chief Engineer N. L. Williams

K L B M

LA GRANDE—1938

KBS-OREGON TRAIL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Inland Radio, Inc.
 Bus.-Studio-Transmitter Address. Old Oregon
 Trail
 Phone Number 220
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Jack Keating
 Membership NAB, BMB
 President, General Manager Lee Jacobs
 Station Manager John G. Jones
 Commercial Manager Ken Lillard
 Program Director Marjorie Pierce
 Chief Engineer Murray Durham

K F J I

KLAMATH FALLS—1922

MBS-DON LEE

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By. KFJI Bcstrs.
 Bus.-Studio-Transmitter Address. 203 Main
 Phone Number 5155
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President, General Mgr. W. D. Miller
 Comm.-Sales Prom. Mgr. Jack Keating
 Prod. Mgr., Prog.-Pub.-Music
 Director Bill Wentworth
 Chief Engr., Farm Editor William P. Grimes

K M E D

MEDFORD—1926—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Mrs. W. J. Virgin
 Business-Studio Address P. O. Box 1306
 Phone Number 4000
 Transmitter Location Ross Lane
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Owner, Gen. Mgr. Mrs. W. J. Virgin
 Comm.-Sa'es Prom. Mgr. James J. Dunlevy
 Program Director Gladys LaMar
 Pub. Dir., Farm Editor John S. Duffy
 Chief Engineer Victor M. Califf

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Hera'd Publ. Co. of
 Klamath Falls
 Bus.-Studio-Transmitter
 Address 1301 Esp'nade
 Phone Number 8115
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Eve'ett, McKinnev
 Membership NAB, BMB
 President Frank Jenkins
 General-Station Mgr. H. J. Chandler
 Commercial Manager Max J. Frye
 Program-Publicity Dir. Marjorie Eagle
 Production Manager Chuck Cecil
 Musical Director Bill Williams
 Chief Engineer Gilbert Walters
 Farm Editor Paul Alexander

K Y J C

MEDFORD—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Medford Printing Co.
 Bus.-Studio-Transmitter Address. Barnett Bld.
 Phone Number 9200
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, Cole
 Representative W. S. Grant,
 Frank J. McHugh, Jr.
 Membership NAB
 President Robert W. Ruhl
 General-Station Mgr. Collin R. Matheny
 Comm. Mgrs. Robert M. Bruce,
 Norbert Miksche
 Sales Prom. Manager Robert M. Bruce
 Program Director John Ahearn
 Publicity Director Collin R. Matheny
 Musical Dir. Curtis Burnside, Jerry Webb
 Chief Engineer, Farm Editor Chester J. Stuart

KNPT

NEWPORT—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Yaquina Radio, Inc.
 Business Address.....Box 682
 Phone Number.....560
 Studio-Transmitter Address...N. city limits of
 Newport

Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....John Keating
 Pres., Gen.-Station Mgr.....Tom R. Becker
 Commercial Mgr.....Leonard Epling
 Prog.-Musical Director.....Silvia Becker
 Prod. Dir., Chief Announcer,

Farm Editor.....Bob Gleason
 Station Relations.....Joe Kortman
 Chief Engineer.....Leo Reetz

KSRV

ONTARIO—1946—OREGON TRAIL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Business-Studio Address.....Box 540
 Phone Number.....212
 Air Time.....6 a.m.-M.

News Service.....UP
 Transcription Service.....Capitol, World,
 Thesaurus, Cole

Membership.....NAB, BMB
 President.....Lee W. Jacobs
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Sales Promotion Mgr.....Elliot B. Behrens
 Program Director.....Ray Kozak
 Chief Engineer.....Charles E. Harland
 Farm Editor.....Hal Corwin

KGO N

OREGON CITY—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business-Studio Address.....Box 391
 Phone Number.....7111

News Service.....AP
 Transcription Service.....Capitol, Lang-Worth,
 World

General Manager.....Floyd C. Bain

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Radio Corp.
 Business Address.....P. O. Box 178
 Phone Number.....1425

Studio-Transmitter Location. End of S.W. Sixth
 Air Time.....Unlimited
 News Service.....UP

Pres., Gen. Mgr.....V. B. Kenworthy
 Station Manager.....Ted A. Smith
 Comm. & Prod.....Ray L. Benningson
 Program Director.....Edward J. Warmoth

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mercury Bcstg. Co.
 Bus.-Studio Address.....1212 Failing Bldg.

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Radio
 Stations, Inc.

Bus.-Studio Address.....1230 S.W. Main St.
 Phone Number.....Capitol 1881
 Transmitter Location.....Clackamas

Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Associated, SESAC
 Representative.....Free & Peters

Membership.....BMB
 President.....Walter Evans
 General Manager.....J. B. Conley

Station Manager.....C. S. Young
 Sales Manager.....Eldon Campbell
 Sales Prom. & Pub. Mgr.....Charles L. Burrow

Program Manager.....Mel Bailey
 Production Director.....Ken Finley
 Musical Director.....George Burns
 Chief Engineer.....Thomas Ely

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Oregonian Publishing
 Co.

Bus.-Studio Address.....1320 S.W. Broadway
 Phone Number.....BEacon 6364
 Transmitter Location.....No. Portland
 Air Time.....6 a.m.-M.

News Service.....AP, INS
 Transcription Service. Lang-Worth, Thesaurus,
 World

Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....E. B. MacNaughton

General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan

Program Director.....Homer Welch
 Dir. of Pub. Rel., Pub. Dir.....Frank Coffin
 Chief Announcer.....Bob Tomlinson
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Farm Pgm. Dir.....Wallace L. Kadderly

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: KOIN, Inc.
 Business Address: P. O. Box 1031
 Phone Number: ATwater 3333
 Studio Address: New Heathman Hotel
 Transmitter Location: Sylvan
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Capitol.
 Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President, Owner: Marshall Field
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl
 Promotion Manager: Marc Bowman
 Program Director: Ted W. Cooke
 Production Director: Willard Mears
 Chief Announcer: Duncan Macleod
 Musical Director: Owen Dunning
 Chief Engineer: Louis S. Bookwalter
 Farm Editor: Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. Davis
 Bus.-Studio-Transmitter Address: Oaks Park
 Phone Number: VErmont 6142
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: William G. Rambeau
 Owner, Gen. Mgr.: John W. Davis
 Prog.-Musical Dir.: Donovan Zundel
 Chief Announcer, Chief
 Engineer: R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publishing Co.
 Bus.-Studio Address: 919 S.W. Taylor St.
 Phone Number: Br. 3484
 Transmitter Location: P. O. Address R. 1,
 Box 2433
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard, Associated
 Representative: John Blair
 Membership: NAB, BMB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Commercial Manager: Alan L. Torbet
 Program Director: Thomas J. Swafford
 Production Director: Hugh Smith
 Publicity Director: Byron G. Shrader
 Chief Announcer: Lou Gillette
 Musical Director: Allen Uhles
 Chief Engineer: A. E. Richmond
 Farm Service Dir.: Alvin D. Bauer

KWJJ

PORTLAND—1927—UNITED-PACIFIC

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co., Inc.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: ATwater 4393
 Transmitter Location: No. Portland
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Burn-Smith
 Membership: NAB
 President: Wilbur J. Jerman
 Gen.-Station Mgr.: William E. Richardson
 Commercial Manager: Jerry Speerstra
 Sales Prom. Mgr., Pub. Dir.: Ben Crosby
 Program-Production Dir.: Rene Bozarth
 Chief Announcer: Art Morey
 Musical Director: John Emmel
 Chief Engineer: Dwight Loomis

KXL

PORTLAND—1926—PACIFIC N.W.

Frequency: 750 Kc. Power: 10,000 Watts d.
 Owned-Operated By: KXL Bcstrs.
 Business-Studio Address: Orpheum Bldg.
 Phone Number: BR. 6451
 Transmitter Location: Town of Harmony
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Keystone,
 Standard
 Representatives: Walker, Moore
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson
 Prog.-Pub. Director: Paul Robinson
 Production Manager: Jackson Fleming
 Chief Engineer: Ralph Mifflin
 Farm Editor: Ben Buisman

KRNR

ROSEBURG—1935
 MBS-DON LEE-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: News Review Co.
 Business Address: 134 N. Jackson St.
 Phone Number: 4
 News Service: AP
 Transcription Service: Standard, World, KBS
 Representatives: John Keating, Griffith
 President: Frank Jenkins
 General Manager: Iris Rice Helliwell
 Commercial Manager: Del McKay

KOCO

SALEM—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: B. Loring Schmidt
 Bus.-Studio-Transmitter Address: 1426 Edge-
 water St., W. Salem

OREGON—PENNSYLVANIA

Phone Number 3-3108
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol, Thesaurus,
Keystone
Representative William G. Rambeau
Membership NAB
General Manager B. Loring Schmidt
Commercial Manager Earle W. Headrick
Program Director Jack Zubon
Production Director William A. Exline
Chief Engineer Edward C. McElroy, Jr.

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By Oregon Radio, Inc.
Business Address Salem
Phone Number 3-4831
Studio Address Senator Hotel Bldg.
Transmitter Location Kingwood Hgts.
Air Time 6a.m.-1 a.m.

News Service AP
Transcription Service World
Representative W. S. Grant
Membership NAB, BMB, FMA
Pres., General Mgr. Glenn McCormick
Station Comm. Manager Hal Byer
Program Director Ester Konantz
Chief Announcer Blaine Hanks
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., Box 24
Phone Number 1122
News Service AP
Transcription Service World, KBS
Representative John Keating
President Fred H. Guyton
General Manager Mel Baldwin
Sales Manager Jim Kelly

PENNSYLVANIA

*Estimated Population 10,689,000—Increase +3.0%—Radio Homes 2,746,700
Total Families 2,879,900—Stations in State 100*

WAEB

ALLENTOWN—1948—ABC

Frequency: 790 Kc. Power: 500 Watts d.;
1000 Watts n.
Owned-Oper. By Valley Bcstg. Corp.
Bus.-Studio-Transmitter Address K. & S.
Bldg., 7th & Hamilton Sts.
Phone Number Allentown 4-9364
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Standard
Representative George P. Hollingbery
Pres., Gen. Mgr. Joseph M. Nassau
Commercial Manager Howard Wasserman
Program Director James A. Nassau
Chief Engineer Martin N. Oebbecke

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Allentown Bcstg. Corp.
Bus.-Studio-Transmitter Address 1125 Colo-
rado Ave.
Phone Number Allentown 4-4801
Air Time 7 a.m.-M.
News Service UP
Transcription Service Standard
Representative Robert Meeker
Membership NAB

Pres., Gen. Mgr. Lewis Windmuller
Commercial Manager Roderick E. Schoenlank
Sales Prom. Mgr., Pub. Dir. C. Robert Glover
Chief Engineer Gerald B. Werst

WKAP

ALLENTOWN—1946—KBS

Frequency: 1580 Kc. Power: 1000 Watts d.
Operated By Allentown Bcstg. Co.
Bus.-Studio Address 715 Hamilton St.
Phone Number 3-3166
Transmitter Location Jordan Pkway, Route
145, Whitehall Township
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World, Lang-Worth,
Keystone
Representative Forjoe
Membership NAB
President N. Joe Rahall
General Manager O. R. Davies
Sales Prom. Mgr. Jack J. Dash
Program Director Gerald Williams
Chief Announcer Marshall Cleaver
Chief Engineer C. Frank Cordaro

WSAN

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..... Allentown 9511
 Transmitter Location... Old Catasauqua Rd.,
 Route 1
 Air Time..... 7 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... Standard, Thesaurus
 Representative..... Headley Reed
 Membership..... NAB, BMB
 President..... J. Calvin Shumberger
 V.P., Managing Dir..... B. Bryan Musselman
 Office Manager..... Olivia P. Musselman
 Dir. of Programs..... George Y. Snyder
 Technical Supervisor... Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Gable Bcstg. Co.
 Bus-Studio Address..... Wm. F. Gable Co.
 Phone Number..... 6467
 Transmitter Location..... Atop Gable Store
 Air Time..... 7 a.m.-M.
 News Service..... AP
 Transcription Service..... World, Lang-Worth
 Representative..... Headley-Reed
 Membership..... NAB, BMB
 President..... George P. Gable
 Managing Director..... John M. Snyder
 Chief Announcer..... James Gates
 Musical Director..... George Burgoon
 Farm Editor..... Eugene Hammil

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc.... Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Altoona Bcstg. Co.
 Bus-Studio Address..... 1413 11th Ave.
 Phone Number..... 9301
 Transmitter Location... Goods Lane, Logan
 Township
 Air Time..... 7 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Burn-Smith
 Membership..... NAB
 President..... Herbert T. Wolf
 General Mgr..... Thomas W. Metzger
 Station-Comm. Mgr..... James E. Moren
 Sales Prom. Mgr..... D. Ruel Burkhardt
 Program Director..... Lois M. Huey
 Production Director..... Charles Flynn
 Publicity Director..... Richard Gibboney
 Chief Announcer..... Tom Torrisi
 Musical Director..... Mike Croft
 Chief Engineer..... C. Irvin Metzger
 Farm Editor..... Harvey Miller

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Thompson Bcstg. Co.
 Operated By..... Roy F. Thompson
 Bus-Studio-Transmitter Address..... 1421 12th
 Ave.
 Phone Number..... 6646
 Air Time..... 6:30 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Thesaurus, SESAC
 Representative..... Robert Meeker
 Membership..... NAB
 Gen.-Sta.-Comm. Mgr..... Roy F. Thompson
 Sales Prom. Mgr..... William Clear
 Program Director..... Dorothy M. Thompson
 Musical Director..... Robert Michael
 Production Director..... John E. Riley
 Chief Engineer..... George R. Burgoon
 Farm Editor..... Robert Klart

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc..... Power: 1000 Watts
 Owned-Operated By..... General Bcstg. Corp.
 Business-Studio Address..... 2801 Edgewood Dr.
 Phone Number..... 8127
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Weed
 President..... Emanuel S. Leopold
 Gen.-Comm. Manager..... D. L. Sellers
 Prog. Dir., Prom. Mgr..... Mike G-ant
 Chief Engineer..... J. J. Ralston

W A V L

APOLLO—1947

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Tri-Borough Bcstg. Co.
 Bus-Studio Address..... 401-403 Forth Ave.
 Phone Number..... Apollo 480
 Transmitter Location... 1/4 Mi. E. of Apollo on
 Rt. No. 56
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... SESAC, Cole
 Representative..... Rural Radio
 General Manager..... Cecil F. Clifton
 Commercial Manager..... Me-edith Twining
 Program Director..... Carmen Tubwell
 Publicity Director..... Larry Caldwell
 Chief Engineer..... H. E. Smith
 Farm Editor..... A. J. West

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... WBVP, Inc.

P E N N S Y L V A N I A

Business-Studio Address...1216 Seventh Ave.
 News ServiceUP
 Transcription Service.....Capitol, Standard
 President, General Mgr.....Frank R. Smith, Jr.
 Commercial Mgr.....Thomas B. Price
 Program Director.....Gerry Goff
 Promotion Manager.....Jean Biggard
 Chief Engineer.....Bill Hines

W G P A

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Bethlehem's Globe
 Pub. Co.
 Bus.-Studio Address.....426 Brodhead Ave.
 Phone Number6-8074-5
 Transmitter Location...Eighth Ave. & Dell St.
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....World, Capitol
 MembershipNAB
 Vice-President.....Rolland L. Adams
 Sta.-Comm. Mgr.....Arthur C. McCracken
 Program Director.....Stefan George
 Publicity Director.....Jack Perry
 Musical Director.....Betty Fry
 Chief Engineer.....Edwin L. Rybak
 Farm Editor.....Joe Prentice

W C N R

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Oper. By.....The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address.....38 W. Main St.
 Phone Number1700
 Transmitter Location.....Bloomsburg RFD
 News ServiceAP
 Transcription Service.....Associated
 MembershipNAB
 President.....Robert R. Eyerly
 General Manager.....Ed Darlington
 Commercial Manager.....John Girton
 Chief Engineer.....Stanton Davis

W L T R

BLOOMSBURG—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Bloom Radio, Inc.
 Business-Studio Address.....Hotel Magee
 Phone Number1800-1
 Transmitter Location.....Scott Township
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....World
 MembershipNAB, BMB
 President.....Harry L. Magee
 General-Station Mgr.....C. G. Moss
 Commercial Manager.....Homer Cox
 Sales Prom. Mgr., Prog. Dir.....Roy Nassau

Production Director.....Mark Jury
 Publicity Director.....Laura Fairchild
 Chief Engineer.....Park H. Cassidy
 Musical Director.....Ray Calabrese
 Farm Editor.....Walt Lewis

W L O A

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Matta Bcstg. Co.
 Business-Studio Address.....1233 Braddock Ave.
 Phone Number.....Electric 1100 (Pittsburgh)
 News ServiceUP
 Transcription Service.....Lang-Worth, Standard,
 World
 RepresentativeFriedenberg
 President, General Mgr.....William G. Matta
 Commercial Manager.....George Matta
 Program Director.....Paul McCandless
 Chief Engineer.....James Schultz

W E S B

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bradford Publications, Inc.
 Business Address.....43 Main St.
 Phone Number.....7174-5, 3173
 Studio Address.....35 Main St.
 Transmitter Location.....High St. Ext.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Standard, World
 Representative.....McGeehan & O'Mara
 MembershipNAB
 President.....Lester R. Edwards
 Gen.-Comm. Mgr.....Joseph M. Cleary
 Sales Prom. Mgr., Pub. Dir.....William V. Peter's
 Prog. Dir., Farm Editor.....Joseph V. Lentini
 Prod. Dir., Chief Announcer.....Robert C. Norman
 Musical Director.....George M. Ward
 Chief Engineer.....David W. Jefferies

W I S R

BUTLER—1941—KBS

Frequency: 680 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Butler Bcstg. Co.
 Business-Studio Address.....357 N. Main St.
 Phone Number4701
 Transmitter Location.....McKinley Ave. Ext.
 Air TimeSunrise-local sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, Keystone
 RepresentativeForjoe
 MembershipNAB, BMB
 President.....David Rosenblum
 Commercial Manager.....Paul H. Martin
 Program Director.....Robert Kaufman
 Publicity Director.....Joel Rosenblum
 Chief Engineer.....Paul Rex
 Farm Editor.....R. H. McDougal

. . . **PENNSYLVANIA** . . .

WLXW

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Operated By Philip Mathews
Bus.-Studio Address 60 Moorland Ave.
Owner Philip Mathews

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Chambersburg Bcstg. Co.
Bus.-Studio Address Craft Press Bldg.
Phone Number 1110-1
Transmitter Location Route No. 6, Warm
Spring Rd.
Air Time Sunrise-sunset
News Service UP
Transcription Service Thesaurus, Capitol
Representative Forjoe
Membership NAB
Pres., Gen.-Station Mgr. John S. Booth
Comm.-Sales Prom. Mgr. Charles M. Cassel
Program Director Earl Strine
Prod.-Pub. Director M. Goodwin Clarke
Chief Announcer Allen Saunders
Musical Dir., Farm Editor Edward Leigh
Chief Engineer James McCurdy

WESA

CHARLEROI—1947

Frequency: 940 Kc. Power: 250 Watts d.
Owned-Oper. By Monongahela Valley Bcstg.
Corp.
Bus.-Studio-Transmitter Address Recreational
Park
Phone Number Charleroi 2300
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World, Capitol
Representative Harry Friedenberg
Membership NAB
President Dr. A. S. Sickman
Gen.-Station-Comm. Mgr. John E. Karabin
Sales Prom. Mgr., Pub. Dir. Robert Vesel
Prog.-Prod. Dir. Charles C. Rutledge, Jr.
Chief Announcer, Musical
Director William Ryan, III
Chief Engineer Henry Neiderkofler

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Lou Poller
Business Address Chester
Phone Number 3-1641
Air Time Daytime
News Service AP
Transcription Service World, Capitol
Membership NAB

Owner Lou Poller
General Manager M. A. Mandel
Sales Promotion Mgr. Burton Levin
Program Director Bob Johnson
Chief Engineer Harry Simmington

WVCH

CHESTER—1947

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
Transmitter Location Bridgewater Rd., RD 1
Air Time Sunrise-sunset
News Service UP
Pres., Gen. Mgr., Pub. Dir. James M. Tisdale
Station Manager Tom Harvey
Commercial Manager Dan Saitron
Sales Prom. Manager Jack Carol
Prog.-Musical Dir. Edna Whittington
Chief Announcer Tom Harvey
Chief Engineer James M. Tisdale
Farm Editor Phil Steer

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Progressive Publishing Co.,
Inc.
Business Address 206 E. Locust St.
Phone Number 5-5541
Studio Address 215 Church St.
Transmitter Location Clearfield R.D.
Air Time Daytime
News Service UP
Transcription Service Thesaurus, Capitol,
World
Membership NAB
President Richard Kennard
General Manager W. K. Ulerich
Sta. Mgr., Prog.-Pub. Dir. W. J. Thomas
Comm.-Sales Prom. Mgr. W. C. Plummer
Chief Announcer, Musical Dir. Joseph Milsop
Chief Engineer Llewellyn Duck
Farm Editor W. O. Mitchell

WTWS

CLEARFIELD—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Airplane & Marine
Instruments, Inc.
Address P. O. Box 868
Phone Number 5-9616
News Service INS
Transcription Service World
President Theodore W. Stemmler
Mgr., Comm. Mgr. Marsha Davenport
Sta. Mgr., Prog. Dir. Kenneth D. Snyder
Promotion Manager Robert A. Rexroad
Chief Engineer Miles Lewis

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 Unlimited
 News Service UP
 Transcription Service . . . Lang-Worth, SESAC,
 Capitol
 Pres., Gen.-Sta. Mgr. J. Wylie Driscoll
 Chief Engineer R. H. Fasulkey

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Charles M. Meredith
 Business-Studio Address . . . The Hart Bldg.
 Phone Number Doylestown 220
 Transmitter Location . . Doylestown Township
 News Service AP
 Transcription Service Thesaurus
 Membership NAB

Owner, Gen. Mgr. Charles M. Meredith
 Station-Comm. Mgr. William A. Lynch
 Sales Promotion Mgr. Leon Kehr
 Prod. Dir., Chief Announcer . . . Neal Call
 Chief Engineer Paul Fireman
 Farm Editor Chuck Fairchild

WCED

DUBOIS—1941—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Tri-County Bcstg. Co.
 Bus. Studio-Transmitter Address . . 80 N. Park Pl.
 Phone Number 1700
 News Service UP
 Transcription Service Keystone
 President Harold Gray
 Gen. Mgr., Pub. Dir. Jason S. Gray
 Station-Comm. Manager Les Ryder
 Program Director Virginia Ryder
 Chief Engineer Vernon Stahl

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Associated Bcstrs., Inc.

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.
 Established 1922

WEST

Easton, Pa.
 Established 1936



WRAW

Reading, Pa.
 Established 1922

WORK

York, Pa.
 Established 1932

W GAL

Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

P E N N S Y L V A N I A

Bus.-Studio Address.....516 Northampton St.
 Phone Number.....6131
 Transmitter Location.....Williams Township
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Elwood C. Anderson
 Natl. Sales Manager.....J. Robert Gulick
 Program Director.....Eugene Bethman
 Chief Engineer.....J. E. Mathiot

W E R C ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Presque Isle Bcstg. Co.
 Bus.-Studio-Transmitter Address..121 W. 10 St.
 Phone Number.....26-918-9
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Associated, Lang-Worth
 Representative.....Weed
 President.....Jacob A. Young
 General Manager.....Charles E. Denny
 Station Manager.....J. J. Young
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Announcer.....John Michael
 Chief Engineer.....Ken Hestor

W I K K ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By.....Community Service Bcstg. Co.
 Bus.-Studio Address.....1021 State St.
 Phone Number.....23-249
 Transmitter Location.....Waterford
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor-Borhoff
 Membership.....NAB
 President.....Keith Kiggins
 General Manager.....Ted Nelson
 Commercial Manager.....John Rossiter
 Program Director.....E. D. Harvey
 Chief Engineer.....Hugo A. Bondy

W L E U ERIE—1933

MBS-QUAKER-WM. PENN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus.-Studio-Transmitter Address.....2nd Fl.
 Comme ce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....6 a.m.-M.
 News Service.....AP

Transcription Service.....World, Thesaurus
 President.....Leo J. Omelian
 V.P., Gen.-Sta. Comm. Mgr..V. Hamilton Weir
 Secretary.....Calire Theno
 Musical Director.....Anthony Conti
 Chief Engineer.....George Roland
 Farm Editor.....Paul Crossman

W H J B GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Bus.-Studio-Transmitter Address..Penn Albert
 Hotel
 Phone Number.....Greensburg 3740
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....John Howard
 Chief Engineer.....L. L. Allen

W H G B HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Bus.-Studio-Transmitter Address...112 Market
 St.
 Phone Number.....2-3456, 6-2646
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NAB, BMB
 Pres., Comm. Mgr.....Herbert Kendrick
 General Manager.....Jack Hooper
 Program Director.....Stan Bowman
 Production Director.....Betsy Heagy
 Pub.-Musical Dir.....Red McCarthy
 Chief Announcer.....Fred Greene
 Chief Engineer.....Woody Schlegel

W H P

HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location.....Harrisburg Hershey
 Hwy., 4 Mi. E. of Harrisburg
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Standard, Associated
 Representative.....Bolling
 Membership.....NAB, BMB



to . . . WAZL

Day in and Day Out!

in the GREATER HAZLETON TRADING AREA

[The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!]

- ☆ Coverage?
- ☆ Network?
- ☆ Service?
- ☆ Results?
- ☆ Promotion?
- ☆ Representation?

SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

SURE! . . . two of them! NBC and Mutual.

SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

"Power Alone is Not Enough"

It takes:

PROGRAMS . . . we have them!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

PROMOTION . . . we do it!

VIC DIEHM
General Manager

WAZL

HAZLETON, PA.

1490 kc.

* Represents our peak audience figure. Overall percentage for entire survey 67.5%.



AFFILIATE

.
P E N N S Y L V A N I A

Gen.-Sta.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Pottleiger
 Program Director Dick Redmond
 Production Director Harry Hinkley
 Publicity Director John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.
 Phone Number 4-0191
 Transmitter Location Penn Harris Hotel
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager David J. Bennett, Jr.
 Natl. Sales Manager J. Robert Gulick
 Program Director Don Wear
 Chief Engineer J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Bus.-Studio Address 708 Hazleton Natl.
 Bank Bldg.
 Transmitter Location 610 E. Berner Ave.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Victor C. Diehm
 Comm.-Sales Prom. Mgr. Thomas Tito
 P.og. Dir., Chief Announcer Don Murray
 Production Manager Dave Davies
 Publicity Director Kathryn Kahler
 Musical Director John Stanziola
 Chief Engineer Elwood Tito
 Farm Editor Paul Brown

W H O D

HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Steel City Bcstg. Corp.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936

WRBW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

WGAL
 Lancaster, Pa.
 Established 1922

WBZ AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

. . . **PENNSYLVANIA** . . .

Bus.-Studio Address.....105 E. Seventh Ave.
 Phone Number.....HO 0027
 Transmitter Location.....W. Mifflin Borough
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Carl Cuda
 General-Comm. Mgr.....Roy Ferree
 Sta. Mgr., Prog. Dir.....Raymond Scott
 Sales Prom. Mgr., Pub. Dir.....Sid Dickler
 Production Director.....Diana Birkenfield
 Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Joseph F. Biddle Publ. Co.
 Operated By.....Radio Station WHUN
 Bus.-Studio Address.....400 Washington St.
 Phone Number.....1291
 Transmitter Location.....27th & Murray Aves.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....SESAC, Standard,
 Keystone
 President.....John H. Biddle
 General Manager.....Samuel L. Stroh, Jr.
 Program Director.....Cary H. Simpson
 Chief Engineer.....Ernest A. Craig

WDAD

INDIANA—1946—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Indiana Bcst., Inc.
 Bus.-Studio Address.....637 Philadelphia St.
 Phone Number.....1780
 Air Time.....7 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Membership.....NAB
 President.....Paul J. Short
 General Manager.....John S. Booth
 Station Manager.....Thompson K. Cassel
 Commercial Manager.....Frank J. Richards
 Program Director.....Paul Flynn
 Chief Engineer.....Rudy F. Milhadick

WARD

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.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed

Membership.....NAB
 President.....Paul Short
 General Manager.....George D. Gartland
 Station Manager.....Robert R. Nelson
 Commercial Mgr.....Harold J. Fitzgerald
 Sales Prom. Mgr.....Louis Penegy
 Program Director.....Robert C. Ebert
 Chief Announcer.....William S. Santoro
 Musical Director.....John R. Coleman
 Chief Engineer.....Millard J. Clement
 Farm Editor.....H. C. McWilliams

WCRO

JOHNSTOWN—1947—ABC-QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Century Bcstg. Corp.
 Bus.-Studio Address.....317-319 Main St.
 Phone Number.....75-255
 Transmitter Location.....Prospect Hill
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB
 President.....John J. Keel
 General Manager.....John F. Hanssen
 Commercial Manager.....Dennis Gerken
 Program Director.....Charles Barry
 Chief Engineer.....Rexford Ackley

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Inc.
 Bus.-Studio Address.....WJAC Bldg., 329 Main
 St.
 Phone Number.....4-1267
 Transmitter Location.....Tribune Bldg.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....W. W. Krebs
 Vice Pres., Treas.....L. W. Barnes
 Station-Comm. Mgr.....John P. Foster
 Asst. Mgr., Prog. Dir.....Campbell E. Patch
 Sec., Asst. to the Mgr.....Edythe Brubaker
 Chief Engineer.....N. L. Straub

WACB

KITANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The Armstrong County
 Bcstg. Corp.
 Bus.-Studio Address.....325 Market St.
 President.....Lawrence W. Henry
 Vice President.....Joseph B. Moore

WKIN

KITTANNING—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By.....WKIN, Inc.
 Bus. Studio Address.....133 N. Jefferson St.
 Phone Number.....1350
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard
 Pres., General Mgr.....Julian L. Liebman
 Commercial Manager.....H. Warren Anderson
 Prog. Dir., Prom. Mgr.....Charles Goodwin
 Chief Engineer.....Benjamin Franklin

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....WGAL, Inc.
 Bus. Studio-Transmitter Address.....8 W. King
 St.
 Phone Number.....5251
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB

President.....Clair R. McCollough
 Station Manager.....Walter O. Miller
 Natl. Sales Mgr.....J. Robert Gulick
 Program Director.....Ernest Stanziala
 Chief Engineer.....J. E. Mathiot

WLAN

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 Number.....7261-2
 Transmitter Location.....RFD, Lancaster
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB
 Pres., Gen. Mgr.....Frank H. Altdoerffer
 Asst.-Comm.-Sales Prom. Mgr.,
 Publicity Director.....John D. Hymes
 Prog.-Prod. Director.....Roderick A. Mitchell
 Chief Announcer.....Robert C. Harnish
 Musical Director.....Robert Q. Steiler
 Chief Engineer.....John Shaub
 Farm Editor.....Elden Spangler

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.
 Established 1922

WEST

Easton, Pa.
 Established 1936



WRAW

Reading, Pa.
 Established 1922

WORK

York, Pa.
 Established 1932

WGAL

Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

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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 Number 3900
 Transmitter Location Hill Church
 Air Time 6 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB, BMB
 President H. Raymond Stadiem
 General Manager Lester P. Etter
 Station Manager Julian F. Skinnell
 Commercial Manager Philip J. Reilly
 Production Director William S. Halpern
 Publicity Director Robert Sweigart
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Bus.-Studio Address Lemoyne Theater Bldg.
 Phone Number Harrisburg 4-3005
 Transmitter Location Poplar Church Rd.,
 E. Pennsboro Township
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President Edgar T. Shepard, Jr.
 General-Station Manager Ed K. Smith
 Commercial Manager John T. Burnite
 Sales Promotion Mgr. Robert Cross
 Prod.-Musical Director Don Jacobs
 Chief Announcer John Archer
 Chief Engineer Howard Bair
 Farm Editor Gordon Jones

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number 6757
 Transmitter Location Derry Township
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Comm.-Sales Prom. Mgr.
 Program Director Ralph Parker
 Pub. Dir., Farm Editor Jim Cox
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp

W B P Z

LOCK HAVEN—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Lock Haven Bcstg. Corp.
 Bus.-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Allison Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President Donald C. Welch
 General-Station Manager Harris Lipez
 Comm.-Sales Prom. Mgr. Joseph J. Nevins
 Program Director Maude Kauffman
 Production Director L. Willard Poff
 Publicity Director Richard F. Hartzell, Jr.
 Chief Announcer Roger Moyle
 Musical Director John Skerda
 Chief Engineer Kenneth B. Cram
 Farm Editor John B. McCool

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address 547 Fifth Ave.
 Phone Number McKeesport 7167,
 Homestead 3113
 Transmitter Location Foster Rd.
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Transcription Service Associated, World,
 Capitol, Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 Pres., Gen. Mgr. Edward J. Hirschberg
 Station-Comm. Mgr. Edward J. Patrick
 Sales Prom. Mgr. Mildred G. Sheridan
 Program-Production Dir. John H. Stewart
 Publicity Director David T. Williams
 Chief Announcer Joe Guba
 Musical Director Edward Garbett
 Chief Engineer Wilkes E. Hurlsey

W M C K

McKEESPORT—1946—KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Mon-Yough Bcstg. Co., Inc.
 Business-Studio Address 516 Market St.
 Phone Number 7193-4-5
 Transmitter Location Lincoln Twp.
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth, Standard,
 SESAC, Keystone
 President George R. Raikes
 Gen.-Station-Comm.-Sales Prom.
 Manager Jack Craddock

Prog.-Prod.-Pub. Dir.....Pat Haley
 Chief Announcer.....Jim Robertson
 Musical Director.....Dave Betcher
 Chief Engineer.....Charles White
 Farm Editor.....Roy Gallagher

W M G W

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..Meadville Bcstg. Serv., Inc.
 Bus.-Studio Address...First Natl. Bank Bldg.
 Phone Number.....46-723
 News Service.....UP
 Transcription Service...SESAC, Lang-Worth,
 Thesaurus
 President.....H. C. Winslow
 General Manager.....Victor C. Diehm
 Commercial Manager.....Lorraine Yuhasz
 Program Director.....Thomas A. Tito
 Promotion Manager.....Kathryn Kahler
 Chief Engineer.....Hoyt Stout

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Morrisville Bcstg. Co.
 Bus.-Studio Address...12 S. Pennsylvania Ave.
 Phone Number.....7107
 Transmitter Location....Bank of Delaware,
 across from Trenton, N. J.
 Air Time.....7 a.m.-M.
 News Service.....AP
 Transcription Service....Capitol, World
 President.....Verna S. Hardin
 Station Manager.....James Stolcz
 Commercial Manager.....Morton Lownes
 Sales P-om. Mgr., Pub. Dir.....Bob Kent
 Prog.-Prod. Director...William F. Hildenbrand
 Chief Engineer.....William A. Brewer

W H W L

NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned By.....Radio Anthracite, Inc.
 Operated By.....WHWL
 Business-Studio Address....38 E. Main St.
 Phone Number...Nanticoke 1332; Wilkes Barre,
 Enterprise 1-0539
 Transmitter Location....Avondale, Plymouth
 Twp.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service....Standard, Capitol,
 SESAC
 Membership.....NAB
 President.....Henry W. Lark
 General-Station Mgr.....Milton Laughlin
 Program Director.....Robert Bressler
 Pod. Dir., Chief Announcer....Bill Gritman
 Chief Engineer.....Bernard Hyzinski

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
 (C.P. 5000)
 Owned-Operated By.....WKST, Inc.
 Bus.-Studio Address.....Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number.....5050
 Transmitter Location....Savannah Center &
 Old Pittsburgh Rds.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Katz
 Membership.....NAB, BMB
 President, General Mgr.....S. W. Townsend
 Station-Comm. Mgr., Prog. Dir...A. W. Graham
 Sales P-om. Mgr., Pub. Dir.....Al Francis
 Production Director.....Harry Reith
 Musical Director.....Shirley Kerr
 Chief Engineer.....Robert Emch
 Farm Editor.....Al Francis

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.....3534
 Transmitter Location....E. Deer Township
 News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC
 Representative.....Continental Radio Sales
 General-Station-Commercial Mgr.,
 Program Director.....Edward J. Kroen
 Chief Announcer.....Michael Felack
 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 7600
 Transmitter Location....Old Arch Rd.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Helen Wood & Colton
 Membership.....NAB
 President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Station Manager.....Numa Fabre, Jr.
 Commercial Manager....Arthur H. Beckwith
 Program Director.....J. Arthur Lazell
 Chief Engineer.....Franklin H. Bisbing



50,000 watts

"Umbrella Coverage"—in
all directions

Nation's third largest market

First in every Philadelphia
listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS

AM
TV
FM

WKRZ

OIL CITY—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....WKRZ, Inc.
 Operated By....Kenneth Edward Rennekamp
 Business-Studio Address.....232 Seneca St.
 Phone Number.....4-1260, 4-1269
 Transmitter Location.....Rich Hill, Cranberry
 Township
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Joseph Hershey McGillvra
 Pres., Gen.-Sta. Mgr....Kenneth E. Rennekamp
 Commercial Mgr.....Clifford Hollenbaugh
 Sales Prom. Mgr.....Olivia T. Rennekamp
 Prog.-Musical Director.....Dorothy Green
 Production Director.....Ruth McCarthy
 Publicity Director.....Betty Mae Moon
 Chief Announcer.....Michael Gulla
 Chief Engineer.....Leo Arcoletti
 Farm Editor.....Charles Lampinen

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
 Transmitter Location.....Whitemarsh
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....BMB
 President.....Walter Evans
 General Manager.....J. B. Conley
 Station Manager.....Robert E. White
 Sales Manager.....Harvey McCall, Jr.
 Sales Promotion.....Paul A. Woodland
 Program Manager.....James P. Begley
 Publicity Manager.....John P. Meagher
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....I. N. Eney

WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WCAU, Inc.
 Business-Studio Address.....1622 Chestnut St.
 Phone Number.....LOcust 7-7700
 Transmitter Location.....Moorestown, N. J.
 Air Time.....Unlimited
 News Service.....AP, UP

Transcription Service.....Lang-Worth
 Representative.....Radio Sales
 Membership.....BMB, FMA
 General Manager.....Leon Levy
 Asst. General Mgr.....Joseph L. Tinney
 Sales Manager.....Alex Rosenman
 Sales Promotion Mgr.....Robert N. Pryor
 Program Director.....Joseph T. Connolly
 Publicity Director.....John J. Kelly
 Chief Announcer.....Hugh Walton
 Musical Director.....David Stephens
 Technical Director.....John G. Leitch
 Chief Engineer.....George Lewis
 News Editor.....Alfred T. Ringler
 Farm Editor.....Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....William Goldman
 Operated By.....WDAS Bcstg. Station, Inc.
 Business-Studio Address.....1211 Chestnut St.
 Phone Number.....LOcust 7-7400
 Transmitter Location.....Ford Rd. & Midvale Ave.,
 Woodside Pk.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....NAB
 President.....William Goldman
 General-Station Mgr.....Leslie W. Joy
 Commercial Mgr.....Lambert B. Beeuwkes
 Prog.-Pub. Dir.....M. Leonard Matt
 Musical Dir.....Robert Paul Cialoni
 Chief Engineer.....Frank W. Unterberger

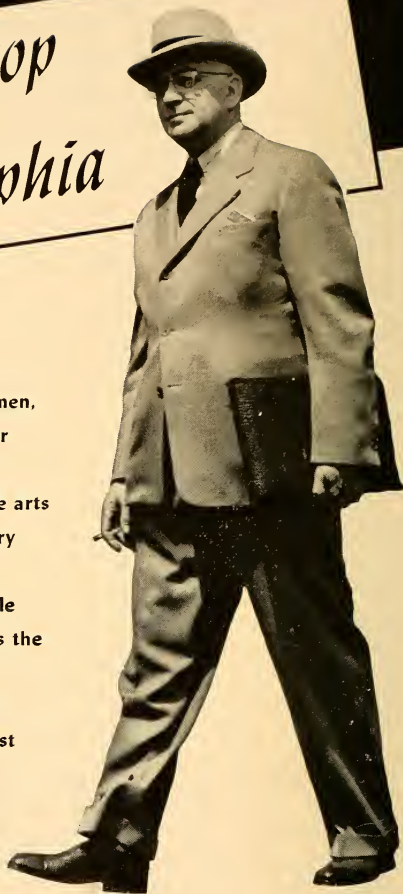
WHAT

PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 100 Watts d.
 Owned-Oper. By.....Independence Bcstg. Co.
 Business-Studio Address.....1505 Walnut St.
 Phone Number.....RItenhouse 6-2058
 Transmitter Location.....Penn Sheraton Hotel,
 39th & Chestnut Sts.
 Air Time.....Daytime
 News Service.....AP
 Membership.....NAB
 Pres., Gen.-Comm.-Sales Prom.
 Manager.....William A. Banks
 Asst. Gen.-Sta. Mgr., Prog.-Prod.
 Director.....Dolly Banks
 Publicity Director.....Annette Oromaner
 Chief Announcer.....Bill McCall
 Musical Director.....Len Stevens

First Stop in Philadelphia

There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.



WFIL

The Philadelphia Inquirer Station

ABC Affiliate

Represented nationally
by the KATZ Agency

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By. Philadelphia Inquirer Div.
of Triangle Publications, Inc.

Business-Studio Address. Widener Bldg.
Phone Number. Rittenhouse 6 6900
Transmitter Location. Whitemarsh
Air Time. Unlimited
News Service. AP
Transcription Service. Associated
Representative. Katz
Membership. NAB, BMB
General-Station Manager. Roger W. Clipp
Sales Manager. John E. Surrick
Sales Prom. Mgr. Fred Hayward
Program Director. William A. Faren
Production Manager. John Norman
Publicity Manager. Richard Koster
Musical Director. Norman Black
Chief Engineer. Louis E. Littlejohn
Farm Editor. Howard Jones

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
Transmitter Location. Conshohocken RFD
Air Time. Unlimited
News Service. AP, UP
Transcription Service. Lang-Worth
Representative. Adam Young, Joe Lang
President. Paul F. Harron
Gen.-Sta.-Comm. Mgr. Edward D. Clery
Sales Prom.-Prod. Mgr.,

Publicity Director. Rupe Werling
Program Director. Doug Arthur
Musical Director. Eric Wilkinson
Chief Engineer. John H. Henninger
Farm Editor. Elwood Stutz

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
Transmitter Location. Bellmawr, N. J.
Air Time. Unlimited
News Service. AP, UP
Transcription Service. World
Representative. Edward Petry
Membership. NAB, BMB
Pres., General Mgr. Benedict Gimbel, Jr.
V.P. & Dir. of Sales. Gordon R. Gray
Local Commercial Mgr. Samuel Hill
Sales Prom. Manager. Ralph H. Minton

Program Director. Murray Arnold
Production Director. Varner Paulsen
Publicity Director. Samuel Elber
Asst. Program Dir. Edward Wallis
Dir. Education & Spec. Events. Samuel Serota
Chief Engineer. Reginald K. Harris
Technical Director. Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By. Patrick J. Stanton
Business-Studio Address. St. James Hotel,
13 & Walnut Sts.

Phone Number. Kingsley 5-7000
Transmitter Location. 7000 River Rd.,
Delair, N. J.

Air Time. Daytime
News Service. AP
Transcription Service. SESAC
Representative. Joseph Hershey McGillvra
Owner, Gen. Mgr. Patrick J. Stanton
Commercial Manager. Charles Stahl
Sales Prom. Mgr., Pub. Dir. Jerome Weiss
Prog. Dir., Chief Announcer. Michael Deegan
Production Director. Jerry Warren
Musical Director. Kathryn Gillies
Chief Engineer. Fred Kost

WIBG

WIBG-FM

**SPORTS
NEWS
MUSIC**

IN PHILADELPHIA

WPEN

Offers Advertisers

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WPEN
IS TIME *WITH*
Philadelphians

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- Car Cards
- Magazines
- Billboards
- 400 Picture-Poster Boards
- Double Spread Truck Posters, Eastern Seaboard
- 250,000 Direct Mail Listener Cards Yearly
- Courtesy Announcements
- Airplane Streamers

MERCHANDISING

- Trade Letters
- Grocery Cards
- Drug Cards
- Window Displays
- Product Displays
- Counter Cards
- Store Posters
- Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
- Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

950 Represented Nationally by Wm. G. Rambeau Co. 102-9

WPEN *The Sun Ray Drug Stations* **WPEN-FM**
IN PHILADELPHIA

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Sun Ray Drug Co.
 Operated By William Penn Bcstg. Co.
 Business-Studio Address 1528 Walnut St.
 Phone Number Kingsley 6-0950
 Transmitter Location Brookhaven Rd. & 77th St.
 Air Time 6a.m.-1 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative William G. Rambeau
 Membership NAB
 President Albert J. Sylk
 General Manager Edward C. Obrist
 Asst. Mgr., Prog. Dir. William B. Caskey
 Production Director Allen Grey
 Publicity Director T. Harrison Mooney
 Chief Engineer Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Foulkrod Radio Engineering Co.
 Business-Studio Address 4312 N. Broad St.
 Phone Number GLadstone 5-1310, Davenport 4-4310
 Transmitter Location Rowlandville
 Air Time Shares time with WHAT
 Pres., Gen. Mgr.
 Program Dir. E. Douglass Hibbs
 Station Manager Henry N. Cocker
 Production Director Alan Stewart
 Chief Engineer John Field

KDKA

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 4200
 Transmitter Location Allison Pk.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated, Thesaurus
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 General Manager J. B. Conley
 Station Manager Joseph E. Baudino
 Sales Manager George D. Tons
 Sales Prom. Manager David N. Lewis
 Program Manager Franklin A. Tooke
 Production Director Ed P. Young
 Publicity Manager Lee Curran
 Musical Director Bernie Armstrong
 Chief Engineer Theodore C. Kenney
 Farm Editor Homer H. Martz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By Allegheny Bcstg. Corp.
 Bus.-Studio Address 800 Chamber of Commerce Bldg.
 Phone Number Atlantic 6802
 Air Time Unlimited
 News Service UP
 Transcription Service World, SESAC
 Representative Weed
 Membership NAB
 President Charles T. Campbell
 Gen.-Comm. Manager J. F. Murray
 Program Director W. M. Burns, Jr.
 Publicity Director Kennard P. Day
 Chief Engineer R. F. Hunt

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address William Penn Hotel
 Phone Number Atlantic 6900
 Transmitter Location Baldwin Township
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Thesaurus, Cœitot
 Representative Katz
 Membership NAB, BMB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Sales Prom. Mgr., Pub. Dir. William Kelley
 Production Director John Leban
 Chief Announcer Ralph Fallert
 Musical Director Baron Elliott
 Chief Engineer James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pittsburgh Radio Supply House, Inc.
 Bus.-Studio Address 1406 Chamber of Commerce Bldg.
 Phone Number Grant 4860
 Transmitter Location 1459 Crane Rd., Greentree
 Air Time Unlimited
 News Service Transradio, UP
 Transcription Service Lang-Worth, Cole
 Representative William G. Rambeau
 Membership BMB
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Production Director Charles M. Kerns, Jr.
 Publicity Director Irene Cowan
 Musical Director Lee Kelton
 Chief Engineer Walter W. McCoy

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By. . . . Pittsburgh Bcstg. Co.
 Bus.-Studio Address. . . . 220 N. Highland Ave.,
 E. Liberty
 Phone Number. . . . EMerson 5000
 Transmitter Location. . . . 2500 E. Lane
 Air Time. . . . Sunrise-sunset
 News Service. . . . AP
 Transcription Service. . . . Lang-Worth, World
 Representative. . . . Adam J. Young
 Membership. . . . NAB
 President. . . . Henry A. Bergstrom
 Gen.-Comm.-Sales Prom.
 Manager. . . . Jim Bellamy
 Asst. Gen. Mgr., Prog.-Prod. Dir. . . . Lew Kent
 Publicity Director. . . . Mary Conley
 Musical Director. . . . Bettelou Purvis
 Chief Engineer. . . . J. A. McFarland
 Farm Editor. . . . Keiran Balfe

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By. . . . WPIT, Inc.
 Bus.-Studio Address. . . . 211 Smithfield St.
 Phone Number. . . . GRant 0794
 Transmitter Location. . . . Mt. Troy Rd.
 Air Time. . . . Sunrise-sunset
 News Service. . . . UP
 Transcription Service. . . . Lang-Worth, Standard
 Representative. . . . Joseph Hershey McGillvra
 President. . . . John J. Laux
 General-Station Manager. . . . John L. Merdian
 Program Director. . . . George D. Gailey
 Publicity Director. . . . Rosalia Brennan
 Musical Director. . . . Byron Lippman
 Chief Engineer. . . . John Berninger

W W S W

PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.) . . . Power: 250
 Watts (CP 5000 Watts)
 Owned By. . . . WWSW, Inc.
 Operated By. . . . Post-Gazette Publ. Co.
 Bus.-Studio Address. . . . Sheraton Hotel
 Phone Number. . . . GRant 5200
 Transmitter Location. . . . Fineview Hill, No. Side
 Air Time. . . . Unlimited
 News Service. . . . AP
 Transcription Service. . . . Standard
 Representative. . . . Forjoe
 Membership. . . . NAB, FMA
 President, Gen. Manager. . . . O. M. Schloss
 Station-Comm. Mgr. . . . Ben W. Muros
 Sales Promotion Manager,
 Publicity Director. . . . Harold J. Goldstein
 Program Director. . . . W. Fred Joyner

Chief Announcer. . . . Raymond F. Schneider
 Musical Director. . . . Marie Wilk
 Chief Engineer. . . . Henry R. Kaiser

W P A M

POTTSVILLE—1947—MBS

Frequency: 1450 Kc. . . . Power: 250 Watts
 Owned-Oper. By. . . . Miners Bcstg. Serv., Inc.
 Bus.-Studio Address. . . . 106 S. Centre St.
 Phone Number. . . . Pottsville 5050
 Transmitter Location. . . . Lawton's Hill
 Air Time. . . . Unlimited
 News Service. . . . UP
 Transcription Service. . . . Associated, Standard
 Representative. . . . Everett-McKinney
 Membership. . . . NAB, BMB
 President. . . . Joseph L. Maguire
 General Manager. . . . Louis H. Murray
 Sales Manager. . . . Frank L. Tamulonis
 Merchandising Mgr. . . . John Gallagher
 Chief Announcer. . . . Ray Mulligan
 Musical Director. . . . Horace Richards
 Chief Engineer. . . . Gene Handwerck

W P P A

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 4744
 Transmitter Location. . . . Old Minersville Rd.
 Air Time. . . . 6:30 a.m.-12:05 a.m.
 News Service. . . . AP
 Transcription Service. . . . World
 Owner, General Manager. . . . A. V. Tidmore
 Program-Commercial Mgr. . . . John M. Naylor
 Chief Announce. . . . Jerry Gaines
 Musical Director. . . . Lew Edwards

W E E U

READING—1932—ABC-QUAKER

Frequency: 850 Kc. . . . Power: 1000 Watts d.
 (CP 1000 Watts Fulltime)
 Owned By. . . . Reading Eagle-Times
 Operated By. . . . Hawley Bcstg. Co.
 Business-Studio Address. . . . 533 Penn St.
 Phone Number. . . . 7335
 Transmitter Township. . . . Spring Township
 Air Time. . . . Daytime
 News Service. . . . UP
 Transcription Service. . . . Associated, SESAC
 Representative. . . . George P. Hollingbery
 Membership. . . . NAB
 President. . . . Hawley Quier
 Gen.-Station Mgr. . . . Clifford M. Chafey
 Commercial Manager. . . . K. Richard Creitz
 Program Director. . . . E. Lester Hoffmaster
 Chief Announcer. . . . George Carroll
 Chief Engineer. . . . Harold Scheerer

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
 Transmitter Location.....Old Wyomissing Rd.
 Air Time.....Unlimited
 News Service.....AP
 Representative.....George P. Hollingbery
 Membership.....NAB
 Pres., Gen.-Sta. Mgr.....Robert G. Magee
 Comm.-Sales Prom. Mgr..Richard G. Fichthorn
 Public Service Dir.....Eva L. Sandeffer
 Chief Announcer.....Alan Lane
 Musical Director.....A. Raymond Moore
 Chief Engineer.....Joseph McCormack

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
 Transmitter Location.....6th & Penn Sts.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 Natl. Sales Mgr.....J. Robert Gulick
 Program Director.....Frank Voss
 Chief Engineer.....J. E. Mathiot

WRYO

ROCHESTER—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Beaver Valley Radio Co.
 Bus.-Studio Address.....712 11th St.
 Phone Number.....2236
 News Service.....AP
 Transcription Service.....World
 President.....Edward J. Reider
 General Manager.....Chet Clark
 Program Director.....William Peters

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

WGAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

WARM

SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Union Bcstg. Co.
 Business-Studio Address: Bowman Bldg.
 Phone Number: 4-1148
 Transmitter Location: 701 N. Blakely St., Dunmore

Air Time: 6:45 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: George P. Hollingsbery
 Pres., Gen.-Sta. Mgr.: Martin F. Memolo
 Commercial Mgr.: William M. Dawson
 Prog.-Prod.-Musical Dir.: Joe Sa'sburg
 Publicity Director: Mary Lynott
 Chief Announcer: Art Bolin
 Chief Engineer: A. W. Oschmann

WGBI

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: 6296
 Transmitter Location: Drinker Tpk.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: John Blair
 Membership: NAB, BMB
 President: M. E. Megargee
 Gen.-Comm.-Sales Prom. Mgr.:

Publicity Director: George D. Coleman
 Station Manager: Robert E. McDowell
 Prog.-Musical Dir.: Frank Monaghan
 Chief Engineer: Kenneth R. Cooke

WQAN

SCRANTON—1923

Frequency: 910 Kc. Power: 1000 Watts d.; 500 Watts n.

Owned-Oper. By: The Scranton Times
 Bus.-Studio Address: 149 Pennsylvania Ave.
 Phone Number: 5151
 News Service: AP, UP, INS
 Owners: Edward J. & Elizabeth R. Lynett
 Gen. Mgr., Chief Engr.: John P. McGoldick
 Program Director: Robert R. Flanagan

WSCR

SCRANTON—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Lackawanna Valley Bcstg. Co.

Business-Studio Address: 116 Adams Ave.
 Phone Number: 5242
 Transmitter Location: Keyser Ave.
 Air Time: Sunrise-sunset

News Service: AP
 Transcription Service: Associated, Lang-Worth
 Representative: Walker
 Membership: NAB, BMB
 Pres.: Judge Michael J. Eagan
 General Manager: Frank S. Blair
 Commercial Manager: Joseph W. Dobbs
 Traffic Director: Mary Walsh
 Publicity Director: Al Roberts
 Chief Announcer: Jim Kilian
 Musical Director: William Ide
 Chief Engineer: Willard Shimski
 Farm Editor: Michael Woloson

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: 2650
 Transmitter Location: Big Mt., Coal Township
 Air Time: 7 a.m.-M.

News Service: AP
 Transcription Service: Thesaurus
 Representative: Forjoe
 Membership: NAB, FMA
 President: Henry W. Lark
 General Manager: Charles R. Petrie
 Program Director: Dick Owen
 Chief Announcer: Jerry Kreeger
 Chief Engineer: Bernard Marshall

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
 Studio-Transmitter Location: Pine Hollow Blvd.
 Air Time: Sunrise-sunset
 News Service: UP
 Transcription Service: Associated, Capitol, Lang-Worth, World

Representative: Adam J. Young, Jr.
 Pres., Gen.-Sta. Mgr.: John Fahlline, Jr.
 Commercial Manager: J. T. VanSweringen
 Program Director: Marc McCulloch
 Production Mgr.: Harold E. Smith
 Publicity Director: Evelyn L. Keller
 Chief Engineer: A. C. Heck

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Centre Bcstrs., Inc.
 Bus.-Studio Address: P. O. Box 888, Glennland Bldg.
 Phone Number: 4959
 Transmitter Location: Ferguson Township
 Air Time: 7 a.m.-M.

P E N N S Y L V A N I A

News Service AP
 Transcription Service.....Lang-Worth, Keystone
 MembershipNAB
 President..... R. J. Kennard
 General Mgr.....William K. Ulerich
 Sta.-Comm.-Sales Prom.
 Manager.....Alethea Jones Mattern
 Program Director.....Milton J. Bergstein
 Prod. Dirs.....Milton J. Bergstein, John Pfeil
 Musical Director.....George Kahl
 Chief Engineer.....Douglas Beman
 Farm Editor.....Joseph Shafran

W V P O

STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Pocono Bcstg., Inc.
 Business-Studio Address.....578 Main St.
 Phone Number.....Stroudsburg 1102
 Transmitter Location.....Cherry Valley &
 Highland Inn Rds.
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeWalker
 President.....James H. Ottaway
 General Manager.....Merle C. Ostrom
 Station Manager.....Elton Hall
 Program Director.....Joseph Webster
 Chief Engineer.....George A. Reinhart

W K O K

SUNBURY—1933—QUAKER-PA. NET

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter.....1150 N. Front St.
 Phone Number.....Sunbury 1325-6
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 Representative.....Continental Radio Sales
 MembershipNAB
 President.....Harry H. Haddon
 Secretary, Treasurer.....Basse A. Beck
 General Manager.....Homer R. Smith
 Commercial Manager.....W. Robert Trevit
 Program Director.....Michel J. Kane
 Chief Engineer.....John W. Keller

W M B S

UNIONTOWN—1937 CBS-ATLANTIC SPORTS- QUAKER-PA. NET

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fayette Bcstg. Corp.
 Bus.-Add ess.....Fayette Title & Trust Bldg.
 Phone Number.....Uniontown 830
 Transmitter Location.....Old Fairchance Rd.,
 Burgess Field, R.D.
 News ServiceUP
 Transcription Service.....Thesaurus, Standard
 RepresentativeRobert Meeker

MembershipNAB
 Pres., Gen.-Sta. Mgr.....Joseph C. Burwell
 Commercial Manager.....Harry C. Burwell
 Sales Prom. Mgr.....Charles Underwood
 Prog.-Musical Dir.....J. Sullivan Sages
 Production Director.....Michael Sands
 Publicity Director.....James Gismondi
 Chief Engineer.....William J. Henzly
 Farm Editor.....Rex Carter

W N A E

WARREN—1946—MBS

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Northern Allegheny Bcstg.
 Co.
 Bus.-Studio Address.....1st Natl. Bank Bldg.
 Phone Number.....3032
 Transmitter Location.....Warren-Kinzua Rd.
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeRural Radio
 MembershipNAB
 President, Gen. Mgr.....A. David Potter, Jr.
 Commercial Manager.....Frank Foster
 Sales Prom. Manager.....James Potter
 Program Director.....W. LeRoy Schenk
 Chief Engineer.....Homer Haines

W J P A

WASHINGTON—1942 MBS-QUAKER-VICTORY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Phone Number.....4870
 Transmitter Location.....So. Strabane Township
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Joseph Hershey McGillvra
 MembershipNAB
 President.....William S. Yard
 General-Station Manager.....C. B. Heller
 Commercial Mgr.....Charles R. DuVall
 Production Mgr.....Elizabeth Baisley
 Publicity Director.....Mary Ann Pletcher
 Music Librarian.....Ruth Bell
 Chief Engineer.....Horace E. Cooper

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
 Transmitter Location.....Kingston
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB
 Pres., Gen. Mgr.....Louis G. Baltimore
 Sta. Mgr., Pub. Dir.....David M. Baltimore

WBAX

27 YEARS
OF
SUCCESSFUL, EFFECTIVE
BROADCASTING
TO
NORTHEASTERN PENNSYLVANIA



FIRST IN PUBLIC SERVICE
FIRST IN SPORTS
FIRST IN MUSIC
“THE PIONEER VOICE OF
WILKES-BARRE”



WBAX

JOHN H. STENGER, JR., *Licensee-Owner*
MUTUAL BROADCASTING SYSTEM
National Representative: BURN-SMITH CO., INC.

. . . **PENNSYLVANIA** . . .

Commercial Mgr. A. C. Baltimore
 Program Director Franklin D. Coslett
 Musical Director Louis Savitt
 Chief Engineer Charles Sakoskie, Sr.

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
 Transmitter Location Route 11, Edwardsville
 Borough

Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Owner, Gen. Mgr. John H. Stenger, Jr.
 Station Manager August W. Grebe
 Program Director John H. A. Stenger, III
 Publicity Director Edward Kuzma
 Chief Engineer John H. Stenger, Jr.

WILK

**WILKES-BARRE—1946
 ABC-QUAKER**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Wyoming Valley Bcstg. Co.

Bus-Studio Address 88 No. Franklin St.
 Phone Number 3-7165
 Transmitter Location Dawes Ave., Kingston
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Adam J. Young, Jr.
 Membership NAB, BMB
 President Dr. I. C. Morgan
 General Manager Roy E. Morgan
 Station Mgr. Thomas P. Shelburne
 Sales Manager Jerry Butler
 Program Director Hal Berg
 Chief Announcer Charles Whittier
 Musical Director Joe Bednarek
 Chief Engineer Theodore French

W R A K

**WILLIAMSPORT—1930
 NBC-QUAKER**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRAK, Inc.
 Business-Studio Address 244 W. Fourth St.
 Phone Number Williamsport 2-6116
 Transmitter Location 1561 W. Fourth St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, Lang-Worth
 Representative J. P. McKinney

WRAK

250 W—1400 Kc

WRAK-FM

3.2 KW—100.3 Mc

National Representative:
 J. P. McKINNEY and SON
 New York, Chicago, San Francisco



AFFILIATE

The right combination for a
 REAL selling campaign in the
 Williamsport market.

19 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

PENNSYLVANIA

Membership NAB, BMB
 President..... E. M. Case
 General Manager..... George E. Joy
 Office Manager..... Jean Farstad
 Comm. Mgr., Musical
 Director..... J. Wright Mackey
 Promotion Mgr..... Everett Rubendall
 Program Director..... Nancy J. Person
 Production Director..... Irving A. Berndt, Jr.
 Prog. Mgr., Chief Announcer..... Leon Kelly
 Chief Engineer..... Glenn Sherman
 Farm Editor..... Hank Anders

Membership NAB
 Gen-Station Mgr..... Lowell W. Williams
 Comm. Manager..... John O. Border
 Sales Prom. Mgr., Publicity
 Director Murray Goldsborough
 Prog.-Prod. Dir..... H. E. Daugherty
 Chief Engineer..... Willis N. Weaver

W N O W
YORK—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
 Owned-Oper. By. Radio Bcst. Div. of the Helm
 Coal Co.
 Business-Studio Address.....25 S. Duke St.
 Phone Number..... 2911, 2952
 Transmitter Location..... R. D. 5
 Air Time..... 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Representative..... Adam J. Young, Jr.

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By..... York Bcstg. Co.
 Business-Studio Address..... 13 S. Beaver St.
 Phone Number 6629
 Transmitter Location..... W. Manchester
 Township
 Air Time..... 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB
 Station Executive..... Clair R. McCollough
 Station Manager..... Harold E. Miller
 Program Director..... James R. Wilson
 Chief Engineer..... J. E. Mathiot

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

W S B A

YORK—1942—ABC

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Susquehanna Bcstg. Co.
Business Address: P. O. Box 1112
Phone Number: 2676, 6-4413
Studio-Transmitter Location: R. D. No. 5
Air Time: Local sunrise-local sunset
News Service: AP

Transcription Service: World, Capitol
Membership: NAB, BMB, FMA
President: Louis J. Appell
General-Station Mgr.: Walter J. Rothensies
Commercial Mgr.: Sydney Robbins
Sales Prom. Mgr.: Phillip K. Eberly
Program Director: Otis Morse
Musical Director: Larry Miller
Chief Engineer: Woodrow G. Eberhart
Farm Editor: Herman Stebbins

RHODE ISLAND

Estimated Population 748,000—Increase +4.8%—Radio Homes 208,100
Total Families 210,600—Stations in State 9

WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By: Voice of Little Rhody
Business-Studio Address: 204 Thames St.
Partners: John E. & Irene A. Malloy

WFCI

PAWTUCKET—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Pawtucket Bcstg. Co.
Business-Studio Address: 450 Main St.
Phone Number: Perry 9540
Transmitter Location: Lonsdale
Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Representative: Avery-Knodel
Membership: NAB, BMB
President: Howard W. Thornley
Gen.-Sales P. om. Mgr.: Wallace A. Walker
Program Director: David Brooks
Musical Director: Arthur Paquette
Chief Engineer: Gilbert Johnson

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: Yankee Network, Inc.
Business-Studio Address: Crown Hotel
Phone Number: Dexter 1500
Transmitter Location: E. Providence
Air Time: 6 a.m.-1 a.m.
News Service: AP, INS, UP
Transcription Service: Associated, Standard
Representative: Edward Petry
Membership: NAB, BMB, FMA
President: William O'Neil
Station-Comm. Manager: Joseph Lopez
Prog.-Prod.-Pub. Dir.: Donald Morton
Chief Engineer: Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By: Intercity Bcstg. Co.
Business-Studio Address: 32 Custom House
Phone Number: Union 4211
Transmitter Location: Eastern Ave.,
E. Providence

Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young, Kettell-Carter
President, Gen.-Sta. Mgr.: Robert T. Engles
Commercial Mgr.: Brenton G. Meader
Program Director: C. George Taylor
Production Manager: Lou Rosen
Music Director: Robert Lachance
Chief Engineer: Carroll Philbrook

WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: The Outlet Co.
Business-Studio Address: 176 Weybosset St.
Phone Number: Gaspee 1071
Transmitter Location: Wampanoag Trail,
E. Providence

Air Time: Unlimited
Transcription Service: World
Representative: Weed
Membership: NAB, BMB
President: Mortimer L. Burbank
General Manager: John J. Boyle
Program Director: Sothern Abbott
Musical Director: Earl Shean
Chief Engineer: Thomas C. J. Prior

WNAF

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By: Community Bcstg. Serv. Co.

TOP COVERAGE

in New England's 2nd Largest Market

WPRO
PROVIDENCE

Top station in share of audience

5000 WATTS

BASIC CBS

630 KC

AM & FM

RHODE ISLAND—SOUTH CAROLINA

Bus.-Studio Address.....86 Weybosset St.
 Phone Number.....Jackson 3314
 News Service.....INS
 Representative.....William G. Rambeau
 Sta., Sales Mgr.....W. C. Franklin

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By....Cherry & Webb Bcstg. Co.
 Business-Studio Address.....15 Chestnut St.
 Phone Number.....Plantations 9776
 Transmitter Location.....E. Providence
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....William S. Cherry, Jr.
 General-Comm Mgr.....Arnold F. Schoen, Jr.
 Program Director.....John A. Owen
 Chief Engineer.....John V. Ferri

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus.-Studio Address.....Narragansett Hotel
 Phone Number.....Union 4512

Transmitter Location..Water St., E. Providence
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....ForJoe
 Membership.....NAB
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Sales Comm. Mgr.....Anthony Petronella
 Prod. Mgr., Pub. Dir.....Fabian Hume
 Chief Announcer, Musical Dir.....Don Rogers
 Chief Engineer.....Richard Buckley

WWON

WOONSOCKET—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Electronic
 Enterprises, Inc.
 Business-Studio Address.....99 Main St.
 Phone Number.....3900, 1741
 Transmitter Location.....Getchell Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World, Capitol,
 Standard
 Representative.....McGeehan & O'Mara
 President, Gen. Mgr.....Garó W. Ray
 Station-Comm. Mgr.....Mitchell F. Stanley
 Prog.-Musical Dir.....Hope Somerby
 Prod. Dir., Chief Announcer.....Gene Rousseau
 Publicity Director.....Frederick A. Cluck, Jr.
 Chief Engineer.....George W. Travis

SOUTH CAROLINA

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000
 Total Families 455,400—Stations in State 34*

WAIM

ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Bus.-Studio-Transmitter Address.....Anderson
 Phone Number.....800, 1444, 2239
 Air Time.....5:23 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service.....Thesaurus, Lang-Worth,
 Associated, World
 Representative.....Burn-Smith
 Membership.....NAB, BMB, FMA
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Commercial Manager.....Charles B. Goodyear
 Sales Prom. Mgr., Prog. Dir.....G. Paul Browne
 Chief Announcer.....Jimmy Coggins
 Chief Engineer.....Jack B. Greene

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio Address.....212 Broad St.
 Phone Number.....780
 Transmitter Location.....1½ Mi. N.W. of
 Bennettsville on Hwy. No. 9
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Joseph Hershey McGillvra
 President.....John W. Orvin
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Malcolm A. Young
 Prog.-Prod.-Pub.-Musical Dir.....James C. Putnam
 Chief Announcer.....E. T. Melton, Jr.
 Chief Engineer.....Everett C. Powers

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcst. Co.
 Business-Studio Address 1417 Broad St.
 Phone Number 821-W-3
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Pres., General Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Program Director Russell Long
 Promotion Manager Pearl Baum
 Chief Engineer Wilbur Albee

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned By WCSC, Inc.
 Operated By John M. Rivers
 Bus-Studio Address Francis Marion Hotel
 Phone Number 7611
 Transmitter Location Eagles Nest, St. Andrews
 Parish
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Free & Peters
 Membership NAB, BMB
 Pres., Gen-Station Mgr. John M. Rivers
 Comm-Sales Prom. Mgr. Roland Weeks
 Program-Production Dir. Russell Long
 Publicity Director Pearl Baum
 Musical Dir., Farm Editor Bob Tambllyn
 Chief Engineer Wilbur Albee

WFAK

CHARLESTON—1946—MBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By Charleston Bcstrs.
 Bus-Studio-Transmitter Address 149 Went-
 worth St.
 Phone Number 3-6428
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Forjoe
 Gen. Mgrs. T. K. Vassy, L. P. Moore
 Station Mgr., Pub. Dir. T. K. Vassy
 Comm. Manager W. S. Turner
 Sales Prom. Mgr., Prog.-Prod. Dir. L. P. Moore
 Chief Announcer Robert V. Austin
 Chief Engineer Carlton J. Modlin

WHAN

CHARLESTON—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 152 Market St.

Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Membership BMB
 President Harry J. O'Neill
 Gen.-Sta.-Comm.-Sales Prom.
 Manager C. Wylie Calder
 Prog.-Prod.-Pub. Dir. Vernon M. Bushong
 Musical Director Traynor Ferillo
 Chief Engineer William P. Birchfield

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address P. O. Box 297
 Phone Number 2-2961
 Studio Address 133 Church St.
 Transmitter Location St. Andrew's Parish
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Edward Manigault
 Gen-Station Mgr. Robert E. Bradham
 Comm. Manager Grange S. Cuthbert, Jr.
 Prog.-Prod.-Pub. Dir. William N. Abbott
 Musical Director Edna E. Richardson
 Chief Engineer Douglass M. Bradham
 Farm Editor John Roebuck

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus-Studio-Transmitter Address 42 Tenth
 Ave.
 Phone Number 2-2652
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President C. Norwood Hastie
 Gen.-Sales Prom. Mgr. B. M. Middleton
 Comm. Manager J. Drayton Hastie
 Program Director Hubert Wilke
 Chief Announcer Henry Hoppe
 Chief Engineer Walter Nelson

WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Craig Bcstg. Co.
 Bus-Studio Address Radio-Press Bldg.

SOUTH CAROLINA

Phone Number 1171
 Transmitter Location..... Harris St.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 General Manager Morgan J. Craig
 Station-Comm. Mgr. Charles E. Bell
 Sales Prom. Mgr. C. Cecil Simmons
 Program Director..... Arthur Cornwall
 Publicity Director..... Allein White
 Chief Engineer..... Morton Green

WCOS COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Radio Columbia
 Business-Studio Address..... 1202 Main St.
 Phone Number 2-5601
 Transmitter Location..... Edgewood Rd.
 Air Time..... 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Borroff
 Membership BMB
 President..... E. D. Black
 General-Station Manager..... James W. Hicks
 Commercial Manager..... Dixon Harp
 Sales Prom. Mgr. B. George Barber, Jr.
 Program-Publicity Director.
 Chief Announcer..... Robert M. Hope
 Production Director..... John Evans
 Chief Engineer..... Robert D. Lambert

WIS COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By.... Surety Life Insurance Co.
 Business-Studio Address..... 1811 Main St.
 Phone Number 2-2135
 Transmitter Location..... Bluff Rd.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative..... Free & Peters
 Membership NAB, BMB
 President..... Herman N. Hipp
 General Manager..... G. Richard Shafto
 Managing Director..... J. Dudley Saumenig
 Local Sales Mgr. C. Wallace Martin
 Prom.-Pub. Manager..... Steve Libby
 Program Director..... Frank Harden
 Chief Announcer..... Mackie Quave
 Musical Director..... Phil Agresta
 Chief Engineer..... Herbert G. Eidson, Jr.
 Farm Editor..... Clair H. Shadwell

WKIX

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts d.;
 500 Watts n.

Owned-Oper. By.... Inter-City Adv. Co., Inc.
 Business-Studio Address..... 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location..... Lexington County
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President..... George W. Dowdy
 General Manager..... Walter H. Goan
 Station-Comm. Mgr. J. Norman Young
 Prog. Dir., Chief Announcer..... Johnny Ropp
 Prod.-Pub. Dir. Paul Rodgers
 Musical Director..... George Stanely
 Chief Engineer..... Gene Hampton
 Farm Editor..... Ed Tacy

WNOK

COLUMBIA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Palmetto Radio Corp.
 Business-Studio Address..... 941 Harden St.
 Phone Number 2-1518
 Transmitter Location..... 921 Huger St.
 Air Time..... 6 a.m.-M.
 News Service AP
 Representative Forjoe
 Membership NAB
 General-Station Manager..... R. T. Allen
 Program Dir. H. Moody McElveen, Jr.
 Chief Announcer..... Jack Cook
 Chief Engineer..... T. B. Williams

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Bcstg. Co.
 Operated By..... L. M. Hawley, H. L. Hanks
 Business-Studio Address..... 12th Ave.
 Phone Number 340
 Transmitter Location..... U. S. Hwy. 701, 1/4
 Mi. N.W. Center of City
 Air Time..... 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representative..... Joseph Heshey McGillvra
 Membership NAB
 President, General Mgr. L. M. Hawley
 V.P., Chief Engineer..... H. L. Hanks
 Chief Announcer..... Mike Jordan
 Farm Editor..... Guy Williams

WDSC

DILLON—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Oper. By..... Border Bcstg. Co., Inc.
 Business-Studio Address..... Box 231
 Phone Number 470-1

SOUTH CAROLINA

Transmitter Location....U. S. Hway. 301, 3½
Mi. S. of Dillon
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President.....E. H. Brown
Gen.-Sta.-Sales P om. Mgr.. Henry E. Sullivan
Commercial Manager.....Joseph Martin
Program Director.....William Joseph Bunn
Chief Engineer.....Marvin Seals

WJMX

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 406
Phone Number.....2494-5
Transmitter Location....3 Mi. N.W. Florence,
U. S. 52
News Service.....AP
Transcription Service.....World, Capitol
Associated
Representative.....Pierce, Cook
Membership.....NAB, BMB
President.....Eugene E. Stone
Gen. Mgr., Pub. Dir.....Paul H. Benson, Jr.
Comm. Manager.....H. A. Smith, Jr.
Program Director.....James C. Player
Chief Announcer, Farm Editor....Bob Forbes
Chief Engineer.....Frank Jenne

WOLS

FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Florence Bcstg. Co., Inc.
Operated By.....Melvin Purvis
Business-Studio Address....129 S. Dargan St.
Phone Number....Studio: 354-5; Transmitter:
1913
Air Time.....Unlimited
News Service.....UP
Transcription Service..Standard, Lang-Worth,
Keystone
Representative....Joseph Hershey McGillvra
Membership.....NAB, BMB
Pres., Gen.-Station Mgr.....Melvin Purvis
Commercial Manager.....A. P. Skinner
Chief Engineer.....W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Cherokee Rad'io Co., Inc.
Business Address.....P. O. Box 297
Phone Number.....793
Studio-Transmitter Location...Lead Mine Rd.
Air Time.....Daytime

News Service.....UP
Transcription Service..Lang-Worth, Thesaurus,
Keystone
President.....A. Ray Godshall
Gen.-Station Mgr., Prog. Dir....Bob Liverance
Commercial Mgr.....David C. McSwain
Production Director.....Louis M. Neale
Pub. Dir., Farm Editor....Sara V. Liverance
Chief Announcer.....Jim Turner
Chief Engineer.....Charles R. Bickford

WESC

GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number.....2-8241
Transmitter Location.....Farr's Bridge Rd.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service..Lang-Worth, Standard,
Associated
Representative....Joseph Hershey McGillvra
Membership.....NAB, BMB
President, General Mgr.....Scott Russell
Commercial Manager.....Cliff W. Bowers
Program Director.....Arthur H. Roberts
Chief Engineer.....Lewis W. Elias, Jr.

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont
Co.
Business-Studio Address.....Poinsett Hotel
Phone Number.....2-7616
Transmitter Location.....Ghantt
Air Time.....5 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....B. H. Pearce, Jr.
General-Station Mgr.....B. T. Whitmire
Commercial Mgr.....R. Q. Glass, Jr.
Sales Prom. Manager.....P. H. Chapman
Program Director.....Byron Jenkins
Prod. Dir., Chief Announcer...Norvin Duncan
Publicity Director.....N. P. Mitchell
Musical Director.....Alice Wyman
Chief Engineer.....William Garrison
Farm Editor.....Robert Martin

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Business-Studio Address.....Prevost Bldg.
Phone Number.....3-2751

. . . SOUTH CAROLINA . . .

Transmitter Location.....White Horse Rd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Burn-Smith
 Membership.....NAB
 President.....R. A. Jolley, Sr.
 General-Station Mgr.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Sales Prom. Manager.....Frank Cope
 Program-Production Dir...William T. Arrington
 Publicity Director.

Chief Announcer.....James D. Simpson, Jr.
 Musical Director.....Larry Merck
 Chief Engineer.....George D. Tate
 Farm Editor.....Paul Fisher

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 Business Address.....216 Textile Bldg.
 Phone Number.....4300
 Studio-Transmitter Location.....Willson St.
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 President.....Douglas Featherstone
 Manager.....Dan Crosland
 Commercial Manager.....Ralph Norman
 Program Director.....Newton S. Smyth
 Chief Engineer.....Charlie Sparks

WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Hartsville Bcstg. Co., Inc.
 Operated By.....Rado Station WHSC
 Business-Studio Address.....College Ave.
 Phone Number.....654
 Transmitter Location...1 Mi. S. of Hartsville on
 Hwy. 15-A
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 President.....Charles H. Campbell
 Gen.-Sta. Mgr., Prod. Dir....Raymond Caddell
 Commercial Manager.....Richard Ward
 Prog. Dir., Chief Announcer.....Joe Fuller
 Publicity Director.....Frances Bass
 Musical Director.....Don Graham
 Chief Engineer.....Donald A. Brien
 Farm Editor.....Lamar Caldwell

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WLBG, Inc.

Business-Studio Address.....Laurens
 Phone Number.....2-2331
 News Service.....UP
 Transcription Service.....World, KBS
 President.....James C. Todd
 Gen.-Comm. Mgr.....John F. Arrington
 Program Director.....Len Ledford
 Promotion Manager.....Colleen Willard
 Chief Engineer.....Clyde C. McClure

WMRA

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Myrtle Beach Bcstg. Co.
 Bus.-Studio Address.....Ocean Forest Hotel
 Phcne Number.....2100
 Transcription Service.....Keystone
 Representative.....Joseph Hershey McGillvra
 President.....Joe C. Ivery
 Manager.....William D. Huff

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.
 Business Address.....1223 College St.,
 P. O. Box 211
 Phone Number.....246, Ext. 13
 Studio-Transmitter Location.....11 Radio Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, KBS
 Membership.....NAB
 President.....John F. Clarkson
 General Manager.....Fred V. Lester
 Sta. Mgr., Farm Editor.....Charles E. Bowers
 Comm. Manager.....Earl Caton, Jr.
 Program Director.....Annie Lou Fleniken
 Musical Director.....Hans Jacobsen
 Chief Engineer.....George N. Martin

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WRNO, Inc.
 Business Address.....Box 662
 Phone Number.....1420
 Studio-Transmitter Location Ext. Whitman St.
 Air Time.....Unlimited
 News Service.....AP
 Transcriptoin Service.....Capitol
 President.....Charles S. Henery
 Mgr., Program Dir.....Frank B. Best
 Chief Engineer.....Gus Browning

WTND

ORANGEBURG—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sims Publishing Co.

SOUTH CAROLINA

Business-Studio Address.....Radio Center,
Memorial Plaza
Phone Number1600
Transmitter LocationOrangeburg
Air Time.....6 a.m.-local sunset
News ServiceUP
Transcription ServiceLang-Worth
Representative.....Continental Radio Sales
MembershipNAB
President.....J. I. Sims
General Manager.....G. L. Sims
Commercial Manager.....Tom McCaffrey
Program Director.....Eric Fields
Chief Announcer.....Earl Thomas
Musical Dir., Farm Editor.....Vance Morris
Chief Engineer.....I. P. Herrington

Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number6000
Transmitter Location.....Vanderbilt Rd.
Air Time.....5 a.m.-M.
News ServiceAP
Transcription Service.....Lang-Worth, World
RepresentativeTaylor-Boroff
MembershipNAB, BMB
President, Gen. Mgr.....Walter J. Brown
Station Manager.....J. W. Kirkpatrick
Commercial Manager.....John C. Carrington
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Chief Announcer.....Al Willis
Musical Dir., Farm Editor.....Frank Lokey, Jr.
Chief Engineer.....Clyde J. Burdette

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York County Bcstg. Co.
Bus.-Studio Address.....Rock Hill Natl. Bank
Bldg.
Phone Number294
Transmitter Location.....E. Black St.
Air Time.....7 a.m.-11:30 p.m.
News ServiceAP
Transcription Service.....World, Keystone
MembershipNAB
Gen. Mgr., Chief Engineer, James S. Beatty, Jr.
Sta. Mgr., Prog. Dir.....William C. Beatty
Comm.-Sales Prom. Mgr., Pub.
Director.....George P. Cobb
Prod. Dir., Chief Announcer, Musical Dir.,
Farm Editor.....Cuyler P. Fields

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Business Address.....P. O. Box 1091
Phone Number1127-J
Studio Address.....Robert Marshall Hotel
Transmitter Location.....Hwy. 21 near Rock Hill
Air Time.....Local sunrise local sunset
News ServiceUP
Transcription Service.....Lang-Worth, Cole
Representative.....Friedenberg
MembershipNAB
President.....W. G. Reid
Secretary-Treasurer.....O. Frank Thornton
Gen.-Station Mgr.....Kenneth N. McClure
Comm.-Sales Prom. Mgr., George C. Blackwell
Prog. Dir., Chief Announcer.....James C. Clark
Chief Engineer.....Richard Philbrick

WORD

SPARTANBURG—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Spartanburg Adv. Co.
Business-Studio Address.....224 E. Main St.
Phone Number2900
Transmitter Location.....Route 7, Sigsbee
Air Time.....5 a.m.-1 a.m.
News ServiceUP
Transcription Service.....Associated
Representative.....John Blair,
Harry E. Cummings
Membership.....NAB, BMB, FMA
President.....Francis Hipp
General Manager.....G. Richard Shatto
Managing Director.....Roger A. Shaffe
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golithly
Musical Director.....Hal Moore
Chief Engineer.....H. R. Beckholt
Farm Editor.....Cliff Gray

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WFIG, Inc.
Bus.-Studio Address.....Radio Center Bldg.,
P. O. Drawer 30
Phone Number1340
Transmitter Location.....1 Mi. E. of Sumter on
Hwy. 76
Air Time.....Unlimited
News ServiceAP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Hubert D. Osteen
Gen.-Station Mgr.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Sales Prom. Mgr.....Robert Raymond
Prog. Dir., Chief Announcer.....Paul Reidy
Production Director.....John Sherman
Publicity Director.....Harry Fowler

. . . SOUTH CAROLINA—SOUTH DAKOTA . . .

Musical Director.....Wee Evans
 Chief Engineer.....James L. Williams
 Farm Editor.....T. O. Bowen

Bus-Studio-Transmitter Address..Fl. Benson St.
 Phone Number.....3861
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated
 President.....R. M. Jefferies
 General Manager.....Charles A. Thoman
 Commercial Manager.....Beulah Glover
 Program Director.....Allen Wester
 Publicity Director.....Roger Clark
 Chief Engineer.....C. A. Thoman

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walterboro Bcstg. Co.

SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600
 Total Families 150,100—Stations in State 13*

KABR

**ABERDEEN—1934
 MBS-GREAT NORTHERN**

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Aberdeen Bcst. Co., Inc.
 Business-Studio Address.....117½ S. Main St.
 Phone Number.....4626
 Transmitter Location.....Wylie Pk., 3 Mi.
 N.W. of Aberdeen
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NAB, BMB
 President.....H. C. Jewett, Jr.
 General-Station Mgr.....A. A. Fahy
 Comm.-Sales Prom. Mgr.....Fred Stellner
 Program Director.....E. C. Pieplow
 Publicity Director.....R. A. Fahy
 Chief Announcer.....Eddie Weeks
 Chief Engineer.....Delbert T. Hunt
 Farm Editor.....Russell V. Kaber

Chief Announcer.....Bob Storey
 Musical Director.....Kay McKenna
 Chief Engineer.....George Crocker
 Farm Editor.....Lyle Weishaar

KDSJ

DEADWOOD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Heart of The Black Hills
 Bcstg. Co.
 Business-Studio Address.....Franklin Hotel
 Phone Number.....186
 Transmitter Locat'on.....Boulder Canyon Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Thomas Clark
 Supervisor of Operat'ion.....John Daniels
 Mus'c. Dir., Prod. Mgr.....Joe Ramay
 Farm Editor.....Melvin Rochester
 Chief Engineer.....Eli Daniels

KSDN

ABERDEEN—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Aberdeen News Co. Radio
 Station KSDN
 Bus-Studio Address.....12 Third Ave. S.E.
 Phone Number.....4573-4
 Transmitter Location.....3 Mi. S. of town
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Sears & Ayer
 President.....Henry J. Schmitt
 Gen.-Station Mgr.....Byron McElligott
 Commercial Manager.....Russa Osborne
 Sales Prom. Mgr.....Neil Dewhirst
 Program-Production Dir.....Bob Runyon

KIJV

HURON—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....James Valley Bcst. Co., Inc.
 Operated By.....Max F. Staley
 Bus-Studio Address.....24 Second St. S.E.
 Phone Number.....765
 Transmitter Location.....18th St. & Idaho
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Walker
 Membership.....NAB
 President, Station Mgr.....Max F. Staley
 Sales Manager.....Robert S. Brandt
 Program Director.....Rex King
 Chief Announce.....Dale Larson
 Chief Engineer.....Roland H. Marty

K M H K

MITCHELL—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mitchell Bcstg. Corp.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Transmitter Location ½ Mi. E. of city on
 Hway. U. S. 16
 Air Time 18 Hrs.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General-Station Mgr. Raymond V. Eppel
 Commercial Manager B. Harland Ohde
 Prog.-Musical Dir. Raymond Eppel
 Chief Announcer Marvin Nelles
 Chief Engineer Robert Taylor

K G F X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned By Estate of Dana McNeil
 Operated By Ida A. McNeil
 Bus.-Studio-Transmitter Address 203 W.
 Summit Ave.
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Transcription Service Keystone
 Dir., Sta. Mgr., Prog.-Musical
 Director Ida A. McNeil
 Chief Engineer Charles W. Hobbs

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Black Hills Bcst. Co. of
 Rapid City
 Bus.-Studio Address Alex Johnson Hotel,
 6th & St. Joseph Sts.
 Phone Number 2000-1-2
 Transmitter Location 5 Mi. S. of Rapid City
 on Hway. 79
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Associated,
 Capitol, Lang-Worth
 Representative Donald Cooke
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. Robert J. Dean
 Asst. Manager Abner H. George
 Sales Prom. Mgr. Stanley Lieberman
 Production-Publicity Dir. Ellen Crilly
 Musical Director John Simpson
 Chief Engineer A. E. Griffiths
 Farm Editor Ed Denslow

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., Phillips at
 Eighth
 Phone Number 6363
 Transmitter Location S.E. of Sioux Falls
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. Fantle, Jr.
 Commercial Manager Ted Matthews
 Sales Prom. Mgr., Pub. Dir. Richard Harris
 Program-Production Dir. Evans Nord
 Chief Announcer Dean Montgomery
 Musical Director Clayton Lorenzen
 Chief Engineer Lester Froke
 Farm Editor Les Harding

K I H O

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Big Sioux Bcstg. Co., Inc.
 Business-Studio Address 218 So. Ma'n Ave.
 Phone Number 912
 News Service UP
 Transcription Service World
 Representative Paul H. Raymer
 Co-Mgrs. James E. Sweet, David J. Kempkes
 Commercial Manager Larry LaBie
 Program Director Fred Schweikhart
 Asst. Manager Ray Hamilton

K I S D

SIOUX FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus.-Studio Address 311 S. Phillips Ave.
 Phone Number 1300
 Transmitter Location Hway. 16 W. of city
 Air Time 6:45 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, MacGregor
 President H. R. Alton
 Gen.-Sta.-Sales Prom. Mgr.,
 Program Director Verl Thomson
 Commercial Manager Bud Doss
 Chief Announcer John Doyle
 Musical Director Robert Helgeson
 Chief Engineer Bruce Bodie

K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc. Power: 5000 Watts d.
 Owned-Oper. By Sioux Falls Bcst. Assoc., Inc.
 Bus.-Studio Address 317 S. Phillips Ave.

SOUTH DAKOTA—TENNESSEE

Phone Number757
 Transmitter Location..... W. 12th St.
 Air TimeDaytime
 News ServiceAP
 Transcription Service..... Thesaurus, Standard
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 PresidentMorton H. Henkin
 V.P., Gen.-Prom. Mgr., Publicity
 Director.....George J. Rohn
 Gen. Sales Mgr.....Rollie R. Williams
 Prod.-Musical Dir.....Ray Loftness
 Editor-Dir. News Dept.....Orrin Melton
 Chief Engineer.....Max F. Staley
 Farm Editor.....Ralph Wennblom

KWAT

WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Midland Natl. Life
 Address.....Kemp & Broadway
 News ServiceUP
 Transcription Service.....World, SESAC, KBS
 President.....F. L. Bramble

Comm.-Prom. Mgr.....Thomas L. Young
 Program Director.....Charles A. Swenson
 Chief Engineer.....Francis Alwin

WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus.-Studio Address.....2nd & Capitol Sts.
 Phone Number442
 Transmitter LocationYankton
 Air Time5:30 a.m.-M.
 News ServiceAP, UP
 Transcription Service.....Standard, Cole
 RepresentativeKatz
 MembershipNAB, BMB
 PresidentGardner Cowles
 V.P., Gen. Mgr.....Robert R. Tincher
 Commercial Manager.....Donald D. Sullivan
 Promotion Mgr.....Robert B. Donovan
 Program Director.....Herb Howard
 Publicity Director.....John Aldern
 Musical Director.....Rex Hays
 Chief Engineer.....Clifton M. Todd

TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500
 Total Families 793,200—Stations in State 50*

WLAR

ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Powe: 250 Watts
 Owned ByAthens Bcstg. Co.
 Operated ByLowell F. Arterburn
 Business-Studio Address.....N. Jackson St.
 Phone Number891
 Transmitter Location.....Decatur Hwy.
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Standard, Keystone
 President.....Lowell F. Arterburn
 General Manager.....Otis Parker
 Program Director.....Bill Tracy
 Chief Announcer.....Max Robinette
 Chief Engineer.....T. W. Turner
 Farm Editor.....Bill Tracy

Transcription Service.....Lang-Worth, Capitol,
 World, Keystone
 RepresentativeBurn-Smith
 President, General Mgr.....W. A. Wilson
 Commercial Mgr.....James C. Wilson
 Program Director.....Syd Tear
 Promotion Manager.....Mike Cady
 Chief Engineer.....Russell V. Robinson

WAGC

CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tennessee Valley Bcstg. Co.
 Business-Studio Address.....Hotel Patten
 Phone Number7-1128
 Transmitter Location.....Rossville Blvd.
 Air Time5:55 a.m.-11:30 p.m.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....William G. Ramebeau
 General Manager.....Vann Campbell
 Comm. Manager.....H. D. Parker
 Traffic Director.....June Lewis
 Chief Announcer.....Harry Thornton
 Musical Director.....Helen Richardson
 Chief Engineer.....Charles Stokely

WOPI

BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WOPI, Inc.
 Business-Studio Address.....310 State St.
 Phone Number3730
 News ServiceUP

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 6-8141
Transmitter Location. Pineville Rd.
Air Time Unlimited
News Service AP
Transcription Service Associated
Representative Headley-Reed
Membership NAB, BMB
General Manager. R. G. Patterson
Comm. Mgr., Pub. Dir. Helen Patterson
Program Director. Frances Harley
Chief Announcer Bill Bailey
Chief Engineer. B. B. Barnes

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. WDXB Bcstg. Co.
Business-Studio Address. 539 Vine St.
Phone Number 6-1114
Transmitter Location. 1003 Riverside Dr.
Air Time 17 Hrs.
News Service INS
Transcription Service World
Representative Forjee
Membership NAB
President. J. V. Williams, Jr.
Gen.-Sta.-Comm.-Sales Promotion
Manager. Charles H. Gullickson
Prog.-Prod.-Pub. Dir. Walter H. Stamper, Jr.
Musical Director. William Palmer
Chief Engineer. Byron E. Fincher
Farm Editor. Walter H. Stamper, Jr.

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By. WDEF Bcstg. Co.
Bus.-Studio Address. 4th Fl., Volunteer Bldg.
Phone Number 6-5664
Transmitter Location. Moccasin Bend
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
President. Joe W. Engel
Gen.-Station Mgr. Ken Flenniken
Program Director. Tom Nobles
Chief Announcer Luther Masengill
Chief Engineer. B. C. Baker

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By. Campbell & Sheftall
Operated By. E. T. Campbell
Business-Studio Address. 411 Madison St.
Phone Number 2295-6
Transmitter Location. Martin St.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service. Capitol, World, KBS
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. E. T. Campbell
Comm.-Sales Promotion
Manager. Clarence L. Waggoner
Program-Production Dir. Clay Cline, Jr.
Chief Engineer. John H. Bailey

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By. WDO D Bcstg. Corp.
Bus.-Studio Address. Hamilton Natl. Bank
Bldg.
Phone Number 6-5117
Transmitter Location. Baylor Rd.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB, BMB
President. Norman A. Thomas
V.P., Sec., Treas. Earl W. Winger
Gen.-Sta.-Comm. Mgr. Ralph H. Patt, Jr.
Sales Prom. Mgr. Jack C. Fiedler
Program Director Gene A. Carr
Publicity Director. Bill Osovsky
Chief Announcer. Gaylord McPherson
Chief Engineer Roy Owen
Farm Editor. Bill Wilson

W B A C

CLEVELAND—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Robert W. Rounsaville
Business-Studio Address. Radio Center
Phone Number 62
Transmitter Location. Chattanooga Hwy.
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Membership NAB
Owner, Gen. Mgr. R. W. Rounsaville
Station Manager. Sam Davis
Commercial Manager. Bill Wilson
Program Director. Art Selley
Chief Engineer. Bill Stuart

W K R M

COLUMBIA—1946—MBS-KBS-TV B

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. The Middle Tennessee
Bcstg. Co., Inc.

. . . **T E N N E S S E E** . . .

Bus. Studio-Transmitter Address . . . P. O. Box 71
 Phone Number 1340-1
 Air Time 5:55 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Capitol, Keystone
 Membership NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr. . . . R. M. McKay, Jr.
 Program Director Mary Hill McKay
 Musical Director Charles Baker
 Chief Engineer Revis Hobbs
 Farm Editor C. R. Baker

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 Number 200
 Transmitter Location 807 Hickory St.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Continental Radio Sales
 Membership NAB, BMB
 Pres., Gen.-Comm. Mgr. M. L. Medley
 Sta. Mgr., Prog. Dir. Joe Mabry
 Musical Director Thomas W. Harris
 Chief Engineer George W. Daughtery

W D S G

**DYERSBURG—1946
 MBS-KBS-LION OIL**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By State Gazette Bcstg. Co., Inc.
 Bus. Studio-Transmitter Address Box 58
 Phone Number 77
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Keystone
 Membership NAB
 President Russel M. D. Bruce
 General Manager Frank Armstrong
 Commercial Manager Charles R. Bowen
 Prog.-Pub. Dir. Nonb Beckun
 Chief Engineer C. W. Nounow
 Farm Editor Frank Armstrong

W B E J

**ELIZABETHTON-JOHNSON
 CITY—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Elizabethton Bcstg. Co.
 Operated By R. W. Rounsaville
 Business-Studio Address Radio Center
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Senior Partner, Gen. Mgr. R. W. Rounsaville
 Commercial Manager Bill Wagner

Program Director Bill Edgar
 Chief Engineer Condon Bowers

W E K R

FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Elk River Bcstrs., Inc.
 Bus. Studio-Transmitter Address Fayetteville
 Phone Number 1240
 Air Time Unlimited
 News Service UP
 General Manager A. D. Smith, Jr.
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director Edward H. Morgan
 Prog.-Prod.-Musical Dir. Frank Huber
 Chief Announcer Mike Freeland
 Chief Engineer Elton Chick
 Farm Editor Noel Clifford

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned By Sumner County Bcstg. Co.
 Operated By Charles B. Cage
 Business Address Box 28
 Phone Number 1010
 Studio-Transmitter Location Portland Rd.,
 Hwy. 109
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Pres., Gen.-Comm. Mgr. Charles B. Cage
 Sta. Mgr., Prog.-Prod. Dir. Weston E. Britt
 Sales Prom. Manager Lee Blum
 Chief Announcer Bill Allen
 Chief Engineer Harold Woodward
 Farm Editor Bill Gallivan

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Radio Greenville, Inc.
 Operated By R. W. Rounsaville
 Bus. Studio Address Radio Center, Depot St.
 Transmitter Location Arnold Rd.
 Air Time Unlimited
 News Service UP
 Pres., Gen. Mgr. R. W. Rounsaville
 Station Manager Paul Metcalfe
 Commercial Manager Hugh Pickel
 Program Director Max Killian
 Chief Announcer Tom Lyons
 Chief Engineer Laile Hampton

W H B T

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Harriman Bcstg. Co.,
 Inc.

Bus-Studio Address.....Crescent & Devonia
 Phone Number.....850, 870
 Transmitter Location.....Margrave St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard, KBS
 Representative.....Cox & Tanz
 Membership.....NAB, TAB
 President.....F. L. Crowder
 Vice President.....J. M. Hickman
 Sec.-Treas.....Neil L. Shields
 Promotion-Traffic Mgr.....Vivian Russell
 General Manager.....F. L. Crowder
 Sports-Program Dir.....John Fielder
 Chief Engineer.....Kenneth Hargis

W E T B

JOHNSON CITY—1947—KBS

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....E. Tennessee Bcstg. Co.
 Business Address.....Press Bldg.
 Phone Number.....2993
 Studio-Transmitter Location..RFD, Johnson City
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Capitol, World,
 Keystone
 Representative.....Helen Wood & Colton
 Membership.....NAB, BMB
 President, Gen. Mgr.....Carl A. Jones, Jr.
 Program Director.....Berney Burleson
 Chief Engineer.....E. B. Jones

W D X I

JACKSON—1948—DIXIE

Frequency: 1310 Kc.....Power: 1000 Watts d.
 (C.P. Full Time)
 Owned By.....Dixie Bcstg. Co.
 Operated By.....Aaron B. Robinson
 Business Address.....P. O. Box 309
 Phone Number.....7-5681, 505
 Studio Address.....Williams Bldg.
 Transmitter Location.....Humboldt Hwy.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Burn-Smith
 Membership.....NAB
 Owner, Gen. Mgr.....Aaron B. Robinson
 Station Manager.....Bill Winsett
 Comm.-Sales Prom. Mgr.....Jack M. Cecil
 Program Director.....James W. Hoppers
 Production Director.....Charles L. Wingate
 Publicity Director.....Doris Freeman
 Chief Announcer.....Dave O'Brien
 Musical Director.....Douglas Biggs
 Chief Engineer.....James S. Thomas
 Farm Editor.....Tom J. Williams

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned By.....WJHL, Inc.
 Operated By.....W. H. Lancaster
 Business-Studio Address.....143 W. Main St.
 Phone Number.....2780
 Transmitter Location..Johnson City-Kingsport
 Hwy.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....W. H. Lancaster
 Gen.-Sta.-Comm. Mgr.....Ray D. Williams
 Sales Prom. Mgr., Pub. Dir.....Ken Matthews
 Program Director.....Walter Heeb
 Chief Engineer.....O. K. Garland
 Farm Editor.....Raymond Rosson

W T J S

JACKSON—1931—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Sun Publishing Co.
 Bus-Studio Address.....104-106 W. Baltimore St.
 Phone Number.....7-3316
 Transmitter Location.....Bemis Hwy.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....World, Cole
 Representative.....Branham
 Membership.....NAB, BMB, FMA
 V.P., General Mgr.....Albert A. Stone
 Station Manager.....Frank S. Proctor
 Asst. Manager.....Leslie R. Brooks, Jr.
 Studio Director.....Sam D. Lollar
 Musical Director.....James Allen
 Chief Engineer.....Robert M. Gordon

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kingsport Bcstg. Co., Inc.
 Business-Studio Address.....222 Commerce St.
 Phone Number.....2870
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Donald Cooke
 President.....C. P. Edwards, Jr.
 General Manager.....A. F. Martin
 Commercial Mgr.....Phil Weaver
 Program Director.....Paul Overbay
 Chief Engineer.....Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WBIR, Inc.

T E N N E S S E E

Business-Studio Address.....406 W. Church
 Phone Number.....4-3321
 Transmitter Location.....Painter & Concord Sts.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Sta.-Sales P. om. Mgr.....John P. Hart
 Comm. Manager.....David Kavanagh
 Prog.-Prod.-Pub. Dir., Chief
 Announcer.....Tys Terwey
 Musical Director.....W. R. Johnston, Jr.
 Chief Engineer.....J. Rex Horton

Business-Studio Address.....110-112 S. Gay St.
 Phone Number.....3-3171
 Transmitter Location.....Anderson Rd. nr. Beverly
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Stranham
 President.....Jack R. Howard
 Gen.-Station Mgr.....R. B. Westergaard
 Comm.-Sales Prom. Mgr.....O. L. Smith
 Program-Production Dir.....C. A. McMahon
 Publicity Director.....Para Lee Brock
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....Ray Evans
 Farm Editor.....Cliff Allen

W I B K

KNOXVILLE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Independent Bcstg. Co., Inc.
 Business-Studio Address.....908 S. Gay St.
 Phone Number.....4-9866
 Transmitter Location.....Rouse Hill
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....MacGregor
 Representative.....Donald Cooke
 Membership.....NAB
 President.....J. Harold Smith
 General-Station Mgr.....Marvin I. Thompson
 Chief Engineer.....T. E. Hooper

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....WKGN Bcstg. Co.
 Operated By.....Clarence Beaman, Jr.
 Bus.-Studio Address.....Atop the Park Natl.
 Bank Bldg.
 Phone Number.....4-0766
 Transmitter Location.....2166 Ailor Ave. at
 L. & N. R. R.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Forjoe
 Membership.....NAB
 Pres., Gen.-Sta.-Comm.
 Manager.....Clarence Beaman, Jr.
 Public Serv. Prog.....Joe Wheeler
 Traffic-Production Dir.....Walter D. Corning
 Publicity Director.....Pan Dodd
 Chief Engineer.....Joseph E. Boyles

W N O X

KNOXVILLE—1921—CBS

Frequency: 950 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned By.....Stuart Bcstg. Co.
 Operated By.....S. E. Adcock
 Business Address.....Hamilton Bank Bldg.
 Phone Number.....2-7111
 Transmitter Location.....Holston Hills
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Representative.....John Blair
 Owner.....S. E. Adcock
 General Manager.....C. T. DeVois
 Commercial Manager.....W. H. Linebaugh
 Program Director.....J. H. Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Fred Andrews

W J J M

LEWISBURG—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Estate of James J. Murray
 Operated By.....Lewis D. Lingner
 Business Address.....Box 20
 Phone Number.....780
 Studio-Transmitter Location.....E. Hill
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 General Manager.....Lewis D. Lingner
 Manager.....Harold Twitty
 Program Director.....Allen D. Walker
 Chief Engineer.....J. E. Sowell

W G A P

MARYVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....V. H. McLean,
 George R. Dempster

So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

Big in the affection in which it is held by its alert, active audience.

Big in the confidence placed in it by advertisers who keep on renewing spots and programs.

Big in the estimation of time buyers who have seen W H H M pay off at the cash register.

Big in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

Big judged by the fact that

**W H H M DELIVERS MORE LISTENERS
PER DOLLAR IN MEMPHIS**

WHHM

Music, News and Sports
24 Hours Daily

MEMPHIS, TENNESSEE

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of
Association
of Independent
Metropolitan Stations

T E N N E S S E E

Operated By..... F. H. Corbett
 Bus.-Studio Address... 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Transmitter Location Louisville Pike
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Membership NAB
 Gen. Mgr., Prog. Dir..... F. H. Corbett
 Sales Prom. Manager..... Tom Beam
 Chief Engineer..... Curtis Lamarr
 Farm Editor..... David Lynn

W D I A

MEMPHIS—1947

Frequency: 730 Kc..... Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Oper. By..... John Pepper, Bert Ferguson
 Business-Studio Address... 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB, BMB
 Partner John R. Pepper
 General Manager..... Bert Ferguson
 Chief Engineer..... Ed Lacey

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Harding College,
 Searcy, Ark.
 Bus.-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location Benjestown Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Membership NAB, BMB
 Gen.-Sta. Manager..... E. Pournelle
 Program Director..... Bill Grumbles
 Publicity Director..... Bob Stevens
 Chief Engineer..... W. M. Roy

W H H M

MEMPHIS—1946

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By Mid-South Bcstg. Corp.
 Business-Studio Address... Sterick Bldg.
 Phone Number 37-4422
 Transmitter Location Sommerville St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB

President..... P. E. Furlow
 Gen.-Sta.-Comm. Mgr..... Patt McDonald
 Sales Promotion Mgr.....
 Publicity Director..... Norton Rosengarten
 Program-Production Dir..... Allan Avery
 Chief Announcer..... Bill Gordon
 Musical Director..... John Swinney
 Chief Engineer..... William Marsh

W M C

MEMPHIS—1923

SOUTH CENTRAL QUALITY

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address... Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Memphis
 Air Time Unlimited
 News Service UP
 Transcription Service... Thesaurus, SESAC,
 Lang-Worth
 Representative Branham
 Membership NAB, BMB
 General Manager..... H. W. Slavick
 Commercial Mgr..... J. C. Eggleston
 Program Director..... Wilson Mount
 Production Director..... W. R. Brazzil
 Publicity Director..... Walter E. Frase
 Chief Announcer..... Charles B. Sullivan
 Musical Director..... Noel Gilbe't
 Chief Engineer..... E. C. Frase, Jr.
 Farm Editor..... Walter Durham

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc... Power: 10,000 Watts d.;
 5000 Watts n.
 Owned By Plough, Inc.
 Operated By WMPs, Inc.
 Business Address... 215 Columbia Tower
 Phone Number 5-2721
 Transmitter Location N. Benjestown Rd.
 Air Time 5 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service... Standard, Cole,
 Lang-Worth
 Representative Radio Representatives
 Membership NAB, BMB
 General Manager..... Harold R. Krelstein
 Commercial Manager..... Harold F. Walker
 Sales Prom. Manager..... W. B. Rudner
 Program Director..... George Faulder
 Production Director..... Bob Neal
 Publicity Director..... Matty Brescia
 Musical Director..... Fred Christensen
 Chief Engineer..... J. E. Deaderick

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By WREC Bcstg. Service

T E N N E S S E E

Business-Studio Address.....Hotel Peabody
 Phone Number.....5-1313
 Transmitter Location.....Radio Center, Payne
 Ave. & Hindman Ferry Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....SESAC, Lang-Worth,
 World
 Representative.....Katz
 Membership.....NAB, BMB
 Owner, General Manager.....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program Director.....Roy Wooten
 Chief Engineer.....Wilson Raney

W M M T

McMINNVILLE—1947—MBS-TV8

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....McMinnville Bcstg. Co., Inc.
 Bus.-Studio Address.....N. Chancery St.
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....Dr. Sam J. Albritton
 Gen.-Station Manager.....Royce Richards
 Commercial Manager.....Roy E. Wood
 Sales Prom. Mgr., Prog.-Prod.
 Director.....Ernest Richards
 Pub. Dir., Chief Announcer.....Roy Crocker
 Chief Engineer.....Walter A. Duke
 Farm Editor.....Hobart V. Massey

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
 Air Time.....5:30 a.m.-11 p.m.
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NAB
 President.....Herbert S. Walters
 General Manager.....Hal Falter
 Commercial Manager.....Howell Ashford
 Prog. Dir., Chief Announcer.....Joe Price
 Publicity Director.....Mrs. Bobbie Mefford
 Chief Engineer.....James A. Redden
 Farm Editor.....G. L. Carter

W G N S

MURTREESBORO—1947—MBS-TV8

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WGNs, Inc.
 Business-Studio Address.....N. Church
 Phone Number.....1450
 Transmitter Location.....S. Church
 Air Time.....Unlimited

News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Hal Holman
 Membership.....NAB
 Pres., General Mgr.....C. N. Elrod, Jr.
 Sta. Mgr., Prog. Dir.....Bill Huddlestone
 Comm. Mgr., Production Director,
 Chief Announcer.....Bill Schoecraft
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy
 Musical Director.....Doris Winters
 Chief Engineer.....E. E. Corington
 Farm Editor.....Charles Bragg

W K D A

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Capitol Bcstg. Co.
 Bus.-Studio Address.....American Natl. Bank
 Bldg.
 Phone Number.....4-0511
 Representative.....Forjice
 Owners.....T. B. Baker, Jr., A. G. Beaman

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WLAC Bcstg. Service
 Bus.-Studio Address.....Third Natl. Bank Bldg.
 Phone Number.....6-0161
 Transmitter Location.....Old Hickory Blvd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Owner.....J. T. Ward
 Gen.-Sta.-Comm. Mgr.....F. C. Sowell
 Sales Prom. Mgr.....Bill Shaw
 Prog.-Prod. Dir., Chief
 Announcer.....Paul Oliphant
 Publicity Director.....Robert S. Larimer
 Musical Director.....Fred Murff
 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.,
 Inc.
 Bus.-Studio Address.....Maxwell House
 Phone Number.....4-3411
 Transmitter Location.....Hydes Ferry Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....George P. Hollingbery
 President, General Mgr.....Frank W. Mayborn
 Station Manager.....Walter P. Speight, Jr.
 Commercial Mgr.....Blackstone Dozier

Program Director.....H. C. Young, Jr.
 Production Dir.....William W. Pennell
 Musical Director.....Anita Kerr
 Chief Engineer.....Shelton Weaver

Musical Director.....James Scott
 Chief Engineer.....James R. Wilburn

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By..Jack M. & Louis R. Draughon
 Bus.-Studio Address.....Nashville Trust Bldg.
 Phone Number.....5-5431
 Transmitter Location.....McGavoc Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB, FMA
 General Manager.....Jack M. Draughon
 Commercial Manager.....E. S. Tanner
 Program Director.....Ottis Roush
 Chief Engineer.....Fred Schumann

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned By.....Natl. Life & Accident Ins. Co.
 Operated By.....WSM, Inc.
 Bus.-Studio Address.....301 7th Ave. N.
 Phone Number.....6-7181
 Transmitter Location.....Route 5, Franklin
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....John H. DeWitt, Jr.
 V.P., Gen.-Station Mgr.....Harry Stone
 Commercial Manager.....Irving C. Waugh
 Program-Production Director.....Jack Stapp
 Musical Director.....Beasley Smith
 Chief Engineer.....George A. Reynolds
 Farm Editor.....John McDonald

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WATO, Inc.
 Bus.-Studio-Transmitter Address.....Municipal
 Market Bldg.
 Phone Number.....Oak Ridge 5-3535
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson
 Membership.....NAB
 General Manager.....Marshall H. Pengra
 Commercial Mgr.....Harry C. Weaver
 Program Dir.....Arthur J. Metzler

W T P R

PARIS—1946

TENN. VOLUNTEER-KY. LAKE-KBS

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Kentucky Lake Bcstg.
 System, Inc.
 Bus.-Studio Address.....100½ N. Market St.
 Phone Number.....1700-1
 Transmitter Location...2½ Mi. S.E. of Paris on
 Cl'fity Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Hal Holman
 Pres., Gen.-Sta. Mgr.....E. Weeks Smith
 Comm.-Sales Prom. Mgr....Parkman R. Feezer
 Program Director.....Joseph A. Brandt
 Musical Director.....R. H. Hollingsworth
 Chief Engineer.....Charles W. Jones
 Farm Editor.....Ernest Greer

W K S R

PULASKI—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned By.....Pulaski Bcstg. Co.
 Operated By.....R. W. Rounsaville
 Business-Studio Address.....Radio Center
 Phone Number.....661
 Transmitter Location...Lawrenceburg Hwy.
 Air Time.....Daytime
 News Service.....UP
 Senior Partner, Gen. Mgr....R. W. Rounsaville
 Station Manager.....Virgil Trimm
 Program Director.....Berlin Benfield
 Chief Announcer.....Ken Marston
 Chief Engineer.....Andrew Keicher

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned Oper. By..Shelbyville Bcstg. Co., Inc.
 Bus.-Studio Address.....E. Side Square
 Phone Number.....1400
 Transmitter Location.....Lewisburg Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 P-president.....Harvard Smith
 General-Station Mgr.....Charles Christian
 Program Director.....Jean Carroll
 Chief Engineer.....Tim Marsh

W J I G

TULLAHOMA—1947—TENN.

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Tri-Cities Bcstg. Co.

Business Address Tullahoma
 Phone Number 2607-8
 Studio-Transmitter Location.... Old Winchester
 Hway.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 President..... Raymond L. Prescott, Jr.
 Vice-President..... Henry L. Wilson
 Station Manager..... R. G. Tanner
 Prog. Dir., Asst. Mgr..... Roy Morris
 Chief Engineer..... Carl Spraggins
 Farm Editor..... Lee Malone

Pres., General Mgr..... Aaron B. Robinson
 Station Manager..... Louis C. Wrather
 Commercial Manager..... Ernest Watson
 Sales Prom. Manager..... David J. Capps
 Program Director..... Jack A. Dill
 Prod. Dir., Farm Editor..... Will Nunn
 Publicity Director..... Dick Unger
 Chief Announcer..... Hoyt White
 Musical Director..... Don Lilly
 Chief Engineer..... James Thomas

WENK

UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By..... Union City Bcstg. Co.
 Operated By..... Aaron B. Robinson
 Business-Studio Address..... First St.
 Phone Number 1240-1
 Transmitter Location..... Edge of city limits,
 Hway. 51
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... Arthur D. Smith, Jr.
 Business Address P. O. Box 1103
 Phone Number 2201
 Studio-Transmitter Location.... Cowan Hway.
 Air Time 5:45 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC
 Station Manager..... Arthur D. Smith, Jr.
 Commercial Mgr..... Hollis D. Carolton
 Sales Prom. Mgr., Chief
 Announcer Bill Roberson
 Program Director..... William E. Hale
 Musical Director..... Joe C. Donaldson
 Chief Engineer..... James F. Spencer

TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900
 Total Families 1,952,900—Stations in State 155*

KRBC

ABILENE—1936—ABC-TSN

Frequency: 1470 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Reporter Bcstg. Co.
 Business Address Abilene
 Phone Number 6255, 2-1608
 Studio Address..... Windsor Hotel
 Transmitter Location..... Old Anson Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service..... Lang-Worth, Capitol
 Representative..... John E. Pearson
 Membership..... NAB, BMB, FMA
 President..... M. B. Hanks
 General-Station Mgr..... Howard Barrett
 Comm. Mgrs...Bro Mings (Local); Forest Lane
 (National)
 Sales Prom. Manager..... Forest Lane
 Prog. Dir., Chief Announcer..... Leo Reynolds
 Publicity Director..... Nan Rausch
 Chief Engineer..... J. B. Casey

KWKC

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... Citizens Bcstg. Co.
 Bus.-Studio Address..... 25th & Butternut Sts.
 Phone Number 7287
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Boroff
 President..... W. P. Wright
 Gen.-Prom. Mgr..... A. C. Etter
 Program Director..... Leonard Johnson
 Chief Engineer..... Lewis Fisher

KBKI

ALICE—1946

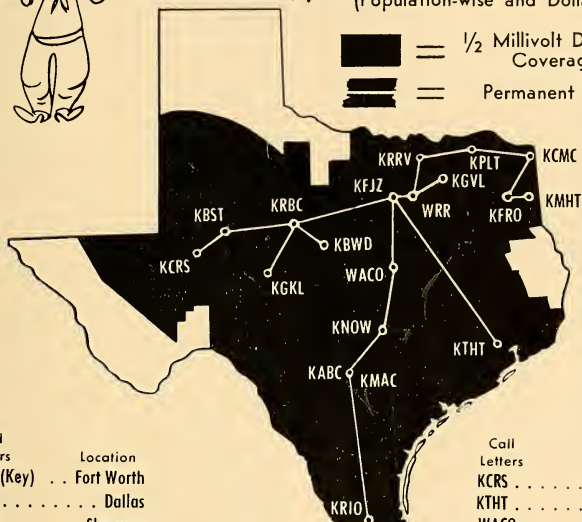
Frequency: 1070 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Alice Bcstg. Co.
 Business-Studio Address..... Hotel Alice
 Phone Number 1360


We're Sorry!


All We Can Deliver Is

90% of Texas

(Population-wise and Dollar-wise)



 = 1/2 Millivolt Daytime Coverage

 = Permanent Lines

Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

*Only one San Antonio Station to be used.

TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

News Service AP
 Transcription Service World, Lang-Worth
 General Manager Leon Lloyd

K V L F

ALPINE—1947—MBS-S.W.-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Big Bend Bcstrs.
 Business Address P. O. Box 779
 Phone Number 37
 Studio Address Holland Hotel
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, KBS
 Representative Katz
 Membership NAB
 President Barney H. Hubbs
 General Manager Jack Hawkins
 Station Manager Charles Van Grundy
 Commercial Mgr. Gene Hendrix
 Chief Engineer Bert Johnson

K A M Q

AMARILLO—1947

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned By Top of Texas Bcstg. Co.
 Business-Studio Address 1301 Polk St.
 Phone Number 2-6543
 Transmitter Location E. on Hway. 287
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard
 President Walter G. Russell
 General Manager W. J. Dickerson
 Program Director Ray Whitworth
 Chief Announcer, Farm Editor Ken Duke
 Musical Director Tom Hipps
 Chief Engineer Stewart Parson

K F D A

AMARILLO—1939—ABC

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By Amarillo Bcstg. Corp., Inc.
 Operated By J. Lindsay, Gilmore Nunn
 Business-Studio Address 109 E. 5th St.
 Phone Number 5343
 Transmitter Location Belaire Pk.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 President Gilmore Nunn
 General Manager Howard Roberson
 Commercial Manager Bill Fairley
 Sales Prom. Manager Phil Stanley
 Program Director Jabbo Watson
 Musical Director Joe Bob Coble
 Chief Engineer Noel Luddy
 Farm Editor Bill Spiller

K G N C

**AMARILLO—1935
 NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By Plains Radio Bcstg. Co.
 Bus.-Studio Address Radio Bldg., 8th &
 Harrison
 Phone Number 4242
 Transmitter Location Wilton
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service SESAC, Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB, FMA
 President Gene Howe
 Exec. Gen. Mgr. Ted Taylor
 General Manager Aubrey Jackson
 Local Sales Manager J. B. Linn
 Program Director Bob Watson
 Musical Director Bernie Howell
 Chief Engineer William H. Torrey
 Farm Editor J. B. Linn

K V A I

AMARILLO—1948—MBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned By Plains Empire Bcstg. Co.
 Operated By Lonnie J. Preston
 Business-Studio Address 1014 W. 7th Ave.
 Phone Number 2-6773
 Transmitter Location S.E. of City
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Walker
 Membership NAB, BMB
 President Alice Hownestine
 General-Station Mgr. Lonnie J. Preston
 Comm.-Sales Prom. Mgr., Prod. Dir. Pat Flynn
 Program Director Lew Preston
 Musical Dir., Traffic Mgr. Evelyn Preston
 Chief Engineer A. Browning Clopton

K B U D

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson County Bcstg. Co.
 Business Address Box 309
 Partners J. B. McNutt, Jr., Merl Saxon

K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Bus.-Studio Address 520 Capital Natl. Bank
 Bldg.
 Phone Number 2-6213
 Transmitter Location First & Tillery Sts.
 Air Time 6 a.m.-M.

News Service AP
 Transcription Service Capitol
 Representative Weed
 Membership NAB, BMB
 President Gene L. Cagle
 Station Manager Louis R. Cook
 Program-Publicity Dir. Conrad Vernon
 Chief Engineer James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Texas Bcstg. Corp.
 Bus-Studio Address Brown Bldg.
 (P. O. Box 717)
 Phone Number 2-2424
 Transmitter Location Manchaca Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Borrorff
 President Claudia T. Johnson
 V.P., Gen.-Comm. Mgr. J. C. Kellam
 Asst. Sta.-Sales Mgr. Willard Deason
 Prog.-Prod. Director Richard S. Pryor
 Publicity Director Harvey O. Payne
 Chief Announcer David L. Smith
 Musical Director Jane Holt Thomas
 Chief Engineer Frank W. Yeagley
 Farm Editor Reese Turner

K T X N

AUSTIN—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio KTXN
 Business-Studio Address 309 W. 21st St.
 Phone Number 7-4476
 Transmitter Location W. Lake Dr.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Gen.-Sta.-Comm. Mgr.,
 Program Director Thomas G. Harris
 Chief Announcer Dan H. Williams
 Chief Engineer David H. Martin

K V E T

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Austin Bcstg. Co., Inc.
 Business-Studio Address 113A W. Eighth St.
 Phone Number 8-8521
 Transmitter Location Bull Creek Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 President John B. Connally
 General-Station Mgr. Willard Deason
 Commercial Manager Charles Howell
 Sales Prom. Mgr., Pub. Dir. Bonner McClane
 Prog.-Prod. Director Fred M. Caldwell
 Musical Director Carl Mann
 Chief Engineer Frank Yeagley

K R U N

BALLINGER—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Runnels County Bcstg. Co.
 Bus-Transmitter Address Ballinger
 Phone Number 711-2
 Studio Address Zappe B'dg.
 Air Time 16 Hrs.
 News Service AP
 Transcription Service Standard, SESAC,
 Keystone
 Membership NAB
 President, General Mgr. R. E. Bruce
 Comm. Mgr., Prog. Dir. J. M. Isaacs
 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 P. O. Box 1391
 Phone Number 642
 Studio-Transmitter Location W. Columbia
 Hwy.
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service Capitol, Keystone
 Membership NAB, BMB, FMA
 President J. G. Long
 General-Station Mgr. John F. Cooke

Commercial Manager.....Pat Reed
 Sales Prom. Mgr., Chief Announcer..Hal Ewing
 Prog.-Pub. Dir.....LaVerne Ewing
 Musical Director.....Nonie Kovar
 Chief Engineer.....Glenn R. Ellis
 Farm Editor.....Bob Allen

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Bay Bcstg. Co.
 Address.....Box 629
 Phone Number.....1650
 News Service.....AP
 Transcription Service.....Standard, KBS
 Representative.....Joseph Hershey McGillvra
 President.....C. Q. Alexander
 Vice President.....O. J. Howell
 General Manager.....E. H. Keown
 Commercial Mgrs.....Sylvia McKinstry,
 John Thompson
 Production Manager.....G. E. Knapp
 Chief Engineer.....Scott Cooper

KREL

BAYTOWN—1947—DIXIE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-Cities Bcstg. Co.
 Business Address.....P. O. Box 419
 Phone Number.....1360
 Transmitter Location.....Decker Dr.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Associated, Lang-Worth
 President.....Robert Matherne
 General Manager.....R. S. Bush
 Program Director.....Byard Sooy

KFDM

**BEAUMONT—1924
 ABC-LONE STAR**

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Beaumont Bcstg. Corp.
 Business-Studio Address...1420 Calder Ave.
 Phone Number.....2-7758
 Transmitter Location..2 Mi. N. of Bridge City
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Lang-Worth, Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....D. A. Cannon
 Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke
 Sales Prom. Mgr.....Helen Caldwell
 Program Director.....Dave Russell
 Prod.-Musical Dir.....Conrad Bering, Jr.
 Publicity Director.....Ralph Ramos
 Chief Announcer.....George Monroe
 Chief Engineer.....Harold Jones

KPBX

BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned By.....KPBX Bcstg. Co., Inc.
 Operated By.....H. R. McGuire
 Bus.-Studio Address.....New Crosby Hotel
 Phone Number.....2-0201
 Transmitter Location.....4945 Fannett Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service...Standard, MacGregor
 Representative.....Forjoe
 Membership.....NAB
 President.....William Paul Beville
 Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director.....H. R. McGuire
 Commercial Manager.....D. K. Maxted
 Program Director.....Hugh Herrington
 Production Director.....William Hammond
 Chief Announcer, Musical Dir.....Gordon Clark
 Chief Engineer.....Hugh Strain
 Farm Editor.....Glenn Earl

KRIC

BEAUMONT—1938—DIXIE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.



**DELIVERING A
 TREMENDOUS
 3-CITY MARKET:**

BEAUMONT - ORANGE -
 PORT ARTHUR and the
 Rich Gulf Coast Area.

Now 5000 Watts

DAY and NIGHT — 560 Kilocycles

KFDM

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.
 and the
LONE STAR CHAIN

Represented By **FREE and PETERS, INC.**



Bus.-Studio-Transmitter Address...130 Wall St.
 Phone Number4-9421
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol. Thesaurus.
 Associated
 Representative Branham
 Gen. Mgr., Prog. Dir..... Edwin Henry
 Sales Prom. Mgr..... Robert Lee Tucker
 Musical Dir..... Mrs. Margie Denise
 Chief Engineer..... Marvin J. Easterwood
 Fa.m Editor..... J. F. Combs

K T R M

BEAUMONT—1947—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number2-8478
 Transmitter Location...3240 Washington Blvd.
 Air TimeSunrise-Sunset
 News ServiceAP
 Transcription Service.....World. Keystone
 MembershipNAB
 Pres., Gen.-Sta. Mgr..... Jack Neil
 Commercial Manager..... G. L. Kirk
 Program-Production Dir..... Joe Trum
 Chief Engineer..... Ben F. Hughes

K B S T

BIG SPRING—1936 ABC-TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Big Spring Herald Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Phone Number1500
 Transmitter Location.....1½ Mi. N.E. of city
 Air Time18 Hrs.
 News ServiceAP
 Representative..... John E. Pearson
 MembershipNAB, BMB
 President..... Robert W. Whipkey
 Gen.-Station Mgr..... William J. Wallace
 Comm.-Sales Prom. Mgr..... William L. Cox
 Prog.-Prod.-Pub. Dir..... Robert Lindley
 Chief Engineer..... Andrew M. Jones

K F Y N

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned By.....Fannin County Bcstg. Co.
 Operated By..... Frank Svoboda
 Bus.-Studio-Transmitter Address...903 E. 4th St.
 Phone Number781
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceWorld
 Station Manager..... R. M. Shuffler
 Commercial Manager..... W. M. Thornton
 Program Director..... Laurin Donaldson
 Chief Engineer..... T. E. Wright

K H U Z

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By..... R. G. Hughes
 Business Address..... Box 1531
 Phone Number1600
 Studio-Transmitter Location..... Clayton St.
 Air Time6:30 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB
 Owner..... R. G. Hughes
 General-Station Mgr..... Wayne Phelps
 Commercial Manager..... Harry Chilton
 Program Director..... Lynn Miller
 Publicity Director..... Jack Roberts
 Chief Engineer..... Herman Kreiger

K N E L

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... G. L. Burns
 Business-Studio Address...106 N. Blackburn
 Phone Number77
 Transmitter Location...1 Mi. E. Court House
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceKeystone
 MembershipNAB
 Gen.-Station Manager..... G. L. Burns
 Comm.-Sales Prom. Manager..... C. D. Reed
 Prog. Dir., Chief Announcer..... Gene Burns
 Chief Engineer..... Cecil Nelin

K S T B

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Stephens County Bcstg. Co.
 Business-Studio Address..... Miller Bldg.
 Phone Number1430
 Transmitter Location.....1½ Mi. W. of city
 Air Time.....6 a.m.-local sunset
 News ServiceAP
 Transcription Service...Lang-Worth. Keystone
 MembershipNAB
 General-Station Mgr..... R. W. Chapman
 Commercial Manager..... Gilbert Webb
 Chief Announcer..... Tommy Drake
 Chief Engineer..... R. L. Smith
 Farm Editor..... W. R. Lacey

K W H I

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Tom S. Whitehead
 Business Addr..... Brenham
 Phone Number655, 611
 Studio Address..... Main St.
 Transmitter Location.....2 Mi. N. on Hwy. 36

Air Time.....6 a.m.-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Owner, Manager.....Tom S. Whitehead
 Commercial Manager.....Leo W. Gardner
 Program Director.....Bill Sloan
 Chief Engineer.....Richard Webb
 Farm Editor.....Joe Frobes

KVAL

BROWNSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....T. Frank Smith
 Address.....2701 San Benito Hwy.
 Phone Number.....2-6452
 Transmitter Location.....2701 San Benito Hwy.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....Free & Peters
 Membership.....NAB, BMB
 General Manager.....T. Frank Smith
 Commercial Manager.....William Eikner
 Program Director.....Don Hedman
 Chief Engineer.....Ed. Frazier

KBWD

BROWNWOOD—1941 MBS-KBS-TEXAS STATE

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
 Transmitter Location.....Williams Ranch Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Walker
 Membership.....NAB
 President, General Mgr.....Wendell Mayes
 Commercial Manager.....F. T. Wilson
 Program Director.....Howard Edwards
 Chief Engineer.....A. W. Stewart

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bryan Bcstg. Co.
 Bus.-Studio Address.....305 W. 26th St.
 Phone Number.....2-1451
 Transmitter Location.....Villa Maria Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Owner, Gen. Mgr., Chief
 Engineer.....David C. Jones, Jr.
 Actg. Sta.-Comm. Mgr.....Euell G. Byers
 Prog.-Farm Dir., Chief
 Announcer.....William J. Zak, Jr.

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
 Transmitter Location.....1 Mi. W. of Childress
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 President.....R. Malone Hagan
 General Manager.....George D. Cowan
 Commercial Manager.....Malone Hagan
 Program Director.....LeRoy Carter
 Publicity Director.....Mildred Sikes
 Chief Announcer.....Bob Pace
 Chief Engineer.....Brooks Braffett

KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Martí, Inc.
 Business-Studio Address.....919 N. Main
 Phone Number.....1025
 Transmitter Location.....Route 3
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager.....George W. Martí
 Program Director.....D'Voe Lee
 Chief Engineer.....George W. Martí
 Farm Editor.....C. A. Munch

KSTA

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Coleman County Bcstg. Co.,
 Inc.
 Business Address.....Box 827
 Phone Number.....8406
 Studio-Transmitter Address.....Abilene Hwy.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NAB
 President.....H. H. Jackson
 Sta.-Comm.-Sales Prom. Mgr.....Floyd Shelton
 Prog.-Prod.-Pub. Dir.....Billy B. Beach
 Musical Director.....Raymond Odom
 Chief Engineer.....R. B. Seals

WTAW

COLLEGE STATION—1922—ABC

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Agricultural &
 Mechanical College of Texas

Bus.-Studio Address.....Administration Bldg.
 Phone Number4-6724
 Transmitter Location...Bet. Bryan & College Sta.
 Air Time.....6 a.m.-local sunset
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik
 Program Director.....Betty Jo Edwardson
 Chief Announcer.....Bill Dupre
 Chief Engineer.....Frank J. Sosolik
 Farm Editor.....Andy Adam

KEYS

CORPUS CHRISTI—1940 CBS-LONE STAR

Frequency: 1440 Ks....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Nueces Bcstg. Co.
 Business Address.....P. O. Box 1460
 Phone Number.....2-7411
 Studio Address.....Center Theater Bldg.
 Transmitter Location.....Shell Rd.
 Air Time.....18 Hrs.
 News Service.....UP
 Transcription Service.....World
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 Owners.....Charles Rossi, Earl C. Dunn,
 H. B. Lockhart, E. C. Hughes
 Station Manager.....L. A. Wofford
 Commercial Manager.....Earl Hawthorne
 Prog.-Prod. Dir.....Lawrence W. Rasco
 Pub.-Musical Dir.....Trudi Carr
 Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—1937—NBC-TQN
 Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....P. O. Box 840
 Phone Number.....6354
 Studio Address.....Driscoll Hotel
 Transmitter Location.....Ocean Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 Pres., Gen.-Sta. Mgr.....T. Frank Smith
 Commercial Manager.....William Eikner
 Chief Engineer.....Ken Bridges

KSIX

CORPUS CHRISTI—1947—ABC
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Corpus Christi Bcstg. Co.,
 Inc.

Business-Studio Address.....Showcom Bldg.
 Phone Number2-9242
 Representative.....Forjoe
 General Manager.....Vann M. Kennedy

KWBU

CORPUS CHRISTI—1943

Frequency: 1030 Kc....Power: 50,000 Watts d.
 Owned By.....Baylor Univ. of Waco
 Business Address.....P. O. Box 898
 Phone Number.....5258
 Studio Address.....White Plaza Hotel
 Transmitter Location.....Gregory
 Air Time.....Daytime
 News Service.....AP
 Representative.....Branham
 General Manager.....Carr P. Collins
 Station Manager.....Roy R. Kay
 Office Manager.....Maydell Wallace
 Musical Director.....Irene Hill
 Chief Engineer.....Nestor Cuesta

KAND

CORPICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper'ed By.....Alto, Inc.
 Bus.-Studio Address....State Natl. Bank Bldg.
 Phone Number.....2486
 Transmitter Location.....Hwy. 75
 Air Time.....6 a.m.-10 p.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standa d.
 Keytstone
 Representative.....Branham
 Membership.....NAB
 Vice P es.....J. C. West
 General-Station Mgr.....Ernest T. Jones
 Ch'ef Engineer.....Orvis Beal

KXIT

DALHART—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Dalrad Associates
 Business-Studio Address.....P. O. Box 1350
 Phone Number.....740
 Transmitter Location.....2 Mi. N. of city on
 Hwy. 54
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Co-Owners.....Ed Bishop & Baird Bishop
 General Manager.....Kenneth B. Bishop
 Chief Engineer.....Bill Smith

KIXL

DALLAS—1947

Frequency: 1040 Kc....Power: 1000 Watts d.
 Owned-Operated By....Variety Bcstg. Co., Inc.

DOUBLE COVERAGE for DALLAS - FT. WORTH!



s-t-r-e-t-c-h
that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination... overlapping coverage, simultaneous or separate schedules, at a single, economical price!

"THE BILLION DOLLAR AUDIENCE"



KFJZ—FORT WORTH

WRR—DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

Business-Studio Address . . . 1401 S. Akard St.
 Phone Number Riverside 4521
 Transmitter Location 5500 Parkdale Dr.
 Air Time Daytime
 News Service AP
 Transcription Service Standard, World.
 Mgr Gregor
 Representative Forjoe
 Membership NAB
 President, General Manager Lee Segall
 Asst. Manager Tom W. Massey
 Program Director Charles F. Payne
 Production Manager John D. Wilson
 Chief Engineer Bob E. Tripp

Business-Studio Address Hotel Stoneleigh
 Phone Number Central 6193-4, LD800
 Transmitter Location Bruton Rd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Associated
 Membership NAB
 President, General Manager A. L. Chilton
 Station-Comm. Manager R. G. Terrill
 Program Director Leonard Holland
 Chief Announcer Richard F. Parker
 Musical Director James L. Hughes
 Chief Engineer Morris M. Ming

KLIF

DALLAS—1947—LIBERTY

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Oper. By Trinity Bcstg. Corp.
 Business-Studio Address Cliff Towers
 Phone Number Winfield 0328
 Transmitter Location Scyene Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President Barton R. McLendon
 General Manager Gordon McLendon
 Station Manager C. E. Wilson
 Commercial Manager M. H. Lehman
 Program-Production Dir. Fred Edwards
 Chief Announcer Al Turner
 Chief Engineer Glen Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By Daily Times Herald
 Business-Studio Address Adolphus Hotel
 Phone Number Central 6811
 Transmitter Location Garland
 Air Time 5:30 a.m.-M.
 News Service AP, INS
 Transcription Service Standard, Capitol
 Representative Branham
 Membership NAB, BMB
 President John W. Runyon
 General Manager Clyde W. Rembert
 Asst. Mgr., Pub. Dir. J. W. Crocker
 Commercial Mgr. William A. Roberts
 Program Director Roy George
 Chief Announcer Ves Box
 Musical Director Hugh Fowler
 Chief Engineer Roy M. Flynn

KSKY

DALLAS—1941

Frequency: 660 Kc. Power: 1000 Watts d.
 Owned-Operated By SKY Bcstg. Service

WFAA

DALLAS—1922

NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By A. H. Belo Corp.
 Business-Studio Address 1122 Jackson St.
 Phone Number Riverside 9631
 Transmitter Location WFAA-820, Grapevine;
 WFAA-570, Atlington
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus, Lang-Worth,
 Associated, SESAC
 Representative Edward M. Petry
 Membership NAB, BMB
 President E. M. Dealey
 General Manager Martin B. Campbell
 Commercial Manager Ralph W. Nimmons
 Sales Prom. Manager Robert E. Summers
 Program Director Kelly Maddox
 Production Director Bert Mitchell
 Publicity Director Louis A. Brecault, Jr.
 Musical Director Billy Mayo
 Chief Engineer J. Raymond Collins
 Farm Editor Murray E. Cox

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By City of Dallas
 Business Address Municipal Radio Bldg.,
 State Fair Grounds
 Phone Number T3-6101
 Transmitter Location White Rock Lake
 Air Time Unlimited
 News Service AP
 Representative John Blair
 Membership NAB
 Chairman E. O. Cartwright
 Managing Director Dale Drake
 Program Director Pete Teddlie
 Publicity Director Ruth Jones
 Musical Director Alta Faye
 Chief Engineer D. J. Tucker
 Farm Editor Al Jones

KDLK

DEL RIO—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Del Rio Bcstg. Co.
 Operated By J. A. Clements
 Business Address P. O. Box 1162
 Phone Number 1234
 Studio-Transmitter Location Cypress &
 E. Second Sts.
 Air Time Unlimited
 News Service UP
 Representative Keese & Melville
 Membership NAB
 Gen. Mgr., Pub. Dir. James A. Clements
 Commercial Manager Hal Harlan
 Prog. Dir., Chief Engineer Norman Lassetter
 Chief Announcer Norm Germani
 Farm Editor Chuck Breezy

KDSX

DENISON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By Grayson Bcstg. Co.
 Address P. O. Box 263
 Phone Number 3-400
 News Service AP
 Transcription Service Standard
 President, Gen. Mgr. B. V. Hammond, Jr.
 Prog. Dir., Prom. Mgr. William H. Burkett
 Chief Egnineer Fred Weaver

KDNT

DENTON—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Harwell V. Shepard
 Business-Studio Address Radio Center
 Phone Number 276
 Transmitter Location 300 W. Ross St.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Keystone
 General Manager Harwell V. Shepard

KDDD

DUMAS—1947—WESTERN IND.

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By North Plains Bcstg. Corp.
 Bus.-Studio-Transmitter Address Hwy. 287,
 No. edge of Dumas
 Phone Number 2-4411
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard, Capitol
 Pres., Chief Engineer Lucian W. Spencer
 Gen.-Sta.-Comm. Mgr. Tom M. Kritser
 Prog.-Prod. Dir., Chief
 Announcer Ray C. Larson
 Musical Director Katherine Vitz
 Farm Editor J. B. Wade

KURV

EDINBURG—1947

Frequency: 710 Kc. Power: 250 Watts d.
 Owned-Operated By J. C. Looney
 Bus.-Studio-Transmitter Address 2 Mi. N.
 Hi Way
 Phone Number 710-1
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Forje
 Membership NAB, BMB
 Owner James Cullen Looney
 Gen.-Sta.-Comm. Mgr. Allan Dale
 Program-Production Dir. Stuart Graymount
 Publicity Director Les Brecht
 Musical Director Don Peterson
 Chief Engineer Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By Wharton County Bcstg. Co.
 Address P. O. Box 1390
 Phone Number 1390
 News Service UP
 Transcription Service Lang-Worth
 President Louis T. C. Krueger
 General Manager Robert E. Norton
 Asst. Manager Robert R. Hathaway
 Chief Engineer Joe E. Miller

KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned By Paso Bcstg. Co.
 Business-Studio Address 106 Texas St.
 Phone Number 3-3658
 Transmitter Location Ascarate
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Capitol, Keystone
 Representative John E. Pearson
 Membership NAB, BMB
 President Lewis O. Seibert
 Gen.-Comm. Manager David R. Worley
 Sta. Mgr., Prog. Dir. Lloyd Hawkins
 Publicity Director Patricia Becker
 Musical Director Beatrice Lewis
 Chief Engineer Jesse Neil

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned By W. Texas Bcstg. Co.
 Operated By H. J. Griffith
 Business-Studio Address 2419 N. Piedras St.
 Phone Number 5-2731

Transmitter Location . Hwy. 54. 10 Mi. N.E. of El Paso
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Paul H. Raymer
 Membership NAB, BMB
 Exec. Vice Pres. Kenyon Brown
 Station Manager Willard L. Kline
 Commercial Manager Larry Clair
 Prog.-Prod.-Musical Dir. Gene Procter
 Chief Engineer E. L. Gemoets
 Farm Editor John Hicks

K R O D
 EL PASO—1940

CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Rcderrick Bcstg. Corp.
 Business Studio Address 2201 Wyoming St.
 Phone Number 2-6551
 Transmitter Location . Hwy. 54, N.E. of city
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated, Standard
 Representative Taylor-Borhoff
 Membership NAB, BMB
 President Dorrance D. Roderick
 V.P., Gen. Mgr. Val Lawrence
 Program Director Ted Hunt
 Pub. Dir., Farm Editor Bob Canavan
 Musical Director Arthur Brown
 Chief Engineer Edward P. Talbott

K S E T

EL PASO—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sunland Bcstg. Co.
 Bus. Studio Address 307 Mills St.,
 P. O. Box 185
 Phone Number 3-2693
 Transmitter Location 1901 E. 11th St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Walker
 Membership NAB
 President Edward D. Hodge
 General Manager Vincent W. McConnell
 Station Manager A. E. Mickel
 Chief Engineer Lloyd Hilbun

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Tri-State Bcstg. Co., Inc.
 Bus. Studio Address 801 N. Oregon St.
 Phone Number 2-5423
 Transmitter Location . First Ave., Lower Valley
 Air Time Unlimited

News Service UP
 Transcription Service . Thesaurus, Lang-Worth
 Representative George P. Hollingbery
 Membership NAB, BMB
 General-Station Mgr. Karl O. Wyler
 Comm.-Sales Prom. Mgr. Roy T. Chapman
 Prog. Dir., Prod. Mgr. Jack Chapman
 Chief Engineer Kenneth J. Walton

K C N C

FORT WORTH—1946

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By Blue Bonnet Bcstg. Corp.
 Bus. Studio Address 705½ Main St.
 Phone Number 2-7175
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Walker
 President, Gen.-Comm. Mgr. J. H. Speck
 Vice President Earl A. Cullum
 Program Director Luther Adkins
 Promotion Manager Jerry Hahn
 Chief Engineer Jack Hopkins

K F J Z

FORT WORTH—1922
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By Texas State Netw'k, Inc.
 Business Studio Address 1201 W. Lancaster
 Phone Number 3-3474
 Transmitter Location Birdville
 Air Time Unlimited
 News Service AP
 Transcription Service SESAC
 Representative John Blair
 Membership NAB
 Pres., Sta. Mgr. Gene L. Cagle
 Vice-President Charles B. Jordan
 Commercial Mgr. Clyde D. Pemberton
 Program Director Walton K. Blanton
 Chief Engineer James T. Peterson

(See Page 634)

K W B C

FORT WORTH—1946—LIBERTY

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Worth Bcstg. Co.
 Bus. Studio Address Houstcn & 9th
 Phone Number 2-9231
 Transmitter Location Old Denton Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB
 President P. W. Seward
 General Manager Forrest Wallace
 Program Director Lewis Love
 Production Director Edward Hogan
 Chief Engineer Melvin Parsons

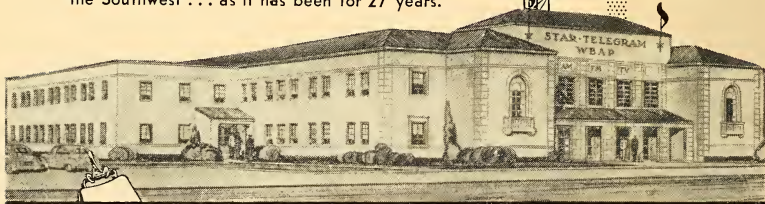
From Earphones To Television

1922 • 1949

From 1922 to 1949—from earphones to television —the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.



WBAP
THE STAR TELEGRAM STATION

1922 1948
FORT WORTH 6, TEXAS

ABC
570 Kc.
5,000 watts

NBC
820 Kc.
50,000 watts

Lone Star
Chain

AM • FM • TV

Amon Carter, Pres. George Cranston, Mgr.
Harold Hough, Dir. Roy Bacus, Com. Mgr.

FREE & PETERS, INC. National Representatives

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

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... 3-1448-9, 3-1440
 Transmitter Location... Cor. Piper Lane & Galloway Rd.
 Air Time... 18 Hrs.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... John E. Pearson
 President... F. M. Skinner
 Gen.-Sta.-Comm. Mgr... Russ N. Lamb
 Sales P. om. Mgr... Herman C. Clark
 Program Director... Bill Herring
 Publicity Director... Bob Mayberry
 Chief Engineer... John R. Crouse

WBAP

FORT WORTH—1922
 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned By... Carter Publications, Inc.
 Oper. By... Fort Worth Star-Telegram
 Business Address... 400 W. Seventh
 Phone Number... 3-1234
 Studio Address... 3900 Barnett St.
 Transmitter Location... WBAP-820, Grapevine;
 WBAP-570, Arlington
 Air Time... Shares Time
 News Service... AP
 Transcription Service... World, Cole
 Representative... Free & Peters
 Membership... NAB, BMB, FMA
 President... Amon Carter
 General Manager... Harold Hough
 Station Manager... George Cranston
 Commercial Manager... Roy Baccus
 Sales Prom. Manager... Jack Holmes
 Program Director... Ed Lally
 Production Director... A. M. Woodford
 Publicity Director... Jack Rogers
 Musical Director... Gene Baugh
 Chief Engineer... R. C. Stinson
 Farm Editor... Layne Beaty

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Gillespie Bcstg. Co.
 Business Address... Box 347
 Phone Number... 311, 369
 Studio Address... Security State Bank Bldg.
 Transmitter Location... U. S. Hwy. 87
 Air Time... 7 a.m.-10:15 p.m.
 News Service... AP
 Membership... NAB
 Partners... Walter T. McKay, Arthur Stehling

Sta. Sales Prom. Mgr... Harry Van Slycke
 Commercial Manager... Fred Steadman
 Prog. Dir., Chief Announcer... Gregg Winters
 Chief Engineer... Thornton L. Kidd
 Farm Editor... Walter Furman

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By... Gainesville Bcstg. Co.
 Business Address... Training School Rd.
 Phone Number... 1600
 News Service... AP
 Transcription Service... Thesaurus, Standard, Keystone
 Pres., Gen. Mgr... Joe M. Leonard, Jr.
 Program Director... Louis C. Pitchford, Jr.
 Chief Engineer... Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned By... The Galveston Bcstg. Co.
 Operated By... James W. Bradner, Jr.
 Business-Studio Address... Commerce Bldg.
 Phone Number... 4329
 Transmitter Location... E. end Galveston Island
 Air Time... Daytime
 News Service... AP
 Transcription Service... Capitol
 General Manager... James W. Bradner, Jr.
 Commercial Manager... Floyd Smith
 Program Director... Bill Jackson
 Musical Director... Mary Jean Duncan
 Chief Engineer... Jesse Simms

KLUF

GALVESTON—1923—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... The KLUF Bcstg. Co.
 Business-Studio Address... 300 Haden Bldg.
 Phone Number... 6676
 Representative... William G. Rambeau
 President... George Roy Clough
 Gen. Comm. Mgr... L. D. Clough

KCTI

GONZALES—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Gonzales Bcstg. Co.
 Business Address... 425 St. George St.
 Phone Number... 770
 News Service... AP
 Transcription Service... Capitol
 Representative... Gene Grant, Cooke
 Chief Owners... Lawrence M. Walshak,
 Frank Wilson, Jr.
 Gen.-Commercial Mgr... Lawrence M. Walshak
 Prcm. Mgr., Chief Engr... Frank Wilson, Jr.

KSWA

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Oper. By: Graham Bcstg. Co.
Address: Box 748
Phone Number: 1200
News Service: UP
Transcription Service: Capitol
Pres., Gen. Mgr.: Clay Thompson, Jr.
Prom. Comm. Mgr.: Brooks Robertson
Program Director: Joe Venso
Chief Engineer: Vance Newsom

KGVL

GREENVILLE—1946
MBS-TEXAS STATE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Truett Kimzey
Business-Studio Address: Graham-Fagg Bldg.
Phone Number: 2066
Transmitter Location: Wolfe City Hwy.
Air Time: 6 a.m.-M.
News Service: AP
Membership: NAB
Owner, General Manager: Truett Kimzey
Station Manager: Earle Fletcher
Comm.-Sales Prom. Mgr.: Leo Hackney
Program-Production Dir.: James D. Jones
Chief Engineer: Tom Clyde

KCLW

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By: Hamilton Bcstg. Co.
Address: P. O. Box 511
Phone Number: 500
News Service: UP
Transcription Service: Capitol
President: Clyde Weatherby
Gen. Prom. Mgr.: William T. Stubblefield
Commercial Manager: Alma Lee Yates
Program Director: Joe C. Caldwell
Chief Engineer: Carl Knella

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Harbenito Bcstg. Co.
Business Address: P. O. Box 711
Phone Number: 2200
Studio-Transmitter Address: U. S. Hwy. 83,
bet. Harlingen & San Benito
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: Associated, Standard,
Capitol
Representative: Burke, Kuipers & Mahoney
Membership: BMB, FMA

President: McHenry Tichenor
General-Station Mgr.: Troy McDaniel
Commercial Manager: Dave Bennett
Program Director: Frank Parker
Musical Director: Gene Torbett
Chief Engineer: Willis Wilson

KGRI

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By: Henderson Bcstg. Co.
Business-Studio Address: Henderson
Gen., Comm. Mgr.: C. H. Bruga
Promotion Manager: Bill Boren

KPAN

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Oper. By: Hereford Bcstg. Co.
Address: Box 868
Phone Number: 860
News Service: UP
Transcription Service: Standard
Pres., Gen. Mgr.: Marshall Formby
Secretary: John Blake
Comm. Mgr.-Prog. Dir.: Hal W. Bly Miller
Chief Engineer: Rea Bowman

KHBR

HILLSBORO—1948

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Oper. By: Hill County Bcstg. Co.
Business-Studio Address: 204 E. Franklin St.
Phone Number: 594
News Service: UP
Transcription Service: World
Program Director: Rober Greable
Chief Engineer: Sam W. Engle

KATL

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Oper. By: Texas Bcstrs., Inc.
Business-Studio Address: 410 Main St.
Phone Number: Preston 3108
Transmitter Location: Post Oak Rd.
Air Time: 24 Hrs.
News Service: AP, UP
Transcription Service: Lang-Worth, SESAC
Representative: Weed
Membership: NAB, BMB
President: William Harry Talbot
Gen.-Sta. Mgr.: King Howard Robinson
Commercial Manager: William C. Burks
Sales Prom. Manager: Bernard Moses
Prog.-Prod. Dir.: William S. Newkirk
Publicity Director: Robert Matthes
Musical Director: Millie Tilly
Chief Engineer: Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Call of Houston, Inc.
 Business-Studio Address M&M Building
 Phone Number Charter 4-1888
 News Service UP
 Transcription Service World, Associated
 Representative Bozell & Jacobs
 President William A. Smith
 Vice-Presidents E. C. Hughes, Ed Hoffman
 General Manager Lee Hogg
 Commercial Manager William Lightfoot
 Program Director Dick Hetrick
 Chief Engineer H. B. Balch

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By W. Albert Lee
 Business-Studio Address Milby Hotel
 Phone Number Preston 1161
 Transmitter Location 1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Walker
 Membership NAB, BMB
 President W. Albert Lee
 General-Station Manager Ted Hills
 Commercial Manager John Pace
 Sales Prom. Manager Lou Eastman
 Program Director Guy Savage
 Production Director Gene Myers
 Publicity Director Beverly Kobel
 Chief Announcer Jack Matthews
 Musical Director Glenn Miller
 Chief Engineer Paul Huhndorf
 Farm Editor Jack Timmons

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Veterans Bcstg. Co.
 Business-Studio Address 905 Scanlan Bldg.
 Phone Number Beacon 3-8801
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Forjoe
 President Max H. Jacobs
 Gen., Comm. Mgr. Dave Morris
 Program Director Walter Colvin
 Promotion Manager Alec Gifford
 Chief Engineer Carlton Woodell

KPRC

HOUSTON—1925

NBC-TEXAS QUALITY

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By The Houston Post Co.
 Business-Studio Address Lamar Hotel
 Phone Number Fairfax 7101
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Edward Petry
 Membership NAB, BMB
 President, Owner W. P. Hobby
 General Manager Jack Harris
 Asst. Gen. Mgr. Jack McGrew
 Sales Prom. Manager Charles C. Dyer, Jr.
 Production Manager Brooke Carroll
 Publicity Director Jane Braunstein
 Chief Engineer Harvey Wheeler
 News Editor Pat Flaherty

KTHT

HOUSTON—1944

MBS-TEX. STATE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Texas Star Bcstg. Co.
 Business-Studio Address 4000 S. Main St.
 Phone Number Keystone 3-5535
 Transmitter Location Nr. San Jacinto
 Battlegrounds
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, Capitol
 Representative Avery-Knodel
 Membership BMB, FMA
 President Roy N. Hofheinz
 Gen.-Sta.-Comm. Mgr. Bill Bennett
 Sales Prom. Mgr., Pub. Dir. Lauri Schutt
 Program Director Gene Lewis
 Chief Engineer O. B. Johnson

KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By KTRH Bcstg. Co.
 Business-Studio Address Rice Hotel
 Phone Number Preston 4361
 News Service UP
 Transcription Service World
 Representative John Blair
 President B. F. Orr
 Assistant Manager Ray Herndon
 Sales Manager Ray Bright
 Program Director Ted Nabors
 Promotion Manager George McCormick
 Engineers Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930 ABC-LONE STAR

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Shamrock Bcstg. Co.
 Business-Studio Address Gull Bldg.
 Phone Number Capitol 6151
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Lang-Worth,
 London
 Representative Free & Peters
 Membership NAB, BMB, FMA
 President Glenn H. McCarthy
 General Manager Reese Reinecker
 Exec. Vice-President Fred Nahas
 Comm.-Sales Prom. Mgr., Prog.-Pub.
 Director Terry Lee
 Prod. Dir., Chief Announcer Art Finger
 Musical Director Ed Badeaux
 Chief Engineer Gerald R. Chinski
 Farm Editor Bob Gray

K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Huntsville Bcstg. Co.
 Bus.-Studio-Transmitter Address Hwy. 75 S.
 Phone Number 666
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Membership NAB
 President J. G. Long
 General Manager Bryan Powell
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director Harvard C. Bailes
 Program-Production Director Don Gulihur
 Chief Announcer, Chief
 Engineer John Neathery, Jr.
 Musical Dir., Farm Editor Al Strong

K E B E

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bill A. Laurie
 Bus.-Studio-Transmitter Address Pierce Lane
 & Luke St.
 Phone Number 2211
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC,
 Keystone
 Membership NAB, BMB
 Owner, Gen.-Station Mgr. Bill A. Laurie
 Commercial Manager J. G. Johnson
 Sales Prom. Mgr., Pub. Dir. Mrs. Emo Laurie
 Prog.-Prod. Dir., Chief
 Announcer Tommy Perryman

Chief Engineer William M. McCreary, Jr.
 Farm Editor George Womack
 Continuity Editor Jerry Spencer

K T X J

JASPER—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Jasper Bcstg. Co.
 Business-Studio Address Texas Theater Bldg.
 Phone Number 580
 News Service UP
 Transcription Service Capitol, SESAC
 President Joe A. Tonahill
 General Manager Raymond Dorsey
 Program Director Ray C. Sherman
 Chief Engineer Lawrence M. Sanders

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Oil Capitol Bcstg. Assn.
 Bus.-Studio Address 102½ E. North St.
 Phone Number 1300
 Transmitter Location Martin & Ross Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Keystone
 Membership BMB
 President Roy G. Terry
 Gen.-Sta.-Comm.-Sales Prom.
 Manager H. A. Degner
 Prog.-Prod.-Musical Dir. H. W. Haygood, Jr.
 Pub. Dir., Farm Editor Patsy Eubanks
 Chief Engineer Karem O. Soule

K V E T

KERRVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Leonard B. Brown
 Address P. O. Box 271

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Operated By Lamesa Bcstg. Co.
 Business-Studio Address 408 N. Second St.
 Phone Number 690
 Transmitter Location 1½ Mi. S.E. Lamesa
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Keystone
 Membership NAB, BMB
 Gen.-Sta.-Comm. Mgr. Kermit Ashby
 Sales Prom. Mgr. Clayton Barkhurst
 Prog.-Prod.-Pub. Dir. Mrs. O. K. Connor
 Chief Announcer, Musical
 Director Johnnie Thurman, Jr.
 Chief Engineer Eugene Cornelius
 Farm Editor Hugh Smith

K H I T

LAMPASAS—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... Lampasas Bcstg. Co.
 Address..... P. O. Box 789
 News Service..... UP
 Transcription Service..... SESAC
 Presidents..... Sylvester Lewis,
 Robert O. Easton
 Gen. & Prom. Mgr..... Easton R. Pace
 Commercial Manager..... Walter Derwin
 Program Director..... Taylor Spence
 Chief Engineer..... Troy Whitaker

K P A B

LAREDO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Laredo Bcstg. Co.
 Business-Studio Address..... Hamilton Hotel
 Phone Number..... 2124-5
 Transmitter Location..... 1 Stone Ave.
 Air Time..... 6:30 a.m.-M.
 News Service..... UP
 Transcription Service..... Capitol, Keystone
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President..... Howard Davis
 General-Station Mgr..... Mark Perkins
 Commercial Manager..... Gordon Lloyd
 Program Director..... James B. Creed
 Chief Engineer..... K. Hulan Smith

K V O W

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By..... J. C. Rothwell
 Business Address..... Box 192
 Phone Number..... 400
 Studio-Transmitter Location..... Clovis Hwy.
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President..... J. C. Rothwell
 General Manager..... J. B. McShan
 Commercial Manager..... J. C. Dorrell
 Program Director..... Othell W. Witson
 Chief Announcer..... Wayne Robison
 Chief Engineer..... James Zackery

K F R O

**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..... 411
 Transmitter Location..... Marshall Hwy.

Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth, Keystone
 Representative..... Donald Cooke
 Membership..... NAB, BMB
 President..... James R. Curtis

K L T I

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By..... R. G. LeTourneau
 Address..... P. O. Box 1866
 Phone Number..... 4331
 News Service..... INS
 Transcription Service..... Associated
 President..... R. G. LeTourneau
 General Manager..... Merl Saxon
 Commercial Manager..... Lawrence Birdsong
 Program Director..... Richard A. Cousins
 Chief Engineer..... Ken Maxwell

K C B D

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By..... Caprock Bcstg. Co.
 Business-Studio Address..... 1803 Broadway
 Phone Number..... 6348
 Transmitter Location..... U. S. Hwy. 87
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Representative..... John E. Pearson
 Membership..... NAB
 President, General Mgr..... Joe H. Bryant
 Station Manager..... Robert L. Snyder
 Commercial Manager..... George T. Dale
 Publicity Director..... C. L. Land
 Chief Engineer..... R. F. Lee
 Farm Editor..... Gene Looper

K F Y O

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Plains Radio Bcstg. Co., Inc.
 Business-Studio Address..... 914 Ave. J
 Phone Number..... 5567
 Transmitter Location..... 2312 Fifth St.
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Taylor-Borroff
 Membership..... NAB, BMB
 President (Amarillo)..... Gene A. Howe
 Exec. Gen. Mgr. (Amarillo)..... O. L. Ted Taylor
 Resident Gen. Mgr..... DeWitt Landis
 Comm.-Sales Prom. Mgr..... Gordon Thompson
 Program Director..... DeWitt Landis
 Musical Director..... Georgia Ledbetter
 Chief Engineer..... W. S. Bledsoe
 Farm Director..... Jack Creel

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 6376
Studio Address 208 Ferguson Bldg.
Transmitter Location . . . ¼ Mi. E. of Lubbock
city limits
Air Time 6 a.m.-1 a.m.
Transcription Service . . Lang-Worth, Thesaurus,
Cole
Representative Hal Holman
President Walter G. Russell
Gen.-Comm. Mgr. Clyde H. Smith
Prog. Dir., Chief Announcer . . R. D. Preusch
Chief Engineer Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Darrell E. Yates
Bus.-Studio Address 110 S. First St.
Phone Number 272, 1340, Transmitter 234
Transmitter Location . . . 2 Mi. out on Hwy. 59
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, Cole,
Keystone
Representative Continental Radio Sales
Membership NAB
Owner, Gen.-Sta. Mgr. Darrell E. Yates
Comm.-Sales P. om. Mgr. . . . Arthur Greene
Prog.-Prod. Dir. Allen Earl Vinson
Publicity Director Helen Campbell
Chief Engineer Ambrose Maxim

KTRE

LUFKIN—1947

MBS-LONE STAR-E. TEX.

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By Forest Capital Bcstg. Co.,
Inc.
Business Address Box 701
Phone Number 1420
Studio Address 114½ N. First St.
Transmitter Location Hwy. 103
Air Time Unlimited
News Service AP
Transcription Service World, Capitol
Representative Taylor-Borhoff
Membership NAB, BMB
President R. W. Wortham, Jr.
Gen.-Sta.-Comm. Mgr. Richman G. Lewin
Sales Prom. Mgr. Kenneth Barfield
Prog.-Prod.-Pub. Dir., Farm Editor . . Ray Gordon
Musical Director Royce Christenson
Chief Engineer Fred C. Hill

KMHT

MARSHALL—1947

MBS-TEX. STATE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Marshall Bcstg. Co.
Business-Studio Address . . . 109 W. Rusk St.
Phone Number 826
Transmitter Location Old Jefferson Hwy.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Lang-Worth
Membership NAB
President J. P. Duncan
General Manager C. F. Whitesides, Jr.
Commercial Manager Robert Martin
Program Director Katie Hyllon
Chief Announcer John Scoggin
Chief Engineer William Lindsay

KRIO

McALLEN—1947—MBS-TEX. STATE

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Valley Bcstg. Assn., Inc.
Business Address P. O. Box 1551
Phone Number 1700-1, 1440
Studio Address Hwy. 83, 1½ Mi. E. of city
Transmitter Location 10th St. Rd., nr
Edinburg
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Standard, SESAC
Representative J. P. McKinney, Homer Griffith
Membership NAB
President Bryce Ferguson
General-Station Mgr. Ingham S. Roberts
Commercial Manager H. R. Halcom
Prog. Dir., Chief Announcer . . . W. J. Dickson
Chief Engineer W. M. Meiners

KMAE

McKINNEY—1947—LIBERTY

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By McKinney Air Enterprises,
Inc.
Bus.-Studio Address 218 E. Virginia St.
Phone Number 1834
Transmitter Location . . 1½ Mi. W. of McKinney
Air Time 6 a.m.-local sunset
News Service AP
Transcription Service . . . Lang-Worth, Capitol
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. George W. Smith, Jr.
Commercial Manager Melvin Belew
Program Director Denise Adkins
Chief Announcer, Chief
Engineer C. W. Rampy
Farm Editor Page Johnson

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Raymond River
 Business Address Box 31
 Phone Number 319
 Transcription Service Standard, KBS
 Owner-General Mgr. Raymond River
 Commercial Manager W. W. Wharton
 Chief Engineer Jerry Hickman

KCRRS

MIDLAND—1935—ABC-TEX. STATE

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address . . 112 W. Missouri St.,
 Box 1072
 Phone Number 1080
 Transmitter Location West Hwy., 80, 1/2 Mi.
 W. Midland city limit
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Sta.-Sales Prom. Mgr. J. M. McDonald
 Commercial Manager G. L. McDonald
 Program Director Wayne Harrell
 Chief Announcer David Cole
 Chief Engineer Tom Yates

KVKM

MONAHANS—1946

MBS-KBS-CACTUS-SOUTHWEST

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Business-Studio Address Radio Center
 Phone Number 438-9, 434
 Transmitter Location 1 1/2 Mi. N. of
 Monahans on W. side of Hwy. 67
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Keystone
 Representative Taylor-Borhoff
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Charles W. Stuckey
 Comm.-Sales Prom. Mgr. Larry B. Scheer
 Prog.-Prod. Dir., Asst. Manager,
 Chief Announcer James E. Wright
 Publicity Director Bill Lee
 Chief Engineer John E. Straight

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Winston O. Ward

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Lufkin Hwy.
 Phone Number 1230
 News Service UP
 Transcription Service Lang-Worth, KBS
 President Kelly Bell
 Gen., Comm. Mgr. Bob Atherton
 Program Director J. C. Stallings
 Promotion Manager Woodrow Muckelroy
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Nacogdoches Bcstg. Co., Inc.
 Bus.-Studio Address 1509 North St.,
 P. O. Box 56, N. St. Station
 Phone Number 860
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Membership NAB
 Pres., Gen.-Sta. Mgr. Wilbur Courtland Fouts
 Commercial Manager Dick Kelly
 Sales Prom. Mgr., Chief
 Engineer George Middlebrook
 Prog. Dir., Chief Announcer,
 Farm Editor John Billingsley
 Musical Director Ann Simon

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By Ben Nedow
 Business Address P. O. Box 1369
 Phone Number 5791
 Studio Address 120 W. Third
 Transmitter Location Hwy., 80
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, Standard,
 Associated
 Membership NAB, BMB
 Owner, Gen.-Sta. Mgr. Ben Nedow
 Commercial Manager Royce A. Collier
 Sales Prom. Mgr., Prog.-Prod.
 Director Shirley Sporic
 Chief Announcer John Vacca
 Chief Engineer James Kimbrell

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Southwestern Bcstg. Corp.
 Operated By Cecil L. Trigg

Business-Studio Address.....115 W. 6th
 Phone Number.....4301
 Transmitter Location.....Crane Hwy.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Cole
 Representative.....Taylor-Boroff
 Membership.....NAB
 President.....Paul Moss
 General-Station Manager.....Cecil L. Trigg
 Comm.-Sales Prom. Mgr....Robert Montgomery
 Program Director.....John Guffey
 Publicity Director.....William B. Gillett
 Chief Announcer, Musical Dir....Jim Thomas
 Chief Engineer.....James Simpson
 News Editor.....Ed Costello

K R I G

ODESSA—1945—MBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Oper. By....Oil Center Bcstg. Co., Inc.
 Business-Studio Address.....111 E. Fifth
 Phone Number.....6871
 Transmitter Location....So. of City, Hwy. 51
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker
 President.....R. O. Canon
 General-Station Manager.....J. N. McKean
 Commercial Manager.....Art Hester
 Program Director.....Clarence Garnes
 Chief Engineer.....Paul Farmer

K O G T

ORANGE—1947—DIXIE

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By....Sabine Area Bcstg. Corp.
 Business-Studio Address.....407 10th St.,
 P. O. Box 551
 Phone Number.....4381-2-3
 Transmitter Location....3 Mi. N. of Orange on
 Hwy. 87
 Air Time.....5:45 a.m.-M.
 News Service.....AP
 Transcription Service....Associated, Capitol
 Representative.....Friedenberg
 President.....J. Jacobs
 V.P., Gen.-Sta. Mgr....Arthur P. Kay, Jr.
 Comm.-Sales Prom. Mgr....Ken Freuden
 Prog.-Prod.-Pub. Dir.,
 Farm Editor.....Johnnie S. Foster
 Musical Director.....Phil Scott
 Chief Engineer.....Arthur P. Kay, Jr.

K N E T

**PALESTINE—1936
 MBS-KBS-LIBERTY**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Palestine Bcstg. Corp.

Business-Studio Address..219 Municipal Bldg.
 Phone Number.....8686
 Transmitter Location.....Jacksonville Hwy.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service....Thesaurus, Keystone
 Representative.....Burke, Kuipers & Mahoney
 President.....Gordon B. McLendon
 General Manager.....Robert E. Stuart
 Managing Director.....John H. Hensley
 Program Director.....Marvin Crain
 Chief Announcer.....Ralph Thornton
 Chief Engineer.....Virgil Futch

K P D N

PAMPA—1936—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....C. H. Hoiles, Harry
 Hoiles, Jane Hoiles Hardie
 Business Address.....Box 901
 Phone Number.....1100-1
 Transmitter Location.....East of city limits
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, KBS
 Membership.....NAB, BMB
 Station Manager.....John Michel
 Program Director.....Ken Palmer
 Chief Engineer.....Garth Osborne

K P L T

PARIS—1935—ABC-TEX. STATE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....No. Texas Bcstg. Co., Inc.
 Operated By.....Aubrey Harris
 Business Address....Cor. S. Main & W. Austin
 Phone Number.....1124-5-6
 Studio Address.....Gibraltar Hotel
 Transmitter Location.....Hwy. 271
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NAB
 President.....A. G. Pat Mayse
 Gen.-Sales Prom. Mgr., Prod.-Pub.
 Director.....Aubrey Harris
 Asst. Manager.....Ann Nipp
 Commercial Manager....Robert C. Stone, Jr.
 Prog. Dir., Chief Announcer....Tom Seay, Jr.
 Musical Director.....John Allen
 Chief Engineer.....Eugene C. McNally
 Farm Editor.....Roland Denney

K I U N

**PECOS—1935
 MBS-KBS-SOUTHWEST**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Jack Hawkins,
 Barney Hubbs

T E X A S

Business Address.....316 S. Cedar St.
 Phone Number.....21
 Studio Address.....Radio Bldg.
 Transmitter Location...1 Mi. N. of town, on
 Old Carlsbad Hwyay.
 Air Time.....7 a.m.-10:30 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....Taylor-Boroff
 Membership.....NAB
 Pres., Gen.-Sta. Mgr.....Jack Hawkins
 Comm.-Sales Prom. Mgr.....Don Brooks
 Prog. Prod. Dir.....W. D. Martin, Jr.
 Publicity Director.....Barney Hubbs
 Chief Engineer.....Harry W. Boehnemann

KEYE

PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Plains Bcstg Co.
 Address.....Box 96
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Carl Ellis
 Mgr. & Comml. Mgr.....Irvin R. Buchanan
 Program Director.....Zeb Williams
 Chief Engineer.....Bill Mathis

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 Business-Studio Address.....Veigle Bldg.
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Membership.....NAB, BMB
 Pres., General Mgr.....W. J. Harpole
 Station Manager.....Rial L. Campbell
 Comm-Sales Prom. Mgr.,
 Publicity Director.....Larry Darley
 Program-Production Dir.....Bill Barrett
 Musical Director.....Billie Joe Ogletree
 Chief Engineer.....Carl Cook

KOLE

**PORT ARTHUR—1947
 DIXIE-LIBERTY**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126
 Phone Number.....2-9436-7-8, 2-6454
 Studio Address.....Payne Bldg., Fourth at
 Fort Worth Sts.
 Transmitter Location.....2830 27th St.
 Air Time.....5:55 a.m.-M.

News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General-Station Manager.....Socs Vratius
 Commercial Manager.....Frank Dussenbury
 Sales Prom. Mgr.....Gray Harrower
 Program Director.....Mary Anne Petru
 Prod. Dir., Farm Editor.....Hal Parkes
 Publicity Director.....Leonora De Grasse
 Musical Director.....Jerry Oppel
 Chief Engineer.....Claude Williams

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Port Arthur College
 Bus.-Studio Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Transmitter Location.....Orange Hwyay.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, World,
 MacGregor
 Representative.....Donald Cooke
 Membership.....NAB
 President, Gen. Manager.....W. D. Mauldin
 Station-Comm. Manager.....Marjorie R. Vickers
 Sales Prom. Mgr.....George Crouchet, Jr.
 Program Director.....Corinne Enos
 Production Director.....Harry Norman
 Publicity Director.....Ruby Broyles
 Chief Engineer.....Glenn Boatright

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Ford Bend County Bcstg. Co.
 Business-Studio Address.....First Natl Bank Bldg.
 Trustee.....Julius E. Junker

KGKL

**SAN ANGELO—1928
 ABC-TEX. STATE**

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....2 Mi. N.E. of San Angelo
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....H. C. Ragsdale
 General Manager.....Lewis O. Seibert
 Commercial Manager.....Robert Bradbury
 Program Director.....Jeamne Rau

Publicity Director.....Jane Bosworth
 Chief Announcer.....Joe Darby
 Chief Engineer.....Frank M. Jones

K T X L

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
 Transmitter Location.....Robert Lee Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Taylor-Boroff
 Membership.....NAB
 President.....Armistead D. Rust
 Station Manager.....Robert M. Baird
 Program Director.....Don Phillips
 Chief Engineer.....Jack Proctor
 Farm Editor.....W. D. Reese

K A B C

SAN ANTONIO—1926
ABC-TEX. STATE

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.....F-3126
 Transmitter Location.....Leon Valley
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Gene L. Cagle
 Station-Comm. Manager.....Bill Michaels
 Sales Prom. Mgr., Pub. Dir....L. Jerry Spengler
 Program-Production Mgr.....Harold Carr
 Chief Announcer.....James O. Wiggins
 Musical Director.....Margaret Morris
 Chief Engineer.....Joseph B. Haigh
 News-Farm Editor.....John W. Scott

K C O R

SAN ANTONIO—1946

Frequency: 1350 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KCOR, Inc.
 Business-Studio Address.....214 Broadway
 Phone Number.....Cathedral 1301
 Transmitter Location.....Whitby & Oxford Rds.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP

Transcription Service..Radio Gemas (supplied
 from Mexico City in Spanish)
 Representative.....J. P. McKinney
 Membership.....NAB
 President.....Raoul A. Cortez
 V.P., Gen.-Station Mgr.....Charles F. Harris
 Comm.-Sales Prom. Mgr..William P. Smythe
 Prog. Dirs., Chief
 Announcers....(English) Marvin N. Broyles;
 (Spanish) Lalo Astol
 Chief Engineer.....Kenneth R. Hyman

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc....Power: 1000 Watts d.
 Owned-Operated By....Charles W. Balthrope
 Business-Studio Address...315 Transit Tower
 Phone Number.....Fannin 0335
 Transmitter Location.....Dartmouth at
 Stephenson Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....London
 Representative.....William G. Rambeau
 General-Station Mgr....Charles W. Balthrope
 Commercial Manager.....Alex A. Coe
 Program Director.....Alec Chesser
 Chief Engineer.....John Siercovich

K M A C

SAN ANTONIO—1926
MBS-TEX. STATE

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250
 Watts (CP 5000 Watts)
 Owned-Oper. By.....The Walmac Co.
 Bus.-Studio Address. 222-224 W. Commerce St.
 Phone Number.....Cathedral 6211
 Transmitter Location...(Present) 319 Ave A;
 (under construction) Hwary. 87, Martinez-
 Converse Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Cole,
 MacGregor
 Representative.....John E. Pearson
 Owner, Gen.-Station Mgr...Howard W. Davis
 Sales Prom. Mgr., Pub. Dir....Shirley A. Minor
 Prog.-Prod. Director.....Tony Bessan
 Chief Announcer.....Bud Whaley
 Chief Engineer.....Charles L. Brady
 Farm Editor.....Joe Galeener

W O A I

SAN ANTONIO—1922
NBC-TEX. QUALITY

Frequency: 1200 Kc....Power: 50,000 Watts
 Owned-Oper. By....Southland Industries, Inc.

Business-Studio Address... 1031 Navarro St.,
P. O. Box 2641
Phone Number.....Garfield 4221
Transmitter Location.....Selma
Air Time.....5:45 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....BMB
Pres., Gen.-Sta. Mgr.....Hugh A. L. Half
Commercial Mgr.....David A. Keasler, Jr.
Sales Prom. Mgr.....Arthur L. Forrest
Program-Production Director.....Jerome Lee
Publicity Director.....Imogene Stanley
Musical Director.....Loraine Kneese
Chief Engineer.....Charles L. Jeffers
Farm Editor.....William W. Shomette

KONO

SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mission Bcstg. Co.
Bus.-Studio-Transmitter Address... 317 Arden
Grove
Phone Number.....Fannin 5171
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, SESAC,
World
Representative.....Forjoe
Membership.....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Publicity Director.....Jack Shoemaker
Chief Announcer.....Ray Hunt
Musical Director.....Lew Fay
Chief Engineer.....George Ing
Farm Editor.....Blake McCreeless

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Gunter Hotel
Phone Number.....Garfield 1251
Transmitter Location.....St. Hedwig Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service...Lang-Worth, SESAC,
Thesaurus
Representative.....Taylor-Borroff
Membership.....NAB, BMB
President.....Gene A. Howe
Genl. Station Mgr.....Edgar T. Bell
Commercial Manager.....Rex Preis
Sales Prom. Mgr.-Pub. Dir.....Art Forrest
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

KCNY

SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hayes County Bcstg. Co.
Address.....Box 32
Phone Number.....888
News Service.....UP
Transcription Service.....Capitol
Pres., Prom. Mgr., Chief Engineer... Charles L.
Cain
General Manager.....Merl Saxon
Program Director.....Dick Cousins
Commercial Manager.....Loretta Carley

KWED

SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Weldon Lawson
Business-Studio Address.....434 N. Austin St.

KRRV

SHERMAN-DENISON—1936
MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Red River Valley Bcstg.
Corp.
Business Address.....421 N. Crockett St.
Phone Number.....201
Studio Address... 421 N. Crockett, Sherman;
Cor. Fannin & Owing Sts., Denison
Transmitter Location..Hway, 75 bet. Sherman
& Denison
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Mgr. Denison Studio.....Orvin Franklin
Station Dir., Chief Announcer... R. E. Shoulers
Chief Engineer.....R. E. Spellman

KTAN

SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....P. O. Box 73
Phone Number.....2910
Transmitter Location... ½ Mi. N. of Sherman on
Hway, 75
Air Time.....Daytime
News Service.....AP
Transcription Service.....Capitol
President.....E. T. Famt, Jr.
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr. Norman Wright
 Prog.-Prod.-Musical Dir. Louise Cobler
 Publicity Director. Mary Claycomb
 Chief Announcer. Jim Shelton
 Chief Engineer. Paul Phillips
 Farm Editor. Cecil Magers

K D W T

STAMFORD—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. David W. Ratliff
 Business Address Stamford
 Phone Number 840, 866
 Studio-Transmitter Location. Avoca Hwy.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Keystone
 Gen.-Sta.-Comm.-Sales Prom.
 Manager. David W. Ratliff
 Prog.-Prod.-Pub. Director. John Harris
 Chief Announcer, Musical Dir., Chief
 Engineer, Farm Editor. Bill Howze

K S T V

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By. Doyle E. Collup
 Business Address Box 34
 Phone Number 950
 Studio Address. 140 S. Belknap
 Transmitter Location. Dublin Hwy.
 Air Time. 7 a.m.-5:30 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 Gen.-Sta. Mgr., Pub. Dir. Doyle E. Collup
 Prog.-Musical Dir. Frances Mohundro
 Chief Announcer. J. Pat Narry
 Chief Engineer. Doyle E. Collup
 Farm Editor. Jack Edwards

K S S T

SULPHUR SPRINGS—1947 MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Hopkins County Bcstg. Co.
 Bus.-Studio Address Pully Bldg.
 Phone Number 1230
 Transmitter Location. Radio Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service. Lang-Worth, Keystone
 President. William A. Edwards
 Gen.-Sta.-Comm. Mgr. Vernon R. Montgomery
 Sales Prom. Manager. Clovis Pinion
 Prog. Dir., Chief Announcer. Walter Lindberg
 Musical Director. Don Roberts
 Chief Engineer. William E. Bradford, Jr.

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By. Sweetwater Radio, Inc.
 Operated By. J. S. McBeath, J. Harley Hubbard
 Bus.-Studio-Transmitter Address. Box 570,
 Roby Hwy.
 Phone Number 4655-6
 Air Time. 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service. Standard, Cole, KBS
 President. J. S. McBeath
 General-Station Mgr. J. Harley Hubbard
 Commercial Manager. O. B. McCoy
 Sales Prom. Manager. Elwood Fritch
 Prog.-Prod.-Pub. Dir., Chief Announcer,
 Farm Editor. Joe M. Yowell
 Musical Director. Glenn Kinsey
 Chief Engineer. J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Williamson County Bcstg.
 Co.
 Business Address. Box 191
 Phone Number 1260
 Studio Address. 121½ E. 2nd St.
 Transmitter Location. Hwy. 95
 Air Time Daytime
 News Service UP
 Transcription Service. World, SESAC
 Membership NAB
 Partner, Manager. Graham Gillis Conoley
 Sta. Mgr., Prog. Dir. Jack P. Dubberley
 Chief Engineer. Gordon W. Rainey

K T E M

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 5252-3
 Transmitter Location 3 Mi. N. of Temple
 Air Time Unlimited
 News Service UP
 Transcription Service. Lang-Worth, Keystone
 Membership NAB, BMB
 President. Frank W. Mayborn
 General Manager. Burton Bishop
 Commercial Manager. J. E. Callaway
 Prog. Dir., Chief Announcer. Tom Robinson
 Chief Engineer. Homer A. Cook

K C M C

TEXARKANA—1932 ABC-TEX. STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. KCMC, Inc.

TEXAS

Business Address.....317 Pine St.
Phone Number.....3-6151
Studio Address.....Gazette News Bldg.
Transmitter Location.....Summerhill Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service....Lang-Worth. SESAC.
Cole
Representative.....Taylor-Borhoff
Membership.....NAB, BMB
General Manager.....Frank O. Myers
Program Director.....Herman Cecil
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946
MBS-KBS-RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Texarkana Bcstg. Co.
Bus.-Studio Address....409½ State Line Ave.
Phone Number.....35-123-4
Transmitter Location.....S. Robison Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Keystone
Representative.....J. P. McKinney
Membership.....NAB
General Manager.....David M. Segal
Station Manager.....Les Eugene
Commercial Manager.....Martin O. Enger
Program Director.....Norman Bale
Chief Announcer.....Bob Lawrence
Chief Engineer.....Henry N. Fones

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. G. Long
Business-Studio Address.....2521 Ave. F.
Air Time.....Daytime
Transcription Service.....Keystone

KGKB

TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....E. Texas Bcstg. Co.
Operated By.....James G. Ulmer
Business-Studio Address.....115 S. College
Phone Number.....1106-7
Transmitter Location.....Sand Flat Rd.
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service....Lang-Worth. Keystone
Representative... John E. Pearson, Gene Grant
Membership.....NAB, BMB
President, Gen.-Station Mgr.... James G. Ulmer

Commercial Manager.....W. E. Moore
Sales Prom. Mgr.....E. A. Vascocu
Program Director.....John W. Reavley
Production Director.....J. Edwin Smith
Publicity Director.....Martha Hancock
Chief Announcer.....John P. York
Musical Director.....Sam R. Matthews
Chief Engineer.....Hudson C. Collins

KRST

TYLER—1947

Frequency: 1530 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rose Capital Bcstg. Co.
Business-Studio Address.....118 W. Dobbs

KTBB

TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Operated By...Blackstone Bcstg. Co.
Business-Studio Address....Blackstone Hotel
Phone Number.....7010-1
Transmitter Location.....Morningside Dr.
Air Time.....6 a.m.-sunset
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Taylor-Borhoff
Membership.....NAB, BMB
Director.....S. H. Bothwell
General-Station Manager.....M. E. Danbom
Asst. Mgr., Pub. Dir.....David Bothwell
Program Director.....Don Tausch
Production Director.....Peter T. Wolf
Chief Announcer, Musical Dir.... Dana Adams
Chief Engineer.....Robert A. Wileman
Farm Editor.....Cy Heaton

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Uvalde Bcstrs
Operated By.....Edward J. Harpole
Business-Studio Address....1450 Batesville Rd.
Phone Number.....717
Air Time.....6:45 a.m.-10 p.m.
Transcription Service.....Keystone
Representative.....Homer Griffith
Membership.....NAB
President-General Mgr.... Edward J. Harpole
Sta. Mgr., Com. Mgr., Prog. Dir. Joe Watson, Jr.
Publicity Director.....Stan Benson
Chief Engineer.....Sam Barker

KVWC

VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.

Business-Studio Address.....1813½ Wilbarger
 Phone Number1048-9
 Transmitter Location.....1 Mi. E. Courthouse on
 Hway, ext. fr. Wilbarger St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeGene Grant
 PresidentR. H. Nichols
 General Manager.....W. D. Dixon
 Commercial Manager.....Jack Petrie
 Program Director.....Bob Hardison
 Prod. Dir., Chief Announcer.....Don Husted
 Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Enterprises, Inc.
 Business Address.....Box 725
 Phone Number1107
 Studio-Transmitter Location.....Cuero Hway.
 Air Time5 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 MembershipNAB
 President, General Mgr.....J. G. Long
 Sta. Mgr., Prog. Dir.....Robert Tharp
 Comm-Sales Prom. Mgr.....Jim Trueheart
 Prod. Dir., Chief Announcer,
 Farm Editor.....Robert Cutting
 Musical Director.....Carruth Palmer
 Chief Engineer.....Robert McCown

K W T X

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....108½ So. 6
 Phone Number5770
 Transmitter Location......35 Mi. S.W. of 12th
 on Pierrard Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 Representative. J. P. McKinney, Homer Griffith
 MembershipNAB
 President.....Gov. Beauford Jester
 Gen.-Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Manager.....Rex Bodoin
 Prog. Dir., Farm Editor.....Gerry Lonsing
 Production Director.....Al Mankin
 Publicity Director.....C. L. Hinkle
 Chief Announcer.....Byron Lowrey
 Musical Director.....Lucille Novich
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Amicable Bldg.
 Phone Number9315
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6a.m.-M.
 News ServiceAP
 RepresentativeWeed
 MembershipNAB
 PresidentGene Cagle
 General Manager.....R. Lee Glasgow
 Commercial Manager.....Stanley E. Wilson
 Program Director.....Bob H. Walker
 Chief Engineer.....Jesse Dove

K R G V

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....KRGV, Inc.
 Bus.-Studio-Transmitter Address..201 Border St.
 Phone Number375
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 RepresentativeTaylor-Borhoff
 MembershipNAB, BMB
 PresidentT. E. Snowden
 Exec. General Mgr.....O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Asst. Manager.....Dick Watkins
 Commercial Manager.....Phil D. Dixon
 Sales Prom. Manager.....Ted Cressner
 Program Director.....Dick Harwell
 Publicity Director.....Thelma Pearce
 Chief Engineer.....O. L. Hartwig

K F D X

WICHITA FALLS—1947
 ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....Wichtex Bcstg. Co.
 Bus.-Studio Address.....City National Bank
 Bldg., P. O. Box 1595
 Phone Number2-8668
 Transmitter Location.....Iowa Park Rd.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 RepresentativeTaylor-Borhoff
 MembershipNAB, BMB
 President.....Darrold A. Cannan
 General Manager.....Charles E. Clough
 Commercial Manager.....Sid Grayson
 Sales Prom. Manager.....Clark Jones
 Program-Production Director.....Arthur Busbey
 Publicity Director.....Mike Carpenter
 Chief Engineer.....John Adams

. . . TEXAS - UTAH . . .

KTRN

WICHITA FALLS—1948

Frequency: 1290 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By Texoma Bcstg. Co.
President Walter D. Cline
Vice-President Houston Harte

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By KWFT, Inc.
Business-Studio Address Kemp Hotel

Phone Number 4182
Transmitter Location 2½ Mi. W.N.E. of
Resettlement Rd.
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB, BMB, FMA
President H. J. Griffith
Exec. Vice-President Kenyon Brown
Sta. Mgr., Prog. Dir. Mott M. Johnson
Comm.-Sales Prom. Mgr.,
Publicity Director A. L. Pierce
Musical Director Lillie Mae Comiskey
Chief Engineer Herbert T. Wiley
Farm Editor Carter McGregor

UTAH

*Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100
Total Families 157,700—Stations in State 17*

KBUH

BRIGHAM CITY—1948—SKYLINE

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Samuel L. Stephens, Sr.
Bus.-Studio-Transmitter Address . . 948 W. Forest
St.
Phone Number 948-9
Air Time Sunrise-sunset
News Service UP
Transcription Service Capitol
Membership NAB
General Manager Samuel L. Stephens, Sr.
Sta. Mgr., Prog.-Prod. Dir. Leo Higham
Comm.-Sales Prom. Manager Ed Black
Pub.-Musical Dir., Chief
Announcer Sam Stephens, Jr.
Chief Engineer, Farm
Editor William E. Bradshaw

KSUB

CEDAR CITY—1937—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Bus.-Studio Address El Escalante Hotel
Phone Number 398-9
Transmitter Location Cedar City
Air Time Unlimited
Transcription Service World, Keystone
Membership NAB
President Ivor Sharp
Gen.-Station Mgr. Roscoe A. Grover
Commercial Mgr. Arthur Higbee
Chief Announcer Forrest Hunter
Musical Director Roy Halverson
Chief Engineer Hirschell Urie
Farm Editor Roscoe A. Grover

KVNU

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
Bus.-Studio-Transmitter Address . . 1393 N. Main
St.
Phone Number 1400-1
Air Time 6 a.m.-M.
News Service UP
Transcription Service World, Keystone
Representative Avery-Knodel
Membership NAB, BMB
President Herschel Bullen
Gen.-Sta.-Comm.-Sales Prom. Mgr.,
Publicity Director Reed Bullen
Prog.-Prod.-Musical Dir., Chief
Announcer Don Reber
Chief Engineer Delmont Olesen
Farm Editor Reed Bullen

KMUR

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Oral J. Wilkinson

KLO

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.
Bus.-Studio Address . . . 425 25th St., Hotel Ben
Lomond
Phone Number 5721

Transmitter LocationKanesville
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipBMB
 President, General Mgr.....A. L. Glassmann
 Station Manager.....George B. Morgan
 Comm. Mgr., Prog. Dir.....Col'in W. Lowder
 Sales Prom. Manager.....Herman Green
 Publicity Director.....Al Weeks
 Chief Announcer, Musical Dir...Dean Thueson
 Chief Engineer.....Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned By.....James B. Littlejohn
 Operated By...Riley R. Gibson & Associates
 Business Address.....P. O. Box 867
 Phone Number.....4223
 Studio-Transmitter Location.....W. 12th St.
 News ServiceAP
 Transcription Service...Lang-Worth, Associated,
 Keystone
 President.....James B. Littlejohn
 General-Station Mgr.....Riley R. Gibson
 Commercial Manager.....N. Pratt Smith
 Natl. Sales Mgr.....Roy W. Sinor
 Prog. Dir., Farm Editor.....F. J. Wineriter
 Chief Engineer.....Richard T. Sampson

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....United Bcstg. Co.
 Business Address.....P. O. Box 325
 Phone Number.....2-7535
 Studio-Transmitter Location...1538 Gibson Ave.
 News ServiceUP
 Transcription ServiceStandard
 President, General Mgr.....Arch G. Webb
 Asst. Manager.....Edward B. Burton
 Program Director.....Gil Henry
 Chief Engineer.....Gerald W. Peterson

KOAL

PRICE—1936

MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern Utah Bcstg. Co.
 Business-Studio Address.....P. O. Box 591
 Phone Number.....Price 200
 Transmitter LocationPrice
 Air Time.....6:30 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceKeystone
 MembershipNAB
 Pres., Gen.-Sta. Manager.....Jack Richards
 Asst. Mgr.....Carl P. Wolfson
 Chief Engineer.....Leo E. Reid

KCSU

PROVO—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Central Utah Bcstg. Co.
 Operated By.....Harold E. & Frank A.
 Van Wageningen
 Business Address.....P. O. Box 627
 Phone Number.....2802-3
 Studio-Transmitter Location.....12th South &
 University Ave.
 Air Time.....7 a.m.-M.
 News ServiceUP
 Transcription Service.....Standard, Capitol
 MembershipNAB
 Pres., Comm.-Sales Prom.
 Manage:.....Frank A. Van Wageningen
 Gen.-Station Manager,
 Publicity Director...Harold E. Van Wageningen
 Prog.-Prod.-Musical Dir.,
 Chief Announcer.....Orin Parker
 Chief Engineer.....Darwin L. Salisbury
 Farm Editor.....Eldean Bennett

KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. ated By.....KOV0 Bcstg. Co.
 Business-Studio Address...108 W. Center St.
 Phone Number.....1680
 Transmitter Location.....651 W. 16th So.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....Clifton A. Tolboe
 General-Station Mgr.....Arch L. Madsen
 Commercial Manager.....Keith N. Scovill
 Program Director.....L. H. Curtis
 Publicity Director.....Dean Ludlow
 Musical Director.....Chris Sanders
 Chief Engineer.....Henry Keyes
 Farm Editor.....Lovell Killpack

KSVC

RICHFIELD—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Sevier Valley Bcstg. Co.
 Business AddressRichfield
 Phone Number.....690
 News Service.....UP
 Transcription Service.....World
 President.....William L. Warner
 Gen.-Commercial Mgr...William L. Warner, Jr.
 Promotion Mgr.-Program Dir.....Art Tucker
 Chief Engineer.....David I. Hansen

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN-KBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By. Salt Lake City Bcstg. Co.
Business-Studio Address. 248 S. Main St.
Phone Number. 4-3561
Transmitter Location. 386 W. Gregson
Air Time. 6 a.m.-1 a.m.
News Service. UP
Transcription Service. Associated
Representative. Avery-Knodel, Inc.
Membership. BMB
President. George C. Hatch
Exec. Vice-Pres.-Mgr. Alvin G. Pack
Commercial Manager. Thomas H. Anderson
Sales Promotion Mgr. John Brophy
Program Director. Craig Rogers
Publicity Director. Jack Goodman
Musical Director. Earl Donaldson
Director of Engineering. W. D'Orr Cozzons
Farm Editor. Stan Farnsworth

KDYL

SALT LAKE CITY—1922
NBC-UTAH-IDAHO

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By. Intermountain Bcstg. & Telev. Corp.
Business-Studio Address. 143 S. Main
Phone Number. 5-2991
Transmitter Location. 33rd So. & 9th W.
Air Time. 6 a.m.-1 a.m.
News Service. INS, UP
Transcription Service. World, Thesaurus
Representative. John Blair
Membership. NAB, BMB
Pres., General-Station Mgr. S. S. Fox
Commercial Manager. George A. Provol
Program Director. Emerson Smith
Publicity Director. Del Leeson
Musical Director. Eugene Jelesnik
Chief Engineer. John M. Baldwin
Farm Editor. Will Wright

KNAK

SALT LAKE CITY—1945

Frequency: 1400 Kc. (CP-1283 Kc.). Power: 250 Watts (CP 10000 Watts d.; 590 Watts n.)
Owned-Operated By. Granite District Radio Bcstg. Co.
Business-Studio Address. 219 Continental Bank Bldg.
Phone Number. 4-3685
Transmitter Location. 1016 W. 6th St.
Air Time. 6:30 a.m.-2 a.m.
News Service. AP
Representative. W. S. Grant Co.

President. Howard D. Johnson
General-Station Mgr. Richard F. Connor
Commercial Manager. Richard I. Nicholes
Program Director. Al Collins
Production Manager. Albert R. Collins
Publicity Director-Musical
Director. Charlotte R. Kapsa
Chief Announcer. Eldon Walton
Chief Engineer. Myron E. May

KSL

SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Oper. By. Radio Service Corp. of Utah
Bus.-Studio Address. 10 S. Main St.
Phone Number. 5-4641
Transmitter Location. Saltair
Air Time. 6 a.m.-1 a.m.
News Service. AP, UP
Transcription Service. World, Associated
Representative. Radio Sales
Membership. NAB, BMB
President. J. Reuben Clark, Jr.
Exec. Vice President. Ivor Sharp
General Manager. C. Richard Evans
Asst. Manager. Ralph W. Hardy
Sales Manager. Frank B. McLatchy
Prom. Mgr., Pub. Dir. Ray Bergman
Prog.-Prod. Dir. Eugene Halliday
Chief Engineer. Vincent Clayton
Farm Director. Elvon Orme

In **UTAH** . . .

THE *Popular* STATION

AM and FM

FIRST AND FAR AHEAD IN

Television



Commercial Television pays off in the important Salt Lake metropolitan market.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

JOHN BLAIR & CO.
NATIONAL REPRESENTATIVES

KUTA

SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By Utah Bcstg. & Telev. Co.
Business-Studio Address 29 S. State St.
Phone Number 3-2737
Transmitter Location No. Salt Lake
Air Time 6 a.m.-1 a.m.
News Service AP, UP
Transcription Service World, Standard
Representative Katz
Membership NAB, BMB
President, General Mgr. Frank C. Carman
Sta. Mgr., Prog. Dir. Ray Fadel
Commercial Manager John Schile
Sales Prom. Mgr., Pub. Dir. Al Thomas
Production Director George Ross
Chief Announcer Marshall Small
Musical Director Ed Stoker

Chief Engineer Wendell Bell
Farm Editor Harry Warren

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Uintah Bcstg. Co.
Bus.-Studio-Transmitter Address Hotel Vernal
Phone Number 494
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
President James C. Wallentine
Gen.-Sta. Mgr., Chief Announcer Lee Walker
Comm.-Sales Prom. Mgr. Grant E. Parry
Prog.-Musical Dir., Chief
Engineer E. W. Boelner
Prod. Dir., Farm Editor J. D. Jones
Publicity Director G. M. Bosworth

VERMONT

*Estimated Population 374,000—Increase +4.1%—Radio Homes 103,800
Total Families 108,500—Stations in State 7*

WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 2000
Transmitter Location Colchester
Air Time Unlimited
News Service UP
Transcription Service Associated
Representative Weed
Membership NAB, BMB
Pres., Gen.-Station Mgr. C. P. Hasbrook
Comm.-Sales Prom. Mgr., Prog.-Pub.
Director J. D. Swan
P.od.-Musical Dir. Milton Slater
Chief Announcer R. L. Burger
Chief Engineer James W. Tierney
Farm Editor L. F. Killick

Sta. Mgr., Prog. Dir. Alfred E. Spokes
Prom. Mgr., Chief Engineer John C. Quill
Production Director Val Carter
Musical Director Gerald Gibson

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg., Montpelier
Phone Numbers Montpelier 1740, Barre 374
News Service AP
Transcription Service Lang-Worth
Representatives Kettell-Carter, W. S. Grant
President B. M. Jacobsen
General Manager Paul H. Martin
Program Director Robert Bannon

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 Burlington 5400
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative William G. Rambeau
Membership NAB
President David W. Howe

WHLW

RUTLAND—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
Owned-Operated By Herbert L. Wilson
Bus. Address 1625 Connecticut Ave., Washington 6, D. C.
Studio Address 24½ Center St.
Transmitter Location W. Proctor Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service World, Capitol

VERMONT-VIRGINIA

Membership NAB
 President.....Herbert L. Wilson
 General Manager.....Thomas M. Donlin

W S Y B

RUTLAND—1930—MBS-KBS-YANKEE

Frequency: 1380 Kc.....Power: 1000 Watts
 Bus.-Studio Address.....35 Washington St.
 Phone Number.....1247
 Transmitter Location.....Creek Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, Keystone
 Representative.....Joseph Hershey McGillvra,
 Bertha Bannon

Membership.....NAB
 Pres., Comm. Mgr.....Philip Weiss
 Station Manager.....J. H. Weiss
 Chief Engineer.....Norval K. Ramson, Jr.

W W S R

ST. ALBANS—1941 MBS-KBS-GREEN MT.

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Vermont Radio Corp.
 Business-Studio Address.....75 N. Main St.
 Phone Number.....1420
 Transmitter Location.....Swanton Rd.

Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Walker
 Membership.....NAB, BMB
 Gen.-Sta.-Comm. Mgr., Farm
 Editor.....Warren Marsden
 Prog.-Prod.-Pub. Dir.....Stuart Perry
 Chief Announcer, Musical Dir.....Eliot Page
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—1931 MBS-KBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier
 Business-Studio Address.....8 Stowe St.
 Phone Number.....400-1
 Transmitter Location.....Blush Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Walker
 Membership.....BMB
 Owner, Gen.-Sta.-Comm. Mgr.....Lloyd E. Squier
 Program Director, Chief

Announcer.....Thomas L. Dodd, Jr.
 Production Director.....Craig S. Parker
 Chief Engineer.....Harold M. Grout

VIRGINIA

*Estimated Population 3,029,000—Increase +13.1%—Radio Homes 646,900
 Total Families 728,000—Stations in State 46*

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Business-Studio Address.....523 First St.
 Phone Number.....Overlook 3000
 Transmitter Location.....504 Telegraph Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Pres., Gen.-Sta. Mgr., Prog.-Prod.

Director.....Howard B. Hayes
 V.P., Chief Engineer.....Carl L. Lindberg
 Comm.-Sales Prom. Mgr.....Henry Z. Ungar
 Musical Director.....Herbert DeBerry, Jr.

W A R L

ARLINGTON—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus.-Studio Address.....3102 10th Road No.

Phone Number.....OWens 7800
 Transmitter Location.....Nr. Bailey's Crossroads
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Burn-Smith
 Membership.....NAB
 Co-Owners.....R. Kilbourne Castell,

Frank U. Fletcher
 General Manager.....R. W. Baker
 Commercial Manager.....William W. Jefferay
 Prog. Dir.....Raymond L. Hutchinson
 Musical Director.....Millicent Thomas
 Chief Engineer.....John E. Strong
 Farm Editor.....Connie B. Gay

W E A M

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Harold H. & Meredith Thoms
 Business-Studio Address.....2030 N. 16th St.
 Phone Number.....OWens 7100
 Transmitter Location.....Minor Hill, Falls Church

Air Time.....5:30 a.m.-4 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Adam J. Young
 President, General Mgr.....Harold H. Thoms
 Station Manager.....Howard Stanley
 Prog.-Prod. Director.....Matthew Warren
 Pub.-Musical Director.....Warren F. Matts
 Chief Engineer.....William Youden
 Farm Editor.....Sidney Willard

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Frank W. Wagner
 Business-Studio Address.....Community Bldg.
 Phone Number.....478
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 President.....F. W. Wagner
 General Manager.....T. C. Richie
 Commercial Manager.....E. G. Silverman
 Program Director.....Dave Hart
 Promotion Manager.....W. E. Jones
 Chief Engineer.....D. O. Guthrie

W C Y B

BRISTOL—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
 Owned-Oper. By.....Appalachian Bcstg. Corp.
 Business Address.....Bristol
 Phone Number.....North 3560
 Studio Address.....Hotel Gen. Shelby
 Transmitter Location.....Washington County
 News Service.....AP
 Transcription Service.....Associated, Thesaurus
 Membership.....NAB, BMB
 Sec.-Treas., Gen. Mgr.....Robert H. Smith
 Pres., Sales Mgr.....J. Fey Rogers
 Asst. Station Mgr.....Grace Almond
 Production Spvr.....Tom Dunn
 Announcer Spvr., Farm Editor.....Bill Lane
 Engineering Spvr.....Bob Daugherty

W F H G

BRISTOL—1949—MBS

Frequency: 860 Kc.....Power: 1000 Watts
 Owned By.....Blaufox Radio Co., Inc.
 Business-Studio Address.....Hotel Bristol
 Phone Number.....3620
 Transmitter Location.....Shell Plant Road
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 General-Station Manager.....M. B. Burnette
 Commercial Sales Prom. Mgr.....W. L. Nininger
 Program Dir.-Publicity Dir.....W. F. Roney
 Musical Director-Farm Editor.....Verlin Mays
 Chief Engineer.....John Hughlett

W C H V

**CHARLOTTEVILLE—1933
 ABC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WCHV
 Bus.-Studio-Transmitter Address.....Rose Hill St.
 Phone Number.....2500
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Representative.....Joseph Hershey McGillvra
 Membership.....BMB
 Owner.....Charles Barham, Jr.
 Mgr., Pub. Dir.....Randolph Bean
 Local Comm. Manager.....Robert C. Walker
 Prod. Dir., Chief
 Announcer.....R. G. Sketchley, Jr.
 Musical Director.....James H. Bash
 Chief Engineer.....Walter W. Gray
 Farm Editor.....Herb DeBell

W K E Y

COVINGTON—1941—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Earl M. Key
 Business Address.....Box 710
 Phone Number.....8351
 Studio Address.....Main St.
 Transmitter Location.....Fairlawn
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World, Keystone
 Membership.....NAB
 Pres., Gen.-Sta. Mgr.....Earl M. Key
 Commercial Mgr.....T. Carroll Harrison
 Prog.-Prod.-Pub. Director.....John Lee Davis
 Musical Director.....Frank Badders
 Chief Engineer.....John H. Wilson

W S V S

CREWE—1946—KBS

Frequency: 650 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....So. Virginia Bcstg. Corp.
 Business Address.....Crewe
 Phone Number.....Crewe 5000
 Studio Addresses.....117 Carter St., Crewe, Main
 St., Blackstone, Herald Bldg., Farmville
 Transmitter Location.....Burkeville
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World, Keystone
 Representative.....Rural Radio
 Membership.....NAB
 President.....C. S. Willis
 General-Station Mgr.....Maxey E. Stone
 Comm.-Sales Prom. Mgr.....Harris Unstead
 Pub. Dir., Farm Editor.....Bob Maynard
 Chief Engineer.....C. E. Wilson

W B T M

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
Transmitter Location... Sandy Creek,
Pittsylvania County
Air Time... 6:25 a.m.-M.
News Service... AP
Transcription Service... Lang-Worth, Thesaurus
Representative... George P. Hollingbery
Membership... NAB
President... L. N. Dibrell
General-Station Mgr... R. Sanford Guyer
Asst. Manager... Edward G. Gardner
Comm.-Sales Prom. Mgr... Edward Wilder
Program Director... Thomas W. Thompson
Prod. Dir., Chief Announcer... Lambert Dail
Publicity Director... Herbert Hodge
Musical Director... Harry W. Spencer
Chief Engineer... Lyle C. Motley
Farm Editor... Ray Schreiner

W D V A

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Virginia Carolina Bcstg.
Corp.
Bus.-Studio Address... American Natl. Bank
Bldg.
Phone Number... 5300
Transmitter Location... Martinsville Rd.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World, Capitol,
SESAC
Membership... NAB, BMB
President... J. D. Pruitt
Gen.-Sta.-Comm.-Sales Prom.
Manager... Emerson J. Pryor
Prog.-Prod. Director... Richard Campbell
Publicity Director... Charles Holmes
Chief Engineer... Rush Sawyers
Farm Editor... Frank Raymond

W F A X

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
Transcription Service... Thesaurus
President-Genl. Mgr... Lamar A. Newcomb
Commercial Manager... James E. Hollins
Prgram Manager... Genevieve Newcomb
Promotion Manager... Bob Hanesworth
Chief Engineer... Paul Malik

W F L O

FARMVILLE—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By... Colonial Bcstg. Co.
Business Address... P. O. Box 238
Phone Number... 600
News Service... UP
Transcription Service... Capitol, Associated
President... Carla B. Keys
Manager... Charles R. Maillet
Chief Engineer... Charles K. Chrismon

W F V A

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
Studio Address... 528 Wolfe St.
Transmitter Location... King's Hwy.
Air Time... Unlimited
Transcription Service... Lang-Worth, Keystone
Representative... Burn-Smith
V.P., General Mgr... Richard F. Lewis, Jr.
Station-Comm. Mgr... Walter F. Harris, Jr.
Chief Engineer... William S. Candler

W F T R

FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Sky-Park Bcstg. Corp.
Business-Studio Address... P. O. Box 192
Phone Number... 750
Transmitter Location... John Marshall Hwy.
Air Time... Unlimited
News Service... UP
Transcription Service... Thesaurus
Membership... NAB, BMB
President... Thomas R. Owens
Gen.-Sta. Mgr., Pub. Dir., Chief
Engineer... Warren S. Bell
Comm.-Sales Prom. Mgr... Roy D. Springer
Prog.-Prod. Dir., Chief Announcer... Bob Martin

W B O B

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Carroll-Grayson Bcstg. Corp.
Bus.-Studio-Transmitter Address... Poplar Knob
Rd.
Phone Number... 300
Air Time... Unlimited
News Service... AP
Membership... NAB, BMB
President... Robert V. Morris
General Manager... Carl E. Duckett
Comm. Manager... Joseph P. Crockett
Program Director... Muriel Bell
Chief Engineer, Farm Editor... Carl E. Duckett

W V E C

HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Peninsula Bcstg. Co.
 Address P. O. Box 481
 Phone Number 6332
 News Service AP
 Transcription Service Standard, Associated
 President-Genl. Mgr. Thomas P. Chisman
 Assistant & Commercial Mgr. Vernon Carter
 Program Director Peter Edman
 Promotion Manager Edith Lawrence
 Chief Engineer James Swafford

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By Shenandoah Valley Bcstg.
 Corp.
 Business-Studio Address Newman Bldg.
 Phone Number 550
 Transmitter Location 5 Mi. S. of City on
 U. S. Route 11
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NAB, BMB, FMA
 President Frederick L. Allman
 Business Manager H. A. Wright
 Comm.-Sales Prom. Mgr., Pub.
 Director R. B. Harrington
 Prog.-Prod.-Musical Dir. R. H. Johnson
 Chief Announcer, Farm
 Editor Alvin Mullenax
 Chief Engineer W. L. Braun

W H A P

HOPEWELL—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Hopewell Bcstg. Co.
 President Augustus Robbins, Jr.
 Chief Engineer Edward Burwell

W R E L

LEXINGTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Rockbridge Bcstg. Co.
 Business-Studio Address 130 S. Main St.
 President Marshall L. Wilner

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Lynchburg Bcstg. Corp.
 Bus.-Studio Address Allied Arts Bldg.
 Phone Number 3030

Transmitter Location Boonsboro, Bedford
 County
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Edward A. Allen
 Gen.-Station Mgr. Philip P. Allen
 Comm.-Sales Prom. Mgr. Joseph F. Wright, Jr.
 Prog.-Prod.-Pub. Dir. William H. Loren
 Chief Announcer Wayne Tyler
 Musical Director Miss Jimmie McNeely
 Chief Engineer John T. Orth
 Farm Editor Eric Lund

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Old Dominion Bcstg. Corp.
 Business Address P. O. Box 918
 Phone Number 7000
 Studio Address 10th & Main Sts.
 Transmitter Location Boonsboro Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 President David Hugh Dillard
 General Manager Jack Weldon
 Commercial Manager Norman T. Simpson
 Prog.-Pub. Director Jay Seibel
 Prod.-Musical Dir. Don Jarvis
 Chief Announcer Mark Lewis
 Chief Engineer Forest J. Pinkerton

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Martinsville Bcstg. Co., Inc.
 Business Address P. O. Box 831
 Phone Number Virginia 2152
 Studio-Transmitter Location Figsboro Rd.
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Keystone
 Membership NAB
 President William C. Barnes
 General-Station Manager John W. Shultz
 Commercial Manager Charles F. Adams
 Program Director Barbara H. Zimmerman
 Musical Director Paul E. Zimmerman
 Chief Engineer Dewey W. Muse

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.,
 Norfolk

VIRGINIA

Phone Number 2-7031
 Transmitter Location Boat Harbor
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated
 Representative Free & Peters
 Membership NAB, BMB
 President Raymond B. Bottom
 V.P., Gen.-Sta. Manager Edward E. Bishop
 Comm.-Sales Prom. Mgr. Edward E. Edgar
 Prog.-Prod.-Pub. Director John A. Black
 Musical Director Kathryn Wood
 Chief Engineer Charles A. Runyon

President E. L. Scott
 V.P., Gen.-Sales Prom.
 Manager Robert E. Wasdon
 Station Manager W. M. Carpenter
 Commercial Manager Don Kelly
 Program Director Ray Penner
 Prod.-Musical Dir. Lee Lively
 Publicity Director Dick Gould
 Chife Announcer Bob Drepperd
 Chief Engineer Jack Siegel
 Farm Editor Ralph Wasdon

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 Number 7-1604
 Transmitter Location Respass Beach,
 Churchland
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Capitol
 Representative Friedenber
 President, General Mgr. John Doley
 Sta. Mgr., Prog. Tech. Dir. Frederic F. Clair

W C A V

NORFOLK—1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Cavalier Bcstg. Corp.
 Bus.-Studio Address Plume & Granby Sts.
 Phone Number 2-3266
 Transmitter Location W. Norfolk
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Associated, Standard
 Representative Burn-Smith
 Membership NAB
 President Joseph Light
 Gen.-Sales Prom. Mgr., Pub. Dir. Joe Brown
 Sta.-Asst. Gen. Mgr. William M. Manrov
 Commercial Manager William Laliberte
 Chief Announcer Sam Carter
 Technical Dir. William M. Manrov

W L O W

NORFOLK—1946

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned By Commonwealth Bcstg. Corp.
 Operated By Radio Station WLOW
 Business-Studio Address Pender Bldg.
 Phone Number 4-5678
 Transmitter Location W. Norfolk
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated, Capitol
 Representative ForJoe

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned By Norfolk Newspapers, Inc.
 Operated By WTAR Radio Corp.
 Bus.-Studio Address National Bank of
 Commerce Bldg.
 Phone Number 2-5671
 Transmitter Location Glen Rock
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Campbell Arnoux
 Comm.-Sales Prom. Mgr. John W. New
 Program Director Joel Carlson
 Production Director Clyde Moser
 Chief Announcer Blair Eubanks
 Chief Engineer John C. Peffer

W N V A

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Blaufox Radio Co., Inc.
 Bus.-Studio Address Coalfield Progress Bldg.
 Phone Number 700-1, Transmitter: 565
 Transmitter Location Josephine
 Air Time 6 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Lang-Worth, Keystone
 Membership NAB
 President, Gen. Mgr. Richard B. Helms
 Station Manager Jack T. Helms
 Comm. Manager Bill Holland
 Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
 Chief Announcer Bill Benesch
 Musical Director Stan Kotel
 Chief Engineer Gene Tommerdahl

W S S V

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
 Transmitter Location E. Bank St.

Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 President, General Mgr. Louis H. Peterson
 Commercial Mgr. Raymond L. Moss
 Program Director Katherine M. Nunnally
 Production Director No man Walker
 Pub-Musical Director Lou Ross
 Chief Engineer Edward F. Echwarz

W S A P

PORTSMOUTH—1943—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Portsmouth Radio Corp.
 Bus.-Studio Address 205 Professional Bldg.
 Phone Number 7-2381
 Transmitter Location 1318 Spratley St.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President Tom E. Gilman
 Gen.-Station Mgr. B. Walter Huffington
 Commercial Mgr. J. L. Norfleet
 Sales Prom. Mgr., Pub. Dir. Boyd Harrier
 Program Director George L. Brantley
 Production Director Jack Laurence
 Musical Director Richard Harvey
 Chief Engineer Charles R. Sledge

W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Corp.
 Business Address Box 351
 Phone Number 3-3931
 Studio-Transmitter Location Cool Springs
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Keystone
 Representative Sears & Ayer
 Membership NAB
 President Howard R. Imboden
 General-Station Mgr. William R. Murray
 Commercial Manager Allan S. Aden
 Program Director Lee Mills
 Publicity Director Eleanor Imboden
 Chief Engineer Fitzgerald McDaniel

W B B L

RICHMOND—1924

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grace Covenant
 Presbyterian Church
 Address 1627 Monument Ave.
 Phone Number 8-4246
 General Manager C. H. Liesfield
 Chief Engineer R. W. Rawce

W L E E

RICHMOND—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Broad-Grace Arcade
 Phone Number 3-6741
 Transmitter Location Colorado Ave. &
 Sumpter St.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjee
 President Thomas G. Tinsley, Jr.
 Gen.-Sta.-Comm. Mgr. Irvin G. Abeloff
 Program Director Harvey Hudson
 Musical Director Roberta Morris
 Chief Engineer George W. McGuigan, Jr.

W M B G

RICHMOND—1926—NEC

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Havens & Martin, Inc.
 Bus.-Studio Address 3301 W. Broad St.,
 P. O. Box 5229
 Phone Number 5-8611
 Transmitter Location Staples Mill Rd. off
 W. Broad St.
 Air Time 6:30 a.m.-1 a.m.
 News Service Transradio
 Transcription Service Thesaurus, Lang-Worth
 Representative John Blair
 Membership NAB
 Pres., Gen.-Sta. Mgr. Wilbur M. Havens
 Comm.-Sales Prom. Mgr. Walter A. Bowry, Jr.
 Prog.-Prod.-Pub. Dir. Allan J. Phaup, Jr.
 Chief Engineer Wilfred H. Wood

W R N L

RICHMOND—1937—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned By Richmond Newspapers, Inc.
 Operated By Richmond Radio Corp.
 Business-Studio Address 107-111 N. Fourth St.
 Phone Number 3-3436
 Transmitter Location Wilkinson Rd.
 Air Time 5:30 a.m.-1 a.m.; 7 a.m. Sun.
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB, BMB
 President D. Tennant Bryan
 Gen. Sta.-Commercial Mgr. E. S. Whillock
 Program Director Don Martin
 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
 Studio Addresses..Hotel Richmond, Richmond;
 1506 Colley Ave., Norfolk
 Transmitter Location.....Edgeworth, Henrico
 County
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Lang-Worth,
 Associated
 Representative.....Radio Sales
 Membership.....NAB, BMB
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Program Service Mgr.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relation Dir.....Walter R. Bishop
 Musical Director.....Burt T. Repine
 Chief Engineer.....David C. Woods
 Farm Editor.....Alden Aaroe

WXGI

RICHMOND—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Virginia, Inc.
 Bus.-Studio Address.....100 W. Franklin St.
 Phone Number.....7-4684
 Transmitter Location.....German School Rd.,
 Chesterfield County
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service..Lang-Worth, Associated
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 President, General Mgr.....D. H. Robertson
 Sta.-Comm.-Sales Prom. Mgr.....Bert Julian
 Prog.-Prod.-Pub. Dir.....Harold Brauer
 Chief Engineer.....Kaye Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Business-Studio Address.....124 W. Kirk Ave.
 Phone Number.....8131
 Transmitter Location.....Colonial Ave.,
 Colonial Heights
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....J. P. Fishburn
 General Manager.....R. P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Studio Director.....Irving Sharp
 Publicity Director.....Clifford B. Huffman
 Musical Director.....Evelyn Nininger
 Chief Engineer.....J. Edward Newman
 News Editor.....John W. Eure

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Radio Roanoke, Inc.
 Operated By.....Frank E. Koehler
 Bus.-Studio Address..600 Mountain Trust Bldg.
 Phone Number.....3-4444
 Transmitter Location...Cleveland Ave., S.W.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Capitol
 Membership.....NAB, BMB
 President.....Leo F. Henebry
 Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
 Program-Production Mgr.....Gordon R. Phillips
 Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Roanoke Bcstg. Corp.
 Business-Studio Address...301 First St., S.W.
 Phone Number.....9227
 Transmitter Location.....2 Mi. N. of Salem &
 6.5 Mi. N.W. of Roanoke
 Air Time.....5:30 a.m.-12:02 a.m.
 News Service.....AP
 Transcription Service.....SESAC, Thesaurus,
 Associated
 Representative.....Weed
 Membership.....NAB, BMB, FMA
 President.....Paul C. Buford
 Exec. Vice President.....James H. Moore
 Asst. Station Mgr.....Horace Fitzpatrick
 Program Director.....Bill Saunders
 Musical Director.....Mavis Overstreet
 Chief Engineer.....J. P. Briggs
 Farm Editor.....Glenwood Howell

WHLF

SOUTH BOSTON—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Halifax Bcstg. Co.
 Business-Studio Address.....P. O. Box 490
 Phone Number.....567
 Transmitter Location.....Halifax County Fair
 Grounds
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, World,
 Cole, Keystone
 Owner, General Mgr.....John L. Cole, Jr.
 Asst. Sta. Mgr., Prog.-Prod.-Pub.
 Director.....Charles B. Davis
 Comm.-Sales Prom. Mgr.....Bill Fielding
 Chief Engineer.....John R. Doherty

W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 1400
 Transmitter Location: Waynesboro Rd.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Membership: NAB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Charles E. Seebeck
 Prog.-Prod. Dir., Chief Announcer:
 Farm Editor: Fulton A. King
 Chief Engineer: Rex Houser

W L P M

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Bcstg. Corp.
 Business-Studio Address: 105 Bank St.
 Phone Number: 1420-1, 1227
 Transmitter Location: Hwy 460 N.W. of Suffolk
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus, Keystone
 Representative: Sears & Ayer
 Membership: NAB
 Pres., Gen.-Sta. Manager: Fred L. Hart
 Comm. Mgr., Prog. Dir.: William W. Kitchen
 Sales Prom. Mgr., Pub. Dir.: Earl Hundley
 Production Director: Fran Joyner
 Chief Announcer: William Gatling
 Musical Director: Ida M. Barrett
 Chief Engineer: Veryl W. Rupp
 Farm Editor: L. E. Pettyjohn

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Waynesboro Bcstg. Corp.
 Bus.-Studio Address: 526 Main St., P. O. Box 938
 Phone Number: Studio, 999;
 Transmitter, 998
 Transmitter Location: Hermitage Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Lang-Worth, Keystone
 Membership: NAB
 Gen.-Sta. Mgr., Prog. Dir.: N. Wilbur Kidd
 Commercial Manager: Edward F. Libby
 Prod. Dir., Chief Announcer: Paul M. Shue
 Chief Engineer: Edward R. Goodwin

W I N C

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Richard Field Lewis, Jr.
 Business Address: Box 605
 Phone Number: 4855
 Studio-Transmitter Location: 514 Kerr St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Keystone
 Membership: NAB, BMB, FMA
 Owner, Gen. Mgr.: Richard Field Lewis, Jr.
 Comm. Mgr., Prog. Dir., Farm
 Editor: John Carl Morgan
 Sales Prom. Mgr.: Winslow Porter
 Chief Engineer: Phil Whitney

WASHINGTON

Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000
 Total Families 673,000—Stations in State 41

K X R O

ABERDEEN—1927 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KXRO, Inc.
 Bus.-Studio Address: 207½ E. Market St.
 Phone Number: Aberdeen 4098
 Transmitter Location: 1308 Coolidge Rd.
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Thesaurus, Keystone
 Representative: W. S. Grant
 Membership: NAB, BMB

President, General Mgr.: Harry R. Spence
 Sta.-Comm. Mgr.: Fred G. Goddard
 Sales Prom. Manager: Roy Johnson
 Prog.-Prod. Dir., Chief
 Announcer: A. W. Lindsay
 Publicity Director: John Duane Johnson
 Musical Director: James L. Andrews
 Chief Engineer: P. S. True

K P U G

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By: KPUG, Inc.

Business-Studio Address.....P. O. Box 655
 Transcription Service.....Associated
 Representative.....Gene Grant
 President, Comm. Mgr.....Jessica L. Longston
 Exec. V. P.....C. V. Zaser

K V O S

BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....KVOS, Inc.
 Bus.-Studio Address.....1321 Commercial St.
 Phone Number.....Bellingham 790
 Transmitter Location.....Yew St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Joseph Hershey McGillvra,
 John Keating
 Membership.....NAB, BMB
 President, General Mgr.....Rogan Jones
 Asst. Station Mgr.....Fred Elsethagen
 Commercial Manager.....Glen Beebe
 Program Director.....Roger Patrick
 Chief Engineer.....Ernest E. Harper

K B R O

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bremerton Bcst. Co.
 Bus.-Studio-Transmitter Address.....2nd &
 Washington
 Phone Number.....1970
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....John Keating
 Membership.....NAB
 President.....Bruce Bartley
 General Manager.....Dick Crombie
 Commercial Manager.....Hal Moan
 Sales Prom. Manager.....Jack Gwyer
 Program Director.....Bob Gleason
 Chief Engineer.....Bert Hallberg

K E L A

CENTRALIA-CHEHALIS—1937

MBS-DON LEE-KBS

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 721
 Studio Address.....On Hwy. 99 midway bet.
 Centralia & Chehalis
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....John Keating, W. S. Grant
 Membership.....NAB

President.....J. Elroy McCaw
 Sec.-Treas.....Mabel A. McGwinn
 Gen.-Station Manager.....Joe Chytil
 Publicity Director.....Dudley Gaylord

K X L E

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Washington Bcstrs.
 Business-Studio Address.....Box 689
 Phone Number.....2-1240
 Transmitter Location.....Route 1
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker, Tracy-Moore
 Membership.....NAB
 President.....Goodwin Chase, Jr.
 Station Manager.....Joe Kendall
 Commercial Manager.....Wendall Kinney
 Chief Announcer, Farm Editor.....Joe Jaeger
 Chief Engineer.....Jack Hemingway

K R K O

EVERETT—1922—MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Everett Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address.....KRKO Bldg.
 Phone Number.....Cedar 1144
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....Joseph Hershey McGillvra,
 John Keating
 Membership.....NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft
 Prog.-Prod.-Pub. Dir.....Earl Gerdon
 Chief Engineer.....Dave Foley

K R K L

KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.
 Owned-Operated By.....F. L. Thornhill
 Business-Studio Address.....Civic Center
 General Manager.....F. L. Thornhill

K W L K

LONGVIEW—1938

MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Twin City Bcstg. Corp.
 Business-Studio Address.....14th & Hudson
 Phone Number.....Longview 1500
 Transmitter Location.....Ocean View Hwy.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated, Keystone
 Representative.....W. S. Grant, John Keating

WASHINGTON

Membership NAB, BMB
 President, Gen.-Sta. Mgr. C. O. Chatterton
 Commercial Manager Jim Waggoner
 Program-Production Dir. Al Emrich
 Publicity Director F. Chatterton
 Chief Engineer John Holmes
 Farm Editor Don Bailey

Sales Prom. Mgr., Prod.-Pub.
 Director Elmer J. Holmberg
 Prog.-Musical Dir., Chief
 Announcer Larry Dossett
 Chief Engineer C. A. Roark
 Farm Editor Sam Crawford

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Business Address Box 446
 Phone Number 234
 Studio-Transmitter Location Capistrano Park
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World, Keystone
 Representative W. S. Grant
 President Jessica L. Langston
 Station-Comm. Mgr. Don G. Bennett
 Program Director Shirley A. Olson
 Chief Announcer Clay Bishop
 Chief Engineer Roland Kissler
 Farm Editor Dave Jones

KOMW

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By KOMW, Inc.
 Business-Studio Address Box 151
 Phone Number 00
 Transmitter Location Omak
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative John Keating
 Membership BMB
 President R. L. McNett
 Station Manager Dean Nichols
 Commercial Manager Nat Harris
 Sales Asst. Grover Allen
 Program Director Gene Leslie
 Chief Announcer Bryon Franz
 Chief Engineer Kl k W. Springer

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Beckley Radio Co.
 Business-Studio Address P. O. Box 240
 Phone Number 8955
 Transmitter Location ½ Mi. W. of city
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Standard
 Representative John Keating
 Membership NAB
 General-Station Mgr. Leo H. Beckley
 Commercial Manager Fred Grant
 Prog. Dir., Chief Announcer Bud Clark
 Chief Engineer Orris Vernerstrom
 Farm Editor Marilyn Anderson

KPKW

PASCO—1945

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Bus.-Studio-Transmitter Address... W. Chase &
 "A" Sts.
 Phone Number 890
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Pres., General Mgr. V. B. Kenworthy
 Station Comm. Mgr. A. L. Anderson
 Sales Prom. Mgr. Don Davis
 Prog.-Prod.-Pub. Dir., Chief
 Engineer Walter Mott
 Chief Announcer, Musical
 Director Carl Swanson
 Farm Editor Bob D'Arcy

KGY

**OLYMPIA—1922
 MBS-DON LEE-KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Tom Olsen
 Bus.-Studio-Transmitter Address ... Rockway-
 Leland Bldg.
 Phone Number 6636
 Air Time 6-30 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Keystone
 Representative W. S. Grant
 Membership NAB, BMB
 President, Gen.-Station Mgr. Tom Olsen
 Commercial Manager J. Harris Dorr

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Pacific, Inc.
 Bus.-Studio-Transmitter Address ... 313 W. First
 St.
 Phone Number 4437
 Air Time Unlimited
 News Service UP
 Transcription Service Keystone
 Representative John Keating
 Membership NAB
 President, General Mgr. C. N. Webster
 Chief Engineer Howard R. Patrick

KXRN

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Interlake Bcstg. Corp.
 Business Address P. O. Box 567
 Phone Number Renton 3424, Lander 8481
 Studio-Transmitter Location 7th Ave. at
 N. Park
 Air Time Sunrise-sunset
 Transcription Service World
 President, General Mgr. Robert S. McCaw
 Sta. Mgr., Prog.-Prod.-Musical
 Director Scott Seifert
 Comm.-Sales Prom. Mgr. O. W. Simpson
 Publicity Director C. H. Williams
 Chief Engineer F. C. Cook

KING

SEATTLE—1927

Frequency: 1090 Kc. Power: 10,000 Watts
 (CP For 50,000)
 Owned-Oper. By KING Bcstg. Co.
 Business-Studio Address Smith Tower
 Phone Number Main 1090
 Transmitter Location Vashon-Maury Island
 Air Time 6 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative Walker
 Membership NAB
 President A. Socit Bullitt
 General-Comm. Mgr. Henry B. Owen
 Program Director Dave Crockett
 Chief Engineer Arthur Shultz
 Farm Editor John McCauley

KIRO

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By Queen City Bcstg. Co.
 Business-Studio Address 66 Cobb Bldg.
 Phone Number Seneca 1500
 Transmitter Location Burton
 Air Time 18 Hrs.
 News Service AP
 Transcription Service SESAC, Standard
 Representative Free & Peters
 Membership NAB, BMB, FMA
 President Saul Haas
 Station Manager Loren B. Stone
 Commercial Manager William F. Tucker
 Program Director Kenneth Yeend
 Publicity Director Milo Ryan
 Chief Announcer Maury Rider
 Chief Engineer James Hatfield
 Farm Editor Al Bond

KJR

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Field Enterprises, Inc.
 Operated By Totem Bcstrs., Inc.
 Business-Studio Address Skinner Bldg.
 Phone Number Elliot 5890
 Transmitter Location 2600 26th Ave., S.W.
 Air Time 18 Hrs.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BMB
 President Marshall Field, III
 General-Station Mgr. J. Archie Morton
 Commercial Mgr. Arthur Gerbel, Jr.
 Sales Prom. Mgr. Pub. Dir. Maitland Jordan
 Program Director Roland Bradley
 Chief Announcer Clifford Hansen
 Chief Engineer L. S. Bookwalter
 Farm Editor Bill Moshier

KOL

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Seattle Bcstg. Co.
 Bus.-Studio Address Northern Life Tower
 Phone Number MA. 2312
 Transmitter Location 1110 W. Florida
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Capitol, World,
 Standard
 Representative Headley-Reed
 Membership BMB
 President Archie Taft
 Commercial Manager Archie Taft, Jr.
 Station Manager Oliver A. Runchey
 Program Director John Forrest
 Publicity Director Elizabeth Hinman
 Chief Announcer Wheeler Smith
 Chief Engineer Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By Fisher's B'end Station, Inc.
 Bus.-Studio Address 100 4th Ave. No.
 Phone Number Seneca 6000
 Transmitter Location Vashon Island
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Capitol
 Representative Edward Petry
 Membership NAB, BMB
 President, General Mgr. O. W. Fisher
 Asst. to President R. D. McCornack
 Commercial Manager Ray Baker
 Mgr., Natl. Sales & Sales Serv., Merch.,
 Prom. Mgr. & Pub. Dir. Richard E. Green
 Program Manager W. W. Warsen

Production Mgr. Frederick J. Patterson
 Operations Svprs. Bennett I. Fisher,
 John Q. Murphy
 Chief Engineer. F. J. Brott
 Develop. Engineer. S. D. Bennett
 Farm Director. George Dunning

K R S C

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By. Radio Sales Corp.
 Bus.-Studio Address. 2939 Fourth Ave. So.
 Phone Number. ELiot 2480
 Air Time. 6 a.m.-2 a.m.
 News Service AP
 Transcription Service. Lang-Worth. Associated
 Representative. Adam J. Young, Jr.
 Membership NAB
 President. P. K. Leberman
 General-Station Mgr. Robert E. Priebe
 Comm.-Sales Prom. Mgr. A. P. Hunter
 Prog.-Prod. Dir., Chief Announcer. Ted Bell
 Publicity Director. Lee Schulman
 Musical Director. J. F. McCahill
 Chief Engineer. George Freeman

K T W

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. The First Presbyterian
 Church of Seattle, Wash.
 Bus.-Studio Address. Seventh Ave. & Spring St.
 Phone Number. MAin 2056, Seneca 0644
 Air Time Unlimited
 News Service AP
 President. W. T. Whitney
 General Mgr. Dr. F. Paul McConkey
 Sta. Mgr., Chief Engineer. James S. Ross
 Comm.-Sales Prom. Mgr.,
 Program Director. Don Bevilacqua

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By. KXA, Inc.
 Bus.-Studio Address. 312 Bigelow Bldg.,
 4th & Pike
 Phone Number. Seneca 1000
 Transmitter Location. Rhodes Dept. Store,
 2nd & Union
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Forjoe
 Membership NAB
 President. Wesley I. Dumm
 Exec. Vice-President. Lincoln W. Miller
 National Sales. R. G. McArdle
 Program Director. Ben Harkins
 Chief Engineer. John Dubuque

K F I O

SPOKANE—1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Spokane Bcstg. Corp.
 Bus.-Studio-Transmitter Address. 526 Riverside
 Ave.
 Phone Number. RIVERSIDE 8033
 Air Time Unlimited
 News Service UP
 Transcription Service World
 President. Arthur L. Smith
 Gen.-Sta.-Comm. Mgr. R. G. McBroom
 Prog.-Prod.-Pub.-Musical Dir. John A. Maxson

K G A

SPOKANE—1933—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By. Louis Wasmer
 Bus.-Studio Address. Radio Central Bldg.
 Phone Number. MAin 5383
 Transmitter Location. 4102 S. Regal
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative Edward Petry
 Membership NAB
 General Manager. Harvey Wixson
 Program Director. Robert E. Plummer
 Chief Engineer. A. G. Sparling

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned By. Spokane Chronicle Co.
 Operated By. KHQ, Inc.
 Bus.-Studio Address. Radio Central Bldg.
 Phone Number. MAin 5131
 Transmitter Location. 4102 So. Regal
 Air Time Unlimited
 News Service AP
 Transcription Service. Capitol, Associated
 Representative Katz
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Richard O. Dunning
 Natl. Sales-Sales Prom.
 Manager. Robert H. Wesson
 Program Director. R. Wallace Brazeal
 Production Director. Herb Hess
 Chief Announcer. Richard Godon
 Chief Engineer. John Walker
 Farm Editor. Glenn C. Lorang

K N E W

SPOKANE—1947—MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
 Owned By. Coeur d'Alene Bcstg. Co.
 Operated By. Radio Station KNEW
 Bus.-Studio Address. Sprague & Wall

WASHINGTON

Phone Number.....Riverside 8035
 Transmitter Location.....Moran Prairie
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....Burl C. Hagadone
 Gen.-Sta. Manager.....Harry Lantry
 Comm.-Sales P om. Mgr.....W. C. Rhodes
 Prog.-Prod.-Pub. Director.....Paul Crain
 Musical Director.....Anthony Pinski
 Chief Engineer.....C. W. Evans
 Farm Editor.....John Fahey

KREM

SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Cole E. Wylie
 Business-Studio Address.....242 Riverside Ave.
 Phone Number.....MAin 3333
 Transmitter Location.....242 Riverside Ave.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Co.
 President-Owner, General, Station
 Manager.....Cole E. Wylie
 Commercial Manager.....Robert H. Temple

KXLY

SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Symons Bcstg. Co.
 Business-Studio Address.....Symons Bldg.
 Phone Number.....MAin 1218
 Transmitter Location.....Rt. 3, Spokane, Wash.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 Representative.....Walker, Tracy Moore
 Membership.....NAB
 President, General Manager.....E. B. Cramey
 Commercial Manager.....B. E. Woolston
 Sales Promotion Manager.....John Funk
 Program Director.....George McGowan
 Chief Engineer.....George Langford

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Carl E. Haymond
 Bus.-Studio Address.....914½ Brcadway
 Phone Number.....MAin 4144
 Transmitter Location.....Colonial Garden Area
 Air Time.....Unlimited
 News Service.....UP

Transcription Service.....Capitol, Standard,
 SESAC
 Representative.....Joseph Hershey McGillvra,
 Duncan Scott, John Keating
 Membership.....NAB
 Owner.....Carl E. Haymond
 General Manager.....Jerry Geehan
 Comm.-Sales Prom. Mgr.....Ray T. McKenzie
 Prog.-Prod. Dir.....Ted Knightlinger
 Chief Announcer.....Don Hopkins
 Musical Director.....Andrea Hovde
 Chief Engineer.....John Boor
 Farm Editor.....Pierce County Agent

KTBI

TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.
 Owned-Operated By.....Tacoma Bcstrs., Inc.
 Address.....2715 Center St.
 Phone Number.....BRoadway 2241
 Air Time.....Daytime
 Transcription Service.....Associated, World
 Membership.....NAB, BMB
 President.....Harold J. Quilliam
 Commercial Manager.....King Mitchell
 Chief Engineer.....Walt Eddy

KVI

TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Puget Sound Bcstg. Co., Inc.
 Business Address.....Camlin Hotel
 Phone Number.....SEneca 4848, Seattle;
 BRoadway 4211, Tacoma
 Studio Address.....Camlin Hotel, Seattle;
 Rust Bldg., Tacoma
 Transmitter Location.....Ellisport, Vashon Island
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth,
 Cole
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Pres., Gen.-Sta. Mgr.....Vernice Irwin
 Comm.-Sales Prom. Mgr.....Earl T. Irwin
 Program Director.....Larry Huseby
 Publicity Director.....Bob Hayward
 Chief Engineer.....D. M. McDonough
 Farm Editor.....Harry Long

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Vancouver Radio Corp.
 Business Address.....Box 610
 Phone Number.....Vancouver 150
 Studio Address.....707½ Main St.

WASHINGTON

Transmitter Location... Smith Lake, Portland, Ore.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... World, Standard
 Representative..... John Keating
 Membership..... NAB, BMB
 President..... Sheldon F. Sackett
 General-Station Mgr..... Fred F. Chitty
 Comm. Manager..... Mark F. DeLaunay
 Sales Prom. Mgr..... David L. Waite
 Prog.-Prod.-Musical Dir..... Rickey Bras
 Pub. Dir., Farm Editor..... George Conner
 Chief Announcer..... Frank Herron
 Chief Engineer..... Edgar Means

K U J

WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc..... Power: 5000 Watts
 Owned-Operated By..... KUJ, Inc.
 Business-Studio Address..... 55 E. Main St.
 Phone Number..... 1230
 Transmitter Location..... U. S. Hwy 410 & Sudbury Rd.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... W. S. Grant, John Keating
 Membership..... NAB, BMB
 Pres., Gen.-Sta. Mgr..... H. E. Studebaker
 Comm. Mgr..... (National) Don Wike,
 (Local) Norval Armes
 Sales Prom. Mgr..... Don Wike
 Prog.-Prod.-Pub. Dir., Chief
 Announcer..... Howard Rhoads
 Chief Engineer..... M. L. MacLafferty
 Farm Editor..... Bob Hofer

K W W B

WALLA WALLA—1946 UNITED PACIFIC-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Walla Walla Bcstg. Co.
 Bus.-Studio Address..... First & Main Sts.
 Phone Number..... 4103
 Transmitter Location..... Second & Cordiner
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, Keystone
 Membership..... NAB
 President..... John W. Kendall
 Gen.-Sta.-Comm. Mgr..... Kenneth K. Williams
 Promotion Mgr..... Adaline Bussard
 Program Dir..... Orville Claire Banks
 Chief Engineer..... Tyrus T. MacFadden

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Wescoast Bcstg. Co., Inc.

Bus-Studio Address..... KPQ Bldg.
 Phone Number..... 2757
 Transmitter Location..... Wenatchee & Columbia Rivers Junct.
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Associated, World, Cole
 Representative..... Joseph Hershey McGillvra, John Keating
 Membership..... NAB, BMB
 President..... Rogan Jones
 V.P., General-Station Mgr..... James W. Wallace
 Commercial Mgr..... Pat O'Halloran
 Sales Prom. Mgr., Prog. Dir..... Bill Green
 Production Director..... Emerson Elder
 Publicity Director..... Patricia Clark
 Musical Director..... Dorothy Lee
 Chief Engineer..... George Frese
 Farm Editor..... Bill Hoard

K W N W

WENATCHEE—1948—DON LEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Apple-Land Bcstrs., Inc.
 Bus.-Studio-Transmitter Address..... 1119 N. Wenatchee Ave., P. O. Box 1510
 Air Time..... 6a.m.-M.
 News Service..... AP
 Transcription Service..... Standard
 Membership..... NAB
 President..... James B. Hatfield
 Station Manager..... Anthony J. Sterling
 Sales Prom. Mgr..... Kenneth Waddell
 Production Dir..... Warren C. Brown,
 Vera J. Colony
 Chief Announcer..... Warren C. Brown
 Chief Engineer..... Robert B. Sutton
 Farm Editor..... William Yeomans

K I M A

YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc..... Power: 1000 Watts d.; 500 Watts n.
 Owned By..... Cascade Bcstg. Co., Inc.
 Operated By..... A. W. Talbot
 Bus.-Studio Address..... Terrace Heights Blvd.
 Phone Number..... 6104
 Transmitter Location..... Terrace Heights
 Air Time..... 5 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth, Associated
 Representative..... Weed
 Membership..... NAB, BMB
 President..... A. W. Talbot
 Gen.-Sales Prom. Mgr..... R. Lee Black
 Dir., Station Operations..... Thomas C. Bostic
 Commercial Mgr..... Herchel Cary
 Night Spvr., Musical Dir..... Ben Weaver
 Chief Engineer..... J. Barry Watkinson
 Farm Editor..... John Roberts

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned By.....Valley Bcstrs.
 Operated By.....Carl E. Haymon
 Business-Studio Address. 414 E. Yakima Ave.
 Phone Number.....8115
 Transmitter Location.....Washington Ave.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Representative.....Joseph Hershey McGillvra,
 John Keating, Duncan Scott
 Pres., General Mgr.....Carl E. Haymond
 Station Manager.....James A. Murphy
 Commercial Mgr.....Harrison A. Miller
 Sales Prom. Mgr., Pub. Dir.....William B. Hansen
 Prog.-Prod. Director.....James W. Nolan
 Chief Announcer.....Don White
 Musical Director.....William Moody
 Chief Engineer.....H. B. Murphy
 Farm Editor.....Pete Wick

KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Yakima Bcstg. Corp.
 Business Address.....P. O. Box 172
 Phone Number.....2-7143
 Studio-Transmitter Location.....Mead & Fair
 Aves.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 Pres., Gen.-Sta. Mgr.....Robert S. McCaw
 Comm.-Sales Prom. Mgr.....Seymour O. Spring
 Prog.-Prod. Dir., Chief Announcer,
 Chief Engineer.....Gordon Allen
 Pub. Dir., Farm Editor.....Anthony Maucione
 Musical Director.....Donald Potwin

WEST VIRGINIA

Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000
 Total Families 453,100—Stations in State 31

WJLS

**BECKLEY—1939
 CBS-PERSONALITY**

Frequency: 560 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Joe L. Smith, Jr., Inc.
 Bus.-Studio Address.....WJLS Bldg., Main &
 Kanawha St.
 Phone Number.....7311
 Transmitter Location.....Routes 19-21, 0.5 Mi.
 S.E. Beckley
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Cole
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 President.....Joe L. Smith, Jr.
 General-Station Mgr.....Virginia N. Cooper
 Commercial Manager.....George J. Gray
 Sales Prom. Mgr., Prog.-Pub.
 Director.....Benton B. Boggs
 Musical Director.....Mervyn Amols
 Chief Engineer.....Al J. Ginkel
 Farm Editor.....William R. Barrett

WWR

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Rahill Bcstg. Co.

Business-Studio Address.....1565 Harper Rd.
 Phone Number.....9300-9
 Transmitter.....Willis Farm, 1565 Harper Rd.
 Air Time.....6 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 President.....N. Joe Rahall
 General-Comm. Mgr.....Tom Douds
 Program Director.....Don Hays
 Production Dir.....Dennis Hollandsworth
 Musical Director.....Muriel Meade
 Chief Engineer.....James F. Bucy
 Farm Editor.....Roy Lee Harmon

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
 Transmitter Location.....Harry Heights
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Representative.....Katz
 General Manager.....P. T. Flanagan
 Asst. Manager.....William Hostetter
 Program Director.....Mel Barnett
 Prod.-Musical Dir.....Barnes Nash
 Chief Engineer.....P. T. Flanagan

W C A W

CHARLESTON—1947 BURGER-MOUNTAINEER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Capitol Bcstg. Corp.
 Business Address P. O. Box 2791
 Phone Number 37-503
 Studio-Transmitter Location 16th St. &
 MacCorkle Ave., S.E.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Friedenberg
 Membership NAB
 President Garland F. Wilkinson
 Sta.-Prog. Director James M. Flenniken
 Musical Director Ruth Ann Kahn
 Chief Engineer William D. Stone
 News Editor Al Walker

W C H S

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 1016 Lee St.
 Phone Number 28-131
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Branham
 Membership NAB
 President, Gen. Mgr. John A. Kennedy
 Sta.-Comm. Mgr. John T. Gelder, Jr.
 Sales Prom. Manager Jack Herman
 Program Director Morton S. Cohn
 Publicity Director Harry M. Brawley
 Chief Engineer William E. Dixon

W G K V

CHARLESTON—1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kanawha Valley
 Bcstg. Co., Inc.
 Business-Studio Address 208 Dickinson St.
 Phone Number 37-541
 Transmitter Location Coal Branch Heights
 Air Time Unlimited
 New Service AP
 Transcription Service Thesaurus
 Representative Robert Meeker Assoc., Inc.
 Membership NAB
 President Richard M. Venable
 General-Station Manager John S. Phillips
 Promotion Manager Juanita Barker
 Promotion Mgr.-Pub. Dir. Juanita Barker
 Program Director C. P. Vogel, Jr.
 Chief Engineer George Whiteman

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Joe L. Smith, Jr., Inc.
 Bus.-Studio Address 804 Kanawha Blvd.
 Phone Number 39-971
 Transmitter Location Tyler Mountain Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership BMB
 President Joe L. Smith, Jr.
 Gen.-Sta.-Comm. Mgr. James T. Quirk
 Sales Prom. Mgr., Prog. Dir. Frank E. Shaffer
 Production Dir. Robert N. Provence
 Publicity Director James Van Sickle
 Chief Announcer Fred L. Scott
 Musical Director Arlene Johnson
 Chief Engineer Taylor Marcum

W T I P

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Chemical City Bcstg. Co.
 Bus.-Studio Address Capitol & Fife
 Phone Number 2-3136-7
 Transmitter Location Stricker Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, Cole
 Representative Forjoe
 Membership NAB
 President, General Mgr. Gus Zaharis
 Station Manager Berton Sonis
 Program Director Bob Bower
 Musical Director Jack Mitchell
 Chief Engineer Paul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By News Publishing Co. of
 Wheeling
 Bus.-Studio Address 444½ W. Pike St.
 Phone Number 3040
 Transmitter Location Glen Elk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NAB
 President Austin Wood
 General Manager George H. Clinton
 Station-Comm. Mgr. Fred Zimmerman
 Sales Prom. Mgr. Richard Duncan
 Prog.-Prod. Dir., Chief
 Announcer Donald McWhorter
 Musical Director Alpha Rowand
 Chief Engineer Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Mountain State Bcstg. Co.
 Bus. Studio-Transmitter Address... 1200 E. Pike St.
 Phone Number 7340
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Keystone
 Representative... Joseph Hershey McGillyvra
 Membership NAB
 Owner, Gen.-Station Mgr.... Glacus G. Merrill
 Commercial Mgr.... John Bach
 Sales Prom. Mgr., Pub. Dir.... Robert Edge
 Program Director..... Janice Williams
 Chief Announcer..... Gail Thompson
 Chief Engineer..... Andrew H. Kovlan

WPDX

CLARKSBURG—1946

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Clarksburg Bcstg. Corp.
 Business-Studio Address... 339 W. Main St.
 Phone Number 6060
 Transmitter Location 3½ Mi. S. of Clarksburg on Weston Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service..... World, Capitol
 President..... O. L. Billingsley
 General Manager..... R. C. Warden
 Sales Mgr..... Joe M. Larosa
 Prog. Dir., Farm Editor..... Dewitt Wyatt
 Production Director..... Robert Walsh
 Chief Announcer..... John Peters
 Musical Director..... Bill McKay
 Chief Engineer..... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... West Virginia Radio Corp.
 Business Address... Washington & Davis Sts., P. O. Box 967
 Phone Number 1300-1
 Studio-Transmitter Location... Washington & Davis Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service... Standard, Keystone
 Membership NAB
 President..... H. C. Greer
 Station Manager..... George J. Kapel
 Comm.-Sales Prom. Mgr.... Ambrose F. White
 Program Director..... Jean Kapel
 Publicity Director..... Ann Steever
 Technical Plant Spvr.... Edmund Sepe

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By... Fort Industry Co.
 Business-Studio Address... 208 Adams St.
 Phone Number 3100
 Transmitter Location Manongah
 Air Time 4:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Katz
 Membership NAB, BMB
 President..... George B. Storer
 General Manager..... Allen L. Haid
 Commercial Manager..... Charles E. Smith
 Program Director..... Frank Lee
 Chief Announcer..... William W. Powell
 Musical Director..... Francis T. Lauzau
 Chief Engineer..... Joseph C. Strelauski
 Farm Editor..... Walter Smoot

WVWV

FAIRMONT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Fairmont Bcstg. Co., Inc.
 Business-Studio Address... Fairmont
 Phone Number 5900-1
 Transmitter Location... Palatine Knob, Radio Pk.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB
 President..... J. Patrick Beacom
 Station-Comm. Mgr.... Wip Robinson, III
 Promotion Manager..... John F. Watkins
 Prog. Dir., Chief Announcer... Harry A. Riley
 Publicity Director..... Jane Windom
 Musical Director..... C. Robert Hall
 Chief Engineer..... J. Harvey McCoy

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Greater Huntington Radio Corp.
 Business-Studio Address... 1112½ Fourth Ave.
 Phone Number 3-3453
 Transmitter Location... 2½ Mi. S. of Huntington
 Air Time Daytime
 News Service UP
 Transcription Service... MacGregor, Associated
 Representative Friedenber
 Membership NAB
 President..... A. B. Hyman
 General-Station Manager... Meyer Layman
 Program Director..... Arnold Silvert
 Chief Announcer..... Ted Arnold
 Musical Director..... Mrs. John Skeans
 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
 Transmitter Location: 16th St. W. & Jackson Ave.

Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: Transit Radio
 Membership: NAB
 Pres., General Manager: Flem J. Evans
 Asst. Mgr., Program Dir.: Joseph J. Herget
 Commercial Manager: Bernard Sammons
 Sales Prom. Mgr., Pub. Dir.: Lillian Swann
 Chief Engineer: William R. Haldane

WSAZ

HUNTINGTON—1923
 ABC-WEST VIRGINIA

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.

Owned-Operated By: WSAZ, Inc.
 Business-Studio Address: 912½ Third Ave.
 Phone Number: Huntington 4106
 Transmitter Location: 28th St. & Park at C. & O. R. R.

Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Branham
 Membership: NAB, BMB
 President: John A. Kennedy
 General Manager: Howard L. Chernoff
 Station-Comm. Mgr.: Marshall Rosene
 Sales Prom. Manager: L. H. Rogers, II
 Prog.-Musical Dir., Farm

Editor: Ted Eiland
 Prod. Dir., Chief Announcer: Bert Shimp
 Publicity Director: William Tracey
 Chief Engineer: Leroy Kilpatrick

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Clarence H. Frey & Robert O. Greever

Business Address: Box 720 (mail) 433 Stratton St.
 Studio-Transmitter Location: Kanada St.
 Air Time: 14 hrs. daily
 News Service: UP
 Membership: NAB, BMB

WEPM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Martinsburg Bcstg. Co.

Business Address: P. O. Box 874
 Phone Number: 1146
 Studio Address: People's Trust Co. Bldg.
 Transmitter Location: W. King St. Ext.
 Air Time: 7 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, Cole
 Representative: Burn-Smith
 Membership: NAB, BMB
 General Manager: C. Leslie Golliday
 Comm. Manager: Edward W. Dockeney
 P.rom. Mgr., Prod. Dir., Chief
 Announcer: Charles Reznikov
 Chief Engineer: Sterling H. Heil
 Farm Editor: Edward W. Dockeney

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Fayette Associates, Inc.
 Bus.-Studio-Transmitter Address: 1028 1st Ave.
 Phone Number: 1340
 Air Time: 6 a.m.-M.

News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 President: Arnold M. Vickers
 Comm.-Sales Prom. Mgr., Publicity
 Director: Andrew W. Vickers
 Prog.-Prod. Dir.: James G. Holmes
 Chief Engineer: Campbell J. Craver

WAJR

MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: West Virginia Radio Corp.
 Business-Studio Address: 446 Spruce St.
 Phone Number: 9488

Transmitter Location: So. Park Hill
 Air Time: 6:30 a.m.-M.
 News Service: AP
 Transcription Service: World, Keystone
 Membership: NAB, BMB
 General-Station Mgr.: Ferd Browning, Jr.
 Commercial Manager: John J. Johns
 Production Director: Willis D. Tennant
 Publicity Director: Jo Anne Schenck
 Chief Engineer: Clarence Rulong
 Farm Editor: Nick Basso

WOAY

OAK HILL—1946

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Robert R. Thomas, Jr.
 Business Address: Oak Hill
 Phone Number: 651
 Studio-Transmitter Location: 1 Mi. So. of Oak Hill on Hwy. 21

Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol

WEST VIRGINIA

RepresentativeFriedenberg
 MembershipNAB, BMB
 Owner, Gen. Mgr., Musical Dir.,
 Chief Engineer..... Robert R. Thomas, Jr.
 Comm.-Sales Prom. Mgr.....Harold B. Shaw
 Prog. Mgr., Prod. Dir., Chief Announcer,
 Farm Editor.....Hugh McPherson

Gen. Mgr., Prog. Dir.....James H. Mayes, Jr.
 Comm.-Sales Prom. Mgr.....James M. Angel
 Publicity Director.....Nancy Crotty
 Chief Announcer.....Tom Hicks
 Musical Director.....Sue Stuckman
 Chief Engineer.....Earl H. Graham

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Parkersburg Bcstg. Co.
 Business-Studio Address.....317 Ninth St.
 Phone Number.....7-4491
 Transmitter Location.....New York Ave.
 Air Time.....7 a.m.-1:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President.....Joseph M. Handlan
 General Mgr.....Richard S. Cotterman
 Program Director.....G. R. Abels
 Production Director.....Margaret Stern

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ohio Valley Bcstg. Corp.
 Business-Studio Address.....211 5th St.
 Phone Number.....7-5475
 Transmitter Location.....Route 2
 Air Time.....6:30 a.m.-1:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Branham
 Membership.....NAB
 President.....Austin V. Wood
 Exec. V.P., Sta.-Comm.
 Manager.....George H. Clinton
 Program Director.....Shermin Grimm
 Publicity Director.....Barbara O'Brien
 Chief Engineer.....V. G. Brooks

WLOH

PRINCETON—1947 KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mountain Bcstg. Service,
 Inc.
 Business Address.....P. O. Box 549
 Phone Number.....567
 Studio-Transmitter Location.....Lilly Grove
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, Standard,
 Keystone
 Representative.....Friedenberg
 Membership.....NAB
 President.....F. W. McKensie

WRON

RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....William E. Blake
 Business Address.....Ronceverte
 Phone Number.....300
 Studio Address.....Shanklin Bldg.
 Transmitter Location.....Charlotte Hts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 Owner, Pub. Dir.....William E. Blake
 General Manager.....Rodney B. Walker
 Program Director.....Bertrand F. Mulligan
 Chief Engineer.....Herbert S. Jackson
 Farm Editor.....Vance R. Hatcher

WBRW

WELCH—1940

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service Co.
 Business Address.....Riverside Drive
 Phone Number.....818
 Studio-Transmitter Address.....Riverside Drive
 Air Time.....6:00 a.m.-10:30 p.m.
 Transcription Service.....Standard
 Station Representative.....Forjoe & Co.
 Membership.....NAB, BMB
 President.....J. G. Hunt
 General-Station-Commercial
 Manager.....Ellis Landreth
 Program Director.....John J. Villani
 Chief Engineer.....Howard R. King

WHAW

WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lewis Service Corp.
 Business-Studio Address.....Main Ave.
 Phone Number.....1555
 Transmitter Location.....Weston
 Air Time.....7 a.m.-M
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Donald Cooke
 President.....Harold McWhorter
 Gen.-Sta.-Comm. Mgr.....Carl Loose
 Program Director.....A. Les Vassar
 Production Director.....Tom Brooks
 Chief Engineer.....James A. Huff, Jr.

. . . **WEST VIRGINIA-WISCONSIN** . . .

W K W K

WHEELING—1941

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Bcstg., Inc.
 Operated By Radio Station KWVK
 Business-Studio Address
 Pythian Building, 16th & Market Sts.
 Phone Number 5320
 Transmitter Location
 Pythian Building, 16th & Market Sts.
 Air Time 18 hours
 News Service UP
 Transcription Service Standard
 Station Representative Weed
 Membership NAB, BMB
 President Joe L. Smith, Jr.
 General-Station-Commercial
 Manager John B. Reynolds
 Program Director, Production
 Manager J. Alan Jasper
 Publicity Director Nancy A. Hilmes
 Chief Announcer Ray Vingi
 Chief Engineer Fred A. Baker

W W V A

WHEELING—1926

CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By The Fort Industry Co.

Address Hawley Bldg.
 Phone Number Wheeling 5383
 Transmitter Location St. Clairsville, Ohio
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 Representative Petry
 Membership NAB, BMB
 President George B. Storer
 V.P. in chg. of Operations Wm. E. Rine
 Sales Promotion Mgr. Howard W. Meagle
 Ass't Mgr.-Dir. Paul J. Miller
 Program Director Paul A. Myers
 Chief Engineer Edwin L. Keim

W B T H

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Williamson Bcstg. Corp.
 Business Address Williamson
 Phone Number 1241
 Studio-Transmitter Location 5½ E. Second
 Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membe ship NAB, BMB
 President Mrs. Lewis C. Tierney
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullio

WISCONSIN

*Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800
 Total Families 910,400—Stations in State 47*

W A T K

ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.
 Owned-Operated By Antigo Bcstg. Co.
 Business-Studio Address Antigo
 Transcription Service Standard
 President Arlemas F. Burner
 Manager G. McElrone
 Commercial Manager Ted Homerding
 Program Director R. Stake
 Chief Engineer Harry Wardwell

Phone Number 3-6639
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative J. P. McKinney
 Membership NAB, BMB
 Director of Radio M. J. Beamster
 General Manager Earl H. Huth
 Commercial Manager W. C. Porsow
 Sales Prom. Mgr. F. Douglas Chingo
 Program Director Robert Petrie
 Production Director Harold Zaborik
 Publicity Director Milton Boehm
 Chief Engineer George Merkl
 Farm Editor Wallace MacBriar

W H B Y

APPLETON—1925—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WHBY, Inc.
 Bus.-Studio-Transmitter Address 600 So.
 Lawe St.

W A T W

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan-Wisconsin
 Bcstg. Co., Inc.

Business-Studio Address... Northern State Bank Bldg.
 Phone Number 1680
 Transmitter Location..... Ellis Ave.
 Air Time..... 6:30 a.m.-M.
 News Service UP
 Transcription Service..... Standard, Keystone
 Representative Walker
 Membership NAB, BMB
 President..... William L. Johnson
 Vice Pres., Gen. Mgr..... J. W. Huss
 Station-Comm. Manager..... T. G. Hogan
 Program Director..... Mary Jean Anno
 Chief Announcer..... Arnold Peterson
 Chief Engineer..... Otto Link

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..... Col. 1380
 Transmitter Location..... 900 E. Elmwood Ave.
 Air Time..... Daytime
 News Service AP
 Transcription Service Cole
 President..... William P. Taylor
 General Manager..... Edgar E. Hinkle
 Sec. & Treas..... Russell G. Salter
 Commercial Manager..... Robert Underhill
 Sales Prom. Mgr., Prog.-Pub.
 Director..... W. M. Morton
 Chief Announcer..... James Schweitzer
 Musical Director..... Robert Eicher
 Chief Engineer..... Leo Wilson
 Farm Editor..... Ray Lange

WGEZ
 BELOIT—1948

Frequency: 1490 Kc..... Power: 100 Watts
 Owned-Operated By..... Sidney H. Bliss
 Business-Studio Address
 200 E. Milwaukee St. (Jamesville)

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
 Air Time Unlimited
 News Service UP
 Transcription Service World
 President, General Mgr..... James J. Conroy
 Station-Comm. Mgr..... Ray L. Watton
 Sales Prom. Mgr., Prog. Dir.,
 Chief Announcer..... Bruce McLean

Traffic Mgr..... Alvina M. Britz
 Musical Director..... Lee Rice
 Chief Engineer..... Claude V. Thomas

WEAU

EAU CLAIRE—1937
NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc..... Powe : 5000 Watts
 Owned-Operated By..... Central Bcstg. Co.
 Business-Studio Address..... 203 S. Barstow St.
 Phone Number 6149
 Transmitter Location..... County Hwy. QQ
 Air Time..... 6 a.m.-M.
 News Service..... Transradio
 Transcription Service..... Associated, Lang-Worth
 Representative..... George P. Hollingbery
 Membership NAB, BMB
 President..... Morgan Murphy
 General Manager..... W. C. Bridges
 Station-Comm. Mgr..... Harry S. Hyett
 Sales Prom. Mgr., Prog. Dir..... Ralph Shepard
 Chief Engineer..... T. O. Jorgenson
 Farm Editor..... Carl Johnson

WRFW

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 Number 2-1629
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 President, Pub. Dir..... Thomas K. Werner
 Gen.-Sales Prom. Mgr..... John E. Kelly
 Sta. Mgr., Prog. Dir., Chief
 Engineer..... Rolph D. Tobin
 Commercial Manager..... Richard Werner
 Musical Director..... Betty I. Tobin

KFIZ

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 Number 356
 Air Time Full Time
 News Service UP
 Membership NAB
 President..... A. H. Lange
 Exec. Vice Pres..... Emery W. Martin
 General Manager..... Lynn N. Fairbanks
 Prog.-Musical Dir..... Lucile Fairbanks
 Chief Engineer..... Wendell S. Meyers

W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Green Bay Bcstg. Co.
 Business-Studio Address Nicolet Bldg.
 Phone Number Howard 6300
 Transmitter Location Cass St., Town of Preble
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB
 President, Gen. Mgr. Ben A. Laird
 Station Manager Robert C. Nelson
 Commercial Manager Forster M. Cooper
 Prog.-Prod. Director Don Arthur
 Pub. Dir., Chief Announcer John R. Kessenich
 Musical Director Roy Hessler
 Chief Engineer Paul C. Tyrrell

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By Green Bay Newspaper Co.
 Business Address Green Bay
 Phone Number Adams 4400
 Studio Address 428 Cherry St.
 Transmitter Location Scray's Hill, De Pere
 Township
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard, Capital
 Representative McGeehan & O'Mara
 Membership NAB, FMA
 President V. I. Minahan
 General Manager A. B. Turnbull
 Station Manager John M. Walter
 Commercial Manager Glen R. Holznecht
 Program Director Russ Widoe
 Musical Director Vi Govin
 Chief Engineer Elmo Reed
 Farm Editor Les Sturmer

W T A Q

GREEN BAY—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By WHBY, Inc.
 Business-Studio Address Bellin Bldg.
 Phone Number Adams 1
 Transmitter Location W. De Pere
 Air Time 5 a.m.-12:05 a.m.
 News Service AP
 Representative Weed
 Managing Director Rev. M. J. Beemster
 General-Station Mgr. Haydn R. Evans
 Sales Prom. Manager Lee Stinson
 Prog. Dir., Chief Announcer Clair Stone
 Prom.-Pub. Director Karl Gorsche
 Musical Director Clarence Edges

Chief Engineer Wallace Stangel
 Farm Editor Eddy Jason

W C L O

**JANESVILLE—1930
 MBS-KBS-WISCONSIN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Southern Wisconsin Radio, Inc.
 Business-Studio Address 200 E. Milwaukee St.
 Phone Number 250C
 Transmitter Location 1436 So. Oakhill Ave.
 Air Time Full Time
 News Service AP
 Transcription Service World, SESAC,
 Lang-Worth, Keystone
 Representative William G. Rambeau
 Membership NAB, BMB
 President Sidney H. Bliss
 General Manager Vern W. Williams
 Asst. Manager Joseph G. Urban
 Chief Announcer Don Boyd
 Musical Director Patricia Jacobson
 Chief Engineer Wayne Clay
 Farm Editor Grant A. Ritter

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By William L. Lipman
 Bus.-Studio-Transmitter Address 625 57th St.
 Phone Number 6162
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative J. P. McKinney
 Membership NAB, BMB
 General-Station Mgr. William L. Lipman
 Comm.-Sales Prom. Mgr. Hugh Gately
 Program-Publicity Dir. Richard Driscoll
 Chief Engineer Orlando Rotunda
 Farm Editor Leo Porwaniacki

W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By WKBH, Inc.
 Business-Studio Address 409 Main St.
 Phone Number 450
 Transmitter Location Gillette St. nr.
 Hwy. 16
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB, BMB
 President, Station Mgr. Howard Dahl

Program Director.....Berneice Callaway
 Publicity Director.....Paul Ziemer
 Chief Engineer.....Al Leeman

W K T Y

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By....La Crosse Bcstg. Co.
 Business-Studio Address.....110 N. 4th St.
 Phone Number.....790
 Transmitter Location...On Stoddard Rd. Hway.
 53, 4 Mi. So. of La Crosse
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Cole, MacGregor
 Representative.....John B'air
 President.....Cecil Allen
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Marvin L. Rosene
 Prog.-Prod.-Musical Dir.....Ralph D. Willey
 Chief Engineer.....J. Harold White
 Farm Editor.....William Mason

W L C X

LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By....Bermac Radio, Inc.
 Business-Studio Address.....State Bank Bldg.
 Phone Number.....4379
 Transmitter Location.....Lang Drive
 Air Time...6 a.m.-12 M. & 8 a.m.-12 M. Sun.
 News Service.....UP
 Transcription Service.....Standard
 President.....James J. Conroy
 General Manager.....Milo Knutson
 Sales Promotion Manager.....Robert Gaumer
 Prog. Dir.-Production Mgr.....Joe N. Snyder
 Chief Announcer.....Donald Anderson
 Chief Engineer.....Albert Rauscher
 Office & Traffic Manager.....Dorothy Smith

W L D Y

LADYSMITH—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....O. J. Falge
 Bus.-Studio-Transmitter Address.....Hway. 8
 Phone Number.....584
 Air Time.....6:30 a.m.-10:15 p.m.
 News Service.....UP
 Transcription Service.....World, Cole
 President, General Mgr.....O. J. Falge
 Station-Comm. Mgr.....Bart Mestelle
 Sales Prom. Mgr., Prog.-Prod.-Pub.
 Director.....C. C. Beck
 Chief Announcer.....Tom Anderson
 Musical Director.....Joe Dahlvig
 Chief Engineer.....Darrel Holbrook
 Farm Editor.....Orin Garwood

W I B A

MADISON—1926—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....Fairchild 8800
 Transmitter Location.....Fitchburg
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Program Director.....Robert N. Dick
 Publicity Director.....Jeanne Remus
 Chief Engineer.....Norman Hahn
 Farm Editor.....Frank Mayfield

W I S C

**MADISON—1948
 ABC-ARROWHEAD**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By....Radio Wisconsin, Inc.
 Bus.-Studio Address.....Commercial State
 Bank Bldg.
 Phone Number.....Gifford 7502
 Transmitter Location...Seyene Rd., 1 Mi. So.
 of Madison
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 Membership.....BMB
 President.....Morgan Murphy
 Executive Director.....W. C. Bridges
 General Manager.....Ralph O'Connor
 Commercial Manager.....Robert Kosak
 Sales Prom. Mgr.....Hank Henriksen
 Program Director.....Robert Swanson
 Prod. Dir., Chief Announcer.....Luther Mason
 Publicity Director.....Joann Markward
 Musical Director.....Robert Howard
 Chief Engineer.....W. M. Greely

W K O W

MADISON—1947—MBS

Frequency: 1070 Kc....Power: 10,000 Watts d.
 5,000 Watts n.
 Business Address...215 W. Washington Ave.
 Telephone.....Gifford 7100
 Transcription Service...Headley-Reed, World
 News Service.....UP
 General Manager.....Ralph E. Ammon
 Sales & Promotion Mgr.....E. R. Peterson
 Program Director.....William T. Wagner
 Chief Engineer.....Vincent Vanderheiden

W O M T

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location 3600 Block, Marshall St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Keystone
 Representative McGeehan & O'Mara
 Membership NAB
 Owner, General Mgr. Francis M. Kadow
 Asst. Mgr., Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Prod. Dir., Chief Announcer Jack Leon
 Publicity Director Ralph Norman
 Musical Director El Roy
 Chief Engineer W. C. Duben

W M A M

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 570-1, 2216
 Air Time Unlimited
 News Service UP
 Representative Robert Meeker
 Membership NAB, BMB
 President William E. Walker
 General-Station Mgr. Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr., Pub. Dir. Richard Dickoff
 Program Director Pat Kehoe
 Prod. Dir., Chief Announcer Bob Southard
 Chief Engineer A. L. Stewart
 Farm Editor John Bell

W D L B

MARSHFIELD—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dairyland's Bcstg. Svc., Inc.
 Bus.-Studio-Transmitter Address 1710 N.
 Central Ave.
 Phone Number 1212
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service World, SESAC, KBS
 Membership FMA
 President Lloyd L. Felker
 General-Station Mgr. R. W. Behling
 Commercial Manager Duane Allen
 Sales Prom. Manager Robert Hollenbeck
 Prog. Dir., Chief Announcer James Tighe
 Production Director Pierre Monet
 Pub. Dir., Farm Editor James Holmlund
 Musical Director Ulamae Knutson
 Chief Engineer Jerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC, Keystone
 Owner, Gen. Mgr., Prog.-Prod.
 Director George F. Meyer
 Station Manager Irma Meyer
 Comm.-Sales Prom. Mgr., Publicity
 Director Frank Swan
 Chief Announcer Dick Johnson
 Chief Engineer Ray Bohnert

W L I N

MERRILL—1948

Frequency: 730 Kc. Power: 1,000 Watts d.
 Owned-Operated By Alvin E. O'Konksi
 Business Address Merrill
 Transcription Service Lang-Worth, Capitol
 President Alvin E. O'Konksi
 General Manager Tony Marta
 Commercial Manager Lew Process
 Program Director & Prom. Mgr. Joe McCann
 Chief Engineer Robert Fowler

W E M P

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Milwaukee Bcstg. Co.
 Bus.-Studio Address 710 N. Plankinton Ave.
 Phone Number MARquette 8-7722
 Transmitter Location 5407 W. Martin Dr.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Robert M. LaFollette, Jr.
 General-Station Manager Hugh K. Boice, Jr.
 Commercial Manager John C. Gagliano
 Sales Prom. Manager Tom Dyson
 Program-Production Dir. Bert Mulroy
 Chief Announcer Tom Shanahan
 Musical Director Elmer Ihrke
 Chief Engineer Rolland Paske

W E X T

MILWAUKEE—1947

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By WEXT, Inc.
 Bus.-Studio-Transmitter Address 2501 S. 43rd
 St.
 Phone Number Evergreen 3-1430
 Air Time Local sunrise-sunset
 News Service UP

Transcription ServiceCapitol
 RepresentativeHal Holman
 MembershipNAB
 President, General Mgr.....Gerald A. Bartell
 Sta. Mgr., Prog.-Prod. Dir. Farm
 Editor.....John A. Reddy
 Commercial Manager.....James Haig
 Sales Prom. Mgr.....Robert W. Chamberlain
 Publicity Director.....Rosa B. Evans
 Chief Announcer.....Jack Buechler
 Musical Director.....Sammy Madden
 Chief Engineer.....Ralph Evans

Business-Studio Address.....723 N. Third St.
 Phone Number.....Daly 8-2154
 Transmitter Location.....Hales Corners
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Free & Peters
 President.....Clifford C. Randall
 Gen.-Sta.-Comm. Mgr.....Jack Bundy
 Sales Prom. Mgr., Pub. Dir.....Lou Rippenhoff
 Program Director.....Woods O. Dreyfus
 Production Director.....Hal Walker
 Chief Announcer, Farm Editor.....Joe Andres
 Musical Director.....Ralph Herman
 Chief Engineer.....Raymond Host

W F O X

MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Wisconsin Bcstg. System,
 Inc.
 Bus.-Studio-Transmitter Address.....739 No.
 Broadway
 Phone Number.....Broadway 2-1272
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Burke, Kuipers & Mahoney
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Charles J. Lanphier
 Prog.-Prod.-Pub. Dir.....Carl Zimmermann
 Chief Announcer.....Paul Bartell
 Musical Director.....Walter Behl
 Chief Engineer.....George Dodge
 Farm Editor.....John Vans

W M L O

MILWAUKEE—1946

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
 Transmitter Location.....Whitfish Bay
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 Representative.....ForJoe
 Membership.....NAB

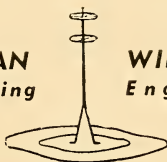
W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hearst Radio, Inc.
 Bus.-Studio Address.....123 W. Michigan St.
 Phone Number.....Division 2-3000
 Transmitter Location.....5001 S. 60th St.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....World
 Representative.....Katz
 Membership.....NAB
 Exec. V.P., Gen.-Sta. Mgr.....G. W. Grignon
 Local Sales Manager.....R. E. Shireman
 Sales Prom. Mgr., Pub. Dir.....H. Ellis Saxton
 Prog.-Prod. Director.....Jack Raymond
 Chief Announcer.....Milt Brandl
 Musical Director.....Elmer Krebs
 Chief Engineer.....Donald A. Weller
 Farm Editor.....Frances X. Haggerty

NATHAN
Consulting

WILLIAMS
Engineer



AM - FM - TV

SPECIALIZING IN

-
- ALLOCATION SURVEYS
- ANTENNA MEASUREMENTS
- FIELD MEASUREMENTS
- STATION CONSTRUCTION
- FREQ. MEASUREMENTS
- AUDIO MEASUREMENTS
- APPLICATIONS

W M A W

MILWAUKEE—1948—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Midwest Bcstg. Co.

20 ALGOMA BLYD.
 OSHKOSH, WISCONSIN
 Phone: Blackhawk 22

WISCONSIN

President Gene Posner
Gen.-Sta.-Comm. Mgr. Jerome Sill
Program Director. Lan Singer
Musical Director. Louis Bashell
Chief Engineer. Paul Mueller

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By. The Journal Co.
Business Address. 333 W. State St.
Phone Number. MArquette 8-6000
Studio Address. Radio City, 720 E. Capitol Dr.
Transmitter Location. Rt. 4, Box 444,
Waukesha

Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Edward Petry
V.P., General Mgr. Walter J. Damm
Asst. General Mgr. L. W. Herzog
Station-Comm. Mgr. R. G. Winnie
Asst. Sta. Mgr., Pub. Dir. Bruce Wallace
Program Manager. Frank Bignell
Comm. Prod. Manager. Frank Hart
Chief Announcer. Bob Heiss
Musical Director. Maurice Kipen
Chief Engineer. William Hebal

W N A M

NEENAH—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By.
..... Neenah-Menasha Bcstg. Co.
Business-Studio Address. 101 East Wisc. Ave.
Phone Number 2-2871
Transmitter Location. Rt. 1, Neenah

Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Associated
Representative Rambeau
Membership NAB, BMB
V. P., General Manager. Don C. Wirth
Commercial-Sales Promotion
Manager Fred W. Sample
Program-Publicity-Director-
Production Manager Bud McBain
Chief Engineer. E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Oshkosh Bcstg. Co.
Business-Studio Address 151 Main St.
Phone Number. Stanley 4580
Transmitter Location. Bowen St. Rd.
Air Time Unlimited

News Service UP
Transcription Service World
Representative Donald Cooke
Membership NAB, BMB
Exec. Dir. & Senior Partner. Myles H. Johns
General Manager. George Greeley
Commercial Manager. Al Embury
Sales Prom. Manager. William McDonald
Program Director. Sherwood Lorenz
Production Director. Dan Wallace
Publicity Director. Warren Haines
Chief Announcer. Allan Sampson
Musical Director. Pep Babler
Chief Engineer. Glen Wheeler
Farm Editor. Don Christensen

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. William C. Forrest
Bus.-Transmitter Address. Route 2
Phone Number. Poynette 98
Studio Addresses. Poynette, Portage, Beaver
Dam, Madison

Air Time Unlimited
News Service UP
Transcription Service. Standard, SESAC,
Keystone
Representative Burn-Smith
Pres., Gen.-Sta.-Comm.
Manager William C. Forrest
Sales Prom. Mgr. Doris MacPherson
Prog.-Pub. Director. Sarah Forrest
Chief Announcer. Clifford Conohan
Chief Engineer. L. Stanley Sadler

W R J N

RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Racine Bcstg. Corp.
Business Address. 441 Main St.
Phone Number. Jackson 290-1
Studio Addresses. 441 Main St., Racine; 1225
W. Mitchell St., Milwaukee

Transmitter Location. Victory & Kentucky Sts.,
Mt. Pleasant
Air Time 6:15 a.m.-10:15 p.m.
News Service AP
Transcription Service Keystone
Representative Walker
Membership NAB, BMB
President. Frank R. Starbuck
General Manager. Harry R. LePoidevin
Station-Comm. Mgr. Harold J. Newcomb
Prog.-Prod. Dir., Chief
Announcer Lyman Merens
Publicity Director. Amelia French
Musical Director. Orson White
Chief Engineer. F. H. Dechant

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Oneida Bcstg. Co.
 Bus.-Studio-Transmitter Address .Rhinelander
 Phone Number1240
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Lang-Worth, Keystone
 President.....John R. Tomek
 General-Comm. Mgr.....Clyde D. Lake
 Program Director.....Hugh Rowlands
 Chief Engineer.....Charles Bresette
 Farm Editor.....Clyde Downing

W J M C

RICE LAKE—1939

MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....WJMC, Inc.
 Bus.-Studio-Transmitter Address .1615 S. Main
 St.
 Phone Number550
 Air TimeUnlimited
 Transcription Service.....Associated, SESAC
 Representative.....George P. Hollingbery
 MembershipBMB, FMA
 President.....W. C. Bridges
 General Manager.....Greg Rouleau
 Program Director.....Harry Willis
 Publicity Director.....Richard Moore
 Chief Engineer.....Robert Kolsky

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....Shawano County
 Leader Pub. Co.
 Business Address.....107 E. Green Bay St.
 Telephone Number666
 News ServiceUP
 Transcription ServiceWorld
 President.....Jeanne Heal
 General Manager.....D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.
 250 Watts n.
 Owned-Operated By.....WHBL, Inc.
 Business-Studio Address.....636 Center Ave.
 Phone Number4844
 Transmitter Location.....Hwy. 141, 1 Mi. So.
 of city
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeRobert Meeker

MembershipNAB, BMB
 President.....A. Matt Werner
 General-Comm. Mgr.....G. P. Richards
 Program Director.....Glen James
 Publicity Director.....Doris Donnie
 Chief Engineer.....Herbert J. Mayer

W T W T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Operated By.....Evans Radio Co.
 Business-Studio Address.....414 Main St.
 Phone Number2744-5
 Transmitter Location .2 Blocks No. of Stevens
 Point city limits
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceSESAC
 RepresentativeHal Holman
 PresidentClaire Miller
 General-Station Mgr.....S. J. Kelbanowski
 Comm.-Sales Prom. Mgr.....Andy Komasa
 Prog.-Prod. Dir., Chief Announcer...Vern Lotz
 Publicity Director.....Catherine Carew
 Chief Engineer.....Justin Sloniker

W D S M

SUPERIOR—1939 ABC-NORTHLAND

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Ridson, Inc.
 Business Address.....National Bldg.
 Phone Number.....Superior: 4451-2; Duluth:
 Melrose 7234 or Radison 1230
 Studio Addresses.....Spalding Hotel, Duluth;
 National Bldg., Superior
 Transmitter Location.....Connors Point
 Air Time.....7:25 a.m.-11:35 p.m.
 News ServiceAP
 Transcription Service.....Capitol, Lang-Worth
 Representative.....Free & Peters
 MembershipNAB, BMB
 PresidentRobert Ridder
 General-Station Mgr.....Carl Bloomquist
 Commercial Manager.....Bill Kirby
 Sales Prom. Mgr., Pub.-Musical
 Director.....Harry Gradin
 Program-Production Dir.....Lew Martin
 Chief Announcer.....James Payton
 Chief Engineer.....Melvin Laskey

W S B R

SUPERIOR—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....WSBR, Inc.
 Business Address.....Superior
 Phone Number4405-6
 Studio-Transmitter Location.....First & Baxter
 Ave.
 Air TimeUnlimited

WISCONSIN-WYOMING

News Service AP
 Transcription Service Standard, Keystone
 President, General Mgr. James J. Conroy
 Station-Comm. Mgr. Clifford J. Lue
 Sales Prom. Manager. William McGregor
 Prog. Dir., Chief Announcer. Robert O. Daniels
 Production Director. Patrick McKenna
 Pub.-Musical Dir., Farm Editor. James Orngard
 Chief Engineer. James Garrity

WAUX

WAUKESHA—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By. Waukesha Bcstg. Co.
 Business-Studio Address. 319 W. Main St.
 Phone Number 6619
 Transmitter Location. R. 1, Waukesha
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative. McGeehan & O'Mara
 President. Carl Taylor
 Gen.-Sta.-Comm. Mgr. M. Figi
 Sales Prom. Manager. Charles E. Williams
 Program Director. Ralph Andrews
 Chief Announcer. Don Froehlich
 Chief Engineer. Adin Randle

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper By. The Journal Co. (The
 Milwaukee Journal)

Business-Studio Address. 125 3rd St.
 Phone Number 6521
 Transmitter Location. Coates Lane R. R. 3
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Edward Petry
 Station Manager. Ben F. Hovel
 Commercial Manager. J. W. Killeen
 Program Director. R. J. Topinka
 Musical Director. LaVerne Peterson
 Chief Engineer. R. W. Richardt

WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. William F. Huffman Radio,
 Inc.
 Business Address. 141 W. Grand Ave.
 Phone Number 1340
 Studio Addresses. 141 W. Grand Ave., Wis.
 Rapids; 208 So. Central, Marshfield; Cor.
 Main & Third, Stevens Point
 Transmitter Location. 1500 Bonow Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 President. William F. Huffman
 V.P., Gen.-Sta. Mgr., Prog.-Prod.-Pub.
 Director. George T. Frechette
 Comm.-Sales Prom. Mgr. Bruce G. Beichl
 Chief Announcer, Farm Editor. Arnie Strope
 Chief Engineer. Bert E. Zieselsch

WYOMING

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300
 Total Families 73,500—Stations in State 12*

KSPR

CASPER—1930

MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By. Donald L. Hathaway
 Business Address. Box 930
 Phone Number 407, 2083
 Studio-Transmitter Location. 1st & Lennox Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service. Thesaurus, Lang-Worth,
 Keystone
 Representative. Sears & Ayer
 Membership NAB, BMB
 General-Station Mgr. Donald L. Hathaway
 Comm.-Sales Prom. Mgr. Frederic W. Hulsmith
 Program Director. Marcus R. Nichols
 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., P. O. Box 2090
 Phone Number 130
 Air Time Unlimited
 News Service AP
 Membership NAB, BMB
 President. Jack W. Perry
 General-Station Mgr. John R. Bailey, Jr.
 Comm.-Sales Prom. Mgr. Don R. Christopher
 Program-Production Dir. Edward L. Rock
 Publicity Director. Clifford E. Ewing
 Chief Announcer. E. L. Peiss
 Chief Engineer. Gordon L. Schmehl

K F B C

**CHEYENNE—1940
ABC-PURPLE SAGE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: Cheyenne 4461
Transmitter Location: 3rd & Evans Ave.
Air Time: 6 a.m.-M.
News Service: UP
Membership: NAB
President: Tracy S. McCracken
Treas., Gen.-Sta. Mgr.: William C. Grove
Commercial Manager: Frank Flynn
Sales Prom. Manager: Max Young
Program Director: Dale Sunderland
Production Director: Frank White
Publicity Director: Margaret O'Brien
Musical Director: Sid McSloy
Chief Engineer: Harold Roberts

K O D I

**CODY—1947
WYOMING NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bcstg. Co.
Business-Studio Address: Cody
Phone Number: 444
Transmitter Location: ½ mi. S. of Cody, Wyo.
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World, Lang-Worth
Membership: NAB
General Manager: William J. Garlow
Program Dir.-Chief Engin'r.: Phillip H. Barnhart

K O V E

LANDER—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: 262 W. Eugene St.

K O W B

**LARAMIE—1947—CBS—
INTER-MOUNTAIN**

Frequency: 1340 Power: 250 Watts
Owned-Oper. By: The Snowy Range Bcstg. Co.
Address: P. O. Box 972
Phone Number: 4888
News Service: AP
Transcription Service: Standard
Representative: Gene Grant
President: Fred O. Rice
Gen., Comm. Manager: Clem L. Rawlins
Program Director: C. Wiles Hallock

Promotion Manager: Paul G. Tobin
Chief Engineer: Ray W. Hawks

K P O W

**POWELL—1941
MBS-KBS-INTERMOUNTAIN**

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: A. J. Meyer
Business Address: 243 E. 2nd St.
Phone Number: 222
Studio-Transmitter Location: 2 Mi. So. of Powell on Willwood Rd.
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: SESAC, Cole, Keystone
Representative: Avery-Knodel
Membership: NAB, BMB
Gen.-Sta.-Comm. Mgr., Publicity Director: A. J. Meyer
Program Director: Mary Meyer

K R A L

**RAWLINS—1947
ABC-KBS-PURPLE SAGE**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Rawlins Bcstg. Co.
Business Address: P. O. Box 511
Phone Number: 1015
Studio-Transmitter Address: ½ Mi. W. of Rawlins on U. S. Hwary. 30
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Keystone
Membership: NAB
President: Tracy McCracken
Gen.-Sta.-Comm. Mgr.: D. A. Fisher
Sales Prom. Mgr., Pub. Dir.: Wyman Schnepf
Prog.-Prod. Director: Donna Waeckerlin
Chief Engineer: Clark Grove

K W R L

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Business Address: Riverton
General Manager: Joseph P. Ernst

K V R S

**ROCK SPRINGS—1938
MBS-KBS-INTERMOUNTAIN**

Frequency: 1360 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By: Wyoming Bcstg. Co.
Business-Studio Address: 1307 Wyoming St.

WYOMING

Phone Number 93-4
 Transmitter Location 2 Mi. N. of city
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen. Mgr., Program
 Director Marjorie L. McCracken
 Comm.-Sales Prom. Mgr. Myron Megeath
 Publicity Director Imogene Parr
 Chief Announcer Dick Moore
 Musical Director David Shirley
 Chief Engineer Archie W. Buchanan

Transmitter Location 1½ Mi. N.W. of Sheridan
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 President R. E. Carroll
 Gen.-Sta. Mgr., Prog. Dir. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Chief Announcer Norm Wegmet
 Chief Engineer Bob Crosthwaite

K W Y O

SHERIDAN—1934

MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bighorn Bcstg. Co.
 Business-Studio Address 21 N. Main
 Phone Number 601-2

K W O R

WORLAND—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 92
 Phone Number 308
 News Service AP
 Transcription Service KBS
 Owner-General Manager Joseph P. Ernst
 Commercial Manager Mildred V. Ernst
 Chief Engineer Joseph P. Ernst

“... we extend felicitations and congratulations to the management and staff of **THE ASSOCIATED PRESS** and our fellow members for their achievement in developing **THE ASSOCIATED PRESS** into the preminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of **THE ASSOCIATED PRESS** as a dependable news gatherer in the years to come.”

—Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.

TERRITORIES AND POSSESSIONS

ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Keith Capper
 Operated By Aleutian Bcstr.
 Business Address Box 1296
 Phone Number Black 395, Green 474
 Studio Address 4th & B St.
 Transmitter Location Spenard Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor, Capitol
 Representative Donald Cooke
 Membership NAB
 President Keith Capper
 General Manager Vern Mack
 Commercial Manager Chester Thurston
 Program Director Helen Smythe
 Production Director Bob Edlund
 Musical Director Winfred Curry
 Chief Engineer Richard Shoup

KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By Midnight Sun Bcstg. Co.
 Business-Studio Address Lathrop Bldg.
 Phone Number East 150
 Transmitter Location 2½ Mi. S.W. of
 Anchorage
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Gilbert Wellington
 President Austin E. Lathrop
 General-Station Mgr. Alvin O. Bramstedt
 Comm.-Sales Prom. Mgr. Robert J. Wells
 Program Director Frank O. Brink
 Prod.-Pub. Dir., Chief
 Announcer John W. Borges, Jr.
 Musical Director Simeon Oliver
 Chief Engineer Jack M. Walden
 Farm Editor Ed Stevens

KFQD

ANCHORAGE—1924—CBS-
 KBS-ALASKA

Frequency: 790 Kc. Power: 5,000 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333
 News Service AP
 Transcription Service Lang-Worth, KBS
 Representative Pan American, Scott
 Owner William J. Wagner
 Manager Ken Laughlin
 Commercial Manager Joe Klaas
 Program Director Edward P. Taylor
 Promotion Manager R. L. Strock
 Chief Engineer Charles Mohler

KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc. Power: 10,000 Watts
 Owned-Operated By Midnight Sun Bcstg. Co.
 Business-Studio Address Lathrop Building
 Phone Number East 380
 Transmitter Location Farmers Loop Road
 Air Time 7 a.m.-12 M.
 News Services AP and UP
 Transcription Service Thesaurus
 Representative Gilbert A. Wellington
 Membership NAB
 President Austin E. Lathrop
 General Station Manager Alvin O. Bramstedt
 Commercial Manager Arvid Erickson
 Sports & News Editor Del Day
 Chief Engineer A. G. Hiebert

KFRR

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc. Power: 1,000 Watts
 Owned-Operated By William J. Wagner

Business-Studio Address

830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333
 News Service AP
 Transcription Service Lang-Worth
 Representative Pan American
 Owner William J. Wagner
 Manager Claude Ratcliff
 Commercial Manager Walter A. Welch
 Program Director Harry Balvin
 Promotion Manager Herb Hilcher
 Chief Engineer Paul C. Johnston

KINY

JUNEAU—1935—CBS-KBS-ALASKA

Frequency: 1460 Kc. Power: 5,000 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333
 News Service AP
 Transcription Service Lang-Worth, KBS
 Representative Pan American
 Owner William J. Wagner
 Station Manager John Ashpaugh
 Program Director James Gibson
 Promotion Manager Lester A. Scott
 Chief Engineer Charles Gray

KTKN

**KETCHIKAN—1942
 CBS-KBS-ALASKA BCSTG.**

Frequency: 930 Kc. Power: 1000 Watts
 Owned By Alaska Bcstg. Co.
 Operated By William J. Wagner
 Business Address 830 Securities Bldg.,
 Seattle 1, Wash.
 Studio Address 322 Dock St.
 Transmitter Location Stedman St.
 News Service AP
 Transcription Service Lang-Worth, KBS
 Representative Pan American
 Pres., General Manager William J. Wagner
 Station Manager Jim Fletcher
 Program Director Jim Kemp
 Publicity Director Bill Lynch
 Chief Announcer Ruben Gaines
 Chief Engineer Bob Nichols

KIBH

SEWART—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William J. Wagner
 Business-Studio Address
 830 Securities Bldg., Seattle, Wash.
 Phone Number Seneca 6333
 Air Time Specified Hours
 Owner William J. Wagner
 Station Manager Bruce Cruikshank
 Chief Engineer Charles Young

HAWAII

KHBC

HILO—1936—CBS-HBS

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By Hawaiian Bcstg. System
 Business Address P. O. Box 1476
 Phone Number 4616-7
 Studio-Transmitter Location Pihonua
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, Standard
 Representative Free & Peters
 Pres., Gen. Mgr. J. Howard Worrell
 Sta. Mgr., Prog.-Prod. Dir. C. Tracy Thrumston
 Comm.-Sales Prom. Mgr. Denzil W. Rose
 Chief Engineer C. Lynn Rhoads

KIPA

HILO—1947—MBS-DON LEE

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By Big Island Bcstg. Co., Ltd.
 Business-Studio Address
 140 Haili St., P. O. Box 1602

Phone Number 2177-8
 Transmitter Location 4.5 mi. W. of Hilo
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Aloha Network
 General-Station Manager James E. Jaeger
 Sales Manager Hardy Hutchinson
 Chief Engineer H. L. Marques

KGMB

HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Hawaiian Bcstg. System,
 Ltd.
 Bus.-Studio-Transmitter Address 1534
 Kapiolani Blvd.
 Phone Number 9-0914
 Air Time Unlimited
 News Service UP
 Transcription Service World, Standard
 Representative Free & Peters
 Pres., General Mgr. J. Howard Worrall

Station-Comm. Mgr. E. Fitz Donnell, Jr.
 Sales Prom. Manager Faye Johnson
 Program Director Louis T. Dwyer
 Chief Engineer Ernest G. Lindemann

Musical Director Verne Rosen
 Chief Engineer James R. Bird

KGU

HONOLULU—1922—NBC

Frequency: 760Kc. Power: 2,500 Watts
 Owned-Operated By . . . Advertiser Pub. Co., Ltd.
 Address P. O. Box 3110
 Phone Number 2311
 News Service UP
 Transcription Service Thesaurus
 Air Time 6:15 a.m.—11 p.m.
 Representative The Katz Agency
 Pres.-Exec.-Gen. Mgr. Lorrin P. Thurston
 Station Manager-Chief Engr. M. A. Mulrony

KHON

HONOLULU—1946—MBS-
 DON LEE-ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
 Owned-Operated By . . . Aloha Bcstg. Co., Ltd.
 Business Address P. O. Box 1380
 Phone Number 95295
 Transmitter-Studio Location
 1810 Makanae Lane
 Air Time 6 a.m.—11:30 p.m.
 News Service UP
 Transcription Service
 Lang-Worth, Capitol, Standard, MacGregor
 Representative John Blair
 Membership NAB
 President R. M. Fitkin
 Station Manager A. H. Green
 Commercial Manager L. Roy Turner
 Program Director Ken McCoy
 Chief Engineer Ira G. Mercer

KPOA

HONOLULU—1946

Frequency: 830 Kc. Power: 5000 Watts
 Owned-Operated By Island Bcstg. Co.
 Business-Studio Address . . . 1330 S. Beretania St.
 Phone Number 9-5281
 Transmitter Location Kapiolani & Date Sts.
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB
 Chief Execs. J. Elroy McCaw,
 John D. Keating
 General-Station Mgr. John D. Keating
 Commercial Manager Marion Sexton
 Sales Prom. Manager John Connolly
 Program-Production Dir. Hal Lewis
 Publicity Director Bob Hazeleaf

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By Pacific Frontier Bcstg.
 Co., Ltd.
 Bus.-Studio Address 1585 Kapiolani Blvd.
 Phone Number 9-0926
 Transmitter Location Waialae, Kalaniana'ole
 Hwy.
 Air Time 6 a.m.—M.
 News Service UP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB
 President Harold T. Kay
 Gen.-Comm. Manager Jack A. Burnett
 Production Director Jim Walker
 Publicity Director Frank Valenti

KTOH

LIHUE-KAUAI—1940
 MBS-DON LEE-ALOHA

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Garden Island Publ. Ltd.
 Bus.-Studio-Transmitter Location . . . Lihue, Kauai
 Phone Number Kauai 261, 361
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard
 Representative John Blair
 Membership NAB
 General Manager Charles J. Fern
 Station Manager Clarence M. Ashman
 Commercial Manager Dwight Mossman
 Program Director Raymond K. Sasaki
 Chief Engineer Katashi Nose

KMVI

WAILUKU MAUI—1946
 MBS-ALOHA

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By Maui Publ. Co., Ltd.
 Business Address Box 374
 Phone Number Wailuku 996
 Studio-Transmitter Location . . . Kaahumanu Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Standard,
 Cole
 Representative John Blair
 Membership NAB
 President J. Walter Cameron
 General Manager Ezra J. Crane
 Sta. Mgr., Prog. Dir. Richard E. Mawson
 Comm.-Sales Prom. Mgr. . . . Charles C. Young
 Publicity Director Marshall J. King
 Chief Engineer Herbert L. Foster

PUERTO RICO

WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By Caribbean Bcstg. Corp.
Business Address P. O. Box 755
Phone Number 589
President Aristides Santoni Oliver
General Manager Nabal Barreto
Chief Engineer Jose Soler

WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Wats
Owned-Operated By
American Colonial Bcstg. Corp.
Address P. O. Box 772
Phone Number 463
Pres.-Gen. Mgr.-Chief Engr. Ralph Perez Perry
Commercial Manager Cuca Llop Colon
Program Director Francisco L. Inserni
Promotion Manager Felix Benet Velez

WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By
Inter-American Radio Corp.
Business Address P. O. Box 487
Phone Number 678
Studio Address Corchado Street
Transmitter Location Rio Piedras-Caguas Rd.
Air Time 15 hrs. wk. d.; 16 hrs. Sun.
President Eduardo Biscochea
Gen.-Station Manager Jose A. Gautier
Commercial Manager Leo P. Gautier
Program Dir.-Production Dir. Alicia Moreda
Chief Engineer Jose Gotay

WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
Operated By Borinquen Bcstg. Co.
Business Address Box 207
Phone Numbers 789 & 790
Studio Address Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time 17 hrs. daily
News Service AP
Transcription Service World
Membership NAB
President Francisco Pereira
General Manager Hector Pereira

Station Manager Federico E. Virella
Commercial Manager Jorge Luis Arzuaga
Sales Promotcn Mgrs. Jorge Luis Arzuaga &
Federico E. Virella
Program Director Ramon Mojica Sola
Production Director Federico E. Virella
Publicity Directors Federico E. Virella &
Hector Pereira
Chief Engineer Pedro Luis Jimenez

WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Madrazo & Diaz
Business Address
Munoz Rivezo esq. Barcelo. P. O. Box 187
Phone Number 132
General Manager Andrew S. Sweet
Program Director Reinaldo Moreira
Chief Engineer Carmelo Soto

WXRF

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By Rafael Fuster
Business Address Hostos St. #42
Phone Number 243
President Rafael Fuster
General Manager Charles L. Cordero
Commercial Manager Raul Acostarubio
Program Director Jose Colon
Chief Engineer Timoteo Rodriguez Quinones

WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By Ramon Agudo
Business Address Box 157
Phone Number Bayamon 161
Studio Address Barbosa St.
Transmitter Location Cataño-Bayamon Rd.
Air Time 7 a.m.-11 p.m.
General Manager Domingo Diaz Alejandro
Chief Engineer Juan A. Arias

WAEI

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Mario Acosta
Business Address Once de Agosto 82

WECW

MAYAGUEZ—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Electronic Corp. of P. R.
 Address Box 791

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By Jose A. Bechara, Jr.
 Business Address Box 1293
 Phone Number 983
 Studio Address 59 Minerva St.
 Transmitter Location Guanajibo Ave.,
 Route 37
 Air Time 6 a.m.-M.
 News Service AP
 Representative Clark-Wandless
 President, General Mgr. Jose A. Bechara, Jr.
 Station Manager Rafael Izquierdo
 Comm. Mgr. Jaime Sanjurjo Piris
 Sales Prom. Mgr., Prog. Dir. Arturo Cortez
 Prod.-Pub. Director Alberto Basora
 Chief Announcer Rafael Colon Diaz
 Musical Director Moises Pagan
 Chief Engineer Henry Fischback
 Farm Editor Ivan Lefrank

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Business Address P. O. Box 43
 Phone Number 1150-1
 Studio Address 1150 Guanajibo Ave.
 Transmitter Location Off Guanajibo Ave.
 News Service AP
 Transcription Service Martinez Vela
 Representative Melchor Guzman
 Membership NAB
 President,
 Gen. Mgr. Maj. Alfred R. de Arellano, Jr.
 Station Mgr. Reinaldo Dupont
 Commercial Mgr. Mrs. Jose Moran
 Sales Prom. Manager Nestor Figarella
 Prog.-Prod. Dir. Ernesto Graziani
 Publicity Director Publicidad Exelsior
 Chief Announcer, Musical Dir. German Velez
 Chief Engineer Mark Vega

W P R A

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Porto Rico Adv. Co.

Address Box 869
 Phone Number 269
 Representative Continental
 President-Gen. Mgr. Andres Camara
 Commercial Manager Virginia DiCristina
 Program Director Pedro Ojeda
 Promotion Manager Esteban Rosado Balz
 Chief Engineer Luis E. Freyre

W P A B

PONCE—1939

Frequency: 1370 Kc. Power: 5,000 Watts
 Owned-Operated By
 Portorican American Bcstg. Co., Inc.
 Business-Studio Address 17 Leon St.
 Phone Number 783
 News Service AP
 General Manager A. Gimenez Aguayo

W P R P

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.
 Business Address Box 430
 Phone Number 1015
 Studio Address Guadalupe & Salud
 Transmitter Location Las Cucharas
 Air Time Unlimited
 Transcription Service Lang-Worth
 Membership NAB
 President Andres Grillasca
 General Manager Ramon Montaner
 Program Director Jose E. Franco
 Chief Engineer José Arzuaga

W A P A

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By José Ramón Quiñones
 Bus.-Studio Address 357 Ponce de León Ave.,
 P. O. Box 4563
 Phone Number 2-1448, 2-4271
 Transmitter Location Guaynabo
 Air Time 6 a.m.-11 p.m.
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NAB
 Owner José Ramón Quiñones
 General Manager Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Program Director Santiago García
 Production Director Laura Sanabria
 Publicity Dir. José Arnaldo Meyners
 Musical Director Félix Santiago
 Studio Engineer Héctor A. Moll
 Chief Engineer José A. Fernández
 Farm Editor Guillermo Atilas García

(See Page 692)



BUSINESS SECTION OF SAN JUAN, PUERTO RICO

WAPA

IS

FIRST

IN

PUERTO RICO

YOUR \$300,000,000

MARKET IN THE CARIBBEAN

WAPA "The Voice of the Caribbean"
10,000 Watts — 680 Kc.

San Juan, P. R.

PAUL H. RAYMER
Representative

HARWOOD HULL, JR.
General Manager

Puerto Rico—"Rich Port"

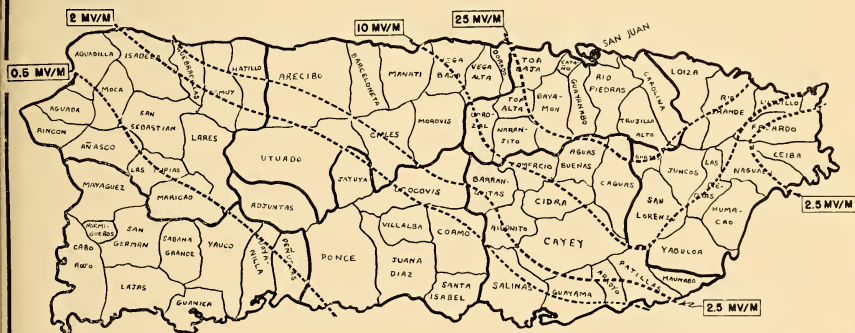
Puerto Rico—Rich Port—is one of the most important markets of Uncle Sam with over 2,000,000 American citizens who consumes more continental made goods per capita* than any other market.

Puerto Ricans also have money to spend. The Island exported in 1947 \$96.00 per capita. And in the years to come, with hundreds of new industries, free of taxation for 12 years, there will be more money to spend in luxuries and everyday goods made in Continental U. S. A.

Since 1941 WIAC of San Juan—First on all Puerto Rico dials, 5,000 watts, 580 kcs.—has acquired knowledge and experience which, with RCA equipment throughout, provides Top Entertainment, Top Coverage** and gives Top Service.

* 1947 imports per capita \$156.00—wholesale.

** MAP—William N. Greer.



WIAC

First on all Puerto Rico Dials — 5000 Watts, 580 Kcs.

SAN JUAN — PUERTO RICO, U. S. A.

Exclusive Advertising Representatives in Continental U. S. A. and Canada:

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza — New York 20, New York

Circle 7-0624



RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Moonlight Serenade—WAPA—1948

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

About Town—WAPA—1948

Preludio—WIAC—1946

Starlight—WIAC—1947 and 1948

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947 and 1948

P. O. Box 4528
SAN JUAN, PUERTO RICO

W E M B

SAN JUAN—1948

Frequency: 1320 Kc. Power: 5,000 Watts
 Owned-Operated By El Mundo Bcstg. Co.
 Address Box 1072
 Phone Number 2-2000
 News Service UP
 Transcription Service World, Associated
 Representative Inter-American
 Pres.-Gen. Mgr. A. Ramos

W I A C

SAN JUAN—1942

Frequency: 580 Kc. Power: 5,000 Watts
 Owned-Operated By Radio Station WIAC, Inc.
 Business Address Box 4504
 Phone Number 2-0014
 Studios & Offices
 Ponce de Leon 654, Santurce, P.R.
 Transmitter Location Isla Verde Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Membership NAB
 President Mrs. Enrique Abarca
 General Manager Tomas Muniz
 Commercial Manager Enrique Abarca
 Program Director Eli (Buck) Canal
 Program Manager Francisco Rodriguez
 Chief Engineer Alfonso Sanchez
(See Page 693)

W I T A

SAN JUAN—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Electronic Enterprises, Inc.
 Business Address P. O. Box 3726
 Phone Number 2-4756
 Studio Address Edificio "New York",
 Stop 16½
 Transmitter Location Villa Caparra
 Air Time Unlimited
 Membership PRAB
 President V. H. Meador
 General Manager José Ferreras
 Program Dir. Waldemar Pillot Pícon
 Chief Announcer Fernando Q. Velazquez
 Chief Engineer Roberto Rodriguez
 Hollywood Editor Gloria Medor

W K A Q

SAN JUAN—1922—CBS

Frequency: 620 Kc. Power: 5,000 Watts
 Owned By International Telephone &
 Telegraph Corp.

Operated By Radio Corp. of Porto Rico
 Business Address Box 3746
 Phone Number 2-2023
 Studio Address 1261 Ponce de Leon Ave.
 Transmitter Location Sabana Llana
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Clark Wandless
 Membership NAB
 President Andrew W. Cruse
 Gen.-Sta.-Sales Prom. Mgr. John A. Zerbe
 Commercial Manager Jose C. Irizarry
 Program Director Serafin Montero
 Production Director Manuel Ochoa
 Chief Announcer Jose G. Morales
 Musical Dir. Ignacio Guerrero Noble
 Chief Engineer Paul A. Girard

W N E L

SAN JUAN—1934—NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Oper. By Station WNEL Corp.
 Bus. Address New studio under construction
 at 960 Ponce de Leon, Santurce; Present address
 Brau St. 258, San Juan
 Phone Number 2-1300, 2-1309
 Studio Address 258 Brau St.
 Transmitter Location Green Island
 Air Time 6:45 a.m.-11:30 p.m.
 News Service INS
 Representative Own office, 820 Park Ave.,
 telephone RH 4-4352
 Membership NAB
 President, General Manager Juan Pizá
 Station Manager Camillo Fraticelli
 Commercial Manager Rodolfo Blanco
 Sales Prom. Mgr. Roberto Bocanegra
 Program Director Blanca A. Rivero
 Production Dir. Guillermo Ortega
 Publicity Dir. Publicidad Badillo, Inc.
 Chief Announcer Luis Enrique Marrero
 Musical Director Esther Torruellas
 Chief Engineer Robert L. Petersen
 Farm Editor Raul Acevedo

W I B S

SANTURCE—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By Jose E. del Valle
 Address 4809
 Phone Number 21-558
 Owner Jose del Valle

RADIO

**INSTANTLY — IT SERVES
ALL OUR PEOPLE!**

In Nanaimo or Noranda, in Toronto or Truro . . . from coast to coast, from the U. S. border to the rugged northlands, Radio is conquering distance . . . and playing an indispensable part in the daily life of more and more Canadian homes.

A world of entertainment is brought to millions each day by more than 130 publicly and privately-owned radio stations serving Canadians! *And the giant stride is being further lengthened, as the new province of Newfoundland adds its group of broadcasting stations.*

Financier and fisherman, professor and postman, farmer and forester, listeners of every kind and creed can select and enjoy a great variety of outstanding radio fare . . . music . . . drama . . . news . . . sports. Canadian Radio entertains . . . it informs . . . it *sells* . . . it makes news and reports news, frequently from its source . . . and instantly delivers its message to every corner of the country.

Constantly improving and expanding, the three CBC networks—*Trans-Canada, Dominion and French*—present a diversified schedule of the finest programs—combined with effective sales messages.



CANADIAN BROADCASTING CORPORATION

354 Jarvis St.
Toronto 5, Ontario

1231 St. Catherine St., W.
Montreal 25, Quebec

CANADA

Stations

•

C B C

•

C A B

•

*Alphabetical Index
By Call Letters*

•

Networks

CANADIAN

Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,

Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

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John J. Bowen, Calgary, Alta.

(H. M. Palmer, secretary, 140 Wellington St.,

Ottawa, Ont.)

(one vacancy)

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager

(also Keefer Bldg., 1440 St. Catherine St. W.,
Montreal, Que.)

Donald Manson, Assistant General Manager

R. P. Landry, Director of Personnel and Ad-
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G. W. Richardson, Assistant Director of Per-
sonnel and Administrative Services

K. M. Kelly, Supervisor of Personnel and Wel-
fare

Marcel Carter, Supervisor of Administrative
Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO" (CBC Staff Maga-
zine)

(354 Jarvis Street, Toronto 5, Ont.)

H. Bramah, Treasurer

S. Schnobb, Assistant to Treasurer

W. R. Mortimer, Supervisor of Expenditures

F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secre-
tary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

W. R. Johnson, Supervisor of Acceptance and
Production

T. T. Odell, Sales Representative

L. E. Pegg, Sales Representative

Arthur Barr, Sales and Commercial Traffic

H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Programs

Charles Jennings, General Supervisor of Pro-
grams

Harry J. Boyle, Program Director Trans-Canada
Network

H. G. Walker, Manager, Dominion Network

Andrew Allan, Supervisor of Drama

W. H. Brodie, Supervisor of Broadcast Lan-
guage

D. Claringbull, Manager, Personnel and Ad-
ministrative Services

W. J. Dunlop, Special Assistant, Religious and
Institutional Broadcasts

Mary Grannan, Children's Broadcasts

H. E. S. Hamilton, Technical Liaison Officer
(Engineering Division)

H. Hilliard, Supervising Engineer (Toronto Area)

E. W. Jackson, Traffic Manager

J. M. Kannawin, Supervisor of Presentation

R. S. Lambert, Supervisor of School Broadcasts

Elizabeth D. Long, Women's Interests

J. N. Mogridge, Supervisor of Program Clear-
ance

D. C. McArthur, Chief News Editor

Neil M. Morrison, Supervisor of Talks and
Public Affairs

Fergus Mutrie, Supervisor of Farm Broadcasts

H. Z. Palmer, Program Administrative Officer

A. E. Powley, News Features Editor

J. Frank Willis, Supervisor of Feature Broad-
casts

CANADIAN

Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—2100 Victory Bldg., Toronto, Ont.



Officers

Manager	T. J. Allard
Secretary-Treasurer	T. Arthur Evans
Dir. Adv. & Station Services	Patrick Freeman
General Counsel	Joseph Sedgwick
Chairman of the Board	G. R. A. Rice
Honorary President (Montreal)	Phil Lalonde



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A. A. Murphy, Saskatoon; Ralph Snelgrove, Owen Sound; J. N. Thivierge, Quebec; Phil Lalonde, Montreal; Malcolm Neill, Fredericton; Fred Lynds, Moncton; Harry Sedgwick, Toronto; Paul Le Page, Quebec; George Chandler, Vancouver; William Guild, Lethbridge.



Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 89 privately owned (independent) broadcasting stations in Canada.

You get effective listenership over Canada's private radio stations

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.



Canadian Association of Broadcasters

108 Sparks Street, Ottawa

37 Bloor St., West, Toronto

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.	708	CJCB	Sydney, N. S.	709
CBF	Montreal, Que.	719	CJCH	Halifax, N. S.	709
CBH	Halifax, N. S.	708	CJCI	Calgary, Alta.	702
CBI	Sydney, N. S.	709	CJCS	Stratford, Ont.	714
CBJ	Chicoutimi, Que.	718	CJCD	Dawson Creek, B. C.	703
CBK	Watrous, Sask.	723	CJEM	Edmundston, N. B.	707
CBL	Toronto, Ont.	717	CJFX	Antigonish, N. S.	708
CBM	Montreal, Que.	719	CJGX	Yorktown, Sask.	723
CBO	Ottawa, Ont.	713	CJIB	Vernon, B. C.	705
CBR	Vancouver, B. C.	705	CJIC	Sault St. Marie, Ont.	714
CBV	Quebec City, Que.	720	CJKL	Kirkland Lake, Ont.	712
CBW	Winnipeg, Man.	706	CJLS	Yarmouth, N. S.	710
CBX	Edmonton, Alta.	702	CJNB	North Battleford, Sask.	722
CFAB	Windsor, N. S.	709	CJOB	Winnipeg, Man.	707
CFAC	Calgary, Alta.	702	CJOC	Lethbridge, Alta.	703
CFAR	Flin Flon, Man.	706	CJOR	Vancouver, B. C.	705
CFBC	Saint John, N. B.	708	CJOY	Guelph, Ont.	711
CFCF	Montreal, Que.	719	CJRL	Kenora, Ont.	711
CFCH	North Bay, Ont.	712	CJRW	Summerside, P. E. I.	718
CFCN	Calgary, Alta.	702	CJSO	Sorel, Que.	721
CFCO	Chatham, Ont.	710	CJVI	Victoria, B. C.	705
CFCY	Charlottetown, P. E. I.	718	CKAC	Montreal, Que.	720
CFGP	Grande Prairie, Alta.	703	CKBI	Prince Albert, Sask.	722
CFJC	Kamloops, B. C.	703	CKBL	Matane, Que.	719
CFJM	Brockville, Ont.	710	CKBW	Bridgewater, N. S.	708
CFJP	Riviere-Du-Loup, Que.	721	CKCH	Hull, Que.	719
CFNB	Fredericton, N. B.	707	CKCK	Regina, Sask.	722
CFOR	Orilla, Ont.	712	CKCL	Truro, N. S.	709
CFOS	Owen Sound, Ont.	713	CKCO	Ottawa, Ont.	713
CFPA	Port Arthur, Ont.	714	CKCR	Kitchner, Ont.	712
CFPL	London, Ont.	712	CKCV	Quebec City, Que.	720
CFPR	Prince Rupert, B. C.	704	CKCW	Moncton, N. B.	707
CFQC	Saskatoon, Sask.	723	CKDO	Oshawa, Ont.	713
CFRA	Ottawa, Ont.	713	CKEN	Kentville, N. S.	709
CFRB	Toronto, Ont.	717	CKEY	Toronto, Ont.	717
CFRN	Edmonton, Alta.	702	CKFI	Fort Frances, Ont.	711
CHAB	Moose Jaw, Sask.	721	CKGB	Timmins, Ont.	715
CHAD	Amos, Que.	718	CKLN	Nelson, B. C.	704
CHAT	Medicine Hat, Alta.	703	CKLW	Windsor, Ont.	717
CHEF	Granby, Que.	719	CKMO	Vancouver, B. C.	705
CHEX	Peterborough, Ont.	714	CKNB	Campbellton, N. B.	707
CHLN	Three Rivers, Que.	721	CKNW	New Westminster, B. C.	704
CHLO	St. Thomas, Ont.	714	CKNX	Wingham, Ont.	717
CHLP	Montreal, Que.	719	CKOC	Hamilton, Ont.	711
CHLT	Sherbrooke, Que.	721	CKOV	Kelowna, B. C.	704
CHML	Hamilton, Ont.	711	CKOX	Woodstock, Ont.	718
CHNC	New Carlisle, Que.	720	CKPC	Brantford, Ont.	710
CHNO	Sudbury, Ont.	715	CKPG	Prince George, B. C.	704
CHNS	Halifax, N. S.	708	CKPR	Fort William, Ont.	711
CHOR	Sarnia, Ont.	714	CKRC	Winnipeg, Man.	707
CHOV	Pembroke, Ont.	713	CKRM	Regina, Sask.	722
CHRC	Quebec City, Que.	720	CKRN	Rouyn, Que.	721
CHSJ	Saint John, N. B.	708	CKRS	Jonquire, Que.	719
CHUM	Toronto, Ont.	717	CKSB	St. Boniface, Man.	706
CHVC	Niagara Falls, Ont.	712	CKSE	Cornwall, Ont.	710
CHWK	Chilliwack, B. C.	703	CKSO	Sudbury, Ont.	715
CJAD	Montreal, Que.	720	CKTB	St. Catharines, Ont.	714
CJAT	Trail, B. C.	704	CKTS	Sherbrooke, Que.	721
CJAV	Port Alberni, B. C.	704	CKVD	Val D'Or, Que.	722
CJCB	Toronto, Ont.	717	CKVL	Verdun, Que.	722
CJCB	Belleville, Ont.	710	CKWS	Kingston, Ont.	711
CJBR	Rimouski, Que.	721	CKWX	Vancouver, B. C.	705
CJCA	Edmonton, Alta.	702	CKX	Brandon, Man.	706

ALBERTA

CFAC

CALGARY—1922

TRANS-CANADA-FOOTHILLS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Calgary Bcstg. Co.
Bus.-Studio Address 1000 Southam Bldg.
Phone Number Renfrew 1036
Transmitter Location Midnapore, Alta.
Air Time Unlimited
News Service PN, BUP
Transcription Service Thesaurus, World,
Associated

Representative All-Canada, Weed
Membership CAB, BBM
President H. R. Carson
General Manager A. M. Cairns
Commercial Manager F. R. Shaw
Publicity Director W. L. Sutton
Chief Engineer E. C. Connor

CFCN

CALGARY—1922—CBC-DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By The Voice of the Prairie, Ltd.
Bus.-Studio Address Toronto General Trusts
Bldg.
Phone Number Main 1161
Transmitter Location 9 Mi. S. of Calgary
Air Time 6:30 a.m.-M.
News Service PN, BUP
Transcription Service Standard, Lang-Worth,
UTS

Representative Radio Representatives,
Adam J. Young, Jr.
Membership CAB, BBM
President, General Mgr. H. G. Love
Commercial Manager E. H. McGuire
Program Director James A. Love
Publicity Director G. L. Carter
Chief Engineer Robert Lamb

CJ CJ

CALGARY—1927—CBC-ALBERTA

Frequency: 1140 Kc. Power: 1000 Watts
Owned-Oper. By The Albertan Publishing
Co., Ltd.
Address Victory Bldg.
Phone Number Main 9966
Transmitter Location Grandview Hts.
Air Time 18 Hrs.
Representative Alexander, McGillvra
Transcription Service SESAC
News Service BUP
Membership CAB
President G. M. Bell
Manager D. H. MacKay

CBX

EDMONTON—1948

TRANS-CANADA

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business-Studio Address MacDonald Hotel
Air Time Unlimited
News Service PN, BUP, Reuters
President (CBC) Dr. Augustine Frigon
Manager D. E. Cameron

CFRN

EDMONTON—1934

CBC-DOMINION

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Sunwapta Bcstg. Co.
Business-Studio Address 109 CPR Bldg.
Phone Number 22101
Transmitter Location Jasper Hwy., 6 Mi. W.
of Edmonton
Air Time 6:30 a.m.-M.
News Service BUP, PN
Transcription Service Lang-Worth, Standard,
UTS

Representative Radio Representatives,
Adam J. Young, Jr.
Membership CAB, BBM
Pres., General-Station Mgr. G. R. A. Rice
Asst.-Comm. Mgr. A. J. Hopps
Bcst. Mgr., Prog. Dir. G. A. Duffield
Publicity Director F. J. Herman
Prod.-Musical Director M. M. Forbes
Chief Engineer F. G. A. Makepeace

CJCA

EDMONTON—1922

TRANS-CANADA-CBC-FOOTHILLS

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address 452 Birks Bldg.
Phone Number 26131
Transmitter Location Ellerslie
Air Time Unlimited
News Service CP
Transcription Service World, Thesaurus,
Standard

Representative All-Canada, Weed
Membership CAB
Station Manager Gerry Gaetz
Assistant Manager R. L. Barnes
Program Director Dalt Elton
Prod. Dir. Doug Homersham
Chief Engineer Frank Hollingworth

CFGP

GRANDE PRAIRIE—1937 CBC-TRANS-CANADA

Frequency: 1050 Kc. Power: 1000 Watts
 Owned By: Northern Bcstg. Corp., Ltd.
 Bus.-Studio Address: 9901 Richmond Ave.
 Phone Number: Private Exchange No. 109
 Transmitter Location: Clairmont Hwy.
 Air Time: 7 a.m.-M.
 News Service: CP
 Transcription Service: Thesaurus, Cole.
 SESAC
 Representative: All-Canada, Weed
 Membership: CAB, BBM
 President: J. E. Thomson
 General-Station Mgr.: Arthur J. Balfour
 Commercial Manager: Jack E. Soars
 Program Director: John Wilson
 Publicity Director: Kay Anderson
 Chief Engineer: D. J. McKinnon

CJOC

LETHBRIDGE—1926 TRANS-CANADA-CBC

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Oper. By: Lethbridge Bcstg., Ltd.
 Address: Marquis Hotel Bldg.
 Phone Number: 3161
 Transmitter Location: Broxburn, Alberta

Air Time: Unlimited
 News Service: PN
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Weed, All-Canada
 Membership: CAB, BBM
 Pres., General Mgr.: H. R. Carson
 Station Manager: William M. Guild
 Commercial Manager: Cameron A. Perry
 Prog. Manager: George A. Brown
 Pub. Director: K. Grant
 Chief Engineer: Robert A. Reagh

CHAT

MEDICINE HAT—1946 CBC-DOMINION

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By: Monarch Bcstg. Co., Ltd.
 Business-Studio Address: 520 First St.
 Phone Number: 2821-2-3
 Transmitter Location: Royal, Alberta
 Air Time: 6:30 a.m.-11:30 p.m.
 News Service: BUP
 Transcription Service: Standard
 Representative: All-Canada, Weed
 Membership: CAB
 President: J. H. Yuill
 Station-Commercial Mgr.: R. J. Buss
 Program Director: Bart Brown
 Prom. Mgr.: Orville Cope
 Chief Engineer: Ian Carson

BRITISH COLUMBIA

CHWK

CHILLIWACK—1927 DOMINION-TRANS-CANADA

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Fraser Valley Bcstrs., Ltd.
 Business-Studio Address: 50 Yale Rd. E.
 Phone Number: 7511-21
 Transmitter Location: Prest Rd.
 Air Time: 7 a.m.-11:30 p.m.
 Transcription Service: UTS, Cole
 Representative: All-Canada, Weed
 Membership: CAB, BBM
 President: C. Casey Wells
 Managing-Pub. Dir.: Jack Pilling
 Commercial Manager: W. G. Teetzel
 Production Manager: J. M. MacLachlan
 Chief Engineer: Jack Pilling

Business Address: Dawson Creek
 Phone Number: IR 2
 Air Time: Unlimited
 News Service: BUP
 Representative: Radio Representatives
 Station Manager: Gordon H. Cummings

CFJC

KAMLOOPS—1926 TRANS-CANADA

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Station CJDC

Frequency: 910 Kc. Power: 1000 Watts
 Owned By: Sentinel Publ. Co.
 Operated By: Radio Station CFJC
 Address: 310 St. Paul St.
 Phone Number: 1021
 Transmitter Location: No. Kamloops
 Air Time: Unlimited
 Representative: All-Canada, Weed
 News Service: PN, UP
 Membership: CAB, BBM
 General Manager: Ian G. Clark
 Asst. Mgr.: Walter Harwood

CKOV

KELOWNA—1931 TRANS-CANADA

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By. Okanagan Bcstrs., Ltd.
 Business-Studio Address. 1491 Pendozi St.
 Phone Number 200
 Transmitter Location. Okanagan Mission, B. C.
 Air Time Unlimited
 News Service PN
 Transcription Service. World, Thesaurus,
 Lang-Worth, SESAC

Representative All-Canada, Weed
 Membership CAB
 President. J. W. B. Browne
 Station Manager. J. H. Browne
 Commercial Manager. E. S. Frost
 Program Director. Frank Bond
 Chief Engineer. J. Fred Weber

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. News Publishing Co.
 Business Address. Box 250
 Phone Number 19
 Studio-Transmitter Location. Radio Ave.
 Air Time Unlimited
 Representative. Stovin, Young, Freemantle
 Manager. W. E. Bracken

CKNW

NEW WESTMINSTER—1944—CBC

Frequency: 1230 Kc. Power: 1000 Watts
 Owned By. International Bcstg. Co., Ltd.
 Operated By. William Rea, Jr.
 Bus.-Studio Address. 752 Columbia St.
 Phone Number 3000
 Transmitter Location. Lulu Island, B. C.
 Air Time 24 Hrs.
 News Service PN
 Transcription Service. Associated, World,
 Cole

Representative Forjoe
 Pres., General-Station Mgr.,
 Program Director. William Rea, Jr.
 Commercial Manager. D. M. Armstrong
 Sales Prom. Mgr. Sheila Hassell
 Production Manager. G. M. Reid
 Chief Engineer. Bill Collins

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. CJAV, Ltd.
 Address. 3rd Ave. N. 735 Redford Rd.
 Phone Number 603-4

Air Time Unlimited
 News Service PN
 Transcription Service. Lang-Worth, Cole
 Representative Radio Representatives
 Membership CAB
 President Margaret Rea
 Station Manager. Charles J. Rudd
 Commercial Manager. C. Patrick
 Sales Prom. Manager. K. Hutcheson
 Program-Production Dir. T. Rannie
 Publicity Director. T. O'Neill
 Chief Engineer. H. Holloway

CKPG

PRINCE GEORGE—1945 CBS-TRANS-CANADA

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Station CKPG, Ltd.
 Business-Studio Address. Ritz-Kiefer Hall
 Phone Number 140
 Transmitter Location. So. Fort George
 Air Time Unlimited
 Transcription Service UTS
 Representative All-Canada, Weed
 Membership CAB, BBM
 President. Frank H. Elphicke
 General-Station Mgr. Cecil G. Elphicke
 Comm. Mgr., Prog. Dir. Jack E. Carbutt
 Sales P'om. Mgr., Pub. Dir. John V. Boutes
 Chief Engineer. Ralph E. Spencer

CFPR

PRINCE RUPERT—1938 TRANS-CANADA-CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By. Northwest Bcst. & Service Co.
 Operated By. Canadian Bcstg. Corp.
 Studio Address. 336 Second Ave., Box 848
 Phone Number 863
 Air Time Unlimited
 News Service PN, Reuters
 Representative Stovin
 President. F. E. Batt
 Gen.-Sta. Mgr., Chief
 Engineer. C. H. Insulander
 Commercial Mgr. S. J. Anderson

CJAT

TRAIL—1933—CBC-TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By. Kootenay Bcstg. Co.
 Business-Studio Address. 815 Victoria St.
 Phone Number 737, 1243
 Transmitter Location Warfield
 Air Time Unlimited
 News Service PN
 Transcription Service Thesaurus
 Representative All-Canada, Weed
 Station Manager. Eric C. Aylen

BRITISH COLUMBIA

Commercial Manager.....R. F. G. Green
Program Director.....Joseph P. Kobluk
Chief Engineer.....John D. Hepburn

President.....Mrs. R. J. Sprott
Manager.....R. T. Bowman
Comm. Mgr.....Thomas Slattery
Prog. Director.....George Dewey
Chief Engineer.....R. Whiteside

CBR**VANCOUVER—1936****CBC-TRANS-CANADA-PACIFIC**

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Bcstg. Corp.
Business-Studio Address.....701 Hornby St.
Phone Number.....MARine 6121
Transmitter Location.....Lulu Island
Air Time.....Unlimited
News Service.....PN, BUP, Reuters
Representative.....CBC
President (CBC).....Dr. Augustin Frigon
Program Director.....Doug Nixon

CJOR**VANCOUVER—1925****CBC-DOMINION**

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MARine 6464
Transmitter Location.....Lulu Island
Air Time.....Unlimited
News Service.....CP, BUP
Transcription Service.....Thesaurus, UTS, SESAC
Representative.....Stovin, Young
Membership.....CAB, BCAB
Pres.; Gen.-Sta. Mgr.....George C. Chandler
Commercial Manager.....Don Laws
Sales Prom.-Pub. Mgr.....Dorwin Baird
Program Director.....Ross Mortimer
Production Dir.....Dick Diespecker
Musical Director.....Wallie Peters
Chief Engineer.....A. H. Chandler

CKMO**VANCOUVER—1922**

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....British Columbia Bcstg.
System, Ltd.
Address.....812 Robson St.
Phone Number.....MARine 1271-2
Air Time.....Unlimited
News Service.....AP, PN
Representative.....Natl. Bcstg. Sales, Cooke
Transcription Service.....Standard, SESAC
Membership.....CAB

CKWX**VANCOUVER—1923—MBS-DON LEE**

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Western Bcstg. Co., Ltd.
Business-Studio Address.....543 Seymour St.
Phone Number.....MARine 3344
News Service.....PN, BUP
Transcription Service.....Lang-Worth, World
Representative.....All-Canada, Weed
Membership.....CAB, BBM
Gen.-Station Mgr.....Frank H. Elphicke
Asst. Manager.....Sam G. Ross
Commercial Manager.....John L. Sayers
Program Dir.....Laurie Irving
Promotion Manager.....Joe Midmore
Chief Engineer.....Jack Gordon

CJIB**VERNON—1947**

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstg., Ltd.
Business Address.....Bagnall Block
Phone Number.....900
News Service.....PN
Representative.....Radio Representatives
Transcription Service.....Associated, Cole
General Manager.....C. H. Pitt
Comm. Manager.....Blackie Crothers
Production Manager.....Don McGibbon
Chief Engineer.....L. Merriman

CJVI**VICTORIA—1941—DOMINION-CBC**

Frequency: 900 Kc.....Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Phone Number.....Garden 2014, Beacon 1911
News Service.....PN
Transcription Service.....Thesaurus, World
Representative.....Weed, All-Canada
President.....H. T. Matson
General Manager.....M. V. Chestnut
Commercial Manager.....L. Hallberg
Program Director.....R. T. Batey
Promotion Manager.....Miss E. Garnett
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—1928—DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By: Western Manitoba Bcstrs., Ltd.
 Address: 8th St. & Princess Ave.
 Phone Number: 4532
 Air Time: 7:30 a.m.—11:30 p.m.
 Transcription Service: Thesaurus, World
 Representative: Radio Representatives, Cooke
 Managing Director: J. B. Craig
 Commercial Manager: E. D. Holland

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio St. Boniface, Ltd.
 Address: 607 College St.
 Phone Number: 204, 865-6
 Air Time: Unlimited
 Membership: CAB
 Representative: Wright, Hunt, Cooke
 Prog. Dir., Prom. Mgr.: Rene Dussault
 Chief Engineer: D. R. Thomson

CFAR

FLIN FLON—1937—TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Arctic Radio Corp., Ltd.
 Address: 75 Hill St.
 Phone Number: 590
 Air Time: Limited
 News Service: PN
 Transcription Service: Lang-Worth
 Representative: Stovin, Young
 President: J. G. Mundie
 Manager: G. B. Quinney
 Program Director: D. G. Willis
 Chief Engineer: Gordon Woodward

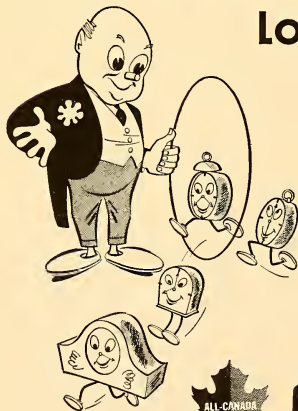
CBW

WINNIPEG—1948

CBC-TRANS-CANADA

Frequency: 990 Kc. Power: 50,000 Watts
 Owned-Operated By: Canadian Bcstg. Corp.
 Business Address: 300 Telephone Bldg.
 Phone Number: 922191
 Air Time: Unlimited
 News Service: BUP, PN, Reuters
 Representative: CBC
 President (CBC): Dr. Augustin Frigon
 Station Manager: J. N. Mogridge
 Program Director: Norman Lucas
 Chief Engineer: R. D. Cahoon

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CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Blick Bcstg., Ltd.
 Operated By Radio Station CJOB
 Business-Studio Address Lindsay Bldg.
 Phone Number 9-6374
 Transmitter Location St. Boniface
 Air Time 24 Hrs.
 News Service PN
 Transcription Service Standard
 Representative . Radio Representatives, Cooke
 President, General Manager J. O. Blick
 Commercial Manager A. J. Messner
 Program Director C. E. Farey
 Asst. Prog. Mgr. George Davies
 Chief Engineer R. V. Durie

CKRC

WINNIPEG—1934—DOMINION

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By Transcanada Communica-
 tions, Ltd.
 Bus.-Studio Address 300 Carlton St.
 Phone Number 92266
 Transmitter Location St. Vital
 Air Time Unlimited
 News Service BUP, PN
 Transcription Service Lang-Worth, Standard
 Representative Weed, All-Canada
 Membership CAB, BBM
 President V. Sifton
 General Mgr. William A. Speers
 Commercial Manager B. M. Pirie
 Prog. Dir., Prod. Mgr. J. M. Hill
 Promotion Manager Clare Copeland

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—1939

CBC-DOMINION

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Restigouche Bcstg. Co.
 Business Address P. O. Box 840
 Phone Number 8
 Studio Address 110 Water St.
 Transmitter Location Maple Green
 Air Time Unlimited
 News Service RP
 Transcription Service All-Canada
 Representative All-Canada, Weed
 Membership CAB, BBM
 President J. Wesley MacDonald
 Managing Director Dr. Charles H. Houde
 Station Manager Stan Chapman
 Program Director Bob Richards
 Chief Engineer L. P. Paquet

CFNB

FREDERICTON—1923

TRANS-CANADA

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By J. S. Neill & Sons, Ltd.
 Business-Studio Address York St.
 Phone Number 209
 Transmitter Location New Maryland,
 York Co.
 Air Time Unlimited
 News Service BUP
 Transcription Service Thesaurus, Standard,
 Cole
 Representative All-Canada, Weed
 Membership CAB, BBM
 General Manager D. Malcolm Neill
 Sales Prom. Manager C. Austin Moore
 Program Director J. T. H. Fenety

CJEM

EDMUNDSTON—1944—CBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Edmundston Radio, Ltd.
 Business-Studio Address 99 Canada Rd.
 Transmitter Location Iroquois
 Air Time 7 a.m.-11:15 p.m.
 Transcription Service World
 Representative Stovin
 Membership BBM
 President Dr. C. P. Laporte
 General Manager Maurice Lacasse
 Comm. Manager George Guerrette

CKCW

MONCTON—1934—DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Oper. By Moncton Bcstg., Ltd.
 Bus.-Studio Address K. of P. Bldg., cor.
 Bonaccord & Gordon Sts.
 Phone Number 9111-23
 Transmitter Location Cherryfield
 Air Time Unlimited
 News Service BUP, RP
 Transcription Service World, UTS
 Representative Joseph Hershey McGillivra,
 Stovin
 Membership CAB, BBM
 President, Owner, Mgr. F. A. Lynds
 Commercial Manager Clair Chambers
 Program Director Roy Hicks
 Chief Engineer A. J. White

C B A

**SACKVILLE—1939
TRANS-CANADA**

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By. Canadian Bcstg. Corp.
Bus.-Studio Address. 100 Sackville St.,
Halifax
Phone Number 3-6188
Transmitter Location Sackville
Air Time Unlimited
News Service PN, BUP
President (CBC) Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr. W. E. S. Briggs
Commercial Manager E. A. Weir
Regional Engineer H. M. Smith

CFBC

**SAINT JOHN—1946
CBC-DOMINION**

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By. Fundy Bcstg. Co., Ltd.
Business-Studio Address 4 Carleton St.
Phone Number 3-2421
Transmitter Location Sand Cove Rd.
Air Time Unlimited
News Service BUP, RP

Transcription Service Thesaurus
Representative Weed, All-Canada
Membership BBM
General Manager Norman Botterill
Commercial Manager J. Alcorn
Program Director J. E. Palmer
Chief Engineer H. M. Stout

CHSJ

**SAINT JOHN—1934
TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By. New Brunswick Bcstg.
Co., Ltd.
Business-Studio Address 14 Church St.
Phone Number 3-3304
Transmitter Location Coldbrook
Air Time Unlimited
News Service PN
Transcription Service World, Lang-Worth,
Associated, Standard, UTS
Representative Stovin, Young
Membership CAB
President George A. Cromwell
Commercial Manager Cleve G. Stillwell
Program Director Earl McCarron
Publicity Director Agnes M. Glennie
Chief Engineer J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—1943—DOMINION

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By. Atlantic Bcstrs., Ltd.
Address Broadcasting Bldg.
Phone Number 66
Transmitter Location New Glasgow Rd.
Air Time Unlimited
News Service PN
Transcription Service United, Lang-Worth
Representative Natl. Bcst. Sales
President, General Mgr. J. Clyde Nunn
Commercial Manager R. J. Ricketts
Promotion Manager James Burroughs

CKBW

**BRIDGEWATER—1947
TRANS-CANADA**

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Operated By. Acadia Bcstg. Co., Ltd.
Business Address King St.
Phone Number 445
Transmitter Location Hebbville
Air Time Unlimited
News Service AP, PN
Transcription Service Associated, All-Canada
Representative Radio Representatives, Cooke

Membership BBM
President C. J. Morrow
General-Station Mgr. John F. Hirtle
Commercial Manager Ken R. Dougan
Sales Prom. Manager Lester L. Rogers
Program Director John Harris
Publicity Director Don Hill
Chief Engineer J. W. Essex

CBH

**HALIFAX—1944
TRANS-CANADA-MARITIMES**

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By. Canadian Bcstg. Corp.
Business-Studio Address 100 Sackville St.
Phone Number 3-6188
Transmitter Location Sackville
Air Time Unlimited
News Service BUP, UP, PN, Reuters
National Sales Office CBC Commercial Div.
President (CBC) Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr. W. E. S. Briggs
Regional Engineer H. M. Smith

CHNS

HALIFAX—1926—DOMINION

Frequency: 960 Kc. Power: 5000 Watts

NOVA SCOTIA

Owned-Oper. By Maritime Bcstg. Co., Ltd.
 Bus.-Studio Address Broadcasting House,
 10 Tobin St., P. O. Box 400
 Phone Number 3-8318
 Transmitter Location Rockingham, Halifax
 County
 Air Time Unlimited
 News Service PN, BUP
 Transcription Service Thesaurus, Lang-Worth,
 World, UTS
 Representative All-Canada, Weed
 Membership CAB, BBM
 President Andrew W. Robb
 Managing Dir. William Coates Borrett
 Station Manager Gerald Redmond
 Comm-Sales Prom. Mgr. Harry A. L. Stephen
 Prog. Dir., Prod. Mgr. John Funston
 Chief Engineer Arthur H. Craig

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
 Transmitter Location St. Margaret's Bay Rd.
 Air Time Unlimited
 News Service PN, Reuters
 Transcription Service World, Standard
 Representative Cooke
 Membership CAB
 Gen. Manager E. Finlay MacDonald
 Commercial Manager Howard E. Gerard
 Chief Engineer A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Ltd.
 Bus.-Studio Address Windsor
 Phone Number Kentville 400
 Transmitter Location Upper Dyke
 Air Time Unlimited
 News Service CP
 Transcription Service United, Cole,
 All-Canada
 Representative James L. Alexander
 Membership CAB, BBM
 President George C. Nowlan, K.C.
 Gen.-Sta.-Comm. Mgr. Avard M. Bishop
 Sales Prom. Mgr. J. P. LaRoque
 Prog.-Prod. Director Willard A. Bishop

CBI

SIDNEY—1948—TRANS-CANADA

Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Operated By Canadian Bcstg. Corp.
 Bus.-Studio Address 247 Charlotte St.
 Air Time Unlimited
 News Service PN, BUP, Reuters

Representative CBC
 President (CBC) Dr. Augustin Frigon
 Station Mgr. Barry MacDonald
 Program Director W. E. S. Briggs
 Chief Engineer H. M. Smith

CJCB

SYDNEY—1929—DOMINION

Frequency: 1270 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Eastern Bcstrs., Ltd.
 Bus.-Studio Address Radio Bldg.
 Phone Number 5596
 Transmitter Location So. Bar, Cape Breton
 Air Time Unlimited
 News Service PN
 Transcription Service Thesaurus, Lang-Worth,
 World
 Representative All-Canada, Weed
 President, Station Mgr. N. Nathanson
 Membership CAB
 Commercial Mgr. J. Marvin Nathanson
 Sales Prom. Mgr., Pub. Dir. C. J. McDougall
 Program Director Lloyd MacInnis
 Chief Engineer A. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Truro Bcstg. Co., Ltd.
 Business Address 7 Pleasant St.
 Phone Number 491
 Transmitter Location Onslow
 Air Time 7:30 a.m.-P.M.
 News Service PN
 Transcription Service World
 Representative William Wright
 Membership CAB, BBM
 President, General Mgr. J. Arthur Manning
 Comm. Mgr., Pub. Dir. Alex Thomson
 Prog. Dir., Chief Announcer Edward Belcher
 Chief Engineer E. S. Bernasconi

CFAB

WINDSOR—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Ltd.
 Address Windsor
 Phone Number Windsor 498
 Transmitter Location Falmouth
 Air Time Unlimited
 News Service CP
 Transcription Service United, Cole,
 All-Canada
 Representative Alexander
 Membership CAB, BBM
 President George C. Nowlan, K.C.
 Gen.-Sta.-Comm. Mgr. Avard M. Bishop
 Sales Prom. Manager J. P. LaRoque
 Prog.-Prod. Director Willard A. Bishop

CJLS

YARMOUTH—1934
CBC-DOMINION

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Gateway Bcstg. Co., Ltd.
Business-Studio Address Drawer 440
Phone Number 500
Studio Address 222 Main St.

Transmitter Location Brooklyn, Yarmouth
County
Air Time Unlimited
News Service CP
Transcription Service UTS, All-Canada
Representative All-Canada, Weed
Membership BBM
President, Station Mgr. Laurie L. Smith
Commercial Manager Thomas H. Tonner
Prog.-Musical Dir. Florine H. Margolian
Chief Engineer Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Quinte Bcstg. Co., Ltd.
Business-Studio Address 11 Victoria Ave.
Phone Number Belleville 3200-1
Transmitter Location Foxboro Hwy.
Air Time Unlimited
News Service PN
Transcription Service World, Thesaurus
Representative Stovin, Young
Membership CAB, BBM
President A. McLean Haig
Station Manager W. H. Stovin
Commercial Manager J. H. Macdonald
Sales Prom. Manager Frank C. Murray
Program Director W. E. Arnold
Publicity Director Scott Hannah
Chief Engineer J. B. Buchanan

News Service BUP
Transcription Service All-Canada
Representative Stovin, Young
Membership CAB
Owner, Gen.-Sta.-Comm. Mgr. Jack R. Radford
Chief Engineer Fred J. Ball

CFCO

CHATHAM—1926—DOMINION

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By John Beardall
Business Address P. O. Box 277
Phone Number 2626
Address William Pitt Hotel
Air Time Unlimited
News Service BUP
Owner, Gen. Manager John Beardall
Comm.-Prom. Manager Peter Kirkey
Program Director George Sulman
Chief Engineer Gordon Brooks

CKPC

BRANTFORD—1923—DOMINION

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Telephone City Bcst., Ltd.
Address 49-51 Colborne St.
Phone Number 5140-1
Air Time Unlimited
Transcription Service World
Representative J. L. Alexander
President, General Mgr. Mrs. J. D. Buchanan

CKSF

CORNWALL—1945
CBC-DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Standard-Freeholder
Business-Studio Address 36 Pitt St.
Phone Number 1703
Transmitter Location Toll Gate Rd.
Air Time Unlimited
News Service CP
Transcription Service World, London
Representative Stovin, McGillvra
Membership CAB, BBM
General Manager Phillip Robertson
Station-Comm. Mgr. H. Harrison Flint
Sales Prom. Manager Burton Heward
Program Director E. Norman Bailey
Production Dir. Howard H. Bailey
Publicity Director Richard Hynes
Chief Engineer Mahlon Clark

CFJM

BROCKVILLE—1943
CBC-DOMINION

Frequency: 1450 Kc. Power: 250 Watts
Owned By Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address Revere oHotel
Phone Number 4628
Transmitter Location Prescott Hwy.
Air Time Unlimited

CKFI

FORT FRANCES—1944
CBC-DOMINION

Frequency: 1340 Kc. Power: 250 Watts
Owned By Radio Station CKFI
Bus. Address Ft. Frances, Ont., or
International Falls, Minn.
Phone Number Ft. Frances 200
Studio Address Wells Bldg.
Transmitter Location Pither's Point Pk.
Air Time Unlimited
News Service PN
Representative Alexander
President J. G. McLaren
General Manager W. H. McLellan
Program Director Victor Price
Promotion Manager John A. Coughlin
Chief Engineer W. H. McLellan

CKPR

FORT WILLIAM—1931
TRANS-CANADA

Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By Dougall Motor Car Co.
Bus-Studio Address 106 So. May St.
Phone Number S. 315
Transmitter Location Memorial Ave.,
Port Arthur
Air Time 7:30 a.m.-11:30 p.m.
News Service CP
Transcription Service Thesaurus, United
Representative Slovin, Radio Representatives,
Young, All-Canada, Oakes
Membership BBM
President H. F. Dougall
Station Manager George Jeffrey
Program Director R. C. Baker
Chief Engineer W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By CJOY, Ltd.
Business Address Bond Bldg.
Phone Number 555
Air Time Unlimited
News Service PN
Transcription Service Cole, Lang-Worth
Representative Radio Reps., Cooke
Station Mgr. Wallace Slatter
Commercial Mgr. Frederick T. Metcalf
Program Director Laurie J. Lohman
Chief Engineer Bert Cobb

CHML

HAMILTON—1927—DOMINION

Frequency: 990 Kc. Power: 5000 Watts
Owned-Oper. By Maple Leaf Bcstg. Co.

Business-Studio Address 36 James St. S.
Phone Number 7-1595
Transmitter Location Vinemount
Air Time Unlimited
News Service BUP
Transcription Svc. Standard, Associated, UTS
Representative Natl. Bcst. Sales
President, General Mgr. Kenneth D. Soble
Station Mgr., Prog. Dir. Tom Darling
Commercial Manager W. D. Whitaker
Sales Prom. Mgr., Pub. Dir. E. S. Stock
Chief Engineer O. R. Smith

CKOC

HAMILTON—1922
TRANS-CANADA

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Wentworth Radio Bcstg.
Co., Ltd.
Bus-Studio Address King William & John
Sts.
Phone Number 7-4484
Transmitter Location Elfrida
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, World,
Lang-Worth
Representative All-Canada, Weed
Membership CAB, BBM
President Harold R. Carson
Station Manager W. T. Cranston
Commercial Manager L. A. Westmoreland
Asst. Manager J. Lyman Potts
Production Manager J. O. Stone
Chief Engineer Leslie Horton

CJRL

KENORA—1938—DOMINION

Frequency: 1220 Kc. Power: 1000 Watts
Owned By James Richardson & Sons, Ltd.
Operated By Kenora Bcstg. Co., Ltd.
Address Brydon Block, Main St.
Phone Number 717
Transmitter Location Jaffray Township
Air Time 7:30 a.m.-11 p.m.
News Service CP
Transcription Service Thesaurus
Representative Slovin, Cooke
Membership CAB
President Mrs. James Richardson
Commercial Manager G. A. McLean
Program Director E. C. Mutimer
Prod. Manager M. C. Cooke
Chief Engineer William Hackett

CKWS

KINGSTON—1942
TRANS-CANADA

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Brookland Co., Ltd.

ONTARIO

Address.....304 King St.
Phone Number.....4405
Transmitter Location.....Wolfe Island
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Senator W. R. Davies
Station Manager.....Roy W. Hofstetter
Program Director.....Jack Pollie
Chief Engineer.....Burt Coy

CJKL

KIRKLAND LAKE—1934 TRANS-CANADA-CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....Govt. Rd.
Phone Number.....27
Transmitter Location.....Dane
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Standard, Thesaurus,
Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Harry M. Edgar
Commercial Manager.....Don Lawrie
Program Director.....Cliff Harrison
Chief Announcer.....K. B. Crossley
Chief Engineer.....Les Oliver

CKCR

KITCHENER—1928—CBC-DOMINION

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....K.-W. Bcstg. Co.
Operated By.....W. C. Mitchell, G. Liddle
Business-Studio Address.....125 King St. W.
Phone Number.....3-3628
Transmitter Location.....Guelph St.
Air Time.....Unlimited
News Service.....PN
Transcription Service.....UTS, Associated
Representative.....William Wright
Owners.....W. C. Mitchell, G. Liddle
General-Station Mgr.....W. C. Mitchell
Commercial Manager.....G. Liddle
Promotion Manager.....Ed Manning
Program Director.....Norm McKinney
Chief Engineer.....Ian Hartman

CFPL

LONDON—1922—DOMINION-CBC
Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Free Press Printing Co.

Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Wellington Rd.
Air Time.....Unlimited
News Service.....PN
Transcription Service.....World, Standard,
Lang-Worth
Representative.....Weed, All-Canada
Membership.....CAB
President.....Walter J. Blackburn
General Manager.....Donald J. A. Wright
Commercial Manager.....Murray T. Brown
Program Director.....Bob Reinhart
Chief Engineer.....Percy A. Field

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....1745 River Rd.
Studio Address.....Rainbow Bridge
Phone Number.....Niagara Falls, Ont. 4110;
Niagara Falls, N. Y. 9801
Transmitter Location.....Queen Elizabeth Way
Air Time.....Unlimited
News Service.....BUP
Transcription Service.....World
Representative.....McKinney, Alexander
Membership.....CAB
President, Gen.-Station Mgr.....B. H. Bedford
Production Director.....Art Blakely
Program Director.....Jim Sullivan
Chief Engineer.....George Slinn

CFCH

NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....147 Main St. E.
Phone Number.....2400
Transmitter Location.....Nipissing Junction
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Thesaurus, Standard,
Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff Pickrem
Commercial Manager.....Keith Packer
Prog. Dir., Prom. Mgr.....Phil Clayton
Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....32 Mississauga St.
Phone Number.....3511

Transmitter Location.....Orillia Township
 Air Time.....Unlimited
 News Service.....BUP
 Representative.....Stovin, Young
 Membership.....CAB, BBM
 President, General Mgr.....Gordon E. Smith
 Program Director.....James McGarvey

CKDO

OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....Oshawa Bcstg. Co., Ltd.
 Business-Studio Address.....16 Centre St.
 Phone Number.....4481
 Transmitter Location.....Westmount
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service.....Thesaurus, World
 Representative.....Alexander, Weed
 President, Managing Dir.....Walter A. Dales
 Station Manager.....Ross R. Rowlands
 Commercial Manager.....Milton E. Bond
 Sales Prom. Manager.....Gordon G. Garrison
 Program Director.....William B. Swinton
 Chief Engineer.....George Blanchett

CBO

OTTAWA—1924
CBC-TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address.....Chateau Laurier Hotel,
 P. O. Box 1045
 Phone Number.....2-1151
 Transmitter Location.....Hawthorne
 Air Time.....Unlimited
 News Service.....CP, BUP
 President (CBC).....Dr. Augustin Frigon
 Gen.-Sta. Mgr., Prog. Dir.....Charles P. Wright
 Comm. Mgr. (CBC).....E. A. Weir
 Chief Operator.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frank Ryan
 Business Address.....Auditorium
 Phone Number.....3-6241
 Transmitter Location.....City View
 Air Time.....Unlimited
 News Service.....BUP
 Transcription Service.....Standard, World, Cole
 Representative.....All-Canada, Weed
 Membership.....CAB
 President, General Mgr.....Frank Ryan
 Commercial Manager.....George M. Gowling
 Program Director.....Brian Hodgkinson
 Chief Engineer.....Chester Beachell

CKCO

OTTAWA—1924—DOMINION-CBC

Frequency: 1310 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....CKCO, Ltd.
 Address.....272 Somerset St., W.
 Phone Number.....2-3611
 Air Time.....Unlimited
 News Service.....PN, BUP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Wright, McGillvra
 President.....Duncan K. Mactavish
 General Manager.....Louis E. Leprohon
 Commercial Manager.....J. L. Kendall
 Program Director.....C. E. Root
 Promotion Manager.....R. Beach
 Chief Engineer.....J. McGrail

CFOS

OWEN SOUND—1940
CBC-DOMINION

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Grey & Bruce Bcstg. Co.,
 Ltd.
 Bus.-Studio Address.....904 Second Ave. E.
 Phone Number.....1940
 Transmitter Location.....Sydenham Township,
 Hwys. 6 & 10
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....PN
 Transcription Service.....World
 Representative.....Stovin, Young
 Membership.....CAB, BBM
 President.....Howard Fleming
 General Station Mgr.....Ralph T. Snelgrove
 Commercial Mgr.....William N. Hawkins
 Sales Prom. Manager.....William Fulton
 Program Director.....Everette Smith
 Chief Engineer.....Ronald Turnpenny

CHOV

PEMBROKE—1942—DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Ottawa Valley Bcstg. Co.,
 Ltd.
 Address.....97 Albert St.
 Phone Number.....1350
 Transmitter Location.....E. of Pembroke
 Air Time.....7 a.m.-11:30 p.m.
 News Service.....BUP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Stovin, Young
 Chief Owner, Gen. Mgr.....E. G. Archibald
 Program Director.....Bill Kutshke
 Promotion Manager.....Marg. Miller
 Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942
DOMINION

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By Brookland Co., Ltd.
Bus.-Studio Address Examiner Bldg.
Phone Number 4641
Transmitter Location R. R. No. 8
Air Time Unlimited
News Service PN
Transcription Service UTS, Thesaurus,
Lang-Worth
Representative Natl. Bcst. Sales, Cooke
President Sen. Rupert Davies
Vice President Roy H. Thomson
Station Manager Russ Baer
Program Director Karl E. Monk
Chief Engineer Bert Crump

CFPA

PORT ARTHUR—1944
CBC-DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Ralph H. Parker
Bus.-Studio Address Public Utilities Bldg.
Phone Number North 315
Transmitter Location Memorial Ave.
Air Time 7:30 a.m.-11:30 p.m.
Transcription Service Lang-Worth, Standard
Representative National Broadcast Sales,
Broadcast Representatives, Hunt, Weed
Membership CAB, BBM
Owner, Gen.-Sta. Mgr. Ralph H. Parker
Commercial Manager R. P. MacGowan
Program Director Roy Dahmer

CKTB

ST. CATHARINES—1930
CBC-DOMINION

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Oper. By The Niagara District Bcstg.
Co., Ltd.
Business-Studio Address 12 Yates St.
Phone Number 5-7351
Transmitter Location Lakeshore Rd.,
Port Dalhousie
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, UTS
Representative National Broadcast Sales,
J. H. McGillvra
Membership CAB, BBM
President, Station Mgr. W. B. C. Burgoyne
Managing Director H. B. Burgoyne
Commercial Manager V. A. Lococo
Sales Prom. Manager W. C. Wingrove
Production Manager W. C. Wheeler
Chief Engineer W. H. Allen

CHLO

ST. THOMAS—1948

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By J. F. Peterson
Business Address 133 Curtis St.
Air Time Unlimited
Transcription Service Lang-Worth
Representative Radio Reps.
President, General Mgr. J. F. Peterson
Commercial Manager Tom Warner

CHOK

SARNIA—1946—TRANS-CANADA

Frequency: 1070 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Sarnia Bcstg. Co., Ltd.
Address 148½ Front St. N.
Phone Number 4000
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, Standard,
Lang-Worth
Representative Natl. Bcst. Sales, Cooke
President H. M. Houston
General Manager Claude R. Irvine
Commercial Manager Gerry Hall
Asst. Mgr., Prog. Dir. Grant Webber
Asst. Prog. Dir. Ray Sterling
Chief Engineer Robert F. Cooke

CJIC

SAULT STE. MARIE—1934
TRANS-CANADA-CBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Hyland Bcstg. Co.
Address Windsor Hotel
Phone Number 3500
Transmitter Location Peoples Rd.
Air Time 7 a.m.-M.
News Service PN
Transcription Service World
Representative J. L. Alexander, McGillvra
Membership CAB, BBM
Chief Exec., Gen. Mgr. J. G. Hyland
Sales Promotion Manager E. Vance
Program Director J. Basil Scully
Chief Engineer Italo Marinelli

CJCS

STRATFORD—1927—DOMINION

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Frank M. Squires
Address Reynolds Bldg.
Phone Number 1675
Air Time 7 a.m.-11 p.m.
News Service UP
Transcription Service World
Representative All-Canada, Weed

• • • **ONTARIO** • • •

Membership CAB
President, General Mgr. Frank M. Squires
Asst. Manager Stanley Tripley
Commercial Manager K. S. Lott
Prog. Dir., Prom. Mgr. J. E. Phillips
Chief Engineer John Crigg

CHNO

SUDBURY—1947—DOMINION-CBC

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By Sudbury Bcstg. Co., Ltd.
Business Address 166 Elm St.
Phone Number 6-6416
Air Time Unlimited
News Service PN
Transcription Service Associated
Representative Wright, Young
President, General Mgr. F. B. Ricard
Commercial Manager R. Riel
Promotion Manager D. Goodwin
Sta. Mgr., Chief Engineer A. J. Robinson

CKSO

**SUDBURY—1934
CBC-TRANS-CANADA**

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By CKSO, Sudbury, Ltd.
Business-Studio Address 21 Elgin St., N.
Phone Number 77-505
Transmitter Location 7 Mi. from Sudbury
at McFarlane Lake
Air Time Unlimited
Transcription Service Thecurus, World.
Standard
Representative All-Canada, Weed
Membership BMB
President G. M. Miller, K.C.
General-Station Mgr. W. J. Woodill
Commercial Manager J. D. Hossack
Program-Production Dir. K. Dobson
Publicity Director D. Sutherland
Chief Engineer R. F. Chinnick

CKGB

**TIMMINS—1933
TRANS-CANADA-CBC**

Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Co., Ltd.
Bus.-Studio Address Thompson Bldg.
Phone Number 1500
Transmitter Location Mountjoy Township
Air Time Unlimited
News Service PN
Transcription Service Lang-Worth, Standard
Representative Canada-Natl. Bcst. Sales,
Donald Cooke
President R. H. Thomson
General Manager J. M. Davidson
Station Manager H. C. Freeman

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membership

CFRB's

**balanced programming
gets you more listeners
in Canada's No. 1 market!**

Our programming is designed to please *most* of the people *most* of the time. That's why CFRB gets *more* listeners — why CFRB is Ontario's No. 1 station!

Musical shows, newscasts, quiz shows, dramas, serials . . . there's every kind of show on CFRB . . . proportioned and programmed to attract and hold a BIG audience!

That's why your advertising dollar buys you *more* listeners on CFRB!

Your No. 1 buy in Canada's No. 1 market

Representatives—

United States: Adam J. Young
Jr. Inc.

Canada: All-Canada Radio
Facilities Limited

CFRB

Commercial Manager.....Edwin Bowser
 Program Director.....Doug Burrows
 Publicity Director.....Bill Nadeau
 Chief Engineer.....Ernie Mott

CBL

TORONTO—1927
CBC-TRANS-CANADA

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Business-Studio Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Hornby
 Air Time.....Unlimited
 News Service.....BUP, Reuters, PN
 Representative.....CBC
 President (CBC).....Dr. Augustin Frigon
 Program Director.....Ernest L. Bushnell
 Commercial Manager.....E. A. Weir
 Chief Engineer.....Howard Hilliard

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.....Midway 3515
 Transmitter Location.....Aurora
 Air Time.....Unlimited
 News Service.....BUP, PN
 Representative.....Young, All-Canada
 Membership.....CAB, BBM
 President.....Harry Sedgwick
 Station Manager.....Lloyd Moore
 Commercial Manager.....Waldo Holden
 Program Director.....Wes McKnight
 Publicity Director.....Ken Marsden
 Chief Engineer.....Clive Eastwood

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....York Bcstrs., Ltd.
 Address.....225 Mutual St.
 Phone Number.....Elgin 4271
 Transmitter Location.....Lawrence Ave. &
 Don Mills Rd.
 Air Time.....Sunrise-sunset
 Transcription Service.....Lang-Worth, United,
 Standard
 News Service.....BUP
 President.....John H. Part
 General-Comm. Mgr.....Roland E. Ford
 Program Director.....Larry Mann
 Chief Engineer.....Kenneth Smith

CJBC

TORONTO—1936
CBC-DOMINION

Frequency: 860 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Business-Studio Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Dixie
 Air Time.....Unlimited
 News Service.....PN, BUP, Reuters
 Membership.....BMB
 President (CBC).....Dr. Augustin Frigon
 Mgr., Dominion Network, Program
 Director.....H. G. Walker
 Commercial Manager.....E. A. Weir
 Supervising Engineer (Toronto
 Area).....Howard Hilliard

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
 Transmitter Location.....Scarboro
 Air Time.....Unlimited
 News Service.....PN, BUP
 Transcription Service.....World, Lang-Worth,
 Standard, Associated
 Representative.....Nat'l. Bcst. Sales, Cooke
 Membership.....CAB
 President, General Mgr.....Jack K. Cooke
 Station Manager.....Hal Cooke
 Sales Prom. Mgr., Pub. Dir.....Hank Sauro
 Program Director.....Don Inslay
 Production Manager.....Ed Housolt
 Chief Engineer.....Ernie M. Swan

CKLW

WINDSOR

(See Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—DOMINION

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Station CKNX, Ltd.
 Business-Studio Address.....Field Bldg.
 Phone Number.....158
 Transmitter Location.....Belgrave
 Air Time.....7 a.m.-11 p.m.
 News Service.....BUP
 Transcription Service.....Thesaurus, Cole,
 Lang-Worth, World
 Representative.....Alexander
 Membership.....CAB
 President, General Mgr.....W. T. Cruickshank
 Station Manager.....J. S. Cruickshank

ONTARIO-PRINCE EDWARD ISLAND-QUEBEC

Commercial Manager.....G. W. Cruickshank
Sales Prom. Manager.....V. Dittmer
Program Director.....J. F. Brent
Prod.-Pub. Director.....Tom Rafferty
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 55
Phone Number.....2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd.,
Township of W. Oxford
Air Time.....7 a.m.-11 p.m.
News Service.....PN
Transcription Service.....World
Representative.....Wright
Membership.....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....W. Stanley Smith
Prog. Dir., Prod. Mgr.....John B. Starke

-PRINCE EDWARD ISLAND-**CFCY****CHARLOTTETOWN—1924**
CBC-DOMINION-MARITIME

Frequency: 630 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number.....741
Transmitter Location.....W. Royalty
Air Time.....7:25 a.m.-12:10 a.m.
News Service.....AP
Transcription Service...Associated, Standard,
Lang-Worth
Representative.....All-Canada, Weed
Membership.....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Comm.-Program Manager.....R. F. Large
Publicity Director.....M. E. Large
Musical Director.....Mrs. K. S. Rogers
Technical Spvr.....A. L. Finley

CJRW**SUMMERSIDE—1948**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number.....792-3, 493
Transmitter Location.....Read's Corner, 2 Mi.
E. of Summerside
Air Time.....7:30 a.m.-9 p.m.
News Service.....BUP
Transcription Service.....World, All-Canada,
Guild Radio Features
Representative.....Radio Reps.
Membership.....CAB
President.....H. E. Gaudet
Sta.-Comm. Mgr., Chief Engineer...A. G. Rogers
Program Director.....L. C. Dunfield
Chief Announcer.....R. C. Schurman

QUEBEC

CHAD**AMOS—1942**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio NORD, Inc.
Business Address.....Rouyn
Studio Address...Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.
Transmitter Location.....Amos
Air Time.....7 a.m.-M.
Representative.....Natl. Bcst. Sales, Weed
Membership.....CAB, BMB
President.....David Armand Gourd
Station Manager.....Joseph Duguay

CBJ**CHICOUTIMI—1933**

TRANS-CANADA—CBC-FRENCH
Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....286A Racine St.
Phone Number.....814, 155
Transmitter Location.....4 Larouche Ave.
Air Time.....Unlimited
News Service.....PN, BUP, Reuters
Representative.....CBC
Membership.....BMB
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Program Director.....M. Oumet
Supervisor of Press & Information
Service.....J. Saint-Georges
Supervising Bcst. Operator.....J. E. Roberts

CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . The Granby Bcstg. Co.
 Business-Studio Address 7 Johnson St.
 Phone Number 353, 392
 Transmitter Location Abbotsford Rd.
 Air Time 6 a.m.-M.
 News Service AP, PN
 Transcription Service World, UTS
 Representative Radio Reprs.
 Membership CAB, BBM
 General-Station Mgr. Chief
 Engineer Gerard Laliberte

CKCH

HULL—1933—CBC-FRENCH

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Syndiat d'Ouvres Sociales
 Liée.
 Business Address 121 Notre-Dame St.
 Phone Number 2-1701
 Studio Address Hull
 Transmitter Location Chelsea Rd.
 Air Time Unlimited
 News Service PN, Reuters
 Transcription Service Thesaurus
 Representative Young, Renaud
 Membership CAB, BBM
 President L. J. Billy
 General Manager Aurele Gratton
 Commercial Prom. Mgr. Raymond Benoit
 Sales Prom. Manager Ernest Lalonde
 Program Director Georges Francon
 Chief Engineer Max Gebhardt

CKRS

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Henri Lepage
 Business Address 223 St. Dominique St.
 Air Time Unlimited
 Representative Hardy, Young
 President Henri Lepage
 Manager Gaston Voyer

CKBL

MATANE

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By Roger Bergeron
 Business-Studio Address St. Jerome St.
 Air Time Unlimited
 News Service PN
 Transcription Service World
 Representative Renaud
 Gen.-Prom. Mgr., Prog. Dir. Roger Bergeron
 Commercial Manager Rene Lapointe
 Chief Engineer Paul Duberger

CBF

MONTREAL—1937

MONTREAL-CBC-FRENCH

Frequency: 690 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address . . . 1231 St. Catherine St. W.
 Phone Number PLateau 7161
 Transmitter Location Vercheres
 Air Time Unlimited
 News Service PN, BUP, Reuters
 Membership BMB
 Pres. (CBC), Gen. Mgr. Dr. Augustin Frigon
 Commercial Manager M. Valiquette
 Program Director Marcel Ouimet
 Supervisor of Press & Information
 Service J. Saint-Georges
 Chief Engineer H. Audet

CBM

MONTREAL—1937

TRANS-CANADA

Frequency: 940 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address . . . 1231 St. Catherine St. W.
 Phone Number PLateau 7161
 Transmitter Location Marieville
 Air Time Unlimited
 News Service CP, BUP, Reuters
 Membership BMB
 Pres. (CBC), Gen. Mgr. Dr. Augustin Frigon
 Commercial Manager M. Valiquette
 Program Director W. J. O'Reilly
 Supvr. of Press & Information . J. Saint-Georges
 Chief Operator E. D. Roberts

CFCF

MONTREAL—1919

ABC-CBC-DOMINION

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Marconi Co.
 Bus.-Studio Address . . . 1231 St. Catherine St. W.
 Phone Number PLateau 2577
 Transmitter Location St. Genevieve
 Air Time 6:30 a.m.-M.
 News Service BUP, PN
 Transcription Service Thesaurus
 Representative Weed, All-Canada
 Membership CAB, BBM
 Bcstg. Manager W. Victor George
 Station Manager Gordon F. Keeble
 Program Director H. H. Hewitson
 Chief Engineer John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By . . . La Patrie Publishing Co., Ltd.
 Address Sun Life Bldg., Dominion Sq.

QUEBEC

Transmitter Location Laprairie
 Air Time Unlimited
 News Service PN
 Transcription Service Standard, Associated
 Representative Alexander, McGillvra
 Membership CAB
 Pres., Gen. Mgr. Hon. Sen. P. R. Du Tremblay
 Station Mgr.-Dir. C. A. Berthiaune
 Comm.-Sales Prom. Mgr. Simon Gendron
 Prog.-Prod.-Music Director Andre Chabot
 Publicity Director Armand Goulet
 Chief Engineer Alphonse Cloutier

CJAD

MONTREAL—1945

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By CJAD, Ltd.
 Business-Studio Address 1191 Mountain St.
 Phone Number Plateau 1805
 Transmitter Location MacKayville
 Air Time Unlimited
 News Service CP, BUP, CN
 Transcription Service Lang-Worth, Standard,
 World, Associated
 Representative Young, Natl. Bcst. Sales
 Membership BBM
 Pres., Gen.-Sta.-Comm. Mgr. J. Art. Dupont
 Program Director Ron Morrier
 Chief Engineer A. K. Taylor

CKAC

MONTREAL—1922—CBS

Frequency: 730 Kc. Power: 10,000 Watts d.:
 5000 Watts n.
 Owned-Oper. By La Cie. De Publication,
 La Presse, Liée.
 Address 980 Stes. Catherine St., W.
 Phone Number MARquette 3611
 Transmitter Location St. Hyacinthe
 Air Time Unlimited
 News Service BUP, Reuters
 Transcription Service UTS, Lang-Worth,
 World
 Representative Young, Wright
 Membership CAB
 Pres., Gen. Mgr. Sen. P. R. Du Tremblay
 Station Mgr. Phil Lalonde
 Commercial Manager Georges Bourassa
 Sales Prom. Manager Robert Joulet
 Program Director Ferdinand Biondi
 Production Director Gernard Goulet
 Publicity Director Marcel Theoret
 Chief Engineer Leonard Spencer

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned By Gaspesia Radio Bcstg. Co.
 Operated By Radio Station CHNC
 Business-Studio Address Main St.

Phone Number 64
 Transmitter Location Barachois de Pesebiac
 Air Time 6:30 a.m.-11 p.m.
 Representative Hardy, Young
 Membership BBM, CAB
 President Dr. Charles E. Dumont
 General Mgr. Dr. Charles Houde
 Station-Comm. Manager Viateur Bernard
 Chief Engineer Gordon S. Coleman

CBV

QUEBEC CITY—1934—CBC-FRENCH

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Business Address 1231 St. Catherine St. W.
 Phone Number 5-8155
 Studio Address Palais Montcalm
 Transmitter Location Charlesbourg
 Air Time 7:30 a.m.-M.
 News Service CP, BUP
 Chmn. Bd. of Governors A. D. Dunton
 General Manager A. Frigon
 Station Manager Guy Dumais
 Comm. Mgr. (French Net) Maurice Valiquette
 Prog. Dir. (French Net) Marcel Oumiet
 Spvr. of Presentation Roger Daveluy
 Pub. Dir. (French Net) Jean Saint-Georges
 Chief Engineer Gordon W. Olive

CHRC

QUEBEC CITY—1936

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By CHRC, Limitée
 Address 39 St. Jean
 Phone Number 2-8177
 Transmitter Location Charny
 Air Time Unlimited
 News Service RUP, PN
 Transcription Service Lang-Worth, Thesaurus
 Representative Young, Hardy
 President Herve Baribeau
 General Manager Henri Lepage
 Commercial Manager Aurele Pellitier
 Program Director Marcel Leboeuf
 Program Manager Jean Bender
 Chief Engineer Arsene Nadeau

CKCV

QUEBEC CITY—1924—CBC-FRENCH

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By CKCV, Ltd.
 Business-Studio Address 142 St. John St.
 Phone Number 2-1585
 Transmitter Location St. Louis Rd., Ste. Foye
 Air Time Unlimited
 News Service PN
 Transcription Service World, UTS
 Representative Renaud, Weat
 President Gaston Praitte
 General-Station Manager Paul Lepage

QUEBEC

Commercial Manager..... Lucien A. Bernier
 Program Director..... Marcel Leboeuf
 Publicity Director..... Jean Bender
 Chief Engineer..... Albert DuBerger

C J B R

RIMOUSKI—1937—CBC-FRENCH

Frequency: 900 Kc..... Power: 5000 Watts
 Owned-Oper. By..... The Central Public Service Corp., Ltd.

Address..... 1 St. John St.
 Phone Number..... 396
 Transmitter Location..... Notre-Dame du Sacre Coeur

Air Time..... Unlimited
 News Service..... PN
 Transcription Service..... United, Standard
 Representative..... Stovin, Young
 Membership..... BBM
 President..... J. A. Brillant
 Manager..... Guy Caron
 Commercial Manager..... Andre Lecomte
 Program Director..... Francois Raymond
 Chief Engineer..... F. C. Daok

C F J P

RIVIERE-DU-LOUP—1947

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Oper. By..... Radio Temiscouata Liée.

Business Address..... 203 Lafontaine St.

Phone Number..... 536

Representative..... Renaud, Young

Asst. Manager..... Bertran Polvin

Comm. Manager..... Henri Legeux

Prom. Mgrs..... Henri Boudeaux, Yves Marchand

Chief Engineer..... Raymond Lavole

C K R N

ROUYN—1939—CBC-FRENCH

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Oper. By..... Northern Radio, Inc.

Bus.-Studio Address..... Reilly Block Bldg.

Transmitter Location..... Rouyn

Air Time..... Unlimited

News Service..... PN

Representative..... Natl. Bcst. Sales, Weed

Membership..... CAB, BMB

President..... David A. Gourd

General Mgr..... Jacques A. Thivierge

Chief Engineer..... George H. Pope

C H L T

SHERBROOKE—1937—CBC-FRENCH

Frequency: 900 Kc..... Power: 1000 Watts

Owned-Operated By..... La Tribune, Ltd.

Business-Studio Address..... 3 Marquette St.

Phone Number..... 2071

Transmitter Location..... King St., E. Sherbrooke

Air Time..... Unlimited
 Transcription Service..... World, UTS, Thesaurus
 Representative..... Hardy
 President..... Hon. Jacob Nicol
 General Manager..... A. Gauthier
 Prog. Dir., Prom. Mgr..... J. L. Gauthier
 Commercial Manager..... Leon Lorrain
 Chief Engineer..... Romeo Paquette

C K T S

SHERBROOKE—1946—DOMINION

Frequency: 1240 Kc..... Power: 250 Watts

Owned-Oper. By..... Telegram Printing & Publishing Co., Ltd.

Business-Studio Address..... 3 Marquette St.

Phone Number..... 2071

Transmitter Location..... King St., E. Sherbrooke

Air Time..... Unlimited

Transcription Service..... Thesaurus, United, World

News Service..... CBC

Representative..... Radio Representatives

President..... Senator C. B. Howard

General Manager..... A. Gauthier

Prog.-Pub. Director..... J. L. Gauthier

Commercial Manager..... Leon Lorrain

Chief Engineer..... R. Paquette

C J S O

SOREL—1945

Frequency: 1400 Kc..... Power: 250 Watts

Owned-Operated By..... Radio Richelieu, Ltd.

Business Address..... 72 Rue Du Rol

Phone Number..... 318

Transmitter Location..... National Hwy.

Air Time..... 7 a.m.-11 p.m.

News Service..... PN

Transcription Service..... World, SESAC

Representative..... Renaud

Membership..... BBM

General Manager..... Maurice Boulianne

Program Director..... Wilfrid Mondoux

Prom. Manager..... Jacques Tremblay

Chief Engineer..... Joseph Cardin

C H L N

THREE—RIVERS—1937

Frequency: 550 Kc..... Power: 1000 Watts

Owned-Oper. By..... Le Nouvelliste, Lté.

Bus.-Studio Address..... Charéau de Blois Hotel

Phone Number..... 4500

Transmitter Location..... Montreal Hwy.

Air Time..... Unlimited

News Service..... PN

Transcription Service..... World, UTS

Representative..... Hardy, Young

Membership..... CAB, BBM

Station Manager..... Léon Trépanier

CKVD
VAL D'OR—1939

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By Northern Radio, Inc.
Bus. Address Reilly Block, Rouyn
Phone Number TA 7245
Transmitter Location Val d'Or
Air Time Unlimited
Representative Natl. Bcst. Sales, Weed
Membership CAB
President David A. Gourd
Station Manager Louis Hiller

CKVL
VERDUN—1946

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By J. Teitlman
Business Address 211 Gordon Ave.
Phone Number York 3696
News Service PN, BUP
Transcription Service Lang-Worth, United
Representative Stovin, Cooke
President J. Teitlman
Station Manager Corray Thomson

—SASKATCHEWAN—

CHAB
MOOSE JAW—1924
CBC-DOMINION

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHAB, Ltd.
Bus.-Studio Address Grant Hall Hotel
Phone Number 3282
Transmitter Location Boharm
Air Time Unlimited
News Service PN
Transcription Service Lang-Worth, Cole
Representative Stovin, Weed
Membership CAB, BBM
General Manager J. S. Boyling
Commercial Manager Lloyd Crittendon
Promotion Manager C. H. Witney
Production Manager Bob Burton
Program Director Jim Cloak
Chief Engineer M. Pickford

Air Time Unlimited
News Service PN
Transcription Service Thesaurus
Representative All-Canada, Weed
Membership CAB, BBM
General-Station Mgr. E. A. Rawlinson
Comm.-Sales Prom. Mgr. Gerald Prest
Program Director K. F. Davey
Chief Engineer Tom Van Nes

CKCK

REGINA—1922—TRANS-CANADA

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Leader-Post, Ltd.
Bus.-Studio Address Leader-Post Bldg.
Phone Number 8525
Transmitter Location 8 Mi. S. of city
Air Time Unlimited
News Service BUP, PN
Transcription Service Thesaurus, Cole
Representative All-Canada, Weed
Membership CAB, BBM
President Victor M. Sifton
General Manager Harold A. Crittenden
Commercial Manager Gil Seabrook
Sales Prom. Manager Kenneth E. Compton
Program Director Wilf Collier
Chief Engineer E. A. Strong

CJNB

NORTH BATTLEFORD—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Northwestern Bcstg. Co.
Bus.-Studio Address Sallows & Boyd Bldg.
Phone Number 2373
Transmitter Location No. Battleford
Air Time Unlimited
Transcription Service World, United
Representative Stovin
Membership CAB
Manager Jack H. Coalston
Comm. Manager C. W. H. Hill

CKRM

REGINA—1926—DOMINION-CBC

Frequency: 980 Kc. Power: 5000 Watts
Owned By Trans-Canada Communications,
Ltd.
Operated By All-Canada Radio Facilities
Bus.-Studio Address Fidelity Life Bldg.
Phone Number 7631
Transmitter Location Rowatt
Air Time Unlimited
News Service CP
Transcription Service Lang-Worth
Representative All-Canada

CKBI

PRINCE ALBERT—1927—DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Central Bcstg. Co., Ltd.
Bus.-Studio Address Sanderson Block
Phone Number 2621
Transmitter Location 7 Mi. S. of Prince Albert

... SASKATCHEWAN ...

MembershipCAB
Station Manager..... Stuart MacKay
Commercial Manager.....Don Oakes
Pub. Dir., Sales Prom. Mgr..... F. Laight
Program Director.....W. L. Walker
Chief Engineer..... William MacDonald

CFQC

SASKATOON—1923—DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By... A. A. Murphy & Sons, Ltd.
Bus.-Studio Address..... 216 1st Ave., N.
Phone Number7917
Transmitter Location... 3 Mi. W. of Saskatoon,
Hwy. No. 11
Air TimeUnlimited
News Service.....BUP, PN
Transcription Service...Thesaurus, Standard,
Lang-Worth, Cole
Representative..... Radio Reps., Young
President.....A. A. Murphy
Gen.-Comm. Manager..... Vernon Dallin
Program Director..... Wilfred Gilbey
Chief Engineer.....Lyn Hoskins

CBK

**WATROUS—1939
TRANS-CANADA**

Frequency: 540 Kc..... Power: 50,000 Watts
Owned-Oper. By..... Canadian Bcstg. Corp.
Bus.-Studio Address... 300 Manitoba Telephone
Bldg.
Phone Number97261
Transmitter Location Watrous
Air TimeUnlimited
News Service..... PN, BUP, Reuters
RepresentativeCBC
MembershipBMB
Commercial Manager..... E. A. Weir

CJGX

YORKTON—1927—DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By..... Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address..... Smith-McKay Bldg.
Phone Number324
Transmitter Location..... ¼ Mi. E. of Yorkton
on Hwy. No. 14
Air TimeUnlimited
News Service PN
Transcription Service... World, Cole, SESAC
RepresentativeStovin, Young
Membership CAB, BBM
President Dawson Richardson
General Manager..... K. S. Parton
Commercial Manager..... J. M. Shortreed
Vice President..... F. K. Tully
Program Director..... William Liska
Promotion Manager..... Jack Goodman
Chief Engineer..... Arthur Mills

For News Prestige—

AP

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membership

It's a great new
WORLD
Library

HERE'S
SHOWMANSHIP
THAT PAYS OFF IN
SPONSORSHIP!

- New Commercial Stars!
- New Commercial Scripts!
- New Commercial Selections!
- New Commercial Timings!
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- New Commercial Audition Discs!
- New Commercial Promotions!

*That's why commercial sponsorship
of WORLD shows is zooming!*

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the Sponsored Library

WORLD BROADCASTING SYSTEM, INC.
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.

MAKE "WATCH WORLD" YOUR "WATCH WORD!"

PRODUCTION

Radio & Television

Program Producers

•

Transcription Companies

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Recording Companies

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Music

JERRY DEVINE

"THIS IS YOUR FBI"

MEMBER

RADIO WRITERS GUILD

RADIO AND TELEVISION DIRECTORS GUILD

RADIO—TELEVISION PROGRAM PRODUCERS

A.B.T. Productions, Inc.

460 West 54th St., New York 19, N. Y.
Phone, COLUMBUS 5-7200. Chmn. of Bd.,
Charles L. O'Reilly; Pres., J. Louis Geller;
V.P., Ira H. Simmons; Dir. of Films,
Stanley Simmons; Asst. to Prod., Elizabeth
Cooper; Musical Dir., Nathaniel
Shilkret. SERVICES OFFERED: Producers
of TV motion pictures and live
shows, commercial and theatrical motion
pictures.

Paul F. Adler Associates

535 Fifth Ave., New York 17, N. Y.
Phone, MURRAY Hill 7-1668. SERVICES
OFFERED: Sales and production of live
and transcribed programs. Representatives
for Mayfair Transcription Co.
vehicles including The Alan Ladd program,
"Box 13," "Damon Runyon Theatre,"
"Chuckwagon Jamboree," etc. Act
in advisory capacity for stations and
agencies.

Advance Television Picture Service, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone, COLUMBUS 5-5400. President, Chas.
A. Alicoate; Secretary-Treasurer, F. E.
Miles. SERVICES OFFERED: Producers
and distributors of films, features, shorts
and package films for television.

Advertisers Recordings Limited

624 Dominion Square Bldg., Montreal,
Quebec, Canada. Phone Marquette 6368.
President-General Manager, Walter P.
Downs; Secretary, Marjorie C. McKeown.
SERVICES OFFERED: Transcription
and private wire service.

Advertisers Recording Service, Inc.

113 West 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 (vinylite).

Affiliated

Program Service, Inc.

535 Fifth Ave., New York 17, N. Y.
Phone, MURRAY Hill 7-1668. Paul F. Adler,
Manager. SERVICES OFFERED:
Production of live and transcribed programs.

Air Features, Inc.

247 Park Ave., New York 17, N. Y.
Phone, PLAZA 5-2700. SERVICES OFFERED:
Radio Program Producers.

Alton Alexander Productions

825 W. 187th St., New York 33, N. Y.
Phone, LORRAINE 8-3100. Manager Lottie
Ritter; President, Alton G. Alexander.
SERVICES OFFERED: Complete production
service for the advertising
agency—Scripts, commercials and direction
for radio & TV.

Ambassador Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone, CI 5-4994. Eugen Sharin, President;
Steven Vas, Story Editor; Stephanie
Schmidt-Gentner, Producer (Europe).
SERVICES OFFERED: Television productions.
Specialties: Vienna Philharmonic;
Vienna Symphony; Vienna Choir Boys;
La Scala Opera Films; Puppet Plays.

American Institute of Food Products, Inc.

509 Madison Ave., New York 22, N. Y.
Phone, MU 8-4900. General Manager,
Robert A. Bories; Sales Mgr., Robert A.
White. SERVICES OFFERED: Women's
participating programs for food
and home product advertisers. Each
program backed by merchandising service
to the grocery trade in area where we
operate.

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y.
Phones, WORTH 2-3322, RECTOR 2-5341.
President, Herman Younglieb. SERVICES
OFFERED: Program production,

**TELEVISION'S
FINEST
ENTERTAINMENT**



170 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF.

Program Producers

script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

Associated Broadcast Advertising Co.

430 South Western Ave., Los Angeles 5, Calif. Phone, DUnkirk 8-2972. Irwin T. Porter, Partner & Advertising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Director Research Dept. SERVICES OFFERED: Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

Associated Program Service (Div. of Muzak Corp.)

151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOnacre 3-7290. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED:

Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

B-C Productions

6615 Padre Terrace, Hollywood 28, Calif. Phone, Hillside 1310. Mal Boyd, Stanley Cowan. SERVICES OFFERED: Producers of "Punch With Buddy," starring Buddy Rogers on KLAC-TV.

Ann Barbinel

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. SERVICES OFFERED: Creating—producing—directing custom built package shows for radio and television.

Busch Radio & Television Productions

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Busch, Jr. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs and commercial spots, live and film.

Bass & Co., Inc.

2 Stone St., New York 4, N. Y. Phone, WH 3-0580. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

Walter Batchelor Agency

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIRCLE 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dazand; Attorney, Martin J. Desmont. SERVICES OFFERED: Radio & TV package shows.

Zach Baym

114 Grafton St., Brooklyn 12, N. Y. Phone, DICKens 2-0243. SERVICES OFFERED: 200 television shows available on 16 mm. film. These shows range in running time from 3 minutes to an hour. Subject matter includes: musicals, sports, comedy, cartoons, documentary, and travel.

Stanley J. Wolf

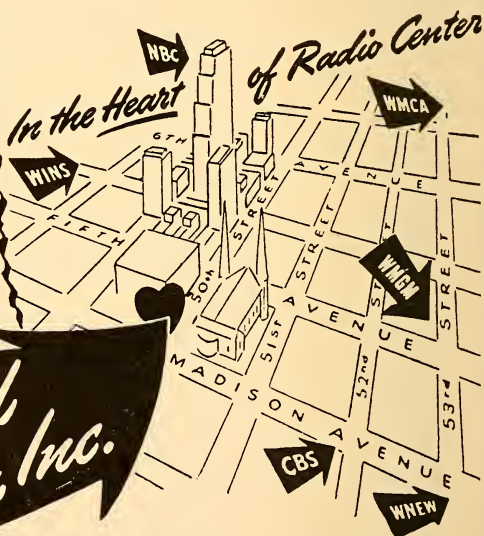
RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, John-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

**Rockhill
Radio, Inc.**



**18 East 50th
ELdorado 5-1860**

Beck Studios, Inc.

Lyceum Theater, Minneapolis 3, Minn. Phone, Lincoln 4708. Executive Director, Joseph H. Beck; William E. Gage, Technical Supervisor; Ernest S. Colling, Program Director; Mel Jass, Sales Promotion. 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 Advertising Service

562 Fifth Ave., New York 19, N. Y. Phone, LUXemburg 2-1040. Viola S. Becker, Owner. SERVICES OFFERED: Production of package shows and spots for Radio, Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

George R. Bentel & Assoc.

6606 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 8608. George Bentel, President; Harvey Parry, Bill Kelso, Dolph Zimmer, Associates. SERVICES OFFERED: International play brokers, radio & television packages, representing world famous authors and their works in all markets.

Walter Biddick Company

(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, RIchmond 6184. Guy M. Biddick, Mgr.; Mildred V. Biddick, Asst. Mgr.; Burt Zoul, Traveling Representative. SERVICES OFFERED: Preparing and recording spot announcements for your own individual requirements. Selling ½ min. transcribed spot announcements already prepared for various type businesses. Selling quarter hour transcribed programs. Transcribed Sacred Music Libraries sold outright.

Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, CIRCLE 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: TV productions on 16 mm. films. Treasure Island available in 30-15 min. episodes. Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes,

325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

Mal Boyd-Robert Joseph Productions

4457 Farmdale Ave., North Hollywood, Calif. Phone, SU 11331. SERVICES OFFERED: Production and packaging of tele shows; "Hollywood in Three Dimensions," (film industry public relations TV show); "TELevent," (15-minute news summary show); "Television Theater Players," (Stock company weekly show, using same performers in a 26-unit series 15-minute original playlet).

Richard Bradley Associates

540 North Michigan Ave., Chicago 11, Ill. Phone, Whi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. SERVICES OFFERED: General advertising service, specializing in radio advertising, television accounts, etc.

Ruth & Gilbert Braun

130 E. 40th St., New York 16, N. Y. Phone, SCHuyler 4-8896. Gilbert Braun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

Bob Bright Productions

509 Fifth Ave., New York 17, N. Y. Phone, VANDerbilt 6-0890. Bob Bright, Owner, Producer. SERVICES OFFERED: Radio and TV shows. Programs created.

Broadcast Productions Corp.

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

Broadcasters Program Syndicate

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells & Associates. SERVICES OFFERED: Cooperative program syndication via transcription on a cost-plus basis for radio stations.

FOR EFFECTIVE RADIO ADVERTISING

In the world's
biggest
market

• **You Need This** •

"Luncheon Club"

starring JOHNNY OLSEN
WMGM 12:30-1 P.M.
Monday-Friday

"Prince Charming"

starring JOHNNY OLSEN
WOR 4:30-5 P.M.
Monday-Friday

"Ted Husing Bandstand"

(Grocery Hour 10-11 A.M.)
starring TED HUSING
WMGM Monday-Friday
. . . and coming up . . .

"Sports Quiz"

starring JOE WILLIAMS

"Gloria Vanderbilt At Home"

starring
GLORIA VANDERBILT

and A NEW IDEA IN TV
ENTERTAINMENT — watch for it!

• **PLUS THIS:** •

FREE MERCHANDISING SERVICE
FOR PARTICIPATING SPONSORS

Our six man field staff

works
for
you

SUPER MARKET, CHAIN BUYERS CONTACTED FOR

- Valuable advertising features
- Special sales and displays
- New Outlets

FOR THE FULL STORY CALL

Bob Bories or Bob White

MU 8-4900

AMERICAN INSTITUTE OF FOOD PRODUCTS

509 MADISON AVENUE, New York 22, N. Y.

Bureau of Allied Arts

1650 Broadway, New York 19, N. Y. Phone, PL. 7-8594, CO. 5-0371. Hal Halpern, General Mgr.; Paul Kalet, Exec. Sec. SERVICES OFFERED: Package productions for TV, live and film; industrial film strips; open end transcriptions; personal representation and management, promotion.

Allyn Butterfield Prod.

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Allyn Butterfield, Owner, Producer in Charge; Jacques Jaccard, Director; Leslie Swabacker, Writer; Alan Stensvold, Technical Supervisor; Frank King, Cameraman; Edward Biery, Jr., Film Editor; Leslie Kaufman, Publicity; Martin Gosch (Savoy Plaza, N. Y.), Sales & Distribution. SERVICES OFFERED. Television production exclusively; complete facilities for custom built on film television productions; 25 years experience with major studios. Member Television Film Producers Association, Hollywood.

Byron Productions Co.

730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron. SERVICES OFFERED: Package producers.

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEMPstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; G. L. MacCaughtry, V.P.; Joseph T. Scott, Sec.-Treas. SERVICES OFFERED: Radio & TV transcriptions, program productions, script service.

Garry J. Carter of Canada, Ltd.

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President; Lloyd Coutts, Acct. Exec. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Alan Oak; Research Director, Edythe Roberts; Office Manager, Anna Levy. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live, transcribed, filmed), ideas, scripts, production for radio and television.

Eddie Chevie Productions

Associate Jack Kurtze Agency, 214 North Canon Drive, Beverly Hills, Calif. Phone, Crestview 4-5403. Eddie Chevie, charge of production. SERVICES OFFERED: "Poor Miriam," starring Joan Leslie; "Officer O'Toole" for Barry Fitzgerald; "Women Make Headlines"; "Wings Over America" with Roy Knuebenshue, First American to Fly an Airship. Script, talent, production, direction. Outlet for 20th Century Writers Guild.

Cineffects, Inc.

1600 Broadway, New York 19, N. Y. Phone, Circle 6-0951-2-3-4. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie 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 Corporation

1819 Broadway, New York 23, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

Russell C. Comer Adv. Co.

15 West 10th St., Kansas City 6, Mo. Phone, HARRison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept. & Recording Engineer, Bill L. Godden. SERVICES OFFERED: Custom-built transcribed shows. Complete recording facilities—air-conditioned studio. Production of syndicated programs and serials.



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For 18 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

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<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
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<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
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<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
"THE BAND CONCERT"	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
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<i>The most amazing feminine-audience program in broadcasting</i>		
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"ADVENTURES OF BUDDY BEAR"	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
"SONGS OF CHEER & COMFORT"	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
"THE VAGABOND ADVENTURER"	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
"FAR-AWAY LAND"	52	1/4-hour shows
<i>Original and famous fairy tales and stories for children</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
"FAMOUS MOTHERS"	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
"HISTORY IN THE MAKING"	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
"A CHRISTMAS CAROL"	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour shows
<i>Sponsored annually by more than 200 department stores</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

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*The Oldest—and One of the Country's Largest Transcribed Program Producers
Manufacturers of Transcription Playback Machines*

**Commodore Productions
and Artists, Inc.**

1350 No. Highland Ave., Hollywood 28, Calif. Phone, Ho. 8229. Walter White, Jr., Pres. & Production Mgr.; Shirley Thomas, V.P. & Treasurer; Jean Annis, Sel. & Traffic Mgr. SERVICES OFFERED: Create, write and produce "live" and "transcribed" radio programs, selling direct to the radio stations and advertising agencies. Producers of "Hop-along Cassidy," "Down Our Way" & "Strollin' Tom," etc. Also contract to write and produce programs for agencies, etc.

Concert Films Corp.

1000 Larrabee St., Hollywood 46, Calif. Phone, CR 6-8552. 220 West 42nd St., New York 18, N. Y. Phone, LO 3-2558. Paul Gordon, President, Producer, Director; George Moskov, Producer; Dr. Victor Clement, N. Y. Manager. SERVICES OFFERED: Artistic short musical pictures for television, featuring Yehudi Menuhin, violinist; Jakob Gimpel, pianist; Eula Beal, contralto; Antal Dorati, conductor and others. Short comedy subjects for television, starring outstanding comedians.

Louis G. Cowan, Inc.

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Vice-President; Robert D. Michels, Vice President for Station Distribution; John Lewellen, Vice President in Charge of Chicago Office; Hugh Grauel, West Coast Manager. SERVICES OFFERED: Live network and open-end transcribed shows available on request.

Cruger Radio-TV Enterprises

5800 Carlton Way, Hollywood 28, Calif. Phone, HE 8254. Paul Cruger, General Manager; John Bolan, Producer; Scott Carleton, Editor; Sandy Sanderson, Writer; Howard Swift, Cartoonist. SERVICES OFFERED: Creators and producers of radio and television packages. Also script service and films for TV available. New series Portrait of America for lease. Commercial films produced. Complete facilities.

**Damon Recording Studios,
Inc.**

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Vic Damon, President & Treasurer; Alice Damon,

Vice-President; Harry A. Morris, Secretary. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased. Television shorts produced. Microgroove long playing records and masters produced.

Frederic Damrau, M.D.

247 Park Ave., New York 17, N. Y. Phone, PL 5-3638. Frederic Damrau, M.D., Director; Mary L. Davis, General Manager; Adeline Maneery, Interviewer. SERVICES OFFERED: Popular educational programs relating to health and medical subjects.

Gordon M. Day Productions

108 E. 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Script Editor. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles and spots of all kinds.

**Roy De Groot Consultants,
Inc.**

551 Fifth Ave., New York 17, N. Y. Phone, MU 7-9135-6. Roy de Groot, President; Katherine Hynes, Vice President; Richard Dana, Chief, Script Dept.; L. B. Pitkin, Chief, Television Dept.; T. F. Kuper, Chief, Education Dept.; I. Rabinowitz, Chief, Music Dept. SERVICES OFFERED: Consultants in public relations through radio, television and motion pictures.

Jerry Devine Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, HUDson 2-1228. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; SERVICES OFFERED: Packaged radio programs.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

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it's from

BOB BRIGHT PRODUCTIONS

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"LET'S PLAY AMERICA" — A SENSATIONAL NEW RADIO QUIZ PROGRAM THAT WILL SWEEP THE COUNTRY. NO PHONE CALLS. NO STUDIO AUDIENCE. BEAMED AT THE RADIO AUDIENCE ONLY. DESIGNED TO ATTRACT HUNDREDS OF THOUSANDS OF BOX-TOPS OR EQUIVALENTS, WEEKLY.

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THE CLASSIFIED RADIO PAGE.

Program Producers

Harry S. Dube

1270 Avenue of the Americas, New York 20, N. Y. Phone, COLUMBUS 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y. Phone, SCHUYLER 4-3654. Henry Morley, President; Nathan Zucker, Treasurer; Rita Slater, Program Director. 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 facilities; film consultants.

Ed East Creative Recorded Spots

331 South Arden Boulevard, Los Angeles 5, Calif. Phone, YORKE 7617. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

Bruce Eells & Associates

2217 Maraville Dr., Hollywood 28, Calif. Phone, HOLLYWOOD 5869. Bruce Eells, President, General Mgr.; Joel Murcott, V. P. Chg. Prod.; Cy Langlois, Director. SERVICES OFFERED: Production of radio and TV programs; administration of Broadcasters Program Syndicate and Telecasters Program Syndicate.

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, CENTRAL 6-0942. W. M. Ellsworth, Owner. SERVICES OFFERED: Talent, programs, production.

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLAZA 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaeger, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

Bernard Estes, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, CIRCLE 7-2085. Bernard Estes, President; Hazel Estes, Sec.-Treas. SERVICES OFFERED: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video

and Shortwave to and from U.S.A., Latin America, Europe.

Fadiman Associates, Ltd.

1501 Broadway, New York 18, N. Y. Phone, LACKAWANNA 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

F & M Stageshows, Inc.

1501 Broadway, Suite 2005, New York 18, N. Y. Phone, CHICKERING 4-3956. Harry C. Arthur, Jr., President; M. D. Howe, Vice President & Public Relations Director; James H. Arthur, Secretary-Treasurer. SERVICES OFFERED: Film & live television productions; stage and touring attractions; package shows; talent booking; legitimate producers; motion picture producers; star management.

Mildred Fenton Productions

40 East 49th St., New York 17, N. Y. Phone, PLAZA 9-8266. Mildred Fenton, Owner; Kay Roberts, Show Sales & Talent Representative; Russ Ambruster, Producer. SERVICES OFFERED: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

Films Associates, Inc.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, WALNUT 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs; Chief Engineer, Robert Duke. SERVICES OFFERED: Producers of Television "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers. Newsreels. Complete facilities for television film productions. Slides for television, station breaks, electrical transcription facilities NAB curve.

Fisher Productions

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRYANT 9-9580. President, Maggy Fisher; Assistant, Useulte Simone; Secretary, Alice Ochs. SERVICES OFFERED: Production and writing for radio and television. Package shows, film presentations, and musicals.

Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, LUXEMBURG 2-5188. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach. SERVICES OFFERED: "Can You Top This?"

Harry E. Foster Advertising Limited

King Edward Hotel & 149 Alcorn Ave., Toronto, Ont., Canada. Phone EL. 6373, H. E. Foster, President; R. B. Wakely, Radio Dept. Mgr.; Miss Mary Newton, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Toronto Mgr.; R. A. Cauley, G. W. Duncan, M. O. Johnston, J. Mitchell, Acct. Execs. **SERVICES OFFERED:** General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. **SERVICES OFFERED:** Network, live, transcribed and syndicated programs.

Gainsborough Associates

234 West 44 St., New York 18, N. Y. Phone, CHickering 4-5141-4-5142-4-1583. Mitchell Jablons, Radio Director; Nathan M. Rudich, Dir. of Television and Films; Martin Seligson, Mgr. of Sales Operations; Arlene Shelly Gaines, Talent Supervisor; Jay Barrett, Production Manager. **SERVICES OFFERED:** Production of radio and television package shows; produce and distribute films for television; radio and tele publicity for fund raising organizations; publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-television management for talent.

Gale, Inc.

48 W. 48th St., New York 19, N. Y. Phone, PLaza 7-7100. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. **SERVICES OFFERED:** Complete Radio-TV package program and directing service.

General Artists Corp.

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 7-7543. Thomas G. Rockwell, President; Chrg. of Radio-TV Dept.

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John J. Mullihill, Dan Hollywood. **SERVICES OFFERED:** Program production, package shows, artists' representatives.

•

John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-4888-9. President, John Gibbs; Assistant, Francis Head. **SERVICES OFFERED:** Radio production, talent representation.

•

**Grace Gibson Radio
Productions**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, GR 5543. B. Eaton Lawrence, Director of Sales; Bertha Watt, Business Manager. **SERVICES OFFERED:** Production and distribution of open-end transcribed radio shows; specializing in documentaries.

•

**Harry S. Goodman Radio
Productions**

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. Harry S. Goodman, President and General Manager; Everett F. Goodman, Vice-Pres.,

Chg. Sales; H. Knuth, Secretary; Daniel R. Goodman, V-P. Chg. of TV. **SERVICES OFFERED:** Transcribed and "live" radio & TV programs. Syndicated and custom-built spot announcements.

•

**Gotham Radio
Productions, Inc.**

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi, Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir.; Jerry Gregoris, Research Dir. **SERVICES OFFERED:** Live package productions, talent.

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Green Associates

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 6-5593. Lewis G. Green, Vice-President. **SERVICES OFFERED:** Production, transcriptions, TV shows.

•

Gerald Gross

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 6-2144. Gerald Gross. **SERVICES OFFERED:** TV and radio package shows.

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NEW YORK CITY

PLaza 5-7620

Program Producers

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Dick Pettit; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Hy Freedman, Ed Tyler. SERVICES OFFERED: Producers of network package radio programs.

Les Hafner & Co. Program Producers

112 West 89th St., New York 24, N. Y. Phone, TRafalgar 3-1800. Les Hafner, Producer. SERVICES OFFERED: Live and film programs for radio and TV.

Laurence Hammond Productions, Inc.

45 West 51 St., New York 19, N. Y. Phone, PL. 9-2210. Laurence Hammond, President; Michael Carr, Casting Director; Edward Barry Roberts, Script Edi-

tor; Turnley Walker, Script writer; Lloyd Shaffer, Musical Consultant; Cornel Tanassy, Musical Arranger; Lou Goldenberg, Accountant; Millard C. Fought, Public Relations Counsel. SERVICES OFFERED: Packaging radio and television programs, live, transcribed, and filmed. Producing motion pictures for television. Scripting, directing services available for radio and television. Public relations counsel.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Max Adkins; Office Mgr. Betty Millwood. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays.

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, ILInois 9-6729. Arthur Henley, Writer-Producer. SERVICES OFFERED: Radio and TV programs packaged. Writing, consultation and production services.

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Programs for feminine appeal - male - kiddies - any and everything
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Program Producers

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620 Ninth Ave., New York 18, N. Y.
Phone, Circle 6-9031-2. J. H. Hoffberg,
President. SERVICES OFFERED: 35
mm. and 16mm. of features and short
subjects for television broadcasts.

William F. Holland Radio Productions

Hotel Sinton, Cincinnati 2, Ohio. Phone,
Main 3450, Parkway 7584. William F.
Holland, Gen. Mgr. SERVICES OF-
FERED: Custom-built radio spot
announcements and radio programs, live
and transcribed.

Richard W. Hubbell and Associates

118 East 40th St., New York 16, N. Y.
Phone, MURray Hill 3-0028. Richard W.
Hubbell, Chairman; Alfred N. Gold-
smith, Associate; Robert Jerome Smith,
Associate; Wanda Van Brunt, Executive
Assistant. SERVICES OFFERED: Man-
agement consultation on all matters re-
lating to television, and advice or direct
assistance on packaging and producing of
TV shows of all types. Confidential con-
sultation to advertisers, their advertising
agencies, and producers.

Hudes and Baral Radio Productions

17 East 42nd St., New York 17, N. Y.
Phone, MURray Hill 3-2840-9-2473-9-2440.
Ted Hudes, Lillian Baral, partners.
SERVICES OFFERED: Produce public
service transcribed radio package shows;
distribution over 900 stations from coast
to coast, including 34 50,000 watters,
produce TV feature films, educational and
industrial shorts. Handle radio accounts
for commercial and non-commercial insti-
tutions.

Hummert Radio Features

247 Park Ave., New York 17, N. Y.
Phone, PLaza 5-2700. Partners: Frank
& Anne Hummert. SERVICES OFFER-
ED: Creators and producers of network
radio productions.

Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12,
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L. Moran; Office Mgr., Margarita Lamar;
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THE HOMETOWNERS...

156 fifteen minute episodes

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JOE EMERSON'S HYMNTIME...

Star of "Hymns of all churches"
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Producing 260 fifteen minute epi-
sodes... 2 stories to a platter about
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try—all subjects.

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tion of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California).

•
International 16mm Corporation

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm. Subjects: Classical music with Symphonic orchestras.

•
Estella H. Karn

49 West 45th St., New York, N. Y. Phone, LUXemburg 2-2170. SERVICES OFFERED: Radio-TV program production.

•
Lew Kashuk & Son Adv. Co.

350 Fifth Ave., New York 1, N. Y. Phone, LONGacre 3-7290. Lew Kashuk, Jay E. Kashuk, Partners. SERVICES OFFERED: Preparing and producing

radio and TV spots and programs for advertisers and agencies. Custom-built and syndicated spots and programs for radio and TV. Copyright owner of "Mail-O-Vision" a participation TV program available on a syndicated basis.

•
Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEVonshire 8-7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Secretary - Treasurer - Script Supervisor; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-Scripts; Kenn Schaffer, Engineer; Bradford Tiffany, Engineer; Preston Sandiford, Musical Director. SERVICES OFFERED: "Live" and film TV shows. Complete production from creation of show to finished production. TV Commercials on film.

•
Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Treasurer, William J. McCambridge; Vice-President & General Manager, Ray-

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Program Producers

mond R. Green; Business Mgr., Theodore Green; Account Exec., David Fiel; Secretary, Andree P. Jones. **SERVICES OFFERED:** Production of live and transcribed programs, spot announcements, scripts and program consultant.

Oland Killingsworth

1560 Broadway, New York 19, N. Y. Phone, PLaza 7-0759. Oland Killingsworth, Producer-Director; LeRoy B. Pitkin, Associate Producer; Boris Serratore, Production Supervisor; John Hermansader, Art Director; Monica Burlbaw, Press Editor. **SERVICES OFFERED:** Producer of animation, live action films, live tele shows and transcriptions.

Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. President, Herman Younglieb; Program Director, Paul Berkowitz. **SERVICES OFFERED:** Program production, script.

The Landt Trio

8 West 49th St., New York 19, N. Y. Phone, CIrcle 5-5431. Karl Jack and Dan

Landt, Co-owners. **SERVICES OFFERED:** Jingles, spots and live shows for radio and TV.

Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, Ralph S. Hatcher; Pierre Weis; Prog. Dir. Doris Kaye; Office Manager, C. O. Langlois, Jr. **SERVICES OFFERED:** Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. **SERVICES OFFERED:** Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

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Top-talent service to sell
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of getting the most effective,
most economical
buy in TV to-day.

TELE - THEATRE package PRODUCTIONS

C. W. Christenberry Jr., Executive Producer

33 WEST 58th STREET, N. Y. 19 • PLAZA 9-8490

Program Producers

Lawrence Productions

6700 Sunset Blvd., Hollywood 28, Calif., Phone, GRanite 5543. Owner B. Eaton Lawrence, Associates: Richard Hill Wilkinson, Glenn Langen. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows.

Evelyn Lawson Associates

237 E. 53rd St., New York 22, N. Y. Phone, EL 5-4773. Evelyn Lawson, President; Guy Livingston, George Hanson, Brooke Lawson, Vice Presidents; Thomas Canning, Ex. Producer N. Y. SERVICES OFFERED: Public Relations firm specializing in the promotion of television productions and talent. Also handle public relations for industrial accounts already in television (or planning to use video as an advertising medium. Design television productions tailored to needs of firm accounts.

Bob Loewi Productions, Inc.

255A East 49th St., New York 17, New York. Phone, MURray Hill 8-2600, PLaza 5-0958. Bob Loewi, Producer-Director; Stan Lee, Assistant; Lee Klein, Assistant. SERVICES OFFERED: Create, produce, direct, and sell live and film, television package shows.

Phillips H. Lord, Inc.

501 Madison Ave., New York 22, N. Y. Phone, PLaza 5-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor. SERVICES OFFERED: Package shows.

Mac Davis Sports Features

1 Montgomery Place, Brooklyn 15, New York. Phone, NEVins 8-4374. Director, Mac Davis. SERVICES OFFERED: Sport Shows for television, special programs and features created and built for television presentation. Ideas and scripts supplied for all types of sport television shows.

C. P. MacGregor

729 So. Western Ave., Los Angeles 5, Calif. Phone, FITzroy 4191. C. P. MacGregor, President; Victor Quan, Director; Paul Quan, Production Manager; A. Q. Felthousen, Chief Engineer; George R. Jones, Office Manager; Rudy Rudolph, Sales Manager; Nat V. Donato, Eastern Manager. SERVICES OFFERED: Transcription library productions; dramatic and musical programs; recording studios. Complete packaging including recording



JOHNNY OLSEN

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JOHNNY OLSEN'S AMERICAN PRODUCTIONS

RADIO:

11—½ HOURS WEEKLY

TELEVISION:

7—½ HOURS WEEKLY

RECORDS:

RCA VICTOR
APOLLO

PERSONAL APPEARANCES:
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SUMMER WEEK-ENDS

electro-plating of masters and production, pressings on vinylite and music library.

•
Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio and TV shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

•
**Alexander McQueen
& Associates**

5222 N. Lakewood Ave., Chicago 40, Ill. Phone RAvenwood 8 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

•
The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, re-

search and commercial copy service, producers of Original Amateur Hour, Sunday evening tele show now on the air.

•
**Fred C. Mertens and
Associates**

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President and Prod. Mgr., Fred C. Mertens; George Logan Price, Production, Sales, Service; S. M. Lauch, Office Manager. SERVICES OFFERED: Scripts, production, promotion, public relations. 25 years national experience. Success record with packaged shows on more than 100 major stations.

•
Charles Michelson, Inc.

23 West 47th St., New York 19, N. Y. Phone, PLaza 7-0695-6. President, Charles Michelson. SERVICES OFFERED: Portoplayback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

•
Michelson & Sternberg, Inc.

23 W. 47th St., New York 19, N. Y. Phone, PLaza 7-1269. President, Aaron Michelson. SERVICES OFFERED: Exporters of transcriptions and sound effect records.

WILLIAM GERNANT

Les Mitchel Productions, Inc.

9310 Hillrose, Sunland, Calif. Phone, Florida 31531, 33244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President, Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Mole, Davis, Inc.

105 W. 55th St., New York 19, N. Y. Phone, CIRCLE 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

William Morris Agency, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, CIRCLE 7-2160. Executive in-Charge of Radio, William B. Murray. SERVICES OFFERED: Production of packaged shows for Radio & TV, also talent representatives.

Morton Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages, and custom built television shows.

Herbert M. Moss

100 West 55th St., New York 19, N. Y. Phone, COLUMBUS 5-1661. SERVICES OFFERED: Radio & television production, recorded auditions available.

Motion Picture Productions, Inc.

620 West Superior Ave., Cleveland 13, Ohio. Phone, PROSPECT 4900. Donald C. Jones, President; Robert E. Haviland, Vice President; E. M. Engle, Secretary. SERVICES OFFERED: Producers of motion pictures and slide films on industrial relations, sales promotion, sales & technical training, in black & white or color with RCA sound in our own studios and laboratories.

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, Pres.



Producers, Creators and Managers

of

*Outstanding Radio and Television Ideas,
Talent and Orchestras for Over Sixteen Years*

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**Music Corporation
of America**

(MCA Artists, Ltd.)

745 Fifth Ave., New York 22, N. Y.
(will move to 598 Madison Ave.) Phone,
PLAZA 5-8900. BRANCH OFFICES: 17-
18 Dover St., London, England; 430 N.
Michigan Ave., Chicago, Ill.; 9200 Wil-
shire Blvd., Beverly Hills, Cal.; 9370
Burton Way, Beverly Hills, Cal.; 105
Montgomery St., San Francisco, Cal.;
1164 Union Commerce Bldg., Cleveland,
O.; 515 Tower Petroleum Bldg; Dallas,
Tex.; 1612 Book Tower, Detroit, Mich.;
1044 Little Bldg., Boston, Mass.; North-
western Bank Bldg., Minneapolis, Minn.
SERVICES OFFERED: Program Pro-
duction.

•
Muzak Corporation

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

•
John Nasht & Associates, Inc.

16 East 52nd St., New York 22, N. Y.
Phone, MUrray Hill 8-3323. John Nasht,
President; Gene Seagle, Vice President.
SERVICES OFFERED: Television pro-
gram production.

**NBC Radio-Recording
Division**

30 Rockefeller Plaza, Radio City, New
York 20, N. Y. Phone, CIrcle 7-8300. Di-
rector, Robert W. Friedheim; Office Mgr.,
George C. Stevens; Recording Sales,
Charles G. Hicks, Jr.; Sales Manager,
Donald J. Mercer; Program Manager,
H. H. Wood; Thesaurus Program Man-
ager, Norman L. Cloutier; Adv. & Promo-
tion Mgr., Frank McMahon. SERVICES
OFFERED: NBC Thesaurus (musical
program service); NBC Syndicated Pro-
grams (recorded dramatic, variety, musi-
cal shows, etc.); NBC Custom-Built
Programs (for regional and national spot
advertisers); simultaneous recordings of
network and studio programs, recording
service for advertisers and agencies, re-
ference or audition recordings, NBC
Orthacoustic transcriptions.

•
**National Concert & Artists
Corp.**

711 Fifth Ave., New York 22, N. Y.
Phone, PLaza 9-6000. O. O. Bottorff,
Chairman of the Board; Marks Levine,
President; Thomas Reilly, Secy. Treas-
urer, Director of Popular Division; Alex-
ander F. Haas, Vice-Pres. in charge of

M E M O

TO: 900 Program Directors of Indies From Coast
to Coast

FROM: Ted Hudes

RE: Your Keen Awareness of Public Issues.

THANKS! Through your splendid cooperation,
60,000,000 people have heard such outstanding
public service musicals and dramatizations as:

PLYMOUTH ROCK 1949 with Ray Middleton
A MAN WITH A CAUSE with Henry Fonda
and Aline MacMahon

DISPLACED with Paul Muni

WORTHY OF THEIR HIRE with Melvyn Douglas

THE ARRIVAL OF DELAYED PILGRIMS with Ben
Grauer

P.S. Directors who haven't received these programs
can still obtain them free of charge.

CITIZENS COMMITTEE ON DISPLACED PERSONS

39 EAST 36th STREET

NEW YORK 16, N. Y.

Los Angeles Office; D. L. Cornetet, Vice-Pres. in charge of Chicago Office; Joseph M. Barnett, Radio-Recording-Television. **SERVICES OFFERED:** Talent for concert-opera-radio-television, Speakers and special attractions in lecture platform. Package programs and ideas for radio and television.

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice Pres. & Gen'l Mgr.; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Director; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio & transcribed programs for use as campaigns with radio stations, using constructive material to enhance station advertising, and promote sales and revenue. Now presenting the most unusual station program "Radio On Call".

The National Research Bureau, Inc.

415 No. Dearborn St., Chicago 10, Ill. Phone, Superior 75080. Frank P. Kendall, Executive Vice President. **SERVICES OFFERED:** Temperatunes and spot jingles, transcribed and live shows.

"Greatest of The Great"—transcribed 15 minute sport shows.

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson. **SERVICES OFFERED:** Creators of open-end and custom-built transcribed radio shows.

Nelson Productions, Inc.

341 Madison Ave., New York 17, N. Y. Phone, MURray Hill 6-5862. Raymond E. Nelson, President. **SERVICES OFFERED:** Feature and commercial films to order; live shows for radio and TV.

Oliver W. Nicoll Productions

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Oliver W. Nicoll, Producer-Director, Executive Director; Alma Sandra Munsell, Associate Director. **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. Member of ITPA (Independent Television Producers Association).

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MAC QUARRIE
WORD MASTER
OF CEREMONIES**

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

**"DO YOU WANT TO BE AN
ACTOR?"**

All coast to coast favorites
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Program Producers

Associate Producer. SERVICES OFFERED: Scripts, transcribed programs, live programs, TV programs, live and film, commercial copy and full radio and public relations service to advertisers, and stations.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Donald Peterson, Producer-Director; Stanley Whitman, Jean Eicks, Doris Illoway, Writers; M. P. Frutchey, Recording Engineer. SERVICES OFFERED: Custom built religious programs, live and transcribed. Propaganda sustainers, live and transcribed.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Kent Cooper, President; Oliver Gramling, Vice-Pres. SERVICES OFFERED: "Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio—of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the un-

usual experience of news reporters throughout the country, 78 episodes available.

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, DELaware 7-4375. Owner, Eugenia Price. SERVICES OFFERED: Producers of "The Addison Pelletier Show" available on quarter hour open-end transcriptions and distributed exclusively worldwide by Kasper-Gordon, Inc. Also custom-built live, transcribed and TV shows.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, Production, Sales Service Director; S. M. Lauch, Office Manager, Accounting, Auditing; George L. Price, Jr., Copy Consultant. SERVICES OFFERED: Established 5, 15, 30 minute dramatic shows. Tailored - to - measure scripts of any type, on any subject, based on 25-years radio experience, in writing thousands of shows.

Prockter Productions, Inc.

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 6-4091. President, Bernard J.

RADIO PRODUCTIONS

Producers of radio's No. 1 transcribed football program—

"LEAHY OF NOTRE DAME"

TELEVISION PRODUCTIONS

Producers of the sports sensation of 1948—

"CHICAGO BEARS QUARTERBACK SHOW"

Also

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GREEN ASSOCIATES

CHICAGO

360 N. Michigan

Gen. 6-5593

CHICK VINCENT

Director

"Pepper Young's Family" NBC

Producer

"Adventures of Charlie Chan"

Producer

"At Home and How" WJZ-TV

Director

"Ship's Reporter" WJZ-TV

for National Television Guild

Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Loweinthan; Director of Public Relations, Clement J. Wyle. **SERVICES OFFERED:** Live network programs. Complete TV package production, live or film.

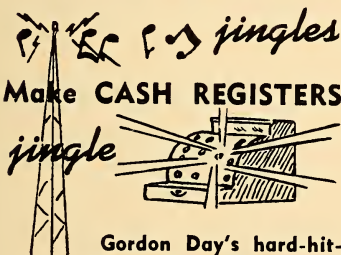
Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MELrose 5-5522. Lido Belli, President-Producer-Director. **SERVICES OFFERED:** Italian language programs, production and talent.

Ra-Best Features, Inc.

522 5th Ave., New York 17, N.Y. Phone, MU 7-8158. Lawrence K. Elliott, President; Vincent Andrews, Treasurer; Bernard Silver, Secretary; Ann Howard, Casting Director. **SERVICES OFFERED:** Company composed of well-known radio artists in all fields of activity, devoted to development of outstanding radio and television programs that are new, fresh, different, important.

GORDON M. DAY



Gordon Day's hard-hitting singing commercials pay off at the cash register! Proof? 52 Successful spot campaigns in 2 years! Send for 10-jingle recording and full details.

Gordon M. Day Productions

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Radio Artists Corporation

509 Madison Ave., New York 22, N. Y. Phone, PL 3-4670. 366 N. Camden Drive, Beverly Hills, Calif. Phone, CRestview 5-4308. Bernard L. Schubert, President; Jack Bertell, Vice President. **SERVICES OFFERED:** Talent, production, radio and television package management.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. President, Julienne Dupuy. **SERVICES OFFERED:** Production, scripts, casting for radio and television.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. **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, scripts, talent. Members ITPA.

*the finest
in television shows*

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ABC-TV NETWORK, SUNDAYS, 8-8:30 P.M.

talent

BILL STERN
MARY ANDERSON
PATRICIA BRIGHT
HARRIET VAN HORNE

writers

ALTON ALEXANDER
BERNARD DOUGAL
PRISCILLA KENT
MORT LEWIS
LARRY MARKES

LESTER LEWIS ASSOCIATES

ONE CHRISTOPHER ST. WATKINS 4-8582

**Radio Producers of
Hollywood, Inc.**

1651 Cosmo St., Hollywood 28, Calif. Phone, Hollywood 8318. President, Lou R. Winston; Station Relations, Mary Staggs. **SERVICES OFFERED:** Open and transcribed feature programs. 60 different shows of all types. 3,500 quarter hours for immediate delivery.

Radio Production Service

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Mary Lincoln, Prize Supervisor; Rita Burke, Supervisor of Mail. **SERVICES OFFERED:** Program production, live package, radio & TV shows, and spot campaigns.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. **SERVICES OFFERED:** Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

BERNARD L. SCHUBERT, Inc.

RADIO ARTISTS CORPORATION

NEW YORK **BEVERLY HILLS**
509 MADISON AVE. 366 N. CAMDEN DRIVE
PLAZA 3-4670 CRESTVIEW 5-4308

Talent—Production—Package Management

Radio-Video Associates

322 East 55th St., New York 22, N. Y. Phone, PLaza 5-5781. Jack Lloyd, Executive Producer; Robert Whiteman, Musical Director; Doris Bertel, Publicity Director; Roy Pinney, Motion Picture Consultant. **SERVICES OFFERED:** Production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm films for television, custom-built audition scripts for talent, production of foreign language shows, contest consultants.

Reemack Enterprises, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, PLaza 7-7354. Lou Goldberg, President; Wanda Ellis, V.P.; Lloyd Mark, Secty. **SERVICES OFFERED:** Producers of the Original Amateur Hour.

Religious News Service

381 Fourth Ave., New York 16, N. Y. Phone, MURray Hill 4-1463. Managing Editor, Louis Minsky. **SERVICES OFFERED:** Production of weekly religious news scripts.

Richman Productions

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-5854. Howard

ARTHUR H. MILLER

PUBLIC RELATIONS



ELdorado 5-6092 151 East 50th Street
New York 22, N. Y.

Program Producers

Richman, President; William Richman, General Manager; Charles Cromer, Exec. Prod. & Film Supvr.; Joseph Cates, Production Director; Sandford J. Metlis, Director of Publicity and Special Events; Harold Levey, Musical Director; Howard T. Longfellow, Research Director; Beatrice Solarz, Traffic Manager; Natalie Meader, Personnel Director. **SERVICES OFFERED:** Packaging and production of live and transcribed radio programs and spots. Packaging and production of live and motion picture television programs and spots.

H. D. Rickert Co.

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-4256-7-8. H. D. Rickert, Director. **SERVICES OFFERED:** Radio and TV package shows.

Robinson Recording Laboratories

2022 Sansom St., Philadelphia 3, Pa. Phone, Locust 7-4731. Proprietor, W. P. Robinson. **BRANCH OFFICE:** 35 S. 9th St., Philadelphia 7, Pa. Phone, Walnut 2-6800 W. W. Jost. **SERVICES OFFERED:** Manufacture transcription turntables, professional recording machines,

and transcription tone arms. Make transcriptions, master records, and pressings, and make audition and delayed broadcast discs.

Rockhill Radio & Television

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Sylvan Taplinger, Robert F. Lewine, Steven Carlin. **SERVICES OFFERED:** Complete packages, radio, transcriptions, television, film.

Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 1950, Hollywood 5762. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Account Exec., Mike O'Donnell; Publicity Dir., Joan Rourke. **SERVICES OFFERED:** live and transcribed radio programs, spots and jingles.

Barnard L. Sackett Television Productions

254 West 54th St., New York, N. Y. Phone, LUxemburg 2-5080. Barnard L. Sackett, Production Manager; Bernard Wine, Business Manager; Wick Adames, Coordinator; Ann Pester, Fashion Direc-

BASIL LOUGHRANE

Producer-Director

"Light Of The World"

NBC

(sponsored by General Mills)



"Sherlock Holmes" . . MBS

(sponsored by ClipperCraft Clothes)

GERALD GROSS

PRODUCER



tor; Manny Retter, Art Director. **SERVICES OFFERED:** Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, television consultants, personal television representation, concert management.

●
James L. Saphier
Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President. **SERVICES OFFERED:** Radio and television productions, sale of package programs and talent.

●
Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert. **SERVICES OFFERED:** Talent, production radio and television package management.

●
Screencraft Pictures, Inc.

341 W. 44th St., New York 18, N. Y. Phone, Circle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. **SERVICES OF-**

FERED: Distributors of 16 and 35 mm. features and shorts.

●
Script Associates

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, Director; Jean Frederick, Coordinator; Larry Purdin, Comm. Mgr.; **BRANCH OFFICE:** 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. **SERVICES OFFERED:** "Lines For Living" written by Larry Purdin. Now in fourth year. Top rating in Conlan survey. Available in weekly packages of five fifteen minute scripts prepared for you to produce locally. (This show is transcribed in Hollywood for broadcasts overseas for the Armed Forces).

●
Selected Radio Features

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEMPstead 3583. Joseph Lowe, Vice-Pres. **SERVICES OFFERED:** Producers and sales agents of transcribed package and syndicate radio programs.

●
Sentinel Productions

(A Division of Sentinel Enterprises, Inc.)

The LANDT TRIO



Radio and Television Shows

"Whistle Stop"

"Guest House"

"Sing-Along"

8 W. 49th St.

New York 19, N. Y. • Circle 5-5431

TORCHLIGHT

• RADIO •

TELEVISION

PRODUCTIONS

DAVID R. KAPRALIK, Pres.

JANE WHITE, V. P. in Charge of Prod'n

CHARLES MITCHELL, Pres

Offices: 229 W. 42nd St., N. Y., N. Y.

Wisconsin 7-0771

Program Producers

5746 Sunset Blvd., Nassour Studios, Hollywood 28, Calif. Phone, HEmpstead 6828. Earle R. Harper, President & Exec. Producer; A. G. Harper, V. P. & Treas.; David Griffith, Jr., Secretary; Ann Archer, Producer-Director; Harry Mancke, Director; Ray Sollars, T-V Contact & Programming; Chas. Straumer, Director of Photography; Bill Keefe, Publicity; Robt. Belcher, Film Editor; James Fair, Comptroller. **SERVICES OFFERED:** Produce all types of TV package programs on film—5 min. to 60 min., also TV commercials. Full facilities for originating shows, writing, casting, producing and distribution.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

Fletcher Smith Studios, Inc.

1585 Broadway, New York 19, N. Y. Phone, CIrcle 6-5280-1. Fletcher Smith,

President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. **SERVICES OFFERED:** Film production for television, specialty animation, complete art and photographic staff and equipment.

Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, REpublic 1984-5. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. **SERVICES OFFERED:** Produce completely packaged shows from script to transcriptions including direction, talent, backgrounds, mailing service, and promotion.

The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Pres. Producer-Director, Robert E. Grey; Casting Director, Research, Chief Engineer, O. J. Vital; B. H. Gaily, Script Writer. **SERVICES OFFERED:** All types of recording, on disc, wire or tape, complete program production, syndicated and custom-built transcriptions, phonograph records & albums, etc. Custom-built television features on 16mm film, complete production.

A NEW transcribed series of "MYSTERY IS MY HOBBY"

Now 78 half-hours of thrilling suspense, starring Glenn Langan as Barton Drake, suave crime analyst and gentleman detective. A zooming Hooper and world-wide popularity demands that "MYSTERY IS MY HOBBY" continue indefinitely. Sign up your long-time clients for this brilliantly logical thrill-paced series.



LAWRENCE PRODUCTIONS

6700 Sunset

Hollywood 28, Calif.

Granite 5543

654 MADISON AVE.
NEW YORK 21, N. Y.

TEmpleton 8-7025

Program Producers

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E. Dill, Vice-President; A. U. Braumfeld, Secretary. SERVICES OFFERED: Package production for radio and TV.

Spot Radio Service

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Creative writing and production service for advertising agencies. Specializing integrated commercials for TV programs. All types of spot announcements including jingles.

Charles Stark Productions

366 Madison Ave., New York 17, N. Y. Phone, MURRAY Hill 2-2636. Charles Stark, President; William Stark, Vice President; Peggie M. Springstead, Account Executive. SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Transcribed pro-

grams, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Richard Stark & Company

125 E. 72nd St., New York 21, N. Y. Phone, REgent 7-9608. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Wilbur Stark-Jerry Layton, Program Productions

551 Fifth Ave., New York 17, N. Y. Phone, MURRAY Hill 7-6320. Wilbur Stark, Vice President; Jerry Layton, Secretary. SERVICES OFFERED: Creators and producers of radio and television programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and television.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y. Phone, TEMpleton 8-7025. Irvin P. Sulds, President. SERVICES OFFERED: Production of live and filmed TV programs.

Hal Tate Radio Productions

192 N. Clark St., Chicago 1, Ill. Phone, RANDolph 6-6650. Owner-Manager, Hal Tate. SERVICES OFFERED: Package programs including "Who's Talking?" transcribed quiz show.

Telumuse Productions

295 Madison Ave., New York 17, N. Y. Phone, LE 2-3195. Gertrude M. Katcher, Producer; David P. Lewis, Director; Patricia M. Poses, Production Assistant. SERVICES OFFERED: Complete preparation and production of television programs and live commercials.

Telecast Productions, Inc.

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. SERVICES OFFERED: Packaged productions.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y. Phone, MURRAY Hill 6-8933. Prod.-Dir., Saul S. Taffet. SERVICES OFFERED: Production of television film commercials using animation, live action, or still cartoons on 35mm or 16mm film. Scripts and

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- ... Technically Correct!
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story boards prepared with view to meeting individual requirements for television presentation.

●

Telepak, Inc.

170 So. Beverly Dr., Beverly Hills, Calif. Phone, Crestview 1-0204. Gifford Phillips, President; C. Robert Longenecker, V.P. and Coordinator of Sales & Prom.; Merrill Pye, V. P. Chg. of Prod. Speed L. Post, Gen. Mgr. SERVICES OFFERED: Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

●

Tele-Radio Creations, Inc.

540 No. Michigan Ave., Suite 209, Chicago 11, Ill. Phone, MOhawk 4 0015. M. T. Lanser, President; Miss Betty Myles, Vice President. SERVICES OFFERED: Create, produce and sell live and transcribed radio packages of all types; live TV packages.

●

Tele-Radio Jingle Productions

1650 Broadway, New York 19, N. Y. Phone, CO. 5-0371. Harry Revel, President; Hal Halpern, Vice President; Paul Kalet, Sales Manager. SERVICES OFFERED: Jingles for TV and radio, creation and production.

●

Tele-Show Company

521 Fifth Ave., New York 17, N. Y. Phone, MU 7-2722. Allen Prescott, Production; Myron J. Gould, Asst. Production; H. Ray Newman, Sales; Lawrence A. Lewis, Supervisor & Personnel; B. J. Morgan, Media Research Dir.; James Stamm, Scripts. SERVICES OFFERED: Complete television and radio packaging with particular reference to sponsor slants.

●

Tele-Theatre Productions

33 West 58th St., New York 19, N. Y. Phone, PLaza 9-9490. Charles W. Christenberry, Jr., Producer; Karen O'Sullivan, Director. SERVICES OFFERED: Package programs for TV and radio.

●

Television Films of America

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 6983. Jack Parker, Executive Producer-Gen. Mgr.; Allen Buick, Studio Manager; Ross Van Niebroc, Writer and Associate Producer; Garland Brunton, Writer and Associate Producer; Betty Underwood, Chief Script Editor; Mary Blue, Women's Program Manager; Hortense Reed, Children's Pro-

gram Manager; Barry Du Barry, Television Research Director; H. Albert Rice, Jr., Special Events Director; Carl Underwood, Sports Feature Director. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order. Producers of features, sports, fashion, children's and women's programs.

●

Television-Radio Enterprises, Inc.

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kiri B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

●

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Charles J. Basch, Jr., President; Charles Miller, Vice President; Clarence Schmidt, Treasurer; Frankie Basch, Secretary. 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; will undertake any portion of film job.

●

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRAdshaw 2-1447, 2-1636, CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres. & Dir. of Sales; A. Corrigan, Accounting Department; Art Kaptur, Traffic Manager; George R. Swearingen, Divisional Sales Manager; George W. Linn, Divisional Sales Manager. SERVICES OFFERED: Transcribed programs; creation and production of custom-built live talent or transcribed shows; creation and production of custom-built spot announcements, dramatized and singing commercials using big-name talent.

●

Three Minute Sermons, Inc.

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer & Assoc. Prod. Dir.; Garland Brunton, Writer & Assoc. Prod.; Mary Blue, Writer, Prog. Dir.; Ben Gaye, Public Relations; A. F. Parker, Jr., Prog. Mgr. SERVICES

Program Producers

OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live and transcribed. Television department produces fifteen and thirty minute 16 mm. films with religious theme, also fillers for television.

TOP Productions, Inc.

(Television On Parade)

551 Fifth Ave., New York 17, N. Y. Phone, MURRAY Hill 7-0272. Leon Roth, President; Marcy Fink, Executive Vice-President; Charles Caplin, Treasurer and General Manager. SERVICES OFFERED: Creating and producing television programs for agencies, stations and advertisers. Complete program packaging service-ideas-scripts-talent-production-sales.

Torchlight Productions

229 West 42nd St., New York 18, N. Y. Phone, WISCONSIN 7-0771. David Kapralik, President; Jane White, Vice-President; Charles Mitchell, Publicity Dir. SERVICES OFFERED: Package radio and TV programs; specialists in public service programming.

Towers of London, Ltd.

37 West 46th St., New York 19, N. Y. Phone, LUXEMBURG 2-5131. Harry Alan Towers, Int. President; Oliver W. Nicoll, Vice-President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows, international radio service.

Transamerican Broadcast- ing & Television Corp.

1 East 54th St., New York 22, N. Y. Phone, PLAZA 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LUXEMBURG 2-3530. President, M. E. Moore; Gen. Mgr., J. Bartlet. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

Transcription Sales, Inc.

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. President, J. P. Williams;

Exec. Vice-President, Adna H. Karns; V. P. & Gen. Mgr., John F. Hyle. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities. TV shows also available.

Transfilm, Inc.

35 W. 45th St., New York 19, N. Y. Phone, LUXEMBURG 2-1400. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities for production of motion pictures, animation and slide films, for Television, black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

United Press Associations

220 East 42nd St., New York 17, N. Y. Phone, MURRAY Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news and sports service, news scripts, news research.

U. S. Recording Co.

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, STERLING 3626. General Manager, Joseph Tait; Sales Manager, Robert L. Kaufman; Chief Recording Engineer, H. P. Meisinger; Plant Manager, Irving Linkow; Chief Research Physicist, Carl Mayfield. PLANT: 1347 S. Capitol St. SERVICES OFFERED: Complete recording service; disc, tape, wire. Direct wire studio service to any U. S. Broadcast station for Washington programs. Programs details arranged if desired. Same by discs on regular frequency scheduled delivery. (For equipment manufactured see listing under Equipment Firms.)

United Productions, Inc.

654 Madison Ave., New York 21, N. Y. Phone, TEMPLETON 8-8300. George Scheck, Producer-director; Lou Dahlman, Producer-director; David O. Alber, Promotion; Sandy Howard, Writer; Alvin Griner, Musical Director. SERVICES OFFERED: Packaging, producing, directing and promotion.

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, Circle 6-4675-6. President, Thomas

Program Producers

J. Valentino; Vice-President, Michael T. Valentino. **SERVICES OFFERED:** Sound effects records, Chime & Organ recordings, transcriptions, recording service, pressings, health films, mood music recordings.

Video Associates, Inc.

515 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7966. President, Philip Brodsky; Vice President, Miriam Tulin; Sec.-Treas., Elizabeth Lee; Head Script Editor, Joan Usoskin. **SERVICES OFFERED:** Live packages, custom-built shows and special films for television exclusively; creators of "tele-pops" unique animated films.

Chick Vincent & Company

509 Madison Ave., New York 22, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Controller, Seymour Schneidman. **SERVICES OFFERED:** Package producers, program production, TV programs, live and films.

J. Franklyn Viola

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Pres. & Owner Franklyn Viola. **SERVICES OFFERED:** Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

Von Baumann Studio

331 E. 71st St., New York 21, N. Y. Phone, RHineland 4-5508. Owner, Cyril von Baumann; Publicity, E. F. Olbert. **SERVICES OFFERED:** Production of live and transcribed custom-built and package shows, radio & TV writing and production of spot and musical commercials in any language and any media. Program consultant.

Roger White Productions

125 East 50th St., New York 2, N. Y. Phone, PLaza 5-3560. Roger White, President; Leonard Traube, Associate Prodr. and Editorial Supvr.; Dale Phalen, Music Director. **SERVICES OFFERED:** Producing and packaging of radio and television programs, including publicity, promotion and research. Production of custom-built packages. Production of commercials and spots.

Wolf Associates, Inc.

420 Madison Ave., New York 17, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres. & Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations &

Sales. **SERVICES OFFERED:** Complete radio & TV packages or production services.

World Video, Inc.

718 Madison Ave., New York 21, N. Y. Phone, REgent 4-6615. Henry S. White, President; John Steinbeck, Vice-President; Robert Capa, Vice-President; Ann Carnahan, Secretary-Treasurer, producer; Richard H. Gordon, Jr., Asst. Secretary-Treasurer, Producer; Donald Davis, Executive Producer; Fred Rosen, Executive Producer; Ann Segy, Producer; Samuel R. Campbell, Jr., Producer; Robert L. Jordan, Publicity Director. **SERVICES OFFERED:** Package television programs for sale, Film programs, live programs, and combination film and live programs.

Carter Wright Radio-Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, HOLlywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. **SERVICES OFFERED:** Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

Wynn Wright Associates

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Jean Richter, Casting Dir. **SERVICES OFFERED:** Building and producing of radio television shows.

Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice-President, Chg. of Sales; Joseph L. Moore, Treas. & Comptroller; M. R. Ziv, Partner; Samuel Glueck, Prom. Mgr. **BRANCH OFFICES:** 501 Madison Ave., New York, N. Y. Phone, MURray Hill 8-4700; 360 N. Michigan Ave., Chicago, Ill. Phone, FRanklin 2-8817; 6523 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEMstead 5121-2-3. **SERVICES OFFERED:** Network and transcribed programs.

Ziv Television Programs, Inc.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Manager. **SERVICES OFFERED:** Produces open-end theatrical film covering wide variety of interesting subjects, available on commercial or sustaining basis, in both large and small markets from coast to coast.

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you substantially less per record, they give you *more program time* on a 12" record than you now get on the conventional 16" disc. They offer *greater convenience* in shipping and handling—save storage space, too! All this—while providing the excellent quality and life-like fidelity you've come to expect under the Columbia label!

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
Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

NEW YORK: 799 Seventh Avenue, Circle 5-7300

CHICAGO: Wrigley Building, 410 North Michigan Avenue, Whitehall 6000

LOS ANGELES: 8723 Alden Drive, Bradshaw 2-2759

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Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Sec., Marjorie C. McKeown. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, CLrCle 6-0141-2. (For detailed information see listing under Program Producers).

Affiliated Program Service, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-1668. Paul F. Adler, Manager. SERVICES OFFERED: Transcribed series; script library; tape recordings; sales and production of transcribed features.

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, ELgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, F. W. Cannon. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

10th and Walnut Streets, Allentown, Pa. Phone, 3-7405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary. SERVICES OFFERED: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite. Pressings available in red or black.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, HOLlywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P.; J. S. Van Leer, Comptroller. SERVICES OFFERED: Processors and pressers of radio transcriptions and phonograph records.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, LACKhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

Apex Recording Studios, Inc.

119 West 57th St., New York, N. Y. Phone, PLaza 7-7067-8-9. Robert E. Scheuing, President; Sidney M. Feitelberg, Secretary-Treasurer; Thomas Dowd, Chief Engineer; Fred Herbert-Oettgen, Recording Director; Elayne H. Fox, Publicity; Edward Scheuing, Sales Promotion; Jack Keeny, Engineer. SERVICES OFFERED: Complete theater-studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities. Tape and wire recording facilities.

Arizona Recording Productions

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements, program production, script service. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

Associated Program Service (Div. of Muzak Corp.)

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

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For the finest transcription masters, the production services, studios and recording facilities of the National Broadcasting Company, Inc., are available in all major cities.



Associated Radio-Television Productions

Empire State Bldg., New York 18, N. Y. Phone, LO 3-7290. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. **SERVICES OFFERED:** Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

Atlantic & Pacific Broadcasting System

Box 2222, Hollywood 28, Calif. HUDson 2-4048. Jack Parker, Vice President & Gen. Manager; Ray Bond, Associate Producer & Writer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Stations Relations Mgr.; Mary Blue, Program Manager; Ben Gaye, Public Relations Mgr.; H. Albert Rice, Sr., Commercial Manager. **SERVICES OFFERED:** Transcription network, transcribed programs made to order. Full commercial copy service. Scripts to order. Associated with Television Films of America, Three Minute Sermons, Inc.

Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, LUXemburg 2-2920. President, Leslie C. Cahan; Sec.-Treasurer, Shirley Cahan. **SERVICES OFFERED:** Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

Ford Bond Radio Productions

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. (For complete listing see Program Producers Section).

Brinkley Recording Co.

232 E. Erie St., Chicago 11, Ill. Phone, DELaware 7-4786. Jack Brinkley, General Manager. **SERVICES OFFERED:** Transcribed radio programs, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots, TV films, commercial announcements and sound film for TV.

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEMPstead 1177. Jos. F. McCaughtry, President & General Manager; G. L. McCaughtry, Vice-President;

Joseph T. Scott, Secretary-Treasurer. **SERVICES OFFERED:** Radio & Television; program production and transcriptions.

Cinemart, Inc.

Exec. & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 8-3837-8-9. Sound Recording Studios, 101 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. Harold Kovner, President; Varian Fry, Vice-Pres. & Gen. Mgr.; Andre Carbe, In Charge Motion Picture Production; John H. Macdonell, Account Executive. **SERVICES OFFERED:** Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and television.

Coastal Recording Co., Inc.

136 West 52nd St., New York 20, N. Y. Phone Circle 6-3900. Thomas M. Kelleher, Manager; Paul Hickin, Chief Recording Engr. **SERVICES OFFERED:** All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

Columbia Transcriptions

(A Division of the Columbia Records, Inc.) 799 Seventh Ave., New York 19, N. Y. Phone, Circle 5-7300. Robert J. Clarkson, General Manager; Martin D. Schnall, Asst. Mgr.; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. **SERVICES OFFERED:** Complete services for recording, processing and pressing Electrical Transcriptions, phonograph records and long playing Microgroove records. Studios in New York, Chicago and Hollywood.

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. **SERVICES OFFERED:** Recording, processing, manufacture of recording equipment.

Gordon M. Day Productions

108 East 30th St., New York 16, N. Y. Phone, OREGon 9-3595. Gordon M. Day, Writer-Producer; Carol Bulkeley, Producer-Director; Luise Johnson, Copy

• • • **Transcriptions—Recordings** • • •

Supervisor, Retail Radio Director. **SERVICES OFFERED:** Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

•
Decca Records, Inc.

50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. Vice-President Charge Recording, Dave Kapp; Special Service, Ed Strauss. **SERVICES OFFERED:** Custom-built electrical transcription records.

•
Eccles Recordings, Inc.

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. President, Robert P. Newman; Treasurer, Pollard Garrison; Chief Director, Robert M. Purcell. **SERVICES OFFERED:** Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion

photography, synchronized tracks, syndicated commercial spot films.

•
Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaeger, Vice-Pres.; Arthur Lubo, Secretary. **SERVICES OFFERED:** Studio, recording, air line and remote.

•
Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LOnacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. **SERVICES OFFERED:** Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

... this label



Mitchell Gertz

8533 Sunset Blvd., Hollywood 46, Calif. Phone, CR. 4-5491. Mitchell Gertz, President; Arthur Hyman, Literary Dept.-Story Editor; Miles Bohm Auer, Talent Dept. SERVICES OFFERED: Producer of "Adventures of Zorro" for transcription or live.

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. (For detailed information see listing under Program Producers.)

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

Hollywood Recorded Features, Inc.

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

Mary Howard Recordings

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Mary Howard, Owner-Manager; Donald Plunkett, Chief Engineer; Betty Jane Keilus, Commercial Manager in Charges of Sales and Promotion; Bob Dixon, Production Manager; Joseph Roberts, Publicity Consultant; Gretchen C. Howard, Office Manager. SERVICES OFFERED: Off-the-air and off-the-line recordings. Commercial records, transcriptions, all studio facilities. Package shows and spots. Tape recording and editing facilities. (Tape To Records—Records To Tape.) Recording all audio ends of TV shows.

International Recording Studios, Inc.

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; SERVICES OFFERED: Electrical tran-

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scriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, and phonograph records.

Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-Scripts; Kenn Schaffer, Engineering Dept.; Bradford Tiffany, Engineering; Preston Sandiford, Musical Director. SERVICES OFFERED: Recordings, air-checks, custom-built and syndicated programs, live and transcribed, jingles, script service, talent, phonograph recordings, portable playback machines.

Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Raymond R.

Green, Vice President & General Manager; William J. McCambridge, Treasurer; Theodore Green, Business Manager; David Fiel, Account Executive; Andree P. Jones, Secretary. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultants.

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York 19, N. Y.
Phone, PLaza 7-1460
Officers & Directors

Exec. Vice-President Naylor Rogers
Vice-President Joseph Bayer
Vice-President Arthur Wolf
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary William Bayer

Offices

580 Fifth Ave., New York 19, N. Y.
Phone, New York 7-1460

Eastern Sales Mgr. Noel A. Rhys
Research Director James A. Yergin
Office Manager Eve Banner
Account Executive Noel A. Rhys

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- "RIDERS OF THE PURPLE SAGE" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "FRANK PARKER SHOW" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "SONS OF THE PIONEERS" (260—15 min. mus. prgs. 3 or 5 times wkly.)
- "MOON DREAMS" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "DANGER, DR. DANFIELD" (26—30 min. mystery prgs. once weekly)
- "STRANGE WILLS" (26—30 min. dramatic prgs. once wkly.)
- "BARNYARD JAMBOREE" (52—30 min. variety prgs. once wkly.)
- "STRANGE ADVENTURE" (260—5 min. dramatic prgs. 3 or 5 times wkly.)

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Dir. of St. Rel..... E. R. Rogers
Accountant and Office

Manager Elizabeth M. Mueller
Western Sales Manager... Naylor Rogers
6331 Hollywood Blvd.

Hollywood 28, Calif.

Phone, HOLlywood 5338

Program Director..... Elaine N. Gonda
310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales.. Louis M. Bloch, Jr.
SERVICES OFFERED: Keystone
Broadcasting System is a transcription
network principally covering BEYOND-
METROPOLITAN markets from coast-
to-coast. Its affiliated stations are joined
together in a national system by
means of transcription, eliminating wire
charges. At time of going to press, the
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946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President. (For detailed information see listings under Program Producers.)

Les Mitchel Productions, Inc.

9310 Hillrose, Sunland, Calif. Phone, FLorida 3-1531, 3-3244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President-Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Morton Radio Productions, Inc.

360 N. Michigan Ave., Chicago 8, Ill. Phone, CEntal 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages. Transcribed programs.

Muzak Corporation

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229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Harry E. Houghton, President; Charles C. Cowley, Exec. Vice President; John R. Andrus, Vice Pres. & Treasurer; Anna M. Kerner, Secretary; William R. Seth, Advertising Director.

(Transcription Division)

Recording Studios: 151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710; Processing & Pressing Plant: 250 West 54th St., New York 19, N. Y. Phone, PLaza 7-7700. Richard A. Wilson, Vice Pres. & General Manager; Helen S. Wallace, Director of Sales. SERVICES OFFERED: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded

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NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Robert W. Friedheim, Director; George C. Stevens, Business Manager; Donald J. Mercer, NBC Thesaurus & Syndicated Sales Manager; Charles G. Hicks, Jr.,

Recording Sales Manager; Herbert H. Wood, Program Manager; Norman L. Cloutier, Thesaurus Program Manager; Frank McMahon, Advertising & Promotion Manager. **SERVICES OFFERED:** NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

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100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Manager; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio productions for radio station campaigns featuring the new "Radio On Call" production designed to have listening audience understand more fully what radio stations will do for them and the community.

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540 North Michigan Ave., Chicago 11, Ill. Phone, WHi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. **SERVICES OFFERED.** General advertising, ET and transcribed programs, library service, etc. Script service, program production, air checks, film projection service.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President and Treasurer; Wilson Dalzell, V.P. & Secretary. **SERVICES OFFERED:** Producing and recording transcribed radio programs, slide films, motion pictures for television; complete manufacturing facilities for transcription and phonograph record pressings.

Press Association, Inc.

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Radio Producers of Hollywood, Inc.

1651 Cosmo St., Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Pres.; M. L. Staggs, Station Relations. SERVICES OFFERED: Complete catalogue of all types of transcribed open and programs 60 different shows, totaling 3,500 quarter hours.

Reeves Sound Studios, Inc.

304 E. 44th St., New York 17, N. Y. Phone, ORegon 9-3550. Hazard E. Reeves, President; Chester L. Stewart, Vice President & Studio Manager; Lyman J. Wiggin, Chief Engineer; Richard J. Vorisek, Manager of Film Recording Division; Robert Fine, Manager of Disc Recording Division; Charles Campbell, Engineer. SERVICES OFFERED: Recording sound

on film; shooting facilities; orchestra facilities and disc recording. Facilities for television production.

Rockhill Radio Recording

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President, Gen. Mgr. SERVICES OFFERED: Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions.

Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, GRanite 1950, HOLLYWOOD 5762. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Mike O'Donnell, Account Executive; Joan Rourke, Publicity Dir. SERVICES OFFERED: Transcribed programs, spot announcements and jingles.

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1124 Vermont Ave., Washington 5, D. C. Phone, REpublic 1984-5-6. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.

Charles Stark Productions

366 Madison Ave., New York 17, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; William Stark, V.P.; Peggy M. Springstead, Acct. Exec. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for

broadcast purposes; new series of open end syndicated shows for local sponsorship.

Telepix Corp.

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. Robert P. Newman, President; Pollard Garrison, Treasurer; Robert M. Purcell, Director; Hal Wilson, Sales Manager; Miles E. Pike, Animation Director. SERVICES OFFERED: Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion photography, synchronized tracks, syndicated commercial spot films.

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy; SERVICES OFFERED: Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons of The Pioneers, Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventures. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

Tip Top Productions

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 2624. Jack Parker, Executive Producer; Ray Bond, Ass't. to Exec. Producer; H. Albert Rice, Jr., General Manager; Betty Underwood, Script Editor-Film Division; Hortense Reed, Script Editor-Radio Division; Allen Buick, Script Editor-Television Div.; Mort Masters, Phonograph Division Manager. SERVICES OFFERED: Phonograph records, transcription syndicate (radio programs) films for television, motion picture features, shorts, educational, and business films. Programs produced to order for advertisers, stations (both radio and television).

L. S. Toogood Recording Co.

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 6-5275. Owner, L. S. Toogood. SERVICES OFFERED: Recording service.

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37 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-5131. Intrntl. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll.



SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LUXemburg 2-3530. M. E. Moore, President; J. Bartley, Gen. Mgr. SERVICES OFFERED: Tailor made programs, syndicated programs, jingles, spots, musicals, dramas, historical, variety shows, transcriptions programs from 15-seconds to half hour, for every type business.

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ters, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

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Hal Wilson Radio Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOLlywood 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots. TV spots & programs, both live and film.

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By **FRED E. AHLERT**

President

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ASCAP was formed by Victor Herbert and a little more than 100 associates who found that individually they were unable to protect their performing rights. These organizers of the Society followed the pattern of similar performing right societies in other countries. With a record of continuous growth, and of constantly expanding service to its patrons, the Society now has a membership of more than 2,000 writers and some 350 publishers.

Originally active chiefly in the field of popular music, ASCAP in recent years has broadened its operations to include more works of standard composers. Today all the leading symphony orchestras make use of ASCAP licenses, and the same is true of civic and community groups in more than 400 cities, whose musical directors find their music clearance problems simplified through the machinery of the ASCAP license.

ASCAP is a national institution. Men and women from every state and territory of the United States, and Americans by adoption from more than 40 countries are included in its membership. There are 162 women members. Nearly 400 estates share in the royalties collected by the Society.

Such estates are largely those of deceased members, although there are numerous instances of memberships of estates whose principals died before ASCAP was formed, e.g. Ethelbert Nevin, Edward MacDowell, Gustav Mahler. Musical copyrights in these estates just as the copyrights of living members, continue to yield income after the deaths of the creators.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1949 are:

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 Kearney Music Co.
 Kelton, Inc.
 Kendis Music Corporation
 King, Charles E.
 Kramer-Whitney, Inc.
 Beaux-Arts Music, Inc.
 Kuhn, Dick, Music Corp.
 La Salle Music Publishers, Inc.
 Gilbert, L. Wolfe, Mus. Pub. Co.
 Schuster & Miller, Inc.
 Lake Shore Pub. Co., Inc.
 Laura Music Co.
 Leeds Music Corp.
 Am-Rus Music Corp.
 Consolidated Mus. Pub. House
 Down Home Music Co.
 Kaycee Music Co., Inc.
 Mayo Music Corp.
 Melrose & Montgomery
 Olman Mus. Corp.
 Wabash Music Co.
 Leslie, Edgar, Inc.
 Leslie Music Corp.
 Lewis Music Pub. Co., Inc.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Lombardo Music, Inc.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Lyric Music Publishers, Inc.
 Silver, Frank, Music Pubs., Inc.
 Spencer, Norman, & Son
 Macap Music Publishers, Inc.
 Bernard, Al., Song Publications
 Manhattan Music Publishers
 Manor Music Company
 Marchant Music Publishers
 LaBarre, Gene, Inc.
 Melody Publishing Corp.
 Tucker-Marchant Music Publishers
 Marlo Music Corp.
 Martin Music
 Maurice, Peter, Music Co., Ltd., The
 Maurice, Peter, Inc.
 Maxwell-Wirges Publications
 Mayfair Music Corp.
 Davis, Joe, Inc.
 Triangle Music Pub. Co., Inc.
 McHugh & Adamson Music, Inc.
 McKinley Publishers, Inc.
 Melo-Art Music Publishers
 Melomusic Publications
 Melrose, Walter, Music Co.
 Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
 Mercury Music Corp.
 Milene Music
 Miller, Bob, Inc.
 Marks, Gerald Music, Inc.
 Pla-A-Song Co.
 Streamline Editions
 Miller Music Corp.
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attacks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams, Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lincoln, Harry J., Music Co.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 United States Music Pub. Co.
 Vandersloot Music Pub. Co.
 Waterson, Berlin & Snyder Co.
 Waterson, Henry, Inc.
 Williams, Hargy, Mus. Co.
 Monaco, James V., Inc.
 Monmar Music, Inc.
 Mood Music Co., Inc.
 Morris, Edwin H., & Co., Inc.
 Mercer & Morris, Inc.
 Morris, Joe, Music Co.
 White-Smith Mus. Pub. Co.
 Movietone Music Corp.
 Musette Publishers, Inc.
 Music Makers Publishing Co.
 Berk. Lew, Music Co.
 Music Workshop
 Musical Works
 Mutual Music Society, Inc.
 National Music Pub. Corp.
 Nazarene Publishing House
 Bihorn Bros. Mus. Co.
 Lillenas Pub. Co.
 New World Music Corp.
 Noble Music Co., Inc.
 Northern Music Corp.
 Novelty Music Company
 O'Flynn, Charles, Publications
 O'Kay Music Company
 Owens-Kemp Music Co.
 Oxford Music Corp.
 P.D.S. Music Publishers, Inc.
 Paramount Music Corp.
 Popular Melodies, Inc.
 Spier & Coslow, Inc.

ASCAP Publisher Members

- Paull-Pioneer Music Corp.
 Rossiter, Harold, Mus. Co.
 Pepper, J. W., & Son, Inc.
 Photo Play Music Co., Inc.
 Luz Brothers Music Pubs.
 Music Buyers Corporation
 Piantadosi Music Publications
 Pic Music Corp.
 Piedmont Mus. Co., Inc.
 Pinkard Publications, Inc.
 Pinkard Publications
 Players Music Corp., The
 Plymouth Music Co., Inc.
 Browne, Ted, Music Co.
 Popular Music Co.
 Portilla Music Corp.
 Presser, Theodore, Company
 Pyramid Music Co.

 R. F. D. Music Pub. Co., Inc.
 Record Music Corp.
 Remick Music Corp.
 Remsen, Alice
 Kene, Leon, Publication
 Rhyme & Rhythm, Inc.
 Rialto Music Pub. Corp.
 Ricordi, G., & Co., Inc. (of N. Y.)
 Ringle, Dave
 Famous-Writers Co.
 Goulden Leng Co.
 Krey, Geo. M., Co.
 Maytone Music Co.
 Tracy, Wm., Pub. Co.
 United Music Publishers
 World Music Co.
 York & King Pub. Co.
 Ritchie Music Co., Inc.
 Ritter, Tex, Music Publications
 Robbins, J. J., & Sons, Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S., Estate of
 Gordon, Hamilton S., Inc.
 Gordon, Hamilton S., Music Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Sons
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, Wm. H., & Co.
 Robbins Music Corporation
 Abrahams, Maurice, Inc.
 Metro-Goldwyn-Mayer Corp.
 Out of the World Pub. Corp.
 Sonnemann Mus. Co., Inc.
 Twentieth Century Music Corp.
 Universal Music Corp.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus. Pub. Co.
 Robert Music Corp.
 Rodeheaver Co., The
 Rossiter, Will
 Row, R. D., Music Co.
 Riker, Brown & Wellington,
 Inc.
 Row, R. D., Inc.
 Roy Music Co., Inc.
- Royal Music Publisher
 Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
 Ruval Music Co.
 Rytvoc, Inc.
 Burke Doyle Music Co.
 Major Music, Inc.
 Tesio, P., & Sons
 Tesio-Major

 Santly-Joy, Inc.
 Santly Bros., Inc.
 Santly Bros.-Joy, Inc.
 Santly-Joy-Select, Inc.
 Select Music Publications, Inc.
 Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
 Schroeder, D. L.
 Schroeder & Gunther, Inc.
 Schwarz, Merrell, Music Co., The
 Shapiro, Bernstein & Co., Inc.
 Shattinger, Inc.
 Shattinger Piano & Music Co.
 Shikret, Nathaniel, Music Co.
 Quincke, W. A., & Co.
 Shubert Music Pub. Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skokie Music Co.
 Mike-Tunes
 Skylark Songs Music Publisher
 Smith-Foley Music Publications
 Society for the Publication
 Of American Music, Inc.
 Southern Music Company
 Southern Music Pub. Co., Inc.
 Spier, Larry, Inc.
 Helf & Hager Co.
 McKinley Music Co.
 Root, Frank K., & Co.
 Spitzer, Henry, Mus. Pub. Co.
 Sprague-Coleman, Inc.
 Sprague-Coleman
 Standard Music Publishers, Ltd.
 Stanley Music, Inc.
 ARA, Inc.
 Morris, Boris, Music Co.
 Stanwood Music Corp.
 Starlight Music
 Stasny Music Corp.
 State Music Pub. Co., Inc.
 Stephens, Bob, Inc.
 Stept, Inc.
 Stone Music Corp.
 Summy, Clayton F., Co.
 Sun Music Co., Inc.
 Weil, Milton, Music Co., Inc.
 Sunset Music Publishers
 Superior Music, Inc.
 Supreme Music Corp.
 Tempo Music, Inc.
- Tempo Pub. Co., The
 Thomas, John, Music Corp.
 Tin Pan Alley
 Tobias & Lewis, Music Pubs.
 Tone Music Co.
 Towne Music Corp.
 Charles Music Corp.
 Transcontinental Music Corp.
 Triangle Music Corp.
 Tropical Music Publishers
 United Music Corp.
 University Music Corp.
 Brown & Henderson, Inc.
 Urban Music Publications
 Variety Music
 Victor Publishing Co.
 Victoria Publishing Co.
 Viking Music Corp.
 Villa-Lobos Music Corp.
 Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
 Volkwein Bros., Inc.
 Agnew, J. E., Publications
 (Band & Orchestra Catalog
 Only)
 Bellefield Pub. Co.
 Caton Pub. Co.
 Dalbey, W. R., Music Co.
 Groene Music Pub. Co.
 Hall, Ellis B.
 Heltman, Fred
 Nirella, Danny
 Southwell, Geo., Pub. Co.
 White House Publications, The
 Von Tilzer, Harry, Music Pub. Co.

 Warnow, Mark, Music
 Warock Music, Inc.
 Warock Music Co.
 Warren, Harry, Music, Inc.
 Waverly, Jack
 West'rn Music Pub. Co.
 W hale Music Corp.
 Williams, Clarence, Music Pub.
 Co., Inc.
 Ahleim, Walter C., Music Co.
 Clifford, Frances, Music Co.
 Maison-Blanche Music Co.
 Piron, A. J., & Co.
 Thomas, George W., Music Co.
 Williamson Music, Inc.
 Willis Music Co.
 Windsor Music Corp.
 Witmark, M., & Sons
 Wood, B. F., Music Co.
 Woodward Music, Inc.
 Words & Music, Inc.
 World Music, Inc.
 Worth, Bobby, Music Publishers,
 Inc.
 Yankee Music Pub. Corp.
 Italian Book Co.
 Yellen and Fain

BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

President

IT HAS been aptly stated in the trade press that 1948 saw BMI attain a "milestone," one that is probably more significant than any other such achievement in its eight productive years of life. To fully understand this significance, it should be pointed out that as of January 15, 1949, BMI licenses 2,510 stations and networks. Broken down it reads: 24 national and regional networks in the U. S., 1,896 AM outlets; 394 FM stations; 40 TV and five Short-Wave facilities. In Canada, one national network and 150 stations. The "milestone" refers to the fact that over 2100 stations and all networks, have voluntarily renewed their BMI license contracts for a nine-year period from 1950 to 1959. Additional renewals arrive daily.

Thus the broadcasters of the nation have made it mandatory that BMI continue to provide the competition needed to maintain a healthy atmosphere in the realm of writing and publishing music and the licensing of such works for public performance.

Added to the progress of BMI during the year are the important contractual renewals between the organization and the old established publishing house of E. B. Marks Music Corp., renewed by BMI to a long term contract, and M. M. Cole Publishing Company of Chicago. Still another highlight is the affiliation with BMI of seven leading Italian music publishing firms.

In the land of our northern neighbors, BMI Canada, Ltd., has vastly expanded its scope during the year, becoming active in all its branches. Most of the leading composers of the Dominion are part of BMI Canada and virtually all Canadian stations consistently play BMI tunes.

Since its organization in 1940, BMI's catalog has been made available to television without restriction. Also since 1940 BMI has licensed music for motion pictures at the source only. The wisdom of this policy is reflected now more than ever in the increased use of BMI music in film production.

Non-radio licensing activity by BMI finds some 2,600 licenses issued to hotels, night clubs, dance halls, skating rinks and other places where music is used publicly for profit.

The cause of music generally was advanced on various fronts through BMI efforts, among them being active participation in the campaign of the American Music Conference.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Claude C. Boydston, controller, and Charles E. Lawrence, assistant treasurer.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

BMI Publishers

- ABC Record Company
A-1 Music Publishers of Amer.
Aaron Music Company
Acme Music Corporation.
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
Airlane Music, Inc.
Aladdin Music Publications
Alexa Music Company
Alexander, Perry
Algonquin Music, Inc.
Allen, Rick Publications
Allied Music, Inc.
Alvin Music Corporation
American Music, Inc.
American Performing Rights Society, Inc.
Amigo Music Publishing Co.
Anson Music Publishing Co.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Ardley Music Company
Arena Stars Incorporated
Arman, Jos. F., and Associates
Associated Composers, Inc.
Associated Music Publishers, Inc.
Aurora Music Publishers
Autry, Gene Music Publishing, Inc.
Avery Music Company
Avon Music, Inc.
- B. M. S. Music Company
B. W. House
Ball Music Publishing Company
Banbury Music, Inc.
Bandbox Music Incorporated
Bar Music Publishing Company, Ltd., The
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music Publishers, Inc.
Baton Music Publishers
Beacon Music Company
Becker-Williams Publications
Bell Music Co.
Bellmore Music Pub. Co.
Bell-Tone Music Publishing Co.
Berger Publishing Company
Beverly Music Company
- Biehl, Rose
Biltmore Music, Inc.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Note Records
Blue Ridge Publishing Corp.
Bluestone-Bernard Music Pub.
BMI Canada Ltd.
Bomart Music Corp.
Brightlights Music Publishing
Brill, D. Dudley
Broadcast Music, Inc.
Bucher, Roland C.
Byron Music Co.
- California Music Publishers
Cameron Music Co.
Camille's Music Company, Ltd.
Campbell Music, Inc.
Canfield, Cogswell
Cardinal Music Publications
Carnival Music Company, Inc.
Carol Music Company
Carol Music, Inc.
Carson-Carrier Publications
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cavalier Music Pub. Co.
Century Songs, Inc.
Cerabino, Joseph
Chase Music Co.
Checker Music Publishing Company
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cinephonic Music, Inc.
Citro, Lou, Publications
Claremont Music Company
Click Music Publishing Company
Close Harmony Publications
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishing Company
- Combs & Mack
Commercial Music, Inc.
Commodore Music Corporation
Continental Music Publications Co.
Continental Record Co.
Copyright Music
Cornell Music Company
Cosmopolitan Music Publ., Inc. (Colonial Music Pub. Co.)
Country Music
Crestwood Publications
Crocker, Al
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward and Pyle, Pete
Crowell, Beulah
- Dance Music Corp.
Daniels Music Publishing Company
Darrell, Jack, Music Publisher
Davis & Ostergard
Davis, Jimmie, Music Corp. (A.P.R.S.)
Davis Music Company
Dawn Music Co.
Dayton Smith Publications
De Cimber Music Publishers
Dellon, Harold, Music Co.
Dennis Music Co.
Desert Music Publishers
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dinehart Music Company, The
Dix-e-ana Music Publishers
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dorset Publications
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunray Music Company
Duo Music Publishing Corp.
- Eagle Music Publishing Corporation
East Coast Music Publications

BMI Publishers

- Eberle-Maxted Music Co.
 Eccma Music Company
 Echoes of Victory Music Pub. 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.
 Emcee Publishing Company
 Emco Music Company
 Emerald Music Company
 Emerson Music Publications, Inc.
 Encore Music Publications, Inc.
 Enos, Clyde
 Esquire Music Co.
 Essay Music Company
 Essgee Music Publishing Corp.
 Excelsior Music Publishing Co.
 Executive Music Corporation
- Fairfax Music Company
 Fairway Music Company
 Fame Music Company
 Fi-Del Music Publishing Co.
 Fifer, C. Arthur
 Fine Songs
 Fletcher Publishing Company
 Florida-Knight Pub. Co.
 Folk Songs
 Ford Music, Inc.
 Foremost Melodies Inc.
 Forest Glen Music Publishers
 Four-Star Music Company
 Fowler, Wallace Publications
 Fox Music Company
 France Music Company
 Francis & Wilmore Music Pub.
- Franco-American Publications
 Freed & Hall Music Publishers
 Freeman, Albert Edward
 Freeman Music Co.
 Fremart Music Company
 Frey, Fran and Company
 Friedly, Lowell G. & Company
 Friedman, Arthur
 Friedman, Isidor G.
- G & W Music Publications, The
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gala Music Publishing Corp.
 Galmor Music Co.
 General Music Publications
 Gilbert Music Publishers
 Globe Publications
 Golden Melody Music Company
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Gollatz Music Publisher
 Goode Music, Inc.
 Gordon Music Company
 Gordon Music Publisher
 Green Music Publications
 Grimes Music Publishers
 Guinand, Clinton
 Guy Publishing Company, The
- H. M. Banner Publications
 Habestro, Albert W.
 Haims, P. L.
 Halama, Frank J., Publications
 Hall, William
 Halmac Company
 Hamilmeyer Music Publishing Company
 Hampton Publications, Inc. (E. B. Marks)
 Hanna & Co. Music Compositions
 Happy Songs, Inc.
 Harding, Frank, Music House (E. B. Marks)
 Hardtner, Alice D.
 Hargrow, Paul S.
 Harmony House
 Harmony Music Publishers
 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 Harwall Music Publishers
 Haun, Dal E., Company
- Hauser, Ethel
 Hawaii Conservatory Pub. Co.
 Hawkins, R. Leland
 Hay, Bob
 Haynes Music Publishing Co.
 Heart of America Music Publications
 Hemispheric Publications
 Hendrix Music Publications
 Herrold, Lloyd
 Hicks, Alberta K.
 Hill and Range Songs, Inc.
 Hill, Christine
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hilliard-Currie Music Publishers
 Hills, Johnny
 Hillside Music Publishers
 Hinds, Hayden & Eldredge, Inc. (B.M.I.)
 Hines, John
 Hit Parade Publications
 Hockenhull's Music Publications
 Hoffman, Carrie
 Holden, Alfred H.
 Holdsworth, Elmer
 Hollywood House Music Publishing Co.
 Hollywood Melody Publishing Co.
 Hollywood Music Sales
 Hollywood-Western Music Co., Inc.
 Holmes Publications
 Hoosier Music Publications
 Hopkins, Earle C.
 Horoscopes in Song
 Horvath, Joseph
 Hoshor, John
 House of Carleon
 House of Carols
 House of Irish Songs
 House of Melody
 Howard, Jack, Publications, Inc.
 Hub Publishing Company
 Hughes, Harold F.
 Humphries, Bruce, Inc.
 Hunter's Music House
 Huttig, Charles M.
 Hynnes Music Company
- Imco Music Publishing Co.
 Immortal Music Publishing Co.
 Imperial Music Publishing Co.

• • • **BMI Publishers** • • •

Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 Inspired Music Company
 Inter-American Music Pub. Co.
 Intermountain Specialty Sales
 Company
 International Dance Studio
 International Popular Music Co.
 Irma Music Company
 Isenberg, Emil F., Music Pub-
 lishing Co.

J.A.Y. Music Company
 Jackson Music Corporation
 Jahnke Publishing Company
 James, Floyd Duke
 Janis, Stephen
 Jardy Music
 Jay-Dee Music Corporation
 Jay Method, Publisher
 Jean Music Company
 Jill Music Co.
 Jo-Ann Music Company
 John Mason's Pub. Co.
 Johnson, Claude
 Johnson, Elizabeth
 Johnson, Harry H.
 Johnstone-Monte, Inc.
 Johnstone Music, Inc.
 Jones, J. Grayson, Music Com-
 pany
 Joseph Music
 Joyce, Jack
 Jupiter Publishing Company

Kaiser Music Co.
 Kammen, J. & J., Music Co.
 Kampas, William T.
 Kaolene Corp.
 Kaplan, Jack
 Karch, Hank
 Karen Publications
 Karr, Jerome J.
 Kaymusic Publishers
 Kayro Music Publishing Co.
 Keenote Music
 Keller, Don
 Keller, Leo D.
 Kelly Music Publications
 Kelly, William A.
 Kelton-Romm Music Company
 Kennedy Music Company
 Kenneth Publishing Company
 Kerr, Edward
 Key City Music Publishing Com-
 pany
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kinkade's Songs
 Kit Music Company
 Knight Publishing Co.

Knobloch, M. H.
 Knudsen Publications
 Knutson & Kilbourne Song Pub-
 lishers
 Kolbert, Marguerite (Produc-
 tions)
 Kord Music Company
 Krasno & Steele Co.
 Krygier, Joseph
 Kukula, Frank

L & B Publications
 La Chapelle Music Publications
 La Rue Publishing Company
 Lake Music Pub. Co.
 Lance Music Co., Inc.
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Latin American Publishing Corp.
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers,
 Inc.
 Lee, Rosemary
 Lee Music
 Lencer Music Company
 Lennerts Music Publications
 Leora Music
 Lester, Betty
 Lester, J. L., Music Company
 Lewcon Music Company
 Liberty Music Publishers
 Life Music
 Life Records, Inc.
 Lincoln, F. S.
 Lind Music Company
 Linden Music Publishers
 Little Jazz Music Pub., Inc.
 Livingston & Evans Music Com-
 pany
 Lois Music Publishing Co.
 Lomax, Carl, Music Publishing
 Company
 London Music Corp.
 Lone Star Music Co.
 Long, J. Baxter
 Long, Joey Music Publishing
 Lowden, C. Harold
 Loy, Valeska
 Lubin, Jimmy, Music Publishers
 Lucky Music Publishers
 Lutz Brothers Music Co., Inc.
 Lydian Music Publishers
 Lynch, Edward J.
 Lynn, E. A., Publishing Com-
 pany
 Lynne Music Company
 Lyric Music Co.

M. and F. Music Publisher, The
 M-E Melodies
 M. R. E. Music Co.
 Mac Angelo

MacFarlane, Thomas M.
 Mac Gregor, Grant
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnet Music, Inc.
 Magnolia Music Corp.
 Main Music Publishing Com-
 pany, The
 Main Street Songs, Inc.
 Majestic Music Company
 Major Melodies
 Major Minor Music
 Mallory Music Publications
 Mandeville, Loretta
 Manhattan Melodies Music Pub.
 Mank's, Chaw, Blue Ribbon
 Music Co.
 Mann Music Co.
 Manning Music Company
 Mansfield, Frank, Music Pub.
 Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Mardi Gras Music Company
 Mareh Music Co.
 Marco Music Co.
 Marino Music Company
 Marion and Son Publishing Co.
 Mark-Lee Music Company
 Mar-Lane Music Publishers
 Marks, E. B. Music Corp.
 Mars Music Publications
 Marsales, Frank
 Marston Music
 Martens, W. F., Music Co.
 Martin, Jack "Tex"
 Martin, Otto J.
 Marvel Music Pub. Co.
 Master Melodies Music Pub.
 Master Music Press, Inc.
 Master Music Publishers
 Masters Music
 Material Songs Publishing Com-
 pany
 Mathews, James
 Mathieson, Hugh
 Mayhams Music Company
 McCall and Malin Publishing
 Company
 McClaran, Olive Hanson
 McClaren, Everett F.
 McClellan Music Company
 McClure Music Company
 McClure, Ruth D.
 McCune Music Company
 McDonald, J. K.
 McDonald Music Company, The
 McDowell, Frances Grider
 McGhee, Berry M.
 McGinty Music Publishing Com-
 pany
 McClean, Gene, Music Co.
 McMahan, Frank

BMI Publishers

- Meadowbrook Music Publishing Co.
 Med-Rik Music Publishing Company
 Medallion Music Corp.
 Mekeel, Charles A.
 Melben Music
 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 Music Company
 Melody Music Publications
 Melody Song Bureau
 Melotone Music Publishers
 Memphis Music Publishers, The
 Mercury Music
 Merico Music Company
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merrymount Music Press
 Merrywood Publishers
 Metro-Marr Publishers
 Metropolitan Music Company
 Metropolitan Music Publishers
 Micor Publishing Company
 Midget Music, Inc.
 Midland Music Company
 Midwestern Publishers
 Millbrook Music
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Milliegene Music Publishing Company
 Mipa Productions, Inc.
 Miracle Music Company
 Mission Hills Publications
 Missud, Jean M. (B.M.I.)
 Mitchell, Margaret Smythe
 Mode Music Publishing Co.
 Modern Jazz Publishers, Inc.
 Modern Melo Melody Publications
 Modern Melodies Publishing Co.
 Modern Music Publishing Co.
 Modern Standard Music Co.
 Moderne Editions (Cole)
 Moderne Publications (Cole)
 Mohawk Music Publishing Co.
 Monahan Music Publications
 Monarch Music Company
 Mongiello, Cosmo Andreotti
 Monitor Music Publishers
 Monmouth Publishing Company
 Mono-Music
 Monroe Music Company
 Monroe Music House
 Monroe Publications
 Moon Ray Music Publishers
 Moorhead, Paul G.
 Morris Music Publications
 Morrison & Ewing
 Morrison Music Company
 Morrissey Music Company
 Morse, Dave, Studio Publishing Company
 Motley Music Publishing Co.
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Pub.
 Movieland Music Publishers
 Mullin, Mary J.
 Mulvaney, John C.
 Murob Music Publishers
 Murray, Grace M.
 Murray Music Company
 Murray Music Publishers
 Musart, L. C. Publications
 Music Art Publications
 Music Box Melodies
 Music City Copyrights
 Music Counter, The
 Music Enterprises
 Music for Frets
 Music For Young America Co.
 Music Incorporated
 Music Manuscript Reporter
 Music Products, Inc.
 Music Row Publications
 Musicana, Inc.
 Musin, Ovid (E. B. Marks)
 Mustang Music Pub. Co.
 Muzik Masters Company
 Nash Chain Song Service, The
 National Association For Blind Composers, Inc.
 National Association of Broadcasters
 National Broadcasting Co., Inc.
 National Music Corp.
 National Tunecrafters
 Nationwide Songs, Inc.
 Neff, George H.
 Nelrod Music Publishers
 Nelsen Music Publications
 Nelson Music Publications
 Nelson, Overson Publications
 Neptune Music Publishers
 Nettles Publishing Co.
 New England Song Publishing
 New Era Music Corporation
 New Harmony Music Publishers
 New York Music Publishing Co.
 Newton, Al
 Niehoff, Dolorosa
 Nicksch, 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.
 Nosnaws Music Company
 Note Music Co.
 Noteworthy Music, Inc.
 Nu-Tune Music Corporation
 Nu-View Publications
 Oahu Publishing Company
 Ocean-Spray Music Company
 Olin, Milton E.
 Oliver-Jacobs Music
 Olson, Nils
 Olympian Agencies
 Onyx Publishers
 Orange Music Publishers
 Original Music Publishing Co., Inc.
 Oriole Tunes
 Orlovski, John R.
 Otten & Kemp
 Out West Music Publisher, The
 Ozark Mountain Music Pub.
 *Public Domain
 P. M. Music Publishing Co.
 Pace Music Co.
 Pacific Coast Music Publishers
 Pacific Music Publications
 Palladium Music Publishing Co.
 Palomar Music Corp.
 Pan-American Publications
 Parade Music Company
 Paradise Music Company
 Paragon Publishers
 Paris, James B.
 Pastor Music Co.
 Paterson, James A.
 Patmar Music Company, Inc.
 Patriotic Music Publishing Co.
 Patton, Jack
 Paty Publishing Company, The
 Paxon, Margaret O.
 Pearl Music Company, Inc.
 Peck, Leah
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt, Music Co.
 Peloubet, William Spalding
 Pemora Music Company, Inc.
 Penn, Richard T.
 Penn-Sylvan Publications
 Personal Publications
 Peskin Music Publishing Co.
 Petrie, H. W. (E. B. Marks)
 Pettett, L. J.
 Phono-Tunes Music Company
 Piehl, Hilda
 Pittman, Pete, Publications
 Pitts, P. S., Publications
 Plamor Music Company
 Plumb, Neely Publishing Co.

B M I Publishers

- Pond, Frank, Music Company
 Porgie Music Corporation
 Portland Music Company, The
 Prelude Music Co. (E. B. Marks)
 Premier Music Publishing
 Prestige Music
 Preview Music Company
 Pre-View Publications
 Princess Publications
 Pritchett Publications
 Pro Musica Publishing Co.
 Propoggio, R. N.
 Prosser Music Publishing Co.
 Proven Publications
 Putnam Publications
- Quaker Music Company
 Quality Music Company, Inc.
 Quincy Music Publishers
- R. R. Publishers
 R. S. Rose Publishing Co.
 Radio & Video Music Publishing Company
 Radio Music Company
 Radio Music Publishers
 Radio-Recording Songs, Inc.
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
 Rainbow Music Corporation
 Rainbow Music Publishers
 Rainier Music Publishers
 Rancho Music
 Randolph, Al, Publications
 Ray Music Publishing Company
 Raybert Music Company
 Raymond Music Corp.
 Raymond, William
 Raymor-McCollister Music Publishers
 Raynes Music Co., Inc.
 Real Music Company
 Recker, Robert, Music Co. (E. B. Marks)
 Record Music Publishing Company
 Recordo Music Publishers
 Redskin Publishing Co.
 Redwood Music Co., Inc.
 Reed, Harold Jobe
 Reeny Rhythms
 Rees, H. E., Music Publishers
 Reeves, John Frank
 Regal Music Company
 Regal Music Company, Ltd.
 Regent Music Corp.
 Reid & Singer Music Publishing Co.
 Remarque Music Publishing Co.
 Remington Music
 Renown Music, Inc.
 Republic Music Corporation
 Retter, Louis, Music Company
 Reveille Music Co.
- Revilo Music Co.
 Rex Music Publishers
 Reynolds-Bickel
 Rhodes, David W.
 Rhythm Publishing Company
 Rhythms Of The West
 Richardson Songs
 Ricordi, G. & Co.
 Rinehart, Marion W., Music Enterprise
 Ringwald Publications
 Rinker, Charles, Music Pub.
 Rion, Johnny
 Rivervale Music, Inc.
 Roberts, Virgil, Publishing Co., Inc.
 Rod Jon Music Company
 Rodenberg, Edward L.
 Romance Music Publications
 Romaunt Music Publications
 *Romay Music, Inc.
 Romeo Twin Publishing Co.
 Roque, Julio
 Rork, Ernest A., & Son
 Rosemart Music Co.
 Rosetti, Joseph
 Roslyn Music Company
 Ross & Howard
 Ross, Hugh K.
 Ross Music Company
 Ross Music Pub. Co.
 Rossi, Edward and Louis
 Rossongs Music Publishers
 Roth, Elizabeth
 Roth, Howard H., & Co., Inc.
 Rousseau Publishing Co.
 Roxy Music Corp.
 Roy, Mary
 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
 Russell, Willard
 Russian-American Music Publishers, Inc.
 Ruth, Barbara
- 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
 Saxonette Music Company
 Scala Music Publishers
 Schael, August, Company
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
- Schirmer, E. C., Music Co.
 Schofer, Kitty James
 Scholl Publishing Company
 Schumann Music Company
 Scripser's
 Seattle Music Publishing Co.
 Seidel, Emil, Music Pub'g Co.
 Sentinel Music Publications
 Serac Publishing Co.
 Sgambellone, G., Music Publishers
 Sharkey Music Publishing Co.
 Shavers, Herman
 Shaw, Charlie, Publications
 Shelby Music Publishing Co.
 Sheldon - Mitchell Publishing Corp.
 Shelhamer, Ben, Jr.
 Shelton, Bertha
 Shermack Company
 Sherwood Music
 Shields Music Corporation
 Shopa Music Publications
 Show-Biz Music Co.
 Shutt, Albert, Music Publisher
 Singer, Murray, Music Pub.
 Singmore Music Publishers
 Siravo Music Company
 Skrivaneck Music
 Skyark Songs
 Skyline Music Publishers
 Slate Enterprises, Inc.
 Smart Songs Publishing Co.
 Smith, Bob
 Smith, Jerry, Publications
 Smith Publications
 Snell, Ethel, Publishing Co.
 Snyder, Fenton Publications
 Sobeck, Rosina
 Society of Jewish Composers, Publishers and Songwriters
 Soergel, Oscar
 Solo Music
 Sommers, Henry J.
 Song-Ranch Publications
 Song Shop, The
 Song-Tex Music Company
 Sonette Publishing Co.
 Sonorous Music Co., Inc.
 Sons Music Pub. Co.
 Sophisticate Music Company
 Sorority Fraternity Record Co.
 Spanish Music Center
 Spartan Music Publishers
 Spotlight Music Company
 Spry Music Publishing Co.
 Staff Music
 Staff Music Corporation
 Stan-Hos* Melodies
 Standard Publications
 Stanow Publications
 Star Music Co.
 Stark Music Printing Company
 Starlight Music Company
 Stavín, Milt, Music Company

B M I Publishers

- Steele, Ted, Publishing Co.
Stein, Rose Yvonne
Stern, Jos. W., & Co. (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stewart, Larry
Stone, Irving
Stone, Jack & Associates
Stover Music Company
Strand Press Music Publishers
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Stuart Music, Inc.
Sudlik & Siegel
Sultan Associates
Sun Ray Music Publishers
Sundial Songs
Sunnyside Music Publications
Sunrise Music Company
Sunshine Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
Syncoption Songs
Syndicate Music Publishers, Inc.
Szathmary, Irving
- Taps Agency
Tara Music Company
Tele-Mus Publishing Company
Terry Tune Studios
Televise Music Company
The M. M. Hoffman Co.
Thomas-Cole Publishing Co.
Three Boys Music Company, The
Tic-Toc Publishing Company
Tichenor, W. C.
Tidd, G. M.
Tiffany Music Company
Tiffany Productions, Inc.
Timberland Publishing Co.
Time Music Company
Times Square Music Publishing
Tingor Music, Inc.
Tinker, Bill
Tobby Music Publishers
Tomerlin, Lysle
Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
Tono Record Co.
Topik Tunes
Tourjee, Leo Eben
- Tracy Music Company, Inc.
Trade Mark Music
Trans-American Music Pub.
Transatlantic Music Company
Treasure Music Publishers
Trend Music
Triad Music Company
Trionon Publications
Trinity Music Co., Inc.
Trio Music Company
Tropical Song Counter
Trutone Publishing Company
Tune-House Publications
Tune Shop Music Publishers, Inc.
Tune-Time Music
Tune Towne Tunes
Turner Tunes, The
20th Century Music Publishers
Typemusic
- U. S. and International Music Publishers
U. S. Music, Inc.
Uhl & Ware
Ultra Music Company
Unger Music Publisher
Unique Music Publishers
United Artists Publishing Co.
United Music, Inc.
Universal Music Sales
University Music Co.
University of Toledo
University Publishing Company
Uranus Music Company
Urban Publications
- Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valjean Music
Valley-Hill Music Co.
Valner, Kurt
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
Van Bee Music Company
Velleca Publishing Company
Vernon Music Publishers
Versailles Music Co., Inc.
Vicca's Music Co.
Victory Music Company
Vogue Music Corporation
Von Hallberg Music Company
- 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.
Watson, W. A.
Wayne, D., Music Publishing
Weaver, Jesse E.
Webster Music Company
Weeks, Publisher
Wemar Music Corporation
Wentworth, Martha
Wesjay Music Corp.
West Coast Music Publishers
West Philadelphia Music Centre
Westchester Music Co.
Westmore Music Corporation (American Music, Inc.)
Whimsy, Ltd.
White Mountain Music
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Williams, Albert
Williams & Williams
Williams, Bud, Publisher
Willis-Woodward Music Co. (E. B. Marks)
Wilson Publishing Co.
Winfield Music, Inc.
Wing Music Corp.
Winner Music
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Witro Music Publishing Co.
Witt, Claude H.
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale Publishers
Wyner Music Publishers
Wyoming Music Company
- "X-L" (Excell) Music Publications
- Yale Record Company
Yacobian Publications
- Zaboy-Landino Music Company
Zenith Music Publications
Zoeller Music Company

ASSOCIATED MUSIC PUBLISHERS, INC.

By **M. E. TOMPKINS**
President and Secretary

ASSOCIATED Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its second fiscal year under new management.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig—Paris. It has acquired within the last year exclusive selling rights in the fine Italian catalogue of Casa Musicale Sonzogno of Milano, and within the last month has taken over exclusive copyrighted properties of Russian-American Music Publishers, Inc., formerly of 19 West 44th Street, New York City. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life; the popular category of music, however, will continue to be handled by Broadcast Music, Inc., 580 Fifth Avenue, New York, New York. Performance rights continue to be administered by BMI.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer; C. C. Boydston, Comptroller.

Publishers

Aibl Verlag (See Universal Edition)	Société Nouvelle Vieu	Schott & Co., Ltd.
Alpha Music	Filmusic Union (See B. Schott's Soehne)	B. Schott's Soehne
Congress Music Co.	Julius Hainauer	Filmusik Union
Latin American Bureau	*Wilhelm Hansen Forlag	Grosch Verlag
Leader Music Co.	Kahnts' Schering Edition	Philharmonischer Verlag
Associated Music Publishers, Inc.	Latin American Bureau (See Alpha Music)	Schuberthaus Verlag (See Universal Edition)
Bote & Bock	Lauterbach & Kuhn (See Alpha Music)	Senff (See Simrock)
Lauterbach & Kuhn	Leader Music Co. (See Alpha Music)	Carl Simon (See Breitkopf & Haertel)
Breitkopf Publications	F. E. C. Leuckart	N. Simrock
Breitkopf & Haertel	Luckardt (See Simrock)	Esos Verlag
Carl Simon	Otto Maass (See Universal Edition)	Luckardt
Broussan (See Editions Eschig)	Nagel Musical Archives	Raabe & Plothow
Casa Musicale Sonzogno	Ondet (See Editions Eschig)	Senff
Congress Music Co. (See Alpha Music)	Philharmonischer Verlag (See B. Schott's Soehne)	Société Nouvelle (See Editions Eschig)
Demets (See Editions Eschig)	Pion Honoré (See Editions Eschig)	*Universal Edition
*Doblinger Verlag	Pro Art Publications	Aibl Verlag
Dupont (See Editions Eschig)	Russian-American Music Publishers, Inc.	Albert Gutman
Eos Verlag (See Simrock)		Schuberthaus Verlag
Editions Eschig		Otto Maass
Broussan		Vieu (See Editions Eschig)
Demets		
Dupont		
Ondet		
Pion Honoré		

*Symphonic Works only, as per a special list.

SESAC, Inc.

By PAUL HEINECKE

President

IT is always a privilege, one that I deeply appreciate, to address the entire field of broadcasting with this yearly message. SESAC, for the year ahead, has many additional values to share with you by way of service.

Here we are entering our 19th year of work and cooperation with AM stations and FM outlets . . . and more recently television operations. I cannot help but be impressed by your remarkable expansion which parallels SESAC's growth. Our efforts will continue to provide with even greater scope, a far more comprehensive and varied repertory in music, sterling in quality and lasting in value.

As one of the oldest and largest music licensing organizations, we have constantly sought to make available to you, that music which appeals to every type of listener. SESAC's affiliated publishers' catalogs, totalling more than 150,000 copyrighted selections, includes compositions from the fields of opera, operetta, musical comedy, symphony, hymns and gospel songs, orchestral numbers, standard and novelty songs, Hillbilly, Western and Folk songs as well as dramatic sketches. In fact, SESAC SERVICE is known among broadcasters throughout the land as a source of supply for every program need.

In addition to this expanded service, we are keenly conscious of the now, more than ever, important requirements of TV and FM as they continue to grow. Excellent program material for use, such as operettas, dramatic and comedy sketches and college plays, will be found in the catalogs of several of our SESAC affiliates. Among them are Northwestern Press, the Denison Company and the Raymond A. Hoffman Company of Chicago and the Edward Schuberth and Co., Inc. of New York. All of them publish material of importance to telecasting or FM.

It is also gratifying to tell you that the SESAC Transcribed Library has likewise kept pace with your own advancement and we are mighty proud indeed to point out our hundreds of subscribers. Here again, from the very start, our sole purpose was to serve you with the very finest quality transcriptions, featuring outstanding artists, at a very modest cost to you. Broadcasters have been quick to acknowledge that and to emphasize its facile adaptability for smart program planning of distinctive musical productions for both commercial and sustaining presentations.

But this Library was not patterned for AM alone; FM stations are using it consistently day after day and television producers are increasingly aware of its many unique features as their scripts and cue sheets call for SESAC transcribed melodies.

1949 should be a year of great accomplishment and we at SESAC certainly mean to do our part in furthering the progress of broadcasters, whether it be the AM outlet, the FM industry or the latest offspring, Television.

• • • **SESAC Publishers** • • •

PUBLISHERS

- Accordion Music Publishing Co., New York
including:
Deiro, Pietro
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L., Chicago
- Alkire, Eddie, Publications, Easton, Pa.
- Art, M., Warsaw, Poland
- Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Babwin Publications (See Pallma Music Products)
- Barnes, A. S., and Company, Inc., New York
- Barnhouse, C. L., Company, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Company, Inc.)
- Benson, John T., Publishing Co., Nashville, Tenn.
- Braun, Hubert J., Chicago.
including:
Braun Music Co.
Braun Organization, The
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E., Powell, Mo.
including:
E. M. Bartlett
- Bryant Music Company, New York
- Call-Mar Publishers, Inc., Woodstock, Ill.
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
- Chart Music Publishing House, Inc., Chicago
including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
- Church Music Co., The, Fullerton, Cal.
including:
Grammer, Frank
- Clef Music Corporation, New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The, New York
- Concord Music Publishing Co., Inc., New York
- Cummings, M. Homer, Wheeling, W. Va.
- Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison, T. S., & Company, Chicago
- Di Bella, O., New York
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., London, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Firm Foundation Publishing House, Austin, Tex.
including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Ramsey & Parker
Trio Music Co.
- Gebethner & Wolff, Warsaw, Poland
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Music Company, Chicago
- Gornston, David, New York
- Grabczewski, F., Warsaw, Poland
- Hall Music Co., The, Maryville, Tenn.
- Hall & McCreary Co., Chicago
- Harmonia Edition Publishing Company, New York
including:
Harmonie Publications
Rondo Publications
- Harper & Brothers, New York
- Hartford Music and Printing Company, Inc., The, Powell, Mo.
- Hart's Music Company (See National Music Co., Inc.)
- Hathaway, Franklin Earl Music Publisher, Chicago
including:
Gospel Music Publications
- Henson, J. M., Music Publisher, Atlanta Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
- Hoffman, Raymond A., Company, Chicago
- Holbrook, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon, Warsaw, Poland
- Idzikowski, M. (See "P.W.P.")
- Jastrzab (See "P.W.P.")

• • • **SESAC Publishers** • • •

Jeffress Music Co., Crossett, Ark.
Jewell, Fred, Music Co., Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)

Keene, Hank, Inc., South Coventry, Conn.

Kelman Music Corp., New York

King, K. L., Music House, Inc., Fort Dodge, Ia.

Kjos, Neil A., Music Co., Chicago including:

Max and Beatrice Krone

Krachtus, John, Inc., Chicago

Krone, Max & Beatrice (See Kjos Music Co.)

Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Liturgical Music Press, Inc., New York

McLaughlin & Reilly Co., Boston

including:

*Liturgical Music Company
Catholic Music Co.*

Also including published copyrighted compositions taken over from:

Wm. E. Ashmall & Co.

Berge Music Company

John Singenberger

Otto Singenberger

Gilbert Music Company

Modern Music Library, London, England including:

Josef Holbrooke

Morris-Henson Music Co. (See Henson, J. M., Music Publisher)

Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.

Music Press, Inc., New York

Music Products Corporation (See Pallma Music Products)

National Music Co., Fort Worth, Tex.

including:

Ferrill, J. W.

Quartet Music Company

Thomas, Alvis O.

Thomas, J. E.

National Music Company, Inc., Chicago including:

Albright Music Company

Bendix Publishing Corp.

Broadcast Music Publishers

(See Eddy Hanson)

Capitol Music Co.

Fairbank, H. W., Company

Hart's Music Company

Popular Music Publications

Select Music Company

Standard Music Company (See Eddy Hanson)

Standard Songs (See Eddy Hanson)

Windsor Music Company
also including published copyrighted compositions taken over from:

Eddy Hanson

Natratrass-Schenck, Inc., New York

Network Music Publishers (See Top Music Publishers, Inc.)

Northwestern Press, The, Minneapolis, Minn.

Nowa Scena, Warsaw, Poland

Nowacki, Henryk X. (See "P.W.P.")

Oak Ridge Quartet Music Co., Nashville Tenn.

Pagani, O., & Bro., New York

Pallma Music Products Corp., Chicago including:

Pallma, Frank, Music Publisher

Music Products Corporation

Babwin Publications

Quincke, Walter A. (Compositions as per list issued)

Panella, Frank A., Pittsburgh, Pa.

Paragon Music Publishers, New York

Parks, J. A., Company, Chicago

Parris Music Co. (See Tennessee Music and Printing Co.)

Parris, O. A. (See Stamps Quartet Music Co.)

Perry's Sons, A. W., Sedalia, Mo.

Pioneer Music Press, Salt Lake City

including:

Wheelwright, Lorin F.

Polonia Publishing Co. (See Zalewski, B. J.)

Popular Music Publications (See National Music Company, Inc.)

Pro Arte (See Editions Pro Arte)

"P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland

"PWP" Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers); Warsaw, Poland

Affiliates:

Adamus, A.

Adamus, Zenobiusz

Barwicki, K. T.

Edition "Jastrzab"

including:

Rudnicki, Walery

"W. J. R."

Rzepecki, J.

Editions Pro Arte

Idzikowski, M.

Jastrzab

Maciejowski, ZB.

Markiewicz, Adam

Nowacki, Henryk X.

Polskie Towarzystwo Muzyk.

Wspolczesnej

Poltawski, Aleksander

Pomaraniski, Zygmunt

Seyfarth, G.

Slaski, H.

SESAC Publishers

- Towarzystwo Wydawnicze Muzyki Polskiej*
 Wiehler, Z.
 Witezyk, Stanislaw
 "Zaiks" Związku Autorow, Kompozytorow I Wydawcow
 Zak, Czeslaw
 Zaremba, Alojzy
- Quartet Music Company (See National Music Company)
- Quincke, Walter A. (See Palma Music Products)
- Radio City Guitar Studio, Jackson Heights, New York
- Ramsey, Will M. (See Central Music Co.)
- Revival Music Co., The, Searcy, Ark.
 including:
 Walls, W. M.
- Ricart & Cia, Luis, S. L., Barcelona, Spain
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki (See "P.W.P.")
- Sacred Music Foundation, The, Los Angeles
 including:
 Herbert G. Tovey
- Sajewski, W. H., Music Publishing Co., Inc., Chicago
- Schmidt Co., The Arthur P., Boston 16
- Schmitt, Paul A., Music Company, Minneapolis, Minn.
 including:
 Selmer, H. & A., Inc. (Compositions as per list issued.)
- Schuberth, Edward, & Co., Inc., N. Y.
- Select Music Company (See National Music Company, Inc.)
- Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
- Seyfarth, G. (See "P.W.P.")
- Showalter Co., The A. J., Dalton, Ga.
- Simon, Frank. Middletown Ohio
- Singenberger, John & Otto (See McLaughlin & Reilly Co.)
- Sisk Music Company, The, Toccoa, Ga.
- Sleter, Will W., Fort Worth, Texas
- Smith, Wm. J., Music Co., Inc., New York
- Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
 including:
 Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)
 Stamps, V. O., Music Company
- Stamps Quartet Music Co., Inc., Dallas, Tex.
 including:
 Parris, O. A.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Stirling Music Publishing Co., New York including:
 Avalon Music Publishing Co.
- Teddle, Tillit S., Greenville, Texas
- Tennessee Music and Printing Co., Cleveland, Tenn.
 including:
 Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)
 Denson Trio Music Co.
 Denson-Parris Music Co.
 Hall Music Co., The (Publications as per list issued.)
 Perry, F. Clark, Co.
 Sebren, George W., Music Co.
 Showalter, A. J., Co., The
- Top Music Publishers, Inc., New York including:
 Kanner Music Publishing Co.
 Network Music Publishers
- Tovey, Herbert G. (See Sacred Music Foundation, The)
- Treasure Chest Publications, Inc., N. Y.
- Vaughan, James D., Lawrenceburg, Tenn.
- Vitak-Elsnic Co., Chicago
 including:
 Georgi and Vitak Music Co.
- Walls, W. M. (See Revival Music Co.)
- Warde, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
- Weaner, Maxwell (See Weaner-Levant Publications)
- Weaner-Levant Publications, New York including:
 Weaner, Maxwell
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Wheelwright, Lorin F. (See Pioneer Music Press)
- Whitney Blake Music Publishers, N. Y.
- Wiehler, Z. (See "P.W.P.")
- Windsor Music Company (See National Music Company)
- Winsett, R. E., Dayton, Tenn.
- "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
- Zak, Czeslaw (See "P.W.P.")
- Zalewski, B. J., Chicago
 including:
 Moniuszko Publishing Co.
 Polonia Publishing Co.
 Rozan Publishing Co.
- Zaremba, Alojzy (See "P.W.P.")

NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

SONG HITS OF 1948

(January 1, 1948 to January 1, 1949)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1947 are noted by the date—1947).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Now Is The Hour (Leeds)	28,711	31
But Beautiful (Burke & VanHeusen)	23,472	23
A Tree In The Meadow (Shapiro-Bernstein)	22,543	31
*Buttons and Bows (Famous)	20,368	14
It's Magic (Witmark)	20,230	34
I'm Looking Over a Four Leaf Clover (Remick)	20,158	24
Haunted Heart (Williamson)	18,736	27
Manana (Barbour-Lee)	16,491	18
Beg Your Pardon (Robbins)	16,070	20
*You Call Everybody Darling (Mayfair)	15,682	23
Ballerina (1947) (Jefferson)	15,096	15
*On a Slow Boat to China (Melrose)	14,793	15
You Were Meant for Me (Miller)	14,362	26
Golden Earrings (1947) (Paramount)	14,326	15
Love Somebody (Kramer-Whitney)	14,084	24
*Maybe You'll Be There (Triangle)	14,059	24
*You Were Only Fooling (Shapiro-Bernstein)	13,886	19
Baby Face (Remick)	13,826	21
Serenade of the Bells (1947) (Melrose)	13,579	17
*Hair of Gold, Eyes of Blue (Robert)	13,491	21
Nature Boy (Burke & VanHeusen)	13,463	14
Dickey-Bird Song (Robbins)	13,267	21
Best Things in Life Are Free (1947) (Crawford)	13,016	24
*Cuanto Le Gusta (Southern)	12,829	21
Tell Me a Story (Laurel)	12,473	26
I'll Dance at Your Wedding (1947) (George Simon)	12,219	12
What'll I Do (1947) (Berlin)	12,217	20
*Ev'ry Day I Love You (Harms)	12,193	23
*My Darling, My Darling (E. H. Morris)	12,105	12
Laroo, Laroo, Lilli Bolero (Shapiro-Bernstein)	12,046	16
You Can't Be True Dear (Biltmore)	11,482	22
Little White Lies (Bregman-Vocco-Conn)	11,476	24
Toolie Oolie Doolie (C. K. Harris)	11,433	19
Sabre Dance (Leeds)	11,365	20
I May Be Wrong (1947) (Advanced)	11,298	26



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For . . . 1948

RADIO-TV ARTISTS

—their work during 1948

— A —

ABBOTT, BUD
Abbot and Costello Show, Ab-
bott and Costello Kid Show
ABC

ACE, GOODMAN
Mr. Ace and Jane (CBS).

ACE, JANE
Mr. Ace and Jane (CBS).

ADAMS, MASON
Pepper Young's Family
NBC

ALEXANDER, A. L.
Mediation Board
MBS

ALEXANDER, JOAN
Rosemary, Perry Mason
CBS
This Is Nora Drake
NBC

ALLEN, CHARME
David Harum
CBS

ALLEN, FRED
(Sullivan, John Florence); Comedi-
an; b. Cambridge, Mass., May
31, 1894; Fred Allen Show (CBS).

ALLEN, GRACIE
(Burns, Mrs. George); Comedi-
enne; b. San Francisco, Calif.;
Secretarial Schools in N. Y.;
Maxwell House Coffee Time
(NBC).

ALLEN, STEVE
Steve Allen Show, Party Line,
Breaking All Records
CBS

ALLENBY, PEGGY
Ma Perkins
NBC

ALLISON, FRAN
Breakfast Club
ABC

ALLMAN, ELVIA
NBC

AMECHE, DON
Your Lucky Strike
CBS

AMECHE, JIM
Personal Autograph
ABC

AMSTERDAM, MOREY
CBS, CBS-TV

ANSON, BILL
KFWB

ARNOLD, EDDIE
MBS
The Eddie Arnold Show

ARNOLD, EDITH
Crime Doctor
CBS

ARNOLD, EDWARD
Mr. President
ABC

ARQUETTE, CLIFF
Dick Haymes Show
CBS

ASCOT, RITA
Ma Perkins
NBC

AUTRY, GENE
CBS



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Radio

• • • **Radio and Television Artists** • • •

— **B** —

BACKUS, JIM
"Bob Burns Show," "Alan Young Show"
NBC

BAILEY, JACK
MBS
Queen For A Day

BAKER, PHIL
Everybody Wins
CBS

BANKS, JOAN
My Friend Irma
CBS

BARCLEY, LOUISE
Right To Happiness
NBC

BARRY, JACK
Juvenile Jury, Life Begins At Eighty
MBS

BARTLETT, TOMMY
Welcome Travelers, Tommy Bartlett Show
ABC

BAUER, CHARITA
Rose of My Dreams
CBS

BAYAN, ADRIENNE
True Detective Mysteries
MBS

BEASLEY, IRENE
Grand Slam, CBS

BECK, JACKSON
Superman, Philip Morris
NBC, CBS, MBS

BECKER, SANDY
Young Dr. Malone
CBS

BEEMER, BRACE
Lone Ranger
ABC

BEGLEY, ED
NBC

BEHRENS, FRANK
Lorenzo Jones
NBC

BELASCO, LEON
Man Called X
CBS

BELL, RALPH
Superstition
ABC
Right To Happiness
NBC

BELLAMY, RALPH
Theater U. S. A.
ABC

BENADARET, BEA
Adventures of Ozzie & Harriett, Jack Benny Show, CBS;
Day In the Life of Dennis Day, Maxwell House Coffee Time, NBC

BENDER, DAWN
One Man's Family
NBC

BENDIX, WILLIAM
Life Of Riley
NBC

BENNY, JACK
(Kubelsky, Benjamin); Radio Comedian; b. Chicago, Ill., Feb. 14, 1898; Jack Benny Show (CBS).

BENSON, RED
(Norman Benson) Entertainer, MC; b. Columbus, O., Feb. 21, 1917; ed. Ohio State U.; Red Benson's Movie Matinee, Take a Number, (WOR-Mutual).

BERG, GERTRUDE
CBS-TV

BERGEN, EDGAR
(Bergen Edgar John); Radio Artist, Comedian, Ventriloquist; b. Chicago, Ill., Feb. 16, 1903; ed. Northwestern U. B.A., hon. MA; Coca Cola Show (CBS).

BERLE, MILTON
(Berlinger, Milton) Comedian; b. July 12, 1908, NYC; Milton Berle Show (ABC); Texaco Star Theatre (NBC-TV).

BERNARD, PHILIP
CBS, NBC

BERNARD, TOMMY
CBS

BEKNER, SARA
Sealtest Village Store, Eddie Cantor Show, NBC; Arthur's Place, Jack Benny Show, CBS

BERWICK, VIOLA
Meet The Meeks
NBC

BERWIN, BERNICE
One Man's Family
NBC

BICKART, SANFORD H.
CBS, NBC

BILLSBURY, RAY
First Nighter
CBS

Ed and Pegeen Fitzgerald

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**ARTHUR
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Radio and Television Artists

BIVANS, JACK

Meet The Meeks
NBC

BLAIRE, HENRY

Adventures of Ozzie and Harriet
CBS

BLANC, MEL

Radio Artist, Animated Cartoon Voice Artist, Recording Artist; b. San Francisco, Calif., May 30, 1908; Judy Canova, Jack Benny.

BOLES, ATHENA
LORDE

Actress; b. New York, N. Y.; ed. Columbia U.; Barney Blake Tele. program; Swift Tele. Prog.; Quiet Please; David Harum.

BOLES, BARBARA

Rainbow House, Small Fry
DuMont

BOVERO, PHIL

Relaxing Time, Saturday Session
ABC

BOWLES, JAMES C.

Actor, Writer; b. Lubbock, Tex. Feb. 28, 1914; ed. UCLA, Los Angeles City College; Fred Allen Program, The Big Story (NBC); Writer, Actor on Historical Plays for DuMont; Theatre: The Victors.

BRADLEY, CURLEY

Tom Mix
MBS

BRADY, BEN

Comedy Writer's Show
ABC

BRICE, FANNY

Baby Snooks
CBS

BRIGGS, DON

The Sheriff
ABC

BROOKSHIRE, NORMAN

Theater Guild on the Air (ABC).

BROWN, DICK

(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEU); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, JOHN

Actor, b. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks, Duffy's Tavern (NBC).

BRUCE, EDWIN

Portia Faces Life
NBC

BRYAN, ARTHUR Q.

Doctor Gamble-Fibber McGee & Molly, Waymond Wadcliffe-The Great Gildersleeve (NBC).

BUNCE, ALLEN

Athel and Albert
ABC

BURNS, GEORGE

Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC).

BURROWS, ABE

CBS

— C —

CAMARGO, RALPH

Just Plain Bill
NBC

CAMPBELL, NAOMI

Just Plain Bill
NBC

CANDIDO, CANDY

The Jimmy Durante Show
NBC

CANOVA, JUDY

Judy Canova Show, Texaco Television.

CANTOR, EDDIE

Comedian; b. New York, N. Y., Jan. 31, 1893, Pabst Blue Ribbon Show.

CARLEN, FRAN

Our Gal Sunday, Big Town
CBS
NBC

CARSON, JACK

Actor, b. Carmen, Manitoba, Oct. 27, 1910, St. Johns Mil. Acad.; Carelton College; Star of Jack Carson Show (CBS).

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FORD

PETER
DONALD

JOE
LAURIE, JR.

WARD
WILSON

HARRY
HERSHFIELD

"PALMOLIVE"
NBC

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Irving Mansfield

CBS

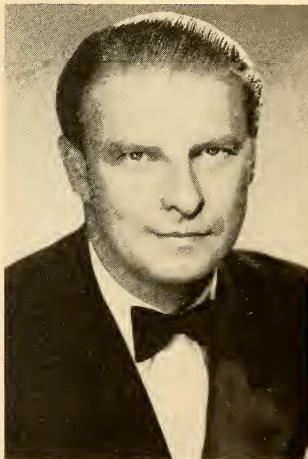
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Radio and Television Artists

- CASE, NELSON**
ABC, Criminal Casebook, CBS,
Long Journey
- CATES, OPIE**
The Opie Cates Show
ABC
- CHALMERS, THOMAS**
Pepper Young's Family
NBC
- CHAPPELL, ERNEST**
Quiet, Please; Ted Malone Show
(ABC); Edward Murrow (CBS);
Co-Producer, The Lambs Tele-
vision Gambol (WNBT).
- CHAPMAN, PATTY**
Aunt Jenny
CBS
- CHITTON, BERMAN**
Casey, Crime Photographer
CBS
- CHRISTY, KEN**
The Alan Young Show
NBC
- CLARK, LON CLAUDE**
Actor, narrator, announcer; b.
Bricelyn, Minn.; MacPhail Sch.
of Music; Univ. of Minn. New
Sch. for Social Research; Nick
Carter (MBS); Exploring the Un-
known; Flashgun Casey; Aldrich
Family; Boston Blackie; Gang-
busters.
- CLARKE, PHIL**
Superman, Dick Tracy, Nick
Carter
- COLLINS, TED**
Kate Smith, MBS
- COLLINS, TOM**
One Man's Family
NBC
- COLLYER, BUD**
Superman, (MBS); Winner Take
All (CBS).
- CONWAY, JULIE**
Singer, Actress; b. Granite City,
Ill.; Northwestern U.; Armstrong's
Theater of Today; Casey, Crime
Photographer; When A Girl Mar-
ries; Nora Drake.
- COOK, TOMMY**
Life of Riley
NBC
- COST, SUSAN**
Mary Lee Taylor
CBS
- COSTELLO, LOU**
Abbott and Costello Show, Ab-
bott and Costello Kid Show
ABC
- COTSWORTH,
STAATS**
Actor, Stage, Radio; b. Oak
Park, Ill., Feb. 17, 1908; Penn
Sch. of Industrial Art; N. Y. Civic
Rep. Theatre Apprentice Group;
Lone Journey, Casey Crime Pho-
tographer, Harvest of Stars
(CBS); Front Page Farrel (NBC);
- The Sheriff, This Is Your FBI
(ABC).
- COWLING, SAM**
Breakfast Club
ABC
- CRAIG, NANCY**
Nancy Craig
ABC
- CREORE, PHYLLIS**
Aunt Jenny
CBS
- CROFT, MARY JANE**
Bill Goodwin Show
CBS
- CROSBY, BING**
Philco Radio Time
ABC
- CROSS, MILTON**
Opera Album
ABC
- CULLEN, BILL**
Winner Take All, Give and Take,
Missus Goes A-Shopping, Hit the
Jackpot, Crime Photographer,
Nora Drake (CBS).
- CURTIN, JOSEPH**
Mr. & Mrs. North
CBS
- CURTIS, KEN**
Western Theater. Hitching
Post
ABC



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"Give And Take" . . . CBS

"Missus Goes A-Shopping" . . . WCBS

"GO For The House" . . . ABC

"Three's A Crowd" . . . WOR

"Best Girl" . . . WOR

Radio and Television Artists

— **D** —

DAMON, LES
Adventures of the Thin Man
CBS
Right To Happiness
NBC

DANDRIDGE, RUBY
The Judy Canova Show
NBC

DARNAY, TONI
Strange Romance of Evelyn
Winters
CBS

DAVIS, JOAN
CBS

DAY, DENNIS
Dennis Day Show
NBC

DeCAMP, ROSEMARY
Dr. Christian
CBS

DeKOVEN, ROGER
This Is Nora Drake
NBC

DELMAR, KENNY ("Senator
CLAGHORN")
"Fred Allen Show"
NBC

DENNY, JR., GEORGE V.
America's Town Meeting
ABC

DONALD, PETER C.

Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele. MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC) Fred Allen Show.

DOUGLAS, DON
High Adventure
MBS

DOUGLAS, SUSAN
Official Detective
MBS

DOYLE, LEN
Mr. District Attorney (NBC).

DRAKE, ALFRED
Theater U. S. A.
ABC

DRAKE, GALEN
Galen Drake
ABC

DRAPER, MARGARET
The Brighter Day
NBC

DUNN, EDDIE
True or False (MBS).

DURANTE, JIMMY
(Durante, James); Comedian; b.

New York, N. Y., Feb. 13, 1893;
Jimmy Durante Show (NBC).

— **E** —

EAST, ED

MC; b. Bloomington, Ind.; Meet the Missus, CBS; Pacific Coast Network; TV Packages; Meet The Champ, Easy Does It and Who's Next. Head of Ed East Creative Recorded Spots.

EDWARDS, RALPH

MC, Comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences, MC This is Your Life (NBC).

EGELSTON, CHARLES
Ma Perkins
NBC

ELDERS, HARRY
One Man's Family
NBC

ELLEN, MINETTA
One Man's Family
NBC

ELLIOT, WINN
County Fair, CBS; Quick As A Flash, MBS

ELSTNER, ANNE
Stella Dallas
NBC



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ACTRESS — SINGER

Radio Registry

Radio and Television Artists

EMERY, BOB

(WOR) Small Fry Club; (WABD) Rainbow House; (WABD) DuMont Television.

ERIC, ELSPETH

Road Of Life
NBC

ERICKSON, LOUISE

The Alan Young Show
NBC

ERSKINE, MARILYN

Lora Lawton
NBC

— F —

FAYE, ALICE

Actress, Vocalist; b. New York, N. Y., Under Contract To 20th Century Fox; Star of Phil Harris, Alice Faye Show (NBC).

FELTON, HAPPY

Guess Who, MBS

FENWICK, ELLEN

Exploring the Unknown
ABC, NBC, CBS, MBS

FISCHMAN, HARVE BENNETT

Junior Junction
ABC

FITZGERALD, ED

Radio Commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Programs; Breakfast With the

Fitzgeralds, The Fitzgeralds in N. Y. (ABC); At Home With The Fitzgeralds (WABD-Tele.).

**FITZGERALD,
PEGEEN**

Radio Commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Programs; Breakfast with the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (WABD-Tele.).

**FITZMAURICE,
MICHAEL**

Nick Carter (MBS); When A Girl Marries (NBC).

FLYNN, CHARLES

Jack Armstrong
ABC

FORBES, MURRAY

Ma Perkins
NBC

FORD, SENATOR

(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, New York, June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby; guest appearances.

FRANCIS, ARLENE

What's My Name? (ABC).

FRANKLIN, JOE

Echoes of The Big Time (WMCA)

FREEMAN, FLORENCE

Wendy Warren and the News
CBS

FREYMAN, EVELYN

Consumer Time
CBS

FRIEBUS, FLORIDA

Lora Lawton
NBC

FROMAN, JANE

Pause That Refreshes
CBS

FRONT, ALICE

Mr. & Mrs. North
CBS

FULLER, BARBARA

One Man's Family
NBC

FUNT, ALEN

Candid Microphone
ABC

FUSSELL, SARAH

Right To Happiness
NBC

— G —

GALLOP, FRANK

Family Hour
CBS

JACKSON

BECK



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Radio and Television Artists

GAMEL, NORENE

Bill Goodwin Show
CBS

GARDE, BETTY

mr. ace & JANE (CBS); Aunt
Bedelia; Kobb's Korner; Perry
Mason (CBS-TV).

**GARDNER, ED
(ARCHIE)**

(Poggenburg, Eddie); Actor, pro-
ducer, director; b. Astoria, N. Y.,
June 29, 1904; Duffy's Tavern
(NBC).

GARGAN, WILLIAM

Ross Donald
ABC

GEORGE, BERNIE

The Bernie George Show
ABC

GIBSON, JONNY

Casey, Crime Photographer
CBS

GILBERT, RUTH

Perry Mason, Robert Q. Lewis
Show
CBS

GODDARD, PAULETTE

We Care
ABC

GODFREY, ARTHUR

Arthur Godfrey Show, Talent
Scouts (CBS).

GOFF, NORRIS

Lum 'n' Abner
CBS

GOODWIN, BILL

Johnny Fletcher
ABC

GORDON, BERT

The Eddie Cantor Show
NBC

GORDON, GALE

Fibber McGee & Molly
NBC

GOSDEN, FREEMAN (AMOS)

Amos 'n' Andy
CBS

GOTHARD, DAVID

Right To Happiness
NBC

GRANIK, THEODORE

American Forum Of The Air
MBS

GREEN, EDDIE

Actor; b. Baltimore, Md., Aug.
16, 1901; Eddie (the waiter)
Green on Duffy's Tavern (NBC);
Stonewall The Lawyer on Amos
'n' Andy (CBS).

GRIGGS, JOHN

House of Mystery, Adventure
Parade
MBS

GRIMES, JACK

Let's Pretend
CBS

— II —

HAINES, LARRY

Young Dr. Malone
CBS

HALL, HELEN

Barbara Wells (WOR).

HALOP, FLORENCE

Duffy's Tavern
NBC

HAMILTON, GENE

Carnegie Hall
ABC

HARRINGTON, MARY LOU

One Man's Family
NBC

HARRIS, ARLENE

Baby Snooks
CBS

HARRIS, PHIL

MC, Comedian, Orchestra Leader;
b. Linton, Ind., June 24, 1906;
Orchestra Leader - Jack Benny
Show (CBS), The Phil Harris-Alice
Faye Show (NBC).

HASTINGS, BOB

The Adventures of Archie
Andrews
NBC

MEL BLANC

"Pedro" with
Judy Canova

"Prof. Le Blanc"
with Jack Benny

Bugs Bunny—Porky Pig—Daffy Duck
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HAWLEY, ADELAIDE

Fashion On Parade (WABD); Fashion Flashes via Transcriptions; Fashion News Of The Day, Sun. Herald Tribune Column; News of The Day, Woman's Page Commentary for MGM Newsreel.

HAWTHORNE, JIM

That Hawthorne Thing
ABC

HAYES, HELEN

Electric Theater
CBS

HAYES, PETER LIND

Ford Show
CBS

HAYMES, DICK

Dick Haymes Show
CBS

HELGESON, JOE

Ma Perkins
NBC

HERSHFIELD, HARRY

Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde.

HERSHOLT, JEAN

Dr. Christian
CBS

HEWITT, ALAN

This Is Nora Drake
NBC

HILL, EDWIN C.

This Is Adventure
ABC

HILLIARD, HARRIET

Adventures of Ozzie and Harriet
CBS

HOLLAND, CHARLOTTE

Lone Journey
CBS

HOPE, BOB

(Hope, Robert); Comedian, screen, radio; d. London, Eng., May 29, 1903; The Bob Hope Show (NBC).

HOWARD, EUNICE

Pepper Young's Family
NBC

HOWARD, TOM

It Pays to Be Ignorant
CBS

HUBBARD, EDDIE

Stars in The Night, Shoppers' Special
ABC

HUBBARD, IRENE

Mr. Keene, Tracer of Lost Persons
CBS
Right To Happiness, Lora Lawton
NBC

HUGHES, ARTHUR

Just Plain Bill
NBC

HULL, JOHN WARREN

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele).

— I —

IDELSON, BILLY

Those Websters
MBS

IRVING, CHARLES

Young Dr. Malone
CBS

— J —

JANIEE, VIVI

Lora Lawton
NBC

JANNEY, LEON

Charlie Chan
MBS

JORDAN, JAMES EDWARD

(Fibber McGee); Actor; b. Near Peoria, Ill., Nov. 16, 1896, Fibber McGee and Molly, on Air for 14 yrs.



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Arnold Stang



Helen Walpole

Actress - Writer
Stage - Radio - Television



LURENE TUTTLE

Mark Goodson

. . . **Radio and Television Artists** . . .

JOHNSON, RAY
Lorenzo Jones
NBC

JONES, SPIKE
Spotlight Review
CBS

**JORDAN, MARIAN
DISCOLL**

(Molly); Actress; b. Peoria, Ill.,
15, 1897; Fibber McGee and
Molly on air for 15 yrs.

JOSTYN, JAY

Radio Actor; b. Milwaukee,
Wis.; Marquette Univ. Wisc.
Conservatory of Music; Mr. D.A.
(NBC).

— K —

KAUFMAN, IRVING
CBS

KAY, BEATRICE
Beatrice Kay Show, MBS

KEARNS, JOSEPH S.

Radio Actor; b. Salt Lake City,
Utah; Feb. 12, 1907; ed. U. of
Utah; Lux Radio Theater, Sam
Spade, Blondie, Favorite Story.

KEIGHLEY, WILLIAM
Lux Radio Theater
CBS

KEITH, RICHARD
True Detective Mysteries
MBS

KELK, JACKIE

Radio actor; b. Brooklyn, N. Y.,
Aug. 6, 1923; Professional Chil-
dren's Sch.; Aldrich Family
(NBC); Superman (MBS).

KIEKMAN, JOHN
Information, Please
MBS

KILGALLEN, DOROTHY
Star Time with Dorothy Kil-
gallen
ABC

KING, JOHN REED

Radio and Television MC; b.
Atlantic City; ed. Princeton.
Give and Take, Missus Goes A-
Shoppin' (CBS); Go For The
House (ABC); Three's a Crowd
(WOR).

KIRBY, DURWARD
Second Honeymoon
ABC

KOHL, ARTHUR
The Adventures of Archie
Andrews
NBC

KNUDSEN, PEGGY
Bill Goodwin Show, Junior
Miss
CBS

KROEGER, BERRY
Big Sister
CBS

KVALDEN, GRETA
Pepper Young's Family
NBC

KYSER, KAY
Kyser College of Fun and
Knowledge
ABC

— L —

LAKE, ARTHUR
Blondie
CBS

LARKIN, JOHN
Petry Mason (CBS).

LAUCK, CHET
Lum 'n' Abner
CBS

LAURIE, JOE, JR.
Can You Top This? (NBC).

LAWRENCE, CHARLOTTE
Christopher Wells
CBS

LAYNE, ZELLA
Betty Crocker Magazine of the
Air
ABC

LEHR, LEW
Stop Me If You Have Heard
This
MBS

LEONARD, GENE
Life Can Be Beautiful
NBC

LESTER, JACK
Sky King, Personal Autograph
ABC



IRENE RYAN
NBC
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Radio and Television Artists

LEWIS, ELLIOTT

"A Day in the Life of Dennis Day," NBC; "Fitch Bandwagon," NBC; "Meet Me at Parky's," NBC; "Scarlet Queen," MBS

LEWIS, FORREST

Meet The Meeks
NBC

LEWIS, JERRY

Dean Martin-Jerry Lewis Show
NBC

LEWIS, ROBERT Q.

Robert Q. Lewis Show
CBS

LINKLETTER, ART

House Party
CBS

LISS, RONNY

"Robin" — Superman, MBS; Studio One, CBS; Ford Theater, NBC; Counterspy, ABC; Aunt Jenny, CBS; Robert Q. Lewis Show, CBS

LIVINGSTONE, MARY

(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909; The Jack Benny Show (CBS).

LOCKE, RALPH

Life Can Be Beautiful
NBC

LORDE, ATHENA

Reader's Digest, CBS; When A Girl Marries, NBC; The Shadow, MBS; Linda's First

Love, Kate Smith Hour, CBS; Nick Carter, MBS

LOVEJOY, FRANK

Radio Actor, b. N.Y.C., N. Y. March 28, Murder and Mr. Malone (ABC coast to coast.); Sound Off (CBS).

LUBBY, BARBARA

First Nighter
CBS

LYNCH, KENNETH

Just Plain Bill
NBC

LYNCH, PEG

Ethel and Albert
ABC

— Mc —

MacDONNELL, JOHN HENRY

The American Almanac
ABC

MacELHONE, ELOISE

Leave It to the Girls, MBS

McBRIDE, MARY

MARGARET
(WNBC).

McCAFREY, JOHN K. M.

What Makes You Tick
ABC

McCONNELL, LULU

It Pays To Be Ignorant
CBS

McCONNELL, SMILIN' ED

Story teller, MC, Singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga. Present sponsors: The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions).

McCORMICK, MYRON

Christopher Wells
CBS

McELROY, JACK

Breakfast in Hollywood (ABC).

McGEE, FIBER AND MOLLY

NBC

McGATH, PAUL

Inner Sanctum
CBS

McGUIRE, BOBBY

MBS, Twenty Questions

McLAUGHLIN, DON

David Harding-Counterspy
ABC
Road To Life
NBC

McNAUGHTON, HARRY

It Pays To Be Ignorant
CBS

**RED
BENSON**

REFRESHINGLY NEW M.C.
GOES THRU HIS PACES ON
**RED BENSON'S
MOVIE MATINEE**

MBS—MON. THRU SAT.

• • • • •

TAKE A NUMBER

EVERY SAT. NIGHT 8:30-9, MBS

• • • • •

IN PREPARATION
WHAT'S YOUR FUN

WILBUR STARK - JERRY LAYTON
Program Productions

551 5th Ave. • NEW YORK 17, N.Y.



ADELAIDE HAWLEY

Television:
"Fashions On Parade," Dumont, narrator and coordinator

Radio:
"Fashion Flashes," transcribed news and interviews, coast to coast

Newspaper:
"Fashion News of the Day," weekly column of fashion advertising, New York Herald Tribune and other papers

Newsreel:
MGM's "News Of The Day"

Hello There!

from

TED MALONE

WESTINGHOUSE
American Broadcasting Co.



STAATS COTSWORTH

SC. 4-5700



HELEN HALL
WOR's
BARBARA WELLES

Best Wishes

MARIE WILSON

"My Friend Irma"

. . . **Radio and Television Artists** . . .

McNEIL, DON
Breakfast Club (ABC).
McNELLIS, MAGGI
ABC

— **M** —

MACREA, GORDON
The Railroad Hour, Texaco
Star Theater
ABC

MACK, GILBERT
Actor, director, b. New York,
N. Y., Nov. 3, 1912; Inner Sanc-
tum; Superman; Reader's Digest;
Grand Central Station; Mollie
Mystery Theater; Harvest of
Stars.

MACK, TED
The Amateur Hour
ABC

MAITLAND, ARTHUR
The Adventures of Archie
Andrews
NBC

MALONE, TED
(Russell, Alden F.); Radio Story
Teller, poetry editor, commen-
tator, MC; b. Colorado Springs,
Colo., May 18, 1908; William
Jewell College; Ted Malone
(ABC); MC, The Prudential Fam-
ily Hour (CBS); Tele Series
(WRBG, ABC).

MANN, GLORIA
The Adventures of Archie
Andrews
NBC

MANSON, CHARLOTTE
Actress; b. Jan. 21, 1921, NYC;
BS NYU; Creeper; Road To Life,
(NBC); Nick Carter (MBS); The
Sheriff, Helen Trent, My True
Story (ABC).

MARCH, HAL
Sweeney & March
CBS

MARKS, SHERMAN
Meet The Meeks
NBC

MARSHALL, HERBERT
Man Called X
CBS

MARTIN, DEAN
Dean Martin-Jerry Lewis Show
NBC

MARX, GROUCHO
The Groucho Marx Show
ABC

MATTHEWS, GRACE
Bib Sister, CBS
The Shadow, MBS

MEREDITH, BURGESS
We Care
ABC

MERRILL, GARY
Right To Happiness
NBC

MERRILL, JACK
This Is For You
ABC

MINER, JAN
Casey, Crime Photographer
CBS
Lora Lawton
NBC

MOHR, GERALD
The Adventures of Bill Lance
ABC
Philip Marlow, CBS

MONTGOMERY, ROBERT
Suspense, CBS

MOORE, GARY
Breakfast In Hollywood
ABC

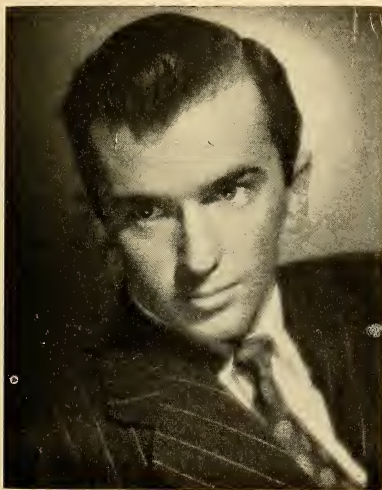
MOORE, TOM
Ladies Be Seated
ABC

MORGAN, CLAUDIA
Right To Happiness, NBC
The Thin Man, CBS

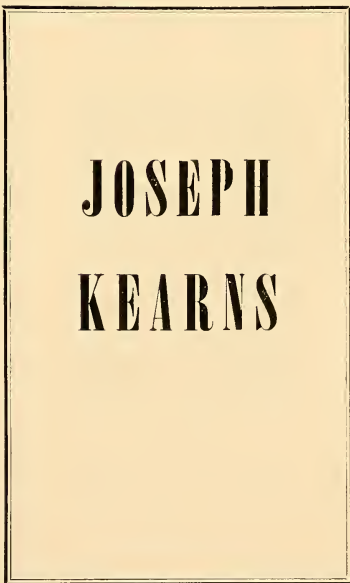
MORGAN, HENRY
The Henry Morgan Show
ABC

MORRISON, BRET
Actor, Singer, Radio Artist; b.
May 5, 1912, Chicago, Ill.; Art
Inst.; Light of the World, Thin
Man, NBC; The Shadow, True
Story, The Falcon, Superman
(MBS).

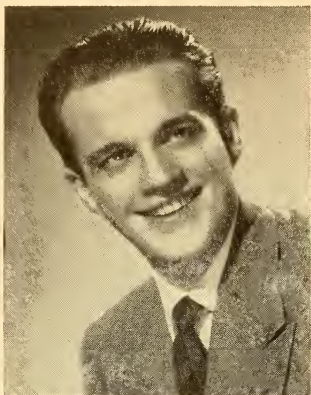
MORROW, JEFF
Dick Tracy
ABC



JACKIE KELK



**JOSEPH
KEARNS**



BILL CULLEN

Management: Martin Goodman
38 E. 57th Street N. Y. C.

JOHN BROWN



MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW

PETER DONALD



TODD RUSSELL

"Strike It Rich" . . . CBS
9:30 P.M. Tuesdays
per. mgt.
Frank Cooper
521 Fifth Ave., New York City

• • • **Radio and Television Artists** • • •

MOSS, ARNOLD
Road of Life
NBC

— **N** —

NAGEL, CONRAD
Television CBS

NELSON, JOHN
Bride and Groom
ABC

NELSON, OZZIE
Adventures of Ozzie and Harriet
CBS

NEWMAN, ELMER
Hayloft Hoedown
ABC

NIESEN, CLAIR
Backstage Wife
NBC

NORELL, HENRY
Ma Perkins
NBC

NORRIS, KATHI
Television Shopper (WABD).

— **O** —

O'KEEFE, WALTER
Double or Nothing
CBS

OLMSTED, NELSON
Your Story for Today
ABC

OLSEN, JOHNNY

(Olsen, John L.); Radio performer, Writer, Producer, Singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business Coll.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee (ABC); Ladies Man (WOR); Johnny Olsen's Luncheon Club (WJGM); Adelaide Hawley's Fashion Show; Johnny Olsen's Rumpus Room; Doorway To Fame; Ladies Be Seated (WABD).

ORR, ANGELINE
Captain Midnight
MBS

ORTEGA, SANTOS
Big Sister
CBS

— **P** —

PARKHURST, HELEN
Child's World
ABC

PARKS, BERT
Stop The Music, Break The Bank, Second Honeymoon
ABC

PARNELL, EVA
Road Of Life
NBC

PAWLEY, ED
Big Town

CBS
NBC

PAYNE, VIRGINIA
Ma Perkins
CBS
NBC

PEARY, HAROLD
The Great Gildersleeve
NBC

PETRIE, HOWARD
Jimmy Durante Show, Blondie
CBS

PIOUS, MINERVA (MRS. SUSS-BAUM)
Lane Journey, CBS; Fred Allen Show, NBC

POOLE, BOB
Poole's Paradise, MBS

POWELL, DICK
Front Page, Final Edition
ABC

POWERS, PENNY

(Olsen, Penny) b. Milwaukee, Wis., Feb. 6, 1917, ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC-Tele); Johnny Olsen's Rumpus Room (ABC-Tele).

PRENTISS, ED
Captain Midnight
MBS



DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

Grand Slam CBS Big Town CBS
Aldrich Family NBC Inner Sanctum CBS

Commentator—Pathe News—"This Is America"

PROF. QUIZ

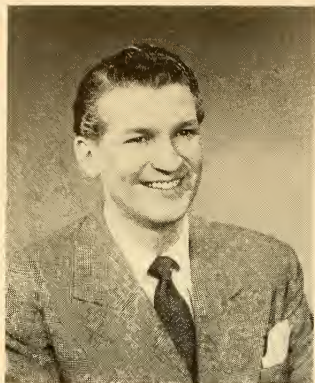


QUIZZIN'

FOR

GRAPE NUTS FLAKES

Exclusive Management:
Franklin H. Small, Hotel Abbey, N. Y. C.



BUD COLLYER

"Winner Take All" (Radio and TV)
"Break the Bank"
"Road of Life"
"Superman"



MICHAEL FITZMAURICE

"When a Girl Marries" . . . N B C
"Nick Carter" M B S
Radio Registry



JAY JOSTYN

Management: Martin Goodman
38 E. 57th Street N. Y. C.



EDDIE DUNN

9 Eastwoods Lane
Scarsdale, N. Y.

• • • **Radio and Television Artists** • • •

PROFESSOR QUIZ

(Earl, Craig); b. Boston, Mass.; Tufts; Harvard; Professor Quiz (ABC).

PRYOR, ROGER

Theater Guild On The Air

ABC

Pause That Refreshes on The

Air

CBS

QUIZ KIDS

NBC

— R —

RABY, JOHN

The Brighter Day

NBC

RATHBONE, BASIL

Scotland Yard, MBS

REIMERS, ED

Our Job Is Manhattan

ABC

REINHEART, ALICE

Life Can Be Beautiful

NBC

ROBB, MARY LEE

The Great Gildersleeve

NBC

ROBINSON, BARTLETT

Portia Faces Life

NBC

ROESSLER, ELMIRA

Meet The Meeks

NBC

ROGERS, ROY

Dick Run, O.; Saturday Night

Round-Up (NBC); Roy Rogers

Show (MBS).

ROOSEVELT, ANNA

Eleanor and Anna Roosevelt

ABC

ROOSEVELT, ELEANOR

ABC

ROSE, NORMAN

Famous Jury Trials

ABC

ROSS, EARLE

The Great Gildersleeve

NBC

ROUYEROL, JEAN

One Man's Family

NBC

RUSSELL, TOD

Strike It Rich (CBS).

RUTHERFORD, ANN

Blondie

NBC

RYAN, IRENE

The Bobe Hope Show (NBC);

Jack Carson Show (CBS).

— S —

SARGENT, NANNETTE

Curtain Time

NBC

SCANLON, ARTHUR

The Art Scanlon Show (WINS)

SCRIBNER, JIMMY

The Johnson Family

MBS

SIELDON, HERB

ABC

SHELTON, GEORGE

It Pays To Be Ignorant

CBS

SHEPHERD, ANN

Big Sister

CBS

SHERMAN, ELEANOR

The Greatest Story Ever Told

ABC

We Love & Learn; Light of

the World, NBC

SHERRY, BOB

Free Lance.

SIELDS, FRED

Miss Corliss Archer

CBS

SHIRLEY, ALFRED

Sherlock Holmes

MBS

SHOCKLEY, MARIAN

Road Of Life

NBC

SINGLETON, PENNY

Blondie

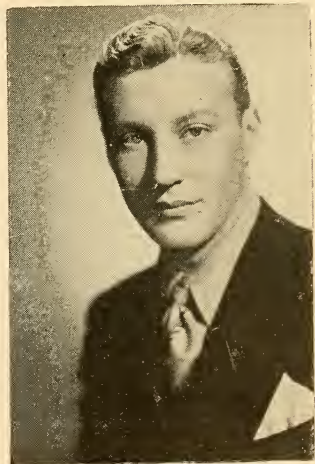
CBS



DANNY WEBB

"COMICS ON PARADE"

WPXI



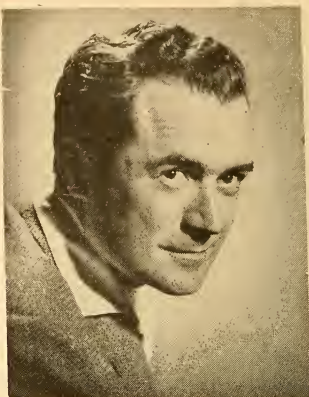
BRET MORRISON

Title Role—"The Shadow"—MBS
Narrator—"Light of the World"—NBC



LON CLARK

Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of
Children Albums
Actor — Announcer — Narrator
PL. 7-0700



FRANK LOVEJOY

"THE AMAZING MR. MALONE"
ABC



WARD WILSON

ANNOUNCER
ACTOR - SPORTS BROADCASTER
Radio Registry



ED EAST

M.C. "MEET THE MISSUS"
CBS Pacific Coast Network
TV packages — "Meet the Champ,"
"Easy Does It" and "Who's Next?"

• • • **Radio and Television Artists** • • •

SLATER, BILL

Twenty Questions, Fishing and Hunting Club, Luncheon at Sardi's (MBS).

SMALL, FRANK

Prof. Quiz, There's Money in Your Name TV; Popular Science Roundtable, Country Dance, It's A Fake, Music For the Mrs.

SMART, JACK

The Fat Man
ABC

SMITH, SYDNEY

Real Stories from Real Life,
MBS
Life Can Be Beautiful
NBC

SMOLEN, VIVIAN

Our Gal Sunday
CBS
Stella Dallas
NBC

SMYTHE, J. ANTHONY

One Man's Family
NBC

SNYDER, LOUISE

Adventures of the Falcon
MBS

STAFFORD, JO

The Jo Stafford Show
ABC

STAFFORD, HANLEY

Baby Snooks, Blondie
CBS

STANG, ARNOLD

The Milton Berle Show (NBC);
The Eddie Cantor Show (NBC);
Henry Morgan Show; Theater
Guild, Texaco Star Theater
(ABC).

STANLEY, JOHN

Sherlock Holmes
MBS

STERLING, JACK

WCBS, New York, N. Y.

STEVENS, JULIE

Romance of Helen Trent
CBS

STONE, EZRA

The Aldrich Family
NBC

STONE, HARLAN, JR.

The Adventures of Archie
Andrews
NBC

STOOPNAGLE, COLONEL

Vaughn Monroe Show

STROOCK, GLORIA

Crimes of Carelessness, MBS

STUDERBAKER, HUGH

Guiding Light
CBS

SUTTON, PAUL

Challenge of the Yukon
ABC

SWEENEY, BOB

Sweeney & March
CBS

SWENSON, KARL

Our Gal Sunday
CBS
Lorenzo Jones
NBC

— T —

TANNEY, ARNO

Sound Off
ABC, CBS

TARPLIN, MAURICE

Mysterious Traveler, MBS;
Light of the World, NBC

TETLEY, WALTER

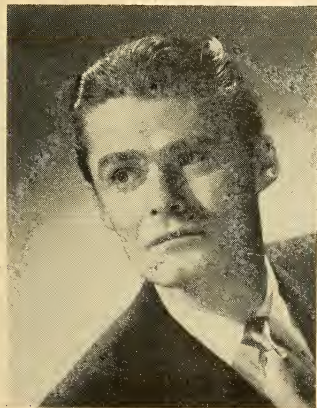
The Great Gildersleeve
NBC

THOMAS, ANN

Theater Guild, Mollie Mystery,
The Fat Man, Willie Piper, Men-
nen Shavetime, Hour Glass.

THOMPSON, BARRY

The Sea Hound
ABC



JOHN LARKIN

"Perry Mason" . . . CBS

SChuyler 4-5700



JACK McELROY

M.C.—"Breakfast in Hollywood"
ABC—Monday thru Friday
Singer—Announcer—"Bride And Groom"
ABC—Monday thru Friday

Radio and Television Artists

THOMSON, BARRY
Sherlock Holmes
MBS

THORSON, RUSSELL
One Man's Family
NBC

TINNEY, CAL
Thinking Aloud
ABC

TODMAN, BILL
Winner Take All
CBS

TOMPKINS, JOAN
David Harum
CBS
This is Nora Drake
NBC

TREMAYNE, LES
(Tremayne, Lester) actor, announcer, Em-Cee; b. London, England; Kraft Music Hall, Cavalcade of Summer, Walter Winchell Show, The Thin Man, Inner Sanctum, Joyce Jordan (NBC); Wendy Warren & the News, Hall Mark Play House (CBS); Adventures of the Falcon (MBS); Drew Pearson (ABC).

TUTTLE, LURENE
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. Col-

lege; U. S. C. Drama Course; Effie on Adventures of Sam Spade; Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie & Harriet; Suspense, Mystery Without Murder (NBC); Masquerade (NBC).

Show, NBC; Smiths of Hollywood; Motion Pictures, Harry Von Zell Comedies—Columbia.

— W —

WALDO, JANET
Meet Corliss Archer
CBS

WALL, LUCILLE
Portia Faces Life; Lorenzo Jones
NBC

WALLACE, MIKE
For The Luvva Mike
ABC

WALPOLE, HELEN
Actress, Radio Writer, Playwright; b. Birmingham, Ala.; ed. Private Schools In South; Personalized Commentaries on Fashion Review (NBC-TV); Adventure in Reading, Great Plays (NBC).

WEBB, DANNY
Actor; b. New York, N. Y.; Chase & Sanborn Hourglass (NBT); Comics on Parade (WPIX).

— V —

VALENTINE, LEW
Dr. I. Q.
NBC

VAN DEVENTER, FRED
Twenty Questions
MBS

VAUGHAN, BERYL
Meet The Meeks
NBC

VINTON, ARTHUR
CBS

VOLA, VICKI
Mr. District Attorney
NBC

VON ZELL, HARRY
Radio MC, Comedian, Motion Picture Actor; b. July 11, 1906, Indianapolis, Ind.; Eddie Cantor



ARTHUR Q. BRYAN

Waymond Wadcliffe
Doctor Gamble



EDDIE "The Waiter" GREEN
DUFFY'S TAVERN

"Stonewall The Lawyer"
AMOS 'n' ANDY

• • • **Radio and Television Artists** • • •

WEBER, CARL
Strange Romance of Evelyn
Winters
CBS

WEBSTER, CHARLES S.
Backstage Wife; Life Can Be
Beautiful
NBC

WEEKS, BARBARA
Young Dr. Malone
CBS

WEIST, DWIGHT
We, The People, Grand Slam
(CBS).

WEYER, NED
Lora Lawton
NBC

WHITEMAN, MARGO
Tomorrow's Tops, Ellery Queen
ABC

WHITEMAN, PAUL
V.P. Chg. Music, ABC
On Stage America
ABC

WILLIAMS, TOM
Garden Gate
CBS

WILSON, MARIE
(Nixon, Mrs. Alan); Actress;
b. Anaheim, Calif.; Aug. 19,
1916; Miss Page School, Holly-
wood Cumnock School for Girls;
Star of My Friend Irma (CBS).

WILSON, MEREDITH
ABC

WILSON, WARD
Can You Top This? (NBC); Al-
dritch Family, Mr. District At-
torney, Gloomdodgers.

WINCHELL, PAUL
Winchell-Dunninger Series on
WNBT.

WINKLER, BETTY
Joyce Jordan
CBS

WINSLOWE, PAULA
Life Of Riley
NBC

WOLFE, MARY
Rose of My Dreams
CBS

WRAGGE, BETTY
Pepper Young's Family
NBC

YORKE, RUTH
Just Plain Bill
NBC

YOUNG, ALAN
Radio and Movie Comedian; b.
Northumberland, Eng. Nov. 19,
1919; The Alan Young Show
(NBC); The Jimmy Durante Show
(NBC); Tony Martin Show (CBS).

YOUNG, CARLETON
Count of Monte Cristo, MBS

YOUNGMAN, HENNY
Kate Smith Show; Raleigh
Cigarettes; Hildegard; Philco.


YOURMAN, ALICE
The Adventures of Archie
Andrews
NBC

YORBOROUGH, BARTON
I Love Adventure
ABC
One Man's Family
NBC

— Z —

ZERBE, LAWSON
Adventures of Frank Merriwell
NBC
Road of Life (NBC);
CBS, ABC

— Y —



LEN DOYLE
"Harrington to you"
MR. DISTRICT ATTORNEY
NBC

FRANKLIN H. SMALL
HOTEL ABBEY, N. Y. C.
Circle 6-9400

AM:
PROF. QUIZ
THERE'S MONEY IN YOUR NAME

TV:
POPULAR SCIENCE ROUNDTABLE
COUNTRY DANCE
IT'S A FAKE
MUSIC FOR THE MRS.

**IRENE
BEASLEY**

Star of

"GRAND SLAM"

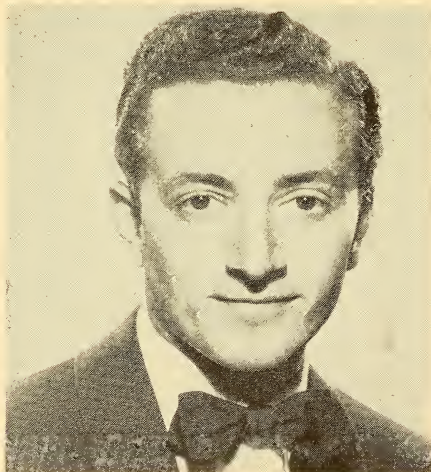
CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C.

PL. 3-8940



Press Relations
Sidney Ascher

Personal Management
Lou Capone



VIC DAMONE

Singing Star of

THE PET MILK SHOW

Saturdays over NBC

and

Mercury Records



Bookings
William Morris Agency

Vocal Artists

(RADIO AND TELEVISION)

—their work during 1948

— A —

ADAMS, CHESTER
Cowboy Tiny Adams
WVCH, Chester, Pa.

ADRIENNE
Championship Orchids
WABD, New York, N. Y.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALDRICH, AUBY
Western Hour
KJAM, Vernal, Utah

ALEXANDER, DURELLE
Song & Home
WBAP, Fort Worth, Tex.

ALEXANDER, DURELLE
Durelle
WBAP-TV, Fort Worth, Tex.

ALFORD, JO & JOY
KADA, Ada, Okla.

ALLEN, EMORY
Serenade for You
WRBL, Columbus, Ga.

ALLEN, REX
WLS, Chicago, Ill.

ALLISON, FRAN
WBKB, Chicago, Ill.

ALM, JEANNE
Music for Moderns
WDAY, Fargo, N. D.

AMANDA
WABD, New York, N. Y.

AMES, FRANK
Songs by Ames
WHBC, Canton, O.

ANDERSON, NORMAN
WOAP, Owasso, Mich.

ANDERSON, PAUL
Breakfast With Bigelow's
WJTN, Jamestown, N. Y.

ANDREWS SISTERS
Singers; Laverne, b. July 6, 1915;
Maxene, b. Jan. 3, 1918; Patricia,
b. Feb. 1920; Minneapolis, Minn.;
Eight to the Bar Ranch (NBC).

ANDREWS SISTERS
CBS
15

ARCHER, GENE
Look To This Day
WRC, Washington, D. C.

ARCHER, GENE
Archer Song Shop
WNBW, Washington, D. C.

ARISTORENAS, PRISCILLA
Blueband Program
KZRH, Manila, P. I.

ARMEN, KAY
Stop The Music
ABC

ARNETT, CHARLIE
Ol' Brother Charlie
WDAE, Tampa, Fla.

ARNOLD, JUNE
June Arnold Time
KOME, Tulsa, Okla.

ARTHUR, SUSAN
WHAW, Weston, W. Va.

ASHTON, SYLVIA
"Design for Listening"
(NBC)

ATKINS, JIMMY
"Fred Waring Show"
(NBC)

ATKINS, JIMMY
"Jack Berch Show"
(NBC)

ATKINS, JIMMY
WNEW, New York, N. Y.

AUTRY, GENE
Gene Autry Show
CBS

AYAKS, MARGEL
Presenting Margel Ayars
KHQ, Spokane, Wash.

— B —

BARBOUR, DAVE
Songwriter, Guitarist & Conduc-
tor; b. Flushing, L. I., N. Y.,
May 28, 1913; Summer Electric
Program.

BARKER, BILL
The Guild Room
WEEK, Peoria, Ill.

BARKER, DWIGHT
WSIC, Statesville, N. C.

BARNETT, ED
Stump Us; Ed Barnett Show
KSWO, Lawton, Okla.

BARROW, JOHNNY
Johnny Barrows Presents
KWTC, Barstow, Calif.

BARRY, LEE
Restonic Time
WMC, Memphis, Tenn.

BARTELL, ED
WPGH, Pittsburgh, Pa.

BARTON, EILEEN
NBC
Eileen Barton Show; Teen-
timers Club; "Angel in the
Wings"

BAXTER, JEANNIE
Three On A Mike
WCAE, Pittsburgh, Pa.

BEASLEY, IRENE
(Beasley, Elizabeth Irene) Pro-
ducer, MC, Singer, Whitehaven,
Tenn.; Sweet Briar Coll.; MC,
Roising a Husband (MBS); MC,
Singer; Producer—Grand Slam
(CBS); Head of radio prod. Ser-
vice; Member N. Y. local board,
AFRA.

BEASLEY, JACK
Oklahoma Roundup
KOMA, Oklahoma City, Okla.

BELKNAP, JUNE
Songs With June
WKRT, Cortland, N. Y.

BELL, BARBARA
Songs By Barbara Bell
WLTC, Gastonia, N. C.

BENDER, BETTY
Your Favorite Song
WTCJ, Tell City, Ind.

BENNETT, ADDIE
Songs for You
WPER, Albany, N. Y.

BENNETT, JEAN
Jean Bennett Sings
WHLS, Port Huron, Mich.

BENNETT, REED
Rainbow Revue
KSUB, Cedar City, Utah

BENNETT, RENEE
WGL, Fort Wayne, Ind.

BENSON, DANA
Song Shop
WFOR, Portland, Me.

BENSON, PAUL
Paul Benson Show
WSB, Atlanta, Ga.

BERCH, JACK
NBC, "Jack Berch Show"

BERGER, GINNY
WGPA, Bethlehem, Pa.

BERNIEK, DAISY
NBC, "Fred Waring Show"

BERRY, BOB
WBAL-TV, Baltimore, Md.

**BETTY AND HER
BOYFRIENDS**
Here Is to You, CBS

BEVERLY, ELAINE
Brunch With Bill
KDKA, Pittsburgh, Pa.

BFA GLEE CLUB
WWSR, St. Albans, Vt.

BLACKSTONE, C. R., Jr.
WMVA, Martinsville, Va.

BLAINE, JIMMY
Music and Mr. Blaine,
The Buddy Weed Show, ABC

BLAND BROTHERS
WPUX, Wilmington, Del.

BOEHM, WILLIAM
WBKB, Cleveland, O.

BOLAND, NORMAN
Birthday Greeters
WFBG, Altoona, Pa.

BOND, JOHNNY
NBC

BOOCK, MONA
KANE, New Iberia, La.

BOOTS, DON
WKNX, Saginaw, Mich.

BORDENAIRES QUARTET
County Fair, CBS

BOSCH, HENRY
Hymns You Love
WFUR, Grand Rapids, Mich.

BOTTEICHER, GENE
Bob & Gene
WFBG, Altoona, Pa.

BOUCK, LOUIS
Name That Song
WMTC, Vanceville, Ky.

BOWERS, STEVE
WFCL, Chicago, Ill.

BOYER, BOB
WHBS, Huntsville, Ala.

BOYETTE, ANDY
Radio Ranch Hands
WDAE, Tampa, Fla.

Vocal Artists—Radio-Television

BOZMAN, LIDA
KWPM, West Plains, Mo.

BRADFORD, BILL
Club Matinee
KTBS, Shreveport, La.

BRADFORD, JOHNNY
The Johnny Bradford Show
WRC, Washington, D. C.

BRADFORD, JOHN
WNEW, Washington, D. C.
TV Journal

BRAGG & BALLADS
KXIC, Iowa City, Ia.

BRANNUM, LUMPY (Hugh)
"Fred Waring Show" (NBC)

BRANUM, STAN
KWPM, West Plains, Mo.

BRAUN, MUSTIE
KWEI, Weiser, Ida.

BRERETON, ANN
Moods in Melody
KSEM, Moses Lake, Wash.

BRIDGES, CAROL
WERD, Atlanta, Ga.

BRINEY, MARY MARTHA
Tap Time
KDKA, Pittsburgh, Pa.

BRITTON, JIMMY
Silver & Gold
WHEC, Rochester, N. Y.

BROOKS, JOAN
WRVA, Richmond, Va.

BROWN, ART
WOIC, Washington, D. C.

BROWN, BOB
The Three Notes
KCTX, Childress, Tex.

BROWN, DICK
Stop the Music
ABC

BROWN, DICK
(Brown, Herbert Richard); Singer,
MC, Actor; b. Youngstown, O.;
Cincinnati Coll. of Music; Co'ing
All Girls; Hearts in Harmony;
Pleasure Parade; Dick Brown
Show (WNEW); Guest—RCA Vic-
tor Show; Dave Elman's Auction.

BROWN, ED
Sincerely Yours
WJZZ, Montgomery, Ala.

BROWN, JIMMY
(Brown, James R.) Singer; b.
Pittsburgh, Pa.; ed. Carnegie
Institute of Technology; Angos-
tura Time, WOR.

BROWN, JIMMY
Jimmie Brown Time
WKZ, Hazard, Ky.

BROWN, NELLIE
Keynoters
WREN, Topeka, Kans.

BROWNE, JUNE
WENR, Chicago, Ill.

BROWSER, BEVERLY
KYW, Philadelphia, Pa.

BRUMLEY, ARLIE
Radioaires
WNGO, Mayfield, Ky.

BRYAN, HARRY
Ozark Tunes
KTTR, Rolla, Mo.

BUCANEERS
NBC
"Circle Arrow Show"

BUMPASS, THELMA
WTIK, Durham, N. C.

BURCH, BARBARA
WTWA, Thomson, Ga.

BURDETTE, JIM
Song Shop
WFAA, Dallas, Tex.

BURNETT, CHESTER
Friendly Voice
WMAZ, Macon, Ga.

BURT, BOB
Bob Burt Show
WDLB, Marshfield, Wis.

BUTNER, VICTORIA
WSTP, Salisbury, N. C.

BYRD, MILDRED L.
WAYS, Charlotte, N. C.

BYRNES, PAULINE
NBC
"Chesterfield Supper Club"



CALDWELL, JUNE
WMT, Cedar Rapids, Ia.

CALL, BILL
Concert Gems
KDYL, Salt Lake City, Utah

CALLAHAN, BOB
Young Man With a Song
KQW, San Jose, Calif.

CALLAWAY, MAY BELL
Lady Hamilton
WMC, Memphis, Tenn.

CAMPBELL, ARCHIE
WNOX, Knoxville, Tenn.

CANNON, NADIA
KGO, San Francisco, Cal.



Janette Davis

Vocal Artists—Radio-Television

CANOVA, JUDY

Judy Canova Show, Texaco Television (Guest Star).

CANTOK, LEAH

WOKO, Albany, N. Y.

CANTWELL, AL

WDNC, Durham, N. C.

CARL, CLIFF

Ranchouse Reveille
KNEW, Spokane, Wash.

CARLSON, BILL

WLDY, Ladysmith, Wis.

CARMICHAEL, HOAGY

Hoagy Carmichael Sings
CBS

CAROLINA PLOW BOYS

WJNC, Jacksonville, N. C.

CARRILLO, MILAGROS

Oferias Matinales
WNEI, San Juan, P. R.

CARROLL, GEORGE

NBC
"Circle Arrow Show"

CARROLL, GLORIA

Beantown Varieties
WEEL, Boston, Mass.

CARROLL, JUNE

Open House
WFBR, Baltimore, Md.

CARROLL, NORM

My Song
WGL, Fort Wayne, Ind.

CARTER, BILL

Sat. Night Roundup
KREO, Indio, Calif.

CARTER, CHESTER

Keystone Pioneers
WVCH, Chester, Pa.

CASS COUNTY BOYS

Gene Autry Show
CBS

CASSEL, PETER

Town & Country Time
WARL, Arlington, Va.

CAUDHILL, CARL

Caudhill's Carnival
WWNF, Fayetteville, N. C.

CHAMBERS, MAURICE

Vocal Varieties
WLOX, Biloxi, Miss.

CHANCE, SAM

Wing of Song
WFRP, Savannah, Ga.

CHATWIN, CLAIR

NBC
"Chesterfield Supper Club"

CHEROKEE, JACK

Rhythm Riding Wrangler
KMO, Tacoma, Wash.

CHODAK, MORRIS

Jewish Musical Review
WMBM, Miami Beach, Fla.

CHURCHILL, STEWART

NBC
"Fred Waring Show"

CLAIRE, TIPPY

Tippy & Clyde
WCRO, Johnstown, Pa.

CLAIRETTE MELODY BOYS

Dublin Hour
KSTV, Stephenville, Tex.

CLARK, BUDDY

"Carnation Contented Hour"
NBC

CLARK, HARRY

Songs of Harry Clark
KSL, Salt Lake City, Utah

CLAYTON, NORMAN

Norman Clayton Sings
WTMJ, Milwaukee, Wis.

CLAYTON, PATTI

Waitin' for Clayton
CBS

CLUB FIFTEEN

Club Fifteen
CBS

WORLD TRANSCRIPTIONS

Bullet Records
Paramount Pictures

CLITES, MINOR

Requestfully Yours
Down Memory Lane
KRES, St. Joseph, Mo.

COCHRAN, WANDA

LeBaron Look
WFUR, Grand Rapids, Mich.

CODY, CHARLIE

B & B Presents
KWTC, Barstow, Calif.

CONFER, JIMMY

Three On a Mike
WCAE, Pittsburgh, Pa.

CONNOLLY, JOHN

Dennis Reid Show
WRVA, Richmond, Va.

COLE, CAROLINE

Songs By Caroline Cole
KOME, Tulsa, Okla.

COLE, NAT KING

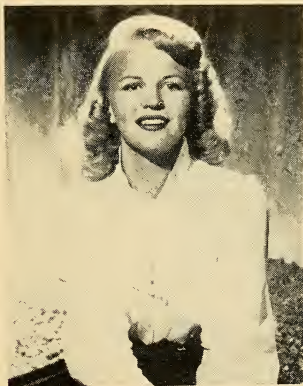
NBC
Chesterfield Supper Club

COLELLA, AL

Open House at 1450
WILK, Wilkes-Barre, Pa.

COLEMAN, CAROLE

WCBSTV, New York, N. Y.



PEGGY LEE

DAVE BARBOUR



Vocal Artists—Radio-Television

COLLINS, JIMMY
Portrait of You
WTRY, Troy, N. Y.

COLUMBIAN SINGERS
WRPD, Worthington, O.

COMO, PERRY
Vocal artist, radio and screen,
b. Cannonsburg, Pa.; Supper Club
(NBC).

COMO, PERRY
NBC
Supper Club

COOK, LOIS
Lois & Her Songs
KGGF, Coffeyville, Kans.

COOK, RALPH
KVPM, West Plains, Mo.

COOPER, JERRY
MBS
Diamond Records

COPELAND, SHIRLEY MAE
Playtime Frolic
WNMP, Evanston, Ill.

CORBIN, ALTA & MYRNA
Corbin Sisters
KTIP, Porterville, Calif.

CORNETTE, VIRGINIA
Knitting Time
WHOP, Hopkinsville, Ky.

COTTON, LARRY
Sooner Selections
WKY, Oklahoma City, Okla.

COUGHLIN, GENE
G. I. Troubadour
KWBR, Oakland, Calif.

COUVILLION, JOYCE
Bits of Melody
KSYL, Alexandria, La.

COX, BETTY
WOW, Calling
WOW, Onriha, Neb.

COX, JIMMY
The Jimmy Cox Show
KCSJ, Pueblo, Colo.

COX, ROGER
Gospel Singer
KVOA, Siloam Springs, Ark.

COYLE, JERRY
WOKO, Albany, N. Y.

CRAMER, RICHARD
Melody Manor
WCHA, Chambersburg, Pa.

CRANE, JOHN
NBC
"Voices Down the Wind"

CREW CHIEFS
NBC
"Names of Tomorrow,
"Front & Center,"
"Henry Russell's Music"

CRIGLEY, GEORGE
Wheelin' N' Dealin'
KBYE, Oklahoma City, Okla.

CROSBY, BING
Phileco Radio Time
ABC

CROSBY, BOB
Club 15
CBS

CROSBIE, PHIL
Hymn Time,
Phil Crosbie Show
KHQ, Spokane, Wash.

CROSS, GLENN
NBC
"Manhattan Merry-Go-Round"

CURA, RAY
WWRL, New York, N. Y.

— D —

D & H MINERS
NBC
"D & H Miners"

DALE, ALAN
Sing It Again
CBS

DALE, ALAN
The Alan Dale Show
WABD, New York, N. Y.

DALTON, TAUDIE
Dude Ranch, Ivory Tower
KVOO, Tulsa, Okla.

DAME, DONALD
NBC
"American Album of
Familiar Music"

DAMONE, VIC.
(Farinola, Vic); Singer; b. B'klyn,
N. Y., June 12, 1928; Saturday
Night Serenade (CBS); Jack Smith
Show; Hit Parade; Hi Jinx Pro-
gram; National Guard Programs.

DAMONE, VIC
NBC
Pet Milk Show

DANA, ROSEMARIE
WWRL, New York, N. Y.

DARWIN, GLENN
Sound Off
CBS

DATA, MARISHA
Polish Poppies
WSEB, Chicago, Ill.

Jim Lewis

Tom Lockard



Martin Karl

Nat Dickerson

Vocal Artists—Radio-Television

- DAUM, MARGARET**
NBC
"American Album of Familiar Music"
- DAVIS, BERLE**
Berle by Candlelight
ABC
- DAVIS, BERYL**
Vaughn Monroe Show
CBS
Your Hit Parade
NBC
- DAVIS, BERYL**
Vaughn Monroe Show
CBS
- DAVIS, CARL J.**
WTJS, Jackson, Tenn.
- DAVIS, GEORGE**
Feature Shows
WRBL, Columbus, Ga.
- DAVIS, JANETTE**
Arthur Godfrey Show; Arthur Godfrey and His Friends (CBS).
- DAVIS, JOE**
1260 Harmony Lane
KSMI, Seminole, Okla.
- DAVIS, H. KENN**
Little Round Man
KRNO, San Bernardino, Calif.
- DAWN, MARION**
Quiz Teen Time
WFBR, Baltimore, Md.
- DAY, DENNIS**
"Jack Benny Show"
NBC
"A Day in the Life of Dennis Day"
NBC
- DAY, DORIS**
NBC
Bob Hope Show
- DAY, PATTY**
KYSM, Mankato, Minn.
- DAYE, SUNNY**
Sunny Daye Sings
KFRM, Kansas City, Kans.
- DAYE, SUNNY**
Sunny Day Entertains
KMBC, Kansas City, Mo.
- DEAL, JACK**
Deal to Deal
WHCU, Ithaca, N. Y.
- DECKER, GEORGE AND ARTISTS**
Stars for You
KFMB, San Diego, Calif.
- DEEL, SANDRA**
WCBS-TV, New York, N. Y.
- DEER, JIMMY**
Jimmy Deer Jamboree
WDAR, Savannah, Ga.
- DeMARCO SISTERS**
NBC
"Fred Allen Show"
- DENNIS, CLARK**
Clark Dennis
ABC
- DeNOON, JIM**
Saddle Rock 'n Rhythm
KSBW, Salinas, Calif.
- DESMOND, JOHNNY**
WCBS-TV, New York, N. Y.
- DICKENSON, JEAN**
NBC
"American Album of Familiar Music"
- DICKERSON, JUDY**
KNA, Shenandoah, Ia.
- DILLAR, DOROTHY**
Appointment With Music
WSM, Nashville, Tenn.
- DIXIE DONS**
NBC
"Signed, Beasley Smith"
- DIXIE RHYTHM QUARTET**
Dixie Rhythms
WOOF, Dothan, Ala.
- DOGGETT, LLOYD**
Hymn Time
KELD, El Dorado, Ark.
- DONNA, JEAN**
NBC
"Circle Arrow Show"
- DONOVAN, WARDE**
NBC
"Solitary Time,"
"Songs by Warde Donovan,"
"Warde Donovan Sings"
- DOREY, HAY**
The Music Shop
WEZ-WBZA, Boston-Springfield, Mass.
- DORR, RUSS**
WGAN, Portland, Me.
- DORSEY, BETTY**
Say It With Music
WHK, Cleveland, O.
- DOSSETT, LARRY**
Gems of Melody
KGY, Olympia, Wash.
- DOWNNEY, JACK**
WONS, Hartford, Conn.
- DOWNING, CLYDE**
Melody Aces
WOBT, Rhineland, Wis.

FRANKIE LAINE

Peggy Lee's
**CHESTERFIELD
SUPPER CLUB**

Vocal Artists—Radio-Television

DOWNING, LARRY
NBC
"Circle Arrow Show"

DRAKE, GEORGE
Home Serenade
WEW, St. Louis, Mo.

DUGAN, PATTI
NBC
"Luncheon with Lopez"

DUKE, JUANITA
WBBS, Huntsville, Ala.

DUNKIRK, MARY LOU
Songs of Yesterday
WDAY, Fargo, N. D.

DUMONT, LUCILLE
CKAC, Montreal, Que.

DUNKELL, EADIE
Miracle of Music
WGGB, Freeport, N. Y.

DUNN, ARTY
NBC
"Three Suns Trio,"
"Three Suns Shine"

DUQUETTE, DON
WXNE, Keene, N. H.

DURANTE, JIMMY
(Durante, James); Comedian; b.
New York, N. Y., Feb. 13, 1893;
Jimmy Durante Show (NBC).

— E —

EAKES, MARY
Music for Mary
WGTC, Greenville, N. C.

EATON, CHARLES
WSBT, South Bend, Ind.

ECHOLS, HONEY
WDXB, Chattanooga, Tenn.

EDDIE & PEARL
Eddie & Pearl
KRIC, Beaumont, Tex.

EDGECOMB, HELEN
WNLC, New London, Conn.

THE EDWIN SISTERS
WTND, Orangeburg, S. C.

ELLIOT, WILLIAM I.
WHEB, Portsmouth, N. H.

ELLIOTT, PRISCILLA
Ten Times
KOY, Phoenix, Ariz.

ELLS, PEGGY ANN
WNEW, New York, N. Y.

ENDICOTT, JIM
Coffee Time
WHFB, Benton Harbor, Mich.

ESQUIRE CHORUS
It Pays to Be Ignorant
CBS

ESTES, BILLY
Estes Playboys
WMOX, Meridian, Miss.

EVANS, DALE
Saturday Night Round-up, Star-
ring Roy Rogers (NBC); Break-
fast Club (ABC).

— F —

FABIAN, CONNIE
WMBD Breakfast Party
WMBD, Peoria, Ill.

FARRELL, EILEEN
Invitation to Music
CBS

FARRELL, LINDA
Popular Songs
WMFT, Florence, Ala.

FARRELL, SKIP
NBC
"Manor House Party"

FARRELL, SKIP
Skip Farrell Show
WENR, Chicago, Ill.

FARRELL, SKIP
Skip Farrell Show
WENR-TV, Chicago, Ill.

FAYE, ALICE
Actress, Vocalist; b. New York,
N. Y.; under contract to 20th
Century-Fox; Star of Phil Harris-
Alice Faye, Rexall Show (NBC).

FEE, JANET
Treasure Trails of Melody
KOA, Denver, Colo.

FIELDS, BUCK
KGGF Farm Route
KGGF, Coffeyville, Kans.

FILDES, JOHNSIE
Songs at Twilight
WVLN, Olney, Ill.

FINECY, LEE
Through the Years, Millinery
Melodies
KFOR, Lincoln, Neb.

FISHER, JIMMIE
Cowboy Songs
KTRR, Rolla, Mo.

FOLAND, MILES
WSIV, Pekin, Ill.

FORD, JANIE
The Alan Dale Show
WABD, New York, N. Y.

FOUR HITS AND A MISS
Dick Haymes Show
CBS



MONICA LEWIS

DECCA RECORDING ARTIST
BOOKED BY MCA
Personal Manager, EDDIE GREENE



SAMMY SOLO

SINGING STAR

WGMG

Vocal Artists—Radio-Television

THE FOUR NOTES

College Capers
KAYL, Storm Lake, Ia.

FOUST, BILLY
KVAI, Amarillo, Tex.

FOWLER, WALLY
NBC

"Grand Ole Opry"

FOX, MARJEAN
Melody Matinee

KTUL, Tulsa, Okla.

FRANK, CLAUDIA
Girl of the Golden West

WEXT, Milwaukee, Wis.

FRANKLIN, BILL

WLAQ, Rome, Ga.

FREDERIC, PETER
Peter Frederic in Song

WDAS, Philadelphia, Pa.

FRENCH, DOROTHY

Kaufman Theatre

KORE, Eugene, Ore.

FRIAR, CHARLES

Friars' Frolics

WWNF, Fayetteville, N. C.

FULTON, JANE

WWJ, Detroit, Mich.

FULTON, JANE

WWJ-TV, Detroit, Mich.

— G —

GANZ, GEORGE

Stump the Band

KDSH, Boise, Ida.

GARCIA, LUCAS

NBC

"Echoes from the Tropics"

"Tropicana"

GATES, FLORENCE

Musical Travellette

KDYL, Salt Lake City, Utah

GEARISH, HAVELON

Melody Lady

WEKR, Fayetteville, Tenn.

GEARS, WALLY

The Soda Set

WTCN, Minneapolis-St. Paul,

Minn.

GEISE, JIMMY

The Gospel Musician

KONO, San Antonio, Tex.

GILBERT, CAROLYN

NBC

"Carolyn Gilbert,"

"Design for Listening"

GILLETTE, MARION

Anything Goes

WJR, Detroit, Mich.

GLOSSER, JEAN

Rean & Jenn

WJEF, Hagerstown, Mass.

GOLDEN BELL

Spiritual Singers

WOOF, Dotham, Ala.

GOLDEN STAR QUARTET

Golden Star Quarter

KSYL, Alexandria, La.

GONATOS, JOHN

Singing Sponge Diver

WCLE, Clearwater, Fla.

GONZALES, DUETO PEREZ

Tribuna Del Arte

WNEL, San Juan, P. R.

GONZALES, REBECCA

Purico Troubadours

KZRH, Manila, P. I.

GOOD, DOLLY

NBC

"Circle Arrow Show"

GORDON, PHIL

Prevue

KNBH, Hollywood, Calif.

GORDON, RAY

Lynn Sings

KFRE, Lufkin, Tex.

GOSPEL, FOUR

WKEY, Covington, Va.

THE GOSPEL QUARTET

KRIID, Duncan, Okla.

GOSPEL SINGERS

KCOR, San Antonio, Tex.

GRAHAM, BOB

Starlight Time

KNBH, Hollywood, Calif.

GRAHAM, LOUISE

WFBC, Greenville, S. C.

GRAM, MARGO

To the Ladies

WHCC, Rochester, N. Y.

GRANFET, JINNY

WDXB, Chattanooga, Tenn.

GRANT, JANE

The Paramount Show

WLAC, Nashville, Tenn.

GRANT, RUTH

WGCL, Chester, S. C.

GREEN, DOROTHY

Cozy Corner

WKHZ, Oil City, Pa.

GRIBBEN, BOB

We Three, Down Melody Lane

KDTH, Dubuque, Ia.

GRIGGS, DICK

Musical Menu

WVLN, Olney, Ill.



JEAN SABLON

Management: Martin Goodman
38 E. 57th Street N. Y. C.



Peggy Marshall

SINGER — ARRANGER

PEGGY MARSHALL and THE HOLIDAYS

2nd Year

ARTHUR GODFREY'S "TALENT SCOUTS"

Vocal Artists—Radio-Television

GRISE, TONI
Songs by Toni Grise
WTGN, Minneapolis-St. Paul,
Minn.



HACKETT, JEANNE
Twilight Time
KWJZ, Portland, Ore.

HAGAMAN, CHARLES
WNOX, Knoxville, Tenn.

HAINES, ROBERT
Favorite Song
WATR, Winston-Salem, N. C.

HALL, GALE
NBC
"Gale Hall"

HALL, JANE
Anthony Avenue
WKY, Oklahoma City, Okla.

HALL, WILLIAM
Design for Listening
WKRT, Cortland, N. Y.

HALLE, MURIEL
Revue Musicale
WBZ-WBZA, Springfield,
Mass.

HALLEDAY, GLORIA
WBAL-TV, Baltimore, Md.

HAMMOND, HEAVY
WALT, Tampa, Fla.

HANNA, PHIL
Here's to You
CBS

HANNA, PHIL
Spare Room
WABD, New York, N. Y.

HARMONARES
NBC
"Circle Arrow Show"

HARRIS, BETTY
NBC
"The Three Suns Shine."
"Betty Harris Show"

HARRIS, PHIL
MC, comedian, orchestra leader;
b. Linton, Ind., June 24, 1906;
Orchestra Leader, Jack Benny
Show (CBS); The Phil Harris-
Alice Faye Show, Rexall (NBC);
The Fitch Bandwagon (NBC).

HARTMAN, CLIVE
Singing Chef
KSUB, Cedar City, Utah

HASKELL, JACK
NBC
"Dave Garroway Show."
"Design for Listening,"
"Musicana,"
"Touchdown Tips"

HAYMES, DICK
Dick Haymes Show
CBS

HENRY, GERTRUDE
Musical Memories
WGCD, Chester, S. C.

HENSLEY, BILLY
De Leon Hour
KSTV, Stephenville, Tex.

HERACLES, TYKE
Songs from the Heart
YLTC, Gastonia, N. C.

HESSIO, JOHN
WOKO, Albany, N. Y.

HILL, ALLAN
Songs by Allan Hill
WJMX, Florence, S. C.

HILL, BARBARA
Barbara Hill sings
WBBB, Burlington, N. C.

HILL, JOHNNY
ABC
HILL, JOHNNY

Music in Velvet
WENR-TV, Chicago, Ill.

HILL, LOLA
NBC
"Design for Listening,"
"Lola Hill"

HILL, WANDA
Songs by Wanda
KCTX, Childress, Tex.

HODGE, EDNA EARL
WBBS, Huntsville, Ala.

HOLLAND, CLAUDIA
Stairway to the Stars
WRUF, Gainesville, Fla.

HON, DAREL
Holsum Gospel Singer
KFPW, Fort Smith, Ark.

HONEYDREAMERS
Skip Farrell Show
WENR-TV, Chicago, Ill.

HONEYDREAMERS
WENR, Chicago, Ill.

HOPE, MORRIS
Morris Hope Sings
WSMJ, Bridgeton, N. J.

HOUSTON, BOB
Bob Houston Show
WMGM, New York, N. Y.



MARTHA TILTON

Jack Smith Show . . . CBS

Capitol Records

Per. Mgt. Frank Cooper Associates

MUSIC CORP. OF AMERICA



DICK BROWN

"STOP THE MUSIC" . . . ABC

Per. Mgt.

Milton Stavin

General Artists

Corporation

Vocal Artists—Radio-Television

HOUSTON, BOB
NBC
"Bob Houston Sings,"
"Solitary Time"
WHN, New York, N. Y.

HOWARD, BOB
Sing It Again
CBS

HOWARD, HAL
Hoedown Hall
WRBL, Columbus, Ga.

HUBBARD, JOYCE
WHEB, Portsmouth, N. H.

HUGHES, MARJORIE
NBC
"Chesterfield Supper Club"

HUGHES, MILSON
Memory Time
WBUX, Doylestown, Pa.

HUNTER, BILLY
The Vagabond
WEKR, Fayetteville, Tenn.

HUNTER, DUKE
Duke Sings
KCOL, Fort Collins, Colo.

HUNTER, SUE
Something in the Air
WHAM, Rochester, N. Y.

HURD, CARMAN
A Date With Carman
WMIK, Middlesboro, Ky.

IMES, WALLY
Wally Imes Sings
ROME, Tulsa, Okla.

IRWING, FLORENCE
Florine at the Studio Grand
KSFA, Nacordoches, Tex.

ISAACSON, CAROLYN
WWGP, Sanford, N. C.

— J —

JACKSON, ROY & NORTHWESTERNERS
Northwesterners
KEX, Portland, Ore.

JACKSON, MERLE
Friars' Frolics
WWNF, Fayetteville, N. C.

JAPHET, CLIFF
Western Aces
WWSR, St. Albans, Vt.

JARVIS, DON
WWOD, Lynchburg, Va.

JEFF ALEXANDER CHORUS
Amos 'n' Andy
CBS

JENSEN, JERRY
Jerry Jensen Sings
KOPP, Ogden, Utah

JENSEN, POLLY
Notes for Cheer
WCHA, Chambersburg, Pa.

JERRARD, HOWARD
K DAN, Oroville, Calif.

JESSEE, BLAIR
Smiling Jessee
WROM, Rome, Ga.

JOBE, BUDDY
Ladies Day
KFI-TV, Los Angeles, Calif.

JOBE, BUDDY
Ladies Day
KFI, Los Angeles, Calif.

JOHNNY CURTISS QUARTET
The Anchor Room
WCAP, Asbury Park, N. J.

JOHNSON, BETTY
Betty Johnson Sings
WBT, Charlotte, N. C.

JOHNSON, S. LEE
Songs to Remember
KIFI, Idaho Falls, Ida.

JOHNSON, ROBERT
Orezon Album
KGW, Portland, Ore.

JOHNSON, ROME
NBC
"Circle Arrow Show"

JOHNSTON, DAVE
Songs by D. J.
WBEL, Beloit, Wis.

JOLSON, AL
(Yoelson, Asa); Actor, Singer; b. St. Petersburg, Russia, May 28, 1888; Star on Kraft Music Hall (NBC).

JONES, GRANDPA
Town & Country Time
WARL, Arlington, Va.

JONES, EDGAR
Friendship House
KVOR, Colorado Springs, Colo.

JONES, PAUL M.
Song Souveneurs
WFLA, Tampa, Fla.



JIMMIE BROWN

Illinois 8-8849



JACK KILTY

"Jane Pickens Show" NBC
"Here's Jack Kilty" NBC
"Musical Merry Go Round" WNBT
MGM Records—NBC Thesaurus
Mgt.: Artists Management Ass'ts.

Vocal Artists—Radio-Television

JONES, PEGGY
Have You Met Miss Jones
KURV, Edinburg, Tex.

JOYCE, BETTE
Oregon Album
KGW, Portland, Ore.

JUDD, PATSY
Musical Moments
KDYL, Salt Lake City, Utah

JUDY & JULIE
Judy & Julie Time
WVWK, Beckley, W. Va.

JUN, ROSE MARIE
WMT, Cedar Rapids, Ia.

JUNKER, CARL
A Date With Pat
WDSU-TV, New Orleans, La.

— K —

KARIN
Karin Sings
WTCN, Minneapolis-St. Paul,
Minn.

KAY, BEATRICE
Beatrice Kay Show
MBS

KAYES, JAMES
Kaufman Theater
KORE, Eugene, Ore.

KEELAN, FRANCES
Voices Down the Wind
WGY, Schenectady, N. Y.

KEELAND, FRANCES
NBC
"Voice Down the Wind"

KELSEY, DON
Dorr's Time
KTRI, Sioux City, Ia.

KEN CHRISTY CHORUS
NBC
Cities Service Band of
America

KEN LANE CHORUS
NBC
"Your Hit Parade"

KENDALL, FRED
Anything Goes
WJR, Detroit, Mich.

KENDALL SISTERS
Range Riders
WGAR, Cleveland, O.

KENNEDY, JEAN
Silver Serenade
WBSR, Pensacola, Fla.

KENNEDY, WILLIAM
Voices Down the Wind
WGY, Schenectady, N. Y.

KENNEY, NOREEN
Lee Kelton, Orchestra
WJAS, Pittsburgh, Pa.

KERN, ANITA
WMAK, Nashville, Tenn.

KILDE, EINER
Time for Tunes
KGDE, Fergus Falls, Minn.

KILTY, JACK
Once Upon Our Time (NBC); Vest
Pocket Varieties (NBC); Jack
Kilty Show (WNBTV); Make Mine
Manhattan, Broadway Musical.

KING COLE TRIO
Kraft Music Hall
CBS-MBS
Wildroot Show
NBC

KING, FRANCES
Lamplight Serenade
KONO, San Antonio, Tex.

KING, JOHNNY
WWJ-TV, Detroit, Mich.

KING, LOUISE
Music for You
CBS

KING'S JESTERS
Music for You
CBS

KING'S MEN
NBC
"Fibber McGee & Molly"

KIRBY, FRED
Briarhoppers
WBT, Charlotte, N. C.

KIRBY, JOINNY
Song You Love to Hear,
Singing Strings
KDKA, Pittsburgh, Pa.

KOLLNER, MONNIE
K DAN, Oroville, Calif.

KORALENSKE SISTERS
WTWT, Stevens Point, Wis.

KNECHT, EVELYN
sweetheart of Warden
KSEM, Moses Lake, Wash.

KNIGHT, EVELYN
Tony Martin Show
CBS

KNIGHT, EVELYN
Texaco Star Theater
ABC

KNIGHT, LLOYD
Songs for You
WCSH, Portland, Me.

KNOWLES, BRANDON
WHEB, Portsmouth, N. H.

KNOX, JACKIE
Jackie Knox Presents
WCBI, Columbus, Miss.

KOBLERS, KORN
CBS-TV, MBS, NBC, ZIV ET'S.

KRAUS, JEAN
Jean Kraus Sings
KCRC, Enid, Okla.

KREISMAN, BERNICE
Songs of Bernice
WAPX, Montgomery, Ala.

— L —

LAINÉ, FRANKIE
Vocalist; Chesterfield Supper Club
(NBC).

LAMOUR, DOROTHY
NBC
Front & Center,
Sealtest Variety Show

LANDSMAN, BEN
Jewish Radio Guild
WSBC, Chicago, Ill.

**LANDT, KARL, JACK
& DAN**
The Landt Trio, singers; Sing
Alone (CBS); Camel Show (NBC).

LANE, BILL
KSID, Sioux Falls, S. D.

LANGE, ERMA
WOAP, Owasso, Mich.

LANHAM, ROY
NBC
"Circle Arrow Show"

LANSON, SNOOKY
Sunday Down South
WSM, Nashville, Tenn.

LANSON, SNOOKY
NBC
"Songs by Snooky"
"Snooky Lanson Show"

LARMORE, MARY
WWOD, Lynchburg Va.

LAUTH, DOROTHY
WIRE, Indianapolis, Ind.

LaVERN
Exclusively Yours
WTCJ, Tell City, Ind.

LAWRENCE, BILL
Arthur Godfrey Show.
Morey Amsterdam Show
CBS

LAWRENCE, GREGG
NBC
"Chesterfield Supper Club"

LEA, TERRY
Early Birds
WFAA, Dallas, Tex.

LEAVITT, NORMAN
Songs by Norm Leavitt
WVNH, Rochester, N. H.

LEE, EDDIE
Songs by Lee
WAMS, Wilmington, Del.

LEE, MEL
Western Ballads
KTRN, Rolla, Mo.

LEE, PATSY
Breakfast Club
ABC

LEE, PEGGY
(Egstrom, Norma); Singer, song-
writer, actress; b. Jamestown,
N. D., May 26, 1920; *Bing Crosby*
Show; *Summer Electric Program*;
Jimmy Durante Show. NBC Ches-
terfield Supper Club.

LEE, SAMMIE
WEAR, Pensacola, Fla.

LEGREE, WILBUR, SGT.
The Singing Cop
WFDF, Flint, Mich.

LEIGH, BILLIE
Song Previews
WEDO, McKeesport, Pa.

LEIGHTON, HELEN
WABB, Mobile, Ala.

LEISTNER, LOWELL
WVOK, Birmingham, Ala.

LESICK, ANDY
Lesick Time
WLDY, Ladysmith, Wis.

LESLEY, MARILYN
Tunes for You
KDTH, Dubuque, Ia.

LEWIS, HERB
WBZ-WBZA, Boston-
Springfield, Mass.

LEWIS, MONICA
Singer; b. May 5, 1925, Chicago,
Ill.; Hunter College; *Bob Hope*
Show; *Monica Lewis Program*;
Eversharp-Schick; *Jack Smith-Jan*
August Show.

LILLEY, MADALINE
M Coed
KSPA, Nacogdoches, Tex.

LINDER, ART
Coffee Carnival
KRLD, Dallas, Tex.

LINTERN TRIO
WKRT, Cortland, N. Y.

LOYD, CECIL
Vicks Variety
KZRH, Manila, P. I.

LONG, ALIS
K DAN, Oroville, Calif.

LOYD, CLARA ELLEN
Melodies by Clara Ellen
WMIK, Middlesboro, Ky.

LUER, PATTI
KXLL, Missoula, Mont.

LUPER, CARL
Al Clauer's Oklahoma
Outlaws
KFJZ, Fort Worth, Tex.

LYNN, CONNIE
KVOX, Moorhead, Minn.

LUNCH, CHRISTOPHER
NBC
"Voice of Firestone"

VOCAL ARTISTS

LYON, HULL
WLCS, Baton-Rouge, La.

LYONS, BETTE SUE
WLCS, Baton-Rouge, La.

LYONS, JIM
The Lyon Rour
KSMI, Seminole, Okla.

— Mc —

MacRAE, GORDON
Gordon MacRae Troubadour
CBS
Teentimers
NBC
Texaco Star Theater
ABC

McCLELLAN, DON
Heinie and His Band
WMAW, Milwaukee, Wis.

McCLELLAN, STANLEY
NBC
"D & H Miners"

McCLOSKEY, JIMMY
Jimmy & Rangers
WIBA, Madison, Wis.

McCONNEL, SAM
WGCD, Chester, S. C.

**McCONNELL, SMILIN'
ED**

"Smilin' Ed McConnell & His
Buster Brown Gang" (NBC).

McDOWELL, JIM
Jimmie Mack Sings
WFB, Benton Harbor, Mich.

McELROY, JACK
Bride and Groom; Breakfast in
Hollywood (ABC).

McFADDEN, C. B.
Lullaby Lady
KSEM, Moses Lake, Wash.

McGRATH, BOBBY
Bobby Sings
WLPO, LaSalle, Ill.

MacGREGOR, EVELYN
NBC
American Album

McINTIRE, RUSS
Salisbury, N. C.

McKENNA, JEAN
NBC
"A Miss & A Male,"
"Design for Listening,"
"Musicana,"
"Patterns in Melody"

McKEON, JEANNIE
NBC

McKEON, JEANNIE
NBC

McKINNON, DANNY
Irish Tenor
WJRD, Tuscaloosa, Ala.

McMANUS, MARIAN
NBC
"Manhattan Merry-Go-Round"

McMILLEN, EDDIE
NBC

McMURRAY, FRED
KSBW Melody Rangers
KSBW, Salinas, Calif.

McNALLY, MAUREEN
WNBK, Cleveland, O.

McQUEEN, MARJORIE
KOGT, Orange, Tex.

— M —

MACK, EDDIE
Eddie Mack Show
KHUM, Eureka, Calif.

MACKEY, LOUISE
Smile Program
WFAA, Dallas, Tex.

MACKLEY, MARY
Songs For Shutins
KLPM, Minot, N. D.

MAE, DAISY
Daisy Mae
WDAE, Tampa, Fla.

MAINER, WADE
Sons of Recording Mountain-
eers
WBBO Forest City, N. C.

MALBIN, ELAINE
NBC
"Tapestry Musicale," "Music
for Today," "Serenade to
America"

MALONE, CAROL
A Song For You
WLAC, Nashville, Tenn.

MANKER, VIRGINIA
The Virginia Manker Show
WBXB, Chattanooga, Tenn.

MANN, EDITH
Open House
WTAG Worcester, Mass.

MANN, PEGGY
NBC
RCA Show

MAPLE CITY FOUR
WLS, Chicago, Ill.

MARINE, JOE
NBC
"Fred Waring Show"

THE MARINERS

(Tom Lockard, Jim Lewis, Mar-
tiner Karl, Nat Dickerson); Or-
ganized 1943; Arthur Godfrey
Time (CBS); Arthur Godfrey &
His Friends (CBS-TV).

MARSHALL, PEGGY

Singer, arranger; b. Atlanta, Ga.;
ed. Columbia Univ., Julliard; Ar-
thur Godfrey Talent Scout Show
(CBS); Bigelow Show (WNBT);
2nd yr. singing the opening; Land
of the Lost (ABC), singer vocal
dir.; Transcriptions.

MARTIN, BETTY JO
WBEX, Chillicothe, O.

MARTIN, TONY
Tony Martin Show
CBS

MARTIN, VIVIAN
NBC
"Dave Garroway Show," "De-
sign for Listening"" "Musica-
cana"

MARY, TEXAS
Texas Mary Sings
KFAB, Omaha, Neb.

THE MASKED SPOONER

MASSEY, CURT
ABC

MASSEY, VERA
ABC

MATTHEWS, DOROTHY
Our Gal Dorothy
KQV, Pittsburgh, Pa.

MATHIS, JOHNNY
County Cowboy
KMAE, McKinney Tex.

MATICS, JOHNNIE
Johnny Matics Show
WWNR, Beckley, W. Va.

MATTISON, HENRY
The Plainsmen
KFH, Wichita, Kans.

MEIERS, MARVIN
KCOL, Fort Collins, Colo.

MELLO TONE QUARTET
WHKP Hendersonville, N. C.

MELODY KINGS
Quartet
WLIZ, Bridgeport, Conn.

MELTON, JAMES
Harvest of Stars
CBS

MERRIDEW, REG
Harmony Ranch
WGAR, Cleveland, O.

MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June
4, 1918; Kostelanetz Hour, Se-
renade to America; RCA-Battle
of Music; RCA-Music America
Loves Best; NBC-Symphony; RCA-
Television Show.

MESERVEY, NORM
Notes With Norm
WOLF, Syracuse, N. Y.

MICHAEL, ANN
Oregon Album
KGW Portland, Ore.

MICHAEL, BILL
KWFT, Wichita Falls, Tex.

MICHEL, NOEL
CKAC, Montreal, Que.

MIKSEHR, NORBERT
Breakfast Club
KJJC, Medford, Ore.

MILAM HARMONETTES
The Milam Hour
WELO, Tupelo Miss.

MILLER, HILDA
Vocal Moods
WNGO, Mayfield, Ky.

MILLER, JODY
Romance With Jody
WWDC, Washington, D. C.

MILLER, NED
Western Hour
KJAM, Vernal Utah

MILLER, WILLIAM
Pearly Gate Singers
WMFT, Florence, Ala.

MILLER, VIRGINIA
Open House
KFOR, Lincoln, Neb.

VOCAL ARTISTS

— N —

MILLS, BETSY
Two In Tune
KFI-TV, Los Angeles, Calif.

MILNE NANCY
Twenty Fingers
WDBJ, Roanoke, Va.

MIMS, SLIM
The Dream Ranch Boy
WJMX, Florence, S. C.

MINCEY, STELLA
WKGN, Knoxville, Tenn.

MINGUELA, MIGUELITO
Canciones de America
WORA, Mayaguez P. R.

MISHLER, EMBERT
KFJB, Marshalltown, Ia.

MODERNAIRES
CLUB 15
CBS

MOFFET, SLIM
Roundup Special
WMOX, Medidan, Miss.

MONROE, CAL
Cal Monroe Sings
WCAP, Asbury Park, N. J.

MONROE OLIN
Happy Five Quartet
WMFT, Florence, Ala.

MONROE, VAUGHN
Vaughn Monroe Show (CBS)..

MOODY, CLYDE
Town & Country Time
WARL, Arlington, Va.

MOORE, CARL
Beantown Varieties
WEEL, Boston, Mass.

MORGAN, LEE
KYW Philadelphia. Pa.

MORGAN, MABLE
WWON, Woonsocket, R. I.

MORGAN, RICHARD
WBOC, Salisbury, Md.

MORRIS RODNEY
The Missourians
KIMO, Independence, Mo.

MORRISON, BRET
MBS

MOWRY, LEE
WLAQ, Rome, Ga.

MT, OLIVE CHOIR
KCOR, San Antonio, Tex.

MULCAHY, CHERI
Songs At Eventide
WLPO, La Salle, Ill.

MULL, ANNA JANE
Songs & Words At Eventide
WCED, Dubois, Pa.

MURRAY, GERRY
WJNC, Jacksonville, N. C.

MURRAY, LYN
CBS

MYERS, BOB
WAIR, Winston-Salem N. C.

MYERS, BOYD R.
Dinner Bell
KSGM, St. Genevieve, Mo.

MYRIE, BETTY
Say It With Music
WLOX, Biloxi, Miss.

NASH, HELEN
WOW Calling
WOW, Omaha, Neb.

NEIMAN DICK
Dick & Ruth Neiman
WLAN, Lancaster, Pa.

NELMS, NANCY
WDBJ, Roanoke, Va.
Nancy & Estelle

NESBIT, FRED, JR.
Treasure Trails of Melody
KOA, Denver, Colo.

NICHOLS, PENNY
The Penny Nichols Show
KWTO, Springfield, Mo.

NICKSON, GEORGE
Songs For You
KXXX, Colby, Kans.

NILAND, NANCY
WCAU-TV, Philadelphia, Pa.

NOBEL, AL
Juke Box
KQV Pittsburg, Pa.

NOBLE, ROGER
Rog and Anny
WSLI Jackson, Miss.

NOHAVA, TEDDY & CELESTE
Hello Folks
WMBM, Miami Beach, Fla.

NGLAN, BOB
NBC
"Saturday Night Roundup
Starring Roy Rogers"

NOLTON, JOHN
WWJ, Detroit, Mich.

NORMAN, JARL
Song At Eventide
WNLC, New London, Conn.

NORMAN LUCILLE
Nocturne
KNBH, Hollywood, Cal.

— O —

OAKRIDGE QUARTET
NBC
"Grand Ole Opry"

O'GRADY, EILEEN
Serenade by Lee
WZIP, Covington, Ky.

O'HEREN, RICHARD
Say It With Music
WHK, Cleveland, O.

OLIVER, FAY
Fay Oliver Show
WING Dayton, O.

O'NEIL, JULIE
NBC
"St. Louis Serenade"

ORR, CHARLES
WGST, Atlanta, Ga.

OSBORNE, JIMMIE
Kentucky Folk Singer
WLEX, Lexington, Ky.

OSUNA, ROBERTO, FLORES
Canciones de Ayer
WVJP Caguas, P. R.

OVERBY, JAMES
James Overby Sings
WBOB, Galax, Va.

OVERHOLT, RAY
Ray Overholt Sings
WFUR, Grand Rapids, Mich.

OWEN, PAUL
Ladies Day
KFI, Los Angeles, Cal.

OWEN PAUL
Ladies Day
KFI-TV, Los Angeles, Cal.

OWENS, JACK
Breakfast Club
ABC

— P —

PACKARD, DICK
WBET, Brockton, Mass.

PAGE, BOB
The Old Lampighter
WBEX, Chillicothe, O.

PAIGE DON
Don Paige Sings
WTCJ, Tell City, Ind.

PAIGE RICHARD
NBC
Design For Listening, Musi-
cana, Patterns in Melody

PALMER, COY
Coy Palmer
KGHF, Pueblo, Colo.

PARKER, EVELYN
NBC
"Signed, Beasley Smith"

PARKER HENRY
Sunday Serenade
WWNY, Watertown, N. Y.

PARRISH, FRANK
WIRE, Indianapolis, Ind.

PATTERSON, WALTER
WKMH, Dearborn, Mich.

PAYNE, ERNIE
KSBW Melody Ranzers
KSBW, Salinas, Calif.

PAYNE, FERN
Songs That Never Grow Old
KCTX, Childress, Tex.

PAYNE, LEON
Leon Payne Show
KOGT, Orange, Tex.

PEARSON, JIM
Twilight Time
KWJJ Portland, Ore.

PEDIGO, SPECK
Speck Pedigo and His Little
Wooden Piano
KCRS, Enid, Okla.

PEOPLES, JOE
Music For You
WORZ, Orlando, Fla.,

PEPERETTES, TRIO
The Peperettes
WLAC, Nashville, Tenn.

PERKINS RAY
The Ray Perkins Show
KFEL, Denver, Colo.

PERKINS, TOM
KYW, Philadelphia, Pa.

PERRIN, MAC
NBC
"Fred Waring Show"

PETERSON, KEN
Play or Pay
WDUZ, Green Bay, Wis.

PETERSON MARLIN
WMT, Cedar, Rapids, Ia.

VOCAL ARTISTS

PFEIFER, DELORES
Delores Sings
WNMP, Evanston, Ill.

PHILLIPS, LARRY
Singing Mailman
WBEL, Beloit, Wis.

PHILLIPS, RALPH
Club 1300
WFBR Baltimore, Md.

PHIPPS, LOIS JUNE
WLOH, Princeton, W. Va.

PICKENS, JANE
Singer; b. Atlanta, Ga.; Curtis
Institute of Music, Juilliard
School; NBC Sundays at 5 P.M.

PICKENS, PATTI
Patti Pickens Sings
WGPA, Bethlehem, Pa.

PIERCE, ROSCOE
Flying Ranch Boys
WBAP-TV, Fort Worth, Tex.

PINE EDWARD
WPIC, Sharon, Pa.

PINSKI, ANTHONY
Songs From Out of Past
KNEW, Spokane, Wash.

POE, NELSON
KXLL, Missoula, Mont.

POLK, BILLY
Song Stylist
WDWD Dawson, Ga.

POPE, NANCY
Nancy Jane
WJEL, Hagerstown, Mass.

POWELL, MANARD
WKNX, Saginaw, Mich.

PRESKOTT, MARY
WJIG, Tullahoma, Tenn.

PRESTON LEW
KVAL, Amarillo, Tex.

PRICE, DEWEY
Fun By The Fireside
WBT, Charlotte, N. C.

PRICE, NORMAN
NBC
"D. & H. Miners"

PRICHARD, BOBBIE
Fairly Lady
WCEC, Rocky Mount, N. C.

PRINZI, GERTRUDE
Radio City Orchestra
WTMJ, Milwaukee, Wis.

PUTTERMAN, DAVID
NBC
"Eternal Light"

PYATT, PATTY
Teen Time & Tune Time
KFH, Wichita, Kans.

RAULERSON, SPENCE
1400 Club
WMGA, Moultrie, Ga.

RAY SISTERS TRIO
WMBD, Peoria, Ill.

RAYMOND, PENNY
Penny Raymond Sings
WRDW, Augusta, Ga.

REDABAUGH, HAROLD
Redabaugh Sings
KGHF, Pueblo, Colo.

REECE, ROY
Tune Twisters
KTJS, Hobart, Okla.

REED, ROBERT
WNBK, Cleveland, O.

RELMAN, HARVEY
Stairway to the Stars
WRUF, Gainesville, Fla.

RENAULT PAUL
Prelude to Evening
WOAI, San Antonio, Tex.

RENFRO, JUANITA
Songfest
KXYZ, Houston, Tex.

REVERE, ADRIAN
NBC
"D & H Miners"

REYNOLDS, BILL
WHO, Des Moines, Ia.

REYNOLDS JANIS
Cowboy Ballads
RTWT, Stevens Point, Wis.

REYNOLDS, JOBY
Joby Reynolds Sings
WTTG, Washington, D. C.

RICHARDS, WARREN
Warren Richards Sings
WWNR, Beckley, Va.

RICHERSON, RAYMOND
WTJS Jackson, Tenn.

RICHMOND, BOB
Melody Mart
WREN, Topeka, Kans.

RILEY, DALE
WLDY, Ladysmith, Wis.

RIVERA, RAFAEL
Serenata da Amor
WVJP, Caguas, P. R.

ROACH JOHN
Songs by John Roach
WBBO, Forest City, N. C.

ROBERTS BOB
WLAQ, Rome, Ga.

ROBERSON, ORLANDO
Orlando Roberson Sings
WPTR, Albany, N. Y.

ROBERTS, BARRY
NBC
"Manhattan Merry-Go-Round"

ROBERTSON JACKIE
Jackie Robertson Sings
WBB, Burlington, N. C.

ROBERTSON, JIM
Texas Jim
ABC

ROBOFSKY, ABRASHA (SGT.)
NBC
"U. S. Army Air Force Band"

ROCKET, DEWEY
KIUP, Durango, Colo.

ROCKY MOUNTAIN RANGERS
WKEY, Covington, Va.

RODRIGUEZ, AGUSTO
Gus Rodriguez
KXIC, Iowa City, Ia.

RODRIGUEZ, GILBERTO
Tribuna Del Arte
WNEL, San Juan, P. R.

ROGERS, STEVE
WJVB, Jacksonville Beach,
Fla.

ROGERS AL
WRFD, Worthington, O.

ROGERS, BEVERLY
WGVA, Geneva, N. Y.

ROGERS, DAVE
Dave & Geno
KSID, Sioux Falls, S. D.

ROGERS, JOHNNY
Songs of Yesterday
WKAY Fargo, N. D.

ROGERS, ROY
Singing Cowboy Radio, Movie
and Recording Star; b. Cincin-
nati, O.; Roy Rogers Show (MBS).

ROMAY, LINA
Dick Haymes Show
CBS

ROSEMARY
Dream Girl
KEX, Portland, Ore.

ROSITA
Prelude to Evening
WOAI, San Antonio, Tex.

ROSS, LANNY
MBS

ROW CHUCK
Dinner Bell
KSGM, Ste. Genevieve, Mo.

ROWENA
Ministrel Girl
WGAR, Cleveland, O.

RUCKER, JOANNE
WTND, Orangeburg, S. C.

RUCKER, JOANNE
Joanne Sings
WTND, Orangeburg S. C.

RUTSAY, PHYLLIS
Melody Hour
WMRO, Aurora, Ill.

RYAN, ANN
Morning Matinee, Easy Listen-
ing
WLW, Cincinnati, O.

RYAN, ANN
Video Varieties
WLWT Cincinnati, O.

RYAN, ANN
NBC
Ann Ryan Sings, Circle Arrow
Show

RYAN, DENNIS
NBC
"Manhattan Merry-Go-Round"

— S —

SABLON, JEAN
NBC, CBS

SAN JUAN PLAY BOYS
KIUP, Durango, Colo.

SANDS, LITA
NBC
"Clevelandaires" "Do You
Remember"

— R —

RADIO CHORISTERS
NBC
"Highlights of the Bible."
"National Radio Pulpit"

RABINE, LORRY
ABC, MBS, NBC

VOCAL ARTISTS

- SATISFIERS**
NBC
"Chesterfield Supper Club"
- SAUNDERS, JELLY**
Rhythm Rangers
KTIP, Porterville, Calif.
- SAWTELLE, GEORGE C.**
Restonic Time
WMC, Memphis, Tenn.
- SAYLOR, JEANNE**
Saylor Sisters
WIS, Columbia, S. C.
- SAYLOR WANDA**
Saylor Sisters
WIS, Columbia, S. C.
- SCHON, KENNETH**
NBC
"D & H Miners"
- SCHRAHEK, CARL**
Studio Reveries
WMBM, Miami Beach, Fla.
- SCHULTZ, ADOLPH**
Western Swing
KXYZ, Houston, Tex.
- SCOTT BYRON**
Remembering
WTMW, East St. Louis, Ill.
- SCOTT, FRANK**
Rendezvous With Romance
WEDO, McKeesport, Pa.
- SCOTT, PHYLLIS**
Songs by Scott
WKOX, Framingham, Mass.
- SCOTT, TOM**
Tom Scott American Troubador
CBS
- SEAGLE, JOHN**
NBC
"Voices Down the Wind"
- SEGAL, ROBERT**
NBC
"Eternal Light"
- THE SERENADE QUARTET**
KRHD, Duncan, Okla.
- SERENADERS**
Saturday Night Serenade
- SHAFFER, BOB**
WKNX, Saginaw, Mich
- SHAY, DOROTHY**
Spotlight Review
CBS
- SHANNON, MICKY**
Songs of Micky Shannon
KURV Edinburg, Tex.
- SHEEHAN, BILLY**
Songs At Sundown
WBBQ, Augusta, Ga.
- SHELTON, MARY**
At Home With Mary
WKTU, Mayfield, Ky.
- SHEPARD, RILEY**
NBC, CBS, WBT, WSM
- SHELMAN, JUNE**
NBC
"Words and Music," "Design for Listening," "Musicana"
- SHORE, DINAH**
(Montgomery, Mrs. George);
Singer, Actress; b. Winchester,
Tenn.; March 1, 1917; ed. A
BA, Vanderbilt Univ.; Columbia
Records, Call for Music, Ford
Show (CBS); Eddie Cantor Show
(NBC).
- SHOWERS JEAN**
Showers of Melody
WCED, Dubois, Pa.
- SHREVE, BOB**
Video Varieties
WLW-T, Cincinnati, O.
- SHREVE, BOB**
Morning Matinee, Easy Listen-
ing
WLW, Cincinnati, O.
- SIMMONS JULIE**
Songs You Love
WMRO, Aurora, Ill.
- SIMPSON, BILLY**
Songs For You
WPTR, Albany, N. Y.
- SIMS, EVELYN**
Music By Request
WTOC, Savannah, Ga.
- SIMS, SAM**
Songs For You
WFBM Indianapolis, Ind.
- SINATRA, FRANK**
Songs by Sinatra, CBS
Your Hit Parade, NBC
- SKINNER, PAUL**
Grenadiers
WTMJ-TV, Milwaukee, Wis.
- SKINNER, PAUL**
Grenadiers
WTMJ, Milwaukee, Wis.
- SLIM, TENNESSEE**
WTPR, Paris, Tenn.
- SLOOTMAKER, HOWARD**
Singing Disc Jockey
WLAV, Grand Rapids, Mich.
- SMILEY, BETTE**
Gift Shop of the Air
WCAE, Pittsburgh, Pa.
- SMITH, BILL**
WDXI, Jackson, Tenn.
- SMITH, EVERIDGE**
Songs of Yesterday
KDTS, Paragould, Ark.
- SMITH, JACK**
Jack Smith Show
CBS
- SMITH, KATE**
Kate Smith Sings, CBS; Kate
Smith Speaks, MBS
- SMITH, MARY, RUTH**
Song Time
WKAB, Mobile, Ala.
- SMYTHE, MARLIN**
KBYR, Anchorage, Alaska
- SNEAD, BILL**
Songs by Bill Snead
WKEY, Covington, Va.
- SNYDER, BOB**
Bob & Gene
WFBG, Altoona, Pa.
- SOLO, SAMMY**
WMGM
- SOSBIE, EDDIE**
Radio Rangers
KFAB, Omaha, Neb.
- SOUTHERN FIVE**
Sacred Songs
WERD, Atlanta, Ga.
- SOVA, BILL**
Rhythm Ranch
WILS, Lansing, Mich.
- SPANN, HELEN**
NBC
"Voices Down the Wind"
- SPEIGHT, MARIE**
WHKP, Hendersonville, N. C.
- SPITALNY, PHIL,**
ALL GIRL CHOIR
Hour of Charm
CBS
- SPORTSMEN QUARTET**
NBC
Judy Canova Show
- STAFFORD, JO**
NBC
"Chesterfield Supper Club", The
Jo Stafford Show (ABC).
- STAHL, DEL**
Del Stahl Show
KWJ, Portland, Ore.
- STANLEY QUARTETTE**
KMAE, McKinney, Tex.
- THE STARDUSTERS**
The Anchor Room
WCAP, Asbury Park, N. J.
- STARK, RAY**
Rambling With Ray
KISD, Sioux Falls, S. D.
- STARLIGHTERS**
NBC
Chesterfield Supper Club
- STARR, KAY**
Remembering Kay Starr
ABC
- STATSMEN QUARTET**
WCON, Atlanta, Ga.
- STEBER, ELEANOR**
NBC
Voice of Firestone
- STEELE, TED**
The Ted Steele Show; WABB,
New York, N. Y.
- STEFFEN, ART**
Something in the Air
WHAM, Rochester, N. Y.
- STEVENS, ELOISE**
Jimmy Boyer & Eloise
WISH, Indianapolis, Ind.
- STEVENS, GARRY**
NBC
Chesterfield Supper Club
- STEVENS, GARRY**
WROW, Albany, N. Y.
- STEVENS, HERB**
Lee Kelton, Orchestra
WJAS, Pittsburgh, Pa.
- STEVENS, RISE**
Family Hour
CBS
- STEVENSON, DOROTHY GAIL**
Sacred Songs
WMRN, Marlon, O.
- STEWART, GENE**
Pee Wee King Show
WAVE-TV, Louisville, Ky.
- STEWART, PENNY**
Western Shows
KHUM, Eureka, Calif.
- STIMSON, MARK**
Old Time Tune Time
WGAN, Portland, Me.
- STOVALL, BOB**
Tea Timers,
KOY, Phoenix, Ariz.
- STOTTS, BOB**
KMA, Shenandoah, Ia.
- STRENGTH, TEXAS BILL**
KLEE, Houston, Tex.
- STRIPLING, GENE**
Uncle Ned
WMAZ, Macon, Ga.
- STROUD, ED**
WREF, Washington, N. C.
- STUART, MICKY**
WWRL, New York, N. Y.

VOCAL ARTISTS

STUBBS, EVERETTE

Stubbs Strings
KSMI, Seminole, Okla.

SUDER, PAT

Pat Suder Sings
WBUX, Doylestown, Pa.

SULLIVAN, DENNY

Request Granted
WDOS, Oneonta, N. Y.

SUNSHINE SUE

Old Dominion Barn Dance
WRVA, Richmond, Va.

SWAIN, HACK

The Hack Swain Show
WSPB, Sarasota, Fla.

SWANSON, BYRON

KHQ, Spokane, Wash.

SWEETLAND, LEE

The Lee Sweetland Show
ABC

- T -

TANGEN, CLARA

Clara Tangen Show
KDEE, Deorah, Ia.

TEEN AGERS

WJNC, Jacksonville, N. C.

TERRELL, DOROTHY

Stairway to the Stars
WRUF, Gainesville, Fla.

TIERNEY, WALSH

Hometown, Music for Minors
WICY, Malone, N. Y.

TILLER, MARTHA

Music for You
WORZ, Orlando, Fla.

TILLSTROM, BURR

WBKB, Chicago, Ill.

TILTON, MARTHA

Vocalist; b. Corpus Christi, Tex.;
Dick Haynes Show (CBS); Meet
Me at Parky's (NBC); Your Hit
Parade (NBC).

TIRONA, BERT

Purico Troubadours
KZMB, Manila, P. I.

THALL, BILL

NBC
"Circle Arrow Show"

THOMAS, THOMAS L.

NBC
"Manhattan Merry-Go-Round"

THOMPSON, JOHNNY

Johnny Thompson Sings
ABC

THOMPSON, SHORTY

Saddle Rockin' Rhythm
KWTO, Springfield, Ill.

THORNE, LUCIA

WHO, Des Moines, Ia.

THORNTON, DICK

Morning Melodies
KXYZ, Houston, Tex.

TOBIN, PAT

A Date With Pat
WDSU-TV, New Orleans, La.

TORME, MEL

NBC

TRUAX, BUDDY

Western Aees
WWSR, St. Albans, Vt.

TREGO, WILMA

WBEX, Chillicothe, O.

TRISLER, MICKIE

WTRF, Bellair, O.

TROTTER, JOHN, MRS.

KANE, New Iberia, La.

TROXLER, LLOYD

Songs by Lloyd Troxler
WSTP, Salisbury, N. C.

TRUMAN, PAUL

Presenting Paul Truman
KFEQ, St. Joseph, Mo.

TURNER, DALLAS, COWBOY

KCRG, Cedar Rapids, Ia.

- U -

UILENHOPP, JACK

Songs to Remember
WAUX, Waukesha, Wis.

UNGER, JOE

Fun at Home
KWPC, Museatine, Ia.

UTZMAN, SARA ANN

Songs by Sara
WHEW, Weston, W. Va.

- V -

VINCENT, SUNNY

Among My Souvenirs
KRNO, San Bernardino, Calif.

VOSS, ALEN

Hymn Time
WCNC, Elizabeth City, N. C.

- W -

WAIN, BEA

WMCA

WALTERS, FRANCIS

Bouquet of Melody
WDBJ, Roanoke, Va.

WALTI, PAUL

NBC
"Mad Masters"

WARD, KEN

Easy Aires
WTAM, Cleveland, O.

WARNEI, JEANNE

TV Journal
WNBW, Washington, D. C.

WARREN, MARGE

WGL, Fort Wayne, Ind.

WEBSTER, JOE

Anthony Avenue
WKY, Oklahoma City, Okla.

WEED, BUDDY

Buddy Weed Show
ABC

WEISS, DICK

Dick & Yvonne
KSB, Creston, Ia.

WELCH, ALICE, HILDA,

LUCILLE
Restful Music
WBIG, Greensboro, N. C.

WELLINGTON, DON

Song Time
WKAB, Mobile, Ala.

WELLS, JACK

Polka Band
KFAB, Omaha, Neb.

WENHOLD, GRACE

WBUX, Doylestown, Pa.

WEST, NADINE

Nadine & Nydegger Sextet
KFBI, Wichita, Kans.

WEST, WAYNE

Breakfast, Song Weavers
WMED, Peoria, Ill.

WESTENAIRES

Vocal Group
WAOV, Vincennes, Ind.

WESTERN SONS

KRNO, San Bernardino, Calif.

WESTON, KRIS

NBC
"Lanehon with Lopez"

WHEATLEY, JOAN

"Fred Waring Show"
NBC

WHITAKER, ROBERT

Speaking of Sports
WBEX, Chillicothe, O.

WHITING, MAGARET

Club 15,
CBS

Eddie Cantor Show
NBC

WILCOX, PHYLLIS

Souns for You
WFBM, Indianapolis, Ind.

WILKINSON, LORRAINE

Souns by Lorraine
KALL, Salt Lake City, Utah

WILSON, GRACE

WLS, Chicago, Ill.

WILSON, SLIM

Slim Wilson Show
KWTO, Springfield, Mo.

WINSLOW, PATRICIA

Tea Timers
KOY, Phoenix, Ariz.

THE WONDERING FIVE

Gospel Singers
WBEL, Beloit, Wis.

WOOD, HELEN

Spotlight Review
WVOD, Lynchburg, Va.

WOOD, KATHRYN

Kathryn Wood Show
WGH, Newport News, Va.

WOOD, TOMMY

Breakfast at 8
WIKY, Evansville, Ind.

WOODEN, STEVE

KMA, Shenandoah, Ia.

WOODRING, DICK

WTAN, Clearwater, Fla.

WRIGHT, NANCY

Morning Matinee,
Easy Listening
WLW, Cincinnati, O.

WRIGHT, NANCY

Dance Time
WLW-TV, Cincinnati, O.

WRIGHT, NANCY

Saturday Night Serenade
WEKR, Fayetteville, Tenn.

WRIGHT, WILLIAM

NBC
"Voices Down the Wind"

WRIGHT, JACK

Jack Wright Sings
KMAE, McKinney, Tex.

WYATT, BILL

Song by Bill Wyatt
WIOD, Miami, Fla.

WYMAN, ALICE

WFBC, Greenville, S. C.

- Y -

YATES, GLORIA

WBKB, Chicago, Ill.

YOUNG, BOB

Bob Young Show
KOIN, Portland, O.

YOUNG, EVE

NBC
"Story Shop"
"Honeymoon in New York"

YOUNG, WILLIARD

NBC
"D & H Miners"

- Z -

ZANETIS, ALEXANDER

Midday Musical
WVLN, Olney, Ill.

ZEIDMAN, IRVING

Irving Sings
KNOE, Monroe, La.



HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

Sports Commentators

(RADIO AND TELEVISION)

—their work during 1948

—A—

ACKERLEY, EUGENE A.
KID, Idaho Falls, Ida.

ADAMS, CASWELL
WCBS-TV, New York, N. Y.

ADAMS, FRANK
WNHC, New Haven, Conn.

AGNEW, THEODORE J.
Sportsbook, Sportscope
KUBC, Montrose, Colo.

ALDEN, JERRY
Sports Pictures
WSNJ, Bridgeton, N. J.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALLAIN, ORREN
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT M.
WEAM, Arlington, Va.

ALLEN, BILL
Sport Spotlight
WHIN, Gallatin, Tenn.

ALLEN, BOYD
Sports In Review
KROY, Sacramento, Cal.

ALLEN, GORDON
KYAK, Yakima, Wash.

ALLEN, MEL
WABD, New York, N. Y.

ALLEN, MEL
WCBS-TV, New York, N. Y.

ALLEN, MEL
b. Birmingham, Ala., Feb. 14,
1913; U. of Ala., AB, LL.B.,
Columbia U.; World Series; Maj-
or League All-Star Football
Championship Game; All-America
Conference Sugar Bowl Game;
CBS Football TV; N. Y. Yankees
Baseball & Football Games; Box-
ing & Basketball Games (CBS-
TV); Rose Bowl Game (CBS).

ALLEN, TOM
KWBC, Fort Worth, Tex.

ALLINGER, RALPH
Today In Sports
WFAS, White Plains, N. Y.

ALLMAN, ROBERT
KYW, Philadelphia, Pa.

ALTMAN, DICK
KLEE-TV, Houston, Tex.

AMBROSE, JOHN V.
Sneaking of Sports
WTAG, Worcester, Mass.

ANDERSON, ALLEN
WASA, Havre de Grace, Md.

ANDERSON, BOB
WAZF, Yazoo City, Miss.

ANDERSON, DALE
KUOA, Siloam Springs, Ark.

ANDERSON, DICK
Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUGLAS
KDIX, Dickinson, N. D.

ANDERSON, HARRY
WSIV, Pekin, Ill.

ANDRES, JOE
Sports News
WMAW, Milwaukee, Wis.

ANDREWS, RALPH
WAUX, Waukesha, Wis.

APPY, JERRY
KXXX, Colby, Kans.

ARMSTRONG, WILLIAM
Sports News & Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON
WTTM, Trenton, N. J.

ARNOLD, TED
Sports Roundup
WHTN, Huntington, W. Va.

ARO, SAM
WROD, Daytona Beach, Fla.

ARTHUR, FRANK
Sports Report
KSAN, San Francisco, Cal.

ASH, KEN
Sports Quiz
WHAV, Haverhill, Mass.

AUSENY, WALLY
Speaking of Sports
WSSB, Durham, N. C.

ANTELL, NANCY
Bowling with Nancy
WMBM, Miami Beach, Fla.

—B—

BABB, HUGH
WLAW, Lawrence, Mass.

BACHRACH, TOM
KDHL, Fairbault, Minn.

BAGLI, GUY
Sol's Sports Slants
WDAE, Tampa, Fla.

BALLES, H. C.
KSAM, Huntsville, Tex.

BAILY, CHARLES
Sports Roundup, Sports In
Brief
WHBU, Anderson, Ind.

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, SPUD
Sports Roundup,
Football Scoreboard
KYN, Logan, Utah

BAIRD, NEIL
KFFA, Helena, Ark.

BAKER, NELSON
Sports Page of the Air
WFBR, Baltimore, Md.

BAKER, RAY
Spotlight On Sports
WVIN, Olney, Ill.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDRICA, MERV
Sports From the Sidelines
WMIQ, Iron Mountain, Mich.

BALDWIN, KEN
WKRT, Cortland, N. Y.

BALKUM, VASSIE G.
Sports Parade
WGBR, Goldsboro, N. C.

BALTER, SAM
KLAC-TV, Hollywood, Cal.

BALTER, SAM
KLAC, Los Angeles, Cal.

BARBER, RED
WMGM, New York, N. Y.

BARBER, RED
Red Barber's Club House, The
Catbird Seat, Football Round-
up
CBS, WHN, N. Y.

BARBER, RED
WCBS-TV, New York, N. Y.

BARFIELD, HARRY
WAYS, Charlotte, N. C.

BARKEE, EDDIE
KMAC, San Antonio, Tex.

BARKLEY, PETE
Radio Sports Page
KGNO, Dodge City, Kans.

BARRETT, WILLIAM R.
Sports Lines
WJLS, Beckley, W. Va.

BARRY, JACK
Atlantic Football
WHPC, Rochester, N. Y.

BARRY, JOSH
Let's Talk Sports
WPTL, Ft. Lauderdale, Fla.

BARTOLOMEI, HARRY
KWBR, Oakland, Cal.

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASEL, MEL
WEVD, New York, N. Y.

BATES, BILL
Sports Review
WTWA, Thomson, Ga.

BATES, OLIN
WGAA, Cedartown, Ga.

BATSON, GAY
Outdoors In La.
WDSU-TV, New Orleans, La.

BAUMAN, BRUCE
Sports Roundup
WKAP, Allentown, Pa.

BAXTER, GORDON
KPAC, Port Arthur, Tex.

BAXTER, HOWARD
Scoreboard
KGFW, Kearney, Neb.

BEATY, ROSS
Sports Pages
WELM, Elmira, N. Y.

BECHTEL, JAY
Sportsman's Corner
WTBO, Cumberland, Md.

BEDELL, FOREST
Sports Parade
WFRC, Reidsville, N. C.

BEHRENS, RALPH
Local Sports
WMID, Atlantic City, N. J.

BELANGER, GILL
Berkshire Sportsman
WMNB, North Adams, Mass.

BELCHER, ROD
Echoes from the Grandstand
KMO, Tacoma, Wash.

BELDING, LEE
KXLO, Lewistown, Mont.

BELL, JOHNNY
WCMA, Corinth, Miss.

BELL, TED
KRSC, Seattle, Wash.

BELL, TED
KRSC-TV, Seattle, Wash.

BELLINGER, STEVE
WTGJ, Tell City, Ind.

BENAC, HANK
Speaking of Sports
WWSC, Glens Falls, N. Y.

BENDER, BOB
Bob Bender Sports
WGY, Schenectady, N. Y.

BENDER, BOB
WRBG, Schenectady, N. Y.

BENDER, TOM
WCMB, Lemoine, Pa.

Sports Commentators—Radio-Television

BENNET, KAY
KFJB, Marshalltown, Iowa

BENNETT, ELDEAN
Sports Review
KCSU, Provo, Utah

BENNETT, THURSTON
Sports Special
WBBQ, Augusta, Ga.

BENTON, LOU
Sports News & Interviews
WMGY, Montgomery, Ala.

BERGMAN, DUTCH
WRC, Washington, D. C.

BERGSTEIN, MILTON
Sports Special
WMAJ, State College, Pa.

BERNDT, BUD
WRAK, Williamsport, Pa.

BETTERS, MITCHELL C.
WHTT, Hartford, Conn.

BEUTEL, BOB
Sports Grandstand, Jai Alai Reporter
WKAT, Miami Beach, Fla.

BILLINGS, HORACE
Sports Journal
WSTP, Salisbury, N. C.

BINFORD, BILL
KOLO, Reno, Nev.

BINGHAM, BOB
The Human Side Of Sports
WCNC, Elizabeth City, N. C.

BIRLEFFL, LARRY
KFBC, Cheyenne, Wyo.

BISHOP, BURTON
Play-by-Play
KTEM, Temple, Tex.

BISHOP, KEN
Sports Highlights
KXIT, Dalhart, Tex.

BITTERMAN, JACK
WABB, Mobile, Ala.

BJERKE, KEN
Sports Director
KDEC, Decora, Iowa

BLACK, JIM
WLBK, Knoxville, Tenn.

BLACK, JIM
KCBD, Lubbock, Tex.

BLACKBURN, ROBERT
KFRE, Fresno, Cal.

BLAINE, LEE
WGAD, Gadsden, Ala.

BLAIS, YVON
CRAC, Montreal, Que.

BLAKE, LARRY
Sports Battle
KEYS, Corpus Christi, Tex.

BLOOM, MARVIN
WCED, Dubois, Pa.

BLUE, LRA
Adventure In Sports
KGO, San Francisco, Cal.

BLUM, BOB
Sports Parade
KICO, Calexico, Cal.

BLUM, LARRY
Sports Page
WMAK, Nashville, Tenn.

BOEHM, PAUL
Tonight's Sports
WGPA, Bethlehem, Pa.

BOGGS, OTIS
Speaking of Sports
WRUF, Gainesville, Fla.

BOLAND, CHARLIE
KRLD, Dallas, Tex.

BOLAND, JOE
WCFL, Chicago, Ill.

BOLAND, JOE
Boland On Sports
WSBT, South Bend, Ind.

BONASSO, RUSSELL
WBLK, Clarksburg, W. Va.

BONER, LEE
KAWT, Douglas, Ariz.

BONIN, DONALD
Sports Review, Football Finals
KANE, New Iberia, La.

BONSON, WALT
KBLF, Red Bluff, Cal.

BOSNICK, DAN
WLCS, Baton Rouge, La.

BOSTIC, TOM
Sports Extra
KIMA, Yakima, Wash.

BOWERS, FRANK
KGTL, Kannapolis, N. C.

BOWMAN, ROY J.
KGFF, Shawnee, Okla.

BOX, VES
KRLD, Dallas, Tex.

BOYD, DON
World of Sports
WCLO, Janesville, Wis.

BOYER, JOHN F.
Johnny Boyer Sports
KDKA, Pittsburgh, Pa.

BRACHER, BERNIE
Sport Slants
KSO, Des Moines, Iowa

BRACHER, BERNIE
WAVE-TV, Louisville, Ky.

BRADLEY, JACK
Sports Journal
WSAZ, Huntington, W. Va.

BRADLEY, LYLE C.
WTRY, Troy, N. Y.

**STAN LOMAX
SPORTCASTS**

6:45 p.m. WOR

for

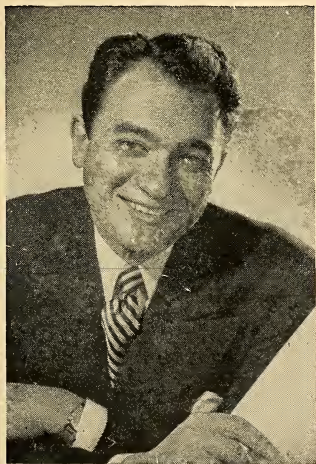
Krueger Beer—Mon. - Wed. - Fri.

for

Kopper Co.—Tues. - Thurs. - Sat.

Sports Commentators—Radio-Television

- BRADSHAW, DICK**
WCEC, Rocky Mount, N. C.
- BRANDT, BILL**
Inside Of Sports
MBS
- BREANSON, TODD**
KENT, Shreveport, La.
- BRAY, DICK**
Spotlight On Sports
WSAI, Cincinnati, O.
- BREITEN MOSER, DON**
Sports Report, Dugout Doings
KVOB, Alexandria, La.
- BRENNARD, GEORGE**
Sports Roundup
WLIP, Kenosha, Wis.
- BRENHAM, TOMMY**
KWHI, Brenham, Tex.
- BRENNAN, DAN**
WVOK, Birmingham, Ala.
- BRENNER, BILL**
Sunday Morning Quarterback
KGY, Olympia, Wash.
- BRESMER, LYLELL**
Sports by Bresmer
KFAB, Omaha, Neb.
- BROCK, ART**
Cavalcade of Sports
KAFY, Bakersfield, Cal.
- BROCKMAN, DON**
KLIZ, Brainerd, Minn.
- BROOKS, BILL**
In the Press Box
WEBJ, Brewton, Ala.
- BROOKS, BOB**
Sports Briefs, Sports Camera.
Sports Final
KCRG, Cedar Rapids, Iowa
- BROOKS, NORM**
Sports Hillites of the Air
WMID, Atlantic City, N. J.
- BROOKS, TOM**
KAFT, Douglas, Ariz.
- BROOME, EARL**
Sports Roundup
WLBK, Leesburg, Fla.
- BROUGHAM, ROYAL**
KOMO, Seattle, Wash.
- BROWN, A. B.**
Sports Review
WGWR, Asheboro, N. C.
- BROWN, BILL**
Time Out For Sports
WKIK, Erie, Pa.
- BROWN, BILL**
Sports Journal
WSTP, Salisbury, N. C.
- BROWN, BILL**
Sports Parade
WBTA, Batavia, N. Y.
- BROWN, ED**
Sports Parade
WJJI, Montgomery, Ala.
- BROWN, GLENN**
Batting 600
KTBB, Tyler, Tex.
- BROWN, PEN**
Sports Parade
WLEU, Erie, Pa.
- BROWNE, HALBERT**
WOLS, Florence, S. C.
- BROWNELL, JIM**
WTAN, Clearwater, Fla.
- BROYLES, MARVIN**
KCOB, San Antonio, Tex.
- BRUNDIGE, BILL**
WOIC, Washington, D. C.
- BRUNDIGE, BILL**
WTTG, Washington, D. C.
- BUCHANAN, BRUCE**
Candid Pictures of the World
of Sports
WMFD, Wilmington, N. C.
- BUCHANAN, DEAN**
KCSU, Provo, Utah
- BUCKLEY, DICK**
Sportsman, Sportsworld
WANE, Fort Wayne, Ind.
- BUCKNUM, JOHN G.**
Sports Parade
KBUC, Corona, Cal.
- BUCHLER, JACK**
Sports World
WEXT, Milwaukee, Wis.
- BULLER, RICHARD**
Sports Parade
WKMH, Dearborn, Mich.
- BULLOCK, JACK**
Sports Page
KTIP, Porterville, Cal.
- BURGMAN, HORST**
Sports Spotlight, Sports Nite-
cap
KBOW, Butte, Mont.
- BURK, SAM A.**
KIRX, Kirksville, Md.
- BURNS, ROGER**
Sports Review
WBEL, Beloit, Wis.
- BURT, JIM**
Down Sports Trail
KELO, Sioux Falls, S. D.



MEL ALLEN

RUSS HODGES

- **BASEBALL**
N. Y. GIANTS PLAY BY PLAY
FOR CHESTERFIELD
- **FOOTBALL**
PLAY BY PLAY
MUTUAL BROADCASTING SYS.
- **FIGHTS**
BLOW BY BLOW FOR
BALLANTINE MBS & CBS-TV
- **SCOREBOARD**
NIGHTLY SPORTS
ROUND-UP—DuMONT-TV

WILBUR STARK - JERRY LAYTON
Program Productions

551 5th Ave.

NEW YORK 17, N.Y.

Sports Commentators—Radio-Television

- BUSH, DERRICK**
Sports News
WGEM, Quincy, Ill.
- BUSH, HERB**
KOAT, Albuquerque, N. M.
- BUTTERFIELD, RAY**
Pigskin Picks
WLOX, Biloxi, Miss.
- BYRNE, HARRY**
Sports Extra
KTLN, Denver, Colo.
- C —
- CAHILL, ED**
Cahill on Sports
WLYN, Lynn, Mass.
- CAIN, DOYLE**
KFSD, Nampa, Ida.
- CAMACHO, JOSE R.**
WKAQ, San Juan, P. R.
- CAMPBELL, BILL**
WCAU-TV, Philadelphia, Pa.
- CAMPBELL, CLAUDE N.**
WOLA, Baton Rouge, La.
- CAMPBELL, NEENIE**
WMCK, McKeesport, Pa.
- CAMPOFREDA, NICK**
WBAL-TV, Baltimore, Md.
- CAMPOS, ANTONIO**
WNEL, San Juan, P. R.
- CANAVAN, BOB**
Mitchell's Sportscenter
KROD, El Paso, Tex.
- CAPOSELLA, FRED**
WCBS-TV, New York, N. Y.
- CARAY, HARRY**
Sports Extra
KXOK, St. Louis, Mo.
- CARMICHAEL, LES**
Sportstime
KWDM, Des Moines, Iowa
- CARNEGIE, TOM**
WIRE, Indianapolis, Ind.
- CARPENTER, BILL**
WOKO, Albany, N. Y.
- CARPENTER, JOHNNY**
Speaking of Sports
KOIN, Portland, Ore.
- CARR, E. E.**
KWOC, Poplar Bluff, Mo.
- CARROLL, HARRY**
Sports Round Up
WLTC, Gastonia, N. C.
- CARSON, TOM**
WKBS, Muskegon, Mich.
- CARSON, THOMAS**
WKZO, Kalamazoo, Mich.
- CARSWELL, TOM**
World of Sports
WORZ, Orlando, Fla.
- CARTER, CAL**
Sports Whirl, Pigskin Preview,
Sports Round-Up
KAMD, Camden, Ark.
- CARTER, JACK**
KSEO, Durant, Okla.
- CASE, FRANK**
Sportscope
KWOC, Poplar Bluff, Mo.
- CASE, JACK**
Morning & Evening Sports
Roundup
WVNY, Watertown, N. Y.
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WLAN, Lancaster, Pa.
- HARP, RONALD**
WALT, Tampa, Fla.
- HARPRING, JAMES**
WPFB, Middletown, O.
- HARRELL, BILL**
KVOP, Plainsview, Tex.
- HARRINGTON, JOHN**
KTAR, Phoenix, Ariz.
- HARRIS, DAVE**
KUBA, Yuma City, Calif.
- HARRIS, JACK**
Tidewater Sports Parade
WSAP, Portsmouth, Va.
- HARRIS, LEE**
KIOA, Des Moines, Iowa
- HARRIS, WALTER**
Sports Preview
KFRC, San Francisco, Calif.
- HARRISON, BOB**
Sports Parade
WHNC, Henderson, N. C.
- HARRISON, JACK**
Sportlites
WLAV, Grand Rapids, Mich.
- HART, BOB**
KPLC, Lake Charles, Pa.
- HARTMAN, ROME**
Sportscope
WIRK, W. Palm Beach, Fla.
- HARVEY TOM**
WVCH, Chester, Pa.
- HARVILLE, CHARLES**
Sports Parade
WLPO, La Salle, Ill.
- HASEL, JOE**
Joe Hasel Sports Show: American Sports Page; Chesterfield Sports Show; Professional Football — N. Y. Giants (ABC).
- HATCH, JACK**
Sportsman
KWEI, Weiser, Ida.
- HATCH, JIM**
WKNE, Keene, N. H.
- HATHORN, ROGER**
KWSL, Lake Charles, La.
- HATTER, WALLY**
Spotlight On Sports
KGB, San Diego, Calif.
- HAWKINS, JACK**
KIUN, Pecos, Tex.
- HAWLEY, DICK**
Sportscastr
WSGN, Birmingham, Ala.
- HAYES, JIM**
Punformation Please
KVOA, Tucson, Ariz.
- HAYES, PAT**
KIRO, Seattle, Wash.
- HAYNES, BOB**
Sports Roundup
KCGQ, San Diego, Calif.
- HEALY, CHUCK**
Sportscope
WKIP, Poughkeepsie, N. Y.
- HEALY, DANIEL**
WGNV, Newburgh, N. Y.
- HEALY, DANIEL**
WBKR, Pittsfield, Mass.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HEDRICK, LEE**
Sportoscope
KATL, Houston, Tex.
- HEILBRONER, LEWIS**
Sports Parade
WCPS, Tarboro, N. C.
- HEISS, BOB**
Sports Flash
WTMJ, Milwaukee, Wis.
- HEISS, BOB**
WTMJ-TV, Milwaukee, Wis.
- HELFER, AL**
WLW-T, Cincinnati, O.
- HEMBY, GORDON**
Sports Memories
WGGG, Gainesville, Fla.
- HEMINGWAY, NORMAN**
Spotlight Sports
WPAR, Parkersburg, W. Va.
- HENDRICKSON, JOHN**
Sportswhirl
KVOC, Casper, Wyo.
- HENRIKSON, LES**
Les & Jim Sports
WCON, Atlanta, Ga.
- HENRY, JOHN**
KVOO, Tulsa, Okla.

Sports Commentators—Radio-Television

- HERMAN, BERNIE**
WSUA, Bloomington, Ind.
- HERRICK, SHERB**
WOKO, Albany, N. Y.
- HERRIN, WELSON**
WCCP, Savannah, Ga.
- HERRINGTON, HIGH**
Latest in Sports
KPXB, Beaumont, Tex.
- HEWEX, IRA I.**
Sportlighting the Spotlight
WHA1, Greenfield, Mass.
- HIBDON, MILTON**
KTRB, Modesto, Calif.
- HICKS, DON**
WCNT, Centralia, Ill.
- HICKS, FLENNK**
KYSM, Mankato, Minn.
- HICKS, TOM**
Sports Roundup, Scores & Stories
WLOH, Princeton, W. Va.
- HEDEMA, JON**
WDLF, Panama City, Fla.
- HIGHAM, LEO**
Sporting Page
KBUH, Brigham City, Utah
- HILL, DON**
WAVE, Louisville, Ky.
- HILL, JERENK**
Highlights in Sports
KDYL, Salt Lake City, Utah
- HILL, JERRY**
Sports Window
KDYL, Salt Lake City, Utah
- HILLISM, HARRY**
Sports Final
WVLN, Olney, Ill.
- HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
- HODGES, RUSS**
The Scoreboard, WABD, New York, N. Y.; WCBS-TV, New York, N. Y.; N. Y. Giants, WMCA.
- HOGAN, TODD**
WATW, Ashland, Wis.
- HOGAN, WILLIS C.**
WSTS, Southern Pines, N. C.
- HOLBROOK, JOSEPH R.**
Sports Review
WPAY, Portsmouth, O.
- HOLDER, EARL**
WNNC, Newton, N. C.
- HOLMAN, HILLY**
WOAP, Owosso, Mich.
- HOLMES, JOHNNY**
KSWM, Joplin, Mo.
- HORNER, JACK**
KSTP, St. Paul, Minneapolis, Minn.
- HORNER, JACK**
KSTP-TV, St. Paul, Minneapolis, Minn.
- HORNING, DUTCH**
Hornin' In On Sports
KSIB, Creston, Iowa
- HORTON, BOB**
WRTM, Mayfield, Ky.
- HORTON, THAD**
WSB-TV, Atlanta, Ga.
- HOOPER, JACK**
Report On Sports
WHGB, Harrisburg, Pa.
- HOOPER, DON**
WJMS, Ironwood, Mich.
- HOPKINS, DON**
WATN Sportsman
WATN Scoreboard
WATN, Watertown, N. Y.
- HOPPER, CLYDE**
Today in Sports, Late Sports
Extras
WRON, Ronceverte, W. Va.
- HOWARD, JOHN**
Sports Highlights
WHJB, Greensburg, Pa.
- HOWARD, TONY**
WTFK, Alexandria, Va.
- HOWRIGAN, CAL**
Sports Review
WTYS, Marianna, Fla.
- HOYT, WAITE**
According to Hoyt
WCPO, Cincinnati, O.
- HUBBEL, RALPH**
WBEN-TV, Buffalo, N. Y.
- HUBER, PAUL**
Preview in Sports
WTVL, Waterville, Me.
- HUFF, WILLIS**
WLBK, Carrollton, Ga.
- HULL, CHUCK**
KPAS, Banning, Calif.
- HUMISTON, HOD**
Sports Roundup
KWHK, Hutchinson, Kans.
- HUNDELY, ED**
WLPM, Suffolk, Va.
- HUNTLEY, MACK**
WJRI, Lenoir, N. C.
- HUSING, TED**
WGMG, New York, N. Y.
- HUSING, TED**
Ted Husing Bandstand, WGMG;
Sports NBC, CBS, ABC.
- HUSTED, DON**
KVWC, Vernon, Tex.
- HUYCHT, AD**
Best Bets
KGY, Olympia, Wash.
- HYDEN, BILL**
KMUS, Muskogee, Okla.
- HYMAN, EDDIE**
KCOR, San Antonio, Tex.
- I —
- INGSTAD, BOB**
KOVV, Valley City, N. D.
- IZZARD, BOB**
KGNC, Amarillo, Tex.
- J —
- JACKSON, BILL**
Sports Review
WGTM, Wilson, N. C.
- JACKSON, JIM**
Sports with Jackson
WKIX, Columbia, S. C.
- JAEGER, JOE**
Sports Parade
KXLE, Ellenburg, Wash.
- JAMES, DENNIS**
Announcer, Emcee, Sportscoaster;
b. Jersey City, N. J., Aug. 24, 1917; ed. Theoter School of Dramatic Arts & Radio; St. Peter's College, B.S.; Bob Hawk Show, CBS; Con You Top This? Song of the Stranger; Lower Q; Television—Cosh & Carry; Sportscoaster (Boxing, Wrestling).
- JAMES, DENNIS**
Boxing & Wrestling
WABD, New York, N. Y.
- JAMES, FRANK**
Reports on Sports
KFYR, Bismarck, N. D.
- JARSTEAD, JOHN**
KBRO, Bremerton, Wash.
- JARVID, BILL J.**
News and Sports
KVBG, Great Bend, Kans.
- JAY, BILL**
WNOX, Knoxville, Tenn.
- JENNINGS, AL**
WCCP, Savannah, Ga.
- JENSEN, RAN**
WKIB, Iron Mountain, Mich.
- JEWELL, TONY**
KIUL, Garden City, Kans.
- JOHNSON, JAKE**
KEBE, Jacksonville, Tex.
- JOHNSON, KEN**
WCBT, Roanoke Rapids, N. C.
- JOHNSON, LEONARD**
WFDF, Flint, Mich.
- JOHNSON, PAUL**
Sports News and Views
WTAG, Worcester, Mass.
- JOHNSON, ROLLIE**
World of Sports
WTCN, Minneapolis-St. Paul, Minn.
- JOHNSON, WARREN**
WFFB, Middletown, O.
- JONAS, PAUL**
Sports Dir., Sports Parade
MBS
- JONES, COACH EARL**
Sports Edition
WFTM, Maysville, Ky.
- JONES, DEL**
KFIO, Spokane, Wash.
- JONES, GORDON**
Sportscope
WVMB, Lemoyne, Pa.
- JONES, J. D.**
KJAM, Vernal, Utah
- JONES, ROBERT L.**
Sports Highlights
WSPR, Springfield, Mass.
- JONES, ROY**
Sports Round-up
WMOG, Covington, Ga.
- JONES, TOM**
World in Sports
WKFS, Alexander City, Ala.
- JORDAN, JOE**
WEMO, Kokomo, Ind.
- JORDAN, MIKE**
WLAT, Conway, S. C.
- JORGENSEN, ROY**
KYUM, Yuma, Ariz.
- JOYCE, JOHNNY**
WPAQ, Mt. Airy, N. C.
- JOYNER, GORDON**
Sports Digest
WMBD, Peoria, Ill.
- JULES, JULIUS**
Sports Roundup
WSBR, Superior, Wis.
- K —
- KAHN, BENNY**
WNDB, Daytona Beach, Fla.
- KALLINGER, PAUL**
Sports Review
KDKL, Del Rio, Tex.
- KANDEL, RAY**
WMON, Montgomery, W. Va.
- KANE, JOHN E.**
Today's Sports
WHEB, Portsmouth, N. H.
- KAUFMAN, SAM**
WVDC, Washington, D. C.
- KAUFER, JAMES**
WKIB, Iron Mountain, Mich.
- KEARCE, CECIL**
WRGA, Rome, Ga.
- KEARNS, CHARLES**
Kearns Korner
WKTY, LaCrosse, Wis.
- KEATING, BILL**
WHYN, Holyoke, Mass.
- KEELER, GENE**
KPHC, Walsenburg, Colo.
- KEENE, BILL**
Time Out for Sports
KBOL, Boulder, Colo.

Sports Commentators—Radio-Television

- KEENE, ROY D., JR.**
WENR-TV, Chicago, Ill.
- KEEP, BARNEY**
Keeping Up with Sports
KEX, Portland, Ore.
- KEHL, TONY**
KOLT, Scottsbluff, Neb.
- KEHOE, JACK**
KOLQ, Reno, Nev.
- KEHOE, PATRICK**
Sports Parade
WMAM, Marinette, Wis.
- KELLEY, BOB**
Parade of Sports
KMPC, Los Angeles, Cal.
- KELLY, DAN**
Sport Tips
KIFI, Idaho Falls, Ida.
- KELLEY, PAT**
Sports Whirl
WSPC, Somerset, Ky.
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KEMPTON, AL**
KBIO, Burley, Ida.
- KENDALL, DEAN**
KRDU, Dinuba, Calif.
- KENDRICK, JIM**
KMA, Shenandoah, Ia.
- KENNESSEY, JED**
KKIN, Visalia, Calif.
- KENNEY, JACK**
World of Sports
WDLB, Marshfield, Wis.
- KERR, DON**
WATV, Newark, N. J.
- KESSLER, GENE**
WCFL, Chicago, Ill.
- KEYES, HIGH**
Batting the Breeze with
High Keys
KSUN, Bisbee, Ariz.
- KICHLINE, RON**
Sport News and Views
WHUM, Reading, Pa.
- KILIAN, JIM**
Sports Closeup
WSCR, Scranton, Pa.
- KILLIAN, MAX**
Headlines in the World of
Sports
WGRV, Greeneville, Tenn.
- KILMER, DON**
Great Moments in Sports
KSUE, Susanville, Calif.
- KILPATRICK, BILL**
Speaking of Sports
WGVA, Geneva, N. Y.
- KINCAID, FRED**
WRR, Dallas, Tex.
- KINDER, DICK**
Spotlight on Sports
WKDK, Newberry, S. C.
- KING, ARTHUR**
Sports News
WEEL, Boston, Mass.
- KING, BILL**
Sports, Scrapbook, Sports
Roundup, Play-by-Play
WTAD, Quincy, Ill.
- KING, DUB**
WTAW, College Station, Tex.
- KING, RALPH**
Speaking of Sports
WIOU, Kokomo, Ind.
- KING, WAYNE**
Today in Sports
KOVG, Valley City, N. D.
- KINNAIRD, JOE**
Sports Director
KCSB, San Bernardino, Calif.
- KIRBY, BILL**
Sporttopics
WDSM, Superior, Wis.
- KIRBY, DOROTHY**
WSB-TV, Atlanta, Ga.
- KIRBY, LEE**
Sports Spotlight
WBT, Charlotte, N. C.
- KLEMP, LLOYD**
On The Side Lines
KDAN, Oroville, Cal.
- KLEY, HERR**
Sports Parade
WHBL, Sheboygan, Wis.
- KLISE, RED**
KHQ, Spokane, Wash.
- KNAPP, JOHN**
Speaking of Sports
WICA, Ashtabula, O.
- KNOX, JAMES**
KICM, Mason City, Ia.
- KOFSKY, MIKE**
Sportshighlights
KVOR, Colorado Springs, Colo.
- KONZ, WALLY**
Football Prophet
KFIZ, Fond Du Lac, Wis.
- KONASA, ANDY**
Sports Bill
WTWT, Stevens Point, Wis.
- KORZELIUS, GENE**
WBNY, Buffalo, N. Y.
- KOTEL, STAN**
Sportsreel
WNVA, Norton, Va.
- KRACHER, JOE**
KOCA, Kilgore, Tex.
- KREBSBACH, CALIE E.**
KGCX, Sidney, Mont.
- KROEN, ED**
WKPA, New Kensington, Pa.
- KURALT, CHARLIE**
Jr. Sports Parade
WAYS, Charlotte, N. C.
- KYLE, FORREST**
Sports Review
KLO, Ogden, Utah

— L —

- LACHENMEIER, RUDY**
Sports Page Final
KGW, Portland, Ore.
- LACKEY, F. E.**
Sportscast
WHOP, Hopkinsville, Ky.
- LAFFON, HAROLD E.**
KSGN, Sanger, Cal.
- LAFRANCHISE, CHARLES**
Sports Forum, Pigskin Pre-
dictions
KPOJ, Portland, Ore.
- LAMBERT, ROGER**
Sports Notebook
KORN, Fremont, Neb.
- LAMEAR**
Sports Slants
KWIL, Albany, Ore.
- LANDAU, DANNY**
Sports Director
WRSR, Cleveland Hgts, O.
- LANDIS, LYLE B.**
Play by Play
WKAI, MaComb, Ill.
- LANDMAN, LOU**
WIBA, Madison, Wis.
- LANGELLA, BEN**
WBHB, Fitzgerald, Ga.
- LANE, BILL**
Bill Lane's Sports Review
WCVB, Bristol, Va.
- LANE, LARRY**
Sport Shots
WHBO, Tampa, Fla.
- LANE, RICHARD**
KTLA, Los Angeles, Calif.
- LANKFORD, JACK**
Sports Mirror
KRIG, Odessa, Tex.
- LANSING, GERRY**
KWTZ, Waco, Tex.
- LARSON, JIMMY**
KIYI, Shelby, Mont.
- LASSEN, LEO**
Sports Page of the Air
KING, Seattle, Wash.
- LAVALLE, JACK**
Sports Roundup
KATE, Albert Lea, Minn.
- LAWRENCE, JOHNNY**
Spotlight Sports
WAYE, Albany, N. Y.
- LAWRENCE, WILLARD**
Sports Resume
WCKB, Dunn, N. C.
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LEAKE, BUS**
The Sports Review
WDNE, Elkins, W. Va.
- LEAMING, JAMES**
Sports Hi-Lights, Great Mo-
ments in Sports
WFPG, Atlantic City, N. J.
- LEBOW, GUY**
Hockey, baseball, football, bos-
ketball, wrestling, boxing, com-
mentaries (WPIX).
- LECIUS, EDWARD**
WOTW, Nashua, N. H.
- LEE, BARNY**
Sports Roundup
WBBC, Flint, Mich.
- LEE BERT**
WMGM, New York, N. Y.
- LEE, BERT**
WHN, New York, N. Y.
- LEE, BERT, JR.**
WMGM, New York, N. Y.
- LEE, BOB**
CKOK, Tulare, Calif.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, ZEB**
Sports Parade
WESY, Asheville, N. C.
- LEIBMAN, NED**
World Of Sports, Sports Di-
rect
KYJC, Medford, Ore.
- LENHARD, BILL**
Sportline
WFUR, Grand Rapids, Mich.
- LENNON, PAUL**
Sports Digest
WTOM, Bloomington, Ind.
- LENOX, JOHN**
Sportscope
KHBG, Okmulgee, Okla.
- LEONARD, LEN**
WHAW, Weston, W. Va.
- LESTER, TOM**
High School Sports Roundup
WBSX, Salem, Mass.
- LEVIN, SAM**
Sports Parade
KSAN, San Francisco, Cal.
- LEWIS, ARNOLD**
WCAX, Burlington, Vt.
- LEWIS, BARNEY**
Play by Play
WLDS, Jacksonville, Ill.
- LEWIS, ED**
Sports Resume, of The Day
KFJX, Grand Junction, Colo.
- LEWIS, LOWELL**
Speaking of Sports
WCPA, Effingham, Ill.
- LIEBBE, SPIKE**
KWPC, Muscatine, Ia.
- LIFEZ, HARRIS**
Sports Parade
WPZ, Lock Haven, Pa.
- LITCHMAN, ART**
Sports Final
KUGN, Eugene, Ore.
- LIVINGSTON, SAM**
Down Sports Avenue
WKYB, Paducah, Ky.

Sports Commentators—Radio-Television

- LLOYD, BOB**
WHBY, Appleton, Wis.
- LLOYD, VINCE**
Sports Digest
WMBD, Peoria, Ill.
- LOMAX, STAN**
Stan Lomax-Sports; WOR, WHN,
New York, N. Y.
- LOMAX, STAN**
WOR, New York, N. Y.
- LORENZ, GEORGE**
Sports Parade
WXRA, Buffalo, N. Y.
- LOWE, WALT**
In The Bleachers
KDSH, Boise, Ida.
- LOWERY, BILL**
WQXI, Atlanta (Buckhead),
Ga.
- LUNDQUIST, ELDON**
WTRC, Elkhart, Ind.
- LUSK, BERNIE**
KROC, Rochester, Minn.
- LYNCH, RALPH**
KSFA, Nacogdoches, Tex.
- Mc —**
- McALEECE, "RED"**
KDTF, Dubuque, Ia.
- McALLISTER, DON**
Sports Time
WBDO, Orlando, Fla.
- McBRIDE, LESTER**
KGLU, Safford, Ariz.
- McCABE, TOM**
Sports Topics, Sports Roundup
KANA, Anaconda, Mont.
- McCALL, JACK**
Sports Hi-Lights
KSYL, Alexandria, La.
- McCANN, ROBERT**
Sports Parade
KBMV, Billings, Mont.
- McCARATHY, CLEM**
NBC
Horse Racing
- McCARATHY, DICK**
Roundup of Sports
WKNY, Kingston, N. Y.
- McCARATHY, JACK**
Boxing
WPIX, New York, N. Y.
Race of the Day, ABC
- McCARATHY, JIM**
On The Sports Scene
WBRE, Wilkes-Barre, Pa.
- McCARATHY, WILLIAM**
WARC, Rochester, N. Y.
- McCARTY, MARSH**
Sports Spectator
WCOM, Parkersburg, W. Va.
- McCLANAHAN, BILL**
KWSL, Lake Charles, La.
- McCLELLAN, ROBERT**
6:15 Sports
KTXL, San Angelo, Tex.
- McCLELLAND, PAUL**
KMO, Hannibal, Mo.
- McCOLGAN, WILLIAM**
WSYB, Rutland, Vt.
- McCRARY, OWELL**
Sports Roundup
KVOL, Lafayette, La.
- McCREARY, MACK**
KEBE, Jacksonville, Tex.
- McCRUM, TOM**
Sports Today
WKJG, Fort Wayne, Ind.
- McCUTCHEON, DON**
Sports Memories
KASH, Eugene, Ore.
- McDONALD, BILL**
WOSH, Oshkosh, Wis.
- McDOWELL, ROY**
WJOI, Florence, Ala.
- McDULIN, WILLIAM C.**
World of Sports
WMOH, Hamilton, O.
- McENANEY, JIM**
WNLC, New London, Conn.
- McFALL, DON**
WTRC, Elkhart, Ind.
- McGILL, MAURY**
WLIO, East Liverpool, O.
- McGRATH, ED**
Duke Sports Show
WSPA, Spartansburg, S. C.
- McINTIRE, CHARLES**
Pigskin Parade
WMBH, Joplin, Mo.
- McINTYRE, JIM**
WINN, Louisville, Ky.
- McKECHNIE, JAMES A.**
Sports'ants
WENE, Endicott, N. Y.
- McKELLAR, DON**
WRMS, Ware, Mass.
- McKERNAN, JOHN**
Maine Sports
WLBZ, Bangor, Me.
- McKENNA, JACK**
Sports Round-Up
WEBC, Duluth, Minn.
- McKINNON, BILL**
Shell Digest
WBNS, Columbus, O.
- McKINNON, BOB**
Sports Roundup
WRPS, Alexander City, Ala.
- McLAIN, DONALD**
Sports of Today
WBGBO, Forest City, N. C.
- McLEAN, JACK**
Sketch Book of Sports
WJPS, Evansville, Ind.
- McLEAN, PHIL**
WJLB, Detroit, Mich.
- McEMORE, MORRIS**
WIOD, Miami, Fla.
- McLENDON, GORDON**
KLPF, Dallas, Tex.
- McLINN, STONEY**
Sports Shots, Sports Parade,
Sports Roundup
WIP, Philadelphia, Pa.
- McMULLEJ, DCK**
Sports Review
KCIL, Houma, La.
- McNALLY, RAY**
KFYO, Lubbock, Tex.
- McNAMARA, LAWRENCE**
WNBC, New Haven, Conn.
- McNEVIN, JOHN**
Spotlighting on Sports
WNDR, Syracuse, N. Y.
- McRAE, JOHN**
Sports Editor
WABI, Bangor, Me.
- M —**
- MacLEAN, JOHN**
Sports Parade
WSAC, Columbus, Ga.
- MacLELLAN, JOHN**
Tennis Topics
WKNY, Kingston, N. Y.
- MacMILLAN, L. H.**
Gulf Sports Reporter
WHEC, Rochester, N. Y.
- MacMULLEN, GEORGE**
WTAL, Tallahassee, Fla.
- MacNEIL, JIM**
MacNeil On Sports
WTSB, Lumberton, N. C.
- MacWILLIAMS, DONALD J.**
WCSH, Portland, Me.
- MACK, CARL**
KSMI, Seminole, Okla.
- MAGRINI, BUD**
Bud Magrini's Previews &
Reviews
KSRO, Santa Rosa, Cal.
- MAGUIRE, THOMAS**
Eastern Shore Sports Round-
up
WCMD, Cambridge, Md.
Deportivas Venerable
- MALONADO, JUAN**
WAPA, San Juan, P. R.
- MANASSEH, PAUL**
Sports Final
KWKH, Shreveport, La.
- MANDERSON, STEVE**
WGAC, Augusta, Ga.
- MANGIN, LES**
WOMT, Manitowoc, Wis.
- MANN, CARL**
The World of Sports
KVET, Austin, Tex.
- MANN, STU**
In The Bleachers
WLOL, Minneapolis, Minn.
- MANNERS, DAVE**
Sports Review, Sports Final
WAPX, Montgomery, Ala.
- MANNING, TOM**
WTAM, Cleveland, O.
- MANNING, TOM**
WNBK, Cleveland, O.
- MAPLES, GRADY**
RTNM, Tucumcari, N. Mex.
- MAPES, WILLIAM A.**
The Sportsman
WMBT, Florence, Ala.
- MARGET, MANNY**
KVOX, Moorhead, Minn.
- MARIANA, NICK**
KXKK, Great Falls, Mont.
- MARK, ERNIE**
WCMW, Canton, O.
- MARIN, HERBERTO**
WNEL, San Juan, P. R.
- MARSH, ROY**
Sports Today
WHLF, South Boston, Va.
- MARSHALL, DICK**
WAGM, Presque Isle, Me.
- MARSHALL, JOHN**
WGRD, Grand Rapids, Mich.
- MARSTON, KEN**
WRSR, Pultaski, Tenn.
- MARTIN, BILL**
Arena Fights
KFOX, Long Beach, Cal.
- MARTIN, BOB**
Sports Column
WFOR, Portland, Me.
- MARTIN, DICK**
Sports Parade
WCM, Ashland, Ky.
- MARTIN, GLEN**
KLZ, Denver, Colo.
- MARTIN, N. R.**
Highlights in Sports
WFNC, Fayetteville, N. C.
- MASON, FRANK**
WSLB, Odensburg, N. Y.
- MASON, JE**
Sports Review
WPLH, Huntington, W. Va.
- MASON, LUTHER**
WISC, Madison, Wis.
- MATTHEWS, TOM**
Radio Sports Page
WFRP, Savannah, Ga.
- MATYAS, JOE**
Speaking Of Sports
WMMT, McMinnville, Tenn.
- MARGINS, BILL**
KSOB, Arkansas City, Kans.
- MAWSON, DICK**
KMVI, Wailuku, Maui, T. H.
- MAXWELL, JOCKO**
WWRL Sports Club
WWRL, New York, N. Y.

Sports Commentators—Radio-Television

- MAY, ROY**
Sports Hi-Lites
WTMV, East St. Louis, Ill.
- MAYER, JACK**
Spotlight On Sports
WALB, Albany, Ga.
- MAYNARD, BILL**
KTTS, Springfield, Mo.
- MAZER, BILL**
Sports Extra
WKBW, Buffalo, N. Y.
- MEADE, WARREN**
Sports Dial
KGYO, Missoula, Mont.
- MEIER, JACK**
WMBS, Uniontown, Pa.
- MENTON, BILL**
The Sportlite
WKRQ, Mobile, Ala.
- MERRILL, WILLIAM**
KMHT, Marshall, Tex.
- MERRIMAN, DON**
Sports Page, Sports Jamboree
WDDL, Olean, N. Y.
- MESKILL, BOB**
Sports Spotlight
WJBC, Bloomington, Ill.
- MEYER, AL**
KPOW, Powell, Wyo.
- MICHELSON, BILL**
KWBW, Hutchinson, Kans.
- MIDDLETON, NORWOOD C.**
The Sportsman
WPUV, Pulaski, Va.
- MILBURN, BOB**
Sports World
KGKL, San Angelo, Tex.
- MILLER, DICK**
KDWT, Stamford, Tex.
- MILLER, DON**
WTOL, Toledo, O.
- MILLER, GEORGE**
WPTR, Albany, N. Y.
- MILLER, JACK**
KGGP, Coffeyville, Kans.
- MILLER, JIM**
Sports News
WQQW, Washington, D. C.
- MILLER, JOHNNY**
WAIR, Winston-Salem, N. C.
- MILLER, PETER**
Sports Scope
KTMN, San Rafael, Cal.
- MILLER, SKIP**
Sports Shorts, Sports Parade
WJSW, Altoona, Pa.
- MILLS, RUSS**
WFOM, Marietta, Ga.
- MILNER, GENE**
Sports Extra
WCAP, Asbury Park, N. J.
- MISTOVICH, MIKE**
KORA, Byran, Tex.
- MITCHELL, DON**
KGYW, Vallejo, Cal.
- MITCHELL, H. I.**
Seeing Red With Mitchell
KSLG, Crawley, La.
- MITCHELL, JIM**
Sports Review
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
Special Sports Features
KSYL, Alexandria, La.
- MITCHELL, WALTER**
Sports Today
WADE, Wadesboro, N. C.
- MITTAN, RAY**
Sporting News of the Day
WHFB, Benton Harbor, Mich.
- MOFIELD, RAY**
Football Forecast
WPAD, Paducah, Ky.
- MOLEN, SAM**
Sports Highlights, & Parade of Sports
KMBC, Kansas City, Mo.
- MOLEN, SAM**
KFRM, Kansas City, Mo.
- MOLINARO, LAWRENCE**
WNAR, Norristown, Pa.
- MONKMAN, ROBERT**
WRJN, Racine, Wis.
- MONROE, BOB**
Great Moments in Sports
WFTL, Ft. Lauderdale, Fla.
- MOONEY, GEORGE**
Mikes Eye View of Sports
WHHM, Memphis, Tenn.
- MOORE, BILL**
Play-by-Play
WNJR, Newark, N. J.
- MOORHEAD, TOM**
WPIL, Philadelphia, Pa.
- MCORHEAD, TOM**
WPIL-TV Philadelphia, Pa.
- MOREHOUSE, ERNIE**
WASK, Lafayette, Ind.
- MORGAN, ED**
KBON, Omaha, Neb.
- MORGAN, HANK**
Sports Review, Sports Preview, Sports Scoreboard
WNOA, Raleigh, N. C.
- MORGAN, RAY**
WWDG, Washington, D. C.
- MORRIS, ALLAN**
WNLC, New London, Conn.
- MORRIS, BOB**
KBRL, McCook, Neb.
- MORSE, RALPH**
Sports News
WEEL, Boston, Mass.
- MOTLEY, RAYMOND**
World of Sports
WMOH, Hamilton, O.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MULBERN, PAT**
Sports Review
WRDW, Augusta, Ga.
- MULLINAX, ED**
WLAG, LaGrange, Ga.
- MULVEY, DANIEL**
WVAZ, New Haven, Conn.
- MURDOCK, HOWARD**
WIMS, Michigan City, Ind.
- MURPHEY, BOB**
Sports Extra
KOMA, Oklahoma City, Okla.
- MURPHEY, BILL**
WCCC, Hartford, Conn.
- MURPHY, BOB**
Sports Column of the Air
WJR, Detroit, Mich.
- MURPHY, JACK**
Sports Flashback
KWRZ, Flagstaff, Ariz.
- MURPHY, WENDELL**
Sports Page
WMGA, Moultrie, Ga.
- MURREL, BUDDY**
KLCN, Blytheville, Ark.
- MURRAY, DON**
Spotlight on Sports
WDBJ, Roanoke, Va.
- MURRAY, JAMES**
Wwon, Woonsocket, R. I.
- MUZZY, JIM**
Today's Sports Today, Sports Whirl
WBBC, Canton, O.
- N —
- NABORS, PAT**
Sports Review
WSOC, Charlotte, N. C.
- NAGLER, AL**
WJBK, Detroit, Mich.
- NAGLER, AL**
WJBK-TV, Detroit, Mich.
- NANIA, JOHN**
Sports Review, Sports Memories
WALL, Middletown, N. Y.
- NASH, BOB**
Sports In Revue
KDSH, Boise, Ida.
- NASH, HARRY**
Sports in the News
WNJR, Newark, N. J.
- NASON, RICHARD E.**
Sports Reviews, Sports Final
WJIM, Lansing, Mich.
- NASSAU, ROY**
WLTR, Bloomsburg, Pa.
- NATION, HIRSCHHEL**
Sports Hour
WOGC, Chattanooga, Tenn.
- NEAL, BOB**
Sports in Shorts
WGAR, Cleveland, O.
- NEAL, DON**
Sports Review
KWLK, Longview, Wash.
- NEINAN, CHUCK**
WDLB, Marshfield, Wis.
- NELSON, CARL**
WTMJ-TV, Milwaukee, Wis.
- NELSON, CARL**
Gridiron Parade
WCMJ, Milwaukee, Wis.
- NELSON, JOHN W., Jr.**
WESB, Bradford, Pa.
- NELSON, LINDSEY**
Sports Tour
WKGK, Knoxville, Tenn.
- NELSON, PAUL**
Sports Whirl
KDGE, Fergus Falls, Minn.
- NESPER, PAUL**
Sports in Brief
WMOA, Marietta, O.
- NEW, JIMMY**
Jimmy New's Sport Show
- NEWCOMB, CHARLIE**
WBHE, Cartersville, Ga.
The Sports WORD
WORD, Spartanburg, S. C.
- NEWELL, HAL**
WBKA, Brockton, Mass.
- NEWKIRK, BILL**
6:30 Special
KATL, Houston, Tex.
- NEWSOME, L. A., Jr.**
KENO, Las Vegas, Nev.
- NICHOLS, DENO**
Sports Parade
KLRA, Little Rock, Ark.
- NICHOLSON, JOHN**
Sports Special
WTMC, Ocala, Fla.
- NIELSON, WALT**
WCCC, Hartford, Conn.
- NINEMIRE, WES**
Sports Headlines & Highlights
KRHD, Duncan, Okla.
- NOLAN, HARRY**
Sports Review
WJBW, New Orleans, La.
- NORMAN, JAY**
World of Sports
WIGM, Medford, Wis.
- NORMAN, NEIL**
Sports Review
WIL, St. Louis, Mo.
- NORMANDINE, MICHEL**
CKAC, Montreal, Que.
- NORWIG, GEORGE**
WSSC, Charleston, S. C.
- NOVAK, JAY**
KOKO, La Junta, Colo.
- NORVELL, CASKEY**
WINC, Winchester, Va.

Sports Commentators—Radio-Television



O'BRIEN, DON
KIOA, Des Moines, Iowa

O'BRIEN, GENE
Sports Briefs
KISD, Sioux Falls, S. D.

O'BRIEN, SHERRY
Sports Show
WDAS, Philadelphia, Pa.

O'BRIEN, TOMMY
KTRM, Beaumont, Tex.

O'BYRNE, JOE
KYW, Philadelphia, Pa.

O'CONNOR, TOM
WBIZ, Eau Claire, Wis.

O'DONNELL, BILL
Parade of Sports
WJPF, Herrin, Ill.

O'DONNELL, BILL
WIBX Sports Trail
WIBX, Utica, N. Y.

O'HALLERAN, PAT
Forecast—Cascade Sports
KPQ, Wenatchee, Wash.

OLIVER, GERRY
Prophet
KSUE, Susanville, Cal.

OLSON, DAN
KDEC, Decorah, Iowa

O'MALLEY, CHICK
Sports Matinee
WACE, Chicopee, Mass.

O'NEIL, EUGENE
WWON, Woonsocket, R. I.

O'NEILL, LOU
Sports Time
WWRL, New York, N. Y.

ORNEST, STAN
Sportscast
WGBS, Miami, Fla.

O'ROURKE, BERNIE
Sports With O'Rourke
WMMW, Meriden, Conn.

ORR, BILL
Behind Sports Page
WICY, Malone, N. Y.

ORUM, BILL
Sports Review
WEW, St. Louis, Mo.

OSBORNE, GENE
Sports Extra
WQUA, Moline, Ill.

OSTROFF, SGT. BILL
Sports Quiz
WMBM, Miami Beach, Fla.

OSTROFF, JEFF
WHAT, Philadelphia, Pa.

O'SULLIVAN, TIM
Story Of Sports
WGL, Fort Wayne, Ind.

OVEBON, DAVE
Sports Review
WBRC, Birmingham, Ala.

OWENS, DICK
Speaking Of Sports
WISL, Shamokin, Pa.



PACKARD, CHARLES
Sports Album
KSWI, Council Bluffs, Iowa

PAGE, ELIOT
Page on Sports
WWSR, St. Albans, Vt.

PAGE, JOHN
Paging Sports
WCSS, Amsterdam, N. Y.

PAIGE, CARL
KRAM, Las Vegas, Nev.

PARADY, BILL
KCKY, Coolidge, Ariz.

PARADY, BILL
Along Sport Trail
KCKY, Coolidge, Ariz.

PARKER, FRANK
The Sportsman
WCLE, Clearwater, Fla.

PARKER, VIRGIL
Sports Revue
KORE, Eugene, Ore.

PARKES, HAL
Sports Sparks
KOLE, Port Arthur, Tex.

PARKS, DEL
The Sports Trail
WAMS, Wilmington, Del.

PARSLEY, BILL
KSEL, Lubbock, Tex.

PARSONS, MARSHALL
Parsons' Sports
WQAM, Miami, Fla.

PARTON, RED
Sportscoop
WOLF, Syracuse, N. Y.

PASS, NOEL
Sports Spotlight
WKAY, Glasgow, Ky.

PASSAGE, GEORGE
WRVA, Richmond, Va.

PASSE, LOEL
World Of Sports
WTNB, Birmingham, Ala.

PATASHNICK, HY
Sports Lowdown
WKOI, North Adams, Mass.

PATRICK, VAN
Strictly Sports
WGAR, Cleveland, O.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PAULL, ED
WCED, Dubois, Pa.

PAULOS, BOB
WOKZ, Alton, Ill.

PAYNE, LOYD
Sportscope
WDXB, Chattanooga, Tenn.

PECK, AL
Strikes & Sparaes
KROS, Clinton, Iowa

PECK, C. W.
KRUL, Corvallis, O.

PEIRCE, PETE
World Of Sports
WBCC, Bethesda-Chevy Chase, Md.

PENDLEY, GEORGE
WGGG, Gainesville, Ga.

PENFIELD, ADDISON
Sports Report
WENY, Rochester, N. Y.

PEPE, JOHNNY
Sports Review
WPIC, Sharon, Pa.

PERICOLA, FRANK
Sports Spotlight
WEAR, Pensacola, Fla.

PERKINS, GLEN
Sports Review
KANS, Wichita, Kans.

PERRY, BUSH
Sports Parade
WRHP, Tallahassee, Fla.

PERRY, KEN
Hemm's Sportscaast, Campus
Sportscaast
KFKA, Greeley, Colo.

PETERS, JAY
KONO, San Antonio, Tex.

PETERS, KEN
Cal. League Baseball
KTMS, Santa Barbara, Cal.

PETERSEN, HARRY
KOTA, Rapid City, S. D.

PETERSON, EDDY
Sportscaast
KSUB, Cedar City, Utah

PETERSON, JOHNNY
KWAK, Stuttgart, Ark.

PHILBIN, ROBERT
WJOL, Joliet, Ill.

PHILLIPS, CONRAD
Sports Time
WGIV, Charlotte, N. C.

PHILLIPS, DAVE
Sports Final
WHAW, Weston, W. Va.

PHILLIPA, PAT
KGCU, Mandan, N. D.

PIERRO, LOUIS
Scores & Sidelights
WHUC, Hudson, N. Y.

PIERSON, BILL
Sports Corner
WHKK, Akron, O.

PIKE, DICK
Sportscope
WKNX, Saginaw, Mich.

PETTENGER, DICK
Sports Headlines, Scoreboard
WFBI, Indianapolis, Ind.

PITZER, JULIAN
WMIK, Middlesboro, Ky.

PLATTS, GEORGE
KLIX, Twin Falls, Ida.

POPE, BILL
Daily Sports News
WJTR, Albany, N. Y.

POPE, BILL
Sports Front
WENY, Elmira, N. Y.

POPPER, JACK
WJOB, Hammond, Ind.

PORTER, WINSLOW
Sports Review
WINC, Winchester, Va.

POSENKE, BRAD
Game Time Rhythms,
Hickory House
WNMP, Evanston, Ill.

POSEY, HORACE
Sports News
WWNC, Asheville, N. C.

POUCHER, WAYNE
Looking at Sports
WUSN, Charleston, S. C.

POWERS, DENNIS
WTND, Orangeburg, S. C.

PRATER, GENE
Sportscaast
KTJS, Hobart, Okla.

PRATT, RICK
WELI, New Haven, Conn.

PRESTON, LEW
Sports Highlights, Casting
About
KVAI, Amarillo, Tex.

PRESTON, V. M.
KASA, Elk City, Okla.

PREUSS, RUSS
Sportscaast
KTTR, Rolla, Mo.

PRICE, DAN
Sports Events
WFTW, Fort Wayne, Ind.

RICHARD, BOB
Your Sports Parade, Pigskin
Pickers, Wildcat Rally Dragon
Rally
KPLT, Paris, Tex.

RICHARD, CHUCK
Sportsgraphs
KWRO, Coquille, Ore.

PRINCE, BOB
Case Of Sports
WJAS, Pittsburgh, Pa.

PROCTOR, BOB
Sports Parade
WLBJ, Bowling Green, Ky.

PROVINE, BOB
Keystone Sports Review
WKNA, Charleston, W. Va.

PRYOR, BILL
Spotlight on Sports
WBNF, Binghamton, N. Y.

PYLE, JACK
Sports World Today
WLAC, Nashville, Tenn.

Sports Commentators—Radio-Television

PYNE, JOE
WVCH, Chester, Pa.

— Q —

QUADE, WARREN
Sports Parade
KCOY, Santa Maria, Cal.
QUIGLEY, E. C.
Ernie Quigley's Sports
WBWB, Topeka, Kans.
QUINN, JACK
WDZ, Tuscola, Ill.
QUINN, RAY
Spot-Lite On Sports
WBKA, Brockton, Mass.

— R —

RAEBURN, JOHNNY
Sports Special
WMIX, Mt. Vernon, Ill.
RAMOS, CARMONA
WR1A, Caguas, P. R.
RAND, TED
Play By Play
KDRS, Paragould, Ark.
RANGER, JIM
KFSM, San Mateo, Cal.
RATCLIFF, BILL
Sports Hi-Lights
KROY, Sacramento, Cal.
RAY, LARRY
KCKN, Kansas City, Kans.
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
RAYMOND, JACK
Sports Parade
WISN, Milwaukee, Wis.
REED, BILL
Sports Scrapbook
KYOU, Greeley, Colo.
REED, DON
WJAC, Norfolk, Neb.
REED, PAT
Regal Sports Parade
KIOX, Bay City, Tex.
REED, RED
Sports Parade
WHKP, Hendersonville, N. C.
REESE, JAMES E.
Sports Review
WWWB, Jasper, Ala.
REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REEVES, GEORGE
WNN, Louisville, Ky.
REEVES, GRADY
WFUN, Huntsville, Ala.
REEVES, JACK
KUOA, Siloam Springs, Ark.
REGAN, TOM
Your Fishcaster
KFOX, Long Beach, Cal.
REID, JIM
WPTF, Raleigh, N. C.
REILLY, ED
Sports Parade
WGAA, Cedartown, Ga.
REITH, HARRY
Man About Town
WKST, New Castle, Pa.
REMAND, OLLIE
Grand Prize Sports Review
KEPO, El Paso, Tex.
RAQUARD, JAY
American Sports Parade
WSD, Baltimore, Md.
REYNOLDS, LEO
Sports Spotlight
KRBC, Abilene, Tex.
REYNOLDS, FRANK
6:30 Final
WJOB, Hammond, Ind.

REYNOLDS, ROBERT F.
Spotlight on Sports, Hats Off
Today
WTAC, Flint, Mich.
REX, JOE
WLOK, Lima, O.
RHODES, DICK
WAYB, Waynesboro, Va.
RICO, VALENTINE WILLIAM
WVJP, Caguas, P. R.
RIED, PAUL
Sports Parade
WKLF, Clanton, Ala.
RIGBY, LOEHR
KPAS, Banning, Cal.
RILEY, HARRY
Riley Reports the Sports
WVWV, Fairmont, W. Va.
RIND, JULES
WPEN, Philadelphia, Pa.
ROBERT, HARRY
KYW, Philadelphia, Pa.
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, DONALD
The Sportlight
KDB, Santa Barbara, Cal.
ROBERTS, JACK
KHUZ, Borger, Tex.
ROBERTS, JUD
EGFL, Roswell, N. Mex.
ROBERTS, LARRY
Sports Summary
WHB, Kansas City, Mo.
ROBERTSON, STUART
KDLR, Devils Lake, N. D.
ROBEY, HARRY
Sports Whirl
KHUB, Watsonville, Cal.
ROBINSON, JACKIE
WMCA, New York, N. Y.
ROBINSON, WAYNE
KQOW, Littlefield, Tex.
ROCHE, DICK
Sports Round-up
WMOC, Covington, Ga.
ROCKER, KEITH
WNEZ, Saranac Lake, N. Y.
Sports Roundup
RODSTROM, LLOYD
KRKO, Everett, Wash.
ROGERS, RALPH
Spotlighting Sports
KSJO, San Jose, Cal.
ROLLINS, CHAP
KAGH, Pasadena, Cal.
ROMANCE, EDWARD
WPPA, Pottsville, Pa.
ROPER, CLAUDE
Fanfare
KDRS, Paragould, Ark.
ROPER, PAUL
KWPB, West Plains, Mo.
ROPP, JOHNNY
Sports Review
WKIX, Columbia, S. C.
ROSE, BOB
Sports Parade
WDXB, Chattanooga, N. C.
ROSSETT, DICK
WCMW, Canton, O.
ROTH, BOB
WLEE, Richmond, Va.
ROVINSON, MAX
WKBW, Buffalo, N. Y.
ROWE, DAVE
Along Sports Rowe
KSEI, Pocatello, Ida.
ROWLANDS, HUGH
Sports Spotlight, Speaking of
Sports
WOBT, Rhinelander, Wis.
RUBIO, FERNANDO
Southern Select Sports
KCOB, San Antonio, Tex.
RUE, JIM
KVOE, Santa Anna, Cal.

RUSSEL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Tex.
RUSSELL, EARLE
Baseball
KXOB, Stockton, Cal.
RUSSELL, PAUL
Sports Mike
WHBS, Huntsville, Ala.
RUST, BILL
Sports Hi Lites
KGVL, Greenville, Tex.
RYAN, NED
WHEEN, Syracuse, N. Y.
RYAN, PAT
Spotlight Sports
WABY, Albany, N. Y.
RYAN, WILLIAM III
Sports Billboard
WESA, Charleston, Pa.

— S —

SAGGAU, TIP
Sports Parade
WOW, Omaha, Neb.
SAIDT, H. L.
Sport Shots
WBUD, Morrisville, Pa.
SALSBURG, JOE
WARM, Scranton, Pa.
SALTER, ELMER G.
Sportswhirl
WAUD, Auburn, Ala.
SANBORN, ARNIE
Sports Shorts
KPKW, Pasco, Wash.
SANDERS, CHRIS
KOVO, Provo, Utah
SANDERS, GERRY
WEWO, Laurinburg, N. C.
SANDERS, HUGH
ABC Sports Review
KITO, San Bernardino, Cal.
SANDLER, JACK
Sports Trail
KOWH, Omaha, Neb.
SANDY, MIKE
WGAT, Utica, N. Y.
SANFORD, BUD
Speaking of Sports
WFTL, Ft. Lauderdale, Fla.
SANFORD, CHARLES R.
WGUY, Bangor, Me.
SANFORD, PHIL
Sports Parade
WTHH, Port Huron, Mich.
SARTRAIN, J. L., Jr.
WWWB, Jasper, Ala.
SAUNDERS, ERNIE
Sport Page of the Air
WCHS, Charleston, W. Va.
SAVAGE, BOB
KTAQ, Green Bay, Wis.
SAVAGE, GUY
Sports Parade
KLEE, Houston, Tex.
SAWYER, TOM
WDBO, Orlando, Fla.
SAYLES, FRED
WATV, Newark, N. J.
SCEARCE, BOB
Jax Sports Review, Fishermen's Corner
WJBO, Baton Rouge, La.
SCHAEFER, JOE
Speaking Of Sports
WCRO, Johnstown, Pa.
SCHAPP, MORTY
This Sports World
WBBS, Burlington, N. C.
SCHERE, JOSEPH
KGHF, Pueblo, Colo.
SCHILLING, FRED
Sports Parade
WFOY, St. Augustine, Fla.

Sports Commentators—Radio-Television

- SCHINDLER, CARL**
Western Sportsman
KOOS, Coos Bay, Ore.
- SCHLEIFER, KEN**
Sport Spotlight
WBYS, Canton, Ill.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHROEDER, PAUL**
Sports Parade
WIMS, Michigan City, Ind.
- SCOTT, BOB**
Sports Chat
WSJS, Winston-Salem, N. C.
- SCOTT, DAVID**
WKNB, New Britain, Conn.
- SCOTT, HAROLD**
Today in Sports
WJAC, Johnstown, Pa.
- SCOTT, MARK**
Sports Parade, Sports Scope,
Baseball
WLOW, Norfolk, Va.
- SCOTT, RAY**
Do You Know Football
WCAE, Pittsburgh, Pa.
- SEARLES, NEIL**
Sports Page
WFOX, Milwaukee, Wis.
- SEARS, BILL**
WCAU-TV, Philadelphia, Pa.
- SEAVEY, CECIL**
Sports News
KGEM, Boise, Ida.
- SEAVEY, SAM**
Sam Seavey's Sports
WVNH, Rochester, N. Y.
- SEELY, DOYLE**
Spotlight on Sports
KWIN, Ashland, Ore.
- SELLERS, BILL**
WCEC, Rocky Mount, N. C.
- SELLEY, ART**
WBAC, Cleveland, Tenn.
- SHADDOX, LEON**
Sportscast
KHOZ, Harrison, Ark.
- SHAFFER, BUD**
KWBW, Hutchinson, Kans.
- SHAFFER, FRED**
Corner On Sports
WSBA, York, Pa.
- SHAFFER, MAX**
Inside on Sports
WDAN, Danville, Ill.
- SHANNON, GEORGE**
Sports in Brief
WTOK, Meridian, Miss.
- SHARP, DON**
WINK, Fort Myers, Fla.
- SHARPE, ED**
WOBs, Jacksonville, Fla.
- SHAW, DAVE**
KRNO Sports-Show
KRNO, San Bernardino, Cal.
- SHAW, ERNIE**
Sports On Parade
WGGG, Gainesville, Fla.
- SHAW, ERNIE**
WMBR, Jacksonville, Fla.
- SHELTON, FLOYD**
Sportscope
KSTA, Colesman, Tex.
- SHELTON, JIM**
Sports Review
WMOX, Meridian, Miss.
- SHENKEL, CHRISTOPHER**
WFCL, Pawtucket, R. I.
- SHEPARD, STEVE**
Sportscope
KEJO, Pocatello, Ida.
- SHEPHERD, CHARLIE**
Sports Parade
WDUK, Durham, N. C.
- SHEPHERD, WILLIAM**
WVGS, Tifton, Ga.
- SHERIDAN, LEE**
Sports Review
WFIG, Sumter, S. C.
- SHERMAN, BUD**
Todays Sports
WBAP, Fort Worth, Tex.
- SHERMAN, BUD**
WBAP-TV, Fort Worth, Tex.
- SHERMAN, DEAN**
Sports Hi-Lites
WDGTV, Minneapolis, Minn.
- SHELDON, STEVE**
Sports Angles & Sports
Reports
WDOS, Oneonta, N. Y.
- SHIVLEY, DICK**
Sports Review & Preview
WGBF, Evansville, Ind.
- SHUDD, ROY**
WTOW, Albany, N. Y.
- SHUMATE, GENE**
KWRN, Reno, Nev.
- SHIBERT, DICK**
Report on Sports
WTCN, Minneapolis-St. Paul,
Minn.
- SILKE, PAUL**
WTCJ, Tell City, Ind.
- SILVER, JULIAN**
Ruppert Roundup
WDAR, Savannah, Ga.
- SIMPSON, JIM**
WARK, Hagerstown, Md.
- SIMPSON, JIMMY**
Sportspage of the Air
WMRC, Greenville, S. C.
- SIMPSON, NORMAN**
WVOD, Lynchburg, Va.
- SIMPSON, WOODY**
Woody's Sports Shots
WJNC, Jacksonville, N. C.
- SIMS, FRANK**
KSMN, Mason City, Iowa
- SINCLAIR, CLINT**
Sports Roundup
KSEM, Moses Lake, Wash.
- SINGER, LAM**
WMLQ, Milwaukee, Wis.
- SINGLE, ERWIN**
Soccer News
WVRL, New York, N. Y.
- SINOT, ROY W.**
Sports of All Sports
KOPP, Ogden, Utah
- SISSON, JOHNNY**
WERD, Atlanta, Ga.
- SIZOO, ROGER**
Sizoo Sports Reports
KTRE, Lufkin, Tex.
- SKINNER, DAVE**
White Cross Scoreboard
KKNW, Wenatchee, Wash.
- SKIRVIN, MAX**
WSUA, Bloomington, Ind.
- SLATER, BILL**
Football & Baseball
WABD, New York, N. Y.
- SLATER, MANNING**
Good Morning Sports, Good
Afternoon, etc.
WLIZ, Bridgeport, Conn.
- SLATER, SAM**
Sports Final
WPAR, Parkersburg, W. Va.
- SLATTERY, BILL**
WNAX, Yankton, S. D.
- SMALL, WILBER**
Metropolitan Voice of Sports
KWIK, Burbank, Cal.
- SMALLWOOD, JIM**
Sports Review
WEEK, Peoria, Ill.
- SMITH, BILL**
Sports Parade
WMFR, High Point, N. C.
- SMITH, BOB**
Sports Review
WOOD, Grand Rapids, Mich.
- SMITH, DICK**
Sports Roundup
WHB, Kansas City, Mo.
- SMITH, FRANK M.**
KHUM, Eureka, Calif.
- SMITH, JACK**
Sports Special
WDRB, Hartford, Conn.
- SMITH, LEE**
Sports Page
WACE, Chicopee, Mass.
- SMITH, LEE**
WNAC-TV, Boston, Mass.
- SMITH, RUSS**
Sports Special
KLPB, Minot, N. D.
- SMITH, TED A.**
KWRC, Pendleton, Ore.
- SNYDER, JOE**
Sports Parade
WJEJ, Jackson, Md.
- SOBRERO, FRANK**
KROW, Oakland, Calif.
- SORRELL, BILL**
WGGF, Kalamazoo, Mich.
- SOUDEN, FRANK**
News & Sports Final
WXGI, Richmond, Va.
- SPARTLIN, BOB**
KCSJ, Pueblo, Colo.
- SPELL, BILL**
Cheerful Earful
WJLL, Jackson, Miss.
- SPENCER, MILTON**
Sports Roundup
WFLA, Tampa, Fla.
- SPOKES, AL**
Reports In Sports
WJOY, Burlington, Vt.
- SPRAGUE, ED**
WCOL, Columbus, O.
- SQUIRES, SANDY**
Play by Play
WDOS, Oneonta, N. Y.
- STANLEY, LARRY**
KFH, Wichita, Kans.
- STANTON, PETER**
Sports Page of Air
WJPA, Washington, Pa.
- STARK, DOLLY**
WCBS-TV, New York, N. Y.
- STAUFFER, LEROY**
Speaking of Sports
WCPA, Clearfield, Pa.
- STEARNS, WILLIAM**
What's New In Sports
WHEB, Portsmouth, N. H.
- STEELE, BILL**
KFMB, San Diego, Cal.
- STEELE, BOB**
WTC, Hartford, Conn.
- STEELMAN, BOB**
KOIL, Omaha, Neb.
- STEER, PHIL**
WVCH, Chester, Pa.
- STEMMLER, NICK**
Sports Director
WRUN, Utica, N. Y.
- STENSTROM, JULIAN**
Sports Parade
WTRR, Sanford, Fla.
- STERN, BILL**
NBC, Colgate Sports Newsreel
of the Air
WNBC Sports Director
- STERN, BILL**
Sports Spotlite, Sport Shorts
WHYU, Newport News, Va.
- STERRETT, ROBERT**
In The Sportlight
WTON, Staunton, Va.
- STEVENS, C.**
KVOE, Santa Anna, Cal.

Sports Commentators—Radio-Television

STEVENS, JACK
WLAW, Lawrence, Mass.

STEVENS, RALPH
Sports Review
WTMA, Charleston, S. C.

STEWART, M. D., Sr.
KNET, Palestine, Tex.

STIRRAI, BOB
Sports in Review
WGBB, Freeport, N. Y.

STODDARD, KENT
Sportscast
WMRN, Marion, O.

STONE, VIRGIL E.
KGKB, Tyler, Tex.

STOREY, BOB
Sports Page of the Air
KSDN, Aberdeen, S. D.

STOUT, ALEN
WROL, Knoxville, Tenn.

STREET, MALCOLM
Patty Sports Parade
WHMA, Anniston, Ala.

STRETTMAN, J. P.
Fish and Game
WTYS, Marianna, Fla.

STRICKLAND, ARVIN
KWPM, West Plains, Mo.

STRINE, EARL
Lyon's Sports
WCHA, Chambersburg, Pa.

SULLIVAN, CHARLEY
Late Sports News
WMC, Memphis, Tenn.

SULLIVAN, GENE
The Wise Old Owl of Sports
KEEQ, St. Joseph, Mo.

SUTHERLAND, BILL
Sports Reel
WCAE, Pittsburgh, Pa.

SUTTON, CLARK
KYOU, Greeley, Colo.

SWANSON, BOB
Sports Roundup
WCAM, Camden, N. J.

SWEENEY, B. J.
WHKC, Columbus, O.

SWEENEY, WILLIAM
Bill Sweeney Sports
WNEB, Worcester, Mass.

SYMES, BILL
KTSL, Hollywood, Cal.

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TANBER, DOUG
Sports Tab
WTOG, Toledo, O.

TAPLER, VINCE
Sportscope
WTPR, Paris, Tenn.

TATE, ART
WBSR, Pensacola, Fla.

TATE, VERNER
WFBC, Greenville, S. C.

TAUB, SAM
WJGM, New York, N. Y.

TAYLOR, JACK
Sports Highlights
WHIS, Bluefield, W. Va.

TEMPLETON, DICK
Sports Page of the Air
KFRC, San Francisco, Cal.

TERFLEER, RICHARD
Sports Review
WCKB, Dunn, N. C.

TERRY, BILL
WAGA-TV, Atlanta, Ga.

TERWEY, TYS
Sports Highlights
WBIR, Knoxville, Tenn.

THACKER, JIM
WSON, Henderson, Ky.

THARP, BOB
Sports Parade
KVIC, Victoria, Tex.

THERRINGER, GEORGE
Sports Roundup
WRBL, Columbus, Ga.

THOMAS, ED
WOMT, Manitowoc, Wis.

THOMAS, HORACE
Area Sports
WCPA, Clearfield, Pa.

THOMPSON, BOB
KWSL, Lake Charles, La.

THOMPSON, IAL
Sports Headlines
KFJZ, Fort Worth, Tex.

THOMPSON, JIMMY
WJLL, Niagara Falls, N. Y.

THORNBERGH, RED
WLW-TV, Cincinnati, O.

THORNTON, HARRY
WAGG, Chattanooga, Tenn.

THORNTON, WAYNE
KSUE, Susanville, Cal.

THURMAN, JOHNNIE
KPET, Lamesa, Tex.

TIGHE, AL
KMHL, Marshall, Minn.

TOAL, FRANK
Sports Roundup
WARD, Johnstown, Pa.

TOEBE, JAMES
Sports Parade
KSGM, Ste., Genevieve, Mo.

TOSTI, PHIL
World of Sports
WKAL, Rome-Utica, N. Y.

TOWNSEND, CLET
Sport Spotlight
WCAW, Charleston, W. Va.

TRANER, CHARLES
WNAE, Warren, Pa.

TRAVIS, BILL
WTUX, Wilmington, Del.

TRAYNOR, HAROLD
KQV, Pittsburgh, Pa.

TREDWAY, BILL
Sports Today
KIJV, Huron, S. D.

TRIMBLE, JOHN
Sports Roundup
WBT, Charlotte, N. C.

TROUT, LARRY
Sports
KWFC, Hot Springs, Ark.

TROUT, LARRY
Sports Whirl
KWFC, Hot Springs, Ark.

TRUESDALE, LARRY
Sports Trail
WMNB, North Adams, Mass.

TRUITT, ROLLIE
Sports Air-ena
KWJJ, Portland, Ore.

TSCHUDI, LOU
Sports Parade
WING, Dayton, O.

TSCHUMY, GEORGE J., Jr.
Today In Sports
KTKR, Taft, Cal.

TUCKER, JINX
WACO, Waco, Tex.

TUCKER, JOE
Sports Special, BC Sports Re-
view, Garden Sports Parade
WWSW, Pittsburgh, Pa.

TUCKER, TOMMY
Sports Spotlight
WDAK, Columbus, Ga.

TUNBULL, BEN
Sport Review
WMSA, Massena, N. Y.

TURNER, AL
KLIF, Dallas, Tex.

TURNER, BOB
"Bob Turner, Sports"
WHAM, Rochester, N. Y.

TURNER, JIM
KOGT, Orange, Tex.

TYLER, WAYNE
World of Sports
WLVA, Lynchburg, Va.

TYSON, E. L.
WWJ-TV, Detroit, Mich.

TYSON, T. E. L.
WWJ, Detroit, Mich.

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UFER, BOB
Along the Sports Sidelines
WPAQ, Ann Arbor, Mich.

ULBRUCH, RAY
Sports Review, Sports Special
WSOO, Sault Ste. Marie, Mich.

ULRICH, MAX
WEOL, Elyria, O.

UMBACH, BOB
Sports Review
WJLD, Bessemer, Ala.

UNGER, DICK
WENK, Union City, Tenn.

UPSON, KEITH
Sports
KIND, Independence, Kans.

UTPEN, JIM
KILO, Grand Forks, N. D.

— V —

VACKNER, CHARLIE
WBX, New York, N. Y.

VAGNER, JACK
KRAL, Rawlins, Mo.

VAILE, ROLAND
In the Spotlight
KCMJ, Palm Springs, Cal.

VALENTI, FRANK
Sports Camera, Sports Review,
Madison Square Garden Fights,
Football, Major League Base-
ball
KULA, Honolulu, T. H.

VAN HORNE, BILL
Sports Parade
WTRF, Bellaire, O.

VAN SLYKE, HARRY
KNAF, Fredericksburg, Tex.

VAN VELZER, DONALD K.
Sports Page of the Air
KROX, Crookston, Minn.

VASQUEZ, PEDRO
Deportivas Northcoast
WAPA, San Juan, P. R.

VENCH, BOB
WCIL, Carbondale, Ill.

VESTRO, AL
Sports Extra
WTOR, Torrington, Conn.

VOGEL, ART
KRNT, Des Moines, Iowa

VRATIS, SOCS
KOLE, Port Arthur, Tex.

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WAGNER, BOB
Sports News
WHZ, Zanesville, Ohio

WAGNER, JAY
WLEC, Sandusky, O.

WAITE, DAVID L.
Roundup of Sports
KVAN, Vancouver, Wash.

WAKEMAN, TONY
All Sports Parade
WWDC, Washington, D. C.

WALDEN, MYRON
Sports Column of the Air
WTAX, Springfield, Ill.

WALDEN, WARREN
WEAN, Providence, R. I.

WALKER, BOB
WACO, Waco, Tex.

WALKER, DUCK
Navy Sports Show
WJLD, Bessemer, Ala.

Sports Commentators—Radio-Television

- WALKER, HAL**
Sportingly Yours
WMAW, Milwaukee, Wis.
- WALLER, EDMUND**
WATR, Waterbury, Conn.
- WALSH, GEORGE**
Looks 'Em Over
WFIL, Philadelphia, Pa.
- WALSIL, GEORGE**
WFIL-TV, Philadelphia, Pa.
- WALTERS, JACK**
The Sports Page
WCNC, Elizabeth City, N. C.
- WALTON, EARL**
Sports Summary
KROS, Clinton, Iowa
- WALTON, LUKE**
H-R Scoreboard, Sports Review
WISH, Indianapolis, Ind.
- WARD, BILL**
Time Out For Sports
KRCR, Enid, Okla.
- WARD, GENE**
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WMCA, New York, N. Y.
- WATERSTONE, HARRY**
Sports Highlights
KGEM, Boise, Ida.
- WARREN, HARRY**
KUTA, Salt Lake City, Utah
- WATTRICK, DON**
WXYZ-TV, Detroit, Mich.
- WATTRICK, DON**
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WXYZ, Detroit, Mich.
- WEATHERLY, BOB**
WTAN, Clearwater, Fla.
- WEBB, JOHNNY**
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KFOX, Long Beach, Cal.
- WEKES, JOE**
WCSB, New York, N. Y.
- WEIGLE, FRANN**
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WAIT, Chicago, Ill.
- WEBER, TED**
WPAT, Paterson, N. J.
- WELCH, BILL**
KTLA, Los Angeles, Cal.
- WEST, ALVIN**
WTJS, Jackson, Tenn.
- WESTON, DON**
Sports Dial
KGVO, Missoula, Mont.
- WHEDBEE, CHARLES**
Sports Revue
WGTC, Greenville, N. C.
- WHITE, DON**
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KIT, Yakima, Wash.
- WHITE, EDDIE**
WDHL, Brandenton, Fla.
- WHITE, WILLIAM P.**
KFJB, Marshalltown, Iowa
- WHITNEY, JERRY**
KVVC, Ventura, Cal.
- WHITTIER, CHUCK**
Chuck Whittier's Sports
WILK, Wilkes-Barre, Pa.
- WHITWORTH, RAY**
KAMQ, Amarillo, Tex.
- WIDMAN, RALPH**
WFAA, Dallas, Tex.
- WIKI, DON**
KUJ, Walla Walla, Wash.
- WILBUR, GORT**
Sizing Up Sports
WJNC, Jacksonville, N. C.
- WILDER, JOE**
Sports Review
WKLY, Hartwell, Ga.
- WILEY, BOB**
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WAKR, Akron, O.
- WILKINS, KIRK**
KCSU, Provo, Utah
- WILLARD, SID**
WEAM, Arlington, Va.
- WILLEFORD, GEORGE**
WITZ, Jasper, Ind.
- WILLIAMS, BRUCE**
KCOO, Salem, Ore.
- WILLIAMS, BUS**
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KOPO, Tucson, Ariz.
- WILLIAMS, CHARLES**
KWNO, Winona, Minn.
- WILLIAMS, GEORGE**
WCED, Dubois, Pa.
- WILLIAMS, LUTHER**
Sports News
WDXB, Chattanooga, Tenn.
- WILLIAMS, PAUL**
WSB-TV, Detroit, Mich.
- WILLIAMS, PAUL**
WWJ, Detroit, Mich.
- WILLIAMS, TONY**
KOMO, Kansas City, Mo.
- WILLIAMS, WALLY**
Sports on Parade
WCOG, Greensboro, N. C.
- WILLIAMSON, HADLEY**
Sports Parade
WSIC, Statesville, N. C.
- WILLIS, JOHN**
Regal Plac Parade of Sports
KTMS, Santa Barbara, Cal.
- WILLIS, REX, II**
KHEC, Hilo, T. H.
- WILLS, HARRY**
WJMC, Rice Lake, Wis.
- WILSON, BOB**
Let's Talk Sports
KWKW, Pasadena, Cal.
- WILSON, BOB**
WADC, Akron, O.
- WILSON, HOWIE**
Sport Roundup
WKAI, McComb, Ill.
- WILSON, JOE**
WBKB, Chicago, Ill.
- WILSON, KEN**
Atlantic Sports Show, Football
Predictions & Alibis
WGST, Atlanta, Ga.
- WILSON, RAY**
Sports Round Up
KSBW, Salinas, Cal.
- WILSON, VARD**
WMGM, New York, N. Y.
- WILTON, BOB**
Sports On Parade
KVEC, San Luis Obispo, Cal.
- WINDSOR, WALTER**
Sports Page
WGBA, Columbus, Ga.
- WISMER, HARRY M.**
Sports Director, ABC; b. June 30,
1912, Port Huron, Mich.; Florida
U.; All Army Football Games;
Professional Football Championships;
Natl. Open Golf Tournament;
Exclusive Army-Navy
Game, Headline Edition; Natl.
Tennis Championship; Champion
Roll Call, ABC.
- WISMER, JOHN**
Sports With John Wismer
WHLs, Port Huron, Mich.
- WOLFF, BOB**
WINX, Washington, D. C.
- WOLFF, BOB**
WTTG, Washington, D. C.
- WOOD, EARL**
Three Star Sports Final
WJHP, Jacksonville, Fla.
- WOOD, RICHARD DALE**
KTNM, Tucumcari, N. Mex.
- WOODALL, W. C., JR.**
WDWD, Dawson, Ga.
- WOODHOUSE, JAMES C.**
Sports Review
WDNC, Durham, N. C.
- WOODRUM, TOMMY**
WTIP, Charleston, W. Va.
- WOODS, JIM**
Les & Jim Sports
WCON, Atlanta, Ga.
- WOODS, TED**
KFFA, Helena, Ark.
- WOODSIDE, SAM**
Sports News
WHCU, Ithaca, N. Y.
- WOODWARD, DICK**
Sports Parade
WGCD, Chester, S. C.
- WOODWARD, LEROY**
WVJ's, Owensboro, Ky.
- WRATHER, LOU**
Sport Spotlight
WENK, Union City, Tenn.
- WRATHER, LOU**
Play-by-Play
WDXI, Jackson, Tenn.
- WRIGHT, MANNY**
KGBC, Galveston, Tex.
- WULCHIN, STEVE**
Sports Whirl, Play By Play
KSYC, Yreka, Cal.
- WYNNE, JIMMIE**
Sports Review
WJAN, Winston-Salem, N. C.
- WYMAN, M.**
KALL, Salt Lake City, Utah

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- YACK, GEORGE**
WMRF, Lewiston, Pa.
- YEOMANS**
Sports Memories
KWNW, Wenatchee, Wash.
- YOAKAM, DICK**
WHO, Des Moines, Ia.
- YOUNG, BILL**
Carnival of Sports
EAKE, Wichita, Kans.
- YOUNG, DALE**
Who's Who In Sports
WAOV, Vincennes, Ind.
- YOUNG, J. J.**
Sports Review
WERC, Erie, Pa.
- YOUNG, JIMMY**
Scoreboard
WHHM, Memphis, Tenn.
- YOWELL, JOE**
KXOX, Sweetwater, Tex.

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- ZANE, JOHN**
Sports Spotlight
WMMW, Meriden, Conn.
- ZANAH, CHARLES**
Sports Column of the Air
Tonight in Sports
WSFA Montgomery, Ala.
- ZEGARSKIE, EDMUND**
Speaking of Sports
WUUB, Cookeville, Tenn.
- ZELLNER, BOB**
Sports Review
WHLI, Hempstead, L. I.
- ZIELLMAN, JACK**
Sport-lite
WLLK, Versailles, Ky.
- ZIFF, SID**
Sports Review
KMPC, Los Angeles, Calif.
- ZIMMERMAN, BOB**
Buckeye Sports
WTNS, Coshocton, O.
- ZIMMERMAN, FRANK**
WENB, Daytona Beach, Fla.

News Commentators

(RADIO AND TELEVISION)

—their work during 1948

— A —

ACEVEDO, TOM
Noriciero Ford
WORA, Mayaguez, P.R.

ADAMS, CHARLES F.
Charles F. Adams & The
News
WMVA, Martinsville, Va.

ADAMS, CLARENCE
Morning Herald, Daily Jour-
nal, Arkansas Traveler
KBTM, Jonesboro, Ark.

ADAMS, HENRY
KTIM, San Rafael, Calif.

ADAMS, JOHN
CBS

AFRISTON, JOHN
Observations
KCSB, San Bernardino, Calif.

AGRONSKY, MARTIN
ABC

ALAMPL, PHIL
Freedom Gardener, WJZ Farm
News
ABC

ALBANESE, MARGARET
Arrows in the Air
KTIM, San Rafael, Calif.

ALCOTT, CARROLL
WINS, New York, N. Y.

ALDEN, GEORGE
KWBB, Hutchinson, Kans.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALEXANDER, WILLIAM C.
Noon News
WTK, Durham, N. C.

ALLEN, CLIFF
WNOX, Knoxville, Tenn.

ALLEN, GEORGE, JR.
KHMO, Hannibal, Mo.

ALLEN, PHIL
KOIL, Omaha, Neb.

ALLEN, ROBERT S.
WOR, New York, N. Y.

ALLISON, GENE
D-X News
WISH, Indianapolis, Ind.

ALTMAN, HAL
Chatting with Hal
KBLF, Red Bluff, Cal.

ANDERSON, A. ROBERT
The Week's News in Review
WTSV, Steubenville, O.

ANDRES, JOE
Today's News
WMAW, Milwaukee, Wis.

ANDREWS, CHESTER
KSTT, Davenport, Ia.

ANDREWS, H. G.
Dispelling the Fog
WARD, Johnstown, Pa.

ANDERSON, HOWARD
WMT, Cedar Rapids, Ia.

ANDREWS, LARRY
Column of the Air
KRUX, Phoenix, Ariz.

ANDREWS, M. CARL
Over the Editor's Desk
WDBJ, Roanoke, Va.

ANTHONY, DICK
Morning Editor
KDAL, Duluth, Minn.

ANTHONY, JULIAN
News of Tomorrow, Headline
Edition, News
ABC

ANTHONY, LEE
WTAD, Quincy, Ill.

ARDEN, ROBERT
Your Foreign Correspondent
KWIK, Burbank, Calif.

ARDIS, BILL
Phillips 66 News
KGKL, San Angelo, Tex.

ARTHUR, BILLY
Billy Arthur Speaks
WJNC, Jacksonville, N. C.

Newscaster

"6 O'Clock News" . . WNBC
(for Peter Paul Candy
and Studebaker Cars)

"11 O'Clock News" . . WNBC
(for Shell Oil Co.)

Announcer

"When A Girl Marries"
(NBC)
(for General Foods)

"Who Said That?"
NBC and WNBT

UNIVERSAL PICTURES

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KENNETH BANGHART

ASHLEY, CHARLES
WEEI, Boston, Mass.

AVERY, GAY
KFAB, Omaha, Neb.

— B —

BACH, ALWYN
KYW, Philadelphia, Pa.

BACK, HOWARD
WERC, Erie, Pa.

BADGER, BOB
The Editor Speaks
WEDO, McKeesport, Pa.

BAILEY, CHARLES
WHBU, Anderson, nd.

BAKER, ART
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Note Book, KECA' On air eleven years.

BALLINGER, KENNETH
WTAL, Tallahassee, Fla.

BALMERT, FRANCIS C.
WPAY, Portsmouth, O.

BANGHART, KENNETH
Six O'Clock News, Eleven O'Clock News, WNBC; when a Girl Marries, Who Said That, NBC, WNBT; Universal Pictures.

BANKS, DAVE
News of the Hour on the Hour
WDXI, Jackson, Tenn.

BARFIELD, HARRY
WAYS, Charlotte, N. C.

BARRETT, JOHN
WIKY, Evansville, Ind.

BARRINGTON, BRUCE
Inside the Headlines
KXOK, St. Louis, Mo.

BARROFF, LENNY
News Around the World
WFSK, Butler, Pa.

BARRY, JOHN
WBZ-WBZA, Boston-Springfield, Mass.

BARTELL, ED.
WPGH, Pittsburgh, Pa.

BATEY, HUGH
Feature Story
WRBL, Columbus, Ga.

BAUER, FREDERIC
WINN, Louisville, Ky.

BAUKAGE, H. E.
ABC

BAXTER, LIONEL
WAPI News
WAPI, Birmingham, Ala.

BAYLOR, O. W.
As I See It
WVLK, Versailles, Ky.

BEALL, JACK
ABC

BEATTY, MORGAN
NBC

BECKER, HARRY
KWBW, Hutchinson, Kans.

BEER, JON
KCOK, Tulare, Calif.

BEHRENS, MARVIN
WBZ-WBZA, Boston-Springfield, Mass.

BEHRMAN, C. T.
Sinclair Reporter
WANE, Ft. Wayne, Ind.

BELKNAP, WILLIAM
Town Crier
KMVI, Walluku, Maui, T. H.

BELL, CHARLES E.
News Roundup
WGCD, Chester, S. C.

BELL, DON
Don Bell's News Analysis
KWHK, Hutchinson, Kans.

BELLINGER, S.
News and Views
WTCJ, Tell City, Ind.

BENECKSON, SAM
Town Reporter
WKAT, Miami Beach, Fla.

BENNETT, JAMES
WWSO, Springfield, O.

BIGELOW, PAUL
WBML, Macon, Ga.

BIGGS, JOHN
WPOB, Hammond, Ind.

BIGLER, TOM
Wyoming Valley Reporter
WILK, Wilkes-Barre, Pa.

BILLS, JOHN T.
Herald Reporter
WQAM, Miami, Fla.

BINGHAM, BOB
Bob Bingham's Commentary
WCNC, Elizabeth City, N. C.

BISHOP, O. H.
Meet Mr. Bishop
WLIZ, Bridgeport, Conn.

BISHOP, PAT
KFI-TV News: Feature Wire
KFI-TV, KFI, Los Angeles, Calif.

BJORNSON, BJORN
NBC

BJORNSON, VAL
Tomorrow's Headlines
Tonight
KSTP, St. Paul-Minneapolis, Minn.

BLACK, ALGERNON, DR.

BLAINE, JAMES
12:30 Newsreel, News Here & There
KAMD, Danden, Ark.

BLAKE, LARRY
Noon Day News
KEYS, Corpus Christi, Tex.

BODGEN, HILARY
WJAS, Pittsburgh, Pa.

BOHMAN, RONNIE
WKBS, Oryster Bay, N. Y.

BOLTON, PAUL
Straight Texas
KTBC, Austin, Tex.

BOOTH, TED
KSOK, Arkansas City, Kans.

BOSWORTH, BOB
Studebaker News
WDOO, Chattanooga, Tenn.

BOURGEOIS, CLAUDE
CRAC, Montreal, Que.

BOWERS, FRANK
It Happened Today
WGTL, Kannapolis

BRANDT, ALBERT
WEVD, New York, N. Y.

BRANNON, BOB
Noon News
KLOU, Lake Charles, La.

BRAWLEY, HARRY M.
World News and You
WCHS, Charleston, W. Va.

BREEN, EDWARD
Breakfast Edition of the News
KYFD, Fort Dodge, Ia.

BREMSEK, LYELL
KFAB, Omaha, Neb.

BRICE, DON
WKBN, Youngstown, O.

BRIDGES, JIMMY
The World Today
WSB-TV, Atlanta, Ga.

BRINKLEY, DAVID
Newsreel
WNBW & WRC, Washington, D. C.

BROADWATER, ELWOOD
WCMW, Canton, O.

BROOKS, CLIFF
Ourltown
WGBF, Evansville, Ind.

BROOKS, ED
Farm Information
WBBB, Burlington, N. C.

BROOKS, NED
NBC

BROWN, CECIL
WMCMA, New York, N. Y.

BROWNING, J. C.
Local News
KOGT, Orange, Tex.

BROWNING, ROBERT
Town Crier
WKNY, Kingston, N. Y.

BRUCE, DON
WIRE, Indianapolis, Ind.

BRUAN, GEORGE
CBS

BURDETT, WINSTON
WTOP, Washington, D. C., CBS

BURGESS, FRANK
First Edition
WGAA, Cedartown, Ga.

BURKE, GORDON C.
KGMB, Honolulu, T. H.

BURKLAND, TED
WKMO, Kokomo, Ind.

BURLINGAME, ROBERT
KIOA, Des Moines, Ia.

BURLINGHAM, LLOYD
The Farming Business
WRFD, Worthington, O.

BURNS, W. M., JR.
KQV, Pittsburgh, Pa.

BUTLER, HOMER
WEBQ, Harrisburg, Ill.

BUTZ, BOB
News Editor
KBOL, Boulder, Colo.

BYNG, EDWARD
WEVD, New York, N. Y.

BYRIN, JAMES A.
Texas News
WBAP-TV, Fort Worth, Tex.

BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADELL, RAYMOND
Raymond Caddell and the News
WESC, Huntsville, S. C.

CALDWELL, JAMES
Press Conference
WAVE-TV, Louisville, Ky.

CALHOUN, ALLSTON
WBBQ, Augusta, Ga.

CALMER, NED
CBS

CAMPBELL, CLAUDE N., JR.
WCLA, Baton Rouge, La.

CANHAM, ERWIN
NEWS, The Christian Science Monitor, Canham Views the News
ABC

CAPRON, PAUL
Gazette Review
WASA, Havre de Grace, Md.

CARLSON, EDWARD
Editors View the News
WGAN, Portland, Me.

CAREY, WILLIAM P.
Herald Reporter
WQAM, Miami, Fla.

CARLTON, PETER
WRCS, Ahoskie, N. C.

News Commentators—Radio-Television

CAROTA, FRED
Local News
WWSC, Glens Falls, N. Y.

CARROL, JAMES
Early Morning News
WBBC, Burlington, N. C.

CARTER, SHEELA
Background News
WTCN, Minneapolis, Minn.

CAWLEY, TOM
Grass Roots
WNBF, Binghamton, N. Y.

CHAMBERLAIN, HOWARD
WLW, Cincinnati, O.

CHAMBERLAIN, HOWARD
WINS, New York, N. Y.

CHAPEL, JOHN K.
KROW, Oakland, Calif.

CHAPLIN, W. W.
NBC

CHARLTON, DICK
WFRP, Savannah, Ga.

CHESLEY, ALEXANDER
6 o'Clock News
WSFC, Somerset, Ky.

CHEVERTON, RICHARD
KWPC, Muscatine, Ia.

CHILDS, CLINTON S.
Community Forum
KMVI, Wailuku, Maui, T. H.

CHILDS, RALPH
KMA, Shenandoah, Ia.

CHITTY, FRED
From Our Viewpoint
KVAN, Vancouver, Wash.

CHOATE, BOB
Headline News
KWFC, Hot Springs, Ark.

CHRISTIE, GEORGE
Old Crusader, Grins & Gripses
WFEEA, Manchester, N. H.

CIERPKE, ALFRED, DR.
WDXB, Chattanooga, Tenn.

CLARK, DALE
WAGA, Atlanta, Ga.

CLARK, JOHN
Press Conference
WAVE-TV, Louisville, Ky.

CLARK, RAY
WOW, Omaha, Neb.

CLARKE, JACK
7:00 AM News
KTIP, Porterville, Calif.

CLARY, MIKE
WXXW, Albany, N. Y.

CLAYTON, ROBERT
WJAS, Pittsburgh, Pa.

CLEARY, JOSEPH M.
News Review
WESB, Bradford, Pa.

CLOSE, UPTON
MBS

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ABC

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WRFS, Alexander City, Ala.

COLLINGWOOD, CHARLES
CBS

COLLINS, DAVE
Local News
WBYS, Canton, Ill.

COLLINS, TED
Kate Smith Speaks
MBS

COMBS, GEORGE HAMILTON, JR.
Editorial Slant on the News; 12 O'Clock News, WMGM, New York, N. Y.

COMPTON, GEORGE C.
WJPS, Evansville, Ind.

COMPTON, WALTER
Walter Compton and the News
WTTG, Washington, D. C.

CONAWAY, RAY
Ten O'Clock News
KXYZ, Houston, Tex.

CONDON, GLENN
Hometown News
KAKC, Tulsa, Okla.

CONEY, LEE
WLCS, Baton Rouge, La.

CONNER, GEORGE
Man Next Door
KVAN, Vancouver, Wash.

CONNOLLY, JAMES P.
News Editor
WTH, Baltimore, Md.

CONNOR, JOE
WKRZ, Oil City, Pa.

CORBETT, BAYLISS
WFDF, Flint, Mich.

CORDELL, ANN
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Log and Saw
KIEM, Eureka, Calif.

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KIRO, Seattle, Wash.

COVINGTON, THOMAS B.
Local & State News
WHOP, Hopkinsville, Ky.

CRANDALL, MARK
Pace of the World Today
KFEL, Denver, Colo.

CRAWFORD, KENNETH
Newsweek Analysis
WABD, New York, N. Y.

CRAWFORD, SAM
News and Views
KGY, Olympia, Wash.

CROKER, WILLIAM J.
KDEC, Decorah, Ia.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROWE, HILTON
News on the Hour
WALT, Tampa, Fla.

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Suburban League News
WNMP, Evanston, Ill.

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CURRIE, CARLTON E.
WLOX, Biloxi, Miss.

CUSICK, FRED
The News Right Now
WVOM, Boston, Mass.

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D'ACCARDO, GENE
Top Story
KTRB, Modesto, Calif.

DALTON, KENNETH G.
WBET, Brockton, Mass.

DALY, JOHN
CBS

DANCEY, CHARLES
WSIV, Pekin, Ill.

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Empire Builder
KIYI, Shelby, Mont.

DAVIDSON, MEADE
Leaders in Exile
WWRL, New York, N. Y.

DAVIS, ELMER
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DAVIS, REX
KMOX, St. Louis, Mo.

DAWSON, JOHN
KGDE, Fergus Falls, Minn.

DAY, CHARLES
WGAR, Cleveland, O.

DEBNAM, W. E.
Debnam Views the News
WPTF, Raleigh, N. C.

DEMERJIAN, HAIG
WKBS, Oyster Bay, N. Y.

DENISON, C. B.
Between the Lines
WMRC, Greenville, S. C.

DE JON, LYTNE ORME
WRON, Ronceverte, W. Va.

DENNIS, BELMONT
The World This Week
WMOC, Covington, Ga.

DEWART, SIM
News Director
WERC, Erie, Pa.

DIXON, STANLEY
Stanley Dixon and the News
WBEX, Chillicothe, O.

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Nauratuck Valley News
WATR, Waterbury, Conn.

DOTY, LOCKWOOD
WCQN, Atlanta, Ga.

DOUGLAS, ERNIE
Dinnerbell
KOY, Phoenix, Ariz.

DOUGLAS, W. D.
News and Views
WCNU, Crestview, Fla.

DOWNNEY, JOE
Headline Parade
Ontario Calif.

DOWNS BILL
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DREIER, ALEX
NBC—Skelly News

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WISC, Madison, Wis.

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WLP, Kenosha, Wis.

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WERC, Erie, Pa.

DUNBAR, WILLIS F., DR.
WKZO, Kalamazoo, Mich.

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News—N Duncan
WFBC, Greenville, S. C.

DUQUESNE, ALBERT
CKAC, Montreal, Que.

DURAN, TED
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EAKER, FORREST
News Round-Up
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EDWARDS, A. F.
World Affairs
KWFT, Wichita Falls, Tex.

EDWARDS, CURT
Dinner News
WTCN, Minneapolis-St. Paul, Minn.

EDWARDS, DOUGLAS
CBS, WCBS-TV, New York, N. Y.

EDWARDS, FRANK
Edwards' Miniatures; Frank
Edwards News
WISH, Indianapolis, Ind.

EDWARDS, FRED
KLIP, Dallas, Tex.

EDWARDS, JOHN
ABC

EID, LEIF
WRC, Washington, D. C.

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Ekins Views the News
WKRT, Cortland, N. Y.

ELDON, POLLY
Local News Round Up
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ELLIOTT, JERRY
News and Views
WCBT, Roanoke Rapids, N. C.

ELLIOTT, MELVIN
WOR, New York, N. Y.

ELLIOTT, TIM
News As It Happens
WAKR, Akron, O.

ELLIOTT, WILLIAM
Bill Elliott Reporting
WLIJ, Bridgeport, Conn.

EMER, GEORGE G.
Under Capitol Dome
KSEM, Moses Lake, Wash.

EMERSON, E. B.
KGIV, Alamosa, Colo.

ERDMAN, GEORGE H.
Manitowoc, Wis.

ERK, E. CHRISTY
Survey of the News
WBRY, Waterbury, Conn.

ESTRELLA, BLANCE
Latin-American
Commentator
WIOD, Miami, Fla.

EVANS, KEN
WOIC, Washington, D. C.

EVINS, JOE
Washington Correspondent
WGNS, Murfreesboro, Tenn.

EWING, CLIFFORD E.
KVOC, Casper, Wyo.

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FACENDA, JOHN
Bulldog Edition, Night Extra
WIP, Philadelphia, Pa.

FAINS, ROBERT
KYNO, Fresno, Calif.

FALER, DICK
WTAD, Quincy, Ill.

FALTA, JOSEPH
Czech Breakfast
WEDC, Chicago, Ill.

FARRELL, MAURY
5:30 News
WAPI, Birmingham, Ala.

FARRINGTON, FIELDS
CBS

FEAGAN, BOB
Headline News
WPDQ, Jacksonville, Fla.

FERRANDOU, DON
WTAL, Tallahassee, Fla.

FIDLER, JIMMIE
Hollywood Reporter
ABC, MBS

FIELDS, ERIC
WTND, Orangeburg, S. C.

FIFE, OTTO
KSP, Cedar City, Utah

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Home Edition
WLBJ, Bowling Green, Ky.

FINUCANE, BOB
News & Sports
WVCH, Chester, Pa.

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Morning Edition
WGM, Quincy, Ill.

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NBC—"Our Foreign Policy"

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KOOL, Phoenix, Ariz.

FLEISCHER, WILFRID
CBS

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KAKE, Wichita, Kans.

FLYN, ROBIN
KHQ, Spokane, Wash.

FLYNN, ARTHUR
'Round the Town
WLAW, Lawrence, Mass.

FOBES, ALLAN
KYSM, Mankato, Minn.

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FORD, JOHN
Breakfast News, Noontime News
WTCN, Minneapolis, Minn.

FORTSON, JOHN L.
NBC—"Religion in the News"

FOSTER, CEDRIC
MBS

FOSTER, WALTON
Between the Lines
KTXL, San Angelo, Tex.

FWLE, FARNSWORTH
CBS

FOX, BILL
WPTW, Piqua, O.

News Commentators—Radio-Television

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FRANCES, AL
Pure Oil News
WHBC, Canton, O.

FRANK, PAUL B.
WHKC, Columbus, O.

FRANKISH, GRANT
WOBS, Jacksonville, Fla.

FRASER, GORDON
News Correspondent, Commentator, Announcer (ABC), b. Lawrence, Mass. Feb. 4, 08. ed. U. of Maine, Brown University, PH.D. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, (WJZ); U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow (ABC); News & Views (ABC-TV).

FREDERICK, PAULINE
This Week Around the World. Headline Edition, News of Tomorrow
ABC

FRISCH, BOB
Morning News
WMAW, Milwaukee, Wis.

FROGGE, JOHN
News of Nassau
WGBB, Freeport, N. Y.

FROMME, GALEN
WBAL-TV, Baltimore, Md.

FULDHEIM, DOROTHY
ABC

FURNISS, WALTER
Cruise for News
WCOL, Columbus, O.

GAETH, ARTHUR
ABC

GAILMOR, WILLIAM S.
WMGM, New York, N. Y.

GAMMEL, SERNO B.
WTHT, Hartford, Conn.

GANS, HARRY
Press Conference
WAVE-TV, Louisville, Ky.

GAPEN, KEN
NBC—"National Farm and Home Hour"

GARDINER, DON
News, Tomorrow Morning's Headlines, Monday Morning Headlines

GARDNER, HY
Twin Views of the News
MBS

GARNER, J. E.
Behind the News
KFPW, Fort Smith, Ark.

GARRETSON, JOE
Joe Garretson and the News
WSAI, Cincinnati, O.

GARRISON, JOHN
On the News Front
WFUN, Huntsville, Ala.

GAUSS, CHUCK
WTMV, East St. Louis, Ill.

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KANS, Wichita, Kans.

GAY, EUCASTE
WHAT, Philadelphia, Pa.

GEARHART, NICK
KTBS, Shreveport, La.

GELLESPIE, BOB
WWCO, Waterbury, Conn.

GEORGE, ABNER H.
Rapid Chevrolet News
KOTA, Rapid City, S. D.

GIBSON, RILEY R.
Behind the News
KOPP, Ogden, Utah

GILCHRIST, TOM
WTMC, Ocala, Fla.

GILLESPIE, DAVE
WLTC, Gastonia, N. C.

GILLIS, EARLE
WHKC, Columbus, O.

GISMONDI, JAMES
Gismondi Edits
WMBS, Uniontown, Pa.

GIVNEY, JOHN J.
On Capitol Hill
WTRY, Troy, N. Y.

GLACY, ROBERT
WKBW, Buffalo, N. Y.

GLADDING, AL
York Journal of the Air
WNOW, York, Pa.

GLADSTONE, HENRY
WOR, New York, N. Y.

GOBERRY, ROBERT
KFH, Wichita, Kans.

GODDARD, DON
WINS, New York, N. Y.

GODWIN, EARL
ABC

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GONELLA, JOHN
WPTR, Albany, N. Y.

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Shell Reporter
KTHH, Houston, Tex.
- GOTWALD, HELEN**
Looking Around
WSBA, York, Pa.
- GOULD, JOHN**
WLAN, Lewiston, Me.
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KFH, Wichita, Kans.
- GRACE, TED**
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- GRANT, BRENTON**
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WLW-T, Cincinnati, O.
- GRANT, PETER**
WLW-T, Cincinnati, O.
- GRANT, TAYLOR**
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- GRAUER, BEN**
NBC
- GRAY BARRY**
WKAT, Miami Beach, Fla.
- GRAY, CHARLES W.**
WHEB, Portsmouth, N. H.
- GRAY, JIM**
WCFL, Chicago, Ill.
- GREEN, H. E.**
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- GREER, BEN**
WSPA, Spartanburg, S. C.
- GREGORY, MARK**
WLWL, Minneapolis, Minn.
- GREUP, ERNST**
News Digest
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WENG, Fayetteville, N. C.
- GREYSON, CARL**
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WTAQ, Green Bay, Wis.
- GRIFFIN, WAYNE**
Sportseen
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Comentarios Internacionales
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KTOP, Topeka, Kans.
- GROSS, SHELDON**
Town Crier, Town Topics,
Atlantic City Forum of the
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WPPG, Atlantic City, N. J.
- GROVE, ROY**
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WTTM, Trenton, N. J.
- GUTHRIE, DAVID L. R.**
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- HAGEMAN, H. H.**
WADC, Akron, O.
- HALL, HELEN**
MBS
- HAMILTON, BILL**
WCFL, Chicago, Ill.
- HANKINS, W. W.**
Hankins Show
WEBC, Duluth, Minn.
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Business News
KSFO, San Francisco, Cal.
- HARKNESS, RICHARD**
Story of the Week
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- HARMAN, FRANK**
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Farmer & Dinner Bell
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WNNR, Beckley, W. Va.
- HARNISH, ROBERT**
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WLAN, Lancaster, Pa.
- HARRIS, FRANCES KAY**
Women's News
KCBC, Galveston, Tex.
- HARRIS, HERBERT J.**
The World at Noon
WERD, Atlanta, Ga.
- HARRIS, PAUL F.**
WLIO, East Liverpool, O.
- HARRISON, BOB**
WHNC, Henderson, N. C.
- HARROVER, BEN**
WBAP-TV, Fort Worth, Tex.
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"Meaning of the News"
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State Reporter, Blue Water
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- HENTON, EARL**
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WKCT, Bowling Green, Ky.

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KXXX, Colby, Kans.

HENRY, BILL
MBS, CBS

HUMPHREYS, BILL
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KONO, San Antonio, Tex.

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Between the Lines, Nine
O'Clock Wire
KROD, El Paso, Tex.

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HYDE, DON
WGAR, Cleveland, O.

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IZZARD, WES
KGNC, Amarillo, Tex.

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CBS

JACKSON, ART
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WLAY, Grand Rapids, Mich.

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WGEM, Quincy, Ill.

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WBBO, Forest City, N. C.

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Opinions of the News
WKTG, Thomasville, Ga.

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WIRE, Indianapolis, Ind.

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KFAM, St. Cloud, Minn.

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Over the Coffee Cup
KDLK, Del Rio, Tex.

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KENAN, DAN C.
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CBS

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WFIL, Philadelphia, Pa.

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WHAM, Rochester, N. Y.

KIENZLE, GEORGE
1:55 News
WLAN, Lancaster, Pa.

KIERNAN, WALTER
Kiernan's Korner, ABC; Columnist, N. Y. Mirror.

KIHN, ED
KDAN, Oroville, Cal.

KILGALLEN, DOROTHY
Star Time
ABC

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WEBR, Buffalo, N. Y.

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WJTN, Jamestown, N. Y.

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KRAMER, WILFORD J.
Upon Reflection
KCVS, Springfield, Ill.

KREBSBACH, E. E.
Between The Lines
KGCK, Sidney, Mont.

KREGELOH, HUBERT W.
Understand the Peace
WSPR, Springfield, Mass.

KRUEGER, GLEN
KITE, San Antonio, Tex.

KRUEGER, WILLIAM
News Editor
KDAL, Duluth, Minn.

KRUM, TYRELL
NBC
"Veterans' Advisor"

— L —

LaCOSSITT, HENRY
MBS

LAIRD, STEPHEN
CBS

LALE, MAX
KMHT, Marshall, Tex.

LAMB, BILL
Deadline Headlines
WBBC, Flint, Mich.

LANDIS, MEADE
WSMJ, Bridgton, N. J.

LAWTON, FLEETWOOD
KMPC, Los Angeles, Cal.

LAZELL, J. ARTHUR
WNAR, Norristown, Pa.

LEE, LYLE
WLOK, Lima, O.

LEE, SHEPARD
1st National News
WTWA, Thomson, Ga.

LENHARD, BILL
News in Review
WFUR, Grand Rapids, Mich.

LEOFER, WOODY
Photocast
WDSU-TV, New Orleans, La.

LEROUX, JOE
News from Home
KELD, El Dorado, Ark.

LESLIE, JOHN
Rex News
WREX, Duluth, Minn.

LESUEUR, LARRY
CBS

LEWIN, RICHMAN
Noon News
KTRE, Lufkin, Tex.

LEWIS, EARL
News Roundup
WMBL, Morehead City, N. C.

LEWIS ERVIN
WLS, Chicago, Ill.

LEWIS, FULTON
MBS

LEWIS, MARK
Radio Journal
WWOD, Lynchburg, Va.

LIAS, JIM
Names In The News
WCED, Dubois, Pa.

LINDLEY, ERNEST
Newsweek Analysis
WABD, New York, N. Y.

LIVELY, LEE
News Here At Home
WLOW, Norfolk, Va.

LOBLER, B. Z., DR.
WBCB, Chicago, Ill.

LOGAN, GLENN
WJOL, Joliet, Ill.

LOHMAN, P. H.
An Economist Views The News
WJOY, Burlington, Vt.

LONG, CHET
WBNS, Columbus, O.

LONG, PAUL
KDKA, Pittsburgh, Pa.

LONG, STUART
Texas at Ten
WVET, Austin, Tex.

LOVE, HARRY J.
Home Edition
WENE, Endicott, N. Y.

LOVELL, BOB
Local News
WNRD, Syracuse, N. Y.

LOWE, KEN
WKY, Oklahoma City, Okla.

LOWE, RICHARD
City Edition
WBEX, Chillicothe, O.

LUCE, ROY
KWPC, Muscatine, Ia.

LYLE, ROBERT
WLS, Chicago, Ill.

— Mc —

MacCALLUM, BOON
Tell It To The Judge
KFJX, Grand Junction, Colo.

MacMAHON, TOM
WWJ, Detroit, Mich.

MacMILLEN, DON
Radio Extra
KCSJ, Pueblo, Colo.

MacVANE, JOHN
NBC

McCALL, BILL
News Roundup
WHAT, Philadelphia, Pa.

McCALL, LAWSON
McCall News
KEX, Portland, Ore.

McCARTHY, CHARLES F.
NBC

McCORMICK, JOHN
KIA, Des Moines, Ia.

McCORMICK, ROBERT
NBC

McCUNE, JOHN
Auburn Daily News
WAPI, Birmingham, Ala.,
WKLF, Clanton, Ala.

McDONALD, JOHN J., DR.
Average Opinion
WLBK, Lebanon, Pa.

McDONALD, IRVING T.
WEEI, Boston, Mass.

McGIBENY, DONALD
WATT, Chicago, Ill.

McGRATH, ED
WSPA, Spartanburg, S. C.

McKINNON, BOB
WRFS, Alexander City, Ala.

McLENDON, GORDON
KLIF, Dallas, Tex.

McMARTIN, COLE
WMT, Cedar Rapids, Ia.

McNAMARA, JIM
KLAC, Los Angeles, Calif.

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MACK, WALLY
Movie & News Views
WBEB, Burlington, N. C.

MACPHERSON, FRED
The Editor Looks
KOY, Phoenix, Ariz.

MAGUIRE, H. THOMAS
WLYN, Lynn, Mass.

MALONE, TED
ABC

MANUEL, KEN
WWJ, WWJ-TV, Detroit, Mich.

MAPLES, GRADY
World's Eye-View of the World
Wide News
KTNM, Tucumcari, N. Mex.

MARRERO, LUIS E.
WNEI, San Juan, P. R.

MARSHALL, GENE
C & S News
WDAR, Savannah, Ga.

MARSHALL, GEORGE
Report to Ashland
WCM, Ashland, Ky.

MARTIN, HAL
KGNC, Amarillo, Tex.

MARTIN, JIM
WGAR, Cleveland, O.

MARTINSON, DOUG
News of The Week
WFUN, Huntsville, Ala.

MARTYN, GIL
Magazine of The Week
KTLA, Los Angeles, Cal.

MATHISON, SIG
6 P.M. News
KRIC, Beaumont, Tex.

MATT, M. LEONARD
Column of the Air
WDAS, Philadelphia, Pa.

MAXWELL, EDWARD C.
WERD, Atlanta, Ga.

MAYLOTT, JACK
Torrington and the World
WTOR, Torrington, Conn.

MAYNARD, BOB
Highlights And Shadows in
The News
WSVS, Crewe, Va.

MEDOR, GLORIA
La Vida en El Cinema
WFTA, Sautree, P. R.

MERRIN, BICK
Morning Edition
WHBC, Canton, O.

News Commentators—Radio-Television

METCALF, BERT
KRIO, McAllen, Tex.

METCALF, MAX
WHAM, Rochester, N. Y.

MEYERS, TED
KFI, KFI-TV News
KFI-TV, Los Angeles, Calif.

MEYNERS, JOSE, ARNALDO
WAPA, San Juan, P. R.

MICHAEL, TERRY
KRAL, Rawlins, Wyo.

MICHELSÉN, BILL
KWBW, Hutchinson, Kans.

MIDDLETON, B. N.
Middleton and the News
WUSN, Charleston, S. C.

MILAN, GERALD T.
WHLI, Niagara Falls, N. Y.

MILLER, ED
Farm Fair
WMFT, Florence, Ala.

MILLER, JOHN W.
WREX, Duluth, Minn.

MILLER, KEN
Assignment Southwest
KVOO, Tulsa, Okla.

MILLER, ROBERT
Over the Line Fence
WRFI, Worthington, O.

MILICAN, KEN
Ken Millican's News
KXYZ, Houston, Tex.

MILLS, RUSS
WFOM, Marietta, Ga.

MILTON, LEW
WHBU, Anderson, Ind.

MITCHELL, DON
KGYW, Vallejo, Cal.

MITCHELL, N. P.
Nick's Notebook
WFBC, Greenville, S. C.

MITCHELL, PAUL
World At Large
KSYL, Alexandria, La.

MOFIELD, RAY
WPAD, Paducah, Ky.

MOONEYER, JOHN
WKMH, Dearborn, Mich.

MONDAY, RAY
WRUN, Utica, N. Y.

MONROE, BILL
New Orleans & The World
WNOE, New Orleans, La.

MONROE, CAL
Noon News
WCAP, Asbury Park, N. J.

MOORAD, GEORGE
Looking At The World Today
KGW, Portland, Ore.

MOORE, CHARLES
Top of The News
WASA, Havre de Grace, Md.

MORGAN, JACK
Mid-Day News
WMAW, Milwaukee, Wis.

MORGAN, ROY E.
It Seems To Me
WILK, Wilkes-Barre, Pa.

MORRIS, JACK
KTUL, Tulsa, Okla.

MORRISON, CARLTON
WSB, Atlanta, Ga.

MORRISON, HERBERT
KQV, Pittsburgh, Pa.

MORRISON, WILBUR
News Analysis
WRUN, Utica, N. Y.

MORSE, BOB
KSM, Salem, Ore.

MOSELEY, WAYNE
WDIG, Dothan, Ala.

MOZLEY, DON
CBS

MULVEY, DANIEL
WAVZ, New Haven, Conn.

MUNYAN, HARRY
The Rambler
WIOD, Miami, Fla.

MURPHY, JIMMY
World News
WBYS, Canton, Ill.

MURPHY, WILLIAM
WGBS, Miami, Fla.

MURRAY, JAMES
WWON, Woonsocket, R. I.

MURROW, EDWARD R.
CBS

MYERS, GENE
KLEE, Houston, Tex.

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NAHAS, FRED
Tomorrow's History
KXYZ, Houston, Tex.

NASH, BOB
KDSH, Boise, Ida.

NEDRY, ROGER
The Sportsman
KPAS, Banning, Calif.

NEEDHAM, W. C.
News
WTFB, Troy, Ala.

NEIBLING, ED
KTUL, Tulsa, Okla.

NEIL, JACK
KTRM, Beaumont, Tex.

NELSON, M. L.
WHO, Des Moines, Ia.

NELSON, GENE
Noon News
KFAM, St. Cloud, Minn.

NELSON, HOWARD
News As It Happens
WAKR, Akron, O.

NELSON, KARL R.
Edison
WTOL, Toledo, O.

NEWHALL, COL. BOB
Radio Times
WSPB, Sarasota, Fla.

NEWTON, DAVID
WKWF, Key West, Fla.

NICHOLSON, DON
WTAD, Quincy, Ill.

NICHOLSON, JOHN
Home Edition
WTMC, Ocala, Fla.

NIELSEN, PAUL
WGN, Chicago, Ill.

NOBLE, WENDELL
Newscope
MBS

NORMAN, HENRY
Headline News
KPAC, Port Arthur, Tex.

NORMAN, STAN
Man About Town
WPIT, Pittsburgh, Pa.

NORWOOD, BILL
CBS

NUNN, WILL
WENK, Union City, Tenn.

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O'CONNOR, GEORGE
WINR, Binghamton, N. Y.

ODSON, BOB
Noontime News
WBYS, Canton, Ill.

OETTINGER, ELMER
Tar Heel News
WNAO, Raleigh, N. C.

O'HALLORAN, HAL
Looking Things Over
WHBL, Sheboygan, Wis.

O'HARRA, DICK
WKBN, Youngstown, O.

OLIPHANT, DUNCAN H.
Editors View the News
WGAN, Portland, Me.

O'NEILL, BILL
WRMS, Ware, Mass.

OULETTE, LIONEL
WHEB, Portsmouth, N. H.

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PAGE, BOB
Headline News
KFB, Wichita, Kans.

PAGE, DAVE
KIRO, Seattle, Wash.

PAGE, M. C.
WIBU, Poynette, Wis.

PARKER, LARRY
KMA, Shenandoah, Ia.

PARKER, ORIN
DTR NEWS
KCSU, Provo, Utah

PARLIN, AL
Sohio
WTOL, Toledo, O.

PARR, WILLIAM H.
Traffic Scoreboard
WTOG, Savannah, Ga.

PARSONS, LOUELLA
Hollywood Reporter
ABC

PASCHALL, WALTER
WSB, Atlanta, Ga.

PASSAGE, GEORGE
WRVA, Richmond, Va.

PATRICK, PAUL
KICM, Mason City, Ia.

PATLEN, ANDY
Air Force News
WLOX, Biloxi, Miss.

PAXTON, JIM
Ten O'Clock News: Noon
Extra
WDSM, Superior, Wis.

PECK, C. W.
Jigsaw News
KRUL, Corvallis, O.

PENNELL, BILL
TNT News
WMAK, Nashville, Tenn.

PENNER, RAYMOND
Virginia in the News
WLOW, Norfolk, Va.

PENROSE, BERNARD
News Editor
WBAB, Atlantic City, N. J.

PERICOLA, FRANK
WEAR, Pensacola, Fla.

PERKINS, DEXTER, DR.
WHEC, Rochester, N. Y.

PETERS, GEORGE
KMAC, San Antonio, Tex.

PETERSON, ELMER
NBC

PETERSON, HARRY
Swander Noonday News
KOTA, Rapid City, S. D.

PETERSON, RALPH HOWARD
NBC

PETRY, ARNO
Views in the News
KLEE, Houston, Tex.

PHILLIPS, CHARLES
KTBS, Shreveport, La.

PIERCE, BARTHOLOMEW
Headlines That Make History
KTRB, Modesto, Calif.

PLAMER, BRUCE
WKY, Oklahoma City, Okla.

POMRENZE, H., DR.
WSBC, Chicago, Ill.

PORTER, HOMER
Community News
WIGM, Medford, Wis.

POSENKE, BRAD
WNMP, Evanston, Ill.

News Commentators—Radio-Television

- PRICE, JOHN**
WHP, Harrisburg, Pa.
- PRICE, JOHN**
WKAT, Miami Beach, Fla.
- PRICE, R. E.**
WBBO, Forest City, N. C.
- PRINGLE, NELSON**
News Analyst
CBS
- PRYOR, DON**
WTOP, Washington, D. C.
CBS
- PUMPHREY, HORACE**
Behind the World News
WKAX, Birmingham, Ala.
- PUTNAM, GEORGE F.**
News Reporter, MC, Narrator; b. Wapeton, N. Dak., July 14, 1914; Macolester Coll.; Univ. of Minn.; MC, Spotlight on America; Up-to-the-Minute News; In Today Town (Tele-RCAs); Movie-tone News and travelogues; Costle Films.
- PUTNAM RUTH**
World Situation
WESX, Salem, Mass.
- PLYE, HOWARD**
Arizona, Highlights
KGLU, Safford, Ariz.
KTAR, Phoenix, Ariz.
- Q —
- QUINN, HARRY**
Valley News
KURV, Edinburg, Tex.
- R —
- RABELL, FRED**
Between the Lines
KSON, San Diego, Calif.
- RALEIGH, JOHN**
WCAU-TV, Philadelphia, Pa.
- RAMOS, RALPH**
While You Slept
KFDM, Beaumont, Tex.
- RANDALL, PORTER**
KFJZ, Port Worth, Tex.
- RANDOLPH, WILLIAM**
WIOU, Kokomo, Ind.
- RAPP, GENE**
KOAT, Albuquerque, N. M.
- RAYMOND, FRANK**
KYSM, San Mateo, Calif.
- RAYMOND, JACK**
News of the World
WISN, Milwaukee, Wis.
- REED, C. D.**
KNEL, Brady, Tex.
- REID, W. L.**
Washington Today
WCAP, Asbury Park, N. J.
- REIFSNYDER, HOWARD**
WALL, Middletown, N. Y.
- REILLY, ED**
Late Edition
WGAA, Cedartown, Ga.
- REGENSBEL, SAMUEL**
WBCB, Chicago, Ill.
- REX, JOE**
WLOK, Lima, O.
- RIDENOUR, GORDON M.**
News Behind the News
Ridenour Checks the News
WEIM, Elmira, N. Y.
- RIDER, MAURY**
KIRO, Seattle, Wash.
- ROBBINS, BILL**
WCXY, Cincinnati, O.
- ROBINSON, WIP III**
Wip Robinson & The News
WVWV, Fairmont, W. Va.
- ROBERTS, BILL**
WMT, Cedar Rapids, Ia.
- ROBINSON, PRESCOTT**
Newscaster, b. March 25, 1913, Montreal, Can.; ed.: Exeter, Phillips & Worcester Academy; 8 AM and 11 AM News, also special documentary progs., narrator.
- RODRIGUEZ, RAOUL**
Handy Andy News
KCOR, San Antonio, Tex.
- ROGERS, BILL**
CBS
- ROGERS, LEE**
Our City
KSAF, Nacogdoches, Tex.
- ROSE, BILLY**
Pitching Horseshoes
MBS
- ROSETTE, GEORGE**
WEVD, New York, N. Y.
- ROSS, JACK**
WHAM, Rochester, N. Y.
- RUE, JIM**
Orange County News
KVOE, Santa Anna, Calif.
- RUSH, JAMES**
Just News
WBBC, Flint, Mich.
- RUSSELL, DAVE**
Topline News
KFDM, Beaumont, Tex.
- RUNYON, BOB**
Six O'Clock Edition
KSDN, Aberdeen, S. D.
- RYAN, NED**
WHEN, Syracuse, N. Y.
- RYAN, RED**
News Analysis
WJJD, Montgomery, Ala.
- RYKARD, BRIM**
Journal of the Air
WKIX, Columbia, S. C.
- S —
- SABIN, JOHN**
World at One, Views on the News
WTMV, East St. Louis, Ill.
- SAERCHINGER, CESAR**
NBC
- SALVO, PAUL**
KCOK, Tulare, Calif.
- SANDERS, FRANK**
News to 6, News to Now
KFGO, Fargo, N. D.
- SANDS, DON**
Don Sands
WLTR, Bloomsburg, Pa.
- SARGENT, DWIGHT**
News With Sargent
WGAN, Portland, Me.
- SARKY, CLIFF**
News of the Moment
KFAM, St. Cloud, Minn.
- SARTRAIN, AUFORD**
Sarrtrain Observations
WBEF, Troy, Ala.
- SAUNDERS, M. B.**
Between Items
WALD, Walterboro, S. C.
- SAVAGE, R. J.**
KCBC, Galveston, Tex.
- SAWYER, BILL**
News Ace
WJLB, Detroit, Mich.
- SCANLON, CORNELIUS**
WEEI, Boston, Mass.
- SCARBROUGH, JOHN**
WLAQ, Rome, Ga.
- SCARBROUGH, LARRY**
WOBS, Jacksonville, Fla.
- SCHENKER, ANDRE**
History in Headlines
WTIC, Hartford, Conn.
- SCHOENBRUN, DAVID**
CBS
- SCHWEER, ROLAND**
Around the Valley
KRIO, McAllen, Tex.
- SCHWEIKARDT, EDWARD**
WRMH, Dearborn, Mich.
- SCOTT, ALAN**
WCAU-TV, Philadelphia, Pa.
- SCOTT, COLEMAN**
WGBR, Goldsboro, N. C.
- SECONDARI, JOHN**
CBS
- SEIBELS, GREN**
WIS, Columbia, S. C.
- SELLARS, LEE**
Special Events
WPT, Pittsburgh, Pa.
- SERGIO, LISA**
WQV, New York, N. Y.
- SEVAREID, ERIC**
"News"
WTOP, Washington, D. C.
CBS
- SHADEL, WILLARD**
CBS
- SHAFER, JOHN**
WCBS-TV, New York, N. Y.
- SHANE, LEE**
Religion in the News
WKNA, Charleston, W. Va.
- SHAPIRO, MIKE**
Kaiser-Frazer News
KGKL, San Angelo, Tex.
- SHAW, DAVE**
Hollywood, Today
KRNO, San Bernardino, Calif.
- SHAW, GORDON**
WQAM, Miami, Fla.
- SHELL, TED (Reporters)**
CBS
- SHELLEY, JACK**
WHD, Des Moines, Ia.
- SHERWOOD, DON**
WTHI, Terre Haute, Ind.
- SHIINKMAN, PAUL**
WBCC, Bethesda-Chevy Chase, Md.
- SHINN, JUNEAU H.**
The 6:45 Edition
KLIX, Twin Falls, Ida.
- SHIPLEY, JIM**
Today in Toledo
WTOP, Toledo, O.
- SHREVE, WILLIAM L.**
MBS
- SHOEMAKER, JACK**
KONO, San Antonio, Tex.
- SHREVE, GEORGE**
KRLC, Lewiston, Ida.
- SHRINER, TED**
KTJS, Hobart, Okla.
- SHUMWAY, HI**
World Today
WASK, Lafayette, Ind.
- SEGRIST, ROBERT**
WGN, Chicago, Ill.
- SIMMONS, J. E., JR.**
Man in the Window
WCPS, Tarboro, N. C.
- SINGISER, FRANK**
WGY, Schenectady, N. Y.
- SLACK, BEN L., JR.**
The Town Crier.
KVOA, Tucson, Ariz.
- SLICHTER, HARRY**
News and Views
KDTH, Dubuque, Ia.
- SMITH, BECKLEY**
WJAS, Pittsburgh, Pa.
- SMITH, CHARLES J.**
WMIX, Mt. Vernon, Ill.
- SMITH, COURTNEY**
C. Smith & News
WEOA, Evansville, Ind.

• • • News Commentators—Radio-Television • • •

SMITH, ERLE
Heart of America
KMBC, Kansas City, Mo.

SMITH, KATE
Kate Smith Speaks
MBS

SMITH, LARRY
KMPC, Los Angeles, Calif.

SMITS, LEE
WXYZ, Detroit, Mich.

SOKOLSKY, GEORGE E.
ABC

SPECK, HUGO
Hugo Speck Views the News
WFAA, Dallas, Tex.

STADLER, GLEN
WDGJ, Minneapolis, Minn.

STEPHEN, JOHN
KTHV, Houston, Tex.

STERNBERGER, ESTELL M.
You and the News
WLIB, New York, N. Y.

STEVENS, JACK
News Digest
WLA W, Lawrence, Mass.

STEWART, PEARSON
Fact Finder
WKGN, Knoxville, Tenn.

STILLE, ELBERT, JR.
WHKC, Columbus, O.

STONE, BOB
Washington Today
KRNO, San Bernardino, Calif.

STREET, BERNARD
WLAQ, Rome, Ga.

SULLIVAN, FLOYD
Sully's Spotlight
KWTO, Springfield, Mo.

SULLIVAN PAUL
Paul Sullivan Reviews the News
KTOY, Sacramento, Calif.

SULLIVAN, ROLAND
WIKY, Evansville, Ind.

SWAYZE, JOHN CAMERON
NBC

SWIFT, JACK E.
KDKA, Pittsburgh, Pa.

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TABACHNICK, GEORGE
WXXV, Albany, N. Y.

TAINTER, ERIC
KCKN, Kansas City, Kans.

TALBOT, BILL
KOIL, Omaha, Neb.

TANNEN, ERNEST
Community Reporter
WGAY, Silver Springs, Md.

TAYLOR, GEORGE
Report to Trenton
WTTM, Trenton, N. J.

THEERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.

THOMAS, LOWELL
CBS

THOMPSON, BOB
Tarheel Talks
WHPE, High Point, N. C.

THOMPSON, CHARLES H.
WMLC, New London, Conn.

THOMPSON, PAUL
Home Edition
WROM, Rome, Ga.

TITCHENER, DOROTHY
Your Chamber of Commerce Presents
WENE, Endicott, N. Y.

TOMKINSON, E. G.
WACO, Waco, Tex.

TOMLINSON, EDWARD
NBC

TRAVIS, BILL
WTUX, Wilmington, Del.

TRAVIS, G. EDWARD
Travis—News
WGH, Newport News, Va.

TROUT, ROBERT
NBC, CBS

TUPPER, LAMONT
Newsroundup
WCED, Dubois, Pa.

TURNER, AL
KLIF, Dallas, Tex.

TURNER, ULMER
Three Star Final
WJJD, Chicago, Ill.

TURNER, ULMER
WBDB, Chicago, Ill.

TWEITO, DEAN
Morningside Speaks
KTRI, Sioux City, Ia.

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UEBELHART, JAMES
Local News Review
WSPD-TV, Toledo, O.

UTLEY, CLIFTON
NBC

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VALENTI, GIRALOMO
Italian News
WNHC, New Haven, Conn.

VAN, LYLE
WOR, New York, N. Y.

VANDEVENTER, FRED
WOR, New York, N. Y.

VASSY, TOM
American Scene, Mid-Morning News
WFAK, Charleston, S. C.

VEIGA, J. R.
WNEL, San Juan, P. R.

VENRICK, GLENN N.
KGFL, Roswell, N. M.

VON BERGEN, JOHN
News with John Von Berzen
WARM, Scranton, Pa.

VON TOBEL, PHILIP
WATR, Waterbury, Conn.

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WADDELL, JOHN
The News
KIMO, Independence, Mo.

WAGNER, BOB
WBNS, Columbus, O.

WALKER, DANTON
Twin Views of the News
MBS

WALLACE, EDWARD
WNBK, Cleveland, O.

WALLACE, ROBERT
WSNY, Schenectady, N. Y.

WALSH, FRANK J.
WBCM, Bay City, Mich.

WALSH, RAYMOND J.
WMCA, New York, N. Y.

WARREN, MATHEW
Washington News Roundup
WEAM, Arlington, Va.

WARREN, TOM
Tom Warren & The News
KSO, Des Moines, Ia.

WARRICK, BILL
6:30 Final
WJOB, Hammond, Ind.

WEAVER, MARK
WKY, Oklahoma City, Okla.

WEBB, GILBERT
KCSB, Breckenridge, Tex.

WEIMAN, JERRY
WMCK, McKeesport, Pa.

WEISMAN, JOHN, JUDGE
Local Legislation
WGNS, Murfreesboro, Tenn.

WERNER, STELLA
WBCC, Bethesda-Chevy Chase, Md.

WESTERHOLD, WILLIAM
News Editor
WLEC, Sandusky, O.

WESTON, EDWARD
WCCO, Hartford, Conn.

WHEELLOCK, JOWARD E.
WKNE, Keene, N. H.

WHITAKER, GENE
WDAK, Durham, N. C.

WHITE, DON
KIT, Yakima, Wash.

WHITT, RICHARD
WMTC, Vanceleve, Ky.

WHIBERLY, LEONARD
News and You
KRIM, San Rafael, Calif.

WILEY, VIC
WWSC, Glens Falls, N. Y.

WILLIAMS, CLANTON
Background of the News
WSEF, Montgomery, Ala.

WILLIAMS, DOC
WADC, Akron, O.

WILLIAMS, RUSS
WHK, Cleveland, O.

WILSON, BOB
WADC, Akron, O.

WILSON, REM
Report on the World
WPDQ, Jacksonville, Fla.

WILSON, WILLIAM R.
KYW, Philadelphia, Pa.

WINCHELL, WALTER
Jergens Journal
ABC

WOLF, JOH ALLEN
WJJJ, Montgomery, Ala.

WOLFE, ROGER
WDSU-TV, New Orleans, La.

WOLFERS, ALAN
KWOC, Polar Bluff, Mo.

WOMACK, GEORGE
KEBE, Jacksonville, Tex.

WOOD, JAMES ARTHUR
Today's Commentary
WERD, Atlanta, Ga.

WOOD, HARRISON
The Changing World
ABC

WOODHOUSE, JAMES C.
News & Sports
WDNC, Durham, N. C.

WORKHOVEN, MERRILL
Highlights & Sidelights of the News
WOW, Omaha, Neb.

WYATT, JOHN
WGGG, Gainesville, Fla.

WYMAN, MEL
IMN News
KALL, Salt Lake City, Utah

— Y —

YUGBLOOD, WES
KFYO, Lubbock, Tex.

YOUNG, GEORGE
KAMQ, Amarillo, Tex.

— Z —

ZACHARIAS, ELLIS E.
ADMIRAL
WMCA, New York, N. Y.

ZAIMES, CHARLIE
Charlie Zaimes Reporting
WALL, Middletown, N. Y.

ZAREMBA, JACK
Noonday News
WLA V, Grand Rapids, Mich.

ZIEBARTH, E. W., DR.
WCCO, Minneapolis, Minn.



no matter how she blows

hot or cold

it's

Jerry
STRONG

*Day after day
from 6:05 to 9:30 A. M.
and from 12:30 to 1:30 P. M.
he LEADS THE PARADE
in capturing the hearts
of more listeners
because he's*

- **TOPS IN MUSIC**
- **TOPS IN CHATTER**
- **TOPS IN SHOWMANSHIP**

WINX

Washington's 1st Independent Station
1340 ON YOUR DIAL



Disc Jockeys (RADIO AND TELEVISION) —their work during 1948

— A —

ABBOTT, BOB
1480 Club
KAUS, Austin, Tex.

ABBOTT, TOM
1450 Radio Row
Club 600
WNOE, New Orleans, La.

ADAMS, DANA
KTBB, Tyler, Tex.

ADAMS, BERNIE
Musical Clock
WPDO, Jacksonville, Fla.

ADAMS, GLENN
Manhattan Matinee
WLIB, New York, N. Y.

ADAMS, PAUL
Musical Clock
KFRU, Columbia, Mo.

AGRESTA, PHIL
Tune Shop
WIS, Columbia, S. C.

AIKEN, JIMMY
KVOP, Plainview, Tex.

ALDEN, NORM
Rhythm Caravan
KXOL, Fort Worth, Tex.

ALDRIDGE, JAY L.
Meet the Artists
WROB, West Point, Miss.

ALFRED, JERRY
KPQ, Wenatchee, Wash.

ALFRED, RUSTY
Woodchoppers Ball
KTRE, Luftkin, Tex.

ALISON, HUGH
WGAC, Augusta, Ga.

ALLEN, BOBO
Musical Clock
KIOX, Bay City, Tex.

ALLEN, DAVE
Jukebox Serenade
WKAI, McComb, Ill.

ALLEN, ERNIE
Stardust Time, Ernie's Choice
KFAA, Omaha, Neb.

ALLEN, HERB
Top Tunes
KMPC, Los Angeles, Cal

ALLEN, J. T.
Coffee Cup Review
KXOX, Sweetwater, Tex.

ALLEN, LEN
Dawn Busters
KLO, Ogden, Utah

ALLEN, LLOYD
Music Round Turntable
KIGW, Alamosa, Colo.

ALLEN, TED
Allen's Frolics
KATE, Albert Lea, Minn.

ALLEN, TOMMY
KOCY, Oklahoma City, Okla.

ALEY, VERNON
Down In Vernon's Alley
KROW, Oakland, Cal.

AMADON, ARTHUR
WBZ-WBZA, Boston, Springfield, Mass.

AMOLS, MERVYN
Anything Goes
WJLS, Beckley, W. Va.

AMSBERRY, BOB
Squirrely Bird
KEX, Portland, Ore.

ANDERSON, GASTON
Request Parade
WGWD, Gadsden, Ala.

ANDERSON, HAROLD
KPKW, Pasco, Wash.

ANDERSON, MILTON
11th Hour Dance Time
WMCK, McKeesport, Pa.

ANDERSON, TOM
1340 Club
WLDY, Ladysmith, Wis.

ANDERSON, WARREN
Ramblin' Around
KSTP, Davenport, Ia.

ANDRESON, ORVILLE
KlibKwik
KWIK, Burbank, Cal.

ANDREWS, BOB
Musical Clock
WLBK, Leesburg, Fla.

ANDREWS, DON
Coffee Time
WKNX, Saginaw, Mich.

ANDREWS, NEIL
Request Time
WKRT, Cortland, N. Y.

ANDREWS, VIC
Kopp's Carnival
KEIO, Pocatello, Ida.

ANISMAN, DOC
1490 Club
KCIL, Houma, La.

ANSON, BILL
Hollywood, Bandstand
WFWB, Hollywood, Cal.

ANSON, BRUCE
Dancin' With Anson
KWIK, Burbank, Cal.

ANTHONY, ROBERT
Juke Box Revue
WMIX, Mt. Vernon, Ill.

APPLE, BILL
Stay Up Stan
KXA, Seattle, Wash.

ARBUCKLE, BRYANT
Clock Spinner
WAIR, Winston-Salem, N. C.

ARCHER, JOHN
Dial-A-Tune
WCMB, Lemoyné, Pa.

ARM, THOMAS
Birthday Party
WSTV, Steubenville, O.

ARMSTRONG, BOB
660 Club
KOWH, Omaha, Neb.

ARNOLD, ART
Pap's Tunes, Bar None Ranch,
Cactus Classics
KCKY, Coolidge, Ariz.

ARNOLD, DON
Sunday Serenade
WDHL, Bradenton, Fla.

ARNOTT, BOB
KYSM, Mankato, Minn.

ARRASMITHE, HERB
West By Request
KERN, Bakersfield, Cal.

ARTER, MALCUM
You Name It

WKOK, Sunbury, Pa.

ARTHUR, JON
The Jon Arthur Show
WSAI, Cincinnati, O.

ATCHISON, CHARLES
Magic Valley Jamboree
WKAX, Birmingham, Ala.

ATER, TOM
Later With Ater
WKAB, Mobile, Ala.

ATKINS, JIMMY
Musical Alarm Clock
WSSB, Durham, N. C.

ATKINSON, J. C.
Wake Up With J. C.
WBQQ, Augusta, Ga.

AUSLEY, WALLY
The Bandstand
WSSB, Durham, N. C.

AUSTIN, BOB
Hillbilly Hit Parade
WFAK, Charleston, S. C.

AUSTIN, RUSTY
WBUD, Morrisville, Pa.

AVRAM, BUD
Bud's Platter Party
KWFC, Hot Springs, Ark.

— B —

BACON, BOB
Bacon For Breakfast
WBRE, Wilkes-Barre, Pa.

BADAUX, ED
The Mail Bag
KXYZ, Houston, Tex.

BAILEY, CHARLES
Meet The Band
WBHU, Anderson, Ind.

BAILEY, DON
Open House
KWLK, Longview, Wash.

BAILY, BUD
Treasure Chest
KGCC, Sidney, Mont.

BAILY, CLIFF
Music Hour
KVEC, San Luis Obispo, Cal.

BAIRD, NEIL
Off The Record, Ballroom
Melody
KFFA, Helena, Ark.

BAKER, JOHN
Ramblin' Review
KWPM, West Plains, Mo.

BAKER, TOBY
WELI, New Haven, Conn.

BALDWIN, BILL
Bill Baldwin Matinee
KSFO, San Francisco, Cal.

BALDRICA, MERY
Fat May—The Record Man
WMIQ, Iron Mountain, Mich.

BALL, RODGER
Spanish d-j
WALT, Tampa, Fla.

BANNON, RICHARD
Western Serenade
KITY, Shelby, Mont.

BARAGER, ROBERT
Supper Serenade, Waltz Time
WNBZ, Saranac Lake, N. Y.

Disc Jockeys—Radio-Television

- BARBER, DICK**
Two On An Isle
KVNU, Logan, Utah
- BARBER, TOM**
Midnight Serenade
WLAK, Lakeland, Fla.
- BARKEK, ROBERT**
KITS, Springfield, Mo.
- BARLOW, JOHN**
Turntable Time
KGEN, Boise, Ida.
- BARNS, TEDDY**
Juke Box Review
WHAL, Shelbyville, Tenn.
- BARRETT, BILL**
KVOP, Plainview, Tex.
- BARRICK, ELDON**
Sunrise Serenade
KTRB, Modesto, Cal.
- BARRICKS, JOHNNY**
1490 Club
WKAY, Glasgow, Ky.
- BARRETT, RICK**
On The Sunny Side Of The
Street
KTMS, Santa Barbara, Cal.
- BARRON, BILL M.**
Music Unlimited
KXGI, Fort Madison, Ia.
- BARRON, LEE**
Lee Barron Show
KOWH, Omaha, Neb.
- BARRY, BOB**
Bob Barry Show
WCAP, Asbury Park, N. J.
- BARRY, GENE**
Swing with WING
WING, Dayton, O.
- BARUCH, ANDRE**
Mr. & Mrs. Music (WMCA), New
York, N. Y.
- BARTELL, ED**
The Golden Triangle
WPGH, Pittsburgh, Pa.
- BARTELL, PAUL**
Fox Club
WFOX, Milwaukee, Ill.
- BARTON, HAL**
Syncopation Time, Off The
Record, Coffee Time
WTAD, Quincy, Ill.
- BATCHELOR, DICK**
WBBO, Orlando, Fla.
- BATEMAN, DOUGLAS**
Pleasure Patrol
WTAX, Springfield, Ill.
- BAUER, A. J.**
Alarm Clock
WINK, Fort Myers, Fla.
- BAXTER, CHARLES**
1230 Record Club
WTOL, Toledo, O.
- BAXTER, GORDON, JR.**
Stringbilly Jumbalya
KPAC, Fort Arthur, Tex.
- BEACHGOOD, BUD**
Turntable Roundup
KITO, San Bernadino, Cal.
- BEAN, BOB**
Bob Bean's Big Barn Bands
- BEARD, PAT**
Rare Old Records Session
WSTP, Salisbury, N. C.
- BEATE, BILL**
Tempo Time
WGL, Fort Wayne, Ind.
- BEATTY, JAMES**
Nite Shift
WBRV, Waterbury, Conn.
- BEAMONT, PERRY**
Musical Clock
WOLK, Lima, O.
- BECK, C. C.**
On The Record
WLBY, Ladysmith, Wis.
- BECK, CARLETON**
Around The Town
WKBW, Buffalo, N. Y.
- BECKER, GEORGE**
Evenin' Heatwave
WEDC, Chicago, Ill.
- BECKER, HARRY**
This Is Becker
KIMO, Independence, Mo.
- BECKETT, RALPH**
Juke Box Review
KWIN, Ashland, Ore.
- BECKTEL, EARL**
1240 Night Club
WSNJ, Bridgeton, N. J.
- BEDAN, BIRD**
Disc & Data
WEAV, Plattsburg, N. Y.
- BEECHAM, W.**
Alarm Clock Club
WHOS, Decatur, Ala.
- BELDING, LEE**
You Name It
KXLO, Lewiston, Mont.
- BELL, DON**
Don Bell Show
KRNT, Des Moines, Ia.
- BELL, KEN**
Music 'til Midnight
WPDQ, Jacksonville, Fla.

1924

— o —

1949

from WJY-WJZ (remember?)
thru CBS-WABC (remember?)
to WMGM-WHN (remember?)

SILVER ANNIVERSARY YEAR

“TED HUSING’S BANDSTAND”

twice daily on WMGM and WMGM-FM

In 1948—Army Football games
Baltimore Colts football games
Indoor Track Meets at Madison Square
Garden
Olympic Games for Voice of America
'Gator Bowl Game—full NBC net

In 1949—Mr. Busher at Churchill Downs . . .

Disc Jockeys—Radio-Television

- BELLAH, MILTON**
Bandstand
WDAR, Savannah, Ga.
- BELLAIRS, MALL**
Music For Men
WCFL, Chicago, Ill.
- BELLINGER, STEVE**
Pop Show
WTCJ, Tell City, Ia.
- BENEDICT, LOUIS P.**
199 Club
KUBC, Montrose, Cal.
- BENNETT, CLYDE**
WKLY, Hartwell, Ga.
- BENNETT, FRED**
Fred Bennett Show
WPEN, Philadelphia, Pa.
- BENNETT, M. J.**
M.J.B.
KSO, Des Moines, Ia.
- BENSON, AL**
Al Benson Show
WJJD, Chicago, Ill.
- BENSON, BOBO**
KYW, Philadelphia, Pa.
- BERG, ALLEN**
Turn Table Time
KSBW, Salinas, Cal.
- BERG, HAL & BRODE, BUDDY**
Club Swing Time
WILK, Wilkes-Barre, Pa.
- BERGEN, RONN**
Coffee Pot
WHOL, Allentown, Pa.
- BERGMAN, ALAN**
Midnight in Syracuse
WNDR, Syracuse, N. Y.
- BERGSTROM, ART**
Timekeeper
WMMW, Meriden, Conn.
- BESSE, HARRY**
Main Stem Derby
KSWL, Council Bluffs, Ia.
- BETTERS, MITCHELL C.**
WTHT, Hartford, Conn.
- BETZ, CARL**
Swing Shift
WCAE, Pittsburgh, Pa.
- BICKNELL, MAX**
Club Carousel
KIUL, Garden City, Kans.
- BIGLEY, DAVID E.**
Requestfully Yours
WJOI, Florence, Ala.
- BILLINGSLEY, JOHN**
KSFA, Nacogdoches, Tex.
- BINGHAM, PETE**
Atomic Boogie
WJOI, Florence, Ala.
- BIRMINGHAM, JOHN**
1450 Club
WNEZ, Saranac Lake, N. Y.
- BISH, DON**
At Your Request
KGEM, Boise, Ida.
- BISHOP, CLAY**
Boots and Saddles
KSEM, Moses Lake, Wash.
- BLACK, BERNIE**
For You By Request
WGPA, Bethlehem, Pa.
- BLACK, JOHN**
Dawn O'Day
RGB, San Diego, Cal.
- BLACK, HOWARD**
Rise 'N' Shine
KAY, Phoenix, Ariz.
- BLACKBURN, ROBERT**
KFRE, Fresno, Cal.
- BLAGG, BOB**
Record Reville
WDNE, Elkins, W. Va.
- BLAIR, LARRY**
WTJS, Jackson, Tenn.
- BLAKE, BRUCE**
Music for Ohio
WHKK, Akron, O.
- BLANCHARD, LOWELL**
Music Clock
WNOX, Knoxville, Tenn.
- BLECKLEY, JOHNNY**
Record Party
WCJU, Columbia, Miss.
- BLOCK, MARTIN**
Make Believe Ballroom (WNEW);
Chesterfield Supper Club (NBC);
The Martin Block Show (MBS);
Martin Block's Musical Merry-
Go-Round Series at M-G-M; Mar-
tin Block Music Corp. (Holly-
wood, Calif); Martin Block Studio
at Encino, Cal.
- BOARDMAN, FRANK**
1380 Club
KSWO, Lawton, Okla.
- BOBB, CHARLIE**
Sunset & Vine
KVOB, Alexandria, La.
- BOGARTE, HOWARD**
Music In The Night
WFAA, Dallas, Tex.

MORT NUSBAUM

Emcee

WHAM — Rochester

50 KW—NBC

1948-1949

CINDERELLA WEEK-END

(Quiz Show)

YOU CAN BE A STAR

(Talent Hunt)

MEET ME AT THE TRITON

(Disc Show from Night Club)

CLOCK WISE

(Morning Show)





Best Wishes From

Bea Wain

Andre Baruch

Wayne Baruch



“... we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.” — *Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

Disc Jockeys—Radio-Television

BOGDEN, HILARY
Comes Seven
WJAS, Pittsburgh, Pa.

BOGGESS, JOHN
All Request Hour
WLAG, La Grange, Ga.

BOLEN, JIM
1020 Club
WCIL, Carbondale, Ill.

BOLES, PAUL
Don't Look Now
WFUR, Grand Rapids, Mich.

BOLIN, ART
Swing Session
WARM, Scranton, Pa.

BONDARIN, AV.
Three O'Clock Special
KFOR, Lincoln, Neb.

BONER, LEE
Saturday Swing Session
KAWT, Douglas, Ariz.

BOEEN, SHERM
Friendly Time
WDGY, Minneapolis, Minn.

BOOM, JANE
Package From Parkers
WOC, Davenport, Ia.

BORTWICK, BILL
Anything Goes
WBRC, Birmingham, Ala.

BOSWORTH, GRANT
Hayloft Hit Parade
KJAM, Vernal, Utah

BOUCHIER, GENE
600 Club
WPDQ, Jacksonville, Fla.

BOYLAY, ROBERT
Say It With Music
WHYN, Holyoke, Mass.

BOWER, DICK
Dance Roundup
WRAK, Williamsport, Pa.

BOWLES, SHANNON
Grapevine Party Line
KELD, El Dorado, Ark.

BOYD, HARVEY
KWBC, Fort Worth, Tex.

BOYLE, WILLIAM
Journeys Into Jazz, Comin'
Right Up
WGRD, Grand Rapids, Mich.

BOYETT, PAT
Rhythm Express
KONO, San Antonio, Tex.

BOYSEN, JIM
Jim Boysen Show
WTC, Minneapolis-St. Paul, Minn.

BRADFORD, JOHNNY
Johnny Bradford Show
WRC, Washington, D. C.

BROWN, SAM
Music Hall
WINX, Washington, D. C.

BRADLEY, BILL
Breakfast With Bradley
WLYN, Lynn, Mass.

BRADLEY, BOB
Patter & Platter, Time
WDAY, Fargo, N. Dak.

BRANDL, MILT
WISN, Milwaukee, Wis.

BRANT, BILL
Midnighter's Club
KDKA, Pittsburgh, Pa.

BREENE, PAT
Whittier Square Matinee, Rec-
ord Roundup

BREEZY, CHUCK
Rhythm Roundup
KTUL, Tulsa, Okla.

BRENT, LEE
WJOL, Joliet, Ill.

BREWER, DAN
Mail Bag
WMRN, Marion, O.

BRICE, BE
Anything Goes—and Does
WTPR, Paris, Tenn.

BRIEN, PAYTON
Breakfast with Brien
WDXB, Chattanooga, Tenn.

BRIGHT, HOWARD
Alarm Clock Club
WKMO, Kokomo, Ind.

BRITT, PAUL
Teen Time, Groove Graveyard
KCOL, Fort Collins, Colo.

BROILERS, MARK
Dance Club
KGNO, Dodge City, Kans.

BROKENSHERE, NORMAN
WNBC
"Norman Brokenshere Show"

BROOKINS, DON
Brookins Incorporated
WDLF, Panama City, Fla.

THIS IS YOUR
BROADWAY AND HOLLYWOOD
REPORTER AND RECORDER

JACK EIGEN

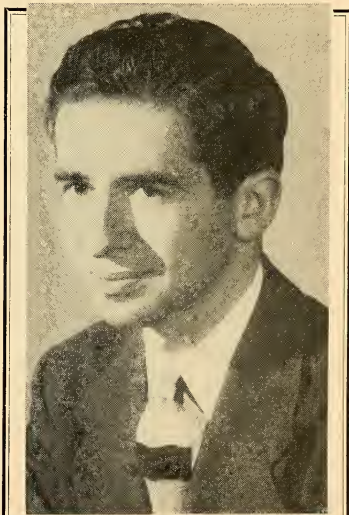
SAYING
"MEET ME AT
THE COPA"
EVERY NIGHT—12 TO 4 A.M.
WINS-WLW

AND ON TV
"I'M AT DUMONT"
THURSDAYS 7:45 P.M.

SPECIAL TO FRED ALLEN
"THANKS"

WILBUR STARK - JERRY LAYTON
Program Productions

551 5th Ave. • NEW YORK 17, N.Y.



Joe Franklin

"The Young Man With the Old Records"

Disc Jockeys—Radio-Television

- BROOKS, BOB**
Musicoology
WSCR, Scranton, Pa.
- BROOKS, FOSTER**
Million Dollar Ballroom
WKBW, Buffalo, N. Y.
- BROOKS, GEORGE L.**
Hillbilly Hit Parade
KDIX, Dickinson, N. Dak.
- BROOKS, TOM**
Merry Go Round
KAWT, Douglas, Ariz.
- BROOKS, TOM**
Babbling Brook
WHAW, Weston, W. Va.
- BROPHY, BILL**
Brunch With Brophy
WKNY, Kingston, N. Y.
- BROWN, BILL**
The Nut Club
WIKK, Erie, Pa.
- BROWN, BOB**
WEPM, Martinsburg, W. Va.
- BROWN, BOB**
Music Room, Punch Bowl
Show
WMID, Atlantic City, N. J.
- BROWN, FRANK ROBINSON**
KHUM, Eureka, Cal.
- BROWN, GERALD**
Brown's Derby
WGRC, Louisville, Ky.
- BROWN, HARVEY**
Platter Party
WLBK, Leesburg, Fla.
- BOWNING, BILL**
KMON, Great Falls, Mont.
- BRUCE, LATHROP**
Designs In Harmony
KTM, San Rafael, Cal.
- BRUCE, RAMON**
Ravin' With Ramon
WHAT, Philadelphia, Pa.
- BRUNCH, TAYLOR**
WIRR, Dallas, Tex.
- BRYANT, FLOYD**
Early Bird Program
KFXD, Nampa, Ida.
- BRYANT, KENNY**
Supper Time Frolics
WKEY, Covington, Va.
- BRYANT, WILLIE**
After Hours Swing
WHOM, New York, N. Y. &
Jersey City, N. J.
- BUBB, ROBERT**
WPTW, Piqua, O.
- BUCHANAN, BRUCE**
Dixie Jamboree
WMFD, Wilmington, Del.
- BUCHANAN, DEAN**
Platter Party
KCSU, Provo, Utah
- BUCKLEY, DICK**
11th Hour
WANE, Fort Wayne, Ind.
- BUECHLER, JACK**
Juke Box Review
WEKT, Milwaukee, Wis.
- BUTTNER, AL**
Music 'Til Past Midnight
WTMJ, Milwaukee, Wis.
- BULLINGTON, BILL**
1450 Club
KSGM, Ste. Genevieve, Mo.
- BURGE, RALPH**
Breakfast With Burge, Jam
For Supper
WJBO, Baton Rouge, La.
- BURKE, JACK**
Spinner's Sanctum
WICY, Malone, N. Y.
- BURKHEAD, WILLIE**
Morning Melodies
KTRR, Rolla, Mo.
- BURNS, DAKREL**
Five Five Club
KXLE, Ellensburg, Wash.
- BURNS, ROGER**
Melody Time
WBEL, Beloit, Wis.
- BURNSIDE, CURTIS**
KYJC, Medford, Ore.
- BURT, BILL**
For Shutins
WCOL, Columbus, O.
- BURTON, BOB**
Breakfast With Burton.
Rhythm by Request
WEEK, Peoria, Ill.
- BURTON, LINN**
Platter Party
WENR, Chicago, Ill.
- BUSSE, AL**
WSUA, Bloomington, Ind.
- BUTLER, JOSEPH**
WKZO, Kalamazoo, Mich.
- BYRD, HERBERT**
KXLR, No. Little Rock, Ark.

— C —

CALDWELL, LARRY
Breakfast Varieties
WAVL, Apollo, Pa.



TED STEELE



The **JOHNNY**
CLARKE Show

Disc Jockeys—Radio-Television

CALLIGNA, CLAYTON V.
Make Believe Danceland
WFRP, Savannah, Ga.

CALVERT, ROBERT
Moods in Rhythm
WAJR, Morgantown, W. Va.

CAMERON, FRANK
Call To Breakfast
WHAV, Haverhill, Mass.

CANDEDO, LOUIS
740 Club
WORZ, Orlando, Fla.

CAPELMAN, CHARLES
In The Groove
WRVA, Richmond, Va.

CARBAJAL, GEORGE
1230 Club
KWTC, Barstow, Cal.

CAREY, RALPH
KSWI, Council Bluffs, Ia.

CARLTON, KEN
WLOX, Biloxi, Miss.

CARROL, JAMES
Name The Tune
WBBB, Burlington, N. C.

CARROLL, RAY
After Hours Swing
WHOM, New York, N. Y. &
Jersey City, N. J.

CARROLL, ROBERT C.
Morning Varieties
WRHI, Rock Hill, S. C.

CARROLL, VINCENT
Breakfast Parade
WBAX, Wilkes-Barre, Pa.

CARSWELL, TOM
Studio Party
WORZ, Orlando, Fla.

CARTER, ALVA
Capital Club, Baby Sitters'
Ball
WPTB, Albany, N. Y.

CARTER, ED
Ed's Record Rack
WACE, Chicopee, Mass.

CARTER, JACK
Radio Juke Box
KSEO, Durant, Okla.

CARTER, LEROY
Carters Clambake
KCTX, Childress, Tex.

CARTER, SAM
WCAV, Norfolk, Va.

CARY, TOM
KFEQ, Disc Derby
KFEQ, St. Joseph, Mo.

CARTER, VAL
You Asked For It
WJOY, Burlington, Vt.

CARTWRIGHT, LOWELL
Impressions in Wax
WRUN, Utica, N. Y.

CARVER, CAMPBELL
Morning In Montgomery
WMON, Montgomery, W. Va.

CAUSEY, DON
Rise And Shine
KHOZ, Harrison, Ark.

CAVANAUGH, JOE
Hi Neighbor
WARD, Johnstown, Pa.

CAVITT, DON
Waxing Wise
WHYY, Appleton, Wis.

CASEY, MARY
For The Ladies
WJFG, Green Bay, Wis.

CASHION, JOHN T.
Daybreak Jamboree, 810 Club
WKBC, North Wilkesboro,
N. C.

CASSELMAN, CHET
Time Out For Music
KERN, Bakersfield, Cal.

CATON, EARL, JR.
Waiting For Caton
WKDK, Newberry, S. C.

CAUDHILL, CARL
Caudhille's Carnival
WVNF, Fayetteville, N. C.

CEDRIC, SIR
Sir Cedric
KTRM, Beaumont, Tex.

CERCLA, PAUL
The Timekeeper
WVPO, Stroudsburg, Pa.

CESSNA, R.
By Request
WOAP, Owosso, Mich.

CHAPEAU, TED
Lazy Bones, Sky Commuter
WMBR, Jacksonville, Fla.

CHAPMAN, CHUCKLE
Breakfast With Chuckles
WISH, Indianapolis, Ind.

CHAPMAN, FRED
Whistlin' In The Dark
WILK, Wilkes-Barre, Pa.



JACK LACY

"Listen To Lacy"
"Bushels Of Fun"

M. C.—Quiz Master—Disk Jockey

WINS



MAURICE HART

ANNOUNCER—PRODUCER—NARRATOR

"Start-The-Day-Right" 6 to 7 Ayem
"Memory Lane" 10:30 to 11:00 Ayem

MONDAY THRU SATURDAY

K F W B

Disc Jockeys—Radio-Television

CHARLES, JERRY
At Home With Jerome
WTOR, Torrington, Conn.

CHARLES, VAN
WIBK, Knoxville, Tenn.

CHASE, BRANDON
WLC, New London, Conn.

CHASE, BUD
1290 Club
WMLO, Milwaukee, Wis.

CHASE, EDDIE
Off The Record
WOOD, Grand Rapids, Mich.

CHASE, GLEN
Dance Time
KCRX, Sacramento, Cal.

CHESTER, BOB
Bob Chester Show
WKMH, Dearborn, Mich.

CHRISTENSEN, FRED
Rhythm Express
WMP5, Memphis, Tenn.

CHRISTENSON, ROYCE
It's Up To You
KTRE, Lufkin, Tex.

CHRISTIE, LEWIS
Eye Opener
KOCA, Kigore, Tex.

CHRISTIE, PHIL
WVOM, Boston, Mass.

CLAIR, JOHNNY
Clair On The Air
WHYU, Newport News, Va.

CLARK, BILL
Khuse Play
KHUZ, Borner, Tex.

CLARK, INGRAHAM
1400 Club
KREO, Indio, Cal.

CLARK, LOWELL
KGFJ, Shawnee, Okla.

CLARK, WARREN
920 Club
KFJX, Grand Junction, Colo.

CLARKE, JOHNNY
Announcer, Narrator; b. King-
ston, O., May 10, 1913; ed. U.
of Cinn., Cincinnati Conserva-
tory of Music, Miami U. (Ohio);
Going to Town, Three Corner
Club (WINS); Rittenhouser
Chimes Show (TV) The Johnny
Clarke Show (WNJR).

CLARKSON, HARRY
Sat. Afternoon Sports Parade
WBBC, Bethesda-Chevy-Chase,
Md.

CLAYTON, BOB
Tunes & Trivia
WJAS, Pittsburgh, Pa.

CLAYTON, ROBERT
WJIM, Lansing, Mich.

CLEAVER, MARSHALL S.
Polka Dota
WKAP, Allentown, Pa.

CLEMET, JOHNNY A.
Milkman's Matinee
WARD, Johnstown, Pa.

CLIFTON, JACK
Clifton Comes Calling
WJMO, Cleveland, O.

COCHRAN, PAUL
1190 Club
KWHL, Hutchinson, Kans.

CODDON, HAL
Cheatin' On The Sandman. Cot-
ton Tales
KFMB, San Diego, Cal.

COLE, GEORGE
Cole-cuts
KFOX, Long Beach, Cal.

COLE, MAX
Wake Up New York
WOV, New York, N. Y.

COLE, STEVE
Music In The Afternoon
WHCU, Ithaca, N. Y.

COLLEE, DONN R.
Club 1240
WLBK, Leesburg, Fla.

COLEMAN, PAUL
Timekeeper
WINR, Binghamton, N. Y.

COLONNA, VICTOR
The Night Owl
WMTW, Portland, Me.

COLTON, MIFF
Wake Up Maine
WLAM, Lewiston, Me.

COMO, HUNTER
Hunter Como Show
KDAL, Duluth, Minn.

CONNER, BILL
Friendly Time
WEBC, Duluth, Minn.

CONRAD, STAN
Carolina Reveille
WSJS, Winston-Salem, N. C.

CONWAY, TOM
Time For Dancing
WHIS, Bluefield, W. Va.

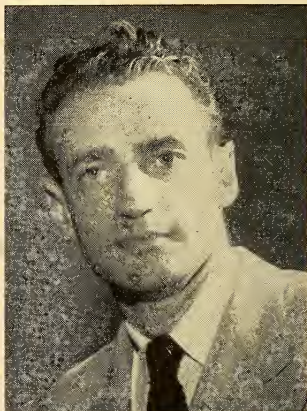
COOK, BOBBY
KWFT, Wichita Falls, Tex.

COOK, CLARK
Afternoon Agenda
KTMS, Santa Barbara, Cal.



JACK STERLING
"The Jack Sterling Show"

6-7:45 a.m.—CBS



BOB POOLE
"POOLE'S PARADISE"

Monday thru Friday — 9:30-10 a.m.
Saturdays — 3-3:30 p.m.

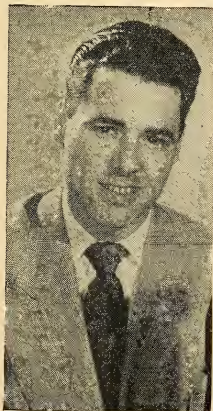
MBS

Disc Jockeys—Radio-Television

- COOK, IRA**
Sunday Record Session
KMPC, Los Angeles, Cal.
Dance Time
KFAC, Los Angeles, Cal.
- COOK, JACK**
1240 Club, What's Cookin'
KRDO, Colorado Springs, Colo.
- COOK, JAMES R.**
Country Boy, Chuckwagon,
Alarm Clock Club
WGBA, Columbus, Ga.
- COOK, VERN**
Vern Cook Show
WGY, Schenectady, N. Y.
- COONTZ, EDDIE**
Eddie's Corner Store
KOMA, Oklahoma City, Okla.
- COOPER, JACK L.**
Rug Cutters' Special
WSBC, Chicago, Ill.
- COOPER, VERNON**
Musical Mailbox
WCNU, Crestview, Fla.
- COPE, FRANK**
Alarm Klok Klub Matinee
KJBS, San Francisco, Cal.
- CORNIEA, TOM**
KDEC, Decorah, Ia.
- CORLEY, GORDON**
Time To Dance
KFKA, Greeley, Colo.
- COURTNEY, ALAN**
MBS, WNEW
- COWART, MYRL**
Campus Capers
WFOY, St. Augustine, Fla.
- CRABBE, WILLIAM A.**
KRUZ, Santa Cruz, Cal.
- CRAGER, ROBERT**
Melody Matinee
WWCO, Waterbury, Conn.
- CRAIG, E. G.**
Shopping Guide
KCLE, Cleburne, Tex.
- CRAIG, GEORGE**
Coffee With Craig
KFDX, Wichita Falls, Tex.
- CRANDALL, PAUL**
Yawn Patrol
WROM, Rome, Ga.
- CRANE, BEN**
Century 8 Club
KXIC, Iowa City, Ia.
- CRAVEN, HAROLD**
Off The Record
WHPE, High Point, N. C.
- CRIST, JIM**
Morning In Maryland
WFBR, Baltimore, Md.
- CRIST, PHIL**
Morning In Maryland
WFBR, Baltimore, Md.
- CROCKER, JERRY**
Crocker's Clambake
WMOA, Marietta, O.
- CROCKER, LEE**
Needlework
KOMO, Carthage, Mo.
- CROFFORD, GEORGE**
1510 Club
KOCs, Ontario, Cal.
- CROWE, GORDON**
Tom Thumb
KALL, Salt Lake City, Utah
- CROWE, HILTON**
WALT, Tampa, Fla.
- CRUISER, ED**
CUDABC, Erie, Pa.
- CUDABC, BILL**
1130 Club
KWKH, Shreveport, La.
- CURRY, DON**
Don's Matinee
KSJO, San Jose, Cal.
- CURTIS, GEORGE**
560 Review
WGAN, Portland, Me.
- CURTIS, KEN**
All Alone Club
KELK, Elko, Nev.
- CUTTING, DICK**
Downbeat Club
KBUC, Corona, Cal.
- CUTTING, DICK**
Magic Bandstand
KCSB, San Bernardino, Cal.

— D —

- DABECCO, HENRY**
WJAS, Pittsburgh, Pa.
- DAHLBERG, JERRY**
Gotta Match Jo
KBX, Crookston, Minn.
- DAHLING, JOE**
Platter Parade
WLDY, Ladysmith, Wis.



TEDD LAWRENCE
WLIB

ART SCANLON

Humorist

WINS

New York



Disc Jockeys—Radio-Television

- DALE, REX**
Breakfast Time
WCKY, Cincinnati, O.
- DANIELS, PAUL**
Matinee
WVNE, Rochester, N. H.
- D'ARCY, BOB**
KPKW, Pasco, Wash.
- DARY, ALAN**
WBRY, Waterbury, Conn.
- DAUGHERTY, BERT**
Yours For The Asking
KWAL, Wallace, Ida.
- DAUGHERTY, DOC**
1250 Lunch Club
WNOG, York, Pa.
- DAVIDSON, DON**
WTJS, Jackson, Tenn.
- DAVIDSON, TOM**
Swing Shift
WCCA, Pensacola, Fla.
- DAVIS, BILL**
Dialing Davis
WBLJ, Dalton, Ga.
- DAVIS, DAN**
Club 1270
KIOX, Bay City, Tex.
- DAVIS, DON**
Flying Disks, Rise and Shine
KERC, San Francisco, Cal.
- DAVIS, EDDIE**
Morning Merry-Go-Round
WTOC, Savannah, Ga.
- DAVIS, EDWARD**
1450 Club
WFPG, Atlantic City, N. J.
- DAVIS, GEORGE**
Turntable Travels
WRBL, Columbus, Ga.
- DAVIS, JOHN L.**
Covington, Va.
- DAVIS, H. KEN**
Twilight Trails
KRNO, San Bernardino, Cal.
- DAVIS, DWIDE**
1490 Club
KCIL, Houma, La.
- DAWSON, TOM**
Off The Record
KTXN, Austin, Tex.
- DAWSON, WILLIAM H.**
1400 Club, The Housewife Re-quest, Coffee Time
WPAY, Portsmouth, O.
- DAY, BOB**
Katy Klub
WKTY, LaCrosse, Wis.
- DAY, MAX**
Rompin' & Stompin'
WKMO, Kokomo, Ind.
- DE ALESSI, GENE**
Coffee Club
KTFM, San Rafael, Cal.
- DEAN, BOB**
Platter Slants
WJOB, Hammond, Ind.
- DEANE, JOE**
Open House
WHCC, Rochester, N. Y.
- deBIE, DICK**
1450 Club
KSIQ, Crowley, La.
- DEE, TOMMY**
Rise & Shine
WSBT, South Bend, Ind.
- DEERING, DEE**
Dee Deering
WDUK, Durham, N. C.
- DeGRAVELLE, ROU**
Good Morning Farmer Friend
KRFO, Abbeville, La.
- DE LA GARZA, RAMERO**
Attardecer Mexicanos
KURV, Edinburg, Tex.
- DELANEY, CHUCK**
Club 1340
WCBI, Columbus, Miss.
- DELLINGER, JOHN**
Club 1340
WJRI, Lenoir, N. C.
- DENMON, PAUL**
WKWF, Key West, Fla.
- DENWITT, PAUL**
Magic Valley Serenade
KRIO, McAllen, Tex.
- DEPPEN, STAN**
Tunes in Tempo
WSBA, York, Pa.
- DERBY, CLIFF**
'Tunes 'Round Noon
WAOW, Vincennes, Ind.
- DEVICTOR, MARTY**
WBNS, Columbus, O.
- DICKLER, SID**
Disc Diggin'
WHOD, Homestead, Pa.
- DIETZ, ROBERT**
WBSR, Pensacola, Fla.
- DILL, GLEN**
The Sundial
WTSF, St. Petersburg, Fla.
- DILLINGHAM, ALEX**
Club 1430
WILS, Lansing, Mich.
- DILLNER, BILL**
WEDC, Chicago, Ill.
- DIXON, MASON**
Yawn Patrol
KICD, Spencer, Ia.
- DIXON, PAUL**
WCPO, Cincinnati, O.
- DOBEY, JOHN**
Joplin John
KFMJ, Tulsa, Okla.
- DODDS, JOE**
Pot Luck Party
KVCV, Ventura, Cal.
- DOGGETT, JERRY**
WIRR, Dallas, Tex.
- DOMEC, JOHNNY**
Disking With Domec
KROF, Abbeville, La.
- DON, Uncle**
Uncle Don's Record Party
WOR, New York, N. Y.
- DONAGHUE, STEVE**
Pop Melody Time
WAGM, Presque Isle, Me.
- DONALDSON, BOB**
WJJJ, Montgomery, Ala.
- DONEY, JIM**
WRSR, Cleveland Heights, O.
- DONCHOE, THOMAS H.**
Luncheon Melodies
WRUF, Gainesville, Fla.
- DOREY, RAY**
Turntable Terrace
WBZ - WBZA, Boston - Spring-field, Mass.
- DORSEY, BILL**
Sunnyside
WSKY, Ashville, N. C.
- DOSTER, TOMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
- DOUGLAS, HUGH**
Tops In Town
WCFL, Chicago, Ill.
- DOUGLAS, WOLLY**
WCAV, Norfolk, Va.
- DONEY, BILL**
WISN, Milwaukee, Wis.
- DOWNNEY, JACK**
WONS, Hartford, Conn.
- DOWNING, CLYDE**
Musical Clock
WOBT, Rhineland, Wis.
- DONING, VERNON**
KRKO, Everett, Wash.
- DREPPERD, BOB**
Norning In Norfolk
WLOW, Norfolk, Va.
- DREXLER, JIM**
570 Club
WMAM, Marinette, Wis.
- DRYFUS, DICK**
Disces by Dick
WAGM, Presque Isle, Me.
- DRUM, DEWEY**
Early Riser Club
WSOC, Charlotte, N. C.
- DUBAR, DENISE**
CKAC, Montreal, Que., Canada
- DU BOIS, CHARLES**
Wax Works, KBYM, Billings, Mont.
- DUDLEY, DICK**
WNBC, Rockaby Dudley
- DUDLEY, MARY**
Movin' Round
WHOD, Homestead, Pa.
- DUMAS, ROLAND**
Tops In Pops
WMAS, Springfield, Mass.
- DUNAWAY, JAMES C.**
1100 Club
WLLB, Carrollton, Ga.
- DUNBAR, ED**
WBBQ, Jamboree
WBBQ, Augusta, Ga.
- DUNBAR, WALT**
Turntable Terrace
WBET, Brockton, Mass.
- DUNCAN, JIM**
Requestfully Yours
WEBQ, Harrisburg, Ill.
- DUNFORD, HOWARD**
Club 1490
WMRN, Marion, O.
- DUNHAM, JIM**
Polka Time
WMMW, Meriden, Conn.
- DUNLAP, WALLACE**
Dial Dunlap
WLEZ, Bridgeport, Conn.
- DUNN, BILL**
By The Numbers
WKBN, Youngstown, O.
- DUNN, TON**
Music Review
WCYB, Bristol, Va.
- DUNNE, BOB**
16th St. Parade
WEXT, Milwaukee, Wis.
- DURAND, TOM**
Dance Party
WTFM, Trenton, N. J.
- DURBIN, EUGENE**
Bandstand
KOCS, Ontario, Cal.
- DUTY, EDWARD**
KRUZ, Santa Cruz, Cal.
- DURVALL, JERRY**
1230 Club
KTRF, Thief River Falls, Minn.
- DYER, BILL**
Top Of The Morning
KRSJ, San Jose, Cal.

— E —

- EARL, GLENN**
Record Reveille
KPBX, Beaumont, Tex.
- EARLE, ROBER**
Platter Party
WCLA, Baton Rouge, La.
- ECKERT, EDWARD**
Rhythm, Corral
WKNY, Kingston, N. Y.
- EDGAR, BILL**
WBEJ, Elizabethton - Johnson City, Tenn.
- EDWARD, GENE**
Falstaff Serenade
WOW, Omaha, Neb.

Disc Jockeys—Radio-Television

— F —

- EDWARDS, FRED**
KLIF, Dallas, Tex.
- EDWARDS, TOM**
Jam For Supper
KICD, Spencer, Ia.
- EDWARDS, WARREN**
Take It Easy Time
WISB, Butler, Pa.
- EICHEN, AL**
WISLin' Time
WISL, Shamokin, Pa.
- EICHER, ROBERT**
Century Club
WBEL, Beloit, Wis.
- EIGEN, JACK**
Meet Me At The Copa (WINS);
DuMont Television.
- EILETT, DUANE**
WHO, Des Moines, Ia.
- ELLINGTON, DUKE**
WMCA, New York, N. Y.
- ELLIOT, CHARLES**
Atomie Boogie
WMGY, Montgomery, Ala.
- ELLIOT, DON**
WCON, Atlanta, Ga.
- ELLIOTT, BILL**
Hits for the Mrs.
KERO, Bakersfield, Calif.
- ELLIS, JACK**
Melody Matinee
WKBN, Youngstown, O.
- ELLIS, LEE**
WSPR Rhythm Society
WSPR, Springfield, Mass.
- ELLIS, LORRAINE**
Saturday Night House Party
WSPR, Springfield, Mass.
- ELLSWORTH, LEO**
Matinee Melange
KWEI, Ida.
- ELSTON, BOB**
Club 970
WJMX, Florence, S. C.
- ELY, HUGH**
Poor Man's Alarm Clock
WNVA, Norton, Va.
- EMERALD, GENE**
Gene Emerald Show
KRNT, Des Moines, Ia.
- EMMERICH, LEE**
Date With a Disc
WKOX, Framingham, Mass.
- ENGLE, ROBERT**
1480 Club
- EARLE, STANLEY**
Anything Goes
KAYL, Storm Lake, Ia.
- ERWIN, TOMMY**
Rise & Smile
KVOB, Alexandria, La.
- EVANS, BILL**
Wax and Needle Club
WCFL, Chicago, Ill.
- EVANS, CLAUDE**
Rural Rhythm
KSWM, Joplin, Mo.
- EVANS, JEFF**
After Hours
KRUL, Corvallis, O.
- EANS, JOHN**
Dance Time
WCOS, Columbia, S. C.
- EVANS, JOHN**
Mall Bag
WMON, Montgomery, W. Va.
- EVERSON, BOB**
Hillbilly Ranch
KLEE, Houston, Tex.
- EVERSON, CHRIS**
Solid Senders Club
WMOX, Meridian, Miss.
- EYRICH, DICK**
Matinee Frolic
WSIR, Winter Haven, Fla.
- ACFMEYER, ROY**
Jersey Jamboree
WSNJ, Bridgeton, N. J.
- FAHMYN, JOHN**
Side by Side
KNEW, Spokane, Wash.
- FAIRCHILD, CHUCK**
Rhythm at Random
WBUX, Doylestown, Pa.
- FANNING, BILL**
KRKO, Everett, Wash.
- FARMER, JON**
Early Worm
WAGA, Atlanta, Ga.
- FARRISS, WAYNE**
680 Klub
WGLE, Clearwater, Fla.
- FAULK, A. L.**
WCKB, Dunn, N. C.
- FEAGANS, EARNIE**
Feagan's Follies
WDOD, Chattanooga, Tenn.
- FEATHER, LEONARD**
Jazz at Its Best
WMGM, New York, N. Y.
- FEIN, MEL**
Club 1310
WGAT, Utica, N. Y.
- FELLER, SHERM**
Clup Midnight
WEEI, Boston, Mass.
- FERESTAT, DICK**
Platter Chatter
KKIN, Visalia, Calif.
- FIELDS, CHUCK**
KWIN, Astland, Ore.
- FIELDS, BILL**
Swing Session
WZIP, Covington, Ky.
- FINCH, BUD**
WELI, New Haven, Conn.
- FINCH, DEE**
WNEW, New York, N. Y.
- FINGER, ART**
Sun Dial
WXYZ, Houston, Tex.
- FISHER, JIM**
Jive Tol Five
WGGG, Gainesville, Fla.
- FISHER, PAUL**
WLIO, East Liverpool, O.
- FITZGERALD, DON**
Musical Revelle
WTBF, Troy, Ala.
- FITZGERALD, GORDON**
570 Matinee
WBAP, Fort Worth, Tex.
- FLETCHER, THOMAS**
Matinee Dancetime
WHK, Cleveland, O.
- FLOOD, JOE**
Upsee-Daisy
KTLN, Denver, Colo.
- FOLAND, MYLES**
WSIV, Pekin, Ill.
- FOLEY, DAVE**
KRKO, Everett, Wash.
- FORD, ART**
WNEW, New York, N. Y.
- FORD, CHARLES**
WCCP, Savannah, Ga.
- FORD, JOHN**
Grampappy Gramophone
WTCN, Minneapolis-St. Paul,
Minn.
- FORD, MILTON Q.**
Early Morning Show
WWDC, Washington, D. C.
- FOREMAN, BILL**
Rhythm Rodeo
KYA, San Francisco, Cal.
- FORNEY, BILL**
Tuxedo Junction
KSAN, San Francisco, Cal.
- FORSSELL, GENE**
Sun-Kist Show
KIST, Santa Barbara, Cal.
- FORSTEL, BOB**
WMCA, Ashtabula, O.
- FOSS, BARRYL**
Western Swing
KTJS, Hobart, Okla.
- FOSTER, JACK**
Juke Box Review
WFHR, Wisconsin Rapids, Wis.
- FOSTER, JOHN**
Requestfully Yours
WBAX, Wilkes-Barre, Pa.
- FOSTER, TERRY**
Record Show
WBHL, Sheboygan, Wis.
- FOUNTAIN, BILL**
Time and Tune Parade
WKY, Oklahoma City, Okla.
- FOWLER, J. B.**
Pinale Time
WNGO, Mayfield, Ky.
- FOWLER, JIM**
Record Show
WGPC, Albany, Ga.
- FOX, SYLVAN**
Spotlight Rhythm
KSYL, Alexandria, La.
- FRANCIS, AL**
Fun With Francis
WKST, New Castle, Pa.
- FRANKEL, GENE**
KHMO, Hannibal, Mo.
- FRANKLIN, JOE**
Antique Record Shop (WMCA),
New York, N. Y.
- FRAWLEY, TOM**
KWNO, Winona, Minn.
- FRAZIER, BOB**
WMMN, Fairmont, W. Va.
- FRAZIER, JIM**
Musical Varieties
WCBI, Columbus, Miss.
- FREDERICKS, BILL**
The Honeydrippers
KWJJ, Portland, Ore.
- FREDERICKS, DON**
Melody Matinee
KDSH, Boise, Ida.
- FRED, ALLEN**
Request Review
WARK, Akron, O.
- FRELAND, MIKE**
Platter Time
WEKR, Fayetteville, Tenn.
- FREEMAN, PAUL**
Party Line
KAFY, Bakersfield, Cal.
- FRENCH, NED**
1360 Club
WLYN, Lynn, Mass.
- FRIELING, JIM**
Morning Pickup, Platter Pa-
rade
WXRA, Buffalo, N. Y.
- FRIEND, GEORGE**
Lake Region Serenade
WLAK, Lakeland, Fla.
- FRISCH, BOB**
Sunrise Serenade
WMAW, Milwaukee, Wis.
- FREHLICH, DON**
State Show
WAUX, Waukesha, Wis.
- FROST, DONALD, M.**
Gene Astry Time, Time To
Dance
WPAY, Portsmouth, O.
- FROST, FRANK**
Colby, Kans.

Disc Jockeys—Radio-Television

FULMAR, ALLAN
Let's Dance
WKIX, Columbia, S. C.

FURMAN, R. W.
Music In The Air
WMAP, Monroe, N. C.

FUSCO, DAN
"The Timekeeper"
WEAL, Rome-Utica, N. Y.

— G —

GABRIEL, DON
By Dawn's Early Light
WJW, Cleveland, O.

GAILBRAITH, JOHN
Musical Lunch Counter
KGO, San Francisco, Cal.

GAINES, ZEKE
Good Morning Circle
WGAU, Athens, Ga.

GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.

GARMEN, JAKE
1340 Club
KSET, El Paso, Tex.

GARRETT, CHUCK
WEDO, McKeesport, Pa.
Chuck Garratt Show

GARRETT, LEE
Yawn Patrol
WROV, Roanoke, Va.

GARY, DOUG
Noontime Jamboree
WRBL, Columbus, Ga.

GATLING, BILL
Ready For Music
WLPM, Suffolk, Va.

GAYES, JIM
Dance Time
WGGG, Gainesville, Fla.

GEARHART, VAL
Teen Time
KCSB, San Bernardino, Cal.

GEEN, STAN
Motor Melodies
WGAR, Cleveland, O.

GEERTZ, MARY
Rendezvous With Music
WBLJ, Dalton, Ga.

GEHLERT, BILL
WTEL, Philadelphia, Pa.

GEORGE, LEE
Yawn Patrol
KWTO, Springfield, Mo.

GERON, MORM
The Sun Dial, Make-Believe
Ballroom
WWSO, Springfield, O.

CHIORSE, LARRY
Platter Patter
WBET, Brockton, Mass.

GIBBONS, JAMES
The Town Clock
WMAL, Washington, D. C.

GIBSON, FRITZ
WAIM, Anderson, S. C.

GIFFORD, DICK
Record Parade
KRDU, Dinuba, Cal.

GILBERT, CHARLES
Night Watchman
WNEB, Worcester, Mass.

GILLIS, JOHNNY
Western Swing
WVFF, Palatka, Fla.

GILMAN, HAL
WSLB, Ogdensburg, N. Y.

GILMORE, KEN
Starlight Junction
WLCS, Baton Rouge, La.

GIRAND, JOSEPH
WCCC, Hartford, Conn.

GIROUX, LEE
Sunrise Roundup
KGO, San Francisco, Cal.

GLEASON, BOB
Nye Beach Comber
KNPT, Newport, Ore.

GLOVER, WILLIE
Between the Tables
WBMS, Uniontown, Pa.

GOARD, FRED
KROS, Clinton, Ia.

GOERNER, BOB
Curfew Club
KQW, San Jose, Cal.

GOLDEN, JERRY
Dial in Style
WHBY, Appleton, Wis.

GOODING, KEN
Sunny Side Up
KRBS, St. Joseph, Mo.

GOODWIN, HAROLD
Pioneer Town
KTBC, Austin, Tex.

GORDON, PHIL
Afternoon Swing Session
WRWL, New York, N. Y.

GORDON, RAY
Waffles & Wax
KTRE, Lufkin, Tex.

GOULD, DICK
Alarm Clock Club
WLOW, Norfolk, Va.

GOWAN, PAUL
WARK, Hagerstown, Md.

GRADY, JOE
950 Club
WPEN, Philadelphia, Pa.

GRAHAM, BILL
Pop Parade
KDSH, Boise, Ida.

GRAHAM, DON
Dawn in Dixie
WHSC, Hartsville, S. C.

GRANGER, JERRY
Melody Mill
KHAS, Hastings, Neb.

GRAVEL, ALAIN
CKAC, Montreal, Que., Can.

GRAVES, GENE
KTV, Philadelphia, Pa.

GRAY, BARRY
The Barry Gray Show
WKAT, Miami Beach, Fla.

GRAY, CHARLIE
Rise 'N Shine
KOME, Tulsa, Okla.

GRAY, HU
You Ask For It
WDZ, Tuscola, Ill.

GRAY, JIM
Melody Merchant
WAIT, Chicago, Ill.

GRAY, MARTIN
KTOP, Topeka, Kans.

GRAYSON, MEL
Request Club
WSSV, Petersburg, Va.

GRAYSON, SID
Lone Star Theatre
KFDX, Wichita, Falls, Tex.

THE GREAT SCOTT
KLEE, Houston, Tex.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREENWOOD, WARREN
Platter Playhouse
WHAV, Haverhill, Mass.

GREER, BOB
Club 99
WNOX, Knoxville, Tenn.

GREER, JAMES
After Hours
WTXL, San Angelo, Tex.

GREGSON, JACK
KROW, Oakland, Cal.

GREGSON, JACK
GE Platter Party
KXOB, Stockton, Cal.

GREENAN, ED
The Record Man
WBCK, Battle Creek, Mich.

GREY, LANNY & GINGER
Start The Day With A Smile
WJMG, New York, N. Y.

GREY, MITCHELL
Breakfast With You
WJPA, Washington, Pa.

GRIFFIN, DAN
Daybreak in Dixie
WGTM, Wilson, N. C.

GRIFFITHS, BILL
Platter Spinners Parade,
Spinner Sanctum
WKRT, Corland, N. Y.

GRIGGS, DICK
WFLN, Oney, Ill.

GRISSOM, GAIL
Night Special
WTOM, Bloomington, Ind.

GROFF, WILL
"Rise and Shine"
WJEJ, Hagerstown, Md.

GROHAM, JAMES
Musical Clock
WFPG, Atlantic City, N. J.

GROPPEL, HAL
Sweetwood Serenade
WRUN, Utica, N. Y.

GROSSMAN, DICK
Juke Box Serenade
WOLF, Syracuse, N. Y.

GUNDERSON, DALE
Make Mine Music
KKRO, Aberdeen, Wash.

GUNN, DICK
1490 Club
KICO, Calexico, Cal.

GUNTER, ROSE ELLA
High School Platter Party
WTMC, Ocala, Fla.

— H —

HACK, GEORGE
For the Children
WNOW, York, Pa.

HAGEMAN, JIM
Platter Parade
WCHV, Charlottesville, Va.

HAGGATT, JERRY
Jerry's Jive Hive
WTCJ, Tell City, Ia.

HALEY, TOM
Off the Record
WTAM, Cleveland, O.

HALL, BOB
Tops in Pops
WVVW, Fairmont, W. Va.

HALL, RUSS
Russ Hall Show
KLFJ, Dallas, Tex.

HALLET, PAUL
Records At Random
KOOL, Phoenix, Ariz.

HALLOCK, TED
Spins & Needles
KPO, Portland, O.

HAMILTON, JIM
Melody Time
WRRF, Washington, N. C.

HAMLETT, JAMES
Cactus Jim Show
KMON, Great Falls, Mont.

HAMMONS, ELMER E.
Ross's Record Shop
WGUY, Bangor, Me.

HAMRICK, JOHN C.
The Wake Up Show
WBHF, Cartersville, Ga.

HANCOCK, JOHN
Barnance Kapers
WKTY, LaCrosse, Wis.

HANES, FRANK
Melody Time
WPAR, Parkersburg, Pa.

Disc Jockeys—Radio-Television

- HANEY, BERT**
The Critter
KTAE, Taylor, Tex.
- HANNA, BOYCE**
870 Club
WGTL, Kannapolis, N. C.
- HANSSSEN, TOM**
Yawn Patrol
WBEB, Fitzgerald, Ga.
- HARDGROVE, F. H.**
Rise & Shine
KCLE, Cleburne, Tex.
- HARDING, BARBARA**
By Request
WMVA, Martinsville, Va.
- HARDING, JIM**
Spotlight Stars
KCSB, San Bernardino, Cal.
- HARDING, JIM**
Disc Jerkey, Variety Time
WHYU, Newport News, Va.
- HARDISIN, BOB**
My Serenade
KVWC, Vernon, Tex.
- HARDMAN, GLENN**
Sunshine Man
KTUL, Tulsa, Okla.
- HARPER, MIKE**
Rise & Shine
WWGP, Sanford, N. C.
- HARRPING, JAMES**
Requestfully Yours
WPFB, Middletown, O.
- HARREL, JACK**
Sylvester's Show
WHP, Jacksonville, Fla.
- HARRELL, BILL**
KVOP, Plainview, Tex.
- HARRINGTON, BILL**
WVOM, Boston, Mass.
- HARRIS, BASS**
House of Joy
KOL, Seattle, Wash.
- HARRIS, HOMER**
WKWF, Key West, Fla.
- HARRIS, WILLIAM G.**
WBHP, Huntsville, Fla.
- HARRISON, JACK**
Early Risers
WLA V, Grand Rapids, Mich.
- HARRY, COUSINS**
Cousin Harry
KIUP, Durango, Colo.
- HART, MAURICE**
Announcer, Disc Jockey; b.
N. Y. C., N. Y., Jan. 6, '09;
Start the Day Right; The Holly-
wood Bandstand; KFWB, Holly-
wood, Cal.
- HARTER, JACK**
WHKC, Columbus, O.
- HARTLEY, JAMES A.**
WGGA, Gainesville, Ga.
- HARTZELL, RICHARD**
Music You Like
WBPZ, Lock Haven, Pa.
- HARVEY, TOM**
Harvey House
WVCH, Chester, Pa.
- HARWOOD, CRIS**
1540 Turntable Terrace
WJM J, Philadelphia, Pa.
- HASELTINE, FRED**
Alarm Clock Club
WDNC, Durham, N. C.
- HASSING, DOUGLAS**
Housewife's Hit Parade
WMGY, Montgomery, Ala.
- HATCHER, VANCE R.**
Request a Record
WRON, Roncerverte, W. Va.
- HAUG, CARL**
Melody Time
WKR G, Mobile, Ala.
- HAWKINS, DON**
Don Night Hawkins Show
KSTP, St. Paul - Minneapolis,
Minn.
- HAWTHORNE**
The Hawthorne Thing
ABC
- HAYDEN, W.**
Hi Neighbors
WOAP, Owosso, Mich.
- HAYGOOD, H. W. JR.**
Hit Parade
KOCA, Kilgore, Tex.
- HAYNES, DICK**
Haynes At the Reins
KLAC, Los Angeles, Cal.
- HEAD, BYRON**
Coffee Club
KOIL, Omaha, Neb.
- HEDGEPETH, BILL**
WCSG, Charleston, S. C.
- HEINEN, LARRY**
Red River Reveille
KFGO, Fargo, N. Dak.
- HELLYER, ART JR.**
WISN, Milwaukee, Wis.
- HENSHAW, FRED**
Record Party
KWIL, Albany, Ore.
- HENSON, DOUG**
WTEL, Philadelphia, Pa.
- HERMAN, DON**
Music Mart
WPAG, Ann Arbor, Mich.
- HERMAN, JOHN**
Mid-day Jamboree
KUP, Porterville, Cal.
- HERRING, WELDON**
WCCP, Savannah, Ga.
- HERSCH, WOODY**
You Asked For It
KUTA, Salt Lake City, Utah
- HERSON, BILL**
WRC Timekeeper
WRC, Washington, D. C.
- HEWEY, IRA I.**
Musical Mailman
WHA I, Greenfield, Mass.
- HIBDON, MILTON**
Knick Knacks
KTBR, Modesto, Cal.
- HICKMON, RUSSELL**
WEPM, Martinsburg, W. Va.
- HICKOK, BILL**
Alarm Clock Club, Rhyne
Does Pay, 850 Club
WKKW, Albany, N. Y.
- HICKOX, RICHARD**
Yawn Patrol
WLA W, Lawrence, Mass.
- HIGGINS, HAROLD**
Record Review
WROB, West Point, Miss.
- HIGGINS, JIM**
Take-It-Easy-Time
WWNY, Watertown, N. Y.
- HIGHBY, BOB**
WLIP, Kenosha, Wis.
- HIGHTAIN, ARTHUR**
Swing Time
KWFC, Hot Springs, Ark.
- HIGHTOWER, BILL**
Bill Hightower Show
KFJZ, Fort Worth, Tex.
- HILLE, DALTON**
Hartbeats
WLK, Lima, O.
- HINKLE, C. L.**
KWTZ, Waco, Tex.
- HINKLE, ED**
Request For Rhythm
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**
Breakfast With Hinson
WRON, Roncerverte, W. Va.
- HIPPS, TOM**
Merry Go Round
KAMQ, Amarillo, Tex.
- HOBERT, JOHN**
Forever Music
WDOX, Onconta, N. Y.
- HODGES, JOHN**
Request Hour
KXOX, Sweetwater, Tex.
- HOFFER, DICK**
Hymn Request
KRDU, Dinubia, Cal.
- HOFFHINES, RALPH**
1450 Club
WLEC, Sandusky, O.
- HOGAN, ED**
Hogan's Alley
KWBC, Fort Worth, Tex.
- HOGAN, MARTY**
Marty Hogan Show
WJJD, Chicago, Ill.
- HOGGATT, JACK**
Destination Midnight
KIT, Yakima, Wash.
- HOLCZER, ROBERT**
Jamboree
WBRY, Waterbury, Conn.
- HOLLAND, BILL**
Hi Neighbor Club
WNVA, Norton, Va.
- HOLLER, CARL**
Whoopin Holler
WITZ, Jasper, Ind.
- HOLLEY, KNOX**
Dixie Rousterbout
WHAL, Shelbyville, Tenn.
- HOLMBERG, HILDING**
WFUN, Huntsville, Ala.
- HOLMES, BOB**
Juke Box Review
WKOB, North Adams, Mass.
- HOLMES, DICK**
The Dick Holmes Show
WAMS, Wilmington, Del.
- HOLMS, TED**
Sleepy Time Express
WBRK, Pittsfield, Mass.
- HOOKER, KEN**
Hill Billy Hit Parade
KSET, El Paso, Tex.
- HOOVER, CHUCK**
Star Spotlight
WHKK, Akron, O.
- HOPE, WINKIE**
Midnight Ballroom
WTAR, Norfolk, Va.
- HOPKINS, WES**
Name It and Play It
WTTM, Trenton, N. J.
- HOPPER, LEE**
Morning Juke Box
KTMC, McAlester, Okla.
- HOUGLUM, BOB**
Studio Party
KASH, Eugene, Ore.
- HOUSTON, HAL**
Rise & Shine
KSUE, Susanville, Cal.
- HOWARD, BOB**
WWAZ, Huntington, W. Va.
- HOWARD, TONY**
Melody Matinee
WPIK, Alexandria, Va.
- HOWELL, WAYNE**
Wayne Howell Show
WNBC
- HOY, WALLACE**
Wake Up Lenior
WJRI, Lenoir, N. C.
- HUCKA, CHUCK**
Coffee Clock
KORE, Eugene, Ore.
- HUDSON, GEORGE**
Downbeat Club
WCAP, Asbury Park, N. J.

Disc Jockeys—Radio-Television

- HUFF, RED**
WPLH, Huntington, W. Va.
- HUGHES, EVAN H.**
Variety Club
KVOL, Lafayette, La.
- HULICK, BUDD**
WJLL, Niagara Falls, N. Y.
- HULL, CHUCK**
Swingtime
KPAS, Banning, Cal.
- HULL, DICK**
1, 2, 3, Club
WFRP, Savannah, Ga.
- HULL, JACK**
Platter Pantry
KYOU, Greeley, Colo.
- HUNGRY HANK**
Ranch House Roundup
WMLQ, Mulwauke, Ill.
- HUNNICUT, TOM**
Tom's Record Shop
KWOC, Poplar Bluff, Mo.
- HURST, ED**
950 Club
WPEN, Philadelphia, Pa.
- HURT, ZACK**
KFJZ, Fort Worth, Tex.
- HUSE, ROBERT**
Wake-Up Show
WOTW, Nashua, N. H.
- HUSING, TED**
(Husing, Edward B.); Disc jockey;
b. New York, N. Y., Nov. 27,
1901; Pace Inst.; Columbia Univ.
Ext.; Orange Bowl Football Game;
Kentucky Derby; N. Y. & N. J.
Stake Races; U. S. Army Rec-
ruiting Football Series; Indoor
and Outdoor Track and Field;
Disc jock show, (Ted Husing's
Bandstand) WMGM.
- HUSTED, DON**
Western Hits
KWVC, Vernon, Tex.
- HUTCHINS, BAILEY**
Music of Moderns
WQBC, Vicksburg, Mass.
- HUTCHINSON, RAYMOND**
WARL, Arlington, Va.
- HUXLEY, KEITH**
WCRK, Morristown, Tenn.
- HYDEM, BILL**
Sooner Sanctum
KMUS, Muskogee, Okla.
- I —
- INGERSOLL, CHARLIE**
WXLT, Ely, Minn.
- INGRAM, BILL**
1400 Melody Lane
WSTL, Alexandria, La.
- IRVING, BOB**
Platter Chatter
WLIP, Lexington, Ky.
- IRVING, GEORGE**
1230 Club
WCMA, Corinth, Miss.
- IVEY, GIBSON**
WLAQ, Rome, Ga.
- J —
- JACKSON, CLIFF**
WBSR, Pensacola, Fla.
- JACKSON, HAROLD**
House That Jack Built
WINX, Washington, D. C.
- JACKSON, MAURICE**
Music Box
WKAX, Birmingham, Ala.
- JACKSON, WALKER**
Moonlight Memories
WBSO, Bennettsville, S. C.
- JACOBS, DAVE**
Jazz, Inc.
WSID, Baltimore, Md.
- JACOBS, DON**
Clockwatchers' Society
WCBM, Lemoine, Pa.
- JACOBSEN, DICK**
Call a Kop, Wax Works
KOPP, Ogden, Utah
- JAEGER, BILL**
Sunrise Patrol
WBOC, Salisbury, Md.
- JAFFE, SID**
Night Club of the Air
WNHC, New Haven, Conn.
- JAHNKE, HAL**
Watch the Clock
KKIC, Iowa City, Ia.
- JAMERSON, PETER**
1230 Club
WNEB, Worcester, Mass.
- JAMES, ANDY**
Easy Listening
WGEM, Quincy, Ill.
- JAMES, STEPHEN**
Once Over Lightly
WBMS, Boston, Mass.
- JAMISON, RALPH**
What's New
KCOY, Santa Maria, Cal.
- JARVIS, AL**
Make Believe Ballroom
KLAG, Los Angeles, Cal.
- JAY, GEORGE**
Show People's Show
KWIK, Burbank, Cal.
- JEFFERS, SLEEPY**
Magic Valley Jamboree
WTIP, Charleston, W. Va.
- JEFFERYS, ALLAN**
Midnight Platter Party
WFPG, Atlantic City, N. J.
- JENKINS, BOB**
For Members Only
KQNO, San Antonio, Tex.
- JENSEN, KEN**
Jam Session
KUTA, Salt Lake City, Utah
- JESSEE, BLAIR**
Hayloft Jamboree
WROM, Rome, Ga.
- JESSEN, DICK**
Swinging Down the Lane
WMCK, McKeesport, Pa.
- JOHNNY & GINNY**
Saturday Night Date
WEXL, Royal Oak, Mich.
- JOHNSON, BILL**
Yawn Patrol
WMIQ, Iron Mountain, Mich.
- JOHNSON, BOB**
Music Till Midnight
WAJR, Morgantown, Va.
- JOHNSON, CLIFF**
Cactus Jack Show
WXOB, Stockton, Cal.
- JOHNSON, DOTTIE**
Dottie's Daily
KSON, San Diego, Cal.
- JOHNSON, HERB**
Rise 'n' Shine
WMAZ, Macon, Ga.
- JOHNSON JIMMY (11 YRS.
OLD)**
Children's Classic Hour
WTRR, Sanford, Fla.
- JOHNSON, VERNE**
Mail Call
KRSC, Seattle, Wash.
- JOHNSTON, DOC**
Date with Doc
WBIR, Knoxville, Tenn.
- JOHNSTON, KEN**
Sunrise Serenade
WCED, Dubois, Pa.
- JONES, AL**
WIRR, Dallas, Tex.
- JONES, ART**
Computers Special
WBKA, Brockton, Mass.
- JONES, BOB**
Groans By Jones
WBIG, Greensboro, N. C.
- JONES, BOBBY**
Teentimers' Special
WWWB, Jasper, Ala.
- JONES, DARREL**
1240 Club
KBIZ, Ottumwa, Ia.
- JONES, GORDON**
Sunshine Valley
WCMB, Lemoine, Pa.
- JONES, HOWARD**
Here's Howard
WFLI, Philadelphia, Pa.
- JONES, J. D.**
Ranch Boys
KJAM, Vernal, Utah
- JONES, JAMES D.**
Music and Madness
KGVJ, Greenville, Tex.
- JONES, ROBERT**
Disc Derby
KFRU, Columbia, Mo.
- JONES, ROY**
1240 Club
WZNC, Jacksonville, N. C.
- JONES, ROY**
Walton Special
WMOC, Covington, Ga.
- JONES, TOM**
Music Makers
WRFS, Alexander City, Ala.
- JORDAN, MIKE**
WLAT, Conway, S. C.
- JORDAN, MURRAY**
Candlelight & Silver. This Is
Romance
WLIB, New York, N. Y.
- JOYCE, JOHNNY**
740 Club
WPAQ, Mt. Airy, N. C.
- K —
- KAHL, GEORGE**
Groovology 54
WMAJ, State College, Pa.
- KALMUS, BE**
Bee Kalmus Show
WMGM, New York, N. Y.
- KAREY, JACK**
WSIV, Pekin, Ill.
- KASTNER, FRANK E.**
WNAE, Norristown, Pa.
- KATT, GORRIST**
The Cat's Meow
WMRO, Aurora, Ill.
- KAYE, BARRY**
Barry Kaye Show
WMAJ, Baltimore, Md.
- KEITEL, JIM**
Dinnerbell Ramble
KMUS, Muskogee, Okla.
- KEITH, LARRY**
Variety Show
WPNB, Birmingham, Ala.
- KELLER, HENRY**
E for U
KGFV, Kearney, Neb.
- KELLER, O. J., JR.**
Juke Box Serenade
WTAX, Springfield, Ill.
- KELLY, DAN**
1400 Club
WRDO, Augusta, Me.
- KELLY, TOM**
Swing Session
WARM, Scranton, Pa.
- KELLY, WARREN MICHAEL**
Music Hall
WJR, Detroit, Mich.
- KEMPER, ROBERT S.**
Fan Fare
KSGM, Ste. Genevieve, Mo.

Disc Jockeys—Radio-Television

- KENDRICK, LEWIS**
Dancing Party
WJLD, Bessemer, Ala.
- KENNEDY, BOB**
Saturday Swing Session
WHB, Kansas City, Mo.
- KENNEDY, HAL**
Next Call For Breakfast
KIOA, Des Moines, Ia.
- KENNEDY, JACK**
Tea Time Ballroom
WESX, Salem, Me.
- KENNEY, JACK**
Requestfully Yours
WDLB, Marshfield, Wis.
- KENSINGER, GLEN**
WMBD, Peoria, Ill.
- KENT, BOB**
Night Owl
WBUD, Morrisville, Pa.
- KERR, REX**
Teen Age Party Time, Request
Granted
KEPO, El Paso, Tex.
- KETTLE, GEORGE**
Your Request Hour
KGIV, Alamosa, Colo.
- KIBBY, GORDON**
Anything Goes
WFUR, Grand Rapids, Mich.
- KIMBALL, EMERSON**
Home Songs
WCOL, Columbus, O.
- KIMBRO, BOB**
WLEX, Lexington, Ky.
- KING, CHARLES**
Platter Shop
WKAL, Utica, N. Y.
- KING, DICK**
The Old Town Square
KIPD, San Bernardino, Cal.
- KING, FULTON A.**
Coffee Pot
WTON, Staunton, Va.
- KING, JOHN E., JR.**
Musical Clock
KROB, West Point, Miss.
- KING, NELSON**
Daily Hit Parade
WCKY, Cincinnati, O.
- KING, PAUL**
1450 Club
WAOV, Vincennes, Ind.
- KING, ROBERT**
Kaffe Klatsch
WMOH, Hamilton, O.
- KING, WALLACE**
WATR, Waterbury, Conn.
- KING, WHITNEY**
100 Club
WCIL, Carbondale, Ill.
- KINNAMAN, FLOYD**
WFIN Floor Show
WFIN, Findlay, O.
- KIRBY, BILL**
Alarm Clock Club
WJOC, Jamestown, N. Y.
- KIRBY, JIMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
- KIRK, HARRY**
At Your Command
KORE, Eugene, Ore.
- KISER, JIMMY**
Dance Hour
WSOC Charlotte, N. C.
- KLAR, ROBERT**
Daily Bugle
WRTA, Altoona, Pa.
- KLAVAN, GENE**
Swing Class
WTH, Baltimore, Md.
- KNAPP, BOB**
Wake Up Time
WRVA, Richmond, Va.
- KNIGHT, DICK**
The Dick Knight Show
KYNO, Fresno, Cal.
- KNIGHT, TOM**
Alarm Clock Club
WLTC, Gastonia, N. C.
- KNUTSON, DARYL**
Alarm Clock Club, 1230 Club
WDSM, Superior, Wis.
- KOESTNER, ARTHUR J.**
Musical Melodies
WCRW, Chicago, Ill.
- KOHL, JAMES**
Early Riser's Party
WBOW, Terre Haute, Ind.
- KOLB, HAROLD**
Second Breakfast
WARC, Rochester, N. Y.
- KOLLINS, KAY**
Ten Time At Ten
KFEQ, St. Joseph, Mo.
- KOMASA, ANDY**
WTWT, Stevens Point, Wis.
- KONG, W. O.**
1290 Harmony Lane
WTOC, Savannah, Ga.
- KOONS, BOB**
KMO, Tacoma, Wash.
- KOVACS, ERNIE**
Chickenfoot Junction
WTTM, Trenton, N. J.
- KRANE, HARRY**
WBHY, Appleton, Wis.
- KRELL, FRED**
Krell's Carnival
WSAM, Saginaw, Mich.
- KRIBBS, BOB**
You Ask For It
WGAP, Maryville, Tenn.
- KRIEGER, ED**
Coffee Club
WSOO, Sault St. Marie, Mich.
- KUHN, LEO**
Breakfast With Lee
WXLT, Ely, Minn.
- KURTZ, ED**
Reveille Rendezvous
WBUX, Doylestown, Pa.
- KYLE, FORREST**
Musical Train
KLO, Ogden, Utah

— L —

- LABBY, LEN**
Who's Labby
KSJO, San Jose, Cal.
- LA BOE, ART**
Musical Marathon
KCMJ, Palm Springs, Cal.
- LA COM, AL**
Al's Hour
KNEW, Spokane, Wash.
- LACY, JACK**
Listen to Lucy (WINS), New
York, N. Y.
- LADD, ED**
Hi Neighbor
WPAT, Paterson, N. J.
- LAFFERTY, HERB**
Penthouse Party
WTOL, Toledo, O.
- LAKE, ED**
Dixie Disc Review
WEAR, Pensacola, Fla.
- LAMAR, JACK**
Club 18
WGAM, Camden, N. J.
- LAMB, BILL**
Jam For Breakfast
WBC, Flint, Mich.
- LAMB, BOB**
Request It
KFOX, Long Beach, Cal.
- LAMBERT, ED**
WCAV, Norfolk, Va.
- LAMKIN, STEVE**
Melody Merry-Go-Round
KVEC, San Luis Obispo, Cal.
- LAMB, CARL**
Morning Mail
WEC, Rocky Mount, N. C.
- LANAGAN, JAMES**
Clockwatcher
WNBH, New Bedford, Mass.
- LANDEAR, DEAN**
WMT, Cedar Rapids, Ia.
- LANE, LARRY**
Round-Up
WHBO, Tampa, Fla.
- LANG, BILL**
KRIC, Beaumont, Tex.
- LANGFORD, JACK**
Jack's Wax Works
KRIG, Odessa, Tex.
- LANIGAN, BETTY**
Breakfast With Betty
WGH, Newport News, Va.
- LANSB, SNOOKY**
Snooky's Song Shop
WSM, Nashville, Tenn.
- LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
- LAWRENCE, KEN**
Sunrise Serenade
WTOL, Toledo, O.
- LAWRENCE, NICK**
Breakfast Patrol
WHPE, High Point, N. C.
- LAWRENCE, TEDD.**
b. Miami, Fla., April 9, 1914;
Swingtime Session, Robert Hall
of Fame, WHN; Tedd Lawrence
Show (WVNN).
- LEAHY, TOM**
KAKE Bandstand
KAKE, Wichita, Kans.
- LEAVITT, ART**
Club 1230
KDAC, Fort Bragg, Cal.
- LEE, BRUCE**
Morning Matinee
WHIT, New Bern, N. C.
- LEE, DAVE**
Records On Parade
WKJG, Fort Wayne, Ind.
- LEE, DICK**
Time and a Half, Music Hall
WHFB, Benton Harbor, Mich.
- LEE, GIL**
Coffee Cup Parade
KOOL, Phoenix, Ariz.
- LEE, PHIL**
WFTL, Ft. Lauderdale, Fla.
- LeFEVRE, EVA MAE**
Gospel Songs
WGST, Atlanta, Ga.
- LEIGH, EDWARD**
Club 800
WCHA, Chambersburg, Pa.
- LEMEN, MATT**
Juke Box Jubilee, Tempo
Rendezvous
KOPO, Tucson, Ariz.
- LEMON, LEE**
Goodwill Dawnbuster
WJR, Detroit, Mich.
- LENZ, TED**
KGFJ, Hollywood, Cal.
- LEONARD, JIMMY**
The Jimmy Leonard Show
WSAI, Cincinnati, O.
- LESCOULIE, JACK**
WOR, New York, N. Y.
- LEWIS, BARNEY**
Dancing Party
WLDS, Jacksonville, Ill.
- LEWIS, BILL**
Afternoon Tunetime
KLPM, Minot, N. D.

Disc Jockeys—Radio-Television

- LEWIS, BILL**
Red's Club
WKOX, Framingham, Mass.
- LEWIS, CLINTON J.**
1490 Club
WWNS, Statesboro, Ga.
- LEWIS, GENE**
Teen Canteen
KTHH, Houston, Tex.
- LIBBY, ED**
Ad Lib with Ed Libb
WAYB, Waynesboro, Va.
- LIEBMAN, NED**
Tie-Tock Time
KYJC, Medford, Ore.
- LILLARD, KEN**
This Is Your Favorite
KLEB, La Grande, Ore.
- LILLY, BOB**
Keep Time With Tunes
KCRG, Cedar Rapids, Ia.
- LILLY, DON**
Tuneyville Trolley
WENK, Union City, Tenn.
- LIND, CHICK**
WSRS, Cleveland Heights, O.
- LINDER, VINCE**
Wax Works
WFBC, Greenville, S. C.
- LINN, KEN**
Platter Time
WLW, Cincinnati, O.
- LITCHFIELD, ELMORE**
Cornfield Frolics
WFAK, Charleston, S. C.
- LIVELY, LEE**
Juke Box Review
WLOW, Norfolk, Va.
- LIVSEY, THOMAS**
Melody Branch
WKAP, Allentown, Pa.
- LLOYD, JACK**
Sunrise Serenade
KBUR, Burlington, Ia.
- LLOYD, TOM**
WSWN, Belle Glade, Fla.
- LOERKE, WAYNE**
Best By Request
KRUL, Corvallis, O.
- LOFTIN, LEONARD**
Old Timer & Young Feller
WKNS, Kinston, N. C.
- LOKEY, FRANK, JR.**
Spartan Time
WORD, Spartanburg, S. C.
- LONESOME GAL**
WING, Dayton, O.
- LONG, CLINT**
Musical Reveille
WMBL, Morehead, N. C.
- LONG, DICK**
Matinee At Radio Center
KROD, El Paso, Tex.
- LONG, KEN**
Late Riser's Club
WGAN, Portland, Me.
- LONGCHAMP, BOB**
Club 1450
WKXL, Concord, N. H.
- LORENZE, GEORGE**
Lullabies from Lorenze
WXRA, Buffalo, N. Y.
- LOTZ, VERN**
Musical Knick-Knacks
WTWT, Stevens Point, Wis.
- LOUNSBURY, JIM**
WLEX, Lexington, Ky.
- LOW, JACK**
Hotcake Club
KVOE, Santa Ana, Cal.
- LOWE, JACK**
1450 Club
WWDC, Washington, D. C.
- LOWE, JIM**
Best By Request
KWTO, Springfield, Mo.
- LOWERY, BILL**
Let's Have Fun
WQXI, Atlanta (Buckhead), Ga.
- LOWRY, LEW**
Platter Party
KRUX, Phoenix, Ariz.
- LUICK, BEN**
Talk Of The Town
WRGA, Rome, Ga.
- LUCE, WALTER M.**
Coffee Club
WWPF, Palatka, Fla.
- LUDWIG, LYELL**
Amber Room
WFBB, Indianapolis, Ind.
- LUEKE, KEN**
For Your Pleasure
WDHL, Bradenton, Fla.
- LUND, DON**
Corn Lovers' Hour
WFRP, Savannah, Ga.
- LUPTON, JOHN**
Midnight Snack Bar
WLAN, Lancaster, Pa.
- LOHMAN, PAUL**
Record Review
WEAG, Ann Arbor, Mich.
- LYDICK, MILLER**
1450 Nightclub of the Air
WJPA, Washington, Pa.
- LYNCH, BILL**
Curfew Club
WJLS, Beckley, W. Va.
- LYNCH, CHARLIE**
Platter Party
WFGF, Kalamazoo, Mich.
- LYNN, BOB**
Dreambuster
WIOD, Miami, Fla.
- LYONS, BOB**
Band Review
WHBC, Canton, O.

— Mc —

- McALLISTER, DON**
WDBO, Orlando, Fla.
- McALLISTER, WILLIAM**
Valley Bandstand
KREO, Indio, Cal.
- McBRIDE, BOB**
Here Comes Rhythm
WMBH, Joplin, Mo.
- McBRIDE, MURRAY**
1240 Club
KBYM, Billings, Mont.
- McCALL, GEORGE**
Time For Music, Request
Please
WRUM, Reading, Pa.
- McCARTHY, RED**
Platter Chatter
WHGB, Harrisburg, Pa.
- McCASKILL, DUDLEY**
Sun-Up Serenade
WSB, Atlanta, Ga.
- McCASKILL, FRANK D.**
WFTL, Ft. Lauderdale, Fla.
- McCAULEY, JOE**
Dawn Patrol
WIP, Philadelphia, Pa.
- McCONNEL, BYRON**
We Congratulate
WKST, New Castle, Pa.
- McDONALD, J.**
770 Record Club
WEW, St. Louis, Mo.
- McDONALD, NORMAN**
Out of the Night
KOY, Phoenix, Ariz.
- McDONNELL, STEW**
Wake Up Time
WLMS, Michigan City, Ind.
- McDOWELL, JIM**
Yawnin' in The Mornin'
WHFB, Benton Harbor, Mich
- McELROY, MAC**
Top of The Morning
WKIK, Erie, Pa.
- McENANEY, JIM**
WNLC, New London, Conn.
- McGILL, MAURY**
WLIO, East Liverpool, O.
- McGOVERN, TOM**
Saturday Night Jamboree
KROD, El Paso, Tex.
- McGOWAN, JOHN**
Juke Box Serenade
WTOD, Toledo, O.
- McKENNA, JACK**
Listen Ladies
WBC, Duluth, Minn.
- McKENZIE, BRUCE**
Showcase of Hits
WHCU, Ithaca, N. Y.
- McKENZIE, ED**
Jack The Bellboy
WJBK, Detroit, Mich.
- McKERNAN, PHIL**
Turntable Twirlings, Koffee
Club
KRE, Berkeley, Cal.
- McKINZIE, OTIS**
Platter Parade
KTAN, Sherman, Tex.
- McLAIN, DONALD**
Requestful Yours
WBBO, Forest City, N. C.
- McLAUGHLIN, BOB**
570 Club
KLAC, Los Angeles, Cal.
- McLAUGHLIN, BOB**
Club Time
KMPC, Los Angeles, Cal.
- McLAURIN, FRANK**
Open House
KFXM, San Bernardino, Cal.
- McMASTER, JOHN**
Sports Matinee
WMEK, Boston, Mass.
- McMEEKIN, MARILYN**
Number Please
WMCK, McKeesport, Pa.
- McPHEE, J.**
Top Tunes
WJVA, South Bend, Ind.
- McPHERSON, HUGH**
Juke Box Review
WOAY, Oak Hill, W. Va.
- McRAE, DUANE**
Breakfast In Bedlam
KROY, Sacramento, Cal.
- McRAE, JOHN**
Rise & Shine
WABI, Bangor, Me.
- McSLOY, SID**
Musical Request
KFBC, Cheyenne, Wyo.

— M —

- MACK, BILL**
Hot And Bothered
WEDC, Chicago, Ill.
- MACK, WALLY**
Music From Graham
WBBC, Burlington, N. C.
- MADELY, ART**
Club 2200
WGTC, Greenville, N. C.
- MAGGIO, JOE**
Musical Merry-Go-Round
KIDO, Boise, Ida.
- MAGNINNIS, BILL**
Breakfast in Bedlam
KSYC, Eureka, Cal.

Disc Jockeys—Radio-Television

- MAGRUDER, PHIL**
Dawnbusters
WKY, Paducah, Ky.
- MAHAR, TIM**
Matinee Melodies
KUBA, Yuma City, Cal.
- MAHER, BILL**
Just Jazz
WLIZ, Bridgeport, Conn.
- MAHONEY, ED**
WCVS, Springfield, Ill.
- MAHONEY, JIM**
Mail Bag
WCKB, Dunn, N. C.
- MAHONEY, JOHN**
Kurfew Concert
WKMO, Kokomo, Ind.
- MALCOLM, HOWARD**
Malcolm's Morning Watch
WCOB, Boston, Mass.
- MALINGER, DAN**
Sponsor
WPIT, Pittsburgh, Pa.
- MALLOY, LES**
1260 Club
KYA, San Francisco, Cal.
- MANNING, RAY**
Platter Parade, Breakfast Club
WIL, St. Louis, Mo.
- MAHOLA, ERICK**
Sunrise Salute
KGLU, Safford, Ariz.
- MANSER, LYMAN**
You Call It, Music Till
Midnight
WWN, Watertown, N. Y.
- MANSFIELD, ANDY**
Andy Mansfield Program
KWKW, Pasadena, Cal.
- MARIANI, JOHN**
Morning Man & News
WAVZ, New Haven, Conn.
- MARSH, RAY**
Friendly Hour
WKNR, Marion, O.
- MARSH, ROY**
1400 Club
WHLF, South Boston, Va.
- MARSHALL, SANFORD**
1450 Club AM
WHIT, New Bern, N. C.
- MARTEN, JUDY**
Judy Marten
WTIK, Durham, N. C.
- MARTIN, BOB**
WPOR, Portland, Me.
- MARTIN, CRIS**
Musical Gab Bag
WACE, Chicopee, Mass.
- MARTIN, DICK**
Request Time
KAFY, Bakersfield, Cal.
- MARTIN, FRED**
1450 Club
WHTC, Holland, Mich.
- MARVIN, BILL**
1240 Time
KSON, San Diego, Cal.
- MASON, BUDD**
Star Time
WBTA, Batavia, N. Y.
- MASON, JOHN**
Rhythm At Random
WKAI, McComb, Ill.
- MASON, PETER**
Juke Box Review
WCHA, Chambersburg, Pa.
- MATRANGA, JACK**
Platter Party
KSYC, Yreka, Cal.
- MATTESON, DEAN**
Penny Serenade
WLAU, Laurel, Miss.
- MAUGANS, BILL**
Wasted Wax
KSOK, Arkansas City, Kans.
- MAXWELL, BOB**
Luke The Spook
WVJ, Detroit, Mich.
- MAYER, BILL**
Mayer of the Morning
WGAR, Cleveland, O.
- MAHEW, TOMMY**
Nightwatchman, Jive Till Five
WKGX, Knoxville, Tenn.
- MAYO, BEN**
Club 810
WCEC, Rocky Mount, N. C.
- MEARS, WES**
Swing Session
KWKW, Pasadena, Cal.
- MELTON, E. T.**
Breakfast Delight
WBSC, Bennettsville, S. C.
- MENARD, LEE**
1350 Club
WROD, Daytona Beach, Fla.
- MENDEL, ED**
Doctor Jive
WGBA, Columbus, Ga.
- MERCEIN, TOM**
1340 Club
WEMP, Milwaukee, Wis.
- MERCIER, RAY**
Matinee Frolic
WPOR, Portland, Me.
- MEREDITH, LEE**
Listen With Lee
KATE, Albert Lea, Minn.
- MESKILL, BOB**
1230 Club
WJBC, Bloomington, Ill.
- MESSER, FRANK**
Dance Time, Magic Ballroom
WSKY, Asheville, N. C.
- MESSER, NORM**
It's About Time
WKKL, Concord, N. H.
- METCALF, BERT**
Petticoat Party
KRLO, McAllen, Tex.
- MEYER, BILL**
Request Review
WLDS, Jacksonville, Ill.
- MEYER, DON**
Hall Of Records
WKNX, Saginaw, Mich.
- MICHAEL, ROBERT**
Midnight Dancing Party
WRTA, Altoona, Pa.
- MICHAELS, JOHN**
WERC, Erie, Pa.
- MICHEL, AL**
Sunset Serenade
WCRW, Chicago, Ill.
- MIDDLETON, DAVE**
1460 Club
KMA, Yakima, Wash.
- MIKE, RICH**
WOKO, Albany, N. Y.
- MILFORD, BOB**
The Record Man
WCHV, Charlottesville, Va.
- MILLER, CLIFF**
Circle City Dance Time
KBUC, Corona, Cal.
- MILLER, JACK**
860 Club
KTRB, Modesto, Cal.
- MILLER, LEROY**
The LeRoy Miller Club
WFLL, Philadelphia, Pa.
- MILLER, PAUL EDUARD**
Parade of Hits
WBCB, Chicago, Ill.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLIKEN, GORDON**
Morning Reveille
WRDO, Augusta, Me.
- MILNE, JAMES T.**
Yawn Club, Polka Parade
WNHC, New Haven, Conn.
- MILTNER, JAY**
Musical Clock
WTAM, Cleveland, O.
- MITCHELL, BORIS**
Midnite Matinee
WORZ, Orlando, Fla.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, WALTER**
Swingtime Session
WADE, Wadesboro, N. C.
- MITCHEN, WILLIAM**
Goober Club
WLPK, Suffolk, Va.
- MOHNKERN, LEONARD**
Polka Date
WKRZ, Oil City, Pa.
- MOHUNDRO, FRANCES**
Ladies Only
KSTV, Stephenville, Tex.
- MONAGHAN, GEORGE**
Monaghan's Morning Watch
WOR, New York, N. Y.
- MONKMAN, ROBERT**
Requestfully Yours
WRJN, Racine, Wis.
- MONROE, CAL**
Voices In The Night
WCAP, Asbury Park, N. J.
- MONROE, HANK**
Bing Crosby Sings
WOLF, Syracuse, N. Y.
- MONTGOMERY, BOB**
Coffee Time
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**
Swing Club
WGL, Fort Wayne, Ind.
- MONTGOMERY, DOUG**
Delta Disc Derby
KUBC, Montrose, Cal.
- MONTGOMERY, PAUL**
Platter Parade
WFRC, Reidsville, N. C.
- MOODY, WILLIAM G.**
Destination Midnight
KIT, Yakima, Wash.
- MOORE, BOB**
KUSN, San Diego, Cal.
- MOORE, BOB**
Bob Moore Show
WLAW, Lawrence, Mass.
- MOORE, CHARLIE**
Harvey's House
WCED, Dubois, Pa.
- MOORE, LONNY**
730 Club
WFAK, Charleston, S. C.
- MOORE, RICHARD B.**
KGFF, Shawnee, Okla.
- MOORE, YVONNE**
WWON, Woonsocket, R. I.
- MORATH, MAX**
Record Shop
KGHF, Pueblo, Colo.
- MORE, TOM**
Jamboree
WNOX, Knoxville, Tenn.
- MORGAN, BILL**
Hit The Deck
WHAN, Charleston, S. C.
- MORGAN, GENE**
Music For The Party
KCMJ, Palm Springs, Cal.
- MORGAN, HAL**
Musical Inn
WGAR, Cleveland, O.
- MORGAN, HANK**
Hank Morgan Show
WNAO, Raleigh, N. C.

Disc Jockeys—Radio-Television

- MORRIS, AL**
Al's Record Shop
WCNN, Atlanta, Ga.
- MORRIS, ALLEN**
WNLC, New London, Conn.
- MORRIS, JOHNNY**
Johnny On The Spot
WLOL, Minneapolis, Minn.
- MORRIS, JOHNNY**
Music With Morris
WTOR, Torrington, Conn.
- MORRISSEY, JACK**
Musical Clock
WARK, Akron, O.
- MORTON, GLEN**
Platter Matter
WGEM, Quincy, Ill.
- MOSEBY, JAMES**
Jim's Sweet Jive
WITZ, Jasper, Ind.
- MOYER, DON**
Morning By Request
WLOH, Princeton, W. Va.
- MOYLE, ROGER**
1230 Breakfast Club
WBZ, Lock Haven, Pa.
- MOYLE, WILLARD**
Morning Date
WKOK, Sunbury, Pa.
- MULHOLLAND, ROSS**
WXYZ, Detroit, Mich.
- MULLIGAN, BERTRAND F.**
Mid Morning Serenade
WRON, Ronceverte, W. Va.
- MULLINAX, WALLY**
Starlight Serenade
WFBC, Greenville, S. C.
- MULQUENY, JIM**
Night Owl Club
WCBT, Roanoke Rapids, N. C.
- MULVHILL, JOE**
1100 Club
WTAM, Cleveland, O.
- MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
- MUNN, MELVIN**
KRLD, Dallas, Tex.
- MUNRO, RED**
Record Rack, Night Owl Club
WOCG, Greensboro, N. C.
- MUNZELL, ADRIAN**
Showtime At Sunrise
WTMA, Charleston, S. C.
- MURFF, JIM**
Juke Box Review
WDSC, Dillon, S. C.
- MURPHY, BOB**
Bob Murphy Show
WJBK, Detroit, Mich.
- MURPHY, JACK**
Requestfully Yours
KWRZ, Flagstaff, Ariz.
- MURRAY, HAL**
Murray-Go-Round
WQAM, Miami, Fla.
- MYER, DICK**
Schooltime
WAGM, Presque Isle, Me.
- MYERS, GENE**
KLEE Club
KLEE, Houston, Tex.
- N —
- NAGLE, JACK**
Skyline Patrol
WMFR, High Point, N. C.
- NASH, R. JAY**
KIOA, Des Moines, Ia.
- NATHAN, NORMAN**
Platter Chatter
WMEX, Boston, Mass.
- NAUGHTON, RUSS**
Music Of The Record
WDRG, Hartford, Conn.
- NAUGLE, DAVE**
Off The Record
KFJZ, Fort Worth, Tex.
- NEAL, BOB**
Rhythm Ranchers, Bob Neal Show
WMP5, Memphis, Tenn.
- NEALE, LOUIS**
You Name It—We Play It
WFGN, G-fney, S. C.
- NEDIN, DICK**
RL Juke Box
WWRL, New York, N. Y.
- NEDRY, ROGER**
Chinnin' and Spinnin'
KPAS, Banning, Cal.
- NEELY, JACK**
Mailbox Roundup
WKTU, Mayfield, Ky.
- NELSON, BOB**
Band Parade
KOVC, Valley City, N. Dak.
- NELSON, BOB**
The Swing Clinic
WBBQ, Augusta, Ga.
- NELSON, CARL**
Masters of Rhythm
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**
Harlem Echoes
KGBC, Galveston, Tex.
- NELSON, CHARLES**
Record Review
WFBG, Altoona, Pa.
- NELSON, DAVID**
Dave Nelson Show
WWAP, Portsmouth, Va.
- NELSON, GENE**
Start The Music
WLCS, Baton Rouge, La.
- NELSON, TED**
Music Matinee, After Hours
KVET, Austin, Tex.
- NELSON, TED**
Merry-Go-Round
WHYN, Holyoke, Mass.
- NELSON, VERNON**
KTRL, Sioux City, Ia.
- NEWPORT, BILL**
Beale Street Jive
WMET, Florence, Ala.
- NEY, CHUCK**
At Your Request
WDSG, Dyersburg, Tenn.
- NIAGRO, JOE**
You Asked For It Club
WDAS, Philadelphia, Pa.
- NICHOLSON, JOHN**
Club 1290, Wake Up Time
Musical Clock
WTMC, Ocala, Fla.
- NIMMO, BILL**
Platter Time
WLW, Cincinnati, O.
- NIXON, NICK**
950 Club
WARC, Rochester, N. Y.
- NOBEL, AL**
Juke Box
KQV, Pittsburgh, Pa.
- NOETHANS, WILLIAM**
Western Roundup
KSCO, Santa Cruz, Cal.
- NOLAN, TOM**
WCNN, Atlanta, Ga.
- NOLEN, BETTY HUGHES**
Just For Ladies
KADA, Ada, Okla.
- NOLL, RAY**
Cousin Ray
KALL, Salt Lake City, Utah
- NORMAN, BOB**
1490 Club
WESB, Bradford, Pa.
- NORVAL, BUD**
Rural Roundup
WFOR, Hattiesburg, Miss.
- NUSBAUM, MORT**
MC; b. Rochester, N. Y., Aug. 10, 1914; ed. Univ. of Rochester; Cinderella Weekend, You Can Be A Star, Meet Me At The Triton, Clock Wise (WHAM) Rochester, N. Y.
- O —
- O'BANNON, GENE**
Houston Hit Parade
KHTH, Houston, Tex.
- O'BRIEN, BILL**
Time To Dance
WBET, Brockton, Mass.
- O'BRIEN, DAVEY**
Your All Request
WDXL, Jacksonville, Tenn.
- O'BRIEN, JACK**
Melody Corner
KVOR, Colorado Springs, Colo.
- O'BRIEN, JIM**
1280 Club
WMRO, Aurora, Ill.
- O'CONNOR, JACK**
O'Connor's Nervous System
WOBS, Jacksonville, Fla.
- O'CONNOR, TOM**
1400 Club
WBIZ, Eau Claire, Wis.
- ODOM, RAYMOND**
Good Morning Program
KSTA, Coleman, Tex.
- O'DONNELL, JOHNNY**
Club 1270
WBFB, Rock Island, Ill.
- ODUM, JAMES**
Club Fourteen Double O
WHKP, Hendersonville, N. C.
- OLIVER, W.**
Musical Clock
WJVA, South Bend, Ind.
- OLSEN, JOHNNY**
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC).
- OLSEN, BRUNO**
Jukebox Serenade
WLPO, La. Salle, Ill.
- OLSON, HERB**
Rumpus Room
KXIC, Iowa City, Ia.
- O'MALLEY, CHICK**
Tel-o-Quarter
WACE, Chicopee, Mass.
- O'NEIL, PAUL**
Commuter's Express
WNMP, Evanston, Ill.
- ORTON, HAL**
KRIC, Beaumont, Tex.
- OSBORNE, JIMMY**
WLEX, Lexington, Ky.
- OSBORNE, OZZIE**
Variety Hour
WISH, Indianapolis, Ind.
- OWEN, DON**
10-15 Club
KADA, Ada, Okla.
- O'WRIL, BOB**
Polka Party
WFOR, Portland, Me.
- OXFORD, GEORGE**
Requestfully Yours
KWBR, Oakland, Cal.

Disc Jockeys—Radio-Television

OZIER, WHIT

Records To You
KSWO, Lawton, Okla.

— P —

PAGE, ELIOT

The Band Box
WWSR, St. Albans, Vt.

PAGE, SAM

Requestfully Yours
WNBF, Binghamton, N. Y.

PALDER, MEL

Early Worn
KRUL, Corvallis, O.

PALLAN, ART

National Record Hits
WWSW, Pittsburgh, Pa.

PALMER, CHUCK

Open House
KFXX, San Bernardino, Cal.

PALMER, CLARK

Breakfast Club
WBEX, Chillicothe, O.

PALMER, RUGGLES

Music In The Night
WFAA, Dallas, Tex.

PARENTE, BOB

Bob Parente Show
KCR. Sacramento, Cal.

PARKER, DICK

Juke Box Review
WMBM, Miami Beach, Fla.

PARKER, ELZIE

Musical Clock
KFPW, Fort Smith, Ark.

PARKHURST, BILL

Symphonette
KGB, San Diego, Cal.

PARKS, DEL

Melody Matinee
WAMS, Wilmington, Del.

PARSONS, JEANNE

Jack and Jeanne
WBCK, Battle Creek, Mich.

PARSONS, BEN

Midnight Dancing Party
WRBL, Columbus, Ga.

PASCOE, KEN

Pascoe's Platters
KDB, Santa Barbara, Cal.

PASULLO, JAMES

Ballroom News
WAVZ, New Haven, Conn.

PATCH, MEL

Melody Time
KWRZ, Flagstaff, Ariz.

PATTERSON, CREAM

WONS, Hartford, Conn.

PAUL, LeROY

Wake-Up Time
WJRD, Tuscaloosa, Ala.

PAULL, ED

Royal Crown Show
WCED, Dubois, Pa.

PAULSEN, VICTOR

KGWV, Vallejo, Cal.

PAULSON, AL

Carnival of Rhythm, Night
Watch
WLOL, Minneapolis, Minn.

PAYE, DON

Teen Age Jive
WICY, Malone, N. Y.

PAYMAR, GORDY

Gordy Paymar Show
WREX, Duluth, Minn.

PAYNE, LLOYD

Painless Payne
WDXB, Chattanooga, Tenn.

PEALE, HUBERT

Night Owl
WHAN, Charleston, S. C.

PEARS, TOMMY

Dance Time
KVOL, Lafayette, La.

PEARSON, WALLY

1600 Revue
KCRG, Cedar Rapids, Ia.

PEDIGO, SPECK

Cowboy Serenade
KCRG, Enid, Okla.

PEIS, E. L.

Sugar & Spice, 1230 Club
KVOS, Casper, Wyo.

PENCE, OZZIE

Melody Lane
KTRC, McAlester, Okla.

PENNY, GAIL

Curfew Capers
WJRD, Tuscaloosa, Ala.

PERFECTO, VERO

MBC, Chatter
KZRH, Manila, P. I.

PERKINS, RAY

The Ray Perkins Show
KFEL, Denver, Colo.

PERRY, DICK

Pittsburgh Matinee
WPIT, Pittsburgh, Pa.

PERRY, STU

Strictly Off the Record
WWSR, St. Albans, Vt.

PETERS, BILL

Breakfast Show
WESB, Bradford, Pa.

PETERS, JOHN

Swing Shanty, Dawn Busters
WFDX, Clarkburg, W. Va.

PETERSON, DON

Musical Scrapbook
KICM, Mason City, Ia.

PETERSON, JAMES

Time & Temperature
WOKZ, Alton, Ill.

PETERSON, KEN

Playing Favorites
WOC, Davenport, Ia.

PETERSON, PETE

Music for Matinee
KICD, Spencer, Ia.

PETTY, FRANK

Night Watchman
WJR, Detroit, Mich.

PFIEL, JACK

Blackjack's Bedlam
WMAJ, State College, Pa.

PHILLIPS, C. W.

Juke Box Review
WBBB, Burlington, N. C.

PHILLIPS, BILL

Window Shopping
WABY, Albany, N. Y.

PHILLIPS, CONRAD

1600 Club
WGIV, Charlotte, N. C.

PHILLIPS, LEN

All Night Revue
KWBR, Oakland, Cal.

PICKETT, LYMAN

Clockwatcher
WRUF, Gainesville, Fla.

PIERCE, BILL

Mayor-Tin Pan Alley
WBRK, Brockton, Mass.

PIERCE, BILL

Bill Pierce Show
WSCR, Scranton, Pa.

PIERCE, JOHN

Record Lounge
WTAC, Flint, Mich.

PINKLEY, CARSON

Alarm Klok Klub
KELK, Elko, Nev.

PINKSTON, JOE

WSUA, Bloomington, Ind.

PINNEY, DONALD

Preview Time, Memory Lane
KBIO, Burley, Ida.

PITTINGER, DICK

Amber Room
WFBM, Indianapolis, Ind.

PLAMER, JOHNNY

Tempos at Ten
WRCS, Ahoskie, N. C.

PLATIS, GEORGE

Platis Platter Party
KLIX, Twin Falls, Ida.

POLLACK, FRANK

Contrasts in Music
WEXT, Milwaukee, Wis.

POLLARD, BOB

Record Review
KTRAR, Phoenix, Ariz.

POOLE, BOB

MBS

POOLE, BOB

Turntable Roundup
WMC, Greenville, S. C.

POOLE, ROBERT

Radio Announcer, Disc Jockey,
MC; b. Stoneville, N. C., April
10, 1916; ed. Univ. of N. C.;
Poole's Paradise, MBS and WWL,
New Orleans, La.; Poole's Par-
lor, WOR, N. Y.

PORTER, CHARLES

Juke Box Review
KIRX, Kirksville, Md.

PORTER, RAY

Alarm Clock Club
KRHD, Duncan, Okla.

POSKA, AL

Midnight Flyer
KFI, Los Angeles, Cal.

POULUS, JERRY

KIEM, Eureka, Cal.

POWELL, BOB

Spinner's Sanctum
WGAN, Portland, Me.

POWELL, CHARLIE

After Breakfast
WKJG, Fort Wayne, Ind.

POWELL, JACK "SCAT"

2315 Club
WKY, Oklahoma City, Okla.

POWELL, KEN

"1400 Club"
WELM, Elmira, N. Y.

POWERS, DON

Mythical Ballroom
KIUL, Garden City, Kans.

POWERS, JACK

Club 1150
WJBO, Baton Rouge, La.

POWERS, RALPH

Ralph Powers Program
WBMD, Baltimore, Md.

POWLESS, SAM

Saturday Session
WBHU, Anderson, Ind.

PRATT, BUD

1230 Club
KRES, St. Joseph, Mo.

PRENTICE, JOE

Grab Bag
WGPA, Bethlehem, Pa.

PRESTON, LEW

Saddle Pals, 940 Trail. All
Star Western

KVAI, Amarillo, Tex.

PRICE, PAUL

Paul Price Show
WFTW, Fort Wayne, Ind.

PRITTE, DON

Musical Mule Bag
WLEC, Sandusky, O.

PROVENSEN, DICK

Music In The Night
WFAA, Dallas, Tex.

PRYOR, RICHARD

Austin Hoedown
KTBC, Austin, Tex.

PURSE, TODD

Todd Purse Show
WJLB, Detroit, Mich.

Dise Jockeys—Radio-Television

PURVIS, BETTELOU

The Girl Friend
WPGH, Pittsburgh, Pa.

PYNE, JOE

Downbeat
WVCH, Chester, Pa.

— Q —

QUINN, JACK

Jack Quinn Show, Time & Tempo
WDZ, Tuscola, Ill.

QUINN, RAY

A Look At The Records, Mid-Morning Merry-Go-Round
WPKA, Brockton, Mass.

QUADE, WARREN

Juke Box Review, Request Review
KCOY, Santa Maria, Cal.

QUAVE, MACKIE

In The Groove
WIS, Columbia, S. C.

— R —

RAGSDALE, NORMAN

Slap-Happy-Happy Club
WCNC, Elizabeth City, N. C.

RAINES, JIM

Chore Time
WAVL, Apollo, Pa.

RANDALL, BILL

Randall Show
WLB, Detroit, Mich.

RAUH, G.

1580 Club
WJVA, South Bend, Ind.

RAYBURN, GENE

WNEW, New York, N. Y.

RAYMOND, GENE

WNEW, New York, N. Y.

REDFORD, LEE

1490 Club
WKAY, Glasgow, Ky.

REECE, SANDY

Sandman Serenade
WSBT, South Bend, Ind.

REED, BILL

Wake Up & Live
KYOU, Greeley, Colo.

REED, RED

1450 Swing Club
WHKP, Hendersonville, N. C.

REEVES, JIM

C'Mon and Dance
WIP, Philadelphia, Pa.

REID, CLARK

1060 Club
WHFB, Benton Harbor, Mich.

REIG, HOWARD

WGY, Schenectady, N. Y.

REQUARD, JAY

Sports Parade
WSID, Baltimore, Md.

REYERS, RENE

Early Bird
KZRH, Manila, P. I.

REYNOLDS, CLIF

Housewives Matinee
WGUY, Bangor, Me.

REYNOLDS, JIM

Night Club
WKNY, Kingston, N. Y.

REYNOLDS, JOHN

Teentimers' Revue
WLOS, Asheville, N. C.

REZNOR, JOHN

Johnies Matinee
WPFB, Middletown, O.

RICCA, TONY

Concert Hall
KEIO, Pocatello, Ida.

RICE, LEE

Sandman's Serenade
WBIZ, Eau Claire, Wis.

RICE, RICHARD

Stack of Shellac
WTOO, Toledo, O.

RICH, AL

Afternoon By Request
WLOH, Princeton, W. Va.

RICHARDS, BILL

Special Request
WMON, Montgomery, W. Va.

RICHARDS, MALCOLM

WCPO, Cincinnati, O.

RICHARDS, MEL

Just About Time
WSBA, York, Pa.

RICHARDSON, CHARLES T.

Turntable Turnover
WMOH, Hamilton, O.

RICHMOND, EVERETT

Hits Of The Day
WLBR, Lebanon, Pa.

RICKENBACKER, ACE

Ace's Postscripts
WSPA, Spartanburg, S. C.

RIED, PAUL

Musical Clock
WKLF, Clanton, Ala.

RIGBY, LOEHR

Diggin' With Rig
KPAS, Bannock, Cal.

RILEY, HARRY

Sit In and Listen Platter Party
WVWV, Fairmont, W. Va.

RIVERA, FRANCESCO

Musical del Oeste, Correo Musical
WVJP, Caguas, P. R.

ROBBINS, FRED

1280 Club
WOV, New York, N. Y.

ROBERTS, BRUCE

Club 1520
WKBW, Buffalo, N. Y.

ROBERTS, CLAUDE

Melody Corral, 1400 Club
KTEM, Temple, Tex.

ROBERTS, DON

Off The Record
KSST, Sulphur Springs, Tex.

ROBERTS, DON

Music Shop
WKNE, Keene, N. H.

ROBERTS, HOWDY

Musical Clock
WMT, Cedar Rapids, Ia.

ROBERTS, JOE

Western Jamboree
KOMA, Oklahoma City, Okla.

ROBERTS, LARRY

Swing Session
WHB, Kansas City, Mo.

ROBERTS, PAUL

Rhythm At Random
WF8M, Indianapolis, Ind.

ROBERTSON, TRAFTON

Sunrise Serenade
WTAR, Norfolk, Va.

ROBINSON, PAUL

Record Review
KFRU, Columbia, Mo.

ROBINSON, TOM

Housewives Club
KTEM, Temple, Tex.

ROCKE, LOUIS

WCAX, Burlington, Vt.

ROCKWELL, AL

Al Rockwell Show
KRNT, Des Moines, Ia.

RODDY, JOE

Midway of Music
KTBC, Austin, Tex.

RODGERS, CLIFF

Melody Round-Up
WHKK, Akron, O.

ROGERS, TOM

Tom's Turntable Torture
WJNC, Jacksonville, N. C.

ROMANO, TOM

Musical Mail Call
WNBC, New Haven, Conn.

ROOS, REG

Platter Party
KRLC, Lewiston, Ida.

ROSE, JOHN

WHK, Cleveland, O.

ROSE, JOSEPH

Midday-Merry-go-round
WOTW, Nashua, N. H.

ROSS, DON JOH

Shoppers Special
WDRG, Hartford, Conn.

ROSS, KAL

"The Filekeeper"
WDR, Syracuse, N. Y.

ROSS, MARTIN

Off The Record, Tunes for Teens
WPTR, Albany, N. Y.

ROTHMAN, LEE

Star Time, Jockey's Choice
WWXL, Peoria, Ill.

ROUSH, SIGEL A.

Morning Mail
WBOG, Terre Haute, Ind.

ROWAND, ALPHA

Paramount Floor Show, Top Tunes
WBLK, Clarksburg, W. Va.

RUARK, DAVE

Dancing In The Dark
WGAU, Athens, Ga.

RUCKLE, ROBERT E.

Talk of the Town
WRDW, Augusta, Ga.

RUDOLPH, HOWARD

Melody Market
WTH, Baltimore, Md.

RUSH, JIM

Spinner Sanctum
WBBC, Flint, Mich.

RUSKIN, PHIL

Show Without A Name
WVVO, Sault St. Marie, Mich.

RUSSELL, PAUL

Disc Date
WHBS, Huntsville, Ala.

RUTLEDGE, NED

In Tune With Times
WLAN, Lancaster, Pa.

RYAN, VINCENT

All Thru The Night
WHAT, Philadelphia, Pa.

RYAN, WILLIAM

Ryan With Records
WESA, Charleroi, Pa.

RYEL, FLOYD

WBSR, Cleveland Heights, O.

— S —

SALLES, BOB

Evening Varieties
WBEJ, Brewton, Ala.

SALVI, JOE

Time Keeper
KGO, Mandan, N. C.

SAMPLE, E. O.

1400 Club
KEPW, Fort Smith, Ark.

SAND, LES

Yawn Patrol
WDDC, Washington, D. C.

SANDERS, BOB

Afternoon Swing Session
WSGN, Birmingham, Ala.

Disc Jockeys—Radio-Television

- SANDERS, STEU**
After Hours
KFVD, Fort Dodge, Ia.
- SANDLER, BERNIE**
1490 Club
WBTA, Batavia, N. Y.
- SANDS, MIKE**
Sandman
WBMS, Uniontown, Pa.
- SAPP, MARK**
Rhythm Rambles
KWRZ, Flagstaff, Ariz.
- SARGENT, KENNY**
Platter Chatter, Kenny Sargent Show
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
Record Shop
WSBT, South Bend, Ind.
- SAVINSKI, WALT**
WJMS, Ironwood, Mich.
- SAWIN, PAUL**
1150 Club
KRSC, Seattle, Wash.
- SAWYER, BILL**
Make Believe Ballroom
KWJJ, Portland, Ore.
- SCANLON, ART**
WINS
- SCANLON, JACK**
Sunnyside Up
WLIZ, Bridgeport, Conn.
- SCARBOROUGH, LARRY**
Harmony House
WOB, Jacksonville, Fla.
- SCHENCK, BUD**
1290 Club
WTRF, Bellaire, O.
- SCHERER, JOSEPH**
Platter Parade
KGHF, Pueblo, Colo.
- SCHNEIDER, BENNETT**
Hits & Bits
WRMS, Ware, Mass.
- SCHOLES, CHARLIE**
Musical Clock
WNGO, Mayfield, Ky.
- SCHROCK, ALLAN**
Friendly Time, Requestfully Yours
KFJB, Marshalltown, Ia.
- SCHULTZ, LEONARD W.**
Evening Serenade
WCRW, Chicago, Ill.
- SCOTT, TED**
Hodge Podre Lodge
KTMS, Santa Barbara, Cal.
- SCOVILL, CHARLES**
WRMS, Ware, Mass.
- SEALS, R. B.**
Treasure Tunes
KSTA, Coleman, Tex.
- SEARS, POP**
Alarm Clock Show
KHUM, Eureka, Cal.
- SEARS, ZENAS**
The Mailman
WQXI, Atlanta, (Buckhead), Ga.
- SEFICK, BOB**
Sundial
WARD, Johnstown, Pa.
- SEIGEL, PAUL**
Symphonic Composer
WKAY, Miami Beach, Fla.
- SELLERS, BILL**
Carolina Coffee Time
WCEC, Rocky Mount, N. C.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEVERSON, JACK**
Jack and Jeanne
WBCK, Battle Creek, Mich.
- SEWEL, GRANT**
KCBQ, San Diego, Cal.
- SEYMORE, BOB**
Off The Record
WKMH, Dearborn, Mich.
- SHADDUCK, GLADYS**
Family Music Store
WNBE, Binghamton, N. Y.
- SHANAHAN, TOM**
Club 60
WSMP, Milwaukee, Wis.
- SHARPE, BILL**
KWFT, Wichita Falls, Tex.
- SHAW, DON**
Good Morning Man
WEWO, Laurinburg, N. C.
- SHAW, EDDY**
Musical Clock
WFLA, Tampa, Fla.
- SHAW, JOE**
WAPO, Chattanooga, Tenn.
- SHAWCROFT, JACK**
KRSC, Seattle, Wash.
- SHEEHAN, BILL**
Music Recorded
WDRG, Hartford, Conn.
- SHEPHERD, DON**
Wax Works
KWPM, West Plains, Mo.
- SHEPPARD, ED**
Sheppard's Flock
WGH, Newport News, Va.
- SHERIDAN, LEE**
1340 Club
WFTG, Sumter, S. C.
- SHERMAN, BILL**
Session With Sherman
WPAR, Parkersburg, Pa.
- SHERWOOD, BURT**
Uncle Burt's Dog House,
Ranch House Time
WWXL, Peoria, Ill.
- SHERWOOD, CHARLES**
Musical News-Clock
KIXL, Dallas, Tex.
- SHEWALTER, ART**
Paint Street Parade
WBEX, Chillicothe, O.
- SHILLING, FRED**
1240 Club
WFOY, St. Augustine, Fla.
- SHIPEE, ROBERT**
1150 Club
WTCO, Campbellsville, Ky.
- SHIPLEY, JIM**
1560 Club
WTOD, Toledo, O.
- SHORR, MICKY**
Mickey's Madhouse
WKMH, Dearborn, Mich.
- SHOUP, DICK**
1240 Club
KBYR, Anchorage, Alaska
- SHEREVE, THERON**
Elmer Boy
WTAC, Flint, Mich.
- SHUE, PAUL M.**
1490 Club
WAYB, Waynesboro, Va.
- SICHLER, BILL**
1480 Club
WISL, Shamokin, Pa.
- SIDES, ED**
Number Please
KSEL, Lubbock, Tex.
- SIGER, SHEL**
Shel's Bells
KTRI, Sioux City, Ia.
- SIKES, JOSEPH A.**
1240 Club
WEBJ, Brewton, Ala.
- SILBER, JULIAN**
House of Lords
W DAR, Savannah, Ga.
- SILLMAN, JIMMY**
Avenue of Hits
KSEL, Lubbock, Tex.
- SILVER, WARREN**
As You Like It
KFDX, Wichita Falls, Tex.
- SIMCOX, BILL**
Hospitality Time
KLMR, La Grande, Ore.
- SIMMONS, JERRY**
Jr. Disc Jockey
KSID, Sioux Falls, S. Dak.
- SIMMS, HAL**
Midnight Bandwagon
WIP, Philadelphia, Pa.
- SIMMS, HANK**
Save-a-Nickle Club
KIXL, Dallas, Tex.
- SIMON, CLARENCE**
Musical Mix-Up
KIOX, Bay City, Tex.
- SIMON, ERNE**
Simon Speaks Too
WJJD, Chicago, Ill.
- SIMONSEN, WARREN**
1450 Club
KLBK, La Grande, Ore.
- SIMPSON, JIM**
WARK, Hagerstown, Md.
- SIMPSON, JOHN**
WADC, Arkon, O.
- SIMS, FRANK**
Requestfully Yours
KSMN, Mason City, Ia.
- SINGER, PAUL**
Bar-None Ranch
KDAC, Fort Bragg, Cal.
- SISSON, FRANK**
After Hours
WOOD, Grand Rapids, Mich.
- SISSON, JOHNNY**
Wake Up and Smile
WERD, Atlanta, Ga.
- SKELTON, JOHN R.**
Skelton's Closet
KSAN, San Francisco, Cal.
- SKERDA, JOHN**
Symphonic Varieties
WBZ, Lock Haven, Pa.
- SLACK, JEAN**
1490 Club
KEOL, Boulder, Colo.
- SLAGLE, JOHN**
WXYZ, Detroit, Mich.
- SLATER, BILL**
1270 Club
KTPI, Twin Falls, Ida.
- SLATTER, BILL**
WJBO, Baton Rouge, La.
- SLOOTMAKER, HOWARD**
Singing Disk Jockey
WLAV, Grand Rapids, Mich.
- SMALL, STEVE**
Morning Mirth
WLBR, Lebanon, Pa.
- SMITH, BILL**
Discopation
WMFR, High Point, N. C.
- SMITH, CHARLIE**
Various
WCHV, Charlottesville, Va.
- SMITH, DALE**
After Hours
KFJB, Marshalltown, Ia.
- SMITH, DON**
1340 Club
WKIC, Hazard, Ky.
- SMITH, FLETCHER**
Fletcher's Patter Chatter
WTNC, Thomasville, N. C.

Disc Jockeys—Radio-Television

- SMITH, FRED**
Mr. Smith
WKJG, Fort Wayne, Ind.
- SMITH, GLENN**
Tempo Time
WGL, Fort Wayne, Ind.
- SMITH, HARRY**
Make Way For Rhythm
WCAM, Camden, N. J.
- SMITH, IRVING**
Western Melodies
KPQ, Wenatchee, Wash.
- SMITH, JIMMY**
KCOR, San Antonio, Tex.
- SMITH, KATE**
MBS
SMITH, RICHARD D.
Musical Roundup
WMTW, Portland, Me.
- SMITH, TOM**
Matinee In Rhythm
WMBB, North Adams, Mass.
- SOARES, GENE**
You Name It, We'll Play It
WABY, Albany, N. Y.
- SOBOL, JOHNNY**
Polka Party
WILK, Wilkes-Barre, Pa.
- SOLITAKE, BERT**
Open House
KKE, Berkeley, Cal.
- SOMERBY, HOPE**
WWON, Woonsocket, R. I.
- SORELY, MARK**
Carnival In Rhythm
KPQ, Wenatchee, Wash.
- SOUTWICK, ROY**
Record Random
KID, Idaho Falls, Ida.
- SOWERS, NELL**
Dulcie's Dawn Busters
WSTP, Salisbury, N. C.
- SPANGLER, ELDEN**
Wake Up Smiling
WLAN, Lancaster, Pa.
- SPECIAL, JOHNNY**
Tune Factory
KSFT, Trinidad, Colo.
- SPIEGLE, STAN**
Doodle Bug
KXRO, Aberdeen, Wash.
- STAMPER, GILBERT**
Hayloft
WAIR, Winston-Salem, N. C.
- STANLEY, HAL**
Request Party
WSSB, Durham, N. C.
- STARK, CHARLES**
Charlie Starke's Music Shoppe
WINS, New York, N. Y.
- STARR, JOE**
Club 860
WERD, Atlanta, Ga.
- STARR, RAY**
Ray's Record Room
KAYX, Waterloo, Ia.
- STEADMAN, FRED**
Hill Country Hits
KNAF, Fredericksburg, Tex.
- STEBBINS, DICK**
Breakfast Party
WENE, Endicott, N. Y.
- STEELE, LOU**
Club 93
WPAT, Paterson, N. J.
- STEELE, TED**
NBC; CBS; KMPC; WMCA.
- STEER, PHIL**
Feedbag Frolics
WVCH, Chester, Pa.
- STEIN, REX**
1180 Hour
WLDS, Jacksonville, Ill.
- STENGEL, DAN O.**
Dan's Disc Derby
KSM, Sikeston, Mo.
- STENGER, JOHN, 3rd**
Melody Merry-Go-Round
WBAK, Wilkes-Barre, Pa.
- STENGER, PETE**
WPEM, Martinsburg, W. Va.
- STEPHENS, BOB**
Down Melody Lane
KTNM, Tucumcari, N. Mex.
- STEPHENS, GENE**
You Name It
WINR, Binghamton, N. Y.
- STEPHENS, JOE**
Reveille, With Joe
WDWD, Dawson, Ga.
- STEPHENS, SAM**
Melody Matinee
KBUH, Brigham City, Utah
- STERRING, EDWARD M.**
Midnight Express
KGLU, Safford, Ariz.
- STERLING, JACK**
The Jack Sterling Show (CBS)
- STERLING, LUD**
Request Club
WLEE, Richmond, Va.
- STERN, DCK**
Evening at Shelbourne
WKAT, Miami Beach, Fla.
- STEVENS, ALAN**
Alan Stevens Show
WINN, Louisville, Ky.
- STEVENS, ED**
Record Rack
KENI, Fairbanks, Alaska
- STEVENS, LEN**
WHAT Jamboree
WHAT, Philadelphia, Pa.
- STEWART, ALAN**
WTEL, Philadelphia, Pa.
- STEWART, MIKE**
Rhythm Time
WFOR, Hattiesburg, Miss.
- STEWART, TOM**
Musical Clock
WPAQ, Mt. Airy, N. C.
- STEWART, WILLIAM**
Bill Stewart's Scrapbook
WBMS, Boston, Mass.
- STEWART, WYNN**
Penthouse Serenade
KRNO, San Bernardino, Cal.
- STITCH, BOB**
Swing Shift
WCMA, Corinth, Miss.
- STERMAN, VERNE**
Friendly Time
KDTH, Dubuque, Ida.
- STILL, JULIUS**
WGGa, Gainsville, Ga.
- STIR, JACK**
The Moondial
WTSP, St. Petersburg, Fla.
- STONE, CHARLES M.**
Uncle Bud
WMBR, Jacksonville, Fla.
- STONE, HARRY**
Jive Till Five, Club Eleven
KPAB, Laredo, Tex.
- STONE, LOU**
Record Jamboree
WGBB, Freeport, N. Y.
- STOREY, ROBERT**
Storey & Song
WKAL, Rome-Utica, N. Y.
- STOVER, SMOKEY**
KOBE, Las Cruces, N. Mex.
- STRAND, PHIL**
Record By Request
WLPO, La Salle, Ill.
- STRIBLING, BILL**
Strib's Serenade
WORD, Spartanburg, S. C.
- STRICKLAND, ARVIN**
Musical Clock
KWPB, West Plains, Mo.
- STRONG, AL**
Hillbilly Roundup
KSAM, Huntsville, Tex.
- STRONG, JERRY**
Jerry Strong Show (WINX)
Washington, D. C.
- STRONG JIMMY**
840 Club
WKNB, New Britain, Conn.
- STRUCHIO, GENE**
Melody Lane
WTEC, Ocala, Fla.
- STRUTHERS, JACK**
Strutting With Struthers
WDFE, Elkins, W. Va.
- STURMER, LES**
Sunrise Serenade
WJPG, Green Bay, Wis.
- SUARZ, PEDRO**
Sonrisas, Musicales
KURV, Edinburg, Tex.
- SULLIVAN, DENNY**
Request Granted
WDOS, Oneonta, N. Y.
- SULLIVAN, RONALD**
Spinners Sanctum, Swing
Time, Make Believe Ballroom
WIKY, Evansville, Ind.
- SUNKEL, BUD**
Yawn Patrol
WDAN, Danville, Ill.
- SUTHERLAND, JAMES**
Midnite Matinee
KGCU, Mandan, N. Dak.
- SUTTON, CLARK**
Twenty Nickels
KYOU, Greeley, Colo.
- SWAIN, SIG**
Requestfully Yours
WWGP, Sanford, N. C.
- SWANSON, BOB**
KIMA, Yakima, Wash.
- SWANSON, BOB**
Date At Eight
- SWANSON, BOB**
Varsity Jamboree
WISC, Madison, Wis.
- SWANSON, ROY**
Coffee Club
KUBA, Yuba City, Cal.
- SZMYD, EMIL**
Meet the Band
WBAA, Lafayette, Ind.

— T —

- TABOR, BLAKE**
Kernel Korn's Korn Krib
WIBV, Belleville, Ill.
- TAMBLYN, BOB**
WCSC, Charleston, S. C.
- TAPLIN, PRESTON**
Time For Taplin
WELM, Elmira, N. Y.
- TATE, ART**
WBSR, Pensacola, Fla.
- TAUSCH, DON**
Hillbilly Heaven
KTBB, Tyler, Tex.
- TAYLOR, BILL**
Willy The Hillbilly
KFMJ, Tulsa, Okla.
- TAYLOR, BILL**
WWNC, Newton, N. C.
- TAYLOR, BRAD**
4:00 O'Clock Special
WLBJ, Bowling Green, Ky.
- TAYLOR, BROOKE**
Music Box
WJW, Cleveland, O.

Disc Jockeys—Radio-Television

- TAYLOR, CLAUDE**
Sunrise Serenade
WJHP, Jacksonville, Fla.
- TAYLOR, JACK**
WNN, Louisville, Ky.
- TAYLOR, JAKE**
Hi Neighbor
WDAE, Tampa, Fla.
- TAYLOR, Pat**
WHPE, Jamboree
WHPE, High Point, N. C.
- TAYLOR, SAM**
Fashions in Music
KWJJ, Portland, Ore.
- TAYLOR, TED**
Radio Juke Box
WDFP, Flint, Mich.
- TAYLOR TOM**
WMBD, Peoria, Ill.
- TAYLOR, WILL**
Sid's Coffee Shop
WWID, Baltimore, Md.
- TAZELAAR, ROBERT**
WKZO, Kalamazoo, Mich.
- TELLER, DICK**
Time Clock Serenade
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**
Chimetime
WNAE, Warren, Pa.
- TERRANDO, JOSEPH**
Musical Clock
WLPO, La Salle, Ill.
- TERRY, CHEM**
WBAP, Fort Worth, Tex.
- TERRY, JOHN R.**
Peoples All Request
WTNS, Coshocton, O.
- THAYER, JACK**
Swing Club
WLOL, Minneapolis, Minn.
- THIBERT, FRANK**
1450 Matinee
WMIQ, Iron Mountain, Mich.
- THIES, JOHN A.**
John's Other Record
KWOC, Poplar Bluff, Mo.
- THOMAS, BILL**
KDFL, Dubuque, Ida.
- THOMAS, BILL**
On The Beam
KORA, Bryan, Tex.
- THOMAS, FRANK**
Rhythms By Request
WTNC, Thomasville, N. C.
- THOMAS, GARRETT**
Good Morning
WOLS, Florence, S. C.
- THOMAS, GORDON**
Top Of The Morning
WTMJ, Milwaukee, Wis.
- THOMAS, JAN**
In Between
KSON, San Diego, Cal.
- THOMAS, JERRY**
Dusty Discs
WMAK, Nashville, Tenn.
- THOMAS, JOE**
Starlight Serenade
WMRC, Greenville, S. C.
- THOMAS, LLOYD**
Yawn Patrol
KHAS, Hastings, Neb.
- THOMAS, VERNE**
Parade of Bands
KOLE, Port Arthur, Tex.
- THOMPSON, CHUCK**
WELQ, Tupelo, Miss.
- THOMPSON, DICK**
Fun & Fancier Free
WKRZ, Old City, Pa.
- THOMPSON, JERRY**
Jive Til Five
WLOX, Biloxi, Miss.
- THOMPSON, JIM**
Melodies of the West
KQV, Pittsburgh, Pa.
- THOMPSON, JIMMY**
The Falls Guy
WJLL, Niagara Falls, N. Y.
- THORNTON, HARRY**
Milkman
WAGC, Chattanooga, Tenn.
- THORNTON, WAYNE, JR.**
Supper, Serenade
KSUE, Susanville, Cal.
- TITUS, FRANK**
Starlight Serenade
WENE, Endicott, N. Y.
- TOLLS, GENE**
House of Blue Lights
KGY, Olympia, Wash.
- TOMPKINS, BILL**
Top Hat Club
KOGT, Orange, Tex.
- TOUHEY, ED**
Club 1490
WCSS, Amsterdam, N. Y.
- TOWER, JOHN**
The Best On Record
KTAE, Taylor, Tex.
- TOWNE, GORDON**
Polk Country Express, Towne
Goes To Town
WSIR, Winter Haven, Fla.
- TOWNE, MARILYN**
Breakfast With Marilyn
WNLE, Norwalk, Conn.
- TOWNSEND, JACK**
Carolina Moonchild
WGTM, Wilson, N. C.
- TOWNSEND, SAM**
Hillbilly Roundup
WCNU, Crestview, Fla.
- TRACY, BILL**
Musical Clock
WLAR, Athens, Tenn.
- TRAMMELL, LAMAR**
Roof Rhythm
WAGF, Dothan, Ala.
- TRANTER, CHARLES**
Carnival Of Music
WNAE, Warren, Pa.
- TRAVIS, JIM**
Bandwagon
WCNT, Centralia, Ill.
- TRIBLEY, HANK**
Smile Time
WGTC, Greenville, N. C.
- TRIGG, JACK**
KCMC, Texarkana, Tex.
- TRIPLETT, ED**
Melody Manor
KRLC, Lewiston, Ida.
- TROTTER, JOHN**
Platter Parade, Saturday Night
Party
KFSA, Fort Smith, Ark.
- TRUDEAU, NED**
Sunshine Hour
WABY, Albany, N. Y.
- TRUSSELL, CHARLIE**
Top Of The Morning
WNOW, York, Pa.
- TUCHOLKA, ED**
Noonday Review
WEBR, Buffalo, N. Y.
- TUCK, GEORGE C.**
Studio B.
WGUY, Bangor, Me.
- TUCKER, JACK**
You Name It
WKOK, Sunbury, Pa.
- TUCKER, LANE**
Sunrise Hour
WKOZ, Kosciusko, Miss.
- TUCKER, LINDSAY**
Requestfully Yours
WKDK, Newberry, S. C.
- TURK, ALFRED**
1230 Club
WIBC, Bloomington, Ill.
- TURNBULL, BEN**
WMSA, Matinee
WMSA, Massena, N. Y.
- TURNBULL, BOB**
Lyric Lane
KAFY, Bakersfield, Cal.
- TURNER, AL**
Hillbilly Roundup
KLIF, Dallas, Tex.
- TURNER, HOWARD**
Hillbilly Jamboree
WGST, Atlanta, Ga.
- TURNER, JIM**
On the Solid Side
KOGT, Orange, Tex.
- TURNER, JIM**
Housewives Helpmate
WFGN, Gaffney, S. C.
- TURNER, TINY**
Breakfast with Turner
WFRG, Reidsville, N. C.
- TURPIN, IRA**
Swingtime Club
WGAA, Cedartown, Ga.
- TUSCANY, BILL**
Tea Time Tunes
WBAA, Lafayette, Ind.
- TUTON, RON**
Sunny Side Of The Street
WJHP, Jacksonville, Fla.
- TWOMEY, MORRIS**
Platter Parade
KWVC, Vernon, Tex.
- TYSON, DAVEY**
Wake Up With Davey
WCAE, Pittsburgh, Pa.

— U —

- ULBRICH, RAY**
Musical Jamboree
WSOO, Sault Ste. Marie,
Mich.
- UMBACH, BOB**
Atomic Boogie
WJLD, Bessemer, Ala.
- UNCLE PETE**
Barnyard Jamboree
WADE, Wadesboro, N. C.
- UNDERWOOD, TOMMY**
Peanut Patch Parade
WOOF, Dotham, Ala.
- UNGER, JOE**
860 Club
KWPC, Muscatine, Ia.
- UZZLE, FREDERICK B.**
1280 Club
KSOK, Arkansas City, Kans.

— V —

- VACCA, JOHN**
Make Believe Ballroom
KECK, Odessa, Tex.
- VAN CAMP, ROBERT G.**
Morning Melodies
WSB, Atlanta, Ga.
- VANCE, JOHN, JR.**
Sunshine Club
WINK, Fort Myers, Fla.
- VANDERVOORT, EARL**
KBST, Big Spring, Tex.
- VAN LINEN, LOU**
Swing Shift
KIUP, Durango, Colo.
- VANN, FRANK**
Mail Order Music
WTAR, Norfolk, Va.
- VAN SLYCKE, HARRY**
Artists Parade
KNAP, Fredericksburg, Tex.

Disc Jockeys—Radio-Television

- VARNER, HARRY**
570 Club
WVNC, Ashville, N. C.
- VAUGHN, BOB**
WORD, Spartanburg, S. C.
- VENELL, BILL**
Carousel
WHO, Des Moines, Ia.
- VESEL, ROBERT**
Vesel Special
WESA, Charleroi, Pa.
- VESTRO, AL**
Revolving Bandstand
WTOR, Torrington, Conn.
- VIA, RICHARD**
Morning Melodies
WLOE, Leaksville, N. C.
- VICTOR, JOHN**
Rhythms By Request
WABB, Mobile, Ala.
- VIHMAN, EIT**
Let's Listen To The Classics
WCCO, Minneapolis, Minn.
- VINSON, BUD**
Name It and Play It
KOIL, Omaha, Neb.
- VISCARRONDO, RAMON**
Correo Musical
WVJP, Caguas, P. R.
- W —
- WADE, JESS**
KTTS, Springfield, Mo.
- WADSWORTH, MAX**
KCKY Dancing Party, Max's
Wax Works
KCKY, Coolidge, Ariz.
- WAGNER, RUSS**
At Your Request
WIBV, Belleville, Ill.
- WAIN, BEA**
Mr. & Mrs. Music (WMCA).
- WAITES, ERNIE**
Harlem Echoes
WZIP, Covington, Ky.
- WALKER, AL**
Off The Record
WCAW, Charleston, S. C.
- WALKER, BOB**
Juke Box Review
KSDN, Aberdeen, S. Dak.
- WALKER, EDDIE**
Pauls Valley, Okla.
- WALKER, GEORGE**
Tops In Pops
WEBR, Buffalo, N. Y.
- WALKER, JIM**
Happy Jim's Dog House
KULA, Honolulu, T. H.
- WALKER, LEE**
Mailman's Matinee
KJAM, Vernal, Utah
- WALKER, MERRILL**
Record Shop
WOAP, Owosso, Mich.
- WALL, ECK**
Alarm Clock Club
WCPS, Tarboro, N. C.
- WALL, W.**
Old Hep Cat
WRNC, Jackson, Miss.
- WALLACE, NEAL**
1240 Club
KFBC, Cheyenne, Wyo.
- WALLER, ART**
Hillbilly Hit Parade
WLOS, Asheville, N. C.
- WALSH, PATSY**
Patti's Party
WMAZ, Macon, Ga.
- WALTERS, BILL**
Record Rhythm Special
WMAM, Marinette, Wis.
- WALTON, EARL**
KROS, Clinton, Ia.
- WARD, BILL**
Breakfast with Bill
WNCA, Asheville, N. C.
- WARD, CHUCK**
Time For Dancing
WHIS, Bluefield, W. Va.
- WARD, DAKON**
Good Morning Neighbor
WGBR, Goldsboro, N. C.
- WARD, JOHNNY**
Off The Record
WMTR, Morristown, N. J.
- WARREN, HARRY**
Wake Up and Smile
KUTA, Salt Lake City, Utah
- WARREN, JERRY**
1540 Turntable Terrace
WJMJ, Philadelphia, Pa.
- WARREN, STANLEY**
Stan The Record Man
WSAP, Portsmouth, Va.
- WASSEL, TOM**
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
- WATKINS, DICK**
Richard's Record Rendezvous
KSMI, Sikeston, Mo.
- WATKINSON, BARRY**
Kima Kid
KIMA, Yakima, Wash.
- WATSON, ROBERT**
Platter Party
WSB, Atlanta, Ga.
- WATTS, CLAY**
WKBC, North Wilkesboro,
N. C.
- WAYNE, LARRY**
Rise & Shine
WCOA, Pensacola, Fla.
- WAYNE, STU**
KYW, Philadelphia, Pa.
- WEAVER, AL**
Strictly Instrumental
KTIP, Porterville, Cal.
- WEAVER, BILL**
Saturday Night Dancing Party
WDAY, Fargo, N. Dak.
- WEAVER, DICK**
Musical Clock
KROD, El Paso, Tex.
- WEBB, BILL**
Sunrise Serenade
KAKC, Tulsa, Okla.
- WEBB, BOB**
WROD, Daytona, Beach, Fla.
- WEBB, CHUCK**
Music By Request
KVOA, Tucson, Ariz.
- WEBB, DEWEY**
WBHP, Huntsville, Ala.
- WEBER, GLENN**
Tallahassee Bandstand
WRHP, Tallahassee, Fla.
- WEBSTER, HARRY**
Yawn Patrol
WFUR, Grand Rapids, Mich.
- WEBSTER, JOSEPH**
Club 840
WVPO, Stroudsburg, Pa.
- WEBSTER, KURT**
Midnight Dancing Party
WBT, Charlotte, N. C.
- WEEKS, EDDIE, L.**
Juke Box Jamboree
KABR, Aberdeen, S. Dak.
- WEEKS, RANNY**
Ranny Weeks Record Rack
WCOP, Boston, Mass.
- WEIGLE, FRANN**
Frann Weigle Hour
WAIE, Chicago, Ill.
- WEILER, ROBERT**
Everybody's Hour
KDIX, Dickinson, N. Dak.
- WEISS, DICK**
1520 Club
KSIB, Creston, Ia.
- WELCH, VAN**
Music for the Mrs.
KELK, Elko, Nev.
- WELLES, JAUQUES**
All-Night Show
WITB, Baltimore, Md.
- WELLS, BOB**
Hi Teen, Tune Shop
WELLS, HEBB
Breakfast Club
WLAG, La Grange, Ga.
- WENDELL, CAR**
Wax Works
WREB, Chillicothe, O.
- WENDELL, BUD**
Wendell's Wax Works
WJMO, Cleveland, O.
- WESLEY, JIM**
Music That Wins
WJPG, Green Bay, Wis.
- WHALEY, BILL**
Harlem Serenade
KMAC, San Antonio, Tex.
- WHEDBEE, CHARLES**
Whedbee's Whimsy
WGTG, Greenville, N. C.
- WHEELER, BILL**
Shopping Tour
WINR, Binghamton, N. Y.
- WHEELER, BUN**
When Day Is Done
KYUM, Yuma, Ariz.
- WHEELER, DWIGHT**
Operations, Music
WFAU, Augusta, Me.
- WHEELER, TONY**
Dawn Patrol
WARC, Rochester, N. Y.
- WHELAM, BILL**
Boston Merry Go Round
WCOP, Boston, Mass.
- WHELAM, OTIS E.**
Rhythm Ranch
KGLU, Safford, Ariz.
- WHITAKER, GENE**
WDUK, Durham, N. C.
- WHITE, CLAUDE**
Hillbilly Hits
WPAQ, Mt. Airy, N. C.
- WHITE, CLAYBORN**
Septa Swing Club
KTOW, Oklahoma City, Okla.
- WHITE, FRANK**
Morning Roundup
KFBC, Cheyenne, Wyo.
- WHITE, HAL**
Requestfully Yours
KUCB, Montrose, Cal.
- WHITMAN, PAUL**
The Paul Whitman Record
Club
ABC
- WHITMAN, DON**
Nite-Owl Nitecap
KRNO, San Bernardino, Cal.
- WHITMAN, THOMAS**
Mik Run, Wings of Music
KXGI, Fort Madison, Ia.
- WHITNEY, PHIL**
WINC, Winchester, Va
- WHITTAKER, TOM**
Housewives Platter
WKLY, Hartwell, Ga.
- WHITTINGHILL, DICK**
Hollywood House Party
KGFJ, Hollywood, Cal.

Disc Jockeys—Radio-Television

WHITWORTH, RAY

Western Hits
KAMQ, Amarillo, Tex.

WICKIZER, JACK

1420 Club
KJIS, Hobart, Okla.

WIDDER, DAVE

Notes & News
WPIK, Alexandria, Va.

WIETHAN, DICK

KLCN, Blytheville, Ark.

WIGGINGTON, WILLIAM

Say It With Music
WCCO, Minneapolis, Minn.

WILKE, HUBERT

Musically Yours
WUSN, Charleston, S. C.

WILLARD, SID

Carnival of Music
WEAM, Arlington, Va.

WILFORD, CARL

Record Review
KANA, Anaconda, Mont.

WILLIAMS, BILL

Band Parade
WOV, New York, N. Y.

WILLIAMS, BUS

Top Pops
KOPO, Tucson, Ariz.

WILLIAMS, DAN H.

Campus Capers
KTXN, Austin, Tex.

WILLIAMS, DICK

KAKE Music Mart
KAKE, Wichita, Kans.

WILLIAMS, DICK

Saturday Night Dancing Party
WHAV, Haverhill, Mass.

WILLIAMS, DICK

Spotlight On A Star
WITA, Santurce, P. R.

WILLIAMS, ELLIS

Matinee
KCRC, Enid, Okla.

WILLIAMS, GERALD

Musical Date
WKAP, Allentown, Pa.

WILLIAMS, GUY

WLAT, Conway, S. C.

WILLIAMS, JACK

Jack Williams Show, Today's
Top Five, Jack's Jamboree
WGBS, Miami, Fla.

WILLIAMS, JERRY

WAML, Laurel, Miss.

WILLIAMS, NAT D.

Tan Town Jamboree
WDIA, Memphis, Tenn.

WILLIAMS, PHIL

Best By Request
KVOW, Littlefield, Tex.

WILLIAMSON, BOB

Musical Clock
WMIK, Middlesboro, Ky.

WILLIS, FORREST

"Musical Clock"
WTRY, Troy, N. Y.

WILLIS, MILTON

Club 1590
KATL, Houston, Tex.

WILLS, REX, II

Music Makers
KHBC, Jill, T. H.

WILLSE, BILL

Musical Nitecap
WWRN, Beckley, W. Va.

WILLSON, JIMMIE

Roundup Time
WAPI, Birmingham, Ala.

WILSON, ANDY

Radio Rangers
KOOL, Phoenix, Ariz.

WILSON, BILL

The Bill Wilson Show
WDOD, Chattanooga, Tenn.

WILSON, BRUCE E.

Farm & Home Hour
WVFP, Palatka, Fla.

WILSON, JIM

All-Time Hit Parade
KFMJ, Tulsa, Okla.

WILSON, JIM

Rebel Rouser, Swing Session
WMAK, Nashville, Tenn.

WILSON, KEN

Star in the Afternoon
WGST, Atlanta, Ga.

WILSON, LARRY

Working With Wax
WNOE, New Orleans, La.

WILSON, READ

Top Of The Morning
WVWC, Asheville, N. C.

WINDROW, AL

KNPT Click Request
KNPT, Newport, Ore.

WINERITER, F. J.

KOPP Club, Sagebrush Party
KOPP, Ogden, Utah

WINKLER, ERNIE

Ernie Winkler Show
Middletown, N. Y.

WINN, WILLIAM

Musical Clock
WJTN, Jamestown, N. Y.

WINTERS, GEORGE

Mason County Matinee
WFTM, Maysville, Ky.

WINTERS, GREGG

Teen Canteen
KNDF, Fredericksburg, Tex.

WIPPRECHT, MARJORY

Matinee Showcase
KORA, Bryan, Tex.

WISE, EDDIE

Sun-Up, Roundup Time
WEBQ, Harrisburg, Ill.

WISEMAN, CLAUDE

Sunset Serenade
WOKZ, Alton, Ill.

WITT, AL

Tumbleweed Tempos
KEIO, Pocatello, Ida.

WOBUS, BILL

TNT
WJOB, Hammond, Ind.

WOLFE, BOB

All-Request Record Roundup
KTNM, Tucumcari, N. Mex.

WOLFE, SKEETS

Ten O' The Morning
WNDW, Daytona, Beach, Fla.

WOLFF, Lina

Farm & Home Hour
WPAD, Dadeeah, Ky.

WOLOSON, MIKE

One Mike To Another
WSCR, Seranton, Pa.

WOOD, GEORGE

Woody
WTMV, East St. Louis, Ill.

WOOD, FOREST

Cover Puller
WLOS, Asheville, N. C.

WOOD, FRED

Woodchopper's Ball
WBZ, Vineland, N. J.

WOOD, STANLEY

WSUA, Bloomington, Ind.

WOODS, CHARLIE

Midnight Music Shop
WJZ, New York, N. Y.

WOODS, DICK

WCPO, Cincinnati, O.

WOODS, JACK

Turntable Time
WWXL, Peoria, Ill.

WOODS, JIM

Platter Parade

WOODWARD, LEROY

WVJS, Owensboro, Ky.

WOOLF, CARL

Swingtime
WMVG, Milledgeville, Ga.

WOOLF, JOHN

Wolf at the Door
WALL, Salt Lake City, Utah

WOOTTE, BILL

Nightcap
WSIC, Statesville, N. C.

WRIGHT, DAVID

The Time Keeper
WGIV, Charlotte, N. C.

WRIGHT, JOHN

Top 'O Morning
WFBC, Greenville, S. C.

WYNN, PAUL

Saturday Night Dancing Party
WWSG, Tifton, Ga.

WYNN, PAUL

Afternoon Bandstand
WEWO, Laurinburg, N. C.

— Y —

YACK, GEORGE

WMRF, Lewiston, Pa.

YARSONS, HARRY

Breakfast Club
WSTP, Salisbury, N. C.

YATES, CHARLIE

In The Groove
WRRF, Washington, N. C.

YEAGER, DON

Cat's Rat Race
WTIK, Durham, N. C.

YEAROUT, WILLIAM

Timekeeper
WREN, Topeka, Kans.

YELLAND, E. STARR

Time & Tempos
KOA, Denver, Colo.

YOUNG, BILL

KAKE'S Platter Parade
KAKE, Wichita, Kans.

YOUNG, DALE

Recordially Yours
WAOV, Vincennes, Ind.

YOUNG, J. N.

KBST, Big Spring, Tex.

YOUNG, PRESTON

Pettycoat Party Line
WHLF, South Boston, Va

YOUNGMAN, JIM

Polka Party
WESA, Charleroi, Pa.

YOUNT, CHUCK

WKBV, Richmond, Ind.

YOUSE, ROBERT

1340 Club
WBK, Pittsfield, Mass.

— Z —

ZAPUTIL, BILL

To Each His Own
WFRC, Reidsville, N. C.

ZIMMERMAN, BOB

Music Mongers
WTNS, Coshocton, O.

ZIMMERMAN, CARL

Concert Hall
WFOK, Milwaukee, Wis.

ZINKAND, PHIL

1500 Club
WWSW, Pittsburgh, Pa.

"THE GOLDEN TOUCH"

Frankie
CARLE

HIS PIANO AND HIS ORCHESTRA



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THOMAS G. ROCKWELL, President

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Orchestra Leaders Musical Conductors and Organists (RADIO AND TELEVISION) —their work during 1948

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Ia.

ADAMS, DANA
KTBB, Tyler Tex.

ADLAM, BASIL
Curt Massy Show, Johnny
Fletcher, Mr. President
ABC

AGNEW, JOHN K.
WHKC, Columbus, O.

AGNEW, THEODORE J.
KUBC, Montrose Colo.

AGRESTA, PHIL
WIS, Columbia, S. C.

ALAN, PAT
KSTT, Davenport, Ia.

ALBERTSON, ROBERT A.
KTM, San Rafael, Cal.

ALEXANDER, JEFF
"Amos 'n' Andy"
NBC

ALLEN, JAMES
WTJS, Jackson, Tenn.

ALLEN, JILL
WNAO, Raleigh, N. C.

ALLEN, JOHN
KPLT, Paris Tex.

ALLEN, ROBERT
WCMW, Canton, O.

ALMAND, JACK
WGST, Atlanta, Ga.

AMOLS, MERVYN
WLS, Beckley, W. Va.

ANDERSON, CHARLOTTE
WHTT, Hartford, Conn.

ANDERSON, DORA
KZMB, Manila, P. I.

ANDERSON, WARREN A.
WGFG, Kalamazoo Mich.

ANDREWS, JAMES L.
KXRO, Aberdeen, Wash.

ARENDALL, RONNIE
WPTW, Piqua, O.

ARENSEN, JAMES E.
KTRF, Thief River Falls
Minn.

"ARLO" (Arlo Hults)
NBC
"Honeymoon in New York,"
"Story Shop"

ARMBRUSTER, ROBERT
NBC
"Cavalcade of America,"
"Kraft Music Hall"

ARMSTRONG, BERNIE
KDEA, Pittsburgh, Pa.

ARNOLD, CATHERINE
WSGN, Birmingham Ala.

ARNOLD, MARION
WNAM, Neenah, Wis.

ARTZT, WILLIAM
Blondie
CBS

ATKERSON, PAUL
KAGH, Pasadena, Cal.

AUMAN, DGN
WKAY Fargo, N. D.

AYERS, NORMAN
WCSH, Portland, Me.

— B —

BABLER, PEP
WOSH, Oshkosh, Wis.

BADDERS, FRANK
WKEY, Covington Va.

BADEAUX, ED
KXYZ, Houston, Tex.

BAILY, BUD
KGCX, Sidney, Mont.

BAKER, CLYDE, MRS.
WLAQ Rome, Ga.

BAKER, CHARLES
WKRK, Columbia, Tenn.

BALDWIN, BILL C.
KSO, Des Moines, Ia.

BALL, NOEL E.
KSWM, Joplin, Mo.

BALL, ROGER
WALT, Tampa, Fla.

BALLANTINE, EDDIE
The Breakfast Clue
ABC

BALLIS, MERA
KDHL, Fairbault, Minn.

BALZER, LUDWIG F.
WRC, Washington, D. C.

BANCROFT P. F.
KTAR, Phoenix, Ariz.

BANKS, MARGARET
WBIG, Greensboro, N. C.

BANTA, FRANK
NBC
"D & H Miners"

BARDO, LYLE
KFRC, San Francisco, Cal.

BARKER GLADYS
WFRL, Freeport, Ill.

BARLOW, HOWARD
NBC
Voice of Firestone

BARR, FRED
WWRL, New York, N. Y.

BARRET, EDWARD
WHAS, Louisville, Ky.

BARRETT, IDA M.
WLPN, Suffolk, Va.

BARRETT, ROGER
WFEA, Manchester, N. H.

BARRON, BLUE
NBC
"Edison Hotel Orchestra"

BASH, JAMES H.
WCHV, Charlottesville, Pa.

BASHELL LOUIS
WMLO, Milwaukee, Wis.

BAUCOM, MARIE
WMAP, Monroe, N. C.

BAUGH, GENE
WBAP, Fort Worth, Tex.

BAUMGART, RUTH
WTCJ, Tell City, Ind.

BAUSTAN, EVELYN
KROX, Crookston, Minn.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BECKER, SILVIA
KNPT, Newport, Ore.

BEDNAREK JOE
WILK, Wilkes-Barre, Pa.

BEERS, WILLIAM E.
WADC, Akron, O.

WEHL, WALTER
WFOX, Milwaukee, Wis.

BEIDING, ELLEN
KXLO, Lewiston, Mont.

BELL, FRANK
WEEI, Boston, Mass.

BELL, NORMAN
WDSU, New Orleans, La.

BELL, RUTH
WJPA, Washington, Pa.

BELMAN DAVE
KTP, Porterville, Cal.

BELVINE, ANNE
WAUD, Auburn, Ala.

BENDITZKY, NAOCM
NBC
"NBC String Quartette"

BERCOVITZ, ABE
KGW, Portland, Ore.

BERING CONRAD, JR.
KFDM, Beaumont, Tex.

BERNTHAL, MURRAY
WSYR, Syracuse, N. Y.

BERQUIST, BERNARD
(WHITEY)
NBC
Whitey Berquist Orchestra.
Kickoff Tunes

BETCHER, DAVE
WMCK McKeesport, Pa.

BETHANCOURT, JOSE
NBC
"Echoes from the Tropics,"
"Tropicana"

BIBER, PEG
KGFV, Kearney, Neb.

BIELSKI, CASS
NBC
"U. S. Army Air Forces Band"

BIGGS, DOUGLAS
WDXI, Jackson, Tenn.

BIGLEY DAVID E.
WJOI, Florence, Ala.

BIONDI, FERDINAND
CKAC, Montreal, Que.

BISH, DON
KGEM, Boise, Ida.

BLACK, FRANK (DR)
NBC
Symphony Orchestra
CBS
Harvest of Stars
ABC
Carnegie Hall

BLACK, NORMAN
WFIL, Philadelphia, Pa.

BLAKE, BRUCE
WHKK, Akron, O.

BLEYER, ARCHIE
Conductor; The Arthur Godfrey Hour, Arthur Godfrey's Talent Scouts, Arthur Godfrey and His Friends, Crime Photographer (CBS).

BLOCH, RAY
(NBC) Johnny Presents, Milton Berle; (CBS) Sing It Again; ABC What's My Name; Toast of the Town (CBS-TV)

BLUE, BETTY
KYOU, Greeley Colo.

BOELTER, E. W.
KJAM, Vernal, Utah

BOISVERT, LOUIS
WBRY, Waterbury, Conn.

BONIME, JOSEF
The Sheriff
ABC

BOOKSPAN, MARTIN
WBMS Boston, Mass.

BORNE, HAL
NBC
"Date With Judy"

BOUCHIER, GENE
WPDQ, Jacksonville, Fla.

BOVERO, PHIL
Relaxin' Time, Saturday Session
ABC
KGO, San Francisco, Cal.

BOWMAN ANN
WHBO, Tampa, Fla.

BOWMAN, BURL
KVNI, Coeur D'Alene, Ida.

BOWYER, MILDRED
KJBS, San Francisco, Cal.

BOYER, JIMMY
WISH Indianapolis, Ind.

BOYUM, JERRY
KROC, Rochester, Minn.

BRADLEY, HAROLD
WHL D, Niagara Falls, N. Y.

BRADSHAW, VIVIAN A.
WAAF, Chicago, Ill.

BRADY WILLIAM P.
WEDC, Chicago, Ill.

BRAS, RICKY
KVAN, Vancouver, Wash.

BRITTENMOSER, DON
KVOB, Alexandria, La.

BRELAND, ED
WAML Laurel, Miss.

BRENDLER, CHARLES,
LIEUTENANT COMMANDER
NBC
"U. S. Navy Band"

BRESTOFF, PHIL
Speaking of Songs
ABC
WXYZ, Detroit, Mich.

BRIDGES, CAROL
WERD, Atlanta, Ga.

BRING, LOU
NBC
"Kraft Music Hall"

BROOKS GEORGE
KDIX, Dickinson, N. Dak.

BROWN, ARTHUR
KROD, El Paso, Tex.

BROWN, GORDON
WVWK, Versailles, Ky.

BROWN, LES
NBC
"Bob Hope"

BROWN MAURICE
CBS
Let's Pretend

BROWN, WALBERG
NBC
"Do You Remember?," "Clevelandaires"



LEW WHITE

Organist

Composer

Conductor

RADIO - TELEVISION

CURRENT SHOWS

Inner Sanctum—CBS

Grand Central Station—CBS

Portia Faces Life—NBC

RCA-Victor Recording Artist

Columbia Picture Shorts

LExington 2-1100

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

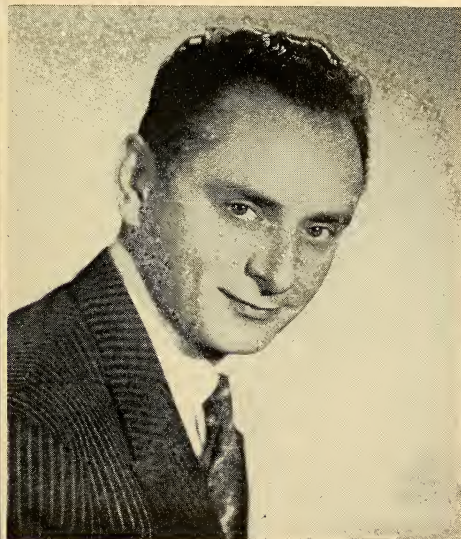
BRUNS, GEORGE
KEX, Portland, Ore.
BRYON, DONALD
"Cavalcade of America"
NBC
BURMAN ARTHUR
Quiet Please, What Makes You
Tick
ABC
BURGESS, JACK
WOOF, Dothan, Ala.
BURNSIDE, CURTIS
KYJC, Medford, Ore.

— C —

CAFFY, CURTIS
WGRM, Greenwood, Miss.
CALABRESE, RAY
WLTR, Bloomsburg, Pa.
CALDWELL, JUNE
WMT, Cedar Rapids Ia.
CAREY, RALPH
KSWI, Council Bluffs, Ia.
CARLE, FRANKIE
NBC; CBS; MBS; Columbia Records.
CARLSON, MAUDE
WLBW, Topeka, Kans.
CARNAHAN, BEVERLY
WMIX, Mt. Vernon Ill.
CARPENTER, ETHEL M.
WKBB, Dubuque, Ia.
CARR, TRUDI
KEYS, Corpus Christi, Tex.
CARSON, M.
WOAP, Orroso Mich.
CARTER, GAYLORD
Bride and Groom
ABC

CARTER, LOUISE
WFTM, Maysville, Ky.
CARTER, VEKNON
WRRF, Washington, N. C.
CASE, RUSS
RCA Victor Show
NBC
CASTILLO, DEL
CBS
Stars Over Hollywood
CAUSEY DON
KHOZ, Harrison, Ark.
CHAMBERLIN, GEORGE
WMBM, Miami Beach, Fla.
CHASE, BRUCE
American Farmer, Fascinating
Rhythm, Listen To This
ABC
CHASINS, ABRAM
WQXR New York, N. Y.
CHEESMAN, A.
WGBB, Freejort, N. Y.
CHESKIN, DAVID
WGR, Buffalo, N. Y.
CHRISTENSON ROYCE
KTRE, Lufkin, Tex.
CIALONI, ROBERT P.
WDAS, Philadelphia, Pa.
CLAPP, GERRIE
WFTL, Ft. Lauderdale, Fla.
CLARK, ALLEN
WJKY Oklahoma City, Okla.
CLARK, GORDON
KPBX, Beaumont, Tex.
CLARK, LOWELL
KGFF, Shawnee, Okla.
CLARKE, NOVA
KHGB, Okmulgee, Okla.

CLAYTON, ROBERT
WJLM, Lansing, Mich.
CLEMENT, JOHN R.
WARD, Johnstown, Pa.
CLEVELAND, R. M.
WSON Henderson, Ky.
CLIFF, CHARLES
Let Freedom Ring
ABC
COLLER, LOUISE
KTAN, Sherman, Tex.
COGGESHALL, A. O.
WGY, Schenectady N. Y.
COLE, BUDDY
NBC
"Truth or Consequences"
COLE, DAVE
WTAL, Tallahassee, Fla.
COLE, NAT KING
NBC
COLEE, D. R.
WLBF, Leesburg, Fla.
COLLINS, JERRY
WNOX Knoxville, Tenn.
COLLINGS, STAN
KSYC, Yreka, Cal.
COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.
COMINSKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.
CONTI ANTHONY
WLEU, Erie, Pa.
COOLEY, CARLTON
NBC String Quartet
NBC
COOPER, LOIS
WKYB, Paducah, Ky.
COOPER, SALLY
WJBK, Detroit, Mich.



JOHN
GART

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

COTE, BERT
WLAM, Lewiston, Me.

COTNER, CARL
Gene Autry Show CBS

COURTIGHT, Y.
WKBE, Muskegon, Mich.

COYS, MYRON
WBYS, Canton, Ill.

CRAWFORD, JESSE
Counterspy
ABC

CRESTON, PAUL
Hour of Faith
ABC

CROFT, MIKE
WJSW, Altoona, Pa.

CROOK, GEORGE
NBC
"George Crook, Organist"

CROSBY, BOB
CBS

CROSS, ALBERT
WKMH, Dearborn, Mich.

CROSS, ELWIN
KYNO, Fresno, Cal.

CROSSON, ART
WBNY, Buffalo, N. Y.

CROUCH, EDNALEE
WHB, Kansas City, Mo.

CROWELL, BETTY
WIBB, Macon, Ga.

CUGAT, XAVIER
Spotlight ands, MBS
The Drene Show

CUMMINGS, BERNIE
Treasury Band Show
ABC

CURRY, WINFRED
KBYR, Anchorage, Alaska

— D —

DALE, TED
Conductor; b. North Platte, Neb.,
July 25, 1910; Carnation Con-
tented Show (NBC).

DANIELS, BILL
KOPR, Butte, Mont.

D'ARMOND, FRANK
WPTR, Albany, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIS, E.
WJVA, South Bend, Ind.

DAVIS, GEORGE D., JR.
WRBL, Columbus, Ga.

DAVIS, KEN
KRNO, San Bernadino, Cal.

DEAL, JOHN H.
WHCU, Ithaca, N. Y.

DeBERRY, HERBERT, JR.
WPK, Alexandria, Va.

DeCARO, AL
WKNB, New Britain Conn.

DENISE, MARGIE
KRIC, Beaumont, Tex.

DENNIS, GENE
WVOM, Boston, Mass.

DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DEREMER, LIONEL H.
WBCM, Bay City, Mich.

DESMOND, WARREN
WAZF, Yazoo City, Miss.

DeVOL, FRANK
Sealtest Village Store
NBC
Jack Carson Show
CBS

DIGESU, FRED
WJHO, Opelika, Ala.

DOLAN, BOB
Ford Show
CBS

DONALDSON, FRANK
WJBO, Baton Rouge, La.

DONALDSON, JOE C.
WCDT, Winchester, Tenn.

DONZE, AILEEN
KSGM, Ste. Genevieve, Mo.

DORITY, DOROTHY
WTOL, Toledo O.

DORR, HAROLD
WABI, Bangor, Me.

DORSEY, JIMMY
NBC, CBS, MBS

DORSEY, TOMMY
NBC CBS, MBS, WMCA

DOSCHER, SUE
WALL, Middletown, N. Y.

DOSSETT, LARRY
KGY, Olympia Wash.

DOUBLEDAY, BILL
KWBR, Oakland, Cal.

DRAGON, CARMEN
The Railroad Hour
ABC

DUFFELL, REBECCA
WTSP, Salisbury, N. C.

DUNAWAY, JAMES C.
WLB, Carrollton, Ga.

DUNCAN, JIM
KPRK, Livingston, Mont.

DUNCAN, MARY JEAN
KGC, Galveston, Tex.

DUNFORD, B. C., JR.
WSJS, Winston Salem, N. C.

ARCHIE BLEYER



... Orchestra Leaders-Conductors-Organists—Radio-TV ...

DUNFORD, HOWARD
WMRN Marion, O.
DUNN, BILL
WKBN, Youngstown, O.
DUNNING, OWEN
KOIN, Portland, Ore.

— E —

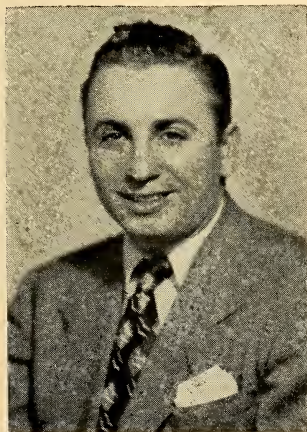
EDGES CLARENCE
WTAQ, Green Bay, Wis.
EDINGTON, JOHN
KTPI, Twin Falls, Ida.
EDSON, EDWARD
NBC
"First Piano Quartette"
EDWARDS, GLADYS
WCLA, Baton Rouge, La.
EDWARDS, RANSOM W.
WLIZ, Bridgeport, Conn.
EDWARDS, TOM
KICD, Spencer, Ia.
EICHER ROBERT
WBEL, Beloit, Wis.
EILAND, TED
WSAZ, Huntington, W. Va.
ELDERS, FRANK E.
WJPF, Herrin, Ill.
ELLINGER JOHN L.
WMMW, Meriden, Conn.
ELLINGTON, DUKE
NBC, CBS, WMCA, MBS
ELLIOTT, BARON
WCAE, Pittsburgh, Pa.
ELLIOTTE, KAY
KIMO, Independence, Mo.
EMMEL JOHN
KWJJ, Portland, Ore.
ENOS, JOE
Louella Parsons
ABC

EPPEL, RAYMOND
KMHK, Mitchell, S. Dak.
ESCAGNE, KEARNY
KANE, New Iberia, La.
ESSEX, FREDRICK
WARC, Rochester, N. Y.
EUCHNER, WAYNE E.
KPH, Wichita, Kans.

— F —

FAIRBANKS, LUCILLE
KFIZ, Fond Du Lac, Wis.
FARCHILD, COOKIE
NBC
"Eddie Cantor Show," "Take
It or Leave It"
FAITH, PERCY
Musical conductor; b. April 7,
1908, Toronto, Canada; Jarvis
College; Pause That Refreshes on
the Air.
FALBER, BEN
WTHI, Terre Haute Ind.
FARBER, BURT
NBC
"Curtain Time"
FARBER, BURT
WNOP, Newport, Ky.
FARDIG, SHELDON
WMBI, Chicago, Ill.
FAY LEW
KONO, San Antonio, Tex.
FAYE, ALTA
WRR, Dallas Tex.
FEIBEL, FRED
CBS
David Harum
FELTS, LEMUEL
WTCO, Campsville, Ky.

FERILLO TRAYNOR
WHAN, Charleston, S. C.
FESSLER, JEAN
WTAD, Quincy, Ill.
FEUER, CY
CBS
Ford Theater
FISK, JIM
KCKY, Coolidge, Ariz.
FLANSBERG GEORGE
KTKR, Taft, Cal.
FLATH, HANS P.
KMBC, Kansas City, Mo.
FLATH, P. HANS
KFRM, Kansas City, Mo.
FORD CHARLES
WCCP, Savannah, Ga.
FORD, MARILYN
WAGA, Atlanta, Ga.
FOSSLER, DEAN
CBS
Guiding Light
FOSTER, ORVILLE
WHOT, South Bend Ind.
FOWLER, HUGH
KRLD, Dallas, Tex.
FRADKIN, FRED
CBS
Thin Man
FRANK, THOMAS F.
WCCM, Lawrence, Mass.
FRÄUL, CLAUDE
WVNN, Louisville, Ky.
FRAZIER JIM
WCBI, Columbus, Miss.
FREED, ALAN
WAKR, Akron, O.
FREEMAN, HARRY
WLYN, Lynn, Mass.



AL RICKEY

CONDUCTOR-COMPOSER

MANHATTAN MERRY-
GO-ROUND

HAMMERSTEIN
MUSIC HALL

WALTZ TIME

MR. KEEN—6th YEAR

ALSO MUSICAL
DIRECTOR FOR
MAYFAIR RECORDS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

FREEMAN, TONY
KNBC, San Francisco, Cal.
FRIAL, CHARLES
WVNE, Fayetteville, N. C.
FRIEND, GEORGE
WLAJ, Lakeland, Fla.
FRY, BETTY
WGPA, Bethlehem, Pa.
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.

— G —

GALE, RAYETTE
WCPO, Cincinnati, O.
GALE, WILLIAM
CBS
County Fair
GALLICHO, JOSEPH
NBC
Dave Garroway Show
GALLIWAY, EDWARD M.
KSTL, St. Louis, Mo.
GANZ, GEORGE
KDSH, Boise, Ida.
GARLINGER, GEORGE
WPFM, Middletown, O.
GARNER, ADAM
NBC
"First Piano Quartette"
GARBETT, EDWARD
WEDO, McKeesport, Pa.

GART, JOHN
Composer, conductor; b. Poland,
June 6, 1905; Kiev Imperial Con-
servatory of Music; Gabriel Heat-
ter's A Brighter Tomorrow
(WOR); Carrington Playhouse
(WOR); A House in the Country

(WOR); MGM, Columbia, RKO
picture spots.
GAUZE, WALLACE
WTAN, Clearwater, Fla.
GEERTZ, ARMIN
WBLI, Dalton, Ga.
GEIL, JOHN C.
WCVS, Springfield, Ill.
GEYER, BILLY
WDFD, Flint, Mich.
GIBSON, DOROTHY
KFPM, Fort Smith, Ark.
GIBSON, GERALD
WJOY, Burlington, Vt.
GIBSON, JESSIE
WKWF, Key West, Va.
GIBSON, LARRY
WRUF, Gainesville, Fla.
GIGOUX, GERALD
KCRG, Enid, Okla.
GILLIES, KATHRYN
WJMJ, Philadelphia, Pa.
GITZ, JEAN
KRDO, Colorado Springs, Colo.
GLADDIN, FRANCES
WDAK, Columbus, Ga.
GLEWWE, YERNE
WQUA, Moline, Ill.

GLUSKIN, LUD
b. New York, N. Y.; CBS West
Coast Music Director; Suspense,
My Friend Erma, Hollywood Mu-
sic Hall, Philip Morris Playhouse,
Sam Spade.

GOBBLE, MARTHA
KMYR, Denver, Colo.
GOLLOTTE, GWEN
WLOX, Biloxi, Miss.

GOODMAN, ABE
Strange Romance of Evelyn
Winters, Grand Slam, CBS

GOODMAN, AL
Musical director; b. Russia; Pea-
body 5c. of Music; Prudential
Family Hour (CBS); Fred Allen
Show; RCA Victor recording ar-
tist.

GORDON, LEE
NBC
"Daytime Classics," "Cleve
landaires"

GORDON, NATHAN
NBC
"NBC String Quartette"
GOTCH, ROBERT
KXOK, St. Louis, Mo.
GOV, ARTHUR
KLZ, Denver, Colo.

GRADIN, HARRY
WDSM, Superior, Wis.
GRALITZER, LOUIS
NBC

"NBC String Quartette"
GRASSO, FRANK
WFLA, Tampa, Fla.
GRAY, JACK
WHOS, Decatur, Ala.

GRAY, JERRY
Club 15, CBS
GREEN, BERNARD
The Fat Man. We Care
ABC

GREEN, DOROTHY
WKRZ, Oil City, Pa.
GREENE, JOHNNY
Man Called X, CBS



HARRY SALTER

"STOP THE MUSIC"—ABC

PETER
VAN STEEDEN

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

GRIBBEN, BOB
KDTH, Dubuque, Ia.
GRIDER, GEORGE
WJNC, Jacksonville, N. C.
GRIEB, HERBERT
WBRC, Birmingham, Ala.
GROW, LOU DEAN
KLX, Oakland, Cal.
GUSS, EDDIE
WJPR, Greenville, Miss.

— H —

HACKETT, RAY
KQW, San Jose, Cal.
HAENSCHEN, GUSTAVE
NBC
American Album of Familiar Music, Pet Milk Show With Vic Damone
CBS
Saturday Night Serenade
HALE, DAVID
WSPB, Sarasota, Fla.
HALE, ETHELYN
WCKY, Cincinnati, O.
HALL, ROBERT C.
WVVW, Fairmont, W. Va.
HALL, WILLIAM J.
WKRT, Cortland, N. Y.
HALVERSON, RON
KSUB, Cedar City, Utah
HAMILTON, GUY
GGG, Gainesville, Fla.
HAMPY, HERMAN
WEEK, Peoria, Ill.
HANSON, EARLE B.
WIOD, Miami, Fla.
HARDAGE, CHRISTINE
WCTA, Andalusia, Ala.

HARDMAN, GLENN
KTUL, Tulsa, Okla.
HARRILL, NELSON J.
WGWR, Asheboro, N. C.
HARRIS, GUY
WGL, Fort Wayne, Ind.
HARRIS, PHIL
Jack Benny Show
HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.
HARRISON, JOHN
WEXL, Royal Oak, Mich.
HART, BILL
WTMV, East St. Louis, Ill.
HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WCGA, Gainesville, Ga.
HARTLINE, MARY
Junior Junction
ABC
HARTMAN, ROME
WIRK, W. Palm Beach, Fla.
HARVEY, RICHARD
WSAP, Portsmouth, Va.
HATCH, WILBUR
Screen Guild Players, CBS
HATHORN, ROGER
KWSL, Lake Charles, La.
HAUPT, WILLIAM H.
KVVC, Ventura, Cal.
HAYES, DON
WNDR, Syracuse, N. Y.
HEAPS, PORTER
Club Time, Ladies Be Seated
ABC
HEARD, BETTY
KTMC, McAlester, Okla.

HEATHERTON, RAY
NBC, CBS, MBS
HEIFETZ, BERNAR
NBC
"NBC String Quartette"
HELGESON, ROBERT
KISD, Sioux Falls, S. Dak.
HELLINGSWORTH, R. H.
WTPR, Paris, Tenn.
HENDRIX, CLIFFORD
KGHF, Pueblo, Colo.
HENLEY, DAVID B.
KFGO, Fargo, N. Dak.
HENNINGER, GEORGE
Ethel and Albert, Go for the House, Johnny Thompson, Kieran's Korner, Your Story for Today (ABC).
HENRICH, ILLENA
KATE, Albert Lea, Minn.
HENTON, ETHEL
WNEF, Binghamton, N. Y.
HERMAN, LENNY
NBC, CBS, MBS.
HERMAN, WOODY
ABC, CBS
HERMANN, RALPH
WMAW, Milwaukee, Wis.
HERRON, JOEL
WMGM, New York, N. Y.
HESSLER, ROY
WDUZ, Green Bay, Wis.
HIBDON, MILTON
KTRB, Modesto, Cal.
HIGH, IVOR
WCCC, Hartford, Conn.
HILDEN, KENNETH F.
KBKR, Baker, Tex.

RAY BLOCH

PAUL LAVALLE

Cities Service "Band of America"

. . . Orchestra Leaders-Conductors-Organists—Radio-TV . . .

HILL, IRENE
KWBU, Corpus Christi, Tex.

HILLMAN, ROC
KLAC, Los Angeles, Cal.

HILTON, CHARLES
WNLC, Norwalk, Conn.

HIPPS, TOM
KAMQ, Amarillo, Tex.

HIRSCH, BERTRAND
NBC
"American Album of Familiar Music"

HOFFMAN, HOWARD
WTRC, Elkhart, Ind.

HOGAN, HARLAN
WSBT, South Bend, Ind

HOLLAND, CLIFFORD
WOOK, Silver Springs, Md.

HOMESTEADERS (orchestra)
NBC
National Farm and Home Hour

HOTT, IRWIN
WRFD, Worthington, O.

HOUSEK, ANN
WRUN, Utica, N. Y.

HOVEN, ANDREA
KMO, Tacoma, Wash.

HOVEY, DON
WHO, Des Moines, Ia.

HOWARD, GEORGE S., Major
(NBC)
"U. S. Army Air Forces Band"

HOWELL, BERNIE
KGNC, Amarillo, Tex.

HUBBARD, JOYCE
WHEB, Portsmouth, N. H.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUBER, FRANK
CBS
WSNY, Schenectady, N. Y.

HUGHES, JAS. L.
KSKY, Dallas, Tex.

HUOT, ED
KBRL, McCook, Neb.

HUTTO, MALCOLM
WWEJ, Hagerstown, Mass.

HYDE, WILLIAM, JR.
WLAG, LaGrange, Ga.

— I —

IDE, WILLIAM
WSCR, Scranton, Pa.

IHRKE, ELMER
WEMP, Milwaukee, Wis.

IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.

IRVING, GEORGE S.
WCMA, Corinth, Miss.

— J —

JAAP, GEORGE, JR.
WDBC, Escanaba, Mich.

JACKSON, STELLA M.
WKAB, Mobile, Ala.

JACOBSEN, BARBARA
KFAC, Los Angeles, Cal.

JACOBSEN, HANS
WKDK, Newberry, S. C.

JACOBSON, PATRICIA
WCLO, Janesville, Wis.

JAHAM, HANK
KPRO, San Bernardino, Cal.

JARVIS, DON
WWOOD, Lynchburg, Va.

JELENSIK, EUGENE
KDYL, Salt Lake City, Utah

JELLISON, WILLIAM
WTFW, Fort Wayne, Ind.

JENKINS, GORDON
CBS
Dick Haymes Show

JOHNSON, ARLENE
WKNA, Charleston, W. Va.

JOHNSON, LAURA
WMS, Ironwood, Mich.

JOHNSON, R. H.
WNSV, Harrisonburg, Va.

JOHNSTON, W. R. JR.
WBIR, Knoxville, Tenn.

JONES, DARREL
KBIZ, Ottumwa, Ia.

JONES, DON
KWEL, Weiser, Ida.

JONES, RANDOLPH
WOBS, Jacksonville, Fla.

JONES, RUTH LEE
WMIE, Miami, Fla.

JONES, SPIKE
CBS
Spotlight Review

— K —

KAHL, GEORGE
WMAJ, State College, Pa.

KAHN, JOE
NBC
Musical Cameo (also called Cameos of Music)

KAHN, RUTH ANN
WCAW, Charleston, W. Va.

KALER, RANDALL
WFAS, White Plains, N. Y.

KATIMS, MILTON
Conductor, violinist; b. New York, N. Y.; Guest conductor, NBC Symphony (6 appearances); Eternal Light, Living—1948, Music for Tonight.

KATZ, BERNARD
(NBC)
NBC
"Hollywood Star Preview"

**VICTOR
YOUNG**

**DON
VOORHEES**

.

1948

Bell "Telephone Hour"

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.

KEATON, CHARLES
WOL, Washington, D. C.

KEITH, JANE
KALB, Alexandria, La.

KELLY, DAN
WRDO, Augusta, Me.

KELLY, JACK
WCFL, Chicago, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KEPHART, RICHARD
KBUR, Burlington, Ia.

KERR, ANITA
WMAK, Nashville, Tenn.

KERR, SHIRLEY
WKST, New Castle, Pa.

KIBBEE, GORDON
NBC
"Date with Judy"

KILEY, JOHN
WMEX, Boston, Mass.

KINSEY, GLENN
KXOK, Sweetwater, Tex.

KIPEN, MAURICE
WTMJ, Milwaukee, Wis.

KIRESTEL, GEORGE
WJRI, Lenoir, N. C.

KLEIVE, JOHN
WEBC, Duluth, Minn.

KNEESE, LORAINÉ
WOAI, San Antonio, Tex.

KOSLOFF, LOU
NBC
"Life of Riley"

KOSTAL, IRVING
(with the Irving Kostal Trio)
NBC
"Once upon Our Time"

KOTTLER, MISCHA
WWJ, Detroit, Mich.

KOURY, RES
ABC
Abbott & Costello Kid Show.
Amazing Mr. Malone

KOVAR, NONIE
KIOX, Bay City, Tex.

KREBS, ELMER
WISN, Milwaukee, Wis

KROLL, NATHAN
ABC
Theater USA

KRUEGER, KARL
ABC
The Detroit Symphony

KURTZ, SAMUEL
NBC
"U. S. Army Air Forces Band"

KYSER, KAY
ABC
Kollege of Fun and Knowledge

— L —

LACHANCE, ROBERT
WHIM, Providence, R. I.

LAHSMAN, CLARENCE
WHBI, Newark, N. J.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

LANDAU, IRVING
WINS, New York, N. Y.

LANE, LORNA
WROK, Rockford, Ill.

LAUZAU, FRANCES T.
WMMN, Fairmont, W. Va.

LAVALLE, PAUL
Musical conductor; Cities Service
BAND OF AMERICA.

LAVERY, DON E.
WJJD, Chicago, Ill.

LAVOIE, PAUL
WJR, Detroit, Mich.

LEACH, HERBERT
WMIK, Middlesboro, Ky

LEAF, ANN
NBC
"Lorenzo Jones"
"Front Page Farrell"

LEDBETTER, GEORGIA
KFYO, Lubbock, Tex.

LEE, CARROLL S.
WLET, Toceoa, Ga.

LEE, DOROTHY
KPQ, Wenatchee, Wash.

LEE, JIMMY
WZIP, Covington, Ky.

LEIBERT, DICK
NBC
Stella Dallas,
When A Girl Marries

LEIGH, EDWARD
WCHA, Chambersburg, Pa.

LEURIG, HARRISON
WLPQ, La Salle, Ill.

LEVANT, OSCAR
NBC
"Kraft Music Hall"

LEVI, DORYCE
WLAY, Muscle Shoals City,
Ala.

LEVIN, SYLVAN
WOR, New York, N. Y.

LEVINE, HENRY
(Hot Lips)
Orchestra leader, trumpet player,
arranger; b. London, Eng.; ed.:
CCNY; studied trumpet and music
with Max Schlossberg, played



CONDUCTOR-COMPOSER

HANK SYLVERN

STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW
THE NICK CARTER SHOW
THE MOREY AMSTERDAM SHOW

**LYN
MURRAY**

Composing
and
Conducting
Hallmark Playhouse
Life With Luigi

Wm. Morris Agency

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

with original Dixieland jazz band and with NBC Symphony under Arturo Toscanini (author and composer of *Modern Dixieland Method*); Chamber Music Society of Lower Basin Street (WJZ), Strictly from Dixie, Solitaire Time, Carnival (NBC).

LEVY, HAROLD

ABC
Theater Guild on The Air

LEWIS, BEATRICE

KELP, El Paso, Tex.

LEWIS, EDNA VANN

WCPS, Tarboro, N. C.

LEIBERT, DICK

Our Gal Sunday
CBS

LILLY, DON

WENK, Union City, Tenn.

LIND, CHICK

WSRS, Cleveland Hgts., O.

LINDSAY, GEORGE

KKIN, Visalia, Cal.

LIPPMAN, BYRON

WPIT, Pittsburgh, Pa.

LITTLEPAGE, E. Y.

WMFT, Florence, Ala.

LIVELY, LEE

WLOW, Norfolk, Va.

LLOYD, DOLL YE

KRMD, Shreveport, La.

LOCKHART, HARRY E.

KTHS, Hot Springs, Ark.

LOCKWOOD, LEE

WHFB, Benton Harbor, Mich.

LOFTESNESS, RAY

KSOO, Sioux Falls, S. Dak.

LOKEY, FRANK, JR.

WORD, Spartanburg, S. C.

LOMBARDO, GUY

The Guy Lombardo Show
ABC

LONG, CLINT

WMBL, Morehead City, N. C.

LOPEZ, VINCENT

NBC

"Luncheon with Lopez"

LORENZEN, CLAYTON

KELO, Sioux Falls, S. Dak.

LUCKY PENNIES

NBC

"Circle Arrow Show"

LUKENS, STELLA

WMBH, Joplin, Mo.

LUND, JACK

KOOL, Phoenix, Ariz.

— **Mc** —

McAFEE, JUNE

KWKH, Shreveport, La.

McBRIDE, LESTER

KGLU, Stafford, Ariz.

McCAHIL, J. F.

KRSC, Seattle, Wash.

McCARTHY, RED

WHGB, Harrisburg, Pa.

McCRARY, JOHN

WCNU, Crestview, Fla.

McDONNELL, MARY

WGEM, Quincy, Ill.

McKAY, BILL

WPDX, Clarksburg, W. Va.

McKENNA, KAY

KSDN, Aberdeen, S. Dak.

McKENZIE, BEVERLY

WNEK, Macon, Ga.

McLAIN, DONALD

WBBO, Forest City, N. C.

McLEAN, DON

KFYR, Bismarck, N. Dak.

McMANUS, WALLACE

WEER, Buffalo, N. Y.

McNEELY, JIMMIE

WLVA, Lynchburg, Va.

MESLOY, SID

KFBC, Cheyenne, Wyo.

McSWAIN, JOHN

KYA, San Francisco, Cal.

— **M** —

MACKEY, CECIL

WAPX, Montgomery, Ala.

MACKEY, J. WRIGHT

WARK, Williamsport, Pa.

MADDEN, SAMY

WEXT, Milwaukee, Wis.

MAGNANTE, CHARLIE

(leader of the Charlie Magnante Trio)

"Jack Bereh Show"

NBC

MAGUIRE, JACQUELYN T.

KCRG, Cedar Rapids, Ia.

MAGUIRE, THOMAS

WCMD, Cambridge, Md.

MALLORY, K. T.

WKTG, Thomasville, Ga.

MALNECK, MATTY

Abbott & Costello Show

ABC

Duffy's Tavern

NBC

MALTBY, RICHARD

Conductor, arranger; b. Chicago,

Ill., June 26, 1914; Ed. North-

west University Music School;

Strings, Reeds & Burnished Brass,

Music by Maltby, Let's Listen to

Music (ABC); Concert Orchestra,

ABC Network.

LUD GLUSKIN

GENERAL MUSICAL DIRECTOR

CBS WESTERN DIVISION



RICHARD MALTBY

Conductor-Arranger

Circle 7-7431

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

MAMORSKY, MORRIS

NBC
Eternal Light
MANCHESTER, GARCE B.
WSPR, Springfield, Mass.

MANNIS, LEONA

WJOB, Hammond, Ind.

MANN, CARL

KVET, Austin, Tex.

MANSFIELD, ANDY

KWKW, Pasadena, Cal.

MARCOTTE, DONALD A.

WMAQ, Chicago, Ill.

MARSHALL, SANFORD

WHIT, New Bern, N. C.

MARTIN, FREDDY

Jack Carson Show

CBS

MARTIN, LUCY

WWSO, Springfield, O.

MARTIN, NOEL

KOB, Albuquerque, N. Mex.

MASTREA,

CARMEN N.

Musician, arranger, conductor; b. Cohoes, N. Y.; Songs by Morton Downey.

MATTHEWS, SAM R.

KGKB, Tyler, Tex.

MATTOLA, TONY

NBC

Jack Berch Show

MATTS, WARREN F.

WEAM, Arlington, Va.

MAUPIN, REX

Listen To This, Personal Autograph, Star in The Night
ABC

MAXSON, JOHN A.

KFJO, Spokane, Wash.

MAY, BILLY

Adventures of Ozie and

Harriet

CBS

You Bet Your Life

ABC

MAYO, BILLY

WFAA, Dallas, Tex.

MAYS, VERLIN

WPHG, Bristol, Va.

MEEDER, BILL

NBC

"Pepper Young's Family"

"Right To Happiness"

MENDELSON, FRED

WBNX, New York, N. Y.

MERCK, LARRY

WMRC, Greenville, S. C.

MESERVEY, NORMAN

WOLF, Syracuse, N. Y.

METCALF, DON

KYUM, Yuma, Ariz.

METCHNECK, WILLIAM

WTCN, Minneapolis-St. Paul, Minn.

MEYERS, STAN

You Bet Your Life

ABC

MILLER, ARNOLD R.

WSEB, Chicago, Ill.

MILLER, FRIEDA

WTOB, Toledo, O.

MILLER, GLENN

KLEE, Houston, Tex.

MILLER, JACK

CBS

MILLER, JOHNNY

NBC

"King Cole Trio Time"

MILLER, LARRY

WSBA, York, Pa.

MILLER, MAX

WBEN, Buffalo, N. Y.

MILLER, T. H.

KLWT, Lebanon, Mo.

MILLS, BILLY

NBC

"Fibber McGee & Molly"

MILLS, VERLYE

NBC

"The Tex and Jinx Show"

MILSOP, JOSEPH

WCPA, Clearfield, Pa.

MILTON, CHARLES

Meet the Missus, Dr. Christian,

Melody Trail, Money On the

Line, What Makes a Song,

Calif. Caravan.

MITCHELL, BOB

KFI, Los Angeles, Cal.

MITCHELL, JACK

WTPF, Charleston, W. Va.

MITTLER, FRANK

NBC

"First Piano Quartette"

MONAGHAN, FRANK

WGBI, Scranton, Pa.

MONROE, CARL

WCAP, Asbury Park, N. J.

MONROE, VAUGHN

Bandleader; b. Akron, Ohio, Oct.

7, 1911; Camel Show (CBS).

MONTGOMERY, PAUL

WFRC, Reidsville, N. C.

MOODY, WILLIAM

KIT, Yakima, Wash.

MOORE, EDWARD

KRES, St. Joseph, Mo.



HENRY
("Solitaire Time")
HOT-LIPS
("Chamber Music Society of
Lower Basin Street")
LEVINE

EARL SHELDON

and His Orchestra

"JACK SMITH SHOW" — CBS

•

"MUSICAL BOUQUET" — CBS

•

"DRENE SHAMPOO" — NBC

•

Transcriptions for
Gulfspray and Bendix

•

CAPITOL RECORDS

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

MOORE, EUGENE
KCMO, Kansas City, Mo.

MOORE, IAL
WSPA, Spartanburg, S. C.

MOORE, OSCAR
NBC
"King Cole Trio"

MOORE, RAYMOND A.
WHUM, Reading, Pa.

MORGAN, JAMES
WNHC, New Haven, Conn.

MORRIS, JOHN J.
WTOR, Torrington, Conn.

MORRIS, MARGARET
KABC, San Antonio, Tex.

MORRIS, ROBERTA
WLEE, Richmond, Va.

MORSON, LESLIE
WNLC, New London, Conn.

MORTON, HELEN
KTBS, Shreveport, La.

MORTON, HELEN
NBC
"World and Music"

MURFF, FRED
WLAC, Nashville, Tenn.

MURPHY, DENNIS
WREX, Duluth, Minn.

MURRAY, BRUCE J.
KWHK, Hutchinson, Kans.

MURRY, LYN
Composer, conductor; b. London, England, Dec. 6, 1909; Ford Theater, Hallmark Playhouse.

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, PAUL
WBNS, Columbus, O.

NEDRY, ROGER
KPAS, Banning, Calif.

NEIGHBOR, HOWARD
KVGB, Great Bend, Kans.

NELMS, WILLIAM
WTAX, Springfield, Ill.

NELSON, BOB
WBBO, Augusta, Ga.

NETHERY, SUE
WWXL, Peoria, Ill.

NEVINS, AL
NBC
"Three Suns Trio"
"The Three Suns Shine"

NEVINS, MORTY
NBC
"Three Suns Trio"
"The Three Suns Shine"

NICHOLSON, ROBERT
WKBW, Buffalo, N. Y.

NICKSON, GEORGE
KXXX, Colby, Kans.

NIDES, HARRY
WROL, Knoxville, Tenn.

NIESON, BILL
KDAC, Fort Bragg, Cal.

NIEVES, JONI
KICA, Clovis, N. Mex.

NILOCIA, HARRY
WJBW, New Orleans, La.

NININGER, EVELYN
WDBJ, Roanoke, Va.

NOBLE, IGNACIO G.
WKAQ, San Juan, P. R.

NOBLE, RAY
NBC
"Charlie McCarthy Show"

NOBLE, ROGER
WSL, Jackson, Miss.

NORMAN, JEAN NORMA
WFUR, Grand Rapids, Mich.

NORMAN, RALPH
Saturday Strings, Your American Sport Page
ABC

NOVAK, FRANK
Take It Easy
MES, CBS

NOVICH, LUCILLE
KWTF, Waco, Tex.

NYDEGGER, VERNE
KFBI, Wichita, Kans.

— O —

OAKS, HENRY
WXLW, Indianapolis, Ind.

O'BRIEN, GERALD C.
KTUC, Tucson, Ariz.

O'BRIEN, JAMES
WTTM, Trenton, N. J.

ODOM, RAYMOND
KSTA, Coleman, Tex.

OLSEN, GEORGE
NBC
"George Olsen and Orchestra"

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVOO, Tulsa, Okla.

OPPEL, JERRY
KOLE, Port Arthur, Tex.

ORNGARD, JAMES
WSBR, Superior, Wis.

OSBORNE, HAROLD
WMBD, Peoria, Ill.

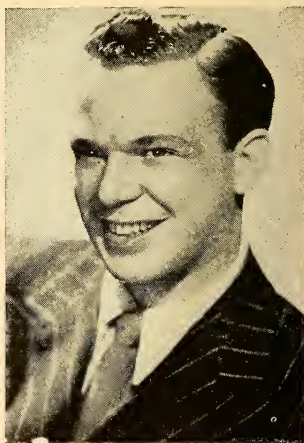
OSSER, GLENN
Music of Glenn Osser, Tea and Crumpets
ABC

OSUNA, ROBERTO F.
WVJP, Caguas, P. R.



CARMEN MASTREA

Conducting
"Songs By Morton Downey"
NBC



GEORGE WRIGHT

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

OVERSTREET, MAVIS
WLSL, Roanoke, Va.
OWEN, ELWYN
NBC
"Meet the Meeks"
OWEN, EMLYN
KREL, Waterloo, Ia.
OWENS, JACK
WBHB, Fitzgerald, Ga.
O'WRIL, ROBERT
WPOR, Portland, Me.

— P —

PAGAN, MOISES
WKJB, Mayaguez, P. R.
PAGE CAVANAUGH TRIO
NBC
"Jack Paar Show"
PAGE, DOROTHY E.
WPAV, Portsmouth, O.
PAGE, ELIOT
WWSR, St. Albans, Vt.
PAGELS, DORIS
WIMS, Michigan City, Ind.
PALMER, CARRUTH
KYIC, Victoria, Tex.
PALMER, JOHNNY
WRCS, Ahsoskie, N. C.
PALMER, WILLIAM
WDXB, Chattanooga, Tenn.
PAQUETTE, ARTHUR
WFCI, Pawtucket, R. I.
PARANOV, MOSHE
WTIC, Hartford, Conn.
PASCOE, JOHN W.
WCNC, Elizabeth City, N. C.
PATTERSON, J.
WHHT, Durham, N. C.
PATTERSON, LYLE
WHLS, Port Huron, Mich.

PAUL, CHARLES F.
Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, 1902; ed.: N. Y. College of Music, Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC).

PAUL, MAURY
KRKD, Los Angeles, Calif.
PEACOCK, MELVIN
WSAV, Savannah, Ga.
PECK, BERT
WNOE, New Orleans, La.
PENNARIO, LEONARD
NBC
"Kraft Music Hall"
PEREZ, MRS. E.
WIAC, San Juan, P. R.
PERRY, AL
KCSJ, Pueblo, Colo.
PETERSEN, ROBERT
WAIT, Chicago, Ill.
PETERSON, LAYERNE
WSAU, Wausau, Wis.
PETRICH, CAROLYN
WLCS, Baton Rouge, La.
PFEIL, E. J.
WNMP, Evanston, Ill.
PFLEGER, GEORGE
WJTN, Jamestown, N. Y.
PHILLIPS, A. G.
WLTC, Gastonia, N. C.
PHILLIPS, GREGG
WJOL, Joliet, Ill.
PICHE, MAURICE
KYSM, Mankato, Minn.

PICKENS, CHARLES
WHBC, Canton, O.
PILDNER, HENRY
WGAR, Cleveland, O.
PINSKI, ANTHONY
KNEW, Spokane, Wash.
POINTEL, CHARLES H.
WRDW, Augusta, Ga.
PONDER, ROSE
WHMA, Anniston, Ala.
POTT, WILLARD
WHK, Cleveland, O.
POTTER, CLIFFORDEAN
WOMI, Owensboro, Ky.
POTWIN, DONALD
KYAK, Yakima, Wash.
POWELL, KEN
WELM, Elmira, N. Y.
POWERS, LENNIE
WESX, Salem, Mass.
PRENTICE, CHARLES D.
WHAT, Greenfield, Mass.
PRESTON, EVELYN
KVAI, Amarillo, Tex.
PRITCHARD, LORRAINE
WCEC, Rocky Mount, N. C.
PROCTER, GENE
KEPO, El Paso, Tex.
PULLIAM, LOUELLA
KERZ, Flagstaff, Ariz.
PURDY, DON
KCBC, Des Moines, Ia.
PURVIS, BETTELOU
WPGH, Pittsburgh, Pa.
PUTNAM, JAMES C.
WBSC, Bennettsville, S. C.
PYATT, JAMES
KWBW, Hutchinson, Kans.



PAUL TAUBMAN

composer • organist • conductor

"Rosemary"—"Perry Mason"

"True Detective"—"Mysterious Traveler"

"Adventures of Frank Merriwell"

RCA-Victor Recording Artist



LENNY HERMAN

and

His Orchestra

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

— R —

RABB, JACK
WIOU, Kokomo, Ind.

RAINEY, BRUCE
KSYL, Alexandria, La.

RAKOV, AVNER
WBZ-WBZA, Boston-Springfield, Mass.

RAMEY, JOE
KDSJ, Deadwood, S. Dak.

RAUCH, ESTHER
KWDM, Des Moines, Ia.

REARDON, RUSS
WTOB, Winston-Salem, N. C.

REBER, DON
KVCN, Logan, Utah

REDDICK, WILLIAM
KPHO, Phoenix, Ariz.

REED, JAMES
WSFA, Montgomery, Ala.

REEDER, CHARLES C.
WING, Dayton, O.

REEVES, GRADY
WFUN, Huntsville, Ala.

REGAN, MATT
WETA, Batavia, N. Y.

REJEBIAM, ARAM
KCBQ, San Diego, Cal.

REPINE, BURT T.
WRVA, Richmond, Va.

REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.

REYNOLDS, JACK
WAMS, Wilmington, Del.

RICE, ED
NBC
"Voices Down The Wind"

RICE, LEE
WBIZ, Eau Claire, Wis.

RICHARDS, HORACE
WFAM, Pottsville, Pa.

RICHARD, RONALD
This is For You
ABC

RICHARDSON, EDNA E.
WTMA, Charleston, S. C.

RICHARDSON, HELEN
WAGC, Chattanooga, Tenn.

RICHARDSON, MARY HESTER
WBML, Macon, Ga.

RICKEY, AL
Mr. Keen (CBS).

RIO, ROSA
My True Story, Second Honey-moon, Ted Malone
ABC

ROBARDS, ARY L., SR.
WMMJ, Peoria, Ill.

ROBBINS, BERNARD
NBC
"NBC String Quartette"

ROBINSON, MARCIA
WNAB, Bridgeport, Conn.

ROMANDY, DION
KFWB, Hollywood, Cal.

ROMELLE, FAYE
NBC
Today's Children

ROMEY, PAUL
WOV, New York, N. Y.

ROONEY, VERNE
WLOL, Minneapolis, Minn.

ROSCO, MICHAEL
WHOM, Jersey City, N. J.

ROSS, ROY
WNEW, New York, N. Y.

ROTH, ALLAN
ABC

RUDD, WALTER
WDGY, Minneapolis, Minn.

RYAN, TOMMY
NBC
"Tommy Ryan's Orchestra"

— S —

SAATKAMP, JACK
NBC
"Circle Arrow Show"

SACK, AL
NBC
"Take It or Leave It"

SAGES, SULLIVAN J.
WMBS, Uniontown, Pa.

SALSBERG, JOE
WARM, Scranton, Pa.

SALTER, HARRY
Musical conductor; It Pays to Be Ignorant; This Is Adventure (ABC); Stop the Music (ABC); CBS Documentaries.

SANDERS, CHRIS
KOVO, Provo, Utah

SANTELMANN, WILLIAM F.
Major
NBC
"U. S. Marine Band"

SANTIAGO, FELIX
WAPA, San Juan, P. R.

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, JAN
Rhapsody In Rhythm
CBS

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHAFER, BECKY
WFAN, Fort Wayne, Ind.

SCHARE, WALTER
NBC

SCHROEDER, JERRY
WBBC, Flint, Mich.



GEORGE HENNINGER

"Ethel & Albert"
"Nelson Olmstead"
"Go For The House"

ABC



CHARLES PAUL

Conductor - Composer

"Mr. & Mrs. North"

CBS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

SCOTT, BILL
WROM, Rome, Ga.

SCOTT, FRANK
WDAY, Fargo, N. Dak.

SCOTT, PHIL
KOGT, Orange, Tex

SCOTT, TED
KTMS, Santa Barbara, Cal.

SCOTT, WALTER
KOWH, Omaha, Neb.

SEAMAN, GORDON
WOKO, Albany, N. Y.

SECHTMAN, MORRIS
WONS, Hartford, Conn.

SELINSKY, VLADAMIR
FBI In Peace & War
CBS
The Big Store
NBC

SEXTON, EDITH
St. Petersburg, Fla.

SEYMOUR, JAY
WPAT, Paterson, N. J.

SHACKLEY, GEORGE
NBC
"The Art of Living"
"Highlights of the Bible"
"National Radio Pulpit"
ABC
National Vespers

SHANKLE, HUGH W.
WROB, West Point, Miss.

SHARPE, H. H.
WTRY, Troy, N. Y.

SHEAN, EARL
WJAR, Providence, R. I.

SHELDON, EARL
(Sheinker, Irving); Conductor, ar-
ranger; b. Jan. 1, 1915; N.Y.C.;
Drene Shampoo Show (NBC); Mu-

sical Bouquet, Pinaud's Jack
Smith Show (CBS); '48 "Gulf-
spray," "Bendix" Transcriptions,
Capital Records.

SHELLEY, RAYMOND
KANS, Wichita, Kans.

SHOOP, DAVID
WHP, Harrisburg, Pa.

SHREDNIK, MILTON
KOA, Denver, Colo.

SHREDNIK, MILTON
NBC
"Music by Shrednik"
"Rhapsody of the Rockies"
"Sketches in Melody"

SILFER, CARL
WAGE, Syracuse, N. Y.

SILVERBERG, BEN
"Clevelandaires"
NBC

SILVERN, HAND
Strike It Rich, Morey Am-
sterdam Show, Bob Hawk
Show
CBS

SILVERS, LOU
Lux Radio Theatre
CBS

SIMPSON, JOHN
KOTA, Rapid City, S. Dak.

SKEANS, JOHN
WHTN, Huntington, W. Va.

SKERDA, JOHN
WBPZ, Lock Haven, Pa.

SLATER, MILTON
WCAX, Burlington, Vt.

SLATTERY, EDWARD
Your Song And Mine
CBS

SLAYTON, GLENN
WBHP, Huntsville Ala.

SLOOTMAKER, HOWARD
WLA-V, Grand Rapids, Mich.

SMITH, BEASLEY
NBC
"Signed Beasley Smith"
WSM, Nashville, Tenn.

SMITH, BARBARA
KSAN San Francisco, Cal.

SMITH, BEVERLY
WCUM, Cumberland, Md.

SMITH, CLAYTON
WAGM, Presque Isle Me.

SMITH, HELEN
KGER, Long Beach, Cal.

SMITH, HOWARD
Robert Q. Lewis Show
Bob Reid Sings, CBS

SMITH, JOHNNY
NBC
Betty Harris Show

SMITH, VIC
WCOG, Greensboro N. C.

SODJA, JOE
NBC
"Fred Waring Show"

SONTAG, GEORGE O.
WOC, Davenport, Ia.

SOWDON, JAMES
WWSC, Glens Falls, N. Y.

SPAGNOLA, JUSTINE
WTUX, Wilmington, Del.

SPENCER, HARRY W.
WBTM, Danville, Va.

SPIVAK CHARLIE
NBC, CBS, MBS

SPRINGER, HARRY
WNEY, Elmira, N. Y.



MILTON KATIMS

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membership

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

SQUIRES, ALONZO G.

WAYS, Charlotte, N. C.

STANLEY, GEORGE

WKIX, Columbia, S. C.

STANLEY, JAY

WAAT, Newark, N. J.

STEELE, TED

WMCA

STEIN, RALPH

WEW, St. Louis, Mo.

STEINER, FRED

This Is Your FBI

ABC

STEPHENS, DAVID

WCAU, Philadelphia, Pa.

STETLER, ROBERT O.

WLAN, Lancaster, Pa.

STOESS, WILLIAM

Greatest Story Ever Told

ABC

STOKER, ED

KUTA, Salt Lake City, Utah

STORDAHL, AXEL

NBC

Your Hit Parade

SUMMERS, JOE

KVOD, Denver, Colo.

SUTER ANN RAY

WTH, Baltimore, Md.

SYBLIRUD, JEROME

KMPC, Los Angeles, Cal.

SYLVERN, HENRY

"HANK"

Musical director, composer, organist; b. B'klyn, N. Y., March 26, 1911; ed.: NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Call All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales, MGM; Samuel Goldwyn Enterprise, 20th Century-Fox.

— T —

TAMBLYN, BOB

WCSC, Charleston, S. C.

TAUBMAN, PAUL

The Adventures of Frank Merriwell (NBC); Rosemary; Perry Mason; True Detective; Mysterious Traveler; RCA Victor Recording Artist.

TAYLOR, BETTY LEE

WKAT, Miami Beach, Fla.

THOMAS, MILLICENT

WURL, Arlington, Va.

THOMPSON, ALFRED M.

KSAL, Salina, Kans.

THREE SUNS TRIO

NBC

"Three Suns Trio," "The Three Suns Shine"

THUESON DEAN

KLO, Ogden, Utah

TORBETT, GENE

KGBS, Harlingen, Tex.

TORRUELLAS, ESTHER

WNEL, San Juan, P. R.

TOSCANTINI, ARTURO

NBC

"NBC Symphony Orchestra"

TOWNSEND, JACK

WGTM, Wilson, N. C.

TOWNSEND, RICHARD, CHIEF

WARRANT OFFICER

NBC

"U. S. Navy Band"

TREPEL, MIMI

WLIB, New York, N. Y.

TROTTER, JOHN SCOTT

Bing Crosby Show

ABC

TRUDEAU, NED

WABY, Albany, N. Y.

TURPIN, IRA

WGAA, Cedartown, Ga.

TUTTLE, LEE

WLS, Lansing, Mich.

— U —

UHLES, ALLEN

KPOJ, Portland, Ore.

UNDERWOOD, PIERSON

WQQW, Washington, D. C.

— V —

VAGNONI, FRANK

WJZ, New York, N. Y.

VAILE, ROLAND

KCMJ, Palm Springs, Cal.

VAN, JOHNNY

WGES, Chicago, Ill.

VAN DAMME, ART

NBC

Art Van Damme Quintet, Design For Living, Dave Gar-

roway Show

VAN DUZER, JOHN D.

KFBK, Sacramento, Cal.

VAN STEEDEN, PETER

Mr. D. A.

NBC

VITO, ELAINE

Mommie and the Man, CBS

VITZ, KATHERINE

KDDD, Dumas, Tex.

VOGEL, FRANCES

WBUX, Doylestown, Pa.

VOGT, GERALD

WHEC, Rochester, N. Y.

VONDELL, JOHN

WHYN, Holyoke, Mass.

VOORHEES, DON

Telephone Hour, Cavalcade of

America (NBC).

— W —

WACULA, CLEMMY

KITO, San Bernardino, Cal.

WALKER, EDWARD C.

WDAE, Tampa, Fla.

WALKER, FRANKY E.

WFOY, St. Augustine, Fla.

WALKER, GWEN

WGPC, Albany, Ga.

WALLACE, BILL

WIOA, Des Moines, Ia.

WALTERS, WILLIAM

WIBX, Utica, N. Y.

WARD, GEORGE M.

WESB, Bradford, Pa.

WARD, JACK

NBC

Tele

WARD, WILLIAM H.

WABB, Mobile, Ala.

WARING, FRED

Conductor, composer; b. June 9,

1900, Tyrone, Pa.; Penn State;

Fred Waring Show, Johnson's Wax

(NBC).

WARNER, FORD

KDON, Monterey, Cal.

WASHBURN, COUNTRY

NBC

"Saturday Night Roundup"

WAYNE, ROGER

WHLI, Hempstead, N. Y.

WEAVER, BEN

KIMA, Yakima, Wash.

WEBB, JERRY

KYJC, Medford, Ore.

WEBB, LOUIS

NBC

"Words and Music," "Lou

Webb"

WEBER, HENRY

WGN, Chicago, Ill.

WEILADT, ARLO

WFBG, Altoona, Pa.

WEINER, MILTON

WLW, Cincinnati, O.

WELLS, MORTON

WGV, Omaha, Neb.

WESLEY, OZGOOD

WLS, Chicago, Ill.

WESTON, PAUL

Jo Stafford Show

ABC

WHIPPLE, DOC

NBC

"Honeymoon in New York."

WHITE, LEW

Organist, composer; ed. Univ. of Penn; Inner Sanctum, Grand Central Station, Rose of My Dreams (CBS); Portia Faces Life (NBC); RCA-Victor Recording Artist, Columbia Movie Shorts.

WHITE, ORSON

WRJN, Racine, Wis.

WHITEMAN, PAUL

ABC

WIGGINS, W. S.

KVOE, Santa Anna, Cal.

WILKINSON, ERIC

WIBG, Philadelphia, Pa.

WILLIAMS, GENE

WSPD, Toledo, O.

WILLSON, MEREDITH

Meredith Willso nShow

ABC

WINN, JOHN H.

WIRE, Indianapolis, Ind.

WINTERS, JOHN

NBC

"The Adventures of Frank

Merrillwell," "Backstage Wife,"

"Young Widder Brown"

WORTH, FRANK

First Nighter, CBS

WRIGHT, GEORGE

(Organist-pianist; b. Orland, Calif., 1920; ed.: College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); The Thesaurus.

WYMAN, ALICE

WFBC, Greenville, S. C.

— Y —

YOUNG, VICTOR

Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

YOUNTS, ELIZABETH M.

WEEB, Southern Pines, N. C.

— Z —

ZACHER, EUGENE

WHAM, Rochester, N. Y.

ZIEGENBEIN, FLEDA

KFOR, Lincoln, Neb.

ZIMMERMAN, HARRY

KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.

WMVA, Martinsville, Va.

ZIUDA, John

WSAR, Fall River, Mass.

ZUNDEL, D.

KPDQ, Portland, Ore.

Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

ADAMSON, EDWARD J.

Bulldog Drummond, Counter Spy

AFFELDER, PAUL

New York Philharmonic, E. Power Biggs, Trinity Choir of St. Paul's Chapel, CBS Staff

ALEEN, LEONARD

NBC Staff News, NBC News Commentaries, Linda Dale, NBC Staff

ALEXANDER, ALTON

Hollywood Screen Test (TV), Tales of the Red Caboose (TV), Movieland Quiz (TV)

ALEY ALBERT

Superman

ALLAND, WILLIAM S.

Doorway to Life, CBS

AMADON, EDNA

Kraft Music Hall

ARMOURY, DAISY

Ave Maria Hour

ARNOLD, WADE

NBC Assistant Script Manager

ARTHUR, ERIC

A Treasury of American Folklore

ARTHUR, ROBERT A.

Mysterious Traveler, Carl Brisson Show, Strange Dr. Weird.

— B —

BANNER, MARIE

Romance of Helen Trent, CBS

BENTKOVER, JACK

Official Detective

BERKEY, RALPH

Radio Readers' Digest, Joyce Jordan, M.D., Aunt Jenny

BESTER, ALFIE

Harvest of Stars

BIXBY, CARL

BLAKE, PEGGY

Barry Cameron, Rose of My Dreams, Evelyn Winters

BLISS, CARL ALFRED

The Sparrow and the Hawk, Woman of Courage, Aunt Jenny's Stories

BLOOM, SI

Buzz & Bill, School of the Air, KDKA, Pittsburgh, Pa.

BORETZ, ALVIN

Front Page Farrell

BOYLE, FLORA

The Cocktail Hour

BRAUN, GILBERT

Writer, director; b. N.Y.C.; NYU, Frank Merriwell Program, Horatio Alger's Journal; Keys to Adventure; Adventures in Bibleland.

BRAUN, RUTH

Frank Merriwell; Horatio Alger's Journal; Keys to Adventures in Bibleland.

CARL
BIXBY

Sturges Highway
Southport, Conn.



JERRY MCGILL

Writer - Producer

"Big Town" . . . NBC

Available

"Appointment . . . Tonight"

• • • **Radio-Television Writers** • • •

— C —

CARROLL CARROLL
Club 15
CBS

CENEDELL, A. ROBERT
Electric Theater
CBS

CHEVIGNY, HECTOR
Mr. and Mrs. North

CHRISTENBERRY, CHARLES
CLARICE, KENDALL, WM.
CBS

COCHANE, CLIFFORD
Peter Donald Show

COLE, ALONZO DEEN
Crime Photographer, The
Witch's Tale
CBS

COLES STEDMAN
Roger Kilgore, Public De-
fender, Crime Club

COLLINS, FRED
FBI In Peace and War
CBS

CONE, BOB
Robert Q. Lewis Show
CBS

COOPERSMITH, JEROME
Americana (TV)

COTT, TED
Children's Opry House, Tom
Thumb; Mother Goose Party
for Merrie-Go-Round Record

COUSIN, MICKEY
Armstrong Theater of Today
CBS Staff

CRISTY, PATRICIA
Johnny Thompson, Rhythm
Roundup
ABC

— D —

DANA, RICHARD
March of Time We the People,
Your Hit Parade

DAVIS, RICHARD E.
Solitary Time, Orchestras of
the Nation, Believe It Or Not
Ribley
NBC Staff

DEETS, ROY L.
Five Minute Mysteries

deMARS, ANITA
Hour at the Metropolitan,
Events in American History

DENKER, HENRY
Greatest Story Ever Told,
Readers' Digest, Ethel Barry-
more Show.

DEVINE, JERRY
This Is Your FBI (ABC).

DISQUE, BRICE JR.
March of Time, Gangbusters,
Cities Service Hour

DOWD, JIL
Adventures of Sam Spade
CBS

DUNBAR, HARRIETTE IRENE
Reflections from Glimmerglass,
FBI In Action

— E —

EHRlich, MAX
Big Story, Sherlock Holmes

EISENBERG, NAT BOGIN
Red Benson's Movie Matinee

EPSTEIN MORRIS
World Over Playhouse

ERTHEIN, JAMES
Radio Reader's Digest, Police-
woman

— F —

FABER, GEORGE D.
Fitch Bandwagon, Procter &
Gamble News Programs, It
Really Happened
CBS-NBC

FIMBERG, HAL
Spotlight Review
CBS

IRV TUNICK

CBS

for

"YOU ARE THERE"

LEE STEWART

WRITER

"Best Girl" . . . WOR



Television

"Help Wanted"

• • • **Radio-Television Writers** • • •

FISHER, AMEEL
That Strange Mr. Pertwee.
Famous Jury Trials

FISHER, MAGGIE
Piano Playhouse (ABC).

FOLLIOTT, DORIA
Woman of America. Open
Door. Mary Marlin

FOX, JOSEPH P.
Curtain Time

FRAMER, WALT
(Framer, Walter H.): Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n' Find Me, Break the Bank, Glamour Manor.

— G —

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lau Little (Tele.).

GAST, HAROLD
Front Page Farrell. Real
Stories from Real Life

GERSHON, ALICE
Get More Out of Life

GERSON, NOEL B.
Light of the World. David
Harum. Harvest of Stars
CBS

GILBERT, TONI
CBS

GLUCK, CAROL WARNER
Mystery Theater

GRANICK, HARRY
The Human Adventure, Treasury Star Parade

GREEN, MORT
Mr. Ace & Jane

GREENE, JOHN L.
Blondie
CBS

GUSSMAN, CHARLES
Hollywood Story, Dr. Standish
Medical Examiner, Young Doctor Malone
ABC Staff

— H —

HALMAN, DORIS
Kittly Foyle, Song of the
Stranger Aunt Jenny

HAMMOND, LAURENCE
Keeping Up With the Wiggles-
worths

HARWOOD, CRIS
Saturday Matinee, Kiddies'
Karnival, This Magnificent
Theater

HAY, NORMAN W.
County Fair

HENLEY, ART
Writing, production and consultation for radio and TV; Peter Donald Show, Honeymoon in New York, MGM Parade of Stars, Maxie Rosenbloom Show, TV Dream Girls, Welcome Wagon, WNBC Santa Claus Roundup; Author "Radio Comedy: How to Write It."

HENNING, PAUL
NBC
Burns and Allen

HERBERT, J. HUGH
Meet Corliss Archers
CBS

HERMAN, GEORGE E.
Elmo Roper Show
CBS Staff

HESTER, HARRIET H.
Stephen Graham Family Doctor, American Medical Assn., Homemakers' Hour

HOFFMAN, ELWOOD
CBS

HOLT, FELIX
Cimarron Tavern, Lone Ranger

HOLTON, LEONARD
Arthur's Place
CBS

HORRELL, MARTIN
Grand Central Station
CBS

**Ruth and Gilbert
Braun**

Writers — Directors — Producers



**"Let The Brauns Build It
For You"**



ART HENLEY

Mgt.—MCA

Radio-Television Writers

HOTCHKISS, BARBARA

NBC
Eddie Cantor Show, United
National Festival, WNBC

HUMBERT FRANK AND ANN

Our Gal Sunday, Rose of My
Dreams
CBS

— I —

INGRAM, GAIL

Big Story

INGRAM, HARRY

Two On A Clue

— J —

JABLONS, MIKE

Labor Speaks
MBS

JAMPEL, CARL

Archie Andrews, Truth or
Consequences, Glamor Manor

JOHNSTON, (DeWITT)

JOHANNA
David Harum, House of Mys-
tery Sing It Again
CBS Staff

JOHNSON, E. LOWELL

We Are World Citizens

JURIST, ED

Aldrich Family

— K —

KAGAN, BEN

The Listening Post, The Park-
er Family
NBC Staff

KAMMERMAN, ROY

The Henry Morgan Show, The
Herb Shriner Show

KANE, ALBERT M.

Growth of the Mind, Gems of
Life.

KEATING, BARBARA M.

Margaret Arlen Program
CBS Staff

KELSEY JACK

Just Plain Bill

KEMP, HUGH

NBC
Associate Editor, Ford Thea-
ter, Mercury Theater

KENT PRISCILLA

The Second Mrs. Burton, Those
Websters, The Parker Family
NBC Staff

KINOY, ERNEST

NBC
Radio City Playhouse, WNBC
Staff

KLEE, LAWRENCE

Mr. Keen, Tracer of Lost
Persons, The Clock
CBS-ABC

KOGAN, DAVID

The Mysterious Traveller,
Sealed Book, Nick Carter

KRONMAN, HARRY

Screen Guild Players
CBS

— L —

LAFFERTY, PERRY F.

Horace Heidt, Block Party

LAKLAN, CARLI

Martha Deane Program

LAW, Walter E.

WNBC Stamp Club
NBC Staff

LEFFERTS, GEORGE

Believe It Or Not Hudson
Coal Show
NBC Staff

LENZ, ELINOR

Fashions On Parade (TV)

LEVIN, MORT

Willie Piper

LEWIS, IRWIN

Bushels of Fun, Man Behind
the Masterpiece

LEWIS, MILTON

Adventures of the Thin Man
CBS

LISS, JOSEPH

You Are There, Warriors of
Peace, Report to the Nation

LYONS, DANNY

Godfrey's Talent Scouts, Bos-
ton Blackie, Philo Vance

LYONS, JOSEPHINE

Betty Crocker Magazine of the
Air, Readers' Digest

— Mc —

McCONNOR, VINCENT

Studio One, Ford Theater
CBS

McDONAGH, RICHARD P.

NBC
Script Manager

McGILL, JERRY

(McGill, E. R.); Radio writer, di-
rector, producer; b. Bridgeport,
Conn., 1905; Univ. of Fla., B.A.;
Rhodes Scholar, Oxford; Caval-
cade; Helen Hayes, Mr. District
Attorney; Jury Trials; Big Town.

McKAY, TED

Bob Hope Show, Abbot &
Costello Show, Milton Berle

MABLEY EDWARD

CBS School of the Air

MacCRAE, DOUGLAS

The Listener

— M —

MACK, NILA

Let's Pretend
CBS

MALEY, BOB

Believe It Or Not, Fountain of
Fun, Life at Boys' Town.

MARION, IRA

Our Job Is Manhattan, Ameri-
can Sport Page, Let's Go To
The Met
ABC

MARQUITH, MALCOLM

Dance Band Shows
ABC

MAYER PEGGY L.

Real Stories From Real Life,
Mr. & Mrs. Gardner, Radio
Reader's Digest

MELTZER, LOU

Morey Amsterdam Show
CBS

MERLIN, MILTON

Man Called X
CBS

MERRILL, HOWARD

Sherlock Holmes, Arthur God-
frey, Beatrice Kay-Peter Lind
Hayes

MILLER, FLOYD

Harvest of Stars, The Sea
Hound, Katie's Daughter

MONROE, CHARLES S.

Lux Radio Theater, Theater of
Romance
CBS Staff

MOORE, CARROLL, JR.

The Henry Morgan Show, The
Herb Shriner Show, Guest Star
U. S. Treasury

MOORE, NANCY

Laura Limited, John and Judy

MORGAN, AL

This is New York

MORRIS MICHAEL

Mr. & Mrs. North, Hollywood
Story

MULLEN, VIRGINIA

Doorway to Life
CBS

— N —

NEHER, JACK

For These We Speak, Tenty
Man

NISS, STANLEY

Gangbusters, Counter-Spy, Ad-
ventures of the Falcon

— O —

OBER, NORMAN

Adventures With Admiral
Byrd Mission Accomplished
CBS Staff

OBOLER, ARCH

NBC, MBS

OKUN, LILIAN

Let's Listen To A Story,
Young Book Reviewers, This
is Our Town

OWEN, DEAN

Hawk Larabee
CBS

Radio-Television Writers

— P —

PEREA, LYDIA
Story to Order

PERL, ARNOLD
The Big Story (AM and AV),
The Eternal Light

PERRIN, SAM
NBC
The Jack Benny Show

PHILLIPS, CARL
Borden Program
CBS

PICARD JOHN
Wendy Warren and the News
NBC

PRAY, POOT
Mr. Ace & Jane, Ozzie &
Harriet, Kraft Music Hall

— R —

RADCLIFFE, VIRGINIA
Cavalcade of America

RAFAEL, WILLIAM
Milton Cross' Opera Album,
Famous Jury Trials, Buddy
Weed Show
ABC

RANDOLPH, DAVID
Music for the Connoisseur,
N. Y. Philharmonic Symphony
Orch., CBS Symphony Orches-
tra

RAYMOND, JACK
Mr. Ace & Jane, Henry Mor-
gan, Robt. Q. Lewis

REFORD, BILL
Philco Jingles, Ladies Be
Seated, Eton Boys

RODMAN, HOWARD
School of the Air

ROSEN, ARNOLD
Robert Q. Lewis, Milton Berle

ROSS, CLARIS A.
NBC
Symphony, Staff WNBC

ROSS, CLARIS A.
Johnny Victor, World's Great
Novels, Ripley Believe It or
Not
NBC Staff

ROSS, SAM
Under Arrest

ROSTEN, NORMAN
The Telephone Hour

ROTH, ROSEMARY
The Fashion Story (TV), Your
Home Beautiful, Margaret Ar-
len
ABC Staff

ROTH, ROXY
Milton Berle

RUBEN, AARON
Burns & Allen, Fred Allen,
Milton Berle

RUBIN, JACK
The O'Neills, Break the Bank,
Try and Find Me; By Popular
Demand, Pick & Pat Show.

RUSSELL, JOSEPH
Molle Mystery Theater, Sus-
pense, Silver Theater
CBS Staff

— S —

SAFIR, LEONARD
Tex and Jinx, We the People,
Gulf Road Show

SCHULTZ, BOB
According to the Record, Dr.
I. Q., Masterpieces in Mini-
ature

SHARP, JACK AND GRETCHEN
Adventurers' Club
CBS

SHAW, ROBERT J.
Mr. District Attorney, Christo-
pher Wells, Philo Vance
CBS

SHAYON, ROBERT LEWIS
CBS

SKLAR, MICHAEL
You Are There
CBS

SLOAN, D. MARJORIE
Dunninger Show, Listen the
Women, Earl Wrightson Pro-
gram

SPENCER, JANE
Mary Lee Taylor
CBS

STARK, SHELDON
Straight Arrow, Headline Edi-
tion
ABC Staff

STARR, MANYA
Claudia

STEWART, LEE

STIRLING, NORA
Serenade to America, Yours
for a Song, John Vander-
cook's Air Age News

SYNOR, PAUL
Sunday Morning Concert Hall,
Brownlee Sisters, Music by
Ralph Norman
ABC

— T —

TACKABERRY, JOHN
NBC
The Jack Benny Show

TALLMAN, BOB
Adventures of Sam Spade
CBS

THOMPSON, PALMER
Counterspy, The Falcon, Spot-
light On America

TOKAR, NORMAN
Aldrich Family

TOVOROV, ORDIN
Ma Perkins
CBS

TUNICK, IRVE
You Are There (CBS).

— W —

WOLPOLE, HELEN
Actress, radio writer, playwright;
b. Birmingham, Ala.; ed. private
schools in South; Stella Dallas,
Katie's Daughter; wrote Our Gal
Sunday for three years, Lora Law-
ton for two, Second Husband for
one; Adventure in Reading for
three years; various mystery
shows.

WEISMAN, ELI L.
Special Assignment, Musical
Mysteries

WELCH, WILLIAM
NBC
Associate Editor, Frank Merri-
well Program

WELDON, MARTIN
This is New York

WHEDON, JOHN
The Great Gildersleeve

WILKINSON, RICHARD HILL
Murder is My Hobby, Family
Theater, California Caravan

WILSON, JOHN C.
NBC
Staff

WINEHOUSE, IRWIN
Dollar Book Club, Ernie The
Eli.

WISHENGRAD, MORTON
The Eternal Light

WITTY, DONALD
On Trial, Child's World, Sec-
ond Honeymoon
ABC

WOODWARD, VAN
NBC
Associate Editor

— Y —

YAEGER, MURRAY
"Concert Curtain Time"
KELP, El Paso, Tex.

YOUNG, ROGER A., JR.
Fred Waring Show

YUDKOFF, ALVIN
Common-Sense Counselor

— Z —

ZANER, RAY
"Poet, Scout"
WSBA, York, Pa.

ZELINKA, SID
Morey Amsterdam Show
CBS

ZIMMERMAN, JOSEPHINE
"Rhymline Time," "Tune
Chasers"
KMBC, Kansas City, Mo.

ZOMAR, KARL
"Memory's Garden"
KFXJ, Grand Junction, Colo.



GEOFF DAVIS

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(7:15-7:30 Monday-Friday)

2nd year Pre and Post sportscast
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(sponsored by Strauss Stores)

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Announcers

(RADIO AND TELEVISION)

-their work during 1948

—A—

AAROE, ALDEN
WRVA, Richmond, Va.
ACKERMAN, KEN
KQW, San Jose, Calif.
ABBOTT, TOM
WNOE, New Orleans, La.
ACHOR, DAVE
WBLJ, Dalton, Ga.
ACREE, JIMMY
WAGF, Dotham, Ala.
ADAMS, BARRY
KHVM, Eureka, Calif.
ADAMS, DANA
KTBB, Tyler, Tex.
ADAMS, GARRET E.
WPNR, Norristown, Pa.
ADAMS, JACK
WOMI, Owensboro, Ky.
AVERBACH, HY
Announcer; Bob Hope Show
(NBC).
ADAMS, PAUL
KFBU, Columbia, S. C.
ADELL, RAY
WAYB, Waynesboro, Va.
AGNEW, THEODORE J.
KUBC, Montrose, Col.
AGOSTINO, JAMES
KFIO, Spokane, Wash.
AHEARN, JOHN
KYJC, Medford, Ore.
AISTON, BILL
KDN, Oroville, Calif.
ALARIA, PHILLIP
KHMO, Hannibal, Mo.
ALBERTSON, ROBERT A.
KTIM, San Rafael, Calif.
ALBRECHT, PAUL
WJMC, Rice Lake, Wis.
ALDEN, NORMAN
KXOL, Fort Worth, Tex.
ALDI, ALDO
WOV, New York, N. Y.
ALDRIDGE, L. JAY
WROB, West Point, Miss.
ALEXANDER, BILL
WTK, Durham, N. C.
ALEXANDER, JACK
KTUL, Tulsa, Okla.
ALFRED, JERRY
KPQ, Wenatchee, Wash.
ALLEN, ANTHONY
WHL, Niagara Falls, N. Y.
ALLEN, BOB
WDGY, Minneapolis, Minn.
ALLEN, BOYD
KROY, Sacramento, Calif.
ALLEN, DANIEL
WRUF, Gainesville, Fla.
ALLEN, DAVE
WARK, Hagerstown, Me.
ALLEN, EARNIE
KFAB, Omaha, Neb.
ALLEN, EMORY
WBBL, Columbus, Ga.
ALLEN, JACK
WMTR, Morristown, N. J.

ALLEN, JOHN
WFAA, Dallas, Tex.
ALLEN, JOHN
WNOV, York, Pa.
ALLEN, MEL
Chesterfield Supper Club (NBC).
ALLEN, GARRET
WCOG, Greensboro, N. C.
ALLEN, JOHN
KPLT, Paris, Tex.
ALLENDER, FRANK
WCAW, Charleston, W. Va.
ALLGOOD, SAM
WKCT, Bowling Green, Ky.
ALLISON, GENE
WISH, Indianapolis, Ind.
ALLISON, JOE
KITE, San Antonio, Tex.
ALLYN, WILLIAM
WATR, Waterbury, Conn.
AMADON, ARTHUR
WBZ-WBZA, Boston-Springfield, Mass.
AMES, DON
KIOA, Des Moines, Ia.
AMES, DOUG
WRAL, Raleigh, N. C.
AMOLS, MERVYN L.
WJLS, Beckley, W. Va.
AMSPAUGH, KENNETH
WMTC, Vancleve, Ky.
ANDERS, BILL
KFYO, Lubbock, Tex.
ANDERSON, CHARLES
KFI-TV, Los Angeles, Calif.
ANDERSON, ED
WTIC, Hartford, Conn.
ANDERSON, TOM
WLDY, Ladysmith, Wis.
ANDERSON, WILLIAM F.
KAKE, Wichita, Kans.

ANDRE, PIERRE

(ABC)
ANDREW, BOB
WKUK, Durham, N. C.
ANDREWS, ERIC
KDSH, Boise, Ida.
ANDREWS, NEIL
WKRT, Cortland, N. Y.
ANDREWS, RUSS
WAAM, Baltimore, Md.
ANNAD, FRANK
WCHS, Charleston, W. Va.

ANSBRO, GEORGE

Announcer; Go For The House
(ABC); Young Widder Brown
(NBC).
ANDON, BRUCE
KWIK, Burbank, Calif.
ANTOINE, JON (Tex)
NBC-WNBC
ARCHER, DON
KHBG, Okmulgee, Okla.
ARCHER, JOHN
WCMB, Lemoine, Pa.
ARENS, BILL
KIMO, Independence, Mo.
ARLAN, JAY
KGFJ, Hollywood, Calif.

ARMSTRONG, JOHN
WMMB, Melbourne, Fla.
ARNOLD, LEE
WPAT, Patterson, N. J.
ARRASMITI, HERB
KERN, Bakersfield, Calif.
ARTHUR, HAROLD W.
KTRC, Santa Fe, N. Mex.
ASH, KEN
WHAV, Haverhill, Mass.
ASHBURN, RON
WROL, Knoxville, Tenn.
ASHER, JOE
WLAP, Lexington, Ky.
ASHLEY, ARTHUR
WONS, Hartford, Conn.
ASHTON, WARREN C.
WMS, Michigan City, Ind.
ASMAN, ROBERT
WGVA, Geneva, N. Y.
ATCHISON, CHARLES
WKAX, Birmingham, Ala.
ATKERSON, PAUL
KAGH, Pasadena, Calif.
ATRINS, JIMMY
WSSB, Durham, N. C.
ATKINSON, WAYNE
KDHL, Fairbault, Minn.
AUSTIN, BILL
WPLH, Huntington, W. Va.
AUSTIN, BOB
WFAK, Charleston, S. C.
AUSTIN, FLETCHER
WBT, Charlotte, N. C.
AVERY, LES
KRE, Berkeley, Calif.
AYRIGGO, BEN
WRCB, Orlando, Fla.

—B—

BABCOCK, FRANK
KXYZ, Houston, Tex.
BACON, CHARLES
WTVL, Waterville, Me.
BACON, BOB
WKNB, New Britain, Conn.
BAER, DANNY
WFOU, Marietta, Ga.
BAILEY, BILL
KTHS, Hot Springs, Ark.
BAILY, BOB
WRFW, Eau Claire, Wis.
BAILY, CLIFFORD
KVEC, San Luis Obispo, Calif.
BAILY, DON
KWLK, Longview, Wash.
BAIR, PAUL
WEOQ, Harrisburg, Ill.
BAKER, BUD
KDAC, Fort Bragg, Calif.
BAKER, DON
Strike It Rich, Sing It Again
CBS
BAKER, JOHN
KWPM, West Plains, Mo.
BAKER, PAUL J.
WGRG, Louisville, Ky.
BAKER, ROLAND
KTRI, Sioux City, Ia.
BAKER, RUSS
WOW, Omaha, Neb.

Announcers—Radio-Television

- BALDRICA, MERV**
WMIQ, Iron Mountain, Mich.
- BALDWIN, BILL**
KSO, Des Moines, Ia.
- BALE, NORMAN**
KTFS, Texarkana, Tex.
- BALFE, KIERAN**
WPGH, Pittsburgh, Pa.
- BALL, NOEL**
KSWM, Joplin, Mo.
- BALL, ROGER**
WALT, Tampa, Fla.
- BALLARD, GEORGE**
WAYS, Charlotte, N. C.
- BALTHIS, AL**
KNGS, Hanford, Calif.
- BALTZER, LARRY**
KHUZ, Borger, Tex.
- BANGHART, KENNETH**
Six O'Clock, Eleven O'Clock News (WNBC); When A Girl Marries (NBC); Who Said That (NBC); Universal Pictures.
- BANKS, HAL**
WARL, Arlington, Va.
- BANKS, ORVILLE CLAIR**
KWVB, Walla Walla, Wash.
- BARAGER, ROBERT**
WNBZ, Saranac Lake, N. Y.
- BARATH, RAY**
WTOG, Savannah, Ga.
- BARBER, B. GEORGE, JR.**
WCOS, Columbia, S. C.
- BARBER, DON**
WAGA, Atlanta, Ga.
- BARBER, JULIAN**
WAYS, Charlotte, N. C.
- BARCLAY, AL**
WAMS, Wilmington, Del.
- BARRENTS, BARRY**
WLEE, Richmond, Va.
- BARILE, LOUIS**
WIBX, Utica, N. Y.
- BARKER, ROBERT**
KTTS, Springfield, Mo.
- BARKLEY, CHARLES**
WTOU, Kokomo, Ind.
- BARKLEY, GEORGE**
KFLT-TV, Los Angeles, Calif.
- BARLOW, JOHN**
KGEM, Boise, Ida.
- BARNES, TEDDY**
WHAL, Shelbyville, Tenn.
- BARRETT, BILL**
KVOP, Plainview, Tex.
- BARRETT, BILL**
WCJU, Columbia, Miss.
- BARRETT, RAY**
(NBC) WNBC
- BARRETT, JOHNNY**
WKAY, Glasgow, Ky.
- BARRINGER, BOB**
KRRV, Sherman-Denison, Tex.
- BARRINGTON, CHARLES**
KDYL, Salt Lake City, Utah
- BARRY, BOB**
WCAP, Asbury Park, N. J.
- BARRY, CHARLES**
WCRO, Johnstown, Pa.
- BARRY, JACK**
WJOY, Burlington, Vt.
- BARRY, JOSH**
WFTL, Ft. Lauderdale, Fla.
- BARRY, NORMAN**
WMAQ, Chicago, Ill.
- BARTELL, ED**
WPGH, Pittsburgh, Pa.
- BARTELL, PAUL**
WFOX, Milwaukee, Wis.
- BARTON, FRANK**
KNBH, Hollywood, Calif.
- BARRY, JACK**
WOR, New York, N. Y.
- BATAILLE, WILFRED M., JR.**
WBCM, Bay City, Mich.
- BATCHELDER, JOHN**
WRC, Washington, D. C.
- BATEMAN, DOUGLAS**
WTAX, Springfield, Ill.
- BATSON, VIC**
WBRC, Birmingham, Ala.
- BAXTER, CHARLES**
WTOG, Toledo, O.
- BAXTER, RAYMOND**
KHUZ, Borger, Tex.
- BAXTER, RAY**
WBNX, New York, N. Y.
- BEACH, NORMAN**
WJRI, Lenoir, N. C.
- BEAN, BOB**
WBG, Greensboro, N. C.
- BEAR, CHET**
WLS, Lansing, Mich.
- BEASLEY, BOB**
WCAW, Charleston, W. Va.
- BEATTY, BILL**
WFLA, Tampa, Fla.
- BEATTY, ROSS**
WELM, Elmira, N. Y.
- BECK, AL**
WDIA, Memphis, Tenn.
- BECK, AL**
WKBZ, Muskegon, Mich.
- BECK, BARNEY**
WEVA, Fredericksburg, Va.
- BECKER, GEORGE**
WEDC, Chicago, Ill.

HARRY VON ZELL

RADIO
EDDIE CANTOR SHOW
NBC — FRIDAYS

SMITHS OF HOLLYWOOD
(Transcribed)

Motion Pictures
HARRY VON ZELL
COMEDIES — COLUMBIA

"THE SAXON CHARM"
U-I

"DEAR WIFE"
Paramount

Public Relations
THE DON HIX ENTERPRISES
6404 Hollywood Blvd.
Hollywood (28), Calif.



Announcers—Radio-Television

BECKER, HARRY
KWBW, Hutchinson, Kans.

BECKER, SANDY
(Becker, Sanford George) Announcer-Actor; b. New York, N. Y., Feb. 19, 1922. Jack Smith; Once Upon A Tune; Rooftops of the City; CBS Workshop; Give & Take; Second Mrs. Burton.

BECKETT, RALPH
KWLN, Ashland, Ore.

BEDAN, BIRD
WEAV, Plattsburgh, N. Y.

BEEBE, JON
KCOK, Tulare, Calif.

BEECH, CROWELL
KWKW, Pasadena, Calif.

BEER, UMBERTO
WAVZ, New Haven, Conn.

BELANEY, BILL
WCOL, Columbus, O.

BELCHER, TOM
KFBI, Wichita, Kans.

BELL, DICK
WLBB, New York, N. Y.

BELL, TED
KRSC, Seattle, Wash.

BELL, WAYNE
WFTM, Maysville, Ky.

BELLAH, MILTON
WDAK, Savannah, Ga.

BELLAIRS, MEL
WCFL, Chicago, Ill.

BELMAN, DAVE
KTIP, Porterville, Calif.

BELMONT, RON
WEAT, Lake Worth, Fla.

BENEDICT, ANDREW
WGBB, Freeport, N. Y.

BENESCH, BILL
WVA, Norton, Va.

BENFIELD, BERLIN
WKSR, Pulaski, Tenn.

BENGSTON, CHARLES
WATR, Waterbury, Conn.

BENNETT, BERN
CBS, WCBS-TV, New York, N. Y.

BENNETT, BILL
WDOS, Oneonta, N. Y.

BENNETT, BING
WSKY, Asheville, N. C.

BENNETT, DEAN
KCSU, Provo, Utah

BENSON, FRANK
WJRD, Tuscaloosa, Ala.

BENSUSSEN, SAM
KIEV, Glendale, Calif.

BENUM, ARNOLD
KITO, San Bernardino, Calif.

BENSON, HAL
WMPB, Memphis, Tenn.

BERGE, GENE
WGAY, Silver Rapids, Md.

BERGER, NORMAN
WKBN, Youngstown, O.

BERGERSON, IVAN
KCLL, Houma, La.

BERGSTROM, ART
WMMW, Meriden, Conn.

BERLIN, PAUL
WJHM, Memphis, Tenn.

BERRY, DICK
WCNT, Centralia, Ill.

BERRY, JOHN
WEBQ, Harrisburg, Ill.

BERRY, W. E.
KENO, Las Vegas, Nev.

BERTRAND, JACK
KOLE, Port Arthur, Tex.

BETTERS, MICHAEL C.
WPBT, Hartford, Conn.

BICKFORD, CHARLES
WFGN, Gaffney, S. C.

BILL, CHUCK
WJJD, Chicago, Ill.

BILLINGSLEY, JOHN
KSFA, Naacodoches, Tex.

BINGHAM, BOB
WCNC, Elizabeth City, N. C.

BINGHAM, DICK
WTSP, St. Petersburg, Fla.

BINGMAN, FRANK
NBC

"Cavaleade of America"

BIRMINGHAM, JOHN
WNBZ, Saranac Lake, N. Y.

BISH, DON
KGEM, Boise, Ida.

BISHOP, CLAY
KSEM, Moses Lake, Wash.

BISHOP, JEROME
WTND, Orangeburg, S. C.

BIVENS, BILL
NBC, Fred Waring Show

BLACK, ALAN
WPIT, Pittsburgh, Pa.

BLACK, BERNIE
WGPA, Bethlehem, Pa.

BLACK, CHARLIE
WSAI, Cincinnati, O.

BLACK, JIM
WIBK, Knoxville, Tenn.

BLACK, JOSEPH
WHK, Cleveland, O.

BLACKBURN, BILL
KROY, Sacramento, Cal.



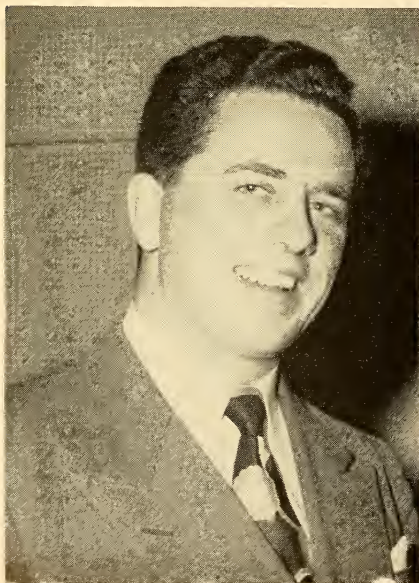
CY HARRICE

announcing

WALTER WINCHELL

Announcers—Radio-Television

- BLACKMON, BEN**
KEYS, Corpus Christi, Tex.
- BLACKWELL, BURT**
WAVE-TV, Louisville, Ky.
- BLAGG, BOB**
WDNE, Elkins, W. Va.
- BLAINE, JAMES**
Drew Pearson, Human Side of
The News, Music and Mr.
Blaine, ABC
- BLAKE, TOMMY**
KWHI, Brenham, Tex.
- BLAND, CECIL**
KTBS, Shreveport, La.
- BLANKS, VICTOR**
KFBR, Sacramento, Cal.
- BLECKLEY, JOHN**
WCJU, Columbia, Miss.
- BLISS, HOMER**
WHAM, Rochester, Mass.
- BLOCK, MARTIN**
NBC
Chesterfield Super Club
- BLOSS, WILLIAM**
WKYB, Paducah, Ky.
- BLUE, PAUL**
KTLN, Denver, Colo.
- BLUM, LARRY**
WMAK, Nashville, Tenn.
- BOARDMAN, FRANK**
KSWO, Lawton, Okla.
- BOARDWAY, JAY**
KSON, San Diego, Cal.
- BODKIN, LARRY**
WTAL, Tallahassee, Fla.
- BOGDEN, HILARY**
WJAS, Pittsburgh, Pa.
- BOHACK, BILL**
WPAT, Patterson, N. J.
- BOHLIN, BILL**
WEAU, Eau Claire, Wis.
- BOVIN, JAY**
WFEA, Manchester, N. H.
- BOVIN, ART**
WARM, Scranton, Pa.
- BOLLINGER, JIM**
WINN, Louisville, Ky.
- BOLTON, JOE**
WPIX, New York, N. Y.
- BOLTON, LESLIE R.**
KARK, Little Rock, Ark.
- BOND, FORD**
David Harum, CBS
- BONDARIN, AL**
KFOR, Lincoln, Neb.
- BOONE, BOB**
WBYS, Canton, Ill.
- BOOTH, LLOYD**
KYOU, Greeley, Colo.
- BOOTH, VIRGIL**
WKBW, Buffalo, N. Y.
- BORTHWICK, BILL**
WBRC, Birmingham, Ala.
- BOSCH, HENRY**
WFUR, Grand Rapids, Mich.
- BOST, RAY**
WNNC, Newton, N. C.
- BOSTIC, TOM**
KIMA, Yakima, Wash.
- BOTHE, RONALD F.**
WMIQ, Iron Mountain, Mich.
- BOVARD, BOB**
KWBK, Oakland, Cal.
- BOVEN, HUGH**
KWDM, Des Moines, Ia.
- BOWEN, REX**
KRUX, Phoenix, Ariz.
- BOWER, BOB**
WTIP, Charleston, W. Va.
- BOWERS, BILL**
KAKC, Tulsa, Okla.
- BOWLES, SHANNON**
KELD, El Dorado, Ark.
- BOWMAN, ROGER**
NBC
American Album of Familiar
Music, General Foods Shows,
CBS Television Documentary
Shows
- BOYD, FORREST**
KAYZ, Waterloo, Ia.
- BOYD, HARVEY**
KWBC, Fort Worth, Tex.
- BOYD, LEX**
KROW, Oakland, Cal.
- BOYLE, ED**
WBUY, Lexington, N. C.
- BOYLE, WILLIAM**
WGRD, Grand Rapids, Mich.
- BOYLES, CHARLES**
KTOW, Oklahoma City, Okla.
- BOYNTON, CECIL**
KVAL, Amarillo, Tex.
- BOYSEN, JIM**
WTCN, Minneapolis-St. Paul,
Minn.
- BRADFORD, JOHN**
WINS, New York, N. Y.
- BRADLEY, BOB**
WMLO, Milwaukee, Wis.
- BRADLEY, FRANK**
WGF, Kalamazoo, Mich.
- BRADLEY, JACK**
WSAZ, Huntington, W. Va.



JOE KING

*'Speaking for
The Coca-Cola
Company.'*

Announcers—Radio-Television

BRADLEY, TRUMAN
CBS
Suspense

BRADLEY, WILLIAM V.
WLYN, Lynn, Mass.

BRAGG, CHARLES
WGNS, Murfreesboro, Tenn.

BLAKE, WIN
WKXL, Concord, N. H.

BLALEY, SAM
KSUE, Susanville, Cal.

BRAMHALL, BILL
WEMP, Milwaukee, Wis.

BRANCH, NEAL
WBIR, Knoxville, Tenn.

BRAND, JACK
WENR, Chicago, Ill.

BRANDT, MEL
NBC
WNBC, New York, N. Y.

BRANDL, MILT
WISN, Milwaukee, Wis.

BRAUDRICK, GEORGE
KFDC, Wichita Falls, Tex.

BREEZEY, CHUCK
KDLK, Del Rio, Tex.

BREITENMOSE, DON
KVOB, Alexandria, La.

BREARD, GEORGE
WLIP, Kenosha, Wis.

BRENNAN, JOE
KXOK, St. Louis, Mo.

BRENNAN, WILLIAM
WJOY, Burlington, Vt.

BREVIK, ERNIE
WDAY, Fargo, N. Dak.

BREWER, DON
KFMJ, Tulsa, Okla.

BRICE, EVELYN
KTKR, Taft, Cal.

BRIGGS, FRED
KITO, San Bernardino, Cal.

BRIMACOMB, LES
KXLO, Lewiston, Mont.

BRIN, HARRISE
KTLA, Los Angeles, Cal.

BRINKLEY, JACK
Judy and Jane; Night Manager
and Announcer for WLS, Chicago;
Recordist of "Breakfast In The
Blue Ridge"; Producer of "Silver
Sails" poetry program.

BRITTON, JACK
WKGK, Knoxville, Tenn.

BROOK, PHILIP
WNEB, Worcester, Mass.

BROOKS, BOB
WSCR, Scranton, Pa.

BROOKS, FARRELL
KRHD, Duncan, Okla.

BROOKS, FRANK
WBUD, Morrisville, Pa.

BROOKS, GILBERT
WKNA, Charleston, W. Va.

BROOKS, MIKE
WBIG, Greensboro, N. C.

BROOKS, PHIL
KRRD, Los Angeles, Cal.

BROOKS, TOM
WHAW, Weston, W. Va.

BROPHY, BILL
WKNY, Kingston, N. Y.

BROTHERS, BILL
WCBT, Roanoke Rapids, N. C.

BROWN, BERNARD
WAPO, Chattanooga, Tenn.

BROWN, BILL
WLW, Cincinnati, O.

BROWN, BOB
WISC, Madison, Wis.

BROWN, ED
KFDA, Amarillo, Tex.

BROWN, EDWIN
WJJJ, Montgomery, Ala.

BROWN, EMEKSON
WTRR, Sanford, Fla.

BROWN, GERALD
WGRC, Louisville, Ky.

BROWN, GORDON
WVLC, Lexington, Ky.

BROWN, HARVEY
WLBF, Leesburg, Fla.

BROWN, HOWARD
WFLL, Philadelphia, Pa.

BROWN, HILLIARD
WHOP, Hopkinsville, Ky.

BROWN, JAMES
WKMH, Dearborn, Mich.

BROWN, PHIL
WTBF, Troy, Ala.

BROWN, PHILLIP
WCOV, Montgomery, Ala.

BROWN, RED
WDXB, Chattanooga, Tenn.

BROWN, ROBERT
WEPM, Martinsburg, W. Va.

BROWN, TED
WOR, New York, N. Y.

BROWN, TOM
KCRS, Midland, Tex.

BROWN, WILLIAM
WNEB, Worcester, Mass.

BROWNE, HALBERT
WOLS, Florence, S. C.



BEN GRAUER
NBC

on week days, it's JACK

on Sundays, it's JOHN PATRICK

but ALWAYS,

COSTELLO

NBC

Announcers—Radio-Television

BROWNE, TOM
WKBC, North Wilkesboro, N. C.

BROWNING, DOUG
Harry Wisner, Kay Kyser (while in N. Y.), Paul Whiteman Record Show, ABC

BROWNING, GORDON
KRKD, Los Angeles, Cal.

BRUNNER, LARRY
WCKY, Cincinnati, O.

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah

BRUNER, BOB
WXLW, Indianapolis, Ind.

BRUNER, MARSHALL
WOMI, Owensboro, Ky.

BRYAN, BILL
KBYE, Oklahoma City, Okla.

BRYAN, GEORGE
Talent Scouts, Hit The Jackpot CBS

BRYANT, GEORGE
WTIP, Charleston, W. Va.

BRYANT, KENNY
WKEY, Covington, Va.

BRYSON, JOHN
WENR-TV, Chicago, Ill.

BUCHANAN, PAUL
WTOM, Bloomington, Ind.

BUCK, BERNARD
WPTR, Albany, N. Y.

BUCK, LOUIE
WSM, Nashville, Tenn.

BUSKLEY, RICHARD
WANE, Fort Wayne, Ind.

BUCKMAN, GENE
WIL, St. Louis, Mo.

BUEHLER, JACK
WEXT, Milwaukee, Wis.

BUICE, ROBERT
KARK, Little Rock, Ark.

BULLOCK, JACK
KTIP, Porterville, Ky.

BUMGARDNER, PAUL RUSSELL
WHBS, Huntsville, Ala.

BURGER, ROBERT L.
WGAX, Burlington, Vt.

BURGESS, RALPH
WSAC, Columbia, Ga.

BURGESS, TOM
WWNC, Asheville, N. C.

BURKA, BERNARD
WBLK, Clarksburg, W. Va.

BURKA, MEL
WCHS, Charleston, W. Va.

BURKE, ALAN
WNAO, Raleigh, N. C.

BURNS, GENE
KNEL, Brady, Tex.

BURKE, JACK
WICY, Malone, N. Y.

BURNS, DARREL
KXLE, Ellensburg, Wash.

BURNS, JOSEPH
WNHC, New Haven, Conn.

BURT, GARLAND
WLAK, Lakeland, Fla.

BURT, JIM
KELO, Sioux Falls, S. Dak.

BUSH, HERB
KOAT, Albuquerque, N. Mex.

BUSSARD, ADELINE
KWVB, Walla Walla, Wash.

BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, JAY
KFRM, Kansas City, Mo.

BUTLER, JAY
KMBC, Kansas City, Mo.

BUTZ, BOB
KBOL, Boulder, Colo.

— C —

CABE, LESLIE
KVAN, Vancouver, Wash.

CABLE, LOWELL D.
KVOA, Tucson, Ariz.

CADDELL, GRAHAM
WJMX, Florence, S. C.

CADE, MARVIN
WJW, Cleveland, O.

CAIN, OLLIE
WABB, Mobile, Ala.

CALDWELL, JAY
WGH, Newport News, Va.

CALDWELL, JOE
WNAO, Raleigh, N. C.

CALL, NEAL
WBUX, Doylestown, Pa.

CALLAHAN, JACK
WBYS, Canton, Ill.

CALLIGAN, CLAYTON V.
WERP, Savannah, Ga.

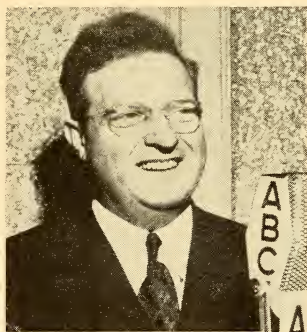
CALVERT, ROBERT
WAJR, Morgantown, W. Va.

CAMPBELL, CLAUDE N., JR.
WCLA, Baton Rouge, La.

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, GEORGE
WJLJ, Niagara Falls, N. Y.

CAMPBELL, REX
KSL, Salt Lake City, Utah



MILTON CROSS

"Metropolitan Opera"

Sat. 2 p.m.

"Metropolitan Auditions
Of The Air"

Sun. 4:30-5 p.m.

A B C



FRANK GALLOP

Announcers—Radio-Television

CAMPCHERO, BOB
WABY, Albany, N. Y.

CANAMAR, BUD
WMIK, Middlesboro, Ky.

CANDLEE, PETE
WVYA, Fredericksburg, Va.

CANNADAY, BILL
WJMO, Cleveland, O.

CANNON, SAM
WCMD, Cambridge, Md.

CAPPS, BOB
KRUX, Phoenix, Ariz.

CARDELL, GEORGE
WSOY, Decatur, Ill.

CAREY, DICK
WMIK, Middlesboro, Ky.

CARIKER, KEN
KRBC, Abilene, Tex.

CARLE, JIM
WSRS, Cleveland Hgts, O.

CARLE, PERRY
KUJ, Walla Walla, Wash.

CARLSON, ADE
WEBC, Duluth, Minn.

CARLSON, HARRY
WOR, New York, N. Y.

CARLSON, HOWDY
WISH, Indianapolis, Ind.

CARLSON, WILL
WBCK, Battle Creek, Mich.

CARLTON, BOB
WMBD, Peoria, Ill.

CARLTON, JOHN
WJL, Niagara Falls, N. Y.

CARMEN, JOHNNY
KASA, Elk City, Okla.

CARMONA, AL
KGFJ, Hollywood, Cal.

CAROTHERS, LARRY
WCNT, Centralia, Ill.

CARPENTER, BILL
WOKO, Albany, N. Y.

CARPENTER, ROBERT
WBCM, Bay City, Mich.

CARPENTER, ROBERT E.
WKBB, Dubuque, Ia.

CARROL, JAMES
WBBB, Burlington, N. C.

CARROLL, RALPH
WNBF, Binghamton, N. Y.

CARROLL, VINCENT
WBAX, Wilkes-Barre, Pa.

CARSWELL, TOM
WORZ, Orlando, Fla.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, DUNCAN
WTTH, Port Huron, Mich.

CARTER, JACK
KSEO, Durante, Okla.

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARTER, ROBERT
KDB, Santa Barbara, Cal.

CARTER, SAM
WCAV, Norfolk, Va.

CARUSO, CARL
WOR, New York, N. Y.

CASE, KEN
KTBS, Shreveport, La.

CASE, NELSON
CBS, Lowell Thomas
Ford Theater

CASEY, TOM
WENR-TV, Chicago, Ill.

CASHION, JOHN T.
WBDC, North Wilkesboro,
N. C.

CASSARA, ERNIE
WBET, Brockton, Mass.

CASSILL, CLARENCE
KQW, San Jose, Cal.

CASSELMAN, CHET
KERN, Bakersfield, Cal.

CASSIDY, TOM
KFAC, Los Angeles, Cal.

CATE, LOUIS C.
WENY, Elmira, N. Y.

CATUDAL, JACQUES
CKAC, Montreal, Que.

CAUDILL, CARL
WWNF, Fayetteville, N. C.

CAUSSEY, BID
KONE, Monroe, La.

CAUSEY, DON
KHOZ, Harrison, Ark.

CAUTHEN, BILLIE B.
WMFT, Florence, Ala.

CECIL, HERMAN
KCMC, Texarkana, Tex.

CESSNA, HAL
WGFG, Kalamazoo, Mich.

CHAMBERS, HUGH
WNJR, Newark, N. J.

CHAMBERS, JAMES
WBNY, Buffalo, N. Y.

CHAMBRUN, BILL
WXXW, Albany, N. Y.

CHANCELLOR, GREGG
KOME, Tulsa, Okla.

CHAMPMAN, ED
WKRQ, Mobile, Ala.

CHAMPMAN, FRED
WILK, Wilkes-Barre, Pa.



"BROKENSIRE BROADCASTING"
9:30 a.m. WNBC 12:30 p.m.
United States Steel's
"THEATRE GUILD ON THE AIR"
ABC
Personal Management: Doug Storer



DAVID ROSS

Announcers—Radio-Television

CHAPMAN, JERRY
 WIRE, Indianapolis, Ind.
CHARLES, GORDON
 WTCM, Traverse City, Mich.
CHARLES, JERRY
 WTOR, Torrington, Conn.
CHARLES, VAN
 WIBK, Knoxville, Tenn.
CHASE, BOB
 WCLO, Janesville, Wis.
CHASEMAN, JOEL
 WAAM, Baltimore, Md.
CHATTERTON, LARRY
 KTSL, Hollywood, Cal.
CHERNAULT, GEORGE
 WSEL, Roanoke, Va.
CHESTER, HARVEY
 WLaw, Lawrence, Mass.
CHESTER, JACK
 KFBI, Wichita, Kans.
CHILDS, LELAND
 WAPX, Montgomery, Ala.
CHRISTENSEN, DON
 WOSH, Oshkosh, Wis.
CHRISTIE, LEWIS
 KOCA, Kilgore, Tex.
CHRONICLE, DALE
 KRBL, McCook, Neb.
CLARK, BILL
 KHUZ, Borger, Tex.
CLARK, GORDON
 KPBX, Beaumont, Tex.
CLARK, GORDON
 KRAL, Rawlins, Wyo.
CLARK, HAROLD
 WEAN, Providence, R. I.
CLARK, HENRY
 WEAV, Plattsburg, N. Y.

CLARK, JAMES C.
 WTYC, Rock Hills, S. C.
CLARK, TOM
 WTNS, Coshocton, Wis.
CLARKE, HERB
 WLOE, Leaksville, N. C.
CLARKE, JOHN H.
 Narrator, Disc Jockey; b. King-
 ston, Ohio, May 10, '13; ed. U.
 of Cinn., Cinn. Conservatory of
 Music, Miami U. (Ohio); Going
 to Town; Three Corner Club;
 Rittenhouse Chimes Show (Tele)
 Staff Announcer (WINS).
CLAYTON, OLIVER
 KEPO, El Paso, Tex.
CLAYTON, ROBERT
 WJIM, Lansing, Mich.
CLEAR, WILLIAM
 WRTA, Altoona, Pa.
CLEARY, WILLIAM
 KRDO, Colorado Springs, Colo.
CLEAVER, MARSHALL S.
 WKAP, Allentown, Pa.
CLIFORD, NOEL
 WEKR, Fayetteville, Tenn.
CLIFTON, CHARLES
 KELD, El Dorado, Ark.
CLINE, KEN
 WJBK, Detroit, Mich.
CLOWES, JOHN
 KCMJ, Palm Springs, Cal.
CLUHE, GEORGE
 WBTA, Batavia, N. Y.
COCHRAN, PAUL
 KWHK, Hutchinson, Kans.
CODDON, HAL
 KFMB, San Diego, Cal.

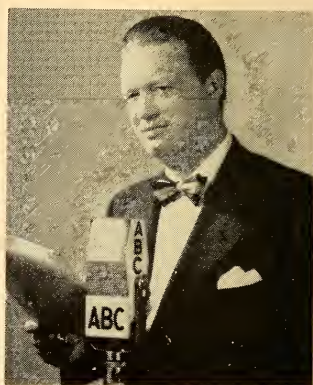
COE, JERRY
 KIXL, Dallas, Tex.
COFFEY, RICHARD
 KSWI, Council Bluffs, Ia.
COFFIN, TED
 WAGM, Presque Isle, Me.
COHN, MORT
 WCHS, Charleston, W. Va.
COKER, BOB
 WTAN, Clearwater, Fla.
COLBY, JACK
 KLIF, Dallas, Tex.
COLE, DAVE
 WTAL, Tallahassee, Fla.
COLE, LOU
 WWRL, New York, N. Y.
COLEMAN, VERNON E.
 WOOD, West Yarmouth, Mass.
COLGAN, FRED
 KERP, El Paso, Tex.
COLLIER, WALTER
 WTRR, Sanford, Fla.
COLLINS, ART
 KBOW, Butte, Mont.
COLLINS, BILL
 KTAN, Sherman, Tex.
COLLINS, FRED
 WNLK, Norwalk, Conn.
COLLINS, JOE
 KAVE, Carlsbad, N. Mex.
COLLINS, JOHN
 WBIR, Knoxville, Tenn.
COLLINS, STAN
 KSYC, Yreka, Cal.
COLLINS, WAYNE LeROY
 KGMB, Honolulu, T. H.
COLLISTER, VIETS
 WICA, Ashtabula, O.



GLENN RIGGS

free - lance
ANNOUNCER EMCEE

LEx. 2-1100



Gene Hamilton

Music Commentator—
 everything from "Lower Basin Street"
 to the Boston Symphony.

Director—Announcer
 "Carnegie Hall" Concerts, American
 Oil Company. A.B.C.

Announcers—Radio-Television

COLLYER, BUD

(Collyer, Clayton); Quiz of Two Cities; Superman; Break the Bank (ABC); Life Can Be Beautiful (NBC); Malle Mystery Theater (NBC); Winner Take All (CBS-CBS-TV).

COLTON, LAVERN

WLAM, Lewiston, Me.

COM, AL LA

KNEW, Spokane, Wash.

COMTE, GEORGE

WTMJ-TV, Milwaukee, Wis.

CONDON, JERRY

WMON, Montgomery, W. Va.

CONDON, STUART

KGNC, Amarillo, Tex.

CONFEE, WILLIAM

WFBG, Altoona, Pa.

CONTER, RALPH

WVOR, Colorado Springs, Colo.

CONOVER, HUGH

Big Sister, Bob Hawk Show
CBS

CONRAD, BOB

WAPX, Montgomery, Ala.

CONRAD, GENE

WWSO, Springfield, O.

CONSIDINE, BOB

NBC

Fred Waring Show

COOK, CLARK

KTMS, Santa Barbara, Cal.

COOK, DICK

WCKY, Cincinnati, O.

COOK, JACK

KRDO, Colorado Springs, Colo.

COOK, JAMES R.

WGBA, Columbus, Ga.

COOK, WARREN

WANE, Fort Wayne, Ind.

COOKE, HENRY

WMAQ, Chicago, Ill.

COON, AL

KOLO, Reno, Nev.

COOPER, CHARLES

WIKK, Erie, Pa.

COOPER, MARK

KDON, Monterey, Cal.

COPE, FRANK

KJBS, San Francisco, Cal.

CORCORAN, BILL

WJBO, Baton Rouge, La.

CORLEY, BOB

WQXI, Atlanta (Buckhead),
Ga.

CORNELL, BOB

KFAC, Los Angeles, Cal.

COSTLEY, JAN

WINR, Binghamton, N. Y.

CORBETT, JOHN

WBEN-TV, Buffalo, N. Y.

CORBIN, LOU

WFBR, Baltimore, Md.

CORLEY, BILL

WBNS, Columbus, O.

CORNELL, DON

KFXJ, Grand Junction, Colo.

CORNING, TIBBITS

Fred Beck Show, CBS

CORNTHWAITE, BOB

KFOX, Long Beach, Cal.

COSLETT, FRANKLIN D.

WBRE, Wilkes-Barre, Pa.

COSTELLO, JOHN

PATRICK (Jack)

Announcer, Narrator, Commentator; b. Sauk Center, Minn.; St.

Bonaventure College, U. of Minn.,
Honorary Degree, Litt. D.; Music
America Loves Best; RCA Victor;
Kraft Music Hall; Hildegard Ra-
leigh Room; Story of Music; Va-
cation With Music; Catholic
Hour; First Piano Quartet (NBC);
Eleventh Hour News (WNBC).

COTE, FRANK R.

WHAI, Greenfield, Mass.

COURTNEY, LEE

KXYZ, Houston, Tex.

COVINTON, DICK

KRDS, Paragould, Ark.

COWLING, TERRY

WCOP, Boston, Mass.

COX BILL

WWDC, Washington, D. C.

COX, JIM

WMRF, Lewiston, Pa.

CRABBE, WILLIAM A.

KRUZ, Santa Cruz, Cal.

CRAGO, DICK

WCBI, Columbus, Miss.

CRAIG, GEORGE

KFDX, Wichita Falls, Tex.

CRANE, BEN

KXIC, Iowa City, Ia.

CRANE, LEO

KSON, San Diego, Cal.

CRANE, STEPHEN

WZIP, Covington, Ky.

CRANEN, HAROLD

WHPE, High Point, N. C.

CRAWFORD, GEORGE

WINX, Washington, D. C.

CRAWFORD, PAUL

KWKH, Shreveport, La.



ALUN WILLIAMS

ANNOUNCING
RADIO and TELEVISION

LE. 2-1100

CI. 6-2200



KELVIN KEECH

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. . . and still going strong!

Announcers—Radio-Television

CRENSHAW, PHIL
KVLH, Pauls Valley, Okla.
CROFFORD, GEORGE
KOCs, Ontario, Cal.
CROSATTO, DAVE
KJBS, San Francisco, Cal.
CROSS, GEORGE
WEXL, Royal Oak, Mich.

CROSS, MILTON
Metropolitan Opera, Metropolitan Auditions of the Air, Piano Playhouse (ABC).

CROUCHET, GEORGE
KPAC, Port Arthur, Tex.

CRUMP, GEORGE
WCRO, Johnstown, Pa.

CRUMPLEY, GUY
WRHP, Tallahassee, Fla.

CRUTCHER, JACK
KTOP, Topeka, Kans.

CULLEN, WILLIAM L.
Radio Announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Winner Take All (CBS); Hit the Jackpot; Crime Photographer.

CULYER, J. P.
WKIG, Dothan, Ala.

CUMMINGS, BOB
WIRK, W. Palm Beach, Fla.

CUMMINS, RAY
WMBL, Morehead City, N. C.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.

CURTIN, DAVID
WRNY, Rochester, N. Y.

CURTIS, BILL
WDGY, Minneapolis, Minn.

CURTISS, RUSS
KGVIL, Greenville, Tex.

CUTTING, DICK
KCSB, San Bernardino, Cal.

— D —

DABECO, HENRY
WJAS, Pittsburgh, Pa.

DAGG, BILL
WNOV, York, Pa.

DAHLBERG, JERRY
KROX, Crookston, Minn.

DALE, HAROLD B.
WKNS, Kinston, N. C.

DALE, STANLEY
WAIR, Winston-Salem, N. C.

DANE, MARSHALL
WJNO, West Palm Beach, Fla.

DANIELS, ED
WDIA, Memphis, Tenn.

DANIELS, JOE
WCSS, Amsterdam, N. Y.

DANIELS, PAUL
WVNH, Rochester, N. Y.

DANIELSON, JIM
KASH, Eugene, Ore.

D'ARCY, BOB
KPKW, Pasco, Wash.

DARLINGTON, GEORGE
WGCD, Chester, S. C.

DARY, ALAN
WBRY, Waterbury, Conn.

DAUGHERTY, BILL, JR.
KIUN, Pecos, Tex.

DAVIDSON, BOB
WFAS, White Plains, N. Y.

DAVIDSON, PAUL
WKAN, Kankakee, Ill.

DAVIDSON, TOM
WCOA, Pensacola, Fla.

DAVIES, BILL
WLAQ, Rome, Ga.

DAVIS, DAN
KIOX, Bay City, Tex.

DAVIS, EDWARD
WFPG, Atlantic City, N. J.

DAVIS, FRED
KRPL, Moscow, Ida.

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVIS, HAL
KCMJ, Palm Springs, Cal.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, JOHN LEE
WKEY, Covington, Va.

DAVIS, LARRY
KRNT, Des Moines, Ia.

DAVIS, OVIDE
KCLL, Houma, La.

DAVIS, PAUL
KAVE, Carlsbad, N. Mex.

DAVIS, RUSS
WBKB, Chicago, Ill.

DAVIS, TOM
KXLR, No. Little Rock, Ark.

DAVIDSON, PHIL
WBCC, Bethesda-Chevy Chase, Md.

DAVY, BOB
KASH, Eugene, Ore.

DAWSON, GRAHAM
WELO, Tupelo, Miss.

DAY, JACK
WFBR, Baltimore, Md

DAY, MAX
WKMO, Kokomo, Ind.

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator—Announcer
"Willie Piper"
General Electric—ABC

Emcee ET's for
United States Treasury

Television

N. Y. Ranger Hockey Games
WPIX

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats



RADCLIFFE HALL
NBC NBT

Announcers—Radio-Television

DAYTON, LEE
WMAL, Washington, D. C.

DeALESSI, GENE
KTM, San Rafael, Cal.

DEAN, JOHN
WDNC, Durham, N. C.

DEARMAN, PAUL
WSIC, Statesville, N. C.

DeBARDELABEN, BOB
WTIK, Durham, N. C.

DeBARR, BERT
WVLN, Olney, Ill.

DEEDS, WALTER
KVOL, Lafayette, La.

DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.

DEER, JIMMY
WDAR, Savannah, Ga.

DeFAY, RICHARD
KBO, Burley, Ida.

DeGRAVELLE, ROU
KROF, Abbeville, La.

DEINES, NAY
KMMJ, Grand Island, Neb.

DELANEY, CHUCK
WCBI, Columbus, Miss.

DELMAR, BILL
KSMO, San Mateo, Cal.

DeMARSE, WILLIAM
WRNY, Rochester, N. Y.

DEMERS, BOB
WLAM, Lewiston, Me.

DENMAN, REX
KREI, Farmington, Mo.

DENMON, PAUL
WKWF, Key West, Fla.

DENNIS, LEE
KRKO, Everett, Wash.

DENTLER, WARREN
WCPO, Cincinnati, O.

DENTON, ROBERT
NBC

DERBY, CLIFF
WAOV, Vincennes, Ind.

DERRICK, JOHN
KOJM, Havre, Mont.

DESMOND, WARREN
WAZF, Yazoo City, Miss.

deSUZE, CARL
WBZ-TV, Boston, Mass.

DEUEL, LES
WOKO, Albany, N. Y.

DEVINE, OTIS
WSM, Nashville, Tenn.

DEWES, TERRY
WHYU, Newport News, Va.

DEWITT, BILL
WFBM, Indianapolis, Ind.

DeYOUNG, JOHN
WGL, Fort Wayne, Ind.

DICKSON, WILFORD
KBST, Big Springs, Tex.

DIETZ, ROBERT
WSBR, Pensacola, Fla.

DILL, GLEN
WTSP, St. Petersburg, Fla.

DILL, JACK A.
WENK, Union City, Tenn.

DILLEHAY, GENE
KBYE, Oklahoma City, Okla.

DILLNER, BILL
WEDC, Chicago, Ill.

DILLON, MICHAEL
KRDO, Colorado Springs, Colo.

DIMARCO, GENE
WJVB, Jacksonville Beach, Fla.

DISON, MASON
KICD, Spencer, Ia.

DIX, AL
KBOW, Butte, Mont.

DIXON, TOM
KFAX, Los Angeles, Cal.

DIXON, ROY
KTHM, Beaumont, Tex.

DORRINS, JOE
WBNS, Columbus, O.

DOBEY, JOHN
KFMJ, Tulsa, Okla.

DODD, THOMAS L., JR.
WDEV, Waterbury, Vt.

DODDS, DON
KDSH, Boise, Ida.

DODSON, EDDIE
WLAR, Athens, Tenn.

DOHERTY, SIDNEY
WJLS, Beckley, W. Va.

DOMEC, JOHNNIE
KRFL, Abbeville, La.

DONAHUE, TOM
KMH, Marshall, Minn.

DONALDSON, AL
KDGE, Ferris Falls, Minn.

DONALDSON, ROBERT
WJJJ, Montgomery, Ala.

DONZE, DONALD M.
KSGM, St. Genevieve, Mo.

DOOLEY, CHARLES B.
WVJS, Owensboro, Ky.

DOOLITTLE, DON
KFT-TV, Los Angeles, Cal.

DOREMUS, WARREN
WHEC, Rochester, N. Y.

DORSEY, BILL
WSKY, Asheville, N. C.

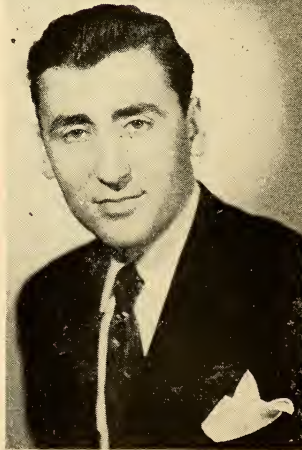
DORSEY, HOWARD
KMOX, St. Louis, Mo.

DOUBLEDAY, BILL
KWRB, Oakland, Cal.



GEORGE ANSBRO

WJZ—ABC



ARTHUR GARY
NBC - WNBC - NBT

Announcers—Radio-Television

DOUGLAS, ALAN
WKMh, Dearborn, Mich.

DOUGLAS, JACK
KELO, Sioux Falls, S. Dak.

DOUGLAS, WOLLY
WCAY, Norfolk, Va.

DOVIS, BOB
WBAL-TV, Baltimore, Md.

DOWD, DON
WENR, Chicago, Ill.

DOWNEY, BILL
WISN, Milwaukee, Wis.

DOWNING, BERT
KUBA, Yuba City, Calif.

DOYLE, JIM
WTMV, East St. Louis, Ill.

DOYLE, NORMAN J., JR.
WCCM, Lawrence, Mass.

DRABANT, JACK
WCRO, Johnstown, Pa.

DRAKE, TOMMY
KSTB, Breckenridge, Tex.

DRAPER, LARRY
WFAU, Augusta, Me.

DREPPER, BOB
WLOW, Norfolk, Va.

DREWS, BOB
WNLK, Norwalk, Conn.

DRENLER, JIM
WMAM, Marinette, Wis.

DU BOIS, CHARLES
KBMV, Billings, Mont.

DUDLEY, DICK
NBC

DUDLEY, RALPH
WXGI, Richmond, Va.

DUFFY, JON
KALL, Salt Lake City, Utah

DUFFY, FRED
KAUS, Austin, Minn.

DUIAMEL, GORDON
WCCM, Lawrence, Mass.

DUKE, KEN
KAMQ, Amarillo, Tex.

DULANE, CHUCK
WGAY, Silver Rapids, Md.

DUNBAR, EDWARD
WBBO, Augusta, Ga.

DUNBAR, RUSS
WOR, New York, N. Y.

DUNCAN, CARL
WKOX, Framingham, Mass.

DUNCAN, EDDIE
WEOA, Evansville, Ind.

DUNCAN, NORVIN
WPBC, Greenville, S. C.

DUNCAN, RICHARD
WBLK, Clarisburg, W. Va.

DUNFORD, HOWARD
WMRN, Marion, O.

DUNHAM, JIM
WMMW, Meriden, Conn.

DUNHAM, RICHARD H.
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; *The Strange Romance of Evelyn Winters* (CBS); *Katie's Daughter* (NBC); *Rose of My Dreams* (MBS); *Mollie Mystery* (NBC); *Policewoman* (ABC).

DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNLAP, TED
WVAL, Washington, D. C.

DUNLAP, WALLACE B.
WLIZ, Bridgeport, Conn.

DUNN, EDDIE
NBC
Jack Berch Show

DUNN, JACK
KRE, Berkeley, Calif.

DUNN, MIKE
WXLW, Indianapolis, Ind.

DUNNE, BOB
WEXT, Milwaukee, Wis.

DUNPHY, JERRY
KOAT, Albuquerque, N. M.

DURBIN, EUGENE
KOS, Oakland, Cal.

DUTCH, HAROLD
WABL, Bangor, Me.

DUTY, EDWARD
KRUZ, Santa Cruz, Cal.

DVORAK, GEORGE
KFI, Los Angeles, Cal.

DYER, HAROLD F.
WCSH, Portland, Me.

DYRE, ROBERT
KUBA, Yuba City, Cal.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.

EAKINS, PHIL
KOAT, Albuquerque, N. Mex.

EARL, GLENN
KPBX, Beaumont, Tex.

EARLE, BILL
WELT, New Bern, N. C.

EAST, HENRY
WSAC, Columbus, Ga.

EASTON, ALEX
WISC, Madison, Wisc.

EATON, GORDON
WGST, Atlanta, Ga.

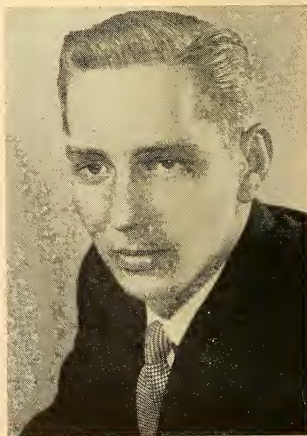
ECKERT, EDWARD
WKNY, Kingston, N. Y.

ECKLES, DAMON
WDAE, Tampa, Fla.

**ART
BAKER'S-
NOTEBOOK**

IN ITS 11th YEAR

KECA



JOE GIVEN

ANNOUNCER — NEWSCASTER — NARRATOR
WOV
LEx. 2-1100

Announcers—Radio-Television

- EDDY, RAY**
WPDQ, Jacksonville, Fla.
- EDEN, FRED**
WQQW, Washington, D. C.
- EDGAR, RALPH**
WGAR, Cleveland, O.
- EDMONDS, BILL**
WMGM, New York, N. Y.
- EDNEY, KERMIT**
WHKP, Hendersonville, N. C.
- EDWARDS, BILL**
KWEM, West Memphis, Ark.
- EDWARDS, DON**
WTAX, Springfield, Ill.
- EDWARDS, FRANK**
WHJB, Greensburg, Pa.
- EDWARDS, JOHN**
KATL, Houston, Tex.
- EDWARDS, LARRY**
WARD, Johnstown, Pa.
- EDWARDS, MARTIN**
WBMD, Matmore, Me.
- EDWARDS, RAY**
KXIC, Iowa City, Ia.
- EGNER, NATE**
WLDS, Jacksonville, Ill.
- EICHER, ROBERT**
WEEB, Beloit, Wis.
- EICHORN, FRANK**
WGLN, Grand Falls, N. Y.
- EISWORTH, BOB**
WXKW, Albany, N. Y.
- ELIOT, BRUCE**
WOR, New York, N. Y.
- ELLERBEE, CARROLL**
KMO, Tacoma, Wash.
- ELLIOTT, CHARLES**
WMGY, Montgomery, Ala.
- ELLIOT, IAN**
KLIX, Twin Falls, Ida.
- ELLIOT, WILLIAM I.**
WHEB, Portsmouth, N. H.
- ELLIOT, WIN**
(Elliot, Irwin); Announcer, MC, Play by Play Sports; Univ. of Mich., AB Degrees; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).
- ELLIOTT, BILL**
KERO, Bakersfield, Cal.
- ELLIOTT, BILL**
WNOE, New Orleans, La.
- ELLIOTT, KEN**
WNOE, New Orleans, La.
- ELLIS, DICK**
KTFS, Texarkana, Tex.
- ELLIS, HAROLD**
KOLT, Scottsbluff, Neb.
- ELLISON, JACK**
KMED, Medford, Ore.
- ELM, ROGER E.**
WSBR, Superior, Wis.
- ELMONN, ART**
WEAV, Plattsburg, N. Y.
- EMERICK, BOB**
WOR, New York, N. Y.
- EMERSON, BILL**
KXLL, Missoula, Mont.
- EMERY, RALPH**
KRKD, Los Angeles, Cal.
- EMRICH, AL**
KWLK, Longview, Wash.
- EMSLIE, CARL**
WTOL, Toledo, O.
- ENDERSBE, FRANK W.**
KWOA, Worthington, Minn.
- ENGL, ROBERT**
KVOE, Santa Ana, Cal.
- ENO, JOHN**
WKBW, Buffalo, N. Y.
- ERDOSSY, WILLIAM**
WHP, Harrisburg, Pa.
- ERHARD, CHARLES**
WCPA, Clearfield, Pa.
- ERICKSON, ARCHIE**
KASA, Elk City, Okla.
- ERWIN, GEORGE**
KFJZ, Fort Worth, Tex.
- ERWIN, TOMMY**
KVOB, Alexandria, Pa.
- ETON, JERRY**
WRAL, Raleigh, N. C.
- EVANS, AL**
KCLA, Pine Bluff, Ark.
- EVANS, JOHN**
WMON, Montgomery, W. Va.
- EVANS, TOBY**
WCRA, Effingham, Ill.
- EWALD, BILL**
KABR, Aberdeen, S. Dak.
- EWING, BILL**
WPIT, Pittsburgh, Pa.
- EXFORD, DOBB**
WACE, Chispee, Mass.
- EYRE, ALFRED**
WTOR, Torrington, Conn.
- EYRICH, DICK**
WSIR, Winter Haven, Fla.

— F —

- FABIAN, LOUIS**
WARC, Rochester, N. Y.
- FACENDA, FRANK**
WGH, Newport News, Va.
- FACENDA, JOHN**
WIP, Philadelphia, Pa.

DICK DUNHAM



Radio Registry: PL. 7-0700



TONY MARVIN

C.B.S.

Announcers—Radio-Television

FAIRCHILD, CHUCK
WBIX, Doylestown, Pa.

FALLERT, RALPH
WCAE, Pittsburgh, Pa.

FALLON, JOHN H.
KOCY, Oklahoma City, Okla.

FARRAR, JACK
KTFL, Twin Falls, Ida.

FARRINGTON, FIELDEN
Romance of Helen Trent
CBS

FARRIS, GEORGE
WVIM, Vicksburg, Miss.

FARRIS, WAYNE
WCLE, Clearwater, Fla.

FEIN, MEL
WGAT, Utica, N. Y.

FELIX, JAMES
WFIL, Philadelphia, Pa.

FELIX, JIM
WFIL-TV, Philadelphia, Pa.

FENTON, WARD
WBEN-TV, Buffalo, N. Y.

FERGUSON, C. W., JR.
WCOG, Greensboro, N. C.

FERRIBY, ERNEST
WHLS, Port Huron, Mich.

FERRIE, ROBERT
KITE, San Antonio, Tex.

FERRIS, JOHN
WVOM, Boston, Mass.

FICKEN, NEAL
WALT, Tampa, Fla.

FIELD, TOM
WNBK, Cleveland, O.

FIELD, TOM
WTAM, Cleveland, O.

FIELDING, JULES
WAGC, Chattanooga, Tenn.

FINCH, HOWARD
WJIM, Lansing, Mich.

FINGER, HOWARD
WSAM, Saginaw, Mich.

FINN, MICHAEL
WEOA, Evansville, Ind.

FINNERTY, HUGH
KBYE, Oklahoma City, Okla.

FIRESTONE, LEN
WEDO, McKeesport, Pa.

FISCHLER, JOSEPH H.
WHCU, Ithaca, N. Y.

FISHEL, WILLIAM P.
KSO, Des Moines, Ia.

FISHELL, DOUGLAS
KREO, Indio, Cal.

FISHER, JACK
KVEC, San Luis Obispo, Cal.

FISHER, JERRY
KRIO, McAllen, Tex.

FISHER, LEWIS
WINS, New York, N. Y.

FISK, JIM
KCKY, Coolidge, Ariz.

FITZ, STEVE
WSNY, Schenectady, N. Y.

FITZPATRICK, JAMES
WRAK, Williamsport, Pa.

FITZSIMMONS, JIM
KIND, Independence, Kans.

FLANAGAN, PAUL
WTRY, Troy, N. Y.

FLANNIGAN, PAT
WCAP, Asbury Park, N. J.

FLEISCHMAN, DEAN
WSPD, Sarasota, Fla.

FLEMING, ED
CBS
Our Gal Sunday

FLEMING, TOM
WSPA, Spartanburg, S. C.

FLETCHER, THOMAS
WHK, Cleveland, O.

FLETCHER, WARREN
KUTA, Salt Lake City, Utah

FLYNN, HOWARD
KMPC, Los Angeles, Cal.

FORBES, BOB
WJMX, Florence, S. C.

FORD, BILL
WKCT, Bowling Green, Ky.

FORDYCE, JERRY
WGRC, Louisville, Ky.

FORMAN, WIN
WARM, Scranton, Pa.

FORNEY, JOHN
WAPL, Birmingham, Ala.

FORSTER, ROGER
WEOA, Evansville, Ind.

FORSYTHE, LARRY
KOIL, Omaha, Neb.

FOSTER, BOB
WGNH, Gadsden, Ala.

FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.

FOSTER, MARK
WMBH, Joplin, Mo.

FOSTER, TERRY
WHBL, Sheboygan, Wis.

FOULKES, TOM
KWSV, Roswell, N. Mex.

FOOTS, JIM
WKAX, Birmingham, Ala.

FOWLER, BILL
WGPC, Albany, Ga.

FOWLER, J. B.
WNGO, Mayfield, Ky.

FOWLER, JIM
WGPC, Albany, Ga.

HUGH JAMES

NBC
•
NBT
•
CBS
•
WABD



PL. 7-0700



DON HANCOCK

PL. 7-0700

Announcers—Radio-Television

FOWLER, WALTER
 WWNS, Statesboro, Ga.
FOX, ALDEN L.
 WHLD, Niagara Falls, N. Y.
FOX, GARY
 KILQ, Grand Forks, N. Dak.
FOX, MICKY
 WBMD, Baltimore, Md.
FRANCIS, E. R.
 KHBG, Okmulgee, Okla.
FRANK, ALLAN
 KDYL, Salt Lake City, Utah
FRANK, DON
 WPEN, Philadelphia, Pa.
FRANK, PAUL B.
 WHRC, Columbus, O.
FRANKLIN, BOB
 KGW, Portland, Ore.
FRANKLIN, BOB
 KSWM, Joplin, Mo.
FRASER, GORDON
 Nancy Craig, Regular UN
 Commentator
 ABC
FRAZIER, HAL
 WMVA, Martinsville, Va.
FREDERICK, DON
 WOR, New York, N. Y.
FREDERICKS, DON
 KDSH, Boise, Ida.
FREDERICKS, JACK
 WKAL, Rome-Utica, N. Y.
FREDERICKSON, CARL
 WNHC-TV, New Haven, Conn.
FREDERICKSON, CARL
 WNHC, New Haven, Conn.
FREED, ALA N
 WAKR, Akron, O.
FREEMAN, CLAUD
 WMRC, Greenville, S. C.

FREEMAN, PAUL
 KAFY, Bakersfield, Cal.
FRENCH, JACK
 WJPS, Evansville, Ind.
FRENCH, NED
 WLYN, Lynn, Mass.
FREY, WILLIAM
 KATL, Houston, Tex.
FRIBLEY, JOE
 WDSU-TV, New Orleans, La.
FRISCH, BOB
 WMAW, Milwaukee, Wis.
FROH, DAVE
 WLS, Lansing, Mich.
FROHOCK, JOE
 WDHL, Bradenton, Fla.
FRYE, MOSE
 KMUS, Muskogee, Okla.
FRYERS, DON
 WTRY, Troy, N. Y.
FULLER, BOB
 WKOX, Framingham, Mass.
FULLER, CLAUDE
 KVAI, Amarillo, Tex.
FULLER, JOE
 WHSC, Hartsville, S. C.
FULLER, ROBERT E.
 WBKA, Brockton, Mass.
FULMER, THURSTON
 WKOK, Sunbury, Pa.
FULTON, BOB
 KLP, El Paso, Tex.
FULTON, BOB
 WBUY, Lexington, N. C.
FULTON, DON
 WHBS, Huntsville, Ala.
FUNK, JACK
 KHMO, Hannibal, Mo.
FURMAN, CHUCK
 WHBS, Huntsville, Ala.

FURNO, PETER, JR.
 KIDO, Boise, Ida.
FUSCO, DAN
 WKAL, Rome-Utica, N. Y.

— G —

GAINES, JERRY
 WPPA, Pottsville, Pa.
GAINES, ZEKI
 WGAU, Athens, Ga.
GALLANT, NORMAN
 WFAU, Augusta, Me.
GALLOP, FRANK
 Family Hour (CBS); Milton Berle
 (NBC); Stella Dallas (NBC).
GALLOS, JOHN
 KYSM, Mankato, Minn.
GAMBLE, ROBERT
 KFOR, Lincoln, Neb.
GAMBLE, RON
 WJR, Detroit, Mich.
GANNON, MIKE
 WIS, Columbia, S. C.
GARCIA, GENE
 WALT, Tampa, Fla.
GARDINER, DON
 Monday Morning Headlines.
 News, Martin Aeronosky, Gang-
 busters, ABC
GARDNER, JACK
 KLAG, Los Angeles, Cal.
GARDNER, MERVIN
 KWOA, Worthington, Minn.
GARDNER, RUSSELL
 WPDX, Clarksburg, W. Va.
GARNES, CLARENCE
 KRIG, Odessa, Tex.
GARRETT, LEE
 WROV, Roanoke, Va.

Richard Stark



ROD O'CONNOR

RED SKELTON SHOW
 DUFFY'S TAVERN SHOW
 PEOPLE ARE FUNNY SHOW
 MOTION PICTURES
 "FULLER BRUSH MAN"
 "SOUTHERN YANKEE"

Announcers—Radio-Television

GARRETT, LeROY

KLRA, Little Rock, Ark.

GARY, ARTHUR

Kenneth Banghart Newscast (WNBC); Bob Trout; Bill Stern's Sport Newsreel; D & H Miners (NBC); Camel Newsreel (NBC-TV).

GARY, LEONARD

KNGS, Hanford, Cal.

GASTON, OTIS T.

WKZO, Kalamazoo, Mich.

GATES, JAMES

WFBG, Altoona, Pa.

GAYLE, BOB

WROV, Roanoke, Va.

GAYMAN, L. VAUGHN

WKBB, Dubuque, Ia.

GAYMAN, PARKER

KFRC, San Francisco, Cal.

GEARHART, VAL

KCSB, San Bernardino, Cal.

GEE, OLYN

WDWD, Dawson, Ga.

GEIS, ROBERT

WRFD, Worthington, O.

GENTRY, WILLIAM C.

WCHV, Charlottesville, Va.

GEORGE, TOM

WDLP, Panama City, Fla.

GERARD, GEORGE

WPAY, Portsmouth, O.

GERARD, WARREN

WCAR, Pittsburgh, Pa.

GERON, NORM

WWSO, Springfield, O.

GERRI, BILL

WGAT, Utica, N. Y.

GERVAIS, SIDNEY

KATL, Houston, Tex.

GIHORSE, LARRY

WBET, Brockton, Mass.

GIBBS, JOHN D.

KQV, Pittsburgh, Pa.

GIBNEY, HAL

KNBH, Hollywood, Cal.

GIBSON, DALLAS

KMHT, Marshall, Tex.

GIBSON, GERALD

WJOY, Burlington, Vt.

GIBSON, PHIL

WMBD, Peoria, Ill.

GILBERT, AL

WIBA, Madison, Wis.

GILBERT, LIVINGSTON

WAVE, Louisville, Ky.

GILL, DICK

WHUN, Huntington, Pa.

GILLEN, BOB

KGFJ, Hollywood, Cal.

GILLIS, BOB

KXLL, Missoula, Mont.

GILLIS, EARLE

WHKC, Columbus, O.

GILLIS, KOSS

WRHP, Tallahassee, Fla.

GILMAN, HAL

WSLB, Ogdensburg, N. Y.

GILMORE, ART

Stars Over Hollywood, CBS:

Point Sublime, Murder & Mr.

Malone, ABC

GILREATH, HOWARD C.

WERD, Atlanta, Ga.

GIROUX, LEE

KGO, San Francisco, Cal.

GITTINGS, JIM

WHUN, Huntington, Pa.

GLACY, ROBERT

WKBW, Buffalo, N. Y.

GLADDEN, BILL

WAVE-TV, Louisville, Ky.

GLEASON, BOB

KNPT, Newport, Ore.

GLEBA, TOM

WCOL, Columbus, O.

GLINES, BOB

WVOM, Boston, Mass.

GLOVER, WILLARD

WMBS, Uniontown, Pa.

GOBEN, BOB

WSOY, Decatur, Ill.

GOBURN, PAUL

KLO, Ogden, Utah

GOETZ, BILL

WLOH, Princeton, W. Va.

GOLIGHTLY, GROVER

WSPA, Sparta, S. C.

GOLLUB, MELVIN

WNAR, Norristown, Pa.

GOODING, KEN

KRES, St. Joseph, Mo.

GOODWIN, BILL

NBC, Maxwell House Coffee

Time, Burns & Allen

GOODWIN, CARL

KTET, Houston, Tex.

GOODWIN, GLENN

KSO(Des Moines, Ia.

GOODWIN, HAROLD

KTBC, Austin, Tex.

GORDON, BILL

WOV, New York, N. Y.

GORDON, DON

WHAT, Philadelphia, Pa.

GORDON, JACK

WFUR, Grand Rapids, Mich.

GORDON, JIM

WNDR, Syracuse, N. Y.

JAY STEWART

Master-of-Ceremonies

"SURPRISE PACKAGE!"

A.B.C.

Master-of-Ceremonies

"IT'S FUN TO BE YOUNG"

C.B.S.

Assisting

"TAKE IT OR LEAVE IT"

N.B.C.

H Y

AVERBACH

THE BOB HOPE SHOW

Announcers—Radio-Television

GORDON, WILLIAM
WEAT, Lake Worth, Fla.

GORMAN, JACK
WRSR, Cleveland Hgts., O.

GOSS, FRANK
Hallmark Playhouse, Stars
Over Hollywood, Old Gold
Show, Fuller Paint News, CBS

GOULD, DICK
WLOW, Norfolk, Va.

GOULDING, PHIL
WMGM, New York, N. Y.

GOWEN, PAUL
WARK, Hagerstown, Me.

GRAM, AL
KXLR, No. Little Rock, Ark.

GRAMER, BILL
KUSN, San Diego, Cal.

GRANT, BRUCE
WHB, Kansas City, Mo.

GRANT, FELIX
WWDC, Washington, D. C.

GRANT, FRED
KBRC, Mount Vernon, Wash.

GRANT, HOWARD
WHOD, Homestead, Pa.

GRANT, LLOYD
WNAX, Yankton, S. Dak.

GRANTHAM, DON
WCRA, Effingham, Ill.

GRAUER, BEN

Announcer, radio, newsreels; b.
Staten Island, N. Y.; CCNY,
B.S. Degree; Home Is What You
Make It (NBC); NBC Symphony
of the Air; Jergens Journal with
Walter Winchell (ABC); Chester-
field Supper Club (NBC); Ameri-
ca United (NBC); News (NBC).

GRAY, JACK
WHOS, Decatur, Ala.

GRAY, JIM
WAIT, Chicago, Ill.

GRAY, JOHN
WGAT, Utica, N. Y.

GRAY, MARTIN
KTOP, Topeka, Kans.

GRAYSON, MEL
WSSV, Petersburg, Va.

GREAVES, GRANT
KYNO, Fresno, Cal.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREEN, MILTON
WFNC, Fayetteville, N. C.

GREEN, ROBERT
WMMT, McMinnville, Tenn.

GREENE, FRED
WHGB, Harrisburg, Pa.

GREER, JAMES
KTXL, San Angelo, Tex.

GRESHAM, TOM
KWSL, Lake Charles, La.

GREY, MITCHELL
WJPA, Washington, Pa.

GRIBBLE, STAN
KGNO, Dodge City, Kans.

GRIFFIN, BOBBY
WHO, Des Moines, Ia.

GRIFFIN, WAYNE
WENR-TV, Chicago, Ill.

GRIFFITH, CHARLES
WTAD, Quincy, Ill.

GRIFFITH, JIM
KFDM, Beaumont, Tex.

GRIFFITH, LES
Elmer Davis, Abbott & Cos-
tello, Counterspy
ABC

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIGGS, NELSON
WQQW, Washington, D. C.

GRISWOLD, JACK
WCSS, Amsterdam, N. Y.

GROHMAN, JAMES
WFPG, Atlantic City, N. J.

GROPER, HAL
WRUN, Utica, N. Y.

GROVE, JERRY
WWNY, Schenectady, N. Y.

GROVES, GERRY
KURY, Edinburg, Tex.

GUERRERO, MAXIMO
KTXL, San Angelo, Tex.

GUILQUIST, RALPH
KOTA, Rapid City, S. Dak.

GULIHUR, DON
KSAM, Huntsville, Tex.

GUNDERSON, LEE
KGDE, Fergus Falls, Minn.

GUNN, GEORGE
Dick Tracy, ABC

GUSTAFSON, RODGER
WEBR, Buffalo, N. Y.

GUTERY, WILLIAM
KSWI, Council Bluffs, Ia.

GWYN, BOB
KVET, Austin, Tex.

— H —

HAAS, CLAIR
WNDB, Daytona Beach, Fla.

HAASER, CHARLES
WMAS, Springfield, Mass.

HAASM, HAROLD H.
KENO, Las Vegas, Nev.

HAWFNER, GEORGE
WHAM, Rochester, N. Y.

DICK WILLARD

Announcer

"Martha Deane Show"

* *

"6 O'Clock News"

* *

"8 O'Clock News"

* *

WOR

LEN STERLING

• Announcer

• Narrator

• Emcee

Available for all Networks

PL. 7-0700

HAGAN, STAN
KANS, Wichita, Kans.

HAGGATT, JERRY
WTCL, Tell City, Ia.

HAGGERTY, FRID
WFPG, Atlantic City, N. J.

HAINES, PHIL
WTRC, Elkhart, Ind.

HALEY, TOM
WNBK, Cleveland, O.

HALL, CARL
WQAM, Miami, Fla.

HALL, NELSON
KALL, Salt Lake City, Utah

HALL, RADCLIFFE
Announcer; NBC Television News-
reel, Camel Newsreel, Ivan San-
derson's Natural Treasures, Want
Ad Ventures, WNBTV, NBC-TV;
NBC Public Affairs (NBC); Narrator
for Numerous Commercial
and Industrial Films; ET series
for A & P.

HALLECK, MARK
WLEX, Lexington, Ky.

HALLGREN, BOB
WDLB, Marshfield, Wis.

HALLOCK, MEL
WMT, Cedar Rapids, Ia.

HALLWOOD, DICK
WBBC, Flint, Mich.

HALYARD, O. C.
WVLK, Lexington, Ky.

HAMILTON, BILL
NBC
"Cavalcade of America"

HAMILTON, GENE
Concert Commentator, Announc-
er, Director; b. Feb. 22, 1919,

Toledo, O.; "Carnegie Hall" con-
certs, Boston Symphony; Pro-
fessor Quiz; Brock Beautiful
Music Concerts; News and Sports
for Bethlehem Steel; News Re-
porter; White Rose Trio.

HAMILTON, JOE
WLBj, Bowling Green, Ky.

HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMM, RENE
KAMD, Camden, Ark.

HANCOCK, CHARLES
KTHT, Houston, Tex.

HANCOCK, DON
(Hancock, Donald T.); Announcer;
b. Linwood, Ind., Oct. 10, 1910;
Ind. Central Coll., AB; Harvest
of Stars; Life Can Be Beautiful
(NBC); Jack Smith Show; CBS
News (CBS-TV); Perry Mason
(CBS); Famous Jury Trials; Vox
Pop; Original Amateur Hour;
Party Time; Stop the Music
(ABC); Lanny Ross Show (NBC-
TV).

HANCOCK, JOHN
WKTY, LaCrosse, Wis.

HANNAH, BOB
WKAT, Miami Beach, Fla.

HANNES, ARTHUR R.
Announcer, Narrator, Special
Events, News, Television; b. New-
port, Ky., July 28, 1920; Ed. St.
Bonaventure College; CBS News
Correspondent with Byrd Ant-
arctic Expedition (1946-47); CBS
Staff Announcer

HANSEN, BOB
KTRI, Sioux City, Ia.

HANSEN, DON
WEXL, Royal Oak, Mich.

HANSON, HARLEY
KOTA, Rapid City, S. Dak.

HANSON, ROY
WWDC, Washington, D. C.

HANSTROM, ART
WFRL, Freeport, Ill.

HARBER, JACK
KSML, Seminole, Okla.

HARDING, JIM
KCSB, San Bernardino, Cal.

HARGREAVES, BERNARD C.
WENY, Elmira, N. Y.

HARLAND, CLEM
WFRD, Grand Rapids, Mich.

HARMON, MERLE
KSET, Trinidad, Colo.

HARNISH, ROBERT
WLAN, Lancaster, Pa.

HARPEL, BILL
KMPC, Los Angeles, Cal.

HARPER, HUGH
WKZO, Kalamazoo, Mich.

HARPER, JOHNNY
WWRL, New York, N. Y.

HARPER, JOSEPH
WHP, Harrisburg, Pa.

HARPRING, JAMES
WFBF, Middletown, O.

HARBELL, BILL
KVOP, Plainview, Tex.

HARRICE, CY
Announcer; b. March 1, 1915,
Chicago, Ill.; Northwestern Univ.,
B.S.; Radio Readers Digest; Big
Story; Quick As A Flash; Sher-
lock Holmes; Portia Faces Life.

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are now employing our
graduates as announcers,
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casters, sports announcers,
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radio members of THE AS-
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principle of mutual exchange
of news, and pledge our full-
est cooperation in carrying
out our obligations of mem-
bership."—From the Minutes
of the California AP Radio
Association, February 19,
1949.

Announcers—Radio-Television

- HARRIE, DAVID**
WNHC, New Haven, Conn.
- HARRIER, BOYD**
WSAP, Portsmouth, Va.
- HARRINGTON, BOB**
WHPE, High Point, N. C.
- HARRIS, BOB**
KERE, Fresno, Cal.
- HARRIS, CHARLIE**
WJHP, Jacksonville, Fla.
- HARRIS, HERBERT J.**
WERD, Atlanta, Ga.
- HARRIS, JOHN**
KDWT, Stamford, Tex.
- HARRIS, LOYD**
WMAZ, Macon, Ga.
- HARRIS, ROBERT**
KWRO, Coquille, Ore.
- HARRIS, TOM**
WHYB, Cookeville, Tenn.
- HARRIS, WILLIAM G.**
WBEP, Huntsville, Ala.
- HARRISON, JACK**
WLAV, Grand Rapids, Mich.
- HARRISON, JOHN D.**
KTOW, Oklahoma City, Okla.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HARTLEY, JAMES A.**
WGGA, Gainesville, Ga.
- HARTZELL, RICHARD F., JR.**
WBPZ, Lock Haven, Pa.
- HARVEY, NEAL**
WFIL-TV, Philadelphia, Pa.
- HARVEY, TOM**
WVCH, Chester, Pa.
- HART, JOHN**
WLH, Lowell, Mass.
- HASSETT, BUZZ**
KCRG, Cedar Rapids, Ia.
- HASSING, DOUGLAS**
WMGY, Montgomery, Ala.
- HATCHER, JACK**
WOOF, Dothan, Ala.
- HATHORN, ROGER**
KWSL, Lake Charles, La.
- HATTER, WALLY**
KGB, San Diego, Cal.
- HATTON, DICK**
WJW, Cleveland, O.
- HAYRILLA, ALOIS**
WENR, Newark, N. J.
- HAWLEY, DICK**
WSEW, Birmingham, Ala.
- HAWLEY, GEORGE**
WVOK, Birmingham, Ala.
- HAYES, GEORGE**
Coffee Concert
ABC
- HAYES, TOM**
WMAK, Nashville, Tenn.
- HAYNES, BOB**
KCBQ, San Diego, Cal.
- HAYWARD, BOB**
KVI, Tacoma-Seattle, Wash.
- HAYWARD, JACK**
WINK, Fort Myers, Fla.
- HEADY, WAYNE**
KTOP, Topeka, Kans.
- HEALY, DANIEL**
WBRK, Pittsfield, Mass.
- HEALY, DEAN**
KEEN, San Jose, Cal.
- HEALY, NAUM**
KAFY, Bakersfield, Cal.
- HEARLE, PERCY**
WGST, Atlanta, Ga.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer,
MC, Commentator; b. Boston,
Mass., Aug. 14, 1911; Boston
Coll., B.A.; Hildegarde; Romberg;
Cavallaro; Kraft Music Hall;
Children's Hour; One O'Clock
Sunday News with Ed Herlihy;
- Commentator—Universal Newsreels; Honeymoon in N. Y.; Kraft Television Theater; The Hartmans (NBC-TV); Act It Out; Here's Herlihy (WNBT).**
- HEATH, DON**
WREN, Topeka, Kans.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HECKMAN, FRED**
WTUX, Wilmington, Del.
- HEISS, BOB**
WTMJ, WTMJ-TV, Milwaukee, Wis.
- HELLER, BOB**
KVET, Austin, Tex.
- HELLING, JACK**
KTLN, Denver, Colo.
- HELLYER, ART, JR.**
WISN, Milwaukee, Wis.
- HEMENWAY, STAN**
KXYZ, Houston, Tex.
- HENDERSON, MAX**
WPCN, Minneapolis-St. Paul, Minn.
- HENDRICKS, RICK**
KRNO, San Bernardino, Cal.
- HENDRY, JOHN**
KSEK, Pittsburg, Kans.
- HENLEY, QUITMAN**
WLCS, Baton Rouge, La.
- HENNESEY, JIM**
KXOK, St. Louis, Mo.
- HENNESSY, TOM**
WGAC, Augusta, Ga.
- HENNY, HAROLD**
WABY, Albany, N. Y.
- HENRY, DICK**
WOOD, Grand Rapids, Mich.
- HENTOFF, NATHAN**
WMEX, Boston, Mass.
- HENRICKSON, LES**
WCON, Atlanta, Ga.
- HENRY, BILL**
WDAK, Columbus, Ga.
- HENRY, JOAN**
WDAN, Danville, Ill.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer,
MC, commentator; b. Boston,
Mass., Aug. 14, 1911; Boston
Coll., B.A. Degree; Hildegarde;
Romberg; Cavallaro; Kraft Music
Hall; Children's Hour; One
O'Clock Sunday News with Ed
Herlihy; Commentator-Universal
Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**
WLAV, Grand Rapids, Mich.
- HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**
KPBX, Beaumont, Tex.
- HESSINGTON, CHUCK**
KWTO, Springfield, Mo.
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**
WMNB, North Adams, Mass.
- HICKMAN, BRUCE**
WPIC, Sharon, Pa.
- HICKOK, BILL**
WXXW, Albany, N. Y.
- HICKS, BOB**
KANS, Wichita, Kans.
- HICKS, JOHN**
KEPO, El Paso, Tex.
- HICKS, JOHN**
WTAM, Cleveland, O.
- HIGDON, MAURICE**
WHCC, Bethesda-Chevy Chase,
Md.
- HIGGINS, HAROLD**
WROB, West Point, Miss.
- HIGGINS, RICHARD**
WYSB, Rutland, Vt.
- HILL, BILL**
KUSN, San Diego, Cal.
- HILL, EDWARD**
WBNX, New York, N. Y.
- HILL, FRED, JR.**
WMAZ, Macon, Ga.
- HILL, HAROLD**
WAFP, McComb, Miss.
- HILL, HOLLIS W.**
KOBE, Las Cruces, N. Mex.
- HILL, JOE**
WKTG, Thomasville, Ga.
- HILL, ROY**
WDSU, New Orleans, La.
- HILL, TED**
KUCO, Siloam Springs, Ark.
- HILL, WILLIAM**
WRRG, Mobile, Ala.
- HILLE, BOB**
KXOK, St. Louis, Mo.
- HINDMAN, BILL**
WCOL, Columbus, O.
- HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
- HINKLE, CHARLES J.**
WVVW, Fairmont, W. Va.
- HINKLE, ED**
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**
WROD, Roncoforte, W. Va.
- HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
- HITCHCOCK, ROBERT V.**
WTOR, Torrington, Conn.
- HODGE, RUSSELL J.**
WMC, Memphis, Tenn.
- HODGES, JOHN**
KXOX, Sweetwater, Tex.
- HOFFPAUR, J. C.**
KSGI, Crowley, La.
- HOGAN, GEORGE**
WOR, New York, N. Y.
- HOGAN, JAY**
KRI D, Dallas, Tex.
- HOGAN, WILLIS C.**
WSTS, Southern Pines, N. C.
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLLAND, BILL**
WNVV, Norton, Va.
- HOLLANDSWORTH, DENNIS**
WNNR, Beckley, W. Va.
- HOLLER, CARL**
WITZ, Jasper, Ind.
- HOLLEY, KNOX**
WHAT, Shelbyville, Tenn.
- HOLLEY, WAKEFIELD**
WKY, Oklahoma City, Okla.
- HOLLEN, STEVE**
WBNX, New York, N. Y.
- HOLMAN, KNOX**
WSFA, Montgomery, Ala.
- HOLMES, MILT**
WHAT, Philadelphia, Pa.
- HOOPER, DON**
KIUP, Durango, Colo.
- HOOPER, CORKY**
WJG, Tullahoma, Tenn.
- HOPE, ROBERT M.**
WCOS, Columbia, S. C.
- HOPE, WINKIE**
WTAR, Norfolk, Va.
- HOPPE, HENRY**
WUSN, Charleston, S. C.
- HOPPE, MYRON**
WEEK, Peoria, Ill.
- HORTON, BOB**
WKTM, Mayfield, Ky.

Announcers—Radio-Television

HORTON, DON
WVLK, Versailles, Lexington, Ky.

HOWARD, BEREL
WAVZ, New Haven, Conn.

HOWARD, BILL
WWOD, Lynchburg, Va.

HOWARD, CHRIS
KHUM, Eureka, Cal.

HOWARD, DALE
KVOX, Moorhead, Minn.

HOWARD, PAUL
WTRF, Bellaire, O.

HOWARD, ROY
KIOA, Des Moines, Ia.

HOWARD, NED
WFAA, Dallas, Tex.

HOWELL, WAYNE
NBC

HOWRIGAN, CAL
WTYS, Marianna, Fla.

HOWZE, BILL
KDWT, Stamford, Tex.

HUBBARD, HENTY M.
KVOA, Tuscon, Ariz.

HUBLEY, LESLIE
WRDO, Augusta, Me.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUFF, OSCAR
WLAP, Lexington, Ky.

HUFF, ROD
WPLH, Huntington, W. Va.

HUFFACHER, DON
KWYO, Sheridan, Wyo.

HUGHES, CHARLES
WJPF, Herrin, Ill.

HUGHES, CHARLIE
WBAC, Cleveland, Tenn.

HUGHES, HUGH
WFUN, Huntsville, Ala.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUGHES, TOM
WSLS, Roanoke, Va.

HULL, CHARLES
KPAS, Banning, Cal.

HULL, DICK
WFRP, Savannah, Ga.

HULL, MARVIN
KFMB, San Diego, Cal.

HUMPHREY, GEORGE
KDB, Santa Barbara, Cal.

HUNDLEY, EARL
WLPN, Suffolk, Va.

HUNT, GLENN
WOAI, San Antonio, Tex.

HUNTER, AL
KFMB, San Diego, Cal.

HUNTER, GERRGE
WWJ, Detroit, Mich.

HUNTER, TODD
WISE, Asheville, N. C.

HURD, JOE
WJR, Detroit, Mich.

HURST, WILSON
KTHS, Hot Springs, Ark.

HUSEBY, LARRY
KVI, Tacoma-Seattle, Wash.

HUSON, PAT
KFOX, Long Beach, Cal.

HUCHINGS, ROBERT
WXGI, Richmond, Va.

HUTCHINSON, RAYMOND L.
WARL, Arlington, Va.

HUTTON, JOHN
WMIK, Middlesboro, Ky.

HUXLEY, KEITH
WCRK, Morristown, Tenn.

— I —

IDE, CARL
WNJR, Newark, N. J.

INGSTAD, BOB
KOVG, Valley City, N. Dak.

INGWERSEN, RICHARD
KOLT, Scottsbluff, Neb.

IRISH, JACK
WDOD, Chattanooga, Tenn.

IRWIN, PHIL
KGW, Portland, Ore.

IWEY, GIBSON
WLAQ, Rome, Ga.

— J —

JACK, LOWELL
WBUR, Burlington, Ia.

JACKSON, BILL
KGBC, Galveston, Tex.

JACKSON, BILL
WGTM, Wilson, N. C.

JACKSON, CLIFF
WBSR, Pensacola, Fla.

JACKSON, LEE
WMIX, Mt. Vernon, Ill.

JACKSON, WALKER
WBSC, Bennettsville, S. C.

JACKSON, WILL
WEAU, Eau Claire, Wis.

JACOBS, DAVE
WSID, Baltimore, Md.

JACOBSON, DICK
KOPP, Ogden, Utah

JACOBSON, TOM
KMON, Great Falls, Mont.

JACKSON, SANDY
KBON, Omaha, Neb.

JAFFE, SID
WNHC-TV, New Haven, Conn.

JAMES, BILL
WHDF, Houghton, Mich.

JAMES, DENNIS

Announcer, Emcee, Sportscaster; b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B. S.; Bob Hawk Show (CBS); Can You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster (Boxing, Wrestling); Okay Mother; Old Gold Amateur Hour (WABD).

JAMES, HUGH

(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, U. of Pa., George Washington U.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra (NBC); Telenewsreel (WABD); Second Mrs. Burton; Wendy Warren & The News (CBS); True Detective Mysteries (MBS); Special Assignment, Press Assoc.

JAMES, LLOYD

KLIX, Twin Falls, Ida.

JAMES, RALPH
KROY, Sacramento, Cal.

JANSEN, LEIF
WDRC, Hartford, Conn.

JARETT, SCOTT
WRVA, Richmond, Va.

JAY, BILL
WNOX, Knoxville, Tenn.

JAY, GEORGE
KWIK, Burbank, Cal.

JELLIISON, WILLIAM
WFTW, Fort Wayne, Ind.

JENKINS, ROBERT E.
KYAK, Yakima, Wash.

JENNINGS, AL
WCCP, Savannah, Ga.

JENSEN, PAUL
KOLN, Lincoln, Neb.

JENSEN, RAN
WIKB, Iron Mountain, Mich.

JESSE, BLAIR
WROM, Rome, Ga.

JESSEN, DICK
WMCK, McKeesport, Pa.

JOBES, JIMMIE
KHOZ, Harrison, Ark.

JOHN, DICK
KAKC, Tulsa, Okla.

JOHNSON, BILL
WLAC, Nashville, Tenn.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
WCMW, Canton, O.

JOHNSON, CULLEN
WRAL, Raleigh, N. C.

JOHNSON, DUANE
KCOY, Santa Maria, Cal.

JOHNSON, GLEN
WTJS, Jackson, Tenn.

JOHNSON, LOUIS
KFPW, Fort Smith, Ark.

JOHNSON, OSSIE
KSEK, Pittsburg, Kans.

JOHNSON, ROBERT
KFOR, Lincoln, Neb.

JOHNSON, RODNEY F.
KPDQ, Portland, Ore.

JOHNSON, WARREN
WCMI, Ashland, Ky.

JOHNSTON, JOHNNY
WKAT, Miami Beach, Fla.

JOHNSTON, KEN
WCEP, Dubois, Pa.

JOHNSTON, WILLIAM
WRHI, Rock Hill, S. C.

JONES, ART
WKOX, Framingham, Mass.

JONES, BILL
WMAW, Milwaukee, Wis.

JONES, BOB
KDAC, Fort Bragg, Cal.

JONES, EUGENE
KJSK, Columbus, Neb.

JONES, GEORGE
KCLA, Pine Bluff, Ark.

JONES, JAMES
WHLB, Port Huron, Mich.

JONES, LEN
WDNC, Durham, N. C.

JONES, MAL
WAPF, McComb, Miss.

JONES, PAUL
WLW, Cincinnati, O.

JONES, ROBERT
KFRU, Columbia, S. C.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONES, ROD
WJNC, Jacksonville, N. C.

JONES, ROYCE
WDWD, Dawson, Ga.

JORDAN, FRANK
WRNY, Rochester, N. Y.

JORDAN, MURRAY
WLIB, New York, N. Y.

JOY, DICK
Adventures of Sam Spade CBS

JOYCE, FRANK
KCBD, Lubbock, Tex.

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JUNKE, CARL
WDSU-TV, New Orleans, La.

— K —

KADELL, CARLTON

Amos 'n' Andy

CBS

KAIMAN, LAMBERT

KMOX, St. Louis, Mo.

KAISER, LOUIS

WPIR, Alexandria, Va.

KALLAY, ED

WAVE-TV, Louisville, Ky.

Announcers—Radio-Television

- KARLETON, JERRY**
KGCK, Sidney, Mont.
- KARENBAR, WILLIAM**
WBCB, Canton, O.
- KAUFMAN, AL**
KCOR, San Antonio, Tex.
- KAUFMAN, ARNOLD**
WMBM, Miami Beach, Fla.
- KAY, BOB**
WAVE, Louisville, Ky.
- KAY, WALTER**
WJW, Cleveland, O.
- KEA, FRED**
WTOC, Savannah, Ga.
- KEARBEY, BYRON, JR.**
KWOC, Poplar Bluff, Mo.
- KEARNEY, GERALD**
WFEA, Manchester, N. H.
- KEARNS, ROY**
WKY, Oklahoma City, Okla.
- KEATING, LARRY**
First Nighter
CBS
- This Is Your FBI
ABC
- KEECH, KELVIN**
(ABC)
- KEENE, BILL**
KBOL, Boulder, Colo.
- KEESE, BEN**
WDDO, Chattanooga, Tenn.
- KEHOE, JACK**
KOLO, Reno, Nev.
- KEISTER, STAN**
KMHT, Marshall, Tex.
- KEITH, LARRY F.**
WTNB, Birmingham, Ala.
- KEITH, FRANCIS**
WXLW, Indianapolis, Ind.
- KELLEHER, PHIL**
WQAM, Miami, Fla.
- KELLER, O. J., Jr.**
WTAX, Springfield, Ill.
- KELLEY, PAT**
WSPQ, Somerset, Ky.
- KELLY, DAN**
WRDO, Augusta, Me.
- KELLY, FRANK**
KWEM, West Memphis, Ark.
- KELLY, PAUL**
WDHL, Bradenton, Fla.
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KEMBER, ROBERT S.**
KSGM, Ste. Genevieve, Mo.
- KEMP, JIM**
KTKN, Ketchikan, Alaska
- KEMPER, LOU**
WHB, Kansas City, Mo.
- KENDALL, BILL**
KHCB, Hilo, T. H.
- KENDALL, GEORGE**
WJLB, Detroit, Mich.
- KENDRICK, JIM**
KMA, Shenandoah, Ia.
- KENDRICK, LEWIS**
WJLD, Bessemer, Ala.
- KENNEDY, FORD**
WOOD, Grand Rapids, Mich.
- KENNEDY, HERB**
KSFO, San Francisco, Calif.
- KENNEDY, JOHN MILTON**
Lux Radio Theater
CBS
- KENNEDY, LOU**
WORZ, Orlando, Fla.
- KENNEDY, RAY**
WRVA, Richmond, Va.
- KENNEDY, TOM**
WGAY, Silver Rapids, Md.
- KENNEY, JACK**
WDLB, Marshfield, Wis.
- KENT, FRANK**
WPEN, Philadelphia, Pa.
- KENT, TONY**
KSBV, Salinas, Calif.
- KENYON, CHRIS**
KWFT, Wichita Falls, Tex.
- KERN, BRUCE**
WTIC, Hartford, Conn.
- KERN, DON**
WDIA, Memphis, Tenn.
- KEPHER, RAYMOND C.**
KTRC, Santa Fe, N. Mex.
- KERR, DON**
WATV, Newark, N. J.
- KESTER, HOWARD**
WKBS, Oyster Bay, N. Y.
- KETLE, GEORGE**
KGIW, Alamosa, Colo.
- KIDD, LEE**
KNPT, Newport, Ore.
- KIELTY, KEN**
WSAC, Columbus, Ga.
- KIENZLE, GEORGE**
WLAN, Lancaster, Pa.
- KIKER, PETE**
WADE, Wadesboro, N. C.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILLIAN, MAX**
WGRV, Greeneville, Ten.
- KILMER, BILL**
WHO, Des Moines, Ia.
- KILMER, KEN**
KXEL, Waterloo, Ia.
- KIMBRO, BOB**
WLEX, Lexington, Ky.
- KINDER, RICHARD**
WKDK, Newberry, S. C.
- KING, CARL**
WNEW, New York, N. Y.
- KING, CHARLES**
WKAL, Rome-Utica, N. Y.
- KING, DEL**
Mary Lee Taylor
CBS
- KING, FULTON A.**
WTON, Staunton, Va.
- KING, HAL**
WJVB, Jacksonville Beach,
Fla.
- KING, JOE**
Pause That Refreshes
Mr. and Mrs. North
CBS
- KING, JOSEPH M.**
(Joe King); Announcer; b. Bir-
mingham, Ala., Sept. 20, 1915;
Howard College; Songs by Mor-
ton Downey, Claudia, The Pause
that Refreshes, Mr. & Mrs.
North.
- KING, LANE B.**
KBLF, Red Bluff, Calif.
- KING, MEL**
KGCK, Sidney, Mont.
- KING, PAUL**
KXOB, Stockton, Calif.
- KING, PAUL**
WAOV, Vincennes, Ind.
- KING, ROBERT**
WMOH, Hamilton, O.
- KING, WALLACE**
WATR, Waterbury, Conn.
- KINGSLEY, DON**
KSJB, Jamestown, N. Dak.
- KIRBY, BILL**
WJOC, Jamestown, N. Y.
- KIRBY, DURWARD**
Here's To You
CBS
- KIRBY, GENE**
George Sokolsky
Town Meeting
ABC
- KISER, JIMMY**
WSOC, Charlotte, N. C.
- KISTEL, GEORGE**
KMMI, Grand Island, Neb.
- KITSLER, GLEASON**
WKBB, Dubuque, Ia.
- KITTELL, CLYDE**
NBC
WNBC
- KITTLESON, CURT**
KXLF, Butte, Mont.
- KLAR, ROBERT**
WRTA, Altoona, Pa.
- KLEMP, LLOYD**
KDN, Oroville, Calif.
- KLINKERMAN, DALE**
KMAC, San Antonio, Tex.
- KLISE, ROD**
KHQ, Spokane, Wash.
- KNAPP, PAUL**
KWDM, Des Moines, Ia.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KNIGHT, JACK**
WCOS, Columbia, S. C.
- KNOPKE, BILL**
WRUF, Gainesville, Fla.
- KNUTSEN, KARYL**
WDSM, Superior, Wis.
- KOELLING, DONALD**
KWPC, Mascoutine, Ia.
- KOENIG, VERN**
KDH, Dubuque, Ia.
- KOESTER, TONY**
KFBK, Sacramento, Calif.
- KOPP, JOE**
WOBT, Rhinelander, Wis.
- KOSTUCK, FRANK**
WTWT, Stevens Point, Wis.
- KOTEL, STAN**
WNVN, Norton, Va.
- KOVAC, FRANK**
KMVI, Wailuku, Maui, T. H.
- KRAEHLIN, BUD**
WTCN, Minneapolis-St. Paul,
Minn.
- KRAMER, BILL**
KRIG, Odessa, Tex.
- KRAMER, BILL**
WMMN, Fairmont, W. Va.
- KRAMER, JOE**
KIMO, Independence, Mo.
- KRANE, HARRY**
WHBY, Appleton, Wis.
- KRAUSE, BERNARD**
WGY, Schenectady, N. Y.
- KREGER, JERRY**
WISL, Shamokin, Pa.
- KRENK, MARVIN**
KORE, Eugene, Ore.
- KRIEGEL, GILBERT**
WTH, Baltimore, Md.
- KRIEGHOFF, ROBERT**
WTOL, Toledo, O.
- KROHN, RAY**
KSOO, Sioux Falls, S. Dak.
- KRUYER, PAUL**
WSBT, South Bend, Ind.
- KUHNER, EARL**
WL, St. Louis, Mo.
- KURTZ, SPYKER**
WRAK, Williamsport, Pa.
- KUSHEL, MEL**
WSBA, York, Pa.
- KUZNITSOV, WILLIAM**
WLB3, Bowling Green, Ky.



- LABRANCHE, ERNEST**
WCCM, Lawrence, Mass.
- LACK, GORDON**
KPHC, Waldenburg, Colo.
- La CÔSTE, AL**
RONO, San Antonio, Tex.
- LAFFOON, HAROLD E.**
ESGN, Sanger, Calif.

Announcers—Radio-Television

- LAKE, ED**
WEAR, Pensacola, Fla.
- LAMB, ARTHUR**
WEAM, Arlington, Va.
- LAMB, JAY**
WRLD, West Point, Ga.
- LAMBERT, BILL**
KARC, Tulsa, Okla.
- LAMBERT, ED**
WCAV, Norfolk, Va.
- LAMKIN, STEVE**
KYEC, San Luis Obispo, Calif.
- LAMTIS, ALEX**
WGVA, Geneva, N. Y.
- LAND, CHARLES**
WTEF, Troy, Ala.
- LAND, ZACK**
WMAS, Springfield, Mass.
- LANDRY, JAMES**
WDSU, WDSU-TV, New Orleans, La.
- LANDSEADEL, ROBERT**
WKPA, New Kensington, Pa.
- LANE, HOMER**
KMHL, Marshall, Minn.
- LANG, BILL**
KRIC, Beaumont, Tex.
- LANG, BILL**
WMSG, New York, N. Y.
- LANGLEY, LAVALLE**
KAMD, Camden, Ark.
- LANE, ALAN**
WHUM, Reading, Pa.
- LANTZ, RICHARD**
WCCP, Savannah, Ga.
- LaPLANTE, ROY**
WPEN, Philadelphia, Pa.
- LARSON, DALE**
KIJV, Huron, S. Dak.
- LARSON, WAYNE**
WJAG, Norfolk, Neb.
- LASHER, SIDNEY**
WAGA, Atlanta, Ga.
- LASITER, CHAD**
WDXL, Jackson, Tenn.
- LATIMER, TOM**
KLAC, Los Angeles, Cal.
- LAUGHNER, ROL**
KTAR, Phoenix, Ariz.
- LAUGHTER, HARVEY**
WNNC, Newton, N. C.
- LAUCNER, ED**
KODY, North Platte, Neb.
- LAURENCE, JACK**
WSAP, Portsmouth, Va.
- LAVERGNE, RICHARD**
WHYN, Holyoke, Mass.
- LAWFORD, VIN**
WNLK, Norwalk, Conn.
- LAWRENCE, BOB**
KTFS, Texarkana, Tex.
- LAWRENCE, JAMES H.**
KID, Idaho Falls, Ida.
- LAWRENCE, TEDD**
Announcer, Disc-Jockey, Sports Announcer; b. Miami, Fla., April 9, 1914; Swingtime Session; Robert Hall of Fame (WHN), New York, N. Y.
- LAWS, RAYMOND**
WHAM, Rochester, N. Y.
- LAWSON, BILL**
WPDX, Clarksburg, W. Va.
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LAY, ADRIAN**
WHOS, Decatur, Ala.
- LEAVITT, ART**
KDAC, Fort Bragg, Cal.
- LECUS, EDWARD**
WOTW, Nashua, N. H.
- LEE, BILL**
WLAK, Lakeland, Fla.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, CARROLL**
KWAK, Stuttgart, Ark.
- LEE, DICK**
WHFB, Benton Harbor, Mich.
- LEE, GIL**
KOOL, Phoenix, Ariz.
- LEE, TED**
WCPO, Cincinnati, O.
- LEE, TOM**
KDDD, Dumas, Tex.
- LEESDOM, DALE**
KGCU, Mandan, N. Dak.
- LEFPERS, BOB**
WMT, Cedar Rapids, Ia.
- LeFEVRE, BILL**
WFBF, Baltimore, Md.
- LEGGETT, PHIL**
WDNC, Durham, N. C.
- LEIGH, EDWARD**
WCHA, Chambersburg, Pa.
- LEIGHTEN, GEORGE**
WGLN, Glen Falls, N. Y.
- LEIGHTON, BEN**
KSTP-KSTP-TV, St. Paul-Minneapolis, Minn.
- LEMONT, CLEON**
KBOW, Butte, Mont.
- LEONARD, BUD**
WREC, Jackson, Miss.
- LEONARD, HAL**
WIKK, Erie, Pa.
- LEONARD, JESSE**
KEX, Portland, Ore.
- LEONARD, VINCE**
WISH, Indianapolis, Ind.
- LePAGE, JEAN**
WMSA, Massena, N. Y.
- LERNER, SAUL**
WSLB, Ogdensburg, Pa.
- LESCH, GOMER**
WEBR, Buffalo, N. Y.
- LESLIE, JOHN**
WREX, Duluth, Minn.
- LESLIE, ROBERT**
WWJ, Detroit, Mich.
- LESTER, BILL**
KAY, Phoenix, Ariz.
- LETOURNEAU, ARTHUR G.**
KIDO, Boise, Ida.
- LETSON, ED**
KSFO, San Francisco, Cal.
- LEVIN, ALLAN**
WHYN, Holyoke, Mass.
- LEVITAN, PHILIP**
WLBR, Lebanon, Pa.
- LEWIN, KERMIT**
WKWF, Key West, Fla.
- LEWIS, BILL**
WGNV, Newburgh, N. Y.
- LEWIS, CHARLES**
WWJ, Detroit, Mich.
- LEWIS, ED**
KFXX, Grand Junction, Colo.
- LEWIS, FRANK T.**
WC! A, Baton Rouge, La.
- LEWIS, GEORGE**
WELL, New Haven, Conn.
- LEWIS, RALPH**
WTAD, Quincy, Ill.
- LEYDEN, BILL**
Announcer, Disc Jockey; b. Chicago, Ill.; ed. Northwestern U.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television (KTLA).
- LIDDLE, BOB**
KHQ, Spokane, Wash.
- LIGGITT, PAUL T.**
WJBC, Bloomington, Ill.
- LILLARD, KEN**
KLBK, La Grande, Ore.
- LILLY, BOB**
KCRG, Cedar Rapids, Ia.
- LINCOLN, ED**
WNOK, Columbia, S. C.
- LIND, IRVING**
WHAR, Clarksburg, W. Va.
- LIND, ROY**
WKIX, Columbia, S. C.
- LINDERBERG, WALTER**
KSST, Sulphur Springs, Tex.
- LINHART, RUSS**
WPGH, Pittsburgh, Pa.
- LINKOUS, MELVIN**
WSLS, Roanoke, Va.
- LIPSEY, JAMES M.**
KXJR, Russellville, Ark.
- LITCHFIELD, ELMORE**
WFAK, Charleston, S. C.
- LITTLE, GEORGE**
WTSB, Lumberton, N. C.
- LIVINGSTONE, BOB**
WFTM, Maysville, Ky.
- LLOYD, TOM**
WSWN, Belle Glade, Fla.
- LOCKETT, FRED, JR.**
WETB, Johnson City, Tenn.
- LOCKHART, JOHN**
KPAS, Banning, Cal.
- LOCKWOOD, DON**
WAVR, Lockwood, Mont.
- LOFTIN, LEONARD**
WKNS, Kingston, N. C.
- LOGAN, JAMES**
WWCQ, Waterbury, Conn.
- LOKEY, FRANK, JR.**
WORD, Spartanburg, S. C.
- LOLLAR, SAM D.**
WTJS, Jackson, Tenn.
- LONGENRAN, VINCE**
WDGY, Minneapolis, Minn.
- LONG, DICK**
KRDD, El Paso, Tex.
- LONG, HARRY**
KVI, Tacoma-Seattle, Wash.
- LONG, JIM**
KRIN, Visalia, Cal.
- LONG, KENNETH B.**
WGAN, Portland, Me.
- LONG, PHIL**
WARL, Arlington, Va.
- LONG, RAY**
WGRV, Greeneville, Tenn.
- LONG, TED**
KCBD, Lubbock, Tex.
- LONGWELL, ROBERT**
WXYZ, Detroit, Mich.
- LOOPER, GENE**
KCBD, Lubbock, Tex.
- LORENZ, GEORGE**
WXRa, Buffalo, N. Y.
- LORIMER, DAVID**
WILE, Cambridge, O.
- LOTAS, JOHNNY**
WWRW, New York, N. Y.
- LOTHER, JOHN**
WERC, Erie, Pa.
- LOUDEN, VERN**
KROW, Oakland, Cal.
- LOUNSBURY, JIM**
WLEX, Lexington, Ky.
- LOWE, CRAIG**
WGSN, Birmingham, Ala.
- LOWE, DON**
Ethel & Albert, Headline Edition, Arthur Gaeth, ABC
- LOWE, JIMMY**
KNOL, Fort Worth, Tex.
- LOWERY, BILL**
WQXI, Atlanta (Buckhead), Ga.
- LOWERY, GIL**
WTYC, Rock Hill, S. C.
- LOY, WILLIAM**
WTBO, Cumberland, Md.
- LOYD, MORTON**
WHAL, Shelbyville, Tenn.
- LUCAS, BEN**
WRGA, Rome, Ga.

Announcers—Radio-Television

LUCE, DEAN
WMAL-TV, Washington, D. C.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUDLOW, DEAN J.
KOVO, Provo, Utah

LUDWIG, LYELL
WFM, Indianapolis, Ind.

LUMPKIN, LEE
WMPR, High Point, N. C.

LUND, DAN
WFRP, Savannah, Ga.

LUND, ROGER
WXRA, Buffalo, N. Y.

LUNDEEN, DOUGLAS
KYSM, Mankato, Minn.

LUNDQUIST, VERNON
WKGN, Knoxville, Tenn.

LUPTON, JOHN W.
WLAN, Lancaster, Pa.

LYBECK, DEAN
WJMC, Rice Lake, Wis.

LYDICK, MULLER
WJPA, Washington, Pa.

LYNAGH, JIM
WHGB, Harrisburg, Pa.

LYNCH, RALPH
KSFA, Nacogdoches, Tex.

LYNN, BOB
WIOD, Miami, Fla.

LYNN, DAVID
WGAP, Maryville, Tenn.

LYONS, JACK
KCKY, Coolidge, Ariz.

LYONS, TOM
WGRY, Greeneville, Tenn.

— Me —

MacCORMACK, MALCOLM
WBZ-WBZA, Boston - Springfield, Mass.

MacDONALD, ARCH
WBZ-TV, Boston, Mass.

MacDONALD, ARCH
WBZ-WBZA, Boston - Springfield, Mass.

MacDONALD, KEN
WPAG, Ann Arbor, Mich.

MacDONALD, PHILIP
WEEL, Boston, Mass.

MacKELVIE, ART
KHQ, Spokane, Wash.

MacBRIDE, JIM
KIST, Santa Barbara, Cal.

MacBRIDE, NEIL
WCMW, Canton, O.

MacCAHILL, J. F.
KRSC, Seattle, Wash.

MacCAIN, BILL
WAGA, Atlanta, Ga.

McCALL, FRED
WOAI, San Antonio, Tex.

McCANN, LARRY
WXYZ, Detroit, Mich.

McCANN, RICHARD H.
KBON, Omaha, Neb.

McCARTHY, CHAS. F.
NBC
WNBC

McCARTY, MARSH
WCOM, Parkersburg, W. Va.

McCLAIN, DEAN
KWBC, Fort Worth, Tex.

McCLELLAN, ROBERT
KTXL, San Anlelo, Tex.

McCONNEL, JIM
KLOU, Lake Charles, La.

McCORMICK, IRA, JR.
WIOU, Kokomo, Ind.

McCOY, RONALD J.
KFEL, Denver, Colo.

McCRRARY, JOHNNY
WCRK, Morristown, Tenn.

McCREARY, MACK
KEBE, Jacksonville, Tex.

McCULLY, JOE
WSNJ, Bridgeton, N. J.

McULLOUGH, DANIEL
WOR, New York, N. Y.

McULLOUGH, THOMAS
WTAC, Flint, Mich.

McDONALD, AL
WSGN, Birmingham, Ala.

McDONALD, FRANK
WCOP, Boston, Mass.

McDOWELL, JIM
WHBF, Benton Harbor, Mich.

McELROY, JACK
Announcer, Singer, MC; b. Columbus, Kans., Oct. 21, 1913; Breakfast in Hollywood, Bride and Groom.

McEWEN, CHARLES
KTRB, Modesto, Cal.

McFARLAND, OWEN
WONS, Hartford, Conn.

McGEE, WILLIAM L.
WHOP, Hopkinsville, Ky.

McGINLEY, JOE
WBLJ, Dalton, Ga.

McGOVERN, TOM
KRDD, El Paso, Tex.

McGOWAN, ED
KUTA, Salt Lake City, Utah

McINTYRE, JIM
WINN, Louisville, Ky.

McINTYRE, NEIL
KXOB, Stockton, Cal.

McKAY, JOHN
WBNY, Buffalo, N. Y.

McKEE, MODREL
WACO, Waco, Tex.

McKEE, ROY
KOMA, Oklahoma City, Okla.

McKINNEY, JIM
WSOY, Decatur, Ill.

McKINNEY, WILLIAM
KXKJ, Russellville, Ark.

McKINSM, BOB
WRF's, Alexander City, Ala.

McKNIGHT, JOHN M.
WHLL, Hempstead, L. I.

McLAUGHLIN, FRANCIS
WBRE, Wilkes-Barre, Pa.

McLAURIN, FRANK
KFXM, San Bernardino, Cal.

McLEAN, BRUCE
WBIZ, Eau Claire, Wis.

McLEAN, PHIL
WJLB, Detroit, Mich.

McLEOD, DON
WJBK, Detroit, Mich.

McMANUS, JAMES K.
WMAR-TV, Baltimore, Md.

McMILLAN, ROY
WSB, Atlanta, Ga.

McMILLEN, JIM
WWNF, Fayetteville, N. C.

McNEELEY, MARTY
WJMO, Cleveland, O.

McPHEE, JAMES
WJVA, South Bend, Ind.

McPHERSON, GAYLORD
WDOD, Chattanooga, Tenn.

McREYNOLDS, BILL
WOAI, San Antonio, Tex.

McLOY, SID
KFBC, Cheyenne, Wyo.

— M —

MACK, BILL
WEDC, Chicago, Ill.

MACK, LLOYD
WHAR, Clarksburg, W. Va.

MACK, RUSSELL
KRDD, El Paso, Tex.

MACK, WALLY
WBBS, Burlington, N. C.

MACK, WAYNE
WGAR, Cleveland, O.

MADERIS, BOB
WKHZ, Muskegon, Mich.

MADIGAN, JACK
WTAL, Tallahassee, Fla.

MAEL, MERRILL E.
KOMO, Seattle, Wash.

MAGNER, WILLIAM
WDFD, Flint, Mich.

MAGRUDER, PHIL
WKYB, Paducah, Ky.

MAHANEY, ROBERT
WBX, Utica, N. Y.

MAHER, BILL
WITZ, Bridgeport, Conn.

MAHER, LARRY
KDDO, Dumas, Tex.

MAHONEY, BERNIE
WNOV, York, Pa.

MAHONEY, ED
WCVS, Springfield, Ill.

MAHONEY, JOHN
WKMO, Kokomo, Ind.

MALCOLM, BILL, JR.
NBC

MALLOY, DICK
Henderson, N. C.

MALONE, LEE
WJIG, Tallahoma, Tenn.

MANDEL, SID
WBCB, Chicago, Ill.

MANN, AL
KGNK, Amarillo, Tex.

MANN, AL
KRFV, Sherman-Denison, Tex.

MANN, DAVID
WESX, Salem, Mass.

MANN, JOE
KQV, Pittsburgh, Pa.

MANNERS, BILL
WHAT, Philadelphia, Pa.

MANNING, BILL
KIST, Santa Barbara, Calif.

MANSER, LYMAN
WWNY, Watertown, N. Y.

MANSFIELD, ROBERT S.
WGOV, Valdosta, Ga.

MANSON, LEE
WVEL, New Haven, Conn.

MARTEL, FRANK
KONG, San Antonio, Tex.

MARPET, DICK
KUSN, San Diego, Cal.

MARBLE, HARRY
Eric Sevareid and The News
CBS

MARKEY, PAUL
WING, Dayton, O.

MARKS, GARNET
KGFN, Grass Valley, Cal.

MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.

MARLOW, PAUL
WHTN, Huntington, W. Va.

MARROCO, JOHNNY
WCPS, Tarboro, N. C.

MARS, PETER A.
WKLA, Ludington, Mich.

MARSH, ROY
WHLF, South Boston, Va.

MARSHALL, JEAN
WEW, St. Louis, Mo.

MARSHALL, JERRY
WNEW, New York, N. Y.

MARSHALL, JOHN
WGRD, Grand Rapids, Mich.

MARSHALL, MACK
KOPO, Tuscon, Ariz.

MARSHALL, BEN
WPIX, New York, N. Y.

MARSTON, BERT
WFAS, White Plains, N. Y.

MARTIN, BILL
WCCC, Hartford, Conn.

MARTIN, BILL
WVDR, Syracuse, N. Y.

Announcers—Radio-Television

- MARTIN, DON**
WHCU, Ithaca, N. Y.
- MARTIN, FRANK**
Mayor of the Town, ABC-CBS.
Dick Haymes Show
- MARTIN, GLEN**
KLZ, Denver, Colo.
- MARTIN, JIM**
KANS, Wichita, Kans.
- MARTIN, JOHNNIE**
WKY, Oklahoma City, Okla.
- MARTIN, KRIS**
WACE, Chicago, Mass.
- MARTIN, LOU**
KWTO, Springfield, Mo.
- MARVIN, KEN**
WAAF, Chicago, Ill.
- MARVIN, TONY**
Announcer, Narrator, Actor, MC;
b. N. Y. C., N. Y., Oct. 12,
1912, St. Johns; Arthur Godfrey
Time, Crime Photographer, Winner
Take All, Staff (CBS).
- MARVIN, TONY**
WCBS-TV, New York, N. Y.
- MASON, BUD**
WETA, Batavia, N. Y.
- MASON, WILLIAM**
KDIX, Dickinson, N. Dak.
- MASTERS, MIKE**
WXYZ-TV, Detroit, Mich.
- MASTERS, ROBERT**
KVVU, Ventura, Cal.
- MATEL, CHET**
WOOD, Grand Rapids, Mich.
- MATHEWS, BILL**
WLIB, New York, N. Y.
- MATHEWSON, DON**
WAMS, Wilmington, Del.
- MATHISON, SIG**
KRIC, Beaumont, Tex.
- MATTES, CLAIR**
WKLA, Ludington, Mich.
- MATTESON, DEAN**
WLAU, Laurel, Miss.
- MATTHEWS, JACK**
KLEE, Houston, Tex.
- MATTISON, HENRY**
KFH, Wichita, Kans.
- MAUGANS, BILL**
KSOK, Arkansas City, Kans.
- MAURER, ROBERT I.**
WHTT, Hartford, Conn.
- MAUS, STUART**
KPQ, Wenatchee, Wash.
- MAUTI, JOHN**
WTNC, Thomasville, N. C.
- MAXWELL, CHUCK**
KGNC, Amarillo, Tex.
- MAXWELL, EDWARD C.**
WERD, Atlanta, Ga.
- MAYER, JACK**
WALB, Albany, Ga.
- MAYFIELD, BOB**
WMGY, Montgomery, Ala.
- MAYHEW, TOMMY**
WKGN, Knoxville, Tenn.
- MAYO, WILLARD C.**
WHLA, Niagara Falls, N. Y.
- MEACHAM, JUSTIN**
WBSB, South Bend, Ind.
- MEAD, WARREN**
KERO, Bakersfield, Cal.
- MEADE, WARREN**
EGVO, Missoula, Mont.
- MEARIAN, MIKE**
WELM, Elmira, N. Y.
- MEARS, WES**
KWKW, Pasadena, Cal.
- MEATH, ED**
WHEC, Rochester, N. Y.
- MEECE, EDWARD**
KWEI, Weiser, Ida.
- MEEHAN, ROBERT**
WEAN, Providence, R. I.
- MEES, DON J.**
WMOH, Hamilton, O.
- MEGLES, DOUG**
KSTP, St. Paul-Minneapolis,
Minn.
- MEISTER, R. B.**
WFHR, Wisconsin Rapids, Wis.
- MELANE, JACK**
WGBB, Freeport, N. Y.
- MELL, DEAN**
KFYO, Lubbock, Tex.
- MELTON, FRANK**
KGVL, Greenville, Tex.
- MELVILLE, ROLLIE**
KCOL, Fort Collins, Colo.
- MENDEL, ED**
WGBA, Columbus, Ga.
- MERCIER, JOSEPH W.**
WBCM, Bay City, Mich.
- MERCIER, RAY**
WPOB, Portland, Me.
- MEREDITH, LEE C.**
WVJS, Owensboro, Ky.
- MERENS, LYMAN**
WRJN, Racine, Wis.
- MERRYMAN, BOB**
WLW, Cincinnati, O.
- MERRYMAN, BOB**
Kitchen Klub
WLW-T, Cincinnati, O.
- MESKILL, BOB**
WBBQ, Augusta, Ga.
- MESSER, FRANK**
WSKY, Asheville, N. C.
- MESSER, NORM**
WEXL, Concord, N. H.
- MESTELLE, BART**
WLDY, Ladysmith, Wis.
- METRIE, JACK**
WTMC, Ocala, Fla.
- MEYER, BILL**
WLDS, Jacksonville, Ill.
- MEYER, DON**
WKNX, Saginaw, Mich.
- MEYER, JOHN**
KFEL, Denver, Colo.
- MEYERS, BILL**
WGAX, Burlington, Vt.
- MICHAEL, BILL**
KWTF, Wichita Falls, Tex.
- MICHAEL, ED**
Mr. President
ABC
- MICHAEL, RAY**
WNBW, Washington, D. C.
- MICHAELS, BOB**
KWEM, West Memphis, Ark.
- MICHAELS, JOHN**
WPAY, Portsmouth, O.
- MICHELSON, BILL**
KWBW, Hutchinson, Kans.
- MIDDLETON, SAM**
WOMG, Douglas, Ga.
- MIKALSON, ROBERT**
KDEC, Decatur, Ia.
- MILFORD, ROBERT W., JR.**
WCHV, Charlottesville, Va.
- MILLER, HARVEY**
WJSW, Altoona, Pa.
- MILLER, JACK**
WWON, Woonsocket, R. I.
- MILLER, LINDY**
WBZ-TV, Boston, Mass.
- MILLER, M. E.**
KROC, Rochester, Minn.
- MILLER, MAURICE**
KLZ, Denver, Colo.
- MILLER, REUBEN**
WFUN, Huntsville, Ala.
- MILLER, RICHARD**
WHUC, Hudson, N. Y.
- MILLER, SHELBY**
KIJV, Huron, S. Dak.
- MILLS, DEXTER**
WDBJ, Roanoke, Va.
- MILLS, FRANK**
WBAP, Fort Worth, Tex.
- MILLS, FRANK**
WBAP-TV, Fort Worth, Tex.
- MILLS, JIM**
WIBK, Knoxville, Tenn.
- MIMS, WILLIAM**
WCSC, Charleston, S. C.
- MIREN, RON**
WTHH, Port Huron, Mich.
- MITCHEL, ROY**
KLRA, Little Rock, Ark.
- MITCHELL, CHARLES R.**
WBIG, Greensboro, N. C.
- MITCHELL, JACK**
WTIP, Charleston, W. Va.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, JIM**
WKBN, Youngstown, O.
- MITCHELL, MILFORD**
WACO, Waco, Tex.
- MITCHELL, RAY**
KREM, Boise, Ida.
- MOCK, JACK**
WDLF, Panama City, Fla.
- MOFETT, JERRY**
KTFI, Twin Falls, Ida.
- MOHER, BILL**
WDAY, Fargo, N. Dak.
- MOHR, ED**
WAPX, Montgomery, Ala.
- MOLL, ALLEN**
KDYL, Sa't Lake City, Utah
- MONET, PIERRE**
WDLB, Marshfield, Wis.
- MONKMAN, ROBERT**
WRJN, Racine, Wis.
- MONROE, BOB**
WFTL, Ft. Lauerdale, Fla.
- MONROE, GEORGE**
KFDM, Beaumont, Tex.
- MONTGOMERY, BOB**
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**
WGL, Fort Wayne, Ind.
- MONTGOMERY, DEAN**
KELO, Sioux Falls, S. Dak.
- MOODY, WILLIAM G.**
KIT, Yakima, Wash.
- MOONEY, FRANK**
WHEM, Reading, Pa.
- MOORE, CHARLES F.**
KPDQ, Portland, Ore.
- MOORE, DEANE**
KWIK, Burbank, Cal.
- MOORE, EDWARD**
KRES, St. Joseph, Mo.
- MOORE, FRED**
KFOX, Long Beach, Cal.
- MOORE, GEORGE**
WEAR, Pensacola, Fla.
- MOORE, L. P.**
WPAK, Charleston, S. C.
- MOORE, WALKER**
KFJZ, Fort Worth, Tex.
- MORAN, JACK**
KTAE, Taylor, Tex.
- MORATH, MAX**
EGHF, Pueblo, Colo.
- MORELAND, HARRY**
WROL, Knoxville, Tenn.
- MOREY, ART**
KWJJ, Portland, Ore.
- MORGAN, BILL**
WGAN, Charleston, S. C.
- MORGAN, GENE**
KCMJ, Palm Springs, Cal.
- MORGAN, JACK**
WMAW, Milwaukee, Wis.
- MORGAN, RICHARD**
WBOC, Salisbury, Md.
- MORRIS, ALLAN**
WNLC, New London, Conn.

Announcers—Radio-Television

- MORRIS, JOHN**
WTXN, Austin, Tex.
- MORRIS, JOHN**
WTWA, Thomson, Ga.
- MORRIS, PAUL**
WJEB, Detroit, Mich.
- MORRIS, ROY**
WGWR, Asheboro, N. C.
- MORRIS, ROY**
WJIG, Tullahoma, Tenn.
- MORRIS, VANCE**
WTND, Orangeburg, S. C.
- MORRISON, PHIL**
WTOM, Bloomington, Ind.
- MORRISON, WILBUR**
WRUN, Utica, N. Y.
- MORSE, SID**
KLOU, Lake Charles, La.
- MORSE, TONY**
KGO, San Francisco, Cal.
- MORSE, JAMES**
WITZ, Jasper, Ind.
- MOSTELLER, JERRY**
WMRC, Greenville, S. C.
- MOTLEY, KEN**
WMBH, Joplin, Mo.
- MOUNTEER, JOHN**
WOKO, Albany, N. Y.
- MOWERS, ROBERT**
WGAN, Portland, Me.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MOYLE, WILLARD**
WKOK, Sunbury, Pa.
- MULHERN, PAT**
WRDW, Augusta, Ga.
- MULLARKY, TOM**
KLIF, Dallas, Tex.
- MULLEN, FRANK**
KRUZ, Phoenix, Ariz.
- MULLEN, FRANK**
WGLN, Glenn Falls, N. Y.
- MULLINIX, RAY**
KORA, Bryan, Tex.
- MUMFORD, ALEX**
WCOM, Parkersburg, W. Va.
- MUNT, PAUL**
KSDN, Aberdeen, S. Dak.
- MUNYAN, HARRY**
WIOD, Miami, Fla.
- MURPHY, HARVEY**
WSFC, Somerset, Ky.
- MURPHY, DENNIS**
WREX, Duluth, Minn.
- MURPHY, PAUL**
WWSO, Springfield, O.
- MURPHY, WILLIAM**
GBS, Miami, Fla.
- MURPHY, WILLIAM**
WMIX, Mt. Vernon, Ill.
- MURRAY, BOB**
KENT, Shreveport, La.
- MURRAY, HAL**
WBBO, Forest City, N. C.
- MURRAY, JAMES A.**
WMTW, Portland, Me.
- MURRAY, PHILIP G.**
WMTW, Portland, Me.
- MURRAY, JAMES**
WSB, Atlanta, Ga.
- MUSLADIN, WILLIAM**
KJBS, San Francisco, Cal.
- MYERS, EDWARD**
WMEX, Boston, Mass.
- N —
- NABORS, PAT**
WSOC, Charlotte, N. C.
- NAGLE, DAVID J.**
WCHV, Charlottesville, Va.
- NAKEL, PAUL**
WJMO, Cleveland, O.
- NARZ, JACK**
KIEV, Glendale, Cal.
- NASH, ROGER**
WEAR, Pensacola, Fla.
- NAUGHTON, CLIFF**
KSFO, San Francisco, Cal.
- NAVIN, DEAN**
KRNT, Des Moines, Ia.
- NEAL, DON**
KWLC, Longview, Wash.
- NEAL, HAL**
WXYZ, Detroit, Mich.
- NEALE, LOUIS M.**
WFGN, Gaffney, S. C.
- NEARNS, JOE**
KFFA, Helena, Ark.
- NEATHERY, JOHN**
KSAM, Huntsville, Tex.
- NEELY, JACK**
WKTU, Mayfield, Ky.
- NEFF, ERNIE**
WCAE, Pittsburgh, Pa.
- NEFF, HARRY E.**
WBAF, Marion, Ind.
- NEIBER, DEALTON**
WBA, Madison, Wis.
- NEIRLING, WALLY**
WIRE, Indianapolis, Ind.
- NEIDIG, JOSEPH**
KVGK, Great Bend, Kans.
- NEIGHBOR, HOWARD**
KVGK, Great Bend, Kans.
- NETZEL, LOUIS**
WJVA, South Bend, Ind.
- NELSON, ART**
KLIF, Dallas, Tex.
- NELSON, BOB**
WBBQ, Augusta, Ga.
- NELSON, CHARLES**
WFBG, Altoona, Pa.
- NELSON, CARL**
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**
KGBC, Galveston, Tex.
- NELSON, CY**
WEMP, Milwaukee, Wis.
- NELSON, DAVID**
WSAP, Portsmouth, Va.
- NELSON, GEORGE**
KOLO, Reno, Nev.
- NELSON, LEE**
WPOR, Portland, Me.
- NELSON, TED**
KVET, Austin, Tex.
- NEWBERRY, FRANK**
KWAQ, Stuttgart, Ark.
- NEWBY, LUTHER**
KLAC, KLAC-TV, Los Angeles, Cal.
- NEWMAN, JACK**
KOME, Tulsa, Okla.
- NIDEVER, BRUCE**
KASH, Eugene, Ore.
- NIELSON, WALTER A.**
WCCC, Hartford, Conn.
- NIGHTINGALE, EARL**
KTAR, Phoenix, Ariz.
- NILES, DAVID**
WEVD, New York, N. Y.
- NILES, WENDELL**
The Man Called "X," CBS
- NIMMO, BILL**
Dance Time
- NIXON, NICK**
WLWT, Cincinnati, O.
- NIXON, NICK**
WARC, Rochester, N. Y.
- NOBLE, BOB**
WDAR, Savannah, Ga.
- NOLAN, BOB**
WRBL, Columbus, Ga.
- NORMAN, DON**
WAPQ, Chattanooga, Tenn.
- NORMAN, HAL**
KFH, Wichita, Kans.
- NORMAN, RALPH**
WOMT, Manitoac, Neb.
- NORMAN, RICHARD**
WQQW, Washington, D. C.
- NORRIS, CLARK**
KVOP, Plainview, Tex.
- NORTON, MILTON**
KVOR, Colorado Springs, Colo.
- NORVAL, BUD**
WFOI, Hattiesburg, Miss.
- NORWIG, GEORGE**
WCSC, Charleston, S. C.
- NORWOOD, CHARLES**
WTHF, Hartford, Conn.
- NOVELL, WALT**
KFRE, Fresno, Cal.
- O —
- OAKNER, MERV**
KSFT, Trinidad, Colo.
- O'BRIEN, AL**
WBHL, Sheboygan, Wis.
- O'BRIEN, DAVID**
WDXL, Jackson, Tenn.
- O'BRIEN, ELLIS**
WCSH, Portland, Me.
- O'BRIEN, JOE**
(O'Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary (CBS); Joyce Jordan (NBC); Quizdom Class (ABC); Brooklyn Dodger Football (WMCA); Tommy Dorsey Show; Amateur Hour; Du Mont Tele.
- O'BRIEN, JIM**
WKIP, Poughkeepsie, N. Y.
- O'CAIN, KEITH**
WRJN, Racine, Wis.
- O'CONNOR, DON**
WEMP, Milwaukee, Wis.
- O'CONNOR, ROD**
Announcer; b. Houston, Tex.; New Mexico Military Inst.; The Red Skelton Show, People Are Funny, Duffy's Tavern (NBC).
- O'CONNOR, TOM**
WBMD, Baltimore, Md.
- ODOM, GEORGE**
WMAZ, Macon, Ga.
- ODOM, HOMER**
KOMA, Oklahoma City, Okla.
- ODOM, RAYMOND**
KSTA, Coleman, Tex.
- O'FARRELL, JOHN**
WRFW, Eau Claire, Wis.
- O'HALLORAN, HAL**
WBHL, Sheboygan, Wis.
- O'HARA, WILLIAM**
KWVB, Walla Walla, Wash.
- OLDS, MICHAEL**
WBOW, Terre Haute, Ind.
- OLIVENCIA, TOMAS**
WORA, Mayaguez, P. R.
- OLSON, BRAD**
KIXL, Dallas, Tex.
- OLSON, DONALD**
KSJB, Jamestown, N. Dak.
- OLSON, NATHAN**
KOOS, Coos Bay, Ore.
- OLSON, RAY**
WQW, Omaha, Neb.
- O'NEIL, PAUL**
WNMP, Evanston, Ill.
- ORFIELD, BENNETT**
WIS, Chicago, Ill.
- ORNEST, STAN**
WGBS, Miami, Fla.
- ORNGARD, JAMES**
WSBR, Superior, Wis.
- ORR, WILLIAM**
WICY, Malone, N. Y.
- ORTEGA, LOLA**
KGIW, Alamogosa, Colo.

Announcers—Radio-Television

- ORUM, BILL**
WIL, St. Louis, Mo.
- OSBORNE, KARL**
WADC, Akron, O.
- OSBORNE, PAUL**
WLOH, Princeton, W. Va.
- OSBORNE, TIM**
KTHH, Houston, Tex.
- O'SULLIVAN, TIM**
WGL, Fort Wayne, Ind.
- OTT, WOODROW W.**
WENY, Elmira, N. Y.
- OCHELLETTE, DEE**
WVNH, Rochester, N. Y.
- OVENDEN, KENNETH**
WEEL, Boston, Mass.
- OVERTON, DAVE**
WBRC, Birmingham, Ala.
- OWEN, EDWARD**
WLEZ, Bangor, Me.
- OWENS, JACK**
WBHB, Fitzgerald, Ga.
- OZMENT, HOWARD T.**
WTMA, Charleston, S. C.
- P —
- PAGE, FRANK**
KWKH, Shreveport, La.
- PAGE, SAM**
WNBF, Binghamton, N. Y.
- PAIGE, CARL**
KRAM, Las Vegas, Nev.
- PAIT, ANGUS**
WLAT, Conway, S. C.
- PALMER, EDWARD**
WABI, Bangor, Me.
- PALMER, GEORGE**
WSAI, Cincinnati, O.
- PALMER, WILLIAM**
WDXB, Chattanooga, Tenn.
- PARDON, DON**
NBC
- PARK, BOB**
WAGC, Chattanooga, Tenn.
- PARK, CHARLES**
WJR, Detroit, Mich.
- PARKER, AL**
WJJD, Chicago, Ill.
- PARKER, ELZIE**
KFPW, Fort Smith, Ark.
- PARKER, LEE**
WNAO, Raleigh, N. C.
- PARKES, M.**
WAMI, Anderson, S. C.
- PARKS, BERT**
Vaughn Monroe Show
CBS
- PARSONS, FRED**
WSB, Atlanta, Ga.
- PARTON, RED**
WOLF, Syracuse, N. Y.
- PASCOE, KENNETH**
KDB, Santa Barbara, Cal.
- PASSE, LOEL**
WTNB, Birmingham, Ala.
- PATRICK, LAWRENCE**
WAIR, Winston-Salem, N. C.
- PATTERSON, JIMMY**
WISE, Asheville, N. Y.
- PATTILO, JOE**
WFOU, Marietta, Ga.
- PAUL, BERT**
WOMG, Douglas, Ga.
- PAUL, RALPH**
WOR, New York, N. Y.
- PAULIN, ED**
WCML, Ashland, Ky.
- PAULSEN, VICTOR**
KGYW, Vallejo, Cal.
- PAULSON, RALPH**
KFSD, Nampa, Ida.
- PAYE, DON**
WICY, Malone, N. Y.
- PAYNE, A. M.**
KOTN, Pine Bluff, Ark.
- PAYNE, LLOYD**
WDXB, Chattanooga, Tenn.
- PAXTON, TOM**
KGO, San Francisco, Cal.
- PEALE, HUBERT**
WHAN, Charleston, S. C.
- PEARCE, ROY**
KOMO, Carthage, Mo.
- PEARCY, E. T.**
KOTN, Pine Bluff, Ark.
- PEARSON, AL**
KWJ, Portland, Ore.
- PECK, ALBERT**
KROS, Clinton, Ia.
- PENDLEY, GEORGE**
WGGA, Gainesville, Ga.
- PEP WORTH, H. E.**
WFEB, Sylacauga, Ala.
- PERAZZO, DON**
KBON, Omaha, Neb.
- PERKINS, EUGENE F.**
KIDO, Boise, Ida.
- PERRIN, KEYES W.**
Announcer, director; b. Albany, N. Y., Feb. 13, 1916; ed. Vincent Academy; Let's Have a Party (WRGB Television); Record Riddles, Fulton Lewis, Jr. American F. B. Conference, Out of the Dark, Mutual Music Show.
- PERRY, JACK**
WGPA, Bethlehem, Pa.
- PERRY, STU**
WWSR, St. Albans, Vt.
- PERRY, TONY**
WFRL, Freeport, Ill.
- PERSICH, BILL**
WIGM, Medford, Wis.
- PERSONS, BUCK**
WAUD, Auburn, Ala.
- PETERS, BRAD**
KSCO, Santa Cruz, Cal.
- PETERS, GEORGE**
WSWN, Belle Glade, Fla.
- PETERS, W. D.**
WSTS, Southern Pines, N. C.
- PETERSEN, KEN**
WOC, Davenport, Ia.
- PETERSON, ARNOLD**
WATW, Ashland, Wis.
- PETERSON, ART**
WCPO, Cincinnati, O.
- PETERSON, BOB**
WEAU, Eau Claire, Wis.
- PETERSON, DON**
KURV, Edinburg, Tex.
- PETERSON, DREXEL**
KVPD, Fort Dodge, Ia.
- PETERSON, GENE**
WLAJ, Grand Rapids, Mich.
- PETERSON, JAMES**
WOKZ, Alton, Ill.
- PETERSON, JIM**
KSL, Salt Lake City, Utah
- PETHICK, GEORGE THOMAS**
WAYZ, New Haven, Conn.
- PETRICH, LEE**
KFDA, Amarillo, Tex.
- PETTI, RALPH**
WJAS, Pittsburgh, Pa.
- PEIFFER, BOB**
WABD, New York, N. Y.
- PEIL, JACK**
WMAJ, State College, Pa.
- PHILLIPE, GENE**
KBTR, Burlington, Ia.
- PHILLIPS, BRAD**
WINS, New York, N. Y.
- PHILLIPS, BYRON**
WBRE, Wilkes-Barre, Pa.
- PHILLIPS, CHARLES**
KHBG, Okmulgee, Okla.
- PHILLIPS, CONRAD M.**
WGIV, Charlotte, N. C.
- PHILLIPS, GREGG**
WJOL, Joliet, Ill.
- PHILLIPS, O.**
KDON, Monterey, Cal.
- PICKEL, CHARLES D.**
WBIR, Knoxville, Tenn.
- PIERCE, DON**
WRRP, Washington, N. C.
- PIERCE, JERRY**
KGSO, Dodge City, Kans.
- PIERCE, JOHN**
WTAC, Flint, Mich.
- PIERCE, NORMAN**
WCFL, Chicago, Ill.
- PIERSON, BILL**
WHKK, Akron, O.
- PIKE, DICK**
WKNX, Saginaw, Mich.
- PIPPERT, PAUL**
KSMN, Mason City, Ia.
- PLATT, DAVID**
WHLL, Hempstead, L. I.
- POIRIER, OMER, JR.**
WOEB, West Yarmouth, Mass.
- POLLACK, FRANK**
WEXT, Milwaukee, Wis.
- POLLARD, JAMES**
WEEL, Boston, Mass.
- POPPEK, JACK**
WJOB, Hammond, Ind.
- PORTA, PASCAL**
KPSA, Fort Smith, Ark.
- PORTER, EVERETT**
WRGA, Rome, Ga.
- PORTER, RAY**
KRHD, Duncan, Okla.
- PORTER, WINSLOW**
WINC, Winchester, Va.
- POSENKE, BRAD**
WNMP, Evanston, Ill.
- POSEY, C. N.**
KTRR, Rolla, Mo.
- POSEY, HORACE**
WWNC, Asheville, N. C.
- POTTER, BOB**
WEBC, Duluth, Minn.
- POUNDERS, FRANK**
KSQE, Durant, Okla.
- POWELL, JACK**
KYVC, Ventura, Cal.
- POWELL, KEN**
WELM, Elmira, N. Y.
- POWLESS, SAM**
WBHU, Anderson, Ind.
- PRATT, JIM**
KEYS, Corpus Christi, Tex.
- PRENTICE, CHARLES D.**
WHAL, Greenfield, Mass.
- PRENTICE, JOE**
WGPA, Bethlehem, Pa.
- PRICE, BILL**
WCLL, Carbondale, Ill.
- PRICE, GEORGE**
KOME, Tulsa, Okla.
- PRITTE, DON**
WLEC, Sandusky, O.
- PROCTER, GENE**
KEPO, El Paso, Tex.
- PROCTOR, FRANK**
WBML, Macon, Ga.
- PROTSMAN, NORMAN**
WMMB, Melbourne, Fla.
- PROVOST, RICHARD**
WMSA, Massena, N. Y.
- PRUITT, CHARLES**
WGWD, Gadsden, Ala.
- PUMPHREY, HORACE**
WKAX, Birmingham, Ala.
- PUNAM, JAMES C.**
WBSC, Bennettsville, S. C.
- PYATT, JAMES**
KWBW, Hutchinson, Kans.
- PYNE, JOE**
WVCH, Chester, Pa.

Announcers—Radio-Television

— Q —

QUADE, WARREN
KCOY, Santa Maria, Cal.
QUAYE, MACKIE
WIS, Columbia, S. C.
QUINN, DOM
WBCK, Battle Creek, Mich.
QUINN, RAYMOND
WBKA, Brookton, Mass.

— R —

ROBB, JACK
WIOU, Kokomo, Ind.
RAEBURN, JOHNNY
WMIX, Mt. Vernon, Ill.
RAFFERTY, CHARLES
KJSK, Columbus, Neb.
RAGSDALE, NORMAN
WCNC, Elizabeth City, N. C.
RAHE, JOHN
WCMD, Cambridge, Md.
RAIHALL, WILLIAM
WCPA, Clearfield, Pa.
RAINEY, BRUCE
KSYL, Alexandria, La.
RAINS, DOUG
WACO, Waco, Tex.
RAMSEY, DAVE
KAWT, Douglas, Ariz.
RANDALL, BILL
WJLB, Detroit, Mich.
RANGER, JIM
KVSJ, San Mateo, Cal.
RANFINTIN, IRVING
WSEB, Chicago, Ill.
RASOR, JOHN
KSEL, Lubbock, Tex.
RATCLIFF, RAD
WLCS, Baton Rouge, La.
RAUH, G.
WJVA, South Bend, Ind.
RAY, CURT
KMOX, St. Louis, Mo.
RAYEL, JACK
NBC
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
READ, BILL
WJBO, Baton Rouge, La.
REARDON, TOM
WHHM, Memphis, Tenn.
REDABAUGH, HAROLD
KGHF, Pueblo, Colo.
REDFERN, JACK
WGNV, Newburgh, N. Y.
REDFIELD, FRANK
KOY, Phoenix, Ariz.
REED, LYNNE
KOLN, Lincoln, Neb.
REES, WALTER
KWRN, Reno, Nev.
REESE, JAMES E.
WWWB, Jasper, Ala.
REEVES, GRADY
WFUN, Huntsville, Ala.
REEVES, MAX
KJSK, Columbus, Neb.
REID, CLARK
WHFB, Benton Harbor, Mich.
REID, HALL
WTAG, Green Bay, Wis.
REILLY, EARLE
KXA, Seattle, Wash.
REIMERS, ED
Our Job Is Manhattan, Ethel
& Albert, Harrison Wood, ABC
REIMERS, TOM
WDVA, Danville, Va.
REITER, FRED
WFLA, Tampa, Fla.
REITZ, ROBERT
WLEC, Sandusky, O.
REJEBIAN, ARAM
KCQB, San Diego, Cal.

REQUARD, JAY
WSID, Baltimore, Md.
REUTER, CHRIS
WTYS, Marianna, Fla.
REYNOLD, JOHN M.
WLOS, Asheville, S. C.
REYNOLDS, CLIFTON E.
WGUY, Bangor, Me.
REYNOLDS, GENE
WBAP-WBAP-TV, Fort Worth,
Tex.
REYNOLDS, PAUL C.
WDAE, Tampa, Fla.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RHODES, RICHARD
WAYB, Waynesboro, Va.
RICAU, LIONEL
NBC
RICE, ART
KWHK, Hutchinson, Kans.
RICE, LEE
WBIZ, Eau Claire, Wis.
RICE, RICHARD
WTOU, Toledo, O.
RICHARDS, BILL
WMMON, Montgomery, W. Va.
RICHARDS, RODNEY
WHUB, Watsonville, Cal.
RICHARDSON, BILL
WITZ, Jasper, Ind.
RICHARDSON, CHARLES T.
WMOH, Hamilton, O.
RICHARDSON, DAVID
KXA, Seattle, Wash.
RIDDER, JACK
WCSS, Amsterdam, N. Y.
RIDDLE, BILL
WNEX, Macon, Ga.
RIDGEWAY, DICK
KIND, Independence, Kans.
RIDGEWAY, JACK
KTHR, Hot Springs, Ark.
RIEB, PAUL
WKLF, Clanton, Ala.
RIGGS, GLENN
Announcer, MC; b. McKeesport,
Pa., July 12, 1907; Juniata
Coll.; My True Story, of Boston
Blackie, Phico Hall of Fame
(ABC); Thin Man (CBS); Hop
Harrigan, True or False (MB5).
RILEY, BOB
WMBD, Peoria, Ill.
RILEY, HARRY
WVVV, Fairmont, W. Va.
RILEY, JOHN
WRTA, Altoona, Pa.
RISING, RICHARD
WJBW, New Orleans, La.
RITCHA, MORLEY
KWRN, Reno, Nev.
RITZMAUER, BARRY
WIBX, Utica, N. Y.
ROARK, C. A.
KGY, Olympia, Wash.
ROBATOR, HAROLD G.
WSPR, Springfield, Me.
ROBB, MAJOR
WEAM, Arlington, Va.
ROBBINS, FRED
Announcer; b. Baltimore, Md.,
Sept. 28, 1918; Baltimore City
Coll.; Univ. of Baltimore; LL
Degree, Teentimers Club; 1280
Club.
ROBERTS, ANDY
WJMJ, Philadelphia, Pa.
ROBERTS, BILL
KLEE, Houston, Tex.
ROBERTS, BOB
WSEB, Chicago, Ill.
ROBERTS, CHARLES
WGAR, Cleveland, O.

ROBERTS, CHARLES
WLAC, Nashville, Tenn.
ROBERTS, DON
KST, Sulphur Springs, Tex.
ROBERTS, FORD
KWDM, Des Moines, Ia.
ROBERTS, HOWARD
WCFI, Chicago, Ill.
ROBERTS, KEN
If Pays To Be Ignorant, Grand
Central Station, Mr. Ace &
Jane
CBS
ROBERTS, PETER
NBC
WNBC
ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBERTSON, DAHAN
WJAC, Johnstown, Pa.
ROBERTSON, JIM
WMCK, McKeesport, Pa.
ROBEY, TOM
WTAD, Quincy, Ill.
ROBINETTE, MAX
WLAR, Athens, Tenn.
ROBINSON, BOB
WKAB, Mobile, Ala.
ROBINSON, WELDON
KFDA, Amarillo, Tex.
ROBINSON, WAYNE
KVOV, Littlefield, Tex.
ROCKE, LOUIS
WCAX, Burlington, Vt.
ROCKER, KEITH
WNBZ, Saranac Lake, N. Y.
RODDA, WALTER
WKAT, Miami Beach, Fla.
RODGERS, CLIFF
WHKK, Akron, O.
RODRIGUEZ, RAMON
WDUZ, Green Bay, Wis.
ROEBCK, JOHN
WTMA, Charleston, S. C.
ROGERS, RALPH
WAPL, Birmingham, Ala.
ROGERS, TOM
WJNC, Jacksonville, N. C.
ROIN, JIM
KSJB, Jamestown, N. Dak.
ROLFSON, JOHN
KGVN, Missoula, Mont.
ROLLINS, CHAP
KAGH, Pasadena, Cal.
ROMANO, TOM
WNHC-TV, New Haven, Conn.
ROODHOF, TED
WDOS, Oneonta, N. Y.
ROPER, DON
WTTG, Washington, D. C.
ROPER, PRES
WMAN, Mansfield, O.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, CARL
WUSN, Charleston, S. C.
ROSE, JOHN
WHK, Cleveland, O.
ROSEHILL, DAVE
WKBS, Oyster Bay, N. Y.
ROSS, BOB
WWXL, Peoria, Ill.
ROSS, DAVID
Morton Downey Show, The Big
Break, Guy Lombardo Show
MBS, NBC, CBS, ABC
ROS, DICK
KIRO, Seattle, Wash.
ROS, DON JOHN
WDRC, Hartford, Conn.
ROSS, KAL
WNSR, Syracuse, N. Y.
ROSS, PAUL
KRID, Dallas, Tex.

Announcers—Radio-Television

- ROTH, BOB**
WLEE, Richmond, Va.
- ROTH, CARL**
KXEL, Waterloo, Ia.
- ROTZ, STEVE**
WHOD, Homestead, Pa.
- ROUNTREE, GEORGE**
KVLH, Pauls Valley, Okla.
- ROWE, PAUL**
WKNA, Charleston, W. Va.
- ROWLAND, KEN**
WUTX, Wilmington, Del.
- ROWZIE, JACK**
WVNX, Washington, D. C.
- ROY, MICHAEL**
Abbott and Costello Show
ABC
Screen Guild Players
CBS
- ROYALL, PAUL**
KSL, Salt Lake City, Utah
- RUCKLE, ROBERT E.**
WRDW, Augusta, Ga.
- RUCKMAN, PETE**
WABB, Mobile, Ala.
- RUFFIN, HOMER**
KCLE, Cleburne, Tex.
- RUGGLES, DON**
WUTX, Wilmington, Del.
- RUHLE, PAUL**
WAIT, Chicago, Ill.
- RUMORE, JOE**
WVOK, Birmingham, Ala.
- RUSH, JIM**
WBBC, Flint, Mich.
- RUSK, CLAY**
WHO, Des Moines, Ia.
- RUSKIN, PHIL**
WSOO, Sault Ste. Marie, Mich.
- RUSSELL, ROGER**
KWOA, Worthington, Minn.
- RUTLEDGE, BILL**
KENT, Shreveport, La.
- RYAN, JACK**
WHUM, Reading, Pa.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYAN, RUSSELL S.**
WAAF, Chicago, Ill.
- S —
- SABIN, ROBERT**
Second Honeymoon
ABC
- SACERDOTI, RENZO**
WOV, New York, N. Y.
- SACKETT, HARRY**
KORE, Eugene, Ore.
- SAGE, AL**
KGFV, Kearney, Neb.
- ST. GEORGE, DORIAN**
Nelson Olmstead
ABC
- ST. LAWRENCE, ROBERT B.**
WSJS, Winston-Salem, N. C.
- SAMPLE, K. O.**
KFPW, Fort Smith, Ark.
- SANDERS, CHRISTIAN F.**
KOVO, Provo, Utah
- SANDERS, HUGH**
KITO, San Bernardino, Cal.
- SANDERS, ROBERT**
WSTV, Steuvenville, O.
- SANDERS, ROBERT**
WTAQ, Green Bay, Wis.
- SANDS, MICHAEL**
WMBS, Uniontown, Pa.
- SANFORD, BUD**
WFTL, Ft. Lauderdale, Fla.
- SANFORD, CHARLES R.**
WGUY, Bangor, Me.
- SANTORO, BILL**
WARD, Johnstown, Pa.
- SAUNDERS, CURT**
WBBC, Flint, Mich.
- SAVERY, RUSS**
KOCS, Okland, Cal.
- SAWYER, HAL**
KTLA, Los Angeles, Cal.
- SAXE, ED. G.**
KBLF, Red Bluff, Cal.
- SAXON, JIM**
KTRM, Beaumont, Tex.
- SAXON, JOE**
WPAD, Paducah, Ky.
- SAYLES, FRED**
WATV, Newark, N. J.
- SCANLON, ART**
Announcer, MC, Humorist, Actor;
Songs of the Old Sod; Art Scan-
lon Show (WINS).
- SCANLON, JACK**
WLIZ, Bridgeport, Conn.
- SCHAEFER, HAL**
WJOC, Jamestown, N. Y.
- SCHAFFER, PAUL**
WANE, Fort Wayne, Ind.
- SCHARDT, DON**
WRRF, Cortland, N. Y.
- SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHERER, JOSEPH**
KGHF, Pueblo, Colo.
- SCHEUL, WARREN**
KOPO, Tucson, Ariz.
- SCHIRMER, E. CARLTON**
KFEQ, St. Joseph, Mo.
- SCHMELING, NORMAN**
KFGO, Fargo, N. Dak.
- SCHNECK, LEROY W.**
WNAE, Warren, Pa.
- SCHNEIDER, JOHN**
WBUD, Morrisville, Pa.
- SCHNEIDER, WALLY**
KIRX, Kirksville, Mo.
- SCHOFIELD, DICK**
Announcer, Actor, Newscaster;
Theater and Radio Actor, N. Y.,
Chicago, Kansas City, Southern
Calif.
- SCHON, CHARLES**
WTMC, Ocala, Fla.
- SCHOREGGE, CHARLES**
KFYR, Bismarck, N. Dak.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHROEDER, GARY**
WRFD, Worthington, O.
- SCHROEDER, PAUL**
WIMS, Michigan City, Ind.
- SCHUCHARD, R. A.**
WMED, Medford, Ore.
- SCHWANN, GEORGE**
KTMG, McAlester, Okla.
- SCHWARTZ, HENRY**
KEYS, Corpus Christi, Tex.
- SCHWEIZER, JERRY**
WWJ-TV, Detroit, Mich.
- SCOFIELD, DAVID**
KFRC, San Francisco, Cal.
- SCOTT, DAVE**
KQV, Pittsburgh, Pa.
- SCOTT, ED**
KLZ, Denver, Colo.
- SCOTT, ED**
KOL, Seattle, Wash.
- SCOTT, FRED**
WABD, New York, N. Y.
- SCOTT, MARK**
WLOW, Norfolk, Va.
- SCOTT, SAM**
KBND, Bend, Ore.
- SCOTT, TED**
KTMS, Santa Barbara, Cal.
- SCOVILLE, ELLIOT**
KFIZ, Fond Du Lac, Wis.
- SCRIBNER, DAVE**
KXIT, Dalhart, Tex.
- SEARS, ZENAS**
WQXI, Atlanta (Buckhead),
Ga.
- SEAY, CARROLL**
WLVA, Lynchburg, Va.
- SEDLLEY, BRUCE**
KROW, Oakland, Cal.
- SELF, JAMES**
KCTX, Childress, Tex.
- SELTERS, BILL**
WCEC, Rocky Mount, N. C.
- SELLEY, ART**
WBAC, Cleveland, Tenn.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEMPEL, DICK**
KTRL, Sioux City, Ia.
- SEVERE, HOWARD**
WHEC, Rochester, N. Y.
- SEWEL, GRANT**
KCBQ, San Diego, Cal.
- SEYBOLD, WILLIAM**
KSEK, Pittsburg, Kans.
- SEYMOUR, BOB**
WKMH, Dearborn, Mich.
- SEYMOUR, DAN**
Aunt Jenny
CBS
- SHAEFFER, FRED**
WBSA, York, Pa.
- SHAEFFER, MAX**
WDAN, Danville, Ill.
- SHAFRAN, JOSEPH**
WMAJ, State College, Pa.
- SHAIN, NORMAN**
WMP5, Memphis, Tenn.
- SHALENBERGER, DAVE**
WARD, Johnston, Pa.
- SHALTER, EDDIE**
WXYZ-TV, Detroit, Mich.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHANNON, WILLIAM J.**
WBAT, Marion, Ind.
- SHARBUTT, DEL**
Meet Corliss Archer, Club 15
CBS
- SHARPE, BILL**
KWPT, Wichita Falls, Tex.
- SHAVER, NEIL**
KORN, Fremont, Neb.
- SHAW, DAVE**
KRNO, San Bernardino, Cal.
- SHAW, DON**
WEWO, Laurineburg, N. C.
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAW, STANLEY**
WCOP, Boston, Mass.
- SHAY, JIM**
WCLE, Clearwater, Fla.
- SHAY, ROBERT**
WEW, St. Louis, Mo.
- SHEBAN, BILL**
WDRG, Hartford, Conn.
- SHELDON, HERB**
Honeymoon in N. Y., Maggi's
Private Wire, Eileen Barton
Show, Fred Waring Show.
NBC
- SHELLEY, DAVE**
WSUA, Bloomington, Ind.
- SHELLY, WILSON**
KRLD, Dallas, Tex.
- SHELTON, BILL**
WKTM, Mayfield, Ky.
- SHELTON, FLOYD**
KSTA, Coleman, Tex.
- SHELTON, JIM**
KTAN, Sherman, Tex.
- SHEPARD, LAWRENCE**
KAYX, Waterloo, Ia.
- SHEPARD, TOMMY**
WWGP, Sanford, N. C.

Announcers—Radio-Television

SHEPHERD, CHARLIE

WDUK, Durham, N. C.

SHEPPARD, ED

WGH, Newport News, Va.

SHEPPE, BOB

WFOY, St. Augustine, Fla.

SHERMAN, CLAIRE

WJTN, Jamestown, N. Y.

SHERRILL, DAVE

WRLD, West Point, Ga.

SHERRY, BOB

Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A., Adventures of Archie Andrews (NBC); Decision Now (NBC); Author meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Shows (NBC); Armstrong Theater of Today.

SHEWALTER, ART

WBEX, Chillicothe, O.

SHEPE, ROBERT

WTGO, Campbellsville, Ky.

SHIRLEY, TOM

Reader's Digest, Armstrong Theater of Today
CBS

SHREVE, LEN

KWJJ, Portland, Ore.

SHREVE, THERON

WTAM, Flint, Mich.

SHUE, PAUL M.

WAYB, Waynesboro, Va.

SHUMWAY, HARLEY M.

KBFL, Red Bluff, Cal.

SIDNEY, PETE

KXIC, Iowa City, Ia.

SILBERBERG, ROBERT

WNOG, Norwich, Conn.

SIMMONS, DAVE

KIST, Santa Barbara, Cal.

SIMMONS, S. E.

KRUZ, Santa Cruz, Cal.

SIMPKINS, PAUL

WVIM, Vicksburg, Miss.

SIMPSON, JAMES

WOIC, Washington, D. C.

SIMPSON, JIMMY

WMRC, Greenville, S. C.

SIMPSON, JOHN

NBC

SIMRALL, JOE

WHB, Kansas City, Mo.

SIMS, JAY

Your Hit Parade, Call the Police
NBC

SIMS, SAM

WFBM, Indianapolis, Ind.

SINGER, LAN

WMLO, Milwaukee, Wis.

SINOT, WARREN

WVCG, Coral Gables, Fla.

SJERIDAN, LEE

WFIG, Sumter, S. C.

SJIREK, JIM

KFYR, Bismarck, N. Dak.

SKELTON, JOHN R.

KSAN, San Francisco, Cal.

SKERDA, JOHN

WBPZ, Lock Haven, Pa.

SKILTON, DAN

WAPQ, Chattanooga, Tenn.

SKINNER, GEORGE

Circle Arrow Show
NBC

SKINNER, PAUL

WTMJ-TV, Milwaukee, Wis.

SKOGBERGH, EASTON

KOMO, Seattle, Wash.

SLATE, CHARLIE

WGTM, Wilson, N. C.

SLATTERY, JOE

KWTO, Springfield, Mo.

SLAYTON, GLENN

WBHP, Huntsville, Ala.

SLOAN, BILL

KWHI, Brenham, Tex.

SLOANE, AL

WCMW, Canton, O.

SMALL, MARSHALL

KUTA, Salt Lake City, Utah

SMITH, ARTHUR

WNEB, Worcester, Mass.

SMITH, BILL

WAMS, Wilmington, Del.

SMITH, BILLY

WSFA, Montgomery, Ala.

SMITH, BOB

KCRS, Midland, Tex.

SMITH, BOB

KVOR, Colorado Springs, Colo.

SMITH, BOB

WCLO, Jonesville, Wis.

SMITH, BORDEN

WGVA, Geneva, N. Y.

SMITH, BURRELL

WGY, Schenectady, N. Y.

SMITH, CLAYTON

WAGM, Presque Isle, Me.

SMITH, DALE

KOMO, Seattle, Wash.

SMITH, DAVID L.

KTBC, Austin, Tex.

SMITH, DON

WBNS, Columbus, O.

SMITH, FLETCHER

WTNG, Thomasville, N. C.

SMITH, FRED

WIBC, Duluth, Minn.

SMITH, HARRY

KAKE, Wichita, Kans.

SMITH, HARRY

WZL, Tuscola, Ill.

SMITH, JAY

WBTA, Batavia, N. Y.

SMITH, IRVING

WCAM, Camden, N. J.

SMITH, LEE

WJBW, New Orleans, La.

SMITH, PAUL

WNOX, Knoxville, Tenn.

SMITH, RALPH

WIKB, Iron Mountain, Mich.

SMITH, RICHARD

WMTW, Portland, Me.

SMITH, ROBERT

WCCP, Savannah, Ga.

SMITH, ROBERT D.

WABI, Bangor, Me.

SMITH, VERNE

Adventures of Ozzie and Harriet
CBS

SMITH, VIC

WCOG, Greensboro, N. C.

SMITH, WHEELER

KOL, Seattle, Wash.

SNODDY, TOM

KFEQ, St. Joseph, Mo.

SNYDER, BOB

WOLS, Florence, S. C.

SNYDER, ED

WDAK, Columbus, Ga.

SOBOL, JOHNNY

WILK, Wilkes-Barre, Pa.

SOUTHARD, BOB

WMAM, Marinette, Wis.

SOUTHWICK, ROY

KID, Idaho Falls, Ida.

SPOUGH, ROGER

KOOS, Coos Bay, Ore.

SPEAVENTO, CARL

WBNY, Buffalo, N. Y.

SPENCER, W. MONDELL

KWAL, Wallace, Ida.

SPENGLER, KEN

WCVS, Springfield, Ill.

SPOTTS, JIM

WISL, Shamokin, Pa.

SPRINGER, KIRK W.

KWNW, Wenatchee, Wash.

SPURLOCK, BOYD

KGVL, Greenville, Tex.

SQUIRES, ALONZO G.

WAYS, Charlotte, N. C.

STALEY, JOE

KRE, Berkeley, Cal.

STAMPS, BILL

WLAC, Nashville, Tenn.

STANGLAND, EIDER

KSOO, Sioux Falls, S. Dak.

STANLEY, GEORGE

WKIX, Columbia, S. C.

STANLEY, HAL

WSSB, Durham, N. C.

STANTON, BOB

KXIT, Dalhart, Tex.

STANTON, FRED

KNCW, Spokane, Wash.

STANTON, BOB

KTRM, Beaumont, Tex.

STAPLES, LLOYD

WHEB, Portsmouth, N. H.

STARBUCK, BERYL

WMT, Cedar Rapids, Ia.

STARK, CHARLES

The Guiding Light, Bob Hawk Show
CBS

STARK, RICHARD S.

Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week; Christopher Wells; Hit the Jackpot (CBS)

STARBUCK, DAVID

KFI, Los Angeles, Cal.

STEADMAN, FRED

KNAF, Fredericksburg, Tex.

STEELE, JAMES C.

WIRK, W. Palm Beach, Fla.

STEELE, JOHN

KOCY, Oklahoma City, Okla.

STEFFES, ART

KWNO, Winona, Minn.

STEIGER, BRAD

WXRA, Buffalo, N. Y.

STEIN, IRV

KGGF, Coffeyville, Kans.

STEMKAMP, JOHN

KWIL, Albany, Ore.

STENERSEN, HOMER

KXLQ, Bozeman, Mont.

STENGER, FRANK

WHUC, Hudson, N. Y.

STENGER, PETE

WPEM, Martinsburg, W. Va.

STEPHENS, GENE

WINR, Binghamton, N. Y.

STEPHENS, JOE

WDWD, Dawson, Ga.

STEPHENSON, BOB

KLEE, Houston, Tex.

STEPHENSON, BYRON

KRIC, Lewiston, Ida.

STEPHENSON, RON

WJAC, Johnstown, Pa.

STEPLER, HAROLD

WMAL-TV, Washington, D. C.

STERLING, LEN

FBI in Peace & War; Ma Perkins (CBS); Sammy Kaye's Sunday Serenade (ABC); The Brighter Day; Life Can Be Beautiful (NBC); Dutch Masters News (WOR).

STERRETT, ROBERT

WTON, Staunton, Va.

Announcers—Radio-Television

- STEVENS, ALSTON**
 WITH, Baltimore, Md.
STEVENS, BURT
 WWGS, Tifton, Ga.
STEVENS, ED
 WEOL, Elvria, O.
STEVENS, GEORGE
 WFAA, Dallas, Tex.
STEVENS, LOUIS
 KOJM, Havre, Mont.
STEVENS, RALPH
 WDMA, Charleston, S. C.
STEWART, AL
 KBRO, Bremerton, Wash.
STEWART, DEANE
 KQW, San Jose, Cal.
STEWART, FRED
 WNBW, Washington, D. C.
STEWART, JAY
 MC Surprise Package (ABC); It's
 Fun To Be Young (CBS); Take
 It Or Leave It (NBC).
STEWART, MURRAY
 KSOO, Sioux Falls, S. Dak.
STEWART, ROBERT
 WBRY, Waterbury, Conn.
STEWART, TOM
 WPAO, Mt. Airy, N. C.
STILL, JULIUS
 WGGA, Gainesville, Ga.
STILLE, ELBERT, JR.
 WHKC, Columbus, O.
STILLWELL, JACK
 WLS, Chicago, Ill.
STIR, JACK
 WTPS, St. Petersburg, Fla.
STOECKEL, RALPH
 KDTH, Dubuque, Ia.
STONE, ALAN
 WFIL-TV, Philadelphia, Pa.
STONE, CHARLES L.
 KMPC, Los Angeles, Cal.
STORM, JOHN
 KNBH, Hollywood, Cal.
STRAITON, DAVE
 KTOW, Oklahoma City, Okla.
STRAND, PHIL
 WLPO, La Salle, Ill.
STRIBLING, BILL
 WORD, Spartanburg, S. C.
STROIE, EDWARD
 WMNC, Morgantown, N. C.
STROM, AL
 KSAM, Huntsville, Tex.
STRONG, CASEY
 WWXL, Peoria, Ill.
STROPE, ARNIE
 WFHR, Wisconsin Rapids, Wis.
STROSHINE, ROBERT A.
 WSPR, Springfield, Mass.
STROTHAM, WILLIAM
 KDAL, Duluth, Minn.
STRUTHERS, JACK
 WDNE, Elkins, W. Va.
STUART, ALLEN
 WMCA, New York, N. Y.
STULLER, DON
 WHUN, Huntington, Pa.
STURM, DEAN
 WHTN, Huntington, W. Va.
SUGAR, DICK
 WEVD, New York, N. Y.
SULLIVAN, DENNY
 WDOS, Oneonta, N. Y.
SUNDY, RAY
 KRBC, Abilene, Tex.
SUTTON, SCOTT
 WGGG, Gainesville, Fla.
SVEHLA, WALT
 WQAM, Miami, Fla.
SWANEY, FRED
 WRBC, Jackson, Miss.
SWANSON, BOYD
 KOL, Seattle, Wash.
- SWANSON, ROBERT**
 WISC, Madison, Wis.
SWANWICK, WILLIAM
 WALL, Middletown, N. Y.
SWEENEY, BROOKS
 WCAW, Charleston, W. Va.
SWEENEY, WARREN
 Saturday Night Serenade
 CBS
SWENSON, WARD
 WILS, Lansing, Mich.
SWIHART, WALTER
 WING, Dayton, O.
SWOPE, RALPH
 WDBJ, Roanoke, Va.
SYLVESTER, DICK
 KRPL, Moscow, Ida.
SYMES, BILL
 KTSL, Hollywood, Cal.
- T —
- TABER, JIM**
 WBUY, Lexington, N. C.
TAPLER, VINCE
 WTPR, Paris, Tenn.
TARKINSON, CHARLES
 WLAW, Lawrence, Mass.
TATE, ART
 WBSR, Pensacola, Fla.
TATE, VERNER
 WFBC, Greenville, S. C.
TAYLOR, BILL
 WNNC, Newton, N. C.
TAYLOR, BRAD
 WLBJ, Bowling Green, Ky.
TAYLOR, CLAUDE
 WJP, Jacksonville, Fla.
TAYLOR, DONALD A.
 WHEB, Portsmouth, N. H.
TAYLOR, JACK
 WINN, Louisville, Ky.
TAYLOR, PAUL
 KFRM, Kansas City, Mo.
TAYLOR, PAUL
 KMBC, Kansas City, Mo.
TAYLOR, WILL
 WSID, Baltimore, Md.
TEAGUE, B. F.
 KWHI, Brenham, Tex.
TEAS, WALTER
 KVOO, Tulsa, Okla.
TELER, DICK
 WSR, Winter Haven, Fla.
TEMPLETON, JOSEPH
 WNAE, Warren, Pa.
TERFLER, RICHARD
 WCKB, Dunn, N. C.
TERRANDO, JOSEPH
 WLPO, LaSalle, Ill.
TERRY, AL
 KVOL, Lafayette, La.
TERRY, CHEM
 WBAP-TV, Fort Worth, Tex.
TESCH, BUD
 WBEN-TV, Buffalo, N. Y.
TETRAULT, ERNEST
 WTRY, Troy, N. Y.
THIBEAULT, JOSEPH
 WEAN, Providence, R. I.
THOMAS, AL
 WAGC, Chattanooga, Tenn.
THOMAS, CLYDE
 WROD, Daytona Beach, Fla.
THOMAS, EARL
 WTND, Orangeburg, S. C.
THOMAS, ED
 WOMT, Manitowoc, Neb.
THOMAS, FRANK
 WTNG, Thomasville, N. C.
THOMAS, D. GLENN
 WJEJ, Hagerstown, Md.
THOMAS, GORDON
 WTMJ, Milwaukee, Wis.
THOMAS, HAL
 KNEW, Spokane, Wash.
- THOMAS, PETER A.**
 WMC, Memphis, Tenn.
THOMAS, RAY
 WHAN, Charleston, S. C.
THOMAS, ROLLIE
 KFI, Los Angeles, Cal.
THOMAS, MATT
 WMAR-TV, Baltimore, Md
THOMAS, VERNE
 KOLE, Port Arthur, Tex.
THOMAS, WILLIAM R.
 KORA, Bryan, Tex.
THOMPSON, BOB
 KWSL, Lake Charles, La.
THOMPSON, ELWOOD
 WTBO, Cumberland, Md.
THOMPSON, GEORGE
 WELI, New Haven, Conn.
THOMPSON, HAL
 KFJZ, Fort Worth, Tex.
THOMPSON, RICHARD
 WKZJ, Oil City, Pa.
THOMS, EARLE
 KXA, Seattle, Wash.
THOMSEN, NORMAN
 KAYL, Storm Lake, Ia.
THORNTON, CLARKE
 WTTG, Washington, D. C.
THUESON, DEAN
 KLO, Ozen, Utah
THURLOW, DEAN
 KLPW, Minot, N. D.
TIBBETTS, CARL V.
 KTXN, Austin, Tex.
TIGHE, AL
 KMHL, Marshall, Minn.
TIGHE, RONNIE
 WJAG, Norfolk, Neb.
TILLMAN, JOHN
 WPIX, New York, N. Y.
TITUS, FRANK
 WENE, Endicott, N. Y.
TOBY, MARK
 WEVD, New York, N. Y.
TOLBERT, JOE
 WNOX, Knoxville, Tenn.
TOMPKINS, BILL
 KOGT, Orange, Tex.
TOPMILLER, JAMES
 WKCT, Bowling Green, Ky.
TOPP, WARREN
 WEW, St. Louis, Mo.
TORRISI, TOM
 WJSW, Altoona, Pa.
TOWER, JOHN
 KFAE, Taylor, Tex.
TOWNE, GORDON
 WSR, Winter Haven, Fla.
TOWNSEND, SAM
 WCNU, Crestview, Fla.
TRAMMEL, LAMAR
 WAGF, Dothan, Ala.
TRANTER, CHARLES
 WNAE, Warren, Pa.
TRANUM, CHUCK
 WABD, New York, N. Y.
TRAUTWEIN, JAMES
 WSPD-TV, Toledo, O.
TRAVIS, HARRY
 WKZO, Kalamazoo, Mich.
TRENT, RAY
 KAMQ, Amarillo, Tex.
TRENT, ROBERT
 KYNO, Fresno, Cal.
TRENLER, LARRY
 WMPS, Memphis, Tenn.
TRIBLEY, HANK
 WGGT, Greenville, N. C.
TRIGG, JACK
 KCMC, Texarkana, Tex.
TRIPP, ROBERT
 WEEK, Peoria, Ill.
TROTTER, JOHN
 KFSA, Fort Smith, Kans.

Announcers—Radio-Television

TROUT, WAYNE
WSBA, York, Pa.

TUBBY, CARMEN
WAVL, Apollo, Pa.

TUCKER, FRANK
WCOV, Montgomery, Ala.

TUCKER, LINDSAY
WKDK, Newberry, S. C.

TUCKER, FRED
KTTE, Springfield, Mo.

TUELL, GORDIE
KIRO, Seattle, Wash.

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, DEAN
KGGF, Coffeyville, Kans.

TURNER, JIM
KOGT, Orange, Tex.

TURNER, PAUL
WPIC, Sharon, Pa.

TURNER, TINY
WERC, Reidsville, N. C.

TURNER, S. G.
WIOC, Covington, Ga.

TUTEWILLER, CHARLIE
WHNC, Henderson, N. C.

TUTTLE, ROGER, JR.
NBC

TWOMEY, MORRIS
KWVC, Vernon, Tex.

— U —

UBEL, V.
KROC, Rochester, Minn.

ULBRICH, RAY
WSSO, Sault Ste. Marie, Mich.

ULMER, ROACH
KSTP-TV, St. Paul-Minneapolis, Minn.

UMBACH, BOB
WJLD, Bessemer, Ala.

UNDERHILL, LEO
WCKY, Cincinnati, O.

UNDERWOOD, DON
WDSR, Lake City, Fla.

UNDERWOOD, HERB
WGGG, Gainesville, Fla.

URBAN, JOHN
WVNY, Watertown, N. Y.

UZZLE, FREDERICK B.
KSOK, Arkansas City, Kans.

— V —

VACCA, JOHN
KECK, Odessa, Tex.

VAINRIB, STAN
WTNB, Birmingham, Ala.

VALENTINE, JIMMY
KSTP, St. Paul-Minneapolis, Minn.

VALLE, DAN
WFAS, White Plains, N. Y.

VANBERLINGEN, LOU
KJUP, Durango, Colo.

VAN DERWERKER, HOMER
KSON, San Diego, Cal.

VAN DYKE, JOE
WCMA, Corinth, Miss.

VAN ELLS, NEAL
WBOW, Terre Haute, Ind.

VAN HORN, ARTHUR
WOR, New York, N. Y.

VAN KLEEK, BOB
WOLF, Syracuse, N. Y.

VANN, FRANK
WTAR, Norfolk, Va.

VAN SLYCKE, HARRY
KNAE, Fredericksburg, Tex.

VAN STEENBURGH, BILL
WPTR, Albany, N. Y.

VARBLE, LES
WGTT, Corbin, Ky.

VARNER, BOB
KFRU, Columbia, S. C.

VARNUM, GEORGE
WPIT, Pittsburgh, Pa.

VASTINE, ROY
WAPY, Portsmouth, O.

VAUGHN, ED
WAIM, Anderson, S. C.

VEGA, WILLIAM L.
KCOR, San Antonio, Tex.

VESEL, ROBERT
WESA, Chardlerol, Pa.

VIGDER, FRED
WTAG, Green Bay, Wis.

VINES, LEE
Studio One, County Fair
CBS

VINROOT, FRED W.
WGIV, Charlotte, N. C.

VINSON, JIMMY
WBML, Macon, Ga.

VOGT, KEN
WNLO, Milwaukee, Wis.

VOJK, JOHN
WALL, Middletown, N. Y.

VONDELL, JOHN
WHYN, Holyoke, Mass.

VON ZELL, HARRY
Radio Master of ceremonies,
comedian, motion picture actor;
b. Indianapolis, Ind., July 11,
1906; Eddie Cantor Show (NBC);
Duffy's Tavern (Guest) (NBC);
Frank Morgan Hope Chest (CBS);
Smiths of Hollywood.

VOSBURGH, RICHARD
WENE, Endicott, N. Y.

— W —

WADE, JESS
KTTs, Springfield, Mo.

WADE, TOM
WIXN, Washington, D. C.

WAGNER, BOB
KBUC, Corona, Cal.

WAGNER, MURRAY
Double or Nothing
CBS

WALK, LEONARD
WHOD, Homestead, Pa.

WALKER, BILL
WROL, Knoxville, Tenn.

WALKER, CHARLIE
KVIC, Victoria, Tex.

WALKER, EDDIE
KYLE, Paris Valley, Okla.

WALKER, NORMAN
WSSV, Petersburg, Va.

WALLACE, NEAL
KFBC, Cheyenne, Wyo.

WALLER, ART
WLOS, Asheville, N. C.

WALLINGTON, JIMMY
The Tony Martin Show
ABC
CBS

WALLRATH, GLEN
WPTB, Albany, N. Y.

WALROD, TRUMAN
KIOA, Des Moines, Ia.

WALTERS, BILL
WMAM, Marinette, Wis.

WALTERS, JACK
WCNC, Elizabeth City, N. C.

WALTMAN, LAVELLE
WAVE, Louisville, Ky.

WANDELL, JACK
WSNY, Schenectady, N. Y.

WAMKE, HUGH
WITH, Baltimore, Md.

WARD, BAXTER
WMAL-TV, Washington, D. C.

WARD, BOB
WWSR, St. Albans, Vt.

WARD, DARON
WGBR, Goldsboro, N. C.

WARD, ERNEST
WKNY, Kingston, N. Y.

WARD, GORDON
WNBK, Cleveland, O.

WARD, JAMES
WBAX, Wilkes-Barre, Pa.

WARE, JACK
KCRG, Cedar Rapids, Ia.

WARNER, CARL
WJJD, Chicago, Ill.

WARNER, FORD
KDON, Montecrey, Cal.

WARRNER, BASIL B.
KVOA, Tuscon, Ariz.

WARREN, BAILY
KGB, San Diego, Cal.

WARREN, BOB
NBC

WARREN, CARLTON
WOR, New York, N. Y.

WARREN, JOE
WEEB, Southern Pines, N. C.

WASHABAUGH, RAY
WKQZ, Alton, Ill.

WASHINGTON, JOHN
WGBB, Freeport, N. Y.

WATKINS, DICK
KSM, Sikeston, Mo.

WATSON, AL
WSIC, Statesville, N. C.

WATSON, ED
KEX, Portland, Ore.

WATTS, CLAY
WKBC, North Wilkesboro,
N. C.

WATTS, SAM
KWBK, Oakland, Cal.

WAYNE, BERT
WNEW, New York, N. Y.

WEAVER, BEN
KIMA, Yakima, Wash.

WEAVER, JACKSON
WMAL, Washington, D. C.

WEAVER, TED
WPAU, Augusta, Me.

WEBB, BOB
WROD, Daytona Beach, Fla.

WEBB, DEWEY
WBHP, Huntsville, Ala.

WEBB, DON
WSAL, Cincinnati, O.

WEBBER, FRED
WFIL, Philadelphia, Pa.

WEBER, JOHN P.
WIP, Philadelphia, Pa.

WEBSTER, DAVIES
WJNO, West Palm Beach, Fla.

WEBSTER, JOSEPH
WVPO, Stroudsburg, Pa.

WEDGWOOD, ORRIN
KIEV, Glendale, Cal.

WEES, EDDIE L.
KABR, Aberdeen, S. Dak.

WEGMIST, NORM
KWYO, Sheridan, Wyo.

WEIGAND, JOHN
WFRL, Freeport, Ill.

WEIGLE, FRANK
WAIT, Chicago, Ill.

WEINTRAUB, WARREN
KRAM, Las Vegas, Nev.

WEIR, DEAN
KOAM, Pittsburg, Kans.

WEIR, TOM
KPOV, Powell, Wyo.

WEISHAR, LYLE
KSDN, Aberdeen, S. Dak.

WEISS, FRED
WIBA, Madison, Wis.

WEIST, DWIGHT
We the People, Grand Slam, Inner
Sanctum, Adventures of the
Thin Man (CBS); Aldrich Family
(NBC).

WELCH, VAN
KELK, Elko, Nev.

WELLINGTON, JOHN
WLBZ, Bangor, Me.

WELLS, BOB
WEBR, Buffalo, N. Y.

Announcers—Radio-Television

- WELLS, GERRY**
WMAS, Springfield, Mass.
- WELLS, RAY**
WJMS, Ironwood, Mich.
- WELTE, BOB**
KDYL, Salt Lake City, Utah
- WERMONT, IRVING**
WMEX, Boston, Mass.
- WESLEY, JIM**
WJPG, Green Bay, Wis.
- WESTERFIELD, JERRY**
WBYS, Canton, Ill.
- WESTERKAMP, DICK**
WTIC, Hartford, Conn.
- WESTON, ED**
WCOC, Hartford, Conn.
- WIEBEE, CHARLES**
WGFC, Greenville, N. C.
- WHEELER, BILL**
WINR, Binghamton, N. Y.
- WHEELER, TONY**
WARC, Rochester, N. Y.
- WHICHNER, JERRY**
WBUX, Doylestown, Pa.
- WHITAKER, GENE**
WDUK, Durham, N. C.
- WHITE, DON**
KIT, Yakima, Wash.
- WHITE, FRANK**
KFBC, Cheyenne, Wyo.
- WHITE, JAMES**
WSTA, Bloomington, Ind.
- WHITE, JERRY**
WJMJ, Philadelphia, Pa.
- WHITE, PAT**
WCMA, Corinth, Miss.
- WHITEFIELD, BETTY**
WINK, Fort Myers, Fla.
- WHITMAN, DON**
KRNO, San Bernardino, Cal.
- WHITNEY, DON**
KLCN, Blytheville, Ark.
- WHITNEY, PHIL**
WINC, Winchester, Va.
- WHITTAKER, EDWIN**
WNBF, Binghamton, N. Y.
- WHITTAKER, TOM**
WKLY, Hartell, Ga.
- WHITTEN, WILFRED**
WRDO, Augusta, Me.
- WICKERSHAM, HARRY**
KSAN, San Francisco, Cal.
- WICKS, JOHNNY**
WATW, Ashland, Wis.
- WIDMARK, HERBERT**
KENT, Shreveport, La.
- WIENERT, A. C., JR.**
WMAR-TV, Baltimore, Md.
- WILAON, GLEN**
WPAR, Parkersburg, W. Va.
- WILBUR, GORT**
WJNC, Jacksonville, N. C.
- WILCOX, HARLOW**
Baby Snooks
CBS
- WILCOX, JOHN**
WIP, Philadelphia, Pa.
- WILEY, BOB**
WAKR, Akron, O.
- WILKE, HERBERT**
WUSN, Charleston, S. C.
- WILKINS, KIRK A.**
KCSU, Provo, Utah
- WILLARD, DICK**
WOR, New York, N. Y.
- WILLARD, SID**
WEAM, Arlington, Va.
- WILLFORD, CARL**
KANA, Anaconda, Mont.
- WILLIAMS, ALUN**
Radio Producer, Announcer, Commentator; b. Ferndale, Wales, G.B.; University of Washington, B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall, Joyce Jordan, Life of Riley (NBC); Serving Thru Science (WABC-Tele).
- WILLIAMS, BILL**
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BUS**
KOFO, Tucson, Ariz.
- WILLIAMS, DAN H.**
KTXN, Austin, Tex.
- WILLIAMS, FRANK**
KFRM, Kansas City, Mo.
- WILLIAMS, FRANK**
KMBC, Kansas City, Mo.
- WILLIAMS, GERALD**
WKAP, Allentown, Pa.
- WILLIAMS, JACK**
WGBS, Miami, Fla.
- WILLIAMS, LYLE**
WJVB, Jacksonville Beach, Fla.
- WILLIAMSON, GORDON**
WTTG, Washington, D. C.
- WILLING, SEYMOUR**
KWTC, Barstow, Cal.
- WILLIS, JOHN**
KTMS, Santa Barbara, Cal.
- WILLS, JOE**
KKOL, Fort Worth, Tex.
- WILLSE, BILL**
WWNR, Beckley, W. Va.
- WILSON, DAVID M.**
KFH, Wichita, Kans.
- WILSON, DON**
KIMO, Independence, Mo.
- WILSON, DON**
The Jack Benny Show
NBC
- WILSON, GLENN**
WIRE, Indianapolis, Ind.
- WILSON, JIM**
KFMJ, Tulsa, Okla.
- WILSON, KEN**
WGST, Atlanta, Ga.
- WILSON, VAN**
WDAE, Tampa, Fla.
- WINDROW, AL**
KNPT, Newport, Ore.
- WINN, BERT**
KXOB, Stockton, Cal.
- WINN, PETER**
WDSR, Lake City, Fla.
- WINTERS, RICHARD**
WAAF, Chicago, Ill.
- WOBUS, BILL**
WJOB, Hammond, Ind.
- WOLF, JOHN ALLEN**
WJJI, Montgomery, Ala.
- WOLFE, ROGER**
WDSU, New Orleans, La.
- WOLFS, DICK**
WVBZ, Muskegon, Mich.
- WOLSON, MIKE**
WSCR, Scranton, Pa.
- WOMACK, BURL**
WSB-TV, Atlanta, Ga.
- WOOD, EARL**
WJHP, Jacksonville, Fla.
- WOOD, FORREST**
WLOS, Asheville, S. C.
- WOODS, CHARLES**
Midnight Music Shop, Ethel & Albert
ABC
- WOODS, JACK**
WWXL, Peoria, Ill.
- WOODS, JIM**
WCON, Atlanta, Ga.
- WOODWARD, HAL**
Junior Jamboree
WLW-T, Cincinnati, O.
- WOODWARD, RAY**
WWNE, Fayetteville, N. C.
- WOOLERY, DICK**
WMBM, Miami Beach, Fla.
- WOOLEY, HARRISON**
KFRS, San Francisco, Cal.
- WOOLF, CARL**
WMVG, Milledgeville, Ga.
- WORKHOVEN, MERRILL**
WOW, Omaha, Neb.
- WREN, FERRETE**
KFLN, Denver, Colo.
- WRIGHT, DOUGLAS**
WWJ-TV, Detroit, Mich.
- WRIGHT, HOLLY**
WRC, Washington, D. C.
- WRIGHT, RICHARD**
WALL, Middletown, N. Y.
- WRIGHT, WILL**
KDYL, Salt Lake City, Utah
- WULCHIN, STEVE**
KSYC, Yreka, Cal.
- WUNDERLICH, JOHN H.**
WGUU, Bangor, Me.
- WYMER, JACK**
WJMG, Dayton, O.
- WYNN, DICK**
KTSL, Hollywood, Cal.
- WYNN, JAMES**
WAIR, Winston-Salem, N. C.

— Y —

- YACK, GEORGE**
WMRF, Lewistown, Pa.
- YEAGER, JACK**
KGFV, Kearney, Neb.
- YEAROUT, WILLIAM**
WREN, Topeka, Kans.
- YEARSLEY, JULIE**
KBRC, Mount Vernon, Wash.
- YELLAND, E. STARR**
KOA, Denver, Colo.
- YORK, JOHN P.**
KGKB, Tyler, Tex.
- YOUNG, CHARLES J.**
(Jerry Strong); Announcer; b. Frederick, Md., Oct. 16, 1915; ed. Cassel Conservatory of Music, Jarvis School of Dramatics and Voice. MC 1 hour luncheon prog. Mon.-Sat.; MC 1 hour jazz prog. Sat.; Strong Reviews News, Mon.-Sat.; Motorola TV prog.; Special on sport broadcasts.
- YOUNG, DUANE**
WWNH, Rochester, N. Y.
- YOUNG, FRED**
KRAM, Las Vegas, Nev.
- YOUNG, JIM**
WGNH, Gadsden, Ala.
- YOUNG, JIMMY**
WHHM, Memphis, Tenn.
- YOUNG, O. C.**
WHIS, Bluefield, W. Va.
- YOUNG, PRESTON**
WHLF, South Boston, Va.
- YOUNG, ROBERT B.**
KOA, Denver, Colo.
- YOUNG, STAN**
WJBO, Baton Rouge, La.
- YOUNGISVER, JOHN**
WNOK, Columbia, S. C.
- YOUSE, ROBERT**
WBRK, Pittsfield, Mass.
- YOWELL, JOE**
KXOX, Sweetwater, Tex.
- YUKMAN, FRANK**
WADC, Akron, O.

— Z —

- ZAK, WILLIAM J., JR.**
KORA, Bryan, Tex.
- ZENT, MAX**
KSWS, Roswell, N. Mex.
- ZIMMERMAN, BOB**
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**
WFOJ, Milwaukee, Wis.
- ZIMMERMAN, FRANK**
WNCB, Daytona Beach, Fla.
- ZUCCARO, A. BERNARD**
WCLA, Baton Rouge, La.
- ZUNDEL, DONOVAN**
KPDQ, Portland, Ore.

Backstage

people in network radio-TV production—
1948

— A —

ALLEN, GEORGE

Western Prog. Dir. (CBS); b. May 10, 1899, Spokane, Wash.; ed.: U. of Washington, Bush Conservatory; The Whistler, Your Stand-in, Meet the Missus, Free For All (CBS).

ALLISON, ROBERT

People's Platform, CBS

ANDERSON, HOWEY

Rocking Chair Ranch
KDYL, Salt Lake City, Utah

ARRIENS, LES

Sob Wolf Show
WTTG, Washington, D. C.

AYERS, TED

WNBW, Washington, D. C.

— B —

BAGWELL, KEN

KLEE-TV, Houston, Tex.

BARRY, KEN

KSTP-TV, St. Paul-Hpls., Min.

BARTH, BERNIE

WLW-TV, Cincinnati, O.

BEAUMONT, AL

Grenadiers
WTMJ-TV, Milwaukee, Wis.

BERLOW, IRAN

WBZ-TV, Boston, Mass.

BERNARD, DON

Screen Guild Players, CBS

BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

BLAIR, JAMES

WOIC, Washington, D. C.

BLAIR, LEONARD

Superstition, ABC

BOURBON, DIANA

Club 15, CBS

BRINKLEY, JACK

Announcer, producer; Judy and Jane, night manager and announcer, WLS, Chicago; Recordist of Breakfast in the Blue Ridge; Producer, MC, of Silver Sail poetry program.

**BYRON, EDWARD
ARMOUR**

Producer, director, writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney, Christopher Wells (CBS).

— C —

CAHAN, GEORGE M.

KECA, Los Angeles, Cal.

CARNEY, JOHN

Give and Take, Arthur Godfrey Scouts, Red Barber Club House, CBS.

CHANCE, AL

Mary Lee Taylor

CBS

CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

CLEARY, JACK

Get Rich Quick

ABC

COTT, TED

Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program manager (WNEW); Producer, Rumpstiltskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record.

COTTEN, BOB

Ethel and Albert

ABC

CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

CROTHERS, GEORGE

In My Opinion

CBS

— D —

DEVINE, JERRY

Writer, producer, director; b. Boston, Mass., Nov. 11, 1908; ed. Professional Children's School; This Is Your FBI (ABC).

DOUGLAS, MILTON

WABD, New York, N. Y.

DOWTY, BYRON

WDSU-TV, New Orleans, La.

— E —

ELLIS, ELMO

WSB-TV Atlanta, Ga.

— F —

FATES, GILBERT

WCBS-TV, New York, N. Y.

FAUST, DON

WLW-TV, Cincinnati, O.

FAY, PAT

WABD, New York, N. Y.

FEIGAY PAUL

WCBS-TV, New York, N. Y.

FISHER, MAGGY

Finder's Keepers (NBC)

Piano Playhouse (ABC)

FLANAGAN, AL

Ballet Vignettes

KTSL, Hollywood, Cal.

FORBES, DON

KLAC-TV, Hollywood, Cal.

FURNESS, JAMES N.

WSB-TV Atlanta, Ga.

— G —

GARDNER, PAUL

Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele).

GARRISON, GREG

Stand By For Crime
WENR-TV, Chicago, Ill.

GAUNT, JOHN E.

Starlight Time Nocturne, Designed For Women
KNBH, Hollywood, Cal.

GIBNEY, JACK

Skip Farrell Show
WENR-TV, Chicago, Ill.

GIFFEN, RALPH

WBZ-TV, Boston, Mass.

GILBERT, LIVINGSTON

WAVE-TV, Louisville, Ky.

GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasure Salute, Winner Take All, Hit the Jackpot, Time's A-Wasting.

GOTTLIEB, LESTER

Sing It Again

CBS

GRAFF, E. JONNY

WBKB, Chicago, Ill.

GREEN, DAVE

WXYZ-TV, Detroit, Mich.

— H —

HALL, LEE

WHNC-TV, New Haven Conn.

HALLMAN, DON

WXYZ-TV, Detroit, Mich.

HENLEY, ART S.

Writer, producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer: NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N.Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.

HENRY, FRED

KLAC-TV, Hollywood, Cal.

HIESTAND, ROBERT

KFI-TV, Los Angeles, Cal.

HIGGINS, KEN

KFI-TV, Los Angeles, Cal.

HOLOVCHAK, E.

WWJ-TV, Detroit, Mich.

HORTAN, HERBERT

WEL-TV, Philadelphia, Pa.

Production—Radio-Television

— J —

JACOBBER, WARREN
WBEN-TV, Buffalo, N. Y.

JENNINGS, BOB
Go For The House, Mr. President
ABC

JONES, CLARK
Floor Show
WPX, New York, N. Y.

— K —

KAIGLER DAVE
WCAU-TV, Philadelphia, Pa.

KALLAY, ED
WAVE-TV, Louisville, Ky.

KELLER, FRED
WBEN-TV, Buffalo, N. Y.

KENT, RIKEL
WLW-TV, Cincinnati, O.

KILIAN, FRED
ABC-TV Players
WENR-TV, Chicago, Ill.

KOSTE, WALTER
WWJ-TV, Detroit, Mich.

— L —

LEAMAN, JAMES
KFL-TV, Los Angeles, Cal.

LEWIS COLBY
What's New
WTMJ-TV, Milwaukee, Wis.

LOREN, JAMES
WAGA-TV, Atlanta, Ga.

LOVETON, JOHN
Mr. and Mrs. North
CBS

LOUGHRANE, BASIL
Light of the World (NBC); Sherlock Holmes (MBS).

LYMAN, JACK
Prevue, Game Room
KNBH, Hollywood Cal.

— Mc —

MaekGREGOR, JOCK
WOR, New York, N. Y.

McKINNIE, BYRON
WABD, New York, N. Y.

McNAMARA, JIM
KLAC-TV, Hollywood, Cal.

— M —

MACK, DICK
Joan Davis Show
CBS

MARCEAU, BILL
WABD, New York, N. Y.

MARQUIS, ARNOLD
The Key, ABC, Palm Springs
Fashion Roundup, March of Dimes, Suspense.

MARTINI, ROLAND
Saturday Night Serenade
CBS

MEREDITH, ROY A.
WCAU-TV, Philadelphia, Pa.

— O —

O'BRIEN, JEAN
WNHC-TV, New Haven, Conn.

O'MEARA, CARROLL
Views of Youth, Sunday at Home
KNBH Hollywood, Cal.

— P —

PHELPS, STUART
KTTV, Los Angeles, Cal.

POWERS, CITARLES
Our Job Is Manhattan
ABC

PIERCE, SAM
Dick Haymes Show
CBS

— R —

RANALLO, CHARLES
WNBK, Cleveland, O.

RANGER DANNY
Television Workshop
KDYL, Salt Lake City, Utah.

RAYEL, JACK
WABD, New York, N. Y.

RITTER, ROBERT
WWJ-TV, Detroit, Mich.

RITTS, PAUL
KTTV, Los Angeles, Cal.

ROBERTS, CLEDGE
The Drawing Game
WPX, New York, N. Y.

ROLAND, WILL
Arthur Godfrey Show
CBS

ROPER, DON
Meet Mrs. Markel, Hayloft Conservatory
WTG, Washington, D. C.

ROSE, DICK
The Gloria Swanson Hour
WPX, New York, N. Y.

ROSS, BERNARD
WBEN-TV, Buffalo, N. Y.

RUBIN, JACK

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills, Break the Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

RUFEL, AL
TV Ranch, Holiday for Strings, Barbershop Quartet
WSPD-TV, Toledo, O.

— S —

SAWYER, THOMAS
WBZ-TV Boston, Mass.

SIMMONS, STANLEY
Produced and directed 13-27 min. TV films, *It's a Woman's World*; Produced and directed 27 min. Musical TV series, *Album of Songs*; Produced and directed TV spots.

SPENCER, ROBERT J.
WNBK, Cleveland, O.

STRAND, PETER
WXYZ-TV, Detroit, Mich.

SUMMERHAYS, AL
Cafe Pariesienne
KDYL, Salt Lake City, Utah

— T —

THOMAS SAUNDERS J.
WNBK, Cleveland, O.

THOMPSON, TOMMY
WBIAP-TV, Fort Worth, Tex.

TODMAN, WILLIAM SELDEN

Radio writer, producer, director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ., B.S.; NYU, A.B.; Winner Take All (CBS); Treasury Salute, Quiz of Two Cities.

TOMALIN, LES
WABD, New York, N. Y.

TORME BOB
Buddy Weed Show
ABC

— U —

ULLRICH, JOHN
WFIL-TV, Philadelphia, Pa.

— V —

VALENTA, LEONARD
WCAU-TV, Philadelphia, Pa.

VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DP's, The Hard Way, Smile Time, MBS; One World or None, NBC.

— W —

WAHL, ROBERT
WFIL-TV, Philadelphia, Pa.

WALBER, ELBERT
What's The Name Of That Song
KTSL, Hollywood, Cal.

WIEST GEORGE
Paul Whiteman Record Club, Chamber Music Hour
ABC

WILLIAMS, ALUN

Radio producer, announcer, commentator; b. Ferndale, Wales, Great Britain; Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD).

WILLIAMSON, GORDON
Arnold Fine Show, Moppet Show, Kiddie Kapers
WTG, Washington, D. C.

WINCKLER, CARLTON
Don Lee Music Hall
KTSL, Hollywood, Calif.

WOOD BARRY
WCBS-TV, New York, N. Y.

WOODRUFF, FRANK
KTTV, Los Angeles, Calif.

— Y —

YOUNG, SCOTT
Sports Roundup
WJM-TV, Milwaukee, Wis.

Radio-TV Directors

—and their work during 1948

— A —

ADAMS, TED

CBS
We the People

ALLEN, GEORGE W.

Westrn. Prog. Dir. CBS; b: Spokane, Wash. May 10, 1899; ed: Univ. of Wash. Bush Conservatory; The Whistler, Your Stand-In, Meet The Missus, Free For All (CBS).

ANDREWS, CLARK

The Fat Man. Famous Jury Trials
ABC

ANDREWS MARTIN

My True Story, We Care, Serenade For Strings
ABC

ASHLEY, IRA

Grand Central Station
CBS

ATWELL, MARTHA

David Harum, Young Widder Brown
CBS, NBC

AVERY, IRA

Armstrong's Theater of Today
CBS

BRYAN, EDWARD A.

Christopher Wells
CBS

BULOTTL, CHARLES, JR.

California Melodies
MBS

BUNKER, WALTER

Baby Snooks Show
CBS

BURCH, BILL

Gene Autry Show
CBS

BURNETT, MURRAY

True Detective
MBS

BURROWS, ABE

Abe Burrows Show
CBS

BURTON JAMES

MBS
Scarlet Queen

BURTON, KENNETH

Prudential Family Theater
CBS

BYRNE, JACK

Better Half
MBS

BYRON, EDWARD

Mr. District Attorney, Christopher Wells
NBC, CBS

COLLINS, TED

Kate Smith Speaks
MBS

CONDON, MAURICE

Victor H. Lindlahr
MBS

COOPER, WYLLIS

Quiet Please
MBS

CORDAY, TED

A Brighter Tomorrow, MBS
Better Crocker, ABC

— D —

DANIEL, OLIVER

Weekend With Oliver
CBS

DAVIS, LUCIAN

Abe Burrows Show
CBS

DE ANGELO CARLO

Scotland Year
MBS

DICK, HENRY

Gems For Thought, What Makes You Tick, Anna & Eleanor Roosevelt
ABC

DIETZ, JOHN

Cabin 13
CBS

DODGE, FRANK

Arthur Godfrey, Winner Take All
CBS

BORN, LARRY

Emily Post, Quiz
MBS

BRUCE, OLGA

Hour of Mystery
MBS

DUCONVY, ALLEN

Melody Theater
MBS

— E —

EASTMAN, CARL

Mystery of The Week
CBS

EIHENREICH, DAN

Juvenile Jury
MBS

EMERY, BOB

Rainbow House (MBS); DuMont Television.

— F —

FASSET, JAMES

Philharmonic Symphony and News
CBS

— B —

BARNES, HOWARD

Joe Powers of Oakville
CBS

BASTOW, ANN

Theater of Today
CBS

BENSON MITCH

Stop Me If You've Heard This One
MBS

BERNS, LARRY

CBS, Jack Carson Show

BLAIR, LEONARD

Theater U. S. A., American Town Meeting of the Air
ABC

BLISS, TED

Adventures of Ozzie and Harriet
CBS

BOWER, ROGER

MBS
Broadway Talks Back

BRENNAN, WILLIAM

Jan August Show, Jack Smith
MBS, CBS

BROWN HIMAN

Adventures of the Thin Man, Inner Sanctum
CBS

— C —

CALLAHAN, JACK

Quiz Kids
MBS

CARLTON, LEONARD

County Fair
CBS

CARNEY, JACK

Arthur Godfrey's Talent Scouts, Give and Take
CBS

CARSON, MILTON

Voice of Prophecy
MBS

CASHMAN, EDMUND L.

Tony Martin Show
CBS

CHARLES, DICK

What Makes You Tick, Remember the Year, Concert of American Jazz
ABC

CHRISTENBERRY, CHARLES, W., JR.

CLEARY, JOHN

Kay Kyser Show
ABC

COLE JOHN

Shadow, Charlie Chan
MBS

Radio-Television Directors

FIMBERG, HAL
Spotlight Review
CBS

FRAMER, WALT
Strike It Rich, CBS

FULLER, SAM
Jack Carson Show
CBS

— G —

GOLENPAUL, DAN
Information Please
MBS

GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Salute, Winner Take All.

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAME, JOSEPH
Candid Microphone
ABC

GRANT, DAVE
Heart's Desire
MBS

GRAYSON, MITCHELL
Superman
MBS

GROSS, STEVE
Lorenzo Jones, Our Gal Sunday
NBC, CBS

GUEDEL, JOHN
Truth or Consequences, House Party
NBC, CBS

— H —

HAFNER, LES
HAMILTON, WILLIAM
Ted Malone, This Changing World
ABC

HANCOCK, ORRIE
CBS World News Roundup
CBS

HANNA, ARTHUR
Front Page Farrell, Joyce Jordan, NBC
Perry Mason, CBS

HARDING, ARRY
Bob Reid and Orchestra, Strike It Rich
CBS

HARPER, LENIE
CBS, County Fair

HARRIS, LESLIE
Rosemary
CBS

HARRISON, JEANNE
ABC, Boston Blackie

HAWKES, KIRBY
Captain Midnight
MBS

HAYS, LOYAL
What's The Name Of That Song?
MBS

HERBERT, CHARLES
Sound Off With Mark Warner
now
CBS

HIGHER, GORDON
Guiding Light
CBS

HIGHT, JEAN
Frontiers of Science
CBS

HOLINER, MANN
Old Gold Show
CBS

HOWARD, CY
My Friend Erma, Life With Luigi
CBS

HULL, HENRY, JR.
Here's To You
CBS

HUMBERT, FRANK
American Melody Hour
CBS

HUSTON, TED
Big Sister
CBS

— J —

JOHNSTONE, JACK
Man Called X
CBS

— K —

KLOSE, WOODY
Red Hook 31
MBS

KOGAN, DAVID
Mysterious Traveler
MBS

KOPLIN, MERT
Your Ballad Man
MBS

KUHL, CARL
Club 15
CBS

— L —

LAFFERTY, PERRY
Block Party
MBS

LA FRANDRE, JACK
Chicago Theatre Of The Air
MBS

LAWRENCE, BILL
Screen Guild Players
CBS

LEADER, TONY
Suspense
CBS

LEONARD, RICHARD
Rose of My Dreams; Mr. Keene, Tracer of Lost Persons
CBS

LEVINE, LEON
People's Platform
CBS

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, J. C.
Johnson Family
MBS

LEWIS, PAUL
Paul That Refreshes On The Air
CBS

LEWIS, RICHARD
Quick As A Flash
MBS

LOEB, MARK
Reader's Digest.
CBS

LOUGHRANE, BASIL
Sherlock Holmes (MBS); Light Of The World (NBC).

LOVETON, JOHN
Mr. & Mrs. North
CBS

— M —

McDERMOTT, TOM
Wendy Warren & News
CBS

McGILL, EARLE
ABC, MBS

MacGREGOR, JOCK
Nick Carter, Did Justice Triumph?, For Your Approval
MBS

MacKEY, Fred
Lux Radio Theater
CBS

McKNIGHT, TOM
New Adventures of Sherlock
ABC

MACK, DICK
Joan Davis Show
CBS

MACK, HELEN
Let's Pretend, Bill Goodwin Show
CBS

MACK, NILA
Let's Pretend
CBS

MADEVILLE, BETTY
FBI In Peace and War

MANSFIELD, IRVING
Talent Scouts, Morey Amsterdam Show
CBS

MARKLE, FLETCHER
Studio One, Ford Theater
CBS

MARSHALL, WILLIAM
Story For Today, Metropolitan Opera.
ABC

MARTIN, DON C.

MARTINI, ROLAND
Saturday Night Serenade
CBS

MAXWELL, JESSICA
Hop Harrigan, Adventure Parade
MBS

MILLER, HAL
Music For You
CBS

MONROE, BOB
High Adventure
MBS

Radio-Television Directors

MORGAN, JAMES
Queen For A Day
MBS

MORTON, MAURICE
Meet Me At Parky's
MBS

MOSS, HERB
Hildegarde, Vox Pop.

— O —

OCHS, ACE
Club 15
CBS

O'DONNELL, GEORGENE
Hint Hunt
CBS

O'KEEFE, LESTER
Electric Theater
CBS

OPPENHEIMER, JESS
My Favorite Husband
CBS

OWEN, FOREST
Lum 'n' Abner
CBS

— P —

PEMBERTON, MURDOCK
Maggi McNellis Show
ABC

PHILLIPS, CARL
Borden Program
CBS

PHILLIPS, PAUL
Borden Family
CBS

PIERCE, PAUL
Stars Over Hollywood
CBS

PIERCE, SAM
Dick Haymes Show
CBS

POLESIE, HERB
It Pays To Be Ignorant
CBS

POWERS, CHARLES
Our Job Is Manhattan, Famous
Jury Trials, Henry Morgan
Show
ABC

PRAGER, BERT
Meet Corliss Archer
CBS

— R —

REAGAN, NEIL
Dr. Christian
CBS

REDFORD, BILL
Hospitality Club
MBS

RICCA, ERNEST
Romance of Helen Trent,
Strange Romance of Evelyn
Winters
CBS

RICE, HERBERT
Lanny Ross Show
MBS

RIPLEY, JOSEPH
Hour Of Charm
CBS

RITTER, RICHARD
Edwin C. Hill
ABC

ROBSON, WILLIAM N.
Doorway To Life, Hawk Lara-
bee, Escape
CBS

ROGERS, BEN
What The Veteran Wants To
Know
MBS

ROUNTREE, MARTHA
Meet The Press
MBS

RUDICH, NAT
Sport Court, NBC

— S —

SACK, VICTOR
Grand Slam
CBS

SANVILLE, RICHARD
Escape
CBS

SCANLAN, WALTER
Headline Edition
ABC

SEACREST, CECIL
Tell Your Neighbor
MBS

SEYDEL, VIC
Fishing And Hunting Club Of
The Air
MBS

SHAYON, LEWIS ROBERT
You Are There
CBS

SHELDON, JAMES
We, The People
CBS

SIMMONS, STANLEY
Producer, Director; It's a Wo-
man's World, Album of Songs,
Spot TV Commercials.

SINCLAIRE, JOAN
Leave It To The Girls
MBS

SMITH, BEVERLY
Second Mrs. Burton
CBS

SOMERVILLE, WARREN
Betty Crocker, Woman of To-
morrow, Galen Drake
ABC

SOUVAINE, HENRY
A. L. Alexander's Mediation
Board
MBS

SPEARS, HARRY
Double or Nothing
CBS

SPIER, WILLIAM
Adventures of Sam Spade,
Suspense, Philip Morris Play-
house
CBS

STAHL, MYRTLE
Northwestern Reviewing Stand
MBS

STEEL, BILL
Aunt Jenny
CBS

STEEN, ROBERT
On Trial
ABC

SULDS, IRVIN P.
American Forum Of The Air
MBS

— T —

TAYLOR, GLENHALL
Fabulous Dr. Tweedy; Sher-
lock Holmes

TITOL, ROCCO
Sing It Again
CBS

TODMAN, BILL
Winner Take All, Hit The Jack-
pot, Time's A-Wasting (CBS).

TORMEY, ROBERT
Headline Edition, Maggi Mc-
Nellis
ABC

TRACY, STERLING
Sweeney & March
CBS

TYLER, JACK
Ed Murrow and the News
CBS

— V —

VAIL, LESTER
NBC, Aldrich Family

— W —

WARBURTON, CHARLES
My True Story
ABC

WARD, AL
Theater of Romance
CBS

WARWICK, WILLIAM
Kay Kyser, Metropolitan Auditions
of the Air
ABC

WELLINGTON, JOHN
Song Of The Stranger
MBS

WIEST, GEORGE
Second Honeymoon, Music by
Glenn Osser
ABC

WOLFE, EDWIN
Ma Perkins
CBS

WRIGHT, WYNN
Official Detective, Stephen
Graham Family Doctor
MBS

— Y —

YOUNG, DAVE
Family Theater
MBS

Woman Commentators

HOME ECONOMISTS

of Radio Stations in the United States

Alabama

Adams Carol.....WCOV, Montgomery
 Aly, Joanna.....WHMA, Anniston
 Bigbee, Nelle.....WMFT, Florence
 Brown, Camille.....WSFA, Montgomery
 Cousins, Sarah.....WMGY, Montgomery
 Hall, Martha.....WJJJ, Montgomery
 Hawkins, Nancy.....WAUD, Auburn
 Hudgins, Jewell.....WBRC, Birmingham
 Jetton, Joan.....WJLD, Bessemer
 Johnson, Dorothy.....WBHF, Huntsville
 Littlepage, Evelyn R.....WMFT, Florence
 Mahoney, Esther.....WSFA, Montgomery
 Parrish, Agnes.....WSGN, Birmingham
 Perry, Dovey W.....WHBS, Huntsville
 Steadham, Jimmy.....WEIJ, Brewton
 Stout, Janette.....WTBF, Troy
 Wolf, Alva Craig.....WAPX, Montgomery

Arizona

Benoit, Virginia.....KOPO, Tucson
 Bentley, Elaine.....KTAR, Phoenix
 Brown, Pauline Bates.....KOY, Phoenix
 Day, Norma.....KCMC, Texarkana, Tex.
 Evans, "Johnnie".....KCKY, Coolidge
 Hall, Lorraine.....KOL, Phoenix
 May, Edna.....KAWT, Douglas
 Pulliam, Luella.....KWRZ, Flagstaff
 Richey, Jan.....KVOA, Tucson
 Weise, Edith.....KYUM, Yuma
 Wright, Jeanne.....KOY, Phoenix

Arkansas

Asbell, Maeda.....KELD, El Dorado
 Ceil, Linda.....KSOK, Arkansas City
 Cordell, Ann.....KELD, El Dorado
 Crahaud, Marjorie.....KXRI, Russellville
 Floey, Dorothy.....KWFC, Hot Springs
 Forster, Bobbie.....KXLR, No. Little Rock
 Houston, Ruby.....No. Little Rock
 Prickett, Maxine.....KCLA, Pine Bluff
 Spann, June.....KWKAK, Stuttgart
 Vanatta, Ann.....KFFA, Helena

California

Alex, Susan.....KSAN, San Francisco
 Allegra, Taylor.....KCOK, Tulare
 Allen, Lucy.....KSRO, Santa Rosa
 Antone, Lilyan.....KSAN, San Francisco
 Babette, Fashions.....KSTL, Hollywood
 Barton, Emily.....KPRC, San Francisco
 Bye, Bess.....KFRC, San Francisco
 Casey, Mary Ann.....KIST, Santa Barbara
 Davis, Skip.....KRNO, San Bernardino
 Dewsnup, Evelyn.....KWRB, Oakland
 Dunlop, Ruth.....KFBK, Sacramento
 Findley, Margaret.....KRNO, San Bernardino
 Gardner, Dorothy.....KTLA, Los Angeles
 Graham, Marion.....KHUM, Eureka
 Gray, Jeanne.....KMPC, Los Angeles
 Guy, Corris.....KTLA, Los Angeles
 Hall, Dorothy N.....KPAS, Banning
 Hart, Trula.....KEEN, San Jose
 Hendrick, Peg.....KBUC, Corona
 Hepple, Barbara.....KDON, Monterey
 Hogan, Lee.....KNBH, Hollywood
 Holden, Ann.....KGO, San Francisco
 Jadden, Audrey.....KWFV, Pasadena
 Jarmon, Jean.....KFXM, San Bernardino
 Jewel, Iselta.....KCBQ, San Diego
 Johnson, Dottie.....KSON, San Diego

Kerry, Katherine.....KQW, San Jose
 Kitchin, Katherine.....KFBK, Sacramento, KMJ,
 Fresno, KWG, Stockton
 Lea, Lois.....KCSB, San Bernardino
 Lesly, Gale.....KTM, Santa Barbara
 Lyn, Carole.....KFMB, San Diego
 McCloskey, Katherine.....KDB, Santa Barbara
 Mindelle, Grace.....KYNO, Fresno
 Morse, Molly.....KGB, San Diego
 Pauge, Francis.....KCR, Sacramento
 Penny, Prudence.....KTSI, Hollywood
 Quinn, Frances.....KFRE, Fresno
 Ramey, Wanda.....KWBR, Oakland
 Scott, Betty.....KTIP, Porterville
 Shapiro, Ann.....KSBW, Salinas
 Sharpe, Marjorie.....KITO, San Bernardino
 Simmons, S. E.....KRUZ, Santa Cruz
 Smith, Jane.....KVVC, Ventura
 Stearns, Kit.....KFXM, San Bernardino
 Stevenson, Edna.....KERN, Bakersfield
 Stewart, Georgia.....KSUE, Susanville
 Stuart, Mary Lou.....KIEM, Eureka
 Thompson, Ruth.....KYA, San Francisco
 Tracy, Virginia.....KAFY, Bakersfield
 Tumelson, Alice.....KERN, Bakersfield

Colorado

Carson, Sue.....KLZ, Denver
 Cimino, Lena.....KSFT, Trinidad
 Collope, Mary.....KCOL, Fort Collins
 Elliott, Nancy.....KIUP, Durango
 Hammersley, Evadna B.....KOA, Denver
 Hay, Henrietta.....KFJX, Grand Junction
 Homan, Lois.....KBOL, Boulder
 Martin, Kay.....KFEL, Denver
 Mason, Alice Lee.....KCSJ, Pueblo
 Smith, Barbara.....KVOR, Colorado Springs
 Strang, Eda.....KPHC, Walsenburg
 Sylvester, Libby.....KRDO, Colorado Springs

Connecticut

Bergin, Kay.....WBRY, Waterbury
 Cobb, Jane C.....WNLC, New London
 Colbert, Jean.....WTIC, Hartford
 Dolin, Irene.....WCCC, Hartford
 Gibson, Claire.....WONS, Hartford
 Godwin, Elizabeth.....WHTT, Hartford
 Gordon, Beverly.....WAVZ, New Haven
 Graham, Margaret.....WTOR, Torrington
 Hall, Lee.....WNHC, New Haven
 Hurlburt, Miriam.....WATR, Waterbury
 Jackson, Audrey.....WKNB, New Britain
 Julianette, Patricia.....WAVZ, New Haven
 Malovey, Ellen.....WWCO, Waterbury
 Naughton, Russ.....WDRG, Hartford
 O'Brien, Jean.....WNHC, New Haven
 Parkes, Connie.....WLIZ, Bridgeport
 Pattee, Betty.....WHTT, Hartford
 Porter, Jeanne.....WELL, New Haven
 Woram, Lorraine.....WCCC, Hartford

Delaware

Day, Doreen.....WAMS, Wilmington

District of Columbia

Allen, Betti.....WINX, Washington
 Crane, Ruth.....WMAL, WMAL-TV, Washington
 Foreman, Marie.....WQOW, Washington
 Markel, Hazel.....WTTG, Washington
 Osgood, Nancy.....WNBW, WRC, Washington

• • • Woman Commentators-Home Economists—Radio-TV • • •

Florida

Barber, Eve.....WORZ Orlando
 Butler, Jane.....WGBS, Miami
 Byron, Eva.....WALT, Tampa
 Carter, Mary Lucille.....WMBM, Miami Beach
 Christopher, Marjorie.....WQAM, Miami
 Cloward Patricia L.....WDNB, Dayton Beach
 Cody, Yvonne.....WGGG, Gainesville
 Colwell, Virginia.....WLDL, Jacksonville
 Daly, Anne.....WPDQ, Jacksonville
 Dowst, Kay.....WDAE Tampa
 Estes, Peggy.....WTAN, Clearwater
 Fleming, Rosemary.....WBSR, Pensacola
 Hamilton Berta.....WGGG, Gainesville
 Hildreth, Margery M.....WNDB, Daytona Beach
 Jackson, Elizabeth.....WBSR, Pensacola
 Low, Kay.....WJNO, West Palm Beach
 Martin, Ann.....WEAR, Pensacola
 Martin, Edie.....WJVB, Jacksonville Beach
 Mead, Dottie.....WSPB, Sarasota
 Moody, Emily Winston.....WFLA, Tampa
 Newson, Ruth.....WGLE Clearwater
 Newton, Billy.....WKWF, Key West
 O'Day, Billy.....WIOD, Miami
 O'Quinn, Peggy.....WRUF, Gainesville
 Parks, Jane.....WDBO, Orlando
 Pierce Jackie.....WVCG, Coral Gables
 Ragsdale, Virginia.....WRUF, Gainesville
 Rawls, Carolina.....WOBS, Jacksonville
 Stanley, Kay.....WMBR, Jacksonville
 Swaggerty, Mary.....WDHL, Bradenton
 Tellegen, Eve.....WQAM Miami
 Whitefield, Betty.....WINK Fort Myers

Georgia

Alford, Kitty.....WRGA Rome
 Galley, Virginia.....WKLY, Hartwell
 Bell, Alice.....WERD, Atlanta
 Connolly, Mary.....WAGA, Atlanta
 Davis, Maggie.....WCQN, Atlanta
 DuPre, Hortense.....WVGS, Tifton
 Farmer, Helen.....WMAZ, Macon
 Flournoy, Rose B.....WRBL, Columbus
 Fuller, Georgia Smart.....WFRP, Savannah
 Gass, Dorine H.....WTOC, Savannah
 Hardin, Louise C.....WBHF, Cartersville
 Heinman, Anaemie.....WGGG, Gainesville
 Hinton, Lucille.....WBHF, Cartersville
 Houston, Evelyn B.....WRDW, Augusta
 Howden, Joy.....WDAR, Savannah
 Hughes, Elizabeth.....WALB, Albany
 Huie, Mildred.....WGPC, Albany
 Law, Grace Taylor.....WERD, Atlanta
 McLean, Don.....WSAC, Columbus
 Porter, Jocelyn.....WDAK, Columbus
 Porter, Juanita.....WKTG, Thomasville
 Rossiter, Jule.....WDAR, Savannah
 Ward, Del.....WNEX, Macon
 Wasden, Alice.....WBML, Macon

Idaho

Arnold, Kay.....KLIX, Twin Falls
 Barlow, Joyce.....WVMV, Twin Falls
 Cornell, Barbara.....KIDO, Boise
 Farnor, Virginia.....KRCL, Lewiston
 McAllister, Ruthe.....KRPL, Moscow
 McMillan, Valerie.....KIFI, Idaho Falls
 Mitchell, Pat.....KGM, Boise
 Morris, Carolyn.....KTPI, Twin Falls
 Schultz, Florence.....KTPI, Twin Falls
 Spencer, Betty.....KWAL, Wallace
 Yates, Margaret.....KSEI, Pocatello

Illinois

Ames, Harriet.....WTAX, Springfield
 Buettner, Howard, Mrs.....WOKZ, Alton
 Campbell, Jean.....WEEK, Peoria
 Chilton, Ruth.....WJMJ, Chicago
 Christine (Bibou).....WNMP, Evanston
 Crane, Martha.....WLS, Chicago
 Gleason, Patricia.....WCFL, Chicago

Grey, Ethel.....WQUA, Moline
 Harper, Mary E.....WEBQ, Harrisburg
 Harris, Virginia.....WLBH, Mattoon
 Hart, Elizabeth.....WMAQ, Chicago
 Hopper, Edna.....WTMV, East St. Louis
 Horner, Margaret.....WSIV, Pekin
 Jeneery, Sylvia.....WKAN, Kankakee
 Joyce, Helen.....WLS, Chicago
 Karcny, Beulah.....WENR, Chicago
 Lauder, Ellea.....WWXL, Peoria
 Logan, Jane.....WSOY, Decatur
 Logan, Judy.....WAAF, Chicago
 Montz, Wanda.....WTAX, Springfield
 Moore, Barbara.....WMBD, Peoria
 Oberto, Betty.....WLPO, La Salle
 White, Stella.....WALT, Chicago
 Wynn, June.....WCVS, Springfield

Indiana

Black, Virginia.....WPS, Evansville
 Daniels, Catherine.....WISH, Indianapolis
 Davis, Eileen.....WJVA, South Bend
 Farrell, Rose Lee.....WFEM, Indianapolis
 Flood, Opal.....WFTW, Fort Wayne
 Jones, Bette.....WKJG, Fort Wayne
 McDonald, Mary.....WGL, Ft Wayne
 Maddox, Mary Lou.....WKY, Evansville
 Osborn, Marian.....WSUA, Bloomington
 Pritchett, Ruth.....WIMS, Michigan City
 Reynolds, Ruth.....WIRE, Indianapolis
 Schafer, Becky.....WANE, Fort Wayne
 Tueker, Sue.....WKBV, Richmond

Iowa

Adams, Kay.....WMT, Cedar Rapids
 Barron, Alice Wallace.....KXGI, Fort Madison
 Crumier, Pamela.....KCRG, Cedar Rapids
 Craiger, Bernice.....KMA, Shenandoah
 DuMont, Irene.....KXEL, Waterloo
 Herbst, Edna A.....KCRG, Cedar Rapids
 Jergenson, Johnette.....KICM, Mason City
 Kaep, Mary Ann.....WKBB, Dubuque
 Kier, Leota.....KIOA, Des Moines
 Marshall, Mary Louise.....WOC, Davenport
 Miller, Claire.....KBIZ, Ottumwa
 Rankin, Mary.....KVFD, Fort Dodge
 Rickless, Sybil.....KXIC, Iowa City
 Schindler, Lorraine.....KTRI, Sioux City
 Shoemaker Adella.....KMA, Shenandoah
 Shorten, Martha.....KDTH, Dubuque
 Strauss, Reda.....KSO, Des Moines
 Webber, Edith Dunham.....KWDM, Des Moines
 Wells, Betty.....KRNT, Des Moines

Kansas

Baumer, Beverly.....KWBW, Hutchinson
 Clymer, Catherine.....KANS, Wichita
 Conner, Dorothy.....KSEK, Pittsburg
 Davis, Hellen.....KGN, Dodge City
 Ewing, Dorothy.....KFBL, Wichita
 Newkirk, Grace Lee.....KXXX, Colby
 Stevenson, Estler.....KWHK, Hutchinson
 Wiley, Myrtle.....KGGF, Coffeyville
 Zerkle, Ethel Jane.....KFH, Wichita

Kentucky

Boyd, Dorothy.....WNGO, Mayfield
 Haan, Ruth.....WMTG, Vancleve
 Hensley, Sara T.....WVLR, Versailles
 Hubert, Ann.....WAVE-TV, Louisville
 Jackson, Audrey.....WKCT, Bowling Green
 Kacey, Bonnie B.....WHOP, Hopkinsville
 Kercheval, Mary Elizabeth.....WCMH, Ashland
 Lockwood, Jessie E.....WKAY, Glasgow
 Robertson, Dorothy.....WSON, Henderson
 Rutledge, Mary Lou.....WVJS, Owensboro
 Seay, Blanche.....WCMH, Ashland
 Shelton, Mary.....WKTM, Mayfield
 Weiller, Louise.....WINN, Louisville
 Wood, Dorothy.....WFTM, Maysville

• • • Woman Commentators-Home Economists—Radio-TV • • •

Louisiana

Boyd, Daisy Lee.....WLCS, Baton Rouge
 Cressand, Lorraine.....WJBW, New Orleans
 Fletcher, Leonard, Mrs...WDSU-TV, New Orleans
 Holmes, Helen.....WDSU-TV, New Orleans
 Jewell, Mary.....WNOE, New Orleans
 Koltun, Ruth.....WJBO, Baton Rouge
 Muse, Orene.....WJBO, Baton Rouge
 Rosenfield, Rose.....KYSL, Alexandria
 Salassi, Elizabeth.....KTBS, Shreveport
 Stacey, Etta.....KSYL, Alexandria

Maine

Butler, Cecilia.....WLAM, Lewiston
 Carter, Charlotte.....WABI, Bangor
 Deane, Beth.....WGUU, Bangor
 Fuller, Dorothy.....WPOR, Portland
 McIntosh, Betty.....WLAM, Lewiston
 Murray, Mary Jane.....WRDO, Augusta
 Rice, Catherine.....WFAU, Augusta
 Standish, Martha.....WPOR, Portland
 Staples, Marguerite L.....WTVL, Waterville
 Wadman, Dorothy.....WGAN, Portland

Maryland

Canaday, Marion Beatty.....KIRX, Kirksville
 Carroll, Jeon.....WMAR-TV, Baltimore
 Cotton, Dorothy.....WSDI, Baltimore
 Dierken, Katherine.....WAAM, Baltimore
 Dorsey, Polly.....WBMD, Baltimore
 Landis, Marry.....WBAL-TV, Baltimore
 Lewis, Marie.....WBCC, Salisbury
 Martin, Molly.....WBAL-TV, Baltimore
 Miller, Pat.....WJEJ, Hagerstown
 Temple, Martha Ross.....WFBR, Baltimore
 Whitcraft, Marie.....WJEJ, Hagerstown

Massachusetts

Bailey, Mildred.....WCOP, Boston
 Barton, Betty.....WNBH, New Bedford
 Bolles, Janet.....WBET, Brockton
 Bradford, Ann.....WLLH, Lowell, Mass.
 Broeg, Heloise Parker (Mom Parker)
 WEEI, Boston
 Brown, Mae.....WMAS, Springfield
 Cabot, Caroline.....WEEI, Boston
 Carlson, Mildred, WBZ, WBZA, Boston-Springfield
 Cavanaugh, Audrey F.....WHA1, Greenfield
 Chase, Julie.....WTAG, Worcester
 Connelly, Jeanne.....WNEB, Worcester
 Finch, Bette.....WKOX, Framingham
 Flanders, Lyda.....WTAG, Worcester
 Fortescue, Priscilla.....WEEI, Boston
 Huse, Bertha.....WLAW, Lawrence
 King, Dorothea.....WSPR, Springfield
 Light, Lois.....WRMS, Ware
 Merrill, Joyce.....WMNB, North Adams
 Mills, Marjorie.....WBZ-WBZA, Boston, Springfield
 Putnam, Ruth.....WESX, Salem
 Smith, Jane.....WARK, Hagerstown
 Sweeney, Marion Lane.....WBKA, Brockton
 Taylor, Phyllis.....WVOM, Boston
 Varnum, Elizabeth.....WCCM, Lawrence
 Victory, Evelyn.....WBMS, Boston
 Whitney, Florence.....WBRK, Pittsfield
 Winne, Fran.....WTAG, Worcester

Michigan

Allen, Virginia.....WHFB, Benton Harbor
 Callery, Lillian.....WTTM, Port Huron
 Clark, Agnes.....WJRW, Detroit
 Cox, Florence.....WJLB, Detroit
 Dillingham, Peg.....WOAP, Owassa
 Gibbs, Agnes.....WCSH, Portland
 Harris, Fran.....WWJ, WJW-TV, Detroit
 Hill, Jean.....WHTC, Holland
 Lane, Joy.....WHLA, Saginaw
 McBride, Jean.....WWJ-TV, Detroit
 McDowell, Peggy.....WHFB, Benton Harbor
 Melrose, Edythe Fern.....WXYZ, Detroit
 Milane, Frank.....WFUR, Grand Rapids

Miller, Nadine.....WGRD, Grand Rapids
 Million, Peggy.....WHFB, Benton Harbor
 Page, Mrs.....WJR, Detroit
 Silbs, Betty.....WLAV, Grand Rapids
 Silvers, Shirley.....WOOD, Grand Rapids
 Standish, Joanna.....WKZO, Kalamazoo, Mich.
 Stephenson, Ann.....WBBC, Flint
 Van Sickle, Ann.....WGFG, Kalamazoo

Minnesota

Atkinson, Judith.....KSTP-TV, St. Paul-Minneapolis
 Ballis, Mera.....KDHL, Fairbault, Minn.
 Baustian, Evelyn.....KROX, Crookston
 Carter, Sheelah.....WTCN, Minneapolis-St. Paul
 Coleman, Mary.....WDGY, Minneapolis
 Daniels, Elizabeth.....KDAL, Duluth
 Haerberle Arlie.....WTCN, Minneapolis-St. Paul
 Herrala, Marion E. Woman's World, WXLTV, Ely
 Jo, Peggy.....KGDE, Fergus Falls
 Marshall, June.....KMHL, Marshall
 Mitchell, Marjorie.....KWNO, Winona
 Stafford Betty.....KDHL, Fairbault
 Wilson, Rae.....KFAM, St. Cloud

Mississippi

Covert, Ann.....WMOX, Meridian
 Dawley, Dorothy.....WSLI, Jackson
 Dunn, Margaret.....WELO, Tupelo
 Gollotte, Gwen.....WLOX, Biloxi
 Harris, Dorothy.....WLOX, Biloxi
 Lee, Margery.....WBRC, Jackson
 Pilkington, Constance.....WCBI, Columbus
 Steen, Rea.....WVIM, Vicksburg
 Vance, Sue.....WFOR, Hattiesburg
 Woodman, Genevieve.....WVIM, Vicksburg

Missouri

Barrow, Hallie.....KFEQ, St. Joseph
 Dean, Diana.....KTTS, Springfield
 Donze, Aileen.....KSGM, Ste. Genevieve
 Ellis, Caroline.....KFRM, KMBC, Kansas City
 Harvey, Helen.....KFRM, Kansas City
 Hayes, Tony.....KCMO, Kansas City
 Lea, Sandra.....WHB, Kansas City
 Lightfoot, Jean.....KWTO, Springfield
 Logan, Martha Kay.....WHB, Kansas City
 Montalto, Mary Kay.....KTRF, Rolla
 Munsch, Louise.....WEW, St. Louis
 Parker, Betty.....KMBC, Kansas City
 Sims, Opal.....KWPM, West Plains
 Small, Annie Lee.....KFRU, Columbia

Montana

Day, Erin.....KGVO, Missoula
 Gordon, Lyndy.....KAVR, Havre
 Halvorson, Fay.....KGCX, Sidney
 Lee, Joan.....KANA, Anaconda
 Morris, Margaret.....KXLF, Butte
 Reardon, Helen.....KBOW, Butte
 Stewart, Mally.....KMON, Great Falls
 Timmons, Pauline.....KOJM, Havre

Nebraska

Anderson, Florence L.....KJSK, Columbus
 Bohlsen, Martha.....KOWH, Omaha
 Epp, Louise.....KODY, North Platte
 Lucas, Dorothy.....KOLN, Lincoln
 Moore, Mary.....WJAG, Norfolk
 Nekuda, Lydia.....KFOR, Lincoln
 Neuhaus, Ruth D. Talking It Over, KFAB, Omaha
 Strohecker, Mary.....KOLT, Scottsbluff
 Sullivan, Jean.....KOWH, Omaha
 West, Belle.....KOLB, Omaha

Nevada

Goff, Gerri G.....KENO, Las Vegas
 Kitchen, Katherine.....KOH, Reno
 Lane, Lucille.....KOLO, Reno
 Maestretti, Madlen.....KWRN, Reno

... Woman Commentators-Home Economists—Radio-TV ...

Puccinelli, Margaret.....KELK, Elko
Smith, Roz.....KOLO, Reno

New Hampshire

Casseboom, Adeline.....WFEA, Manchester
Hetu, Ruth.....WOTW, Nashua
Mallory, Martha.....WVNH, Rochester
Noyes, Marjorie.....WKNE, Keene
Towle, Dorothy S.....WHEB, Portsmouth

New Jersey

Bowne, Dorothy.....WCAP, Asbury Park
Carroll, Mildred.....WCAM, Camden
Cogner, Jane.....WSNJ, Bridgeton
Conboy, Anita.....WVWB, Vineland
Hunt, Adele.....WPAT, Paterson
Lagergren, Isabel.....WFPG, Atlantic City
Lippman, Harriet.....WMID, Atlantic City
Lupo, Nan.....WVJR, Newark
Vallance, Joan.....WMTR, Morristown

New Mexico

Forcum, Beth.....KTRC, Santa Fe
Hill, Lill'un.....KTNM, Tucumcari

New York

Adams, Charlotte.....WOR, New York
Barratt, Maxine.....WABD, New York
Becker, Pat.....WWRL, New York
Blanchard, Bouise.....WGAT, Utica
Burrows, Alice.....WABD, New York
Campbell, Betty.....WOKO, Albany
Carroll, Barbara.....WMSA, Massena
Corchman, Marilyn.....WRUM, Utica
Crair, Nancy.....WJZ, New York
Crocker, Betty.....ABC, New York
Deane, Martha.....WOR, New York
Doan, Dorothy.....WCBS-TV, New York
Drooz, Elaine.....WABY, Albany
Frederick, Pauline.....ABC, New York
Gust, Peter.....WKWB, Buffalo
Hawley, Adelaide.....WABD, New York
Hulick, Helen.....WVJL, Niagara Falls
Hull, Margaret.....WCBS, New York
Humphrey, Helen.....WHCU, Ithaca
Kresge, Jean.....WEAV, Plattsburg
Lucas, Dione.....WCBS-TV, New York
Mason, Ella.....WVGM, New York
Neville, Helen.....WKWB, Buffalo
Norris, Kathi.....WABD, New York
Parr, Dorothy.....WATN, Watertown
Patrick, Clelia.....WVXA, Buffalo
Ranney, Mary Aileen.....WROW, Albany
Sampson, Mary.....WJOC, Jamestown
Shoemaker, Muriel.....WENY, Elmira
Siers, Betty.....WALL, Middletown
Sternberger, Estelle.....WKWB, Buffalo
Sternberger, Estelle M.....WLIB, New York
Swanson, Gloria.....WPIX, New York
Welles, Barbara.....WOR, New York

North Carolina

Burns, Emmy Lou.....WCEC, Rocky Mount
Burnside, Me-Me.....WGVF, Charlotte
Carter, Jane.....WLOS, Asheville
Eakes, Mary.....WGTC, Greenville
Eason, Polly.....WCKB, Dunn
Harris, Edith.....WJNC, Jacksonville
Hawkins, Mary Love.....WBG, Greensboro
Hunt, Carol.....WSOC, Charlotte
Janssen, Dorothy.....WBT, Charlotte
Koonce, Zan.....WGTM, Wilson
Landon, Dorothy.....WBRR, Burlington
Moore, Maureen.....WVNF, Fayetteville
Padgett, Carol.....WNAO, Raleigh
Pressly, Harriet.....WPTF, Raleigh
Sedberry, Mildred.....WBBO, Forest City
Tavasso, Rachel.....WGTC, Greenville
Winstead, Mary.....WRRF, Washington
Wiscup, Trippie.....WAYS, Charlotte
Wogan, Patsy.....WSKY, Ashville

North Dakota

Graham, Peg.....KDIX, Dickinson
Wick, Hildur Marie.....KLR, Devils Lake

Ohio

Adams, Carol.....WHBC, Canton
Alexander, Marian.....WADC, Akron
Bennett, Virginia.....WWSO, Springfield
Brady, Betty.....WLW, Cincinnati
Cooper, Madge.....WMRN, Marion
Davis, Millicent.....WFIN, Findlay
Dennis, Lorell.....WTRF, Bellaire
Funnell, Mildred.....WTAM, Cleveland
Gallespie, Virginia.....WLOK, Lima
Goodwin, Gretchen.....WHKK, Akron
Hackett, Rita.....WLWT, Cincinnati
Koch, Catherine.....WLW-T, Cincinnati
Lawrence, Lynn.....WAKR, Akron
Lyons, Ruth.....WLW, Cincinnati
Mullin, Ester.....WGAR, Cleveland
Renner, Frankie.....WADC, Akron
Sharp, Fern.....WBNS, Columbus
Stevens, Jane.....WJW, Cleveland
Wells, Marjorie.....WTOL, Toledo

Oklahoma

Blanar, Estelle.....KVOO, Tulsa
Burns, Lucille.....KAKC, Tulsa
Croft, Vera.....KTUL, Tulsa
Fountain, Ann.....KOME, Tulsa
Gillespie, Milly.....KTUL, Tulsa
Lever, Martha.....KBYE, Oklahoma City
Morgan, Helen.....KTOW, Oklahoma City
Rygel, Joan.....KMUS, Muskogee
Smith, Ann.....KSWO, Lawton
Stapp, Peggy.....KBYE, Oklahoma City
Thomas Katherine.....KOMA, Oklahoma City
Thompson, Lois.....KTUL, Tulsa

Oregon

Becker, Silvia.....KNPT, Newport
Brunton, Beverly.....KUGN, Eugene
Carlson, Fay.....KORE, Eugene
Daniels, Clara.....KWIN, Ashland
Forsman, Doris.....KWRC, Pendleton
Frederickson, Roxie.....KPOJ, Portland
Lee, Vivian.....KWJL, Portland
Mitchell, Ruth.....KORE, Eugene
Nidever, Laura.....KASH, Eugene
Pierce, Marjorie.....KLBK, La Grande
Pound, Blanche.....KWIL, Albany
West, Kay.....KEX, Portland

Pennsylvania

Ball, Jane Ellen.....WJAS, Pittsburgh
Beardsmore, Marian.....WMCK, McKeesport
Britton, Nane.....WARD, Johnstown
Cannon, Dorsey.....WDAD, Indiana
Clark, Cleda.....WPIT, Pittsburgh
Cramer, Alma.....WARD, Johnstown
Crane, Kit.....WIP, Philadelphia
Culkin, Anne.....WSCR, Scranton
Ford, Jean.....WLAN, Lancaster
Gardiner, Evelyn.....KDKA, Pittsburgh
Gephart, Cecil.....WRAK, Williamsport
Gibson, Jane.....KQV, Pittsburgh
Gustafson, Bernice.....WCHA, Chambersburg
Hanna Edna K.....WLAN, Lancaster
Heagy, Betsy.....WHGB, Harrisburg
Huey, Lois M.....WJSW, Altoona
Ives, Anice.....WFIL, Philadelphia
Lewis, Mary.....WNOW, York
Lynn, Lewis.....WSCR, Scranton
McCoy, Rita.....WMRF, Lewistown
McGuire France.....WFIL-TV, Philadelphia
Mackil, Rita.....WSIL, Shamokin
Marlow, Fran.....WBUX, Doylestown
Micheals, Millie.....WFGF, Altoona
Oromaner, Annette.....WHAT, Philadelphia
Parker, Gall.....WBRE, Wilkes-Barre
Pegg, Harol.....WRTA, Altoona
Petyo, Margaret.....WWSW, Pittsburgh

• • • Woman Commentators-Home Economists—Radio-TV • • •

Sando Florence.....WCAE, Pittsburgh
Tomlinson, Sara.....WPIT, Pittsburgh
Ulmer, Margie.....WLAN, Lancaster
Weaver, Dori.....WPGH, Pittsburgh
Welles Ruth.....KYW, Philadelphia

Rhode Island

Gunning, Betty.....WCFI, Pawtucket
Somerby, Hope.....WWOW, Woonsocket
Wallace, Carolyn.....Providence

South Carolina

Baum Pearl.....WCSC, Charleston
Dalton, Jane.....WSPA, Spartanburg
Daniels, Alberta.....WLAT Conway
Jeffries, Mary Anne.....WORD, Spartanburg
Jervey, Bette.....WESC, Greenville
Rhame, Anne.....WKIX, Columbia
Sherrard, Mable.....WAIM Anderson
Wyman, Alice.....WFBC, Greenville

South Dakota

Baxter, Bee.....KSOO, Sioux Falls
Cook, Martha.....Pink Parasol, KOTA, Rapid City
Funk, Elinor Brown.....KSOO, Sioux Falls
Gunderson, Barbara.....KOTA, Rapid City
Horten, Marie.....KELO, Sioux Falls
Hostess Helen.....KISD, Sioux Falls
Speece, Wynn.....WNAX, Yankton

Tennessee

Brock, Para Lee.....WNOX, Knoxville
Browne, Olivia.....WMC, Memphis
Carter, Patsy.....KGRV, Greenville
Cooney Marjorie.....WSM, Nashville
McMeen, Mary Frances.....WKRM, Columbia
Rentfro, Lucille.....WBAC, Cleveland
Richardson Helen.....WAGC, Chattanooga
Ross, Martha.....WMMT, McMinnville
Russell, Ann.....WSM, Nashville
Russell, Maxine.....WGRV, Greenville
Smith, Drue.....WDDO Chattanooga
Taylor, Vivian.....WLAR, Athens

Texas

Benell, Julie.....WFAA, Dallas
Cater, Joan.....KEPO, El Paso
Dees, Mildred Lyon.....KKYZ Houston
Eastland, Ann.....KRIC, Beaumont
Eubanks, Patsy.....KOCA, Kilgore
Ewing LaVerne.....KIOX, Bay City
Faye, Altu.....WRR, Dallas
Fowler, Alcega.....KFDX, Wichita Falls
Gorse, Juanita.....KLFJ Dallas
Graymont, Marlonise.....KURV, Edinburg
Hanncock, Jin.....WXOL, Fort Worth
Holiday Mary.....WACO, Waco
Houston, Katie.....KTHT, Houston
Kobel, Beverly.....KLEE, Houston
Laurence, Thelma.....KSEL, Lubbock
Leap, Bernice.....KPAC, Port Arthur
Marchbanks, Lois.....KFDM, Beaumont
Martin Sue.....KAMQ, Amarillo
Martinez, Rosuara.....KCOB, San Antonio
Miller, Gerogianne.....KRIC, Beaumont
Moon, Virginia.....KTRM, Beaumont
Newman, Eula.....KPLT, Paris
O'Shea, June.....KDDO, Dumas
Perryman, Tommy.....KEBE, Jacksonville
Petru, Mary Anne.....KOLE, Port Arthur
Phillips Shirley.....KATL, Houston
Pruitt, Katie.....KOLE, Port Arthur
Smart, Ann.....KRBC, Abilene
Stiles, Sherry.....KPLT, Paris
Stillwell, Auvarie.....KVVC, Vernon
Tharp, Agda M.....KVIC, Victoria
Turner, Eve.....KFJZ, Fort Worth
Wilkinson, Lillian.....KPBX Beaumont

Utah

Alland, Hazel.....KDYL, Salt Lake City

Andersen, Alice.....KBUH, Brigham City
Baker, Mildred.....KUTA, Salt Lake City
Gibson, Bonnie M.....KOPP, Ogden
Hardy, Dorris.....KDYL, Salt Lake City
Mower, June.....Provo
Perry, Phyllis.....KALL, Salt Lake City
Smith, Rose.....KSL, Salt Lake City
Talbot, Beth.....KSUB, Cedar City
York, Rita.....KJAM, Vernal

Vermont

Anderson, Kay.....WWSR, St. Albans
Casey, Winifred.....WJOY, Burlington
Dodd, Virginia.....WDEY, Waterbury
Nowlin Eleanor.....WCAX, Burlington

Virginia

Alexander, Mildred.....WCAV, Norfolk
Bell, Muriel.....WBOB, Galax
Carpenter, Mary.....WHLF, South Boston
Cleland, Elnora Robinson.....WLVA, Lynchburg
Evans, Muriel.....WEAM, Arlington
Gray, Carolin.....WEAM, Arlington
Griffin, Nellie Drake.....WGH, Newport News
Grigg, Becky.....WDVA, Danville
Huffman Helen M.....WAYB, Waynesboro
Imboden, Eleanor.....WPUV, Pulaski
King, Harriet.....WLSL, Roanoke
Nunnally, Katherine M.....WSSV, Petersburg
Packard, Louise.....WLOW, Norfolk
Roberts, Lyn.....WWOD, Lynchburg
White, Alice Brewer.....WTAR, Norfolk
Zimmerman, Barbara.....WMVA, Martinsville

Washington

Axworthy, Helen.....KNEW, Spokane
Baker Helen.....KPKW, Pasco
Bradford, Marjorie.....KWLK, Longview
Haugen, Ruth.....KIMA, Yakima
Hayes, Fern.....KVAN, Vancouver
Kimball, Helen.....KIRO, Seattle
King, Carolyn.....KING, Seattle
MacIntyer, Jan.....KRSC-TV, Seattle
McIntyre, Jan.....KRSC, Seattle
Mock, Betty Jean.....KYAK, Yakima
Rand Ruby.....KFIO, Spokane
Rucker, Gwendolyn.....KERC, Mount Vernon
Smith, Margaret.....KHQ, Spokane
Taylor, Tiny.....KWOA, Worthington
Wise, Katherine.....KOMO, Seattle

West Virginia

Allen, Jane.....WCAW, Charleston
DeJon, Lythe Orme.....WRON, Ronceverte
Garner Charlotte.....WSAZ, Huntington
Kerby, Jean.....WMON, Montsomyery
King, Joe.....WCOM, Parkersburg
Parsons Joanne.....WAJB, Morgantown
Parsons, Virginia Ruth.....WBLK, Clarksburg
Ruoss, Jane.....WCHS, Charleston

Wisconsin

Casey Mary.....WJPG, Green Bay
Cromey, Lorraine.....WEXT, Milwaukee
Deemer, Virginia.....WFHR, Wisconsin Rapids
Felker, Florence.....WMAW, Milwaukee
Furgeson, Alice.....WISC, Madison
Grey Nancy.....WTMJ, WTMJ-TV, Milwaukee
Gross, Gloria.....WEMP, Milwaukee
LeMay, Ann.....WISN, Milwaukee
Leslie, Ann.....WISN, Milwaukee
Marward, Joanne.....WISC, Madison
May Helen.....WMLO, Milwaukee
Obey, Betty.....WTAG, Green Bay
Schwein, Marian.....WDUZ, Green Bay

Wyoming

Bennett, Beth.....KVOC, Casper
Michael Terry.....KRAL, Rawlins
Randolph, Jamie.....KFBC, Cheyenne
Spracklin, Nova.....KWYO, Sheridan

Managers and Agents

Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago



NEW YORK



Argenta, Nicholas
9 Rockefeller Plaza.....Columbus 5-0232

Alberti, Jules
209 Madison Ave.....Murray Hill 7-9054

Alexander, Willard, Inc.
30 Rockefeller Plaza.....Circle 6-4224

Appell, James S.
400 Madison Ave.....PLaza 3-7840

Ashley, Ted
30 Rockefeller Plaza.....Circle 7-5666

Batchelor Enterprises, Inc.
30 Rockefeller Plaza.....Circle 6-4224

Becker, V. S. Advertising Service
562 Fifth Ave.....BRyant 9-7577

Bentham, M. S.
48 West 45th St.....PLaza 7-1855

Bestry, Harry
1776 Broadway.....Circle 6-7094

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....Murray Hill 2-6244

Brooks, Ted
134 East 57th St.....PLaza 9-1344

Brown, Chamberlain
145 West 45th St.....BRyant 9-8480

Century Artists, Ltd.
38 East 57th St.....PLaza 3-1030

Chapman, Bruce
145 West 41st St.....Wisconsin 7-9244

Chase, Cleveland B. Co., Inc.
424 Madison Ave.....ELdorado 5-1720

Coe, Robert Associates
366 Madison Ave.....Vanderbilt 6-3417

Collins, Ted
1819 Broadway.....Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St.....Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....Columbus 5-3580

Cooper, Frank Associates
521 Fifth Ave.....Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave.....Murray Hill 7-9135

Downey, Wallace, Inc.
1819 Broadway.....Circle 6-6646

Dube, Harry S.
1270 Sixth Ave.....Columbus 5-7035

Ebbins, Milt
1270 Sixth Ave.....Circle 7-2160

Evans, George B.
1775 Broadway.....Circle 6-2765

Evans & Salter
113 West 57th St.....Circle 7-6900

Fadiman Associates, Ltd.
1501 Broadway.....LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave.....Circle 7-6200

Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956

Fenton, Milled
40 East 49th St.....PLaza 9-8266

Fields, Freddie
1270 Sixth Ave.....Circle 7-3025

Frederick Bros. Agency, Inc.
1270 Sixth Ave.....Circle 6-2144

Gale, Inc.
48 West 48th St.....PLaza 7-7100

General Artists Corp.
1270 Sixth Ave.....Circle 7-7543

Getts, Clark H.
450 Park Ave.....PLaza 8-0910

Gibbs, John E., & Co.
9 Rockefeller Plaza.....Columbus 5-4888

Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 5-5572

Goodman, Martin
38 East 57th St.....PLaza 3-1030

Greshler, Abner J.
1270 Sixth Ave.....Circle 7-3025

Grossman, Al
1270 Sixth Ave.....Circle 5-8422

Haensel & Jones
113 West 57th St.....Circle 7-6900

Hahn, Sylvia
711 Fifth Ave.....PLaza 9-6000

Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Inc.
444 Madison Ave.....ELdorado 5-4100

Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000

International Artists Corp.
429 Madison Ave.....PLaza 9-7490

Karn, Estela H.
49 West 45th St.....Vanderbilt 6-3860

Kerr, Bob
1270 Sixth Ave.....Columbus 5-8051

Leddy, Mark J.
48 West 48th St.....PLaza 7-3760

Lengel, William C. Literary Associates
67 West 44th St.....Murray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway.....CHickering 4-2466

Lipzig, Syd
730 Fifth Ave.....Circle 5-7980

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Management Corp. of America
745 Fifth Ave.....PLaza 5-8900

Metro Artist Bureau
730 Fifth Ave.....Circle 6-8470

Michael, Arthur T.
1619 Broadway.....Circle 7-2900

Mindling, Louis A.
113 West 57th St.....Circle 5-3370

Morris, William Agency, Inc.
1270 Sixth Ave.....Circle 7-2160

Moses, John H.
730 Fifth Ave.....Circle 6-2677

Music Corp. of America
745 Fifth Ave.....PLaza 5-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway.....Columbus 5-7131

North, Meyer B.
1564 Broadway.....PLaza 7-3445

O'Connor, John
1697 Broadway.....Circle 5-4920

Okun, Lillian
2 West 67th St.....TRafalgar 7-8916

Peters, Dell
521 Fifth Ave.....Vanderbilt 6-1750

Pratt, Ben
329 East 50th St.....PLaza 8-0593

Richard, Max
1776 Broadway.....PLaza 7-6114

Roth, Allen
48 West 48th St.....PLaza 7-1162

Shank, Mary L.
9 Rockefeller Plaza.....Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Managers and Agents

Small, Franklin H.
149 West 51st St.Circle 6-9400
Souvaine, Henry, Inc.
30 Rockefeller Plaza.....Circle 7-5666
Special Attractious, Inc.
48 West 48th St.....PLaza 7-3380
Stanley, Aileen
1619 BroadwayColumbus 5-9025
Stark, Wilbur
551 Fifth Ave.....Murray Hill 7-6320
Storer Douglas F.
1270 Sixth Ave.....Circle 7-6325
Valton, Mike
1270 Sixth Ave.....Circle 7-0162
Waible, Fred
270 Park Ave.....PLaza 8-0344
Weber, Edwin
156 West 44th St.....LUXemburg 2-5188
Wilson, Roy
444 Madison Ave.....PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620
Yost, Ben Enterprises
1650 BroadwayCircle 6-6533



LOS ANGELES



Allen, Larry, Inc.
6381 Hollywood Blvd.....HEmpstead 0421
American Federation of Radio Artists
6331 Hollywood Blvd.....Hillside 5125
Berg, Phil—Allenberg, Bert, Inc.
121 S. Beverly Dr. (B.H.)...CRestview 6-3131
Bergerman, Stanley, & Co.
9629 Brighton Way (B.H.)...CRestview 6-3196
Bernie, Herman
206 S. Beverly Dr. (B.H.)...CRestview 5-6685
Bloom, Phil
8506 Sunset Blvd.....CRestview 4-6064
Blum, Ralph, Corp.
9441 Wilshire Blvd. (B.H.)...CRestview 4-5411
Century Artists, Ltd.
6331 Hollywood Blvd.....HUDson 2-1288
Cinema Authors & Artists Agency
9130 Sunset Blvd.....CRestview 6-6241
Columbia Artists Management
6636 Hollywood Blvd.....HEmpstead 5316
Cooley, Hallam, Agency
9111 Sunset Blvd.....CRestview 5-6161
Creamer, Jack
1680 N. Vine St.....GLadstone 9683
Crosby, Everett N.
9028 Sunset Blvd.....CRestview 1-1171
Dolan, Ken, & Co
1556 N. Wilcox Ave.....HOLlywood 3558
Famous Artists Corp.
9441 Wilshire Blvd. (B.H.)...CRestview 1-5222
Features Agency, Inc.
8929 1/2 Sunset Blvd.....CRestview 6-5096
Frederick Bros. Artists Corp.
214 N. Canon Dr. (B.H.)...CRestview 1-6244
General Artists Corp.
9028 Sunset Blvd.....CRestview 1-8101
Gertz, Mitchell, Inc.
8533 Sunset Blvd.....CRestview 4-5491
Gear, Bruce, Agency
247 S. Beverly Dr. (B.H.)...CRestview 5-1660
Goldstone Agency
9121 Sunset Blvd.....CRestview 6-1071
Hamilburg, Mitchell J., Agency
8776 Sunset Blvd.....CRestview 5-4171
Hyde, Donald, Agency, Inc.
218 N. Canon Dr. (B.H.)...CRestview 4-5261
Jaffe, Sam, Agency
8553 Sunset Blvd.....CRestview 6-6121
Irwin, Lou
9134 Sunset Blvd.....CRestview 1-7131
Lazar, Irving Paul
328 S. Beverly Dr. (B.H.)...CRestview 5-6153
Levee-Short Agency
9126 Sunset Blvd.....CRestview 5-0626
Levee-Stark, Inc.
119 S. Beverly Dr. (B.H.)...CRestview 1-5781

Link, Lester
9470 Santa Monica (B.H.)...CRestview 6-4396
Lyons, A. & S., Inc.
356 N. Camden Dr. (B.H.)...CRestview 1-6131
Marshall, Reg. D., Agency
6671 Sunset Blvd.....HOLlywood 8238
MCA Artists Ltd.
9370 Santa Monica (B.H.)...CRestview 6-2001
Minter, Ethel, Agency
205 S. Beverly Dr. (B.H.)...CRestview 5-2776
Monter, Richard A.-Gray, Edw. M., Inc.
8736 Sunset Blvd.....CRestview 1-1191
Morris, William, Agency
202 N. Canon Dr. (B.H.)...CRestview 1-6161
National Concert & Artists Corp.
9059 Sunset Blvd.....CRestview 1-7121
Radio Registry
1519 Crossroads of the World...Hillside 8321
Polan & Rosenberg Agency
451 N. La Cienega Blvd....CRestview 1-8121
Radio Artists Corp.
366 N. Camden Dr. (B.H.)...CRestview 5-4308
Rush, Art, Inc.
California Bk. Bldg., Selma & Vine.Hillside 5161
Salkow Agency, The
9119 Sunset Blvd.....CRestview 1-9134
Saphier, James L., Agency
9537 Brighton Way (B.H.)...CRestview 1-7231
Schwartz Agency
9155 Sunset Blvd.....CRestview 4-6301
Shurr, Louis, Agency
327 N. Rodeo Dr. (B.H.)...CRestview 1-1116
Sherman, Edward, Agency
8580 Sunset Blvd.....CRestview 5-0186
Stempel-Olenick Agency
717 N. La Cienega Blvd....CRestview 1-7141
Volk, A. George, Inc.
9441 Wilshire Blvd. (B.H.)...CRestview 6-3121
Winkler, D. M., Agency
9470 Santa Monica (B.H.)...CRestview 1-7244
Wendling, Chas., Agency
9156 Sunset Blvd.....CRestview 6-2348



CHICAGO



Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WAbash 2-6761
Benn Theatrical Agency
64 West Randolph St.....DEarborn 2-6850
Colored Radio Artists Assn., Inc.
3458 S. State St.....WEntworth 6-5434
Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300
Ellsworth, W. M.
75 E. Wacker Drive.....CEntral 2-0942
Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STate 2-0003
General Artists Corp.
360 N. Michigan Ave.....STate 2-6288
Gumbiner Management Co.
120 S. LaSalle St.....STate 2-6288
Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DElaware 7-7334
Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506
Lutz, Estelle, Artists Bureau
25 E. Jackson.....HARRison 7-3435
Morris, William, Agency
203 N. Wabash Ave.....STate 2-3632
Morse, Sidney F.
64 E. Lake St.....ANdover 3-2878
Music Corporation of America
430 N. Michigan Ave.....DElaware 7-1100
National Concert & Artists Corp.
222 W. No. Bank Dr.....SUperior 7-4042
Parks, James & Co.
333 N. Michigan Ave.....CEntral 6-7980
Schuster, Milton
127 North Dearborn St.....DEarborn 2-3633
WLS Artists Bureau
120 W. Washington Blvd.....MOnroe 6-9700

PROGRAMS

Commercially Sponsored

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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1948 —

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1948. 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. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe Observes	Fisher Flouring Mills Bisket Mix, Flour	ABC—PC	Pacific National Adv. Agency
ABC Election Report	Kaiser-Frazer Sales Corp Autos	ABC	Morris F. Swaney, Inc.
Adventure with Christopher Wells	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventurers' Club	W. A. Sheaffer Pen Co. Pens, Pencils, Skrip, Leads	CBS	Russel M. Seeds Co., Inc.
Adventures of Archie Andrews	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	Pharmaco, Inc. Chooz	MBS	Ruthrauff & Ryan, Inc. New York
Adventures of Ozzie & Harriet	International Silver Co. Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Sterling Silver, Silver Plate	NBC—PC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Thin Man	Kaiser-Frazer Corp. Industries & Automobiles	MBS	Wm. H. Weintraub & Co. New York
Adventures of the Thin Man	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Afternoon Final	Fisher Flouring Mills Bisket Mix, Flour	ABC—PC	Pacific National Adv. Agency

The Aldrich Family	General Foods Corp. Jello Puddings, Jello Cornstarch, Tapioca Pudding	NBC	Young & Rubicam, Inc.
All-American Soap Box Derby	General Motors Corp. Chevrolet Motor Div Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
All-Star Football Game	Wilson Sporting Goods Co Sports Equipment	MBS	Ewell & Thurber Associates Chicago
The Fred Allen Show	Ford Motor Co. Ford Dealers	NBC	J. Walter Thompson Co.
Mel Allen	U. S. Army Recruiting Service Recruiting	ABC	Gardner Advertising Co. St. Louis
The Amazing Mr. Malone	Wine Growers Guild Guild Wines	ABC	Honig Cooper Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum of the Air	Pilot Radio Corp. FM Radio Speaker Device	MBS	Grey Advertising, Inc. New York
American Forum of the Air	Universal Carloading & Distributing Co Institutional	MBS	Raymond Spector, Inc. New York
American Melody Hour	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Amos 'n' Andy	Lever Bros. Company Rinso	CBS	Ruthrauff & Ryan, Inc.
Amos 'n' Andy	Lever Bros. Co. Rinso	NBC—PC	Ruthrauff & Ryan, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett, Inc.
Anacin Hollywood Star Theater	American Home Products Corp. Anacin, Kolynos	NBC—PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Products Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon Inc.
Jan August Show	Revere Camera Co. Cameras & Projectors	MBS	Roche, Williams & Cleary, Inc. Chicago
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Company Spy	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC—PC	J. Walter Thompson Co.
Aunt Mary	Albers Milling Co. Cereal & Feeds, Friskies, Carnation Corn Flakes, Pancake Mix	NBC—PC	Erwin, Wasey & Co., Ltd.
B			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O Jello Puddings	CBS	Young & Rubicam, Inc.
Back to God	Christian Reform Church Religion	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug, Inc. Dr. Lyon's Tooth Paste, Double Danderine, Emulsified Coconut Oil Shampoo, Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Fen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Fred Beck, Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS—PC	Wade Adv. Agy.
Behind the Front Page	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Ruthrauff & Ryan, Inc. New York
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Belmont Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Bartten, Barton, Dursine & Osborn, Inc.
The Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
The Milton Berle Show	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co.
The Better Half	Volupte, Inc. Compacts & Cigarette Cases	MBS	Hirshon-Garfield, Inc. New York
Beulah	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Big Sister	Procter & Gamble, Inc. Drene, Ivory Soap	CBS	Compton Advertising, Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Footo, Cone & Belding, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Sterling Drug Inc. Ironized Yeast, Phillips Milk of Magnesia	CBS	Pedlar & Ryan, Inc.
Big Town	Lever Brothers Co. Life Buoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Martin Block Show	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Palmolive Soap, Super Suds	CBS	Wm. Esty & Co., Inc.
Blondie	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Super Suds	NBC—PC	William Esty & Co., Inc.
Blue Book of Sports	U. S. Sixth Army Command Recruiting	ABC—PC	Russell Harris & Wood Adv. Agency
Borden Program	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Boys Town Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Break the Bank	Bristol-Myers Co. Mum, Vitalls	ABC	Doherty, Clifford & Shenfield, Inc.
Breakfast Club	Toni Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Footo, Cone & Belding
Breakfast Club	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Breakfast Club	General Mills, Inc. Kix, Wheaties, Ginger Cake Mixes	ABC	Tatham-Laird, Inc.
Breakfast Club	Swift & Co. Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Breakfast in Hollywood	Kellogg Co. Pep, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo	ABC	Dancer, Fitzgerald & Sample, Inc.
The Brighter Day	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Boxing	P. Ballantine & Sons Beer & Ale	MBS	J. Walter Thompson Co. New York
Abe Burrows Show	Lambert Co. Listerine Tooth Powder, Listerine Toothpaste	CBS	Lambert & Feasley, Inc.
California Caravan	Calif. Medical Assoc. Insurance Hospitalization & Physician's Service	ABC—PC	Lockwood, Shackleford Adv. Agency
Call For Music	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Call For Music With Dinah Shore & Harry James' Orchestra	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Call of the Cross	Mississippi Tabernacle Religion	MBS	Markes & Neese, Inc. Jackson, Miss.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Galmer and the News	Luden's, Inc. Coughdrops	CBS	J. M. Mathes, Inc.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream, Dental Cream	NBC	Ted Bates, Inc. Sherman & Marquette, Inc.
Erwin D. Calham—Christian Science Monitor	Christian Science Publishing Co. Christian Science Monitor Newspaper	ABC	H. B. Humphrey Co.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo, Supersuds	NBC—PC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC—PC	Warwick & Legler
Al Capp	The Frank H. Lee Co. Hats	ABC	William H. Weintraub & Co., Inc.
Captain Midnight	Wander Co. Ovaltine		Hill Blackett & Co. Chicago
Carle Comes Calling	Electrical Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Carmen Cavallaro's Orchestra	Lewis-Howe Co. Turns	NBC	Roche, Williams & Cleary, Inc.
Carnation Contented Hour	Carnation Co. Carnation Milk	NBC	Erwin Wasey & Co., Ltd.
Carnegie Hall	American Oil Co. Amoco Gas, Oil, Tires	NBC—PC ABC	Joseph Katz & Co.

Jack Carson Show	General Foods Corp Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Casey, Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovinglass Products	CBS	Wm. H. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co., Inc. Institutional	NBC, NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quakers Puffed Rice Sparkies	ABC	Sherman & Marquette, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
The Charley McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea, Instant Tea	NBC—PC	J. Walter Thompson Co.
Checkerboard Jamboree	Ralston-Purina Co. Chow Products	MBS	Gardner Advertising Agency St. Louis Brown & Bowers, Inc. Nashville
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC—PC	Newell-Emmett Co.
Chesterfield Supper Club with Sammy Kaye	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chuckwagon Tales	H. Moffat Co. Meat Products	CBS—PC	Makelim Assoc. Adv.
The Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer & Co.
Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Ellington & Co.
Cities Service Highways in Melody	Cities Service Co. Gas and Oil	NBC	Ellington & Co.
"Club 15" with Bob Crosby	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Co. Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Charles Collingwood, News	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Advertising Agency
Charles Collingwood, News	Household Finance Corp. Personal Loans	CBS—PC	LeVally, Inc.
Charles Collingwood, News	Sealy Mattress Co. All Products	CBS—PC	Alvin Wilder

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Corliss Archer	Lever Brothers Co. Toothpaste & Toothpowder	NBC—PC	Foote, Cone & Belding, Inc.
Cotton Bowl Football Game	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	William Esty & Co. New York
Counter Spy	Schutter Candy Co. (Div. of Universal Match Co.) Schutter Candy, Bit-O-Honey, Old Nick Candy	ABC	Schwimmer & Scott, Inc.
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Craftsman's Guild Annual Scholarship Awards	Fisher Body Div. of General Motors Institutional	ABC	Kudner Agency
Crime Photographer	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox Reeves Advertising, Inc.
Betty Crocker Magazine of the Air	General Mills, Inc. Gold Medal Flour, Bisquick, Cake Flour, etc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv. Inc.
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
A Date With Judy	Lewis Howe Co. Tums	NBC—PC	Roche, Williams & Cleary, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustré Cream, Palmolive Soap	NBC—PC	Ted Bates Inc.
Day of Restoration	National Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Dizzy Dean	S. C. Johnson & Sons, Inc. Carnu	NBC	Needham, Louis & Brorby, Inc.
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. Consolidated Vaseline Hair Tonic, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Mars, Inc. Candy	NBC	Grant Adv. Inc.
Dr. I. Q., Jr.	Mars, Inc. Candy	NBC	Grant Adv. Inc.

Dr. Paul	Safeway Stores, Inc. Sunny Bank Margarine	NBC—PC	J. Walter Thompson Co.
Don't You Believe It	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Double or Nothing	Campbell Soup Co. Campbell's Soups, Pork & Beans	CBS	Ward Wheelock Co.
Double or Nothing	Campbell Soup Co. Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	NBC—PC	Ward Wheelock Co.
Galen Drake	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	Leo Burnett Co., Inc.
Galen Drake	Kellogg Co. Kellogg's Pep, Krumbles, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Alex Dreier	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana, Trushay, Vitalis	NBC—PC	Young & Rubicam
Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC—PC	N. W. Ayer & Son, Inc.
Jimmy Durante Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty Co., Inc.

E

Eight O'Clock News	Peter Paul, Inc. Candy & Gum	MBS	Platt-Forbes, Inc. New York
Electric Hour With Phil Spitalny's Orch.	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Electric Theater With Helen Hayes	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Eigin Two Hours of Stars	Eigin National Watch Co. Watches	NBC—PC	J. Walter Thompson
Bob Elson on the Century	Consolidated Royal Chemical Co. Kranks Shave Cream	ABC—PC	Arthur Meyerhoff & Co.
Everybody Wins, With Phil Baker	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

F

Famous Jury Trials	General Mills, Inc. Kix, Cheerios	ABC	Knox Reeves Adv., Inc.
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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Fat Man	Norwich Pharmacal Co. Pepto-Bismol, Ungentine	ABC	Lawrence C. Gumbinner Adv. Agency
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
FBI in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Festival of Song	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Festival of Music	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Fibber McGee and Molly	S. C. Johnson & Sons, Inc. Johnson's Wax & Allied Products, Carnu	NBC—PC	Needham, Louis & Borby, Inc.
Jimmie Fidler	Carter Products Arrid	MBS	Sullivan, Stauffer, Colwell, Bayles, Inc. New York
Jimmie Fidler Show	Carter Products Arrid, Carter's Little Liver Pills	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry-Hanly Co.
George Fisher in Hollywood	L. B. Laboratories, Inc. L. B. Hair Oil	CBS—PC	Irwin-McHugh Adv.
George Fisher in Hollywood	Bendix Home Appliances, Inc. Washing Machines	CBS—PC	Tatham-Laird Adv. Agcy.
Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
First Church of Christ Scientist	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
The Ford Theater	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theater	Ford Motor Co. Automobiles, Institutional	NBC	Kenyon & Eckhardt, Inc.
Free for All	Lewis Food Co. Dog & Cat Food Products	CBS	Lennen & Mitchell, Inc.
Front Page Farrell	Whitehall Pharmacal Co. Kolyos, Hill's Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc. Duane Jones Co., Inc.
Front Page Features With Knox Manning	Manhattan Soap Co. All Products	CBS—PC	Duane Jones Co., Inc.

Front Page Features With Knox Manning	Soil-Off Mfg. Co. All Products—Cleaning Fluids	CBS—PC	McCann-Erickson, Inc.
Front Page Features With Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Dorothy Fuldheim	Brotherhood of Railroad Trainmen Institutional	ABC	William Von Zehle & Co.
G			
Arthur Gaeth	United Electrical Radio & Machine Workers of America	MBS	Mack & Arnold Co. New York
Arthur Gaeth	United Elec. Radio & Machine Workers Institutional	ABC	Weinstein & Co.
Game of the Week	U. S. Army Air Force Recruiting Service ; Recruiting	ABC	Gardner Adv. Co.
Gang Busters	Procter & Gamble Co. Tide, Soaps, Cleaners	ABC	Benton & Bowles
Gang Busters	L. E. Waterman & Co. Pens, Pencils, Ink	ABC	Charles Dallas Reach
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Studebaker Corp. Studebaker Cars	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	"42" Products, Inc. Hair Oil & Other Products	CBS	Brisacher, Van Norden & Staff
G. E. Houseparty	General Electric Co. Appliances & Merchandise Division	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strip, Safety Razors & Blades	ABC	Maxon, Inc.
Give & Take	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Arthur Godfrey's Talent Scouts	Lever Brothers Company Lipton's Tea, Lipton's Soup Mixes	CBS	Young & Rubicam
Arthur Godfrey	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey	Liggett & Myers Tobacco Company, Inc. Chesterfield Cigarettes	CBS	Newell-Emmett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Grand Central Station	Pillsbury Mills, Inc. Sno Shreen Cake Flour and other Pillsbury products	CBS	McCann-Erickson, Inc.
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam With Irene Beasley	Continental Baking Co., Inc. Wonder Bread, Hostess Cake	CBS	Ted Bates, Inc.
The Great Glidersleeve	Kraft Foods Co. Parkay Kraft Dinner	NBC—PC	Needham, Louis & Brorby, Inc.
Great Scenes from Great Plays	Nat. Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Arthur Kudner Agency, Inc.
Green Hornet	General Mills, Inc. Betty Crocker Cereal Tray, Cheerios, Cake Flours	ABC	Dancer-Fitzgerald-Sample, Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products	NBC—PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz, Drene	CBS	Compton Advertising, Inc.
II			
Hallmark Playhouse	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Harkness of Washington	Pure Oil Co. Pure Oil & Petroleum Products	NBC	Leo Burnett Co., Inc.
Phil Harris—Alice Faye Show	Rexall Drug Co. Rexall Drugs	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Davis Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
Harvest of Stars With James Melton	International Harvester Co. All Products	CBS	McCann-Erickson, Inc.
Harvest of Stars	International Harvester Co. Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.

Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty & Co., Inc.
Sam Hayes	Mennen Co. Shaving Cream, Skin Bracer, Talcum Powder, Cream Hair Oil	NBC—PC	Duane Jones Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake, Waffle Flour, Wheaties	NBC—PC	Knox-Reeves Adv., Inc.
Dick Haymes Show	Electric Auto-Life Co. Spark Plugs, Batteries, Ignition Systems, etc.	CBS	Ruthrauff & Ryan, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
Heart's Desire	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Gabriel Heater	Cartier Products, Inc. Cartier's Little Liver Pills	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heater	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heater	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Gabriel Heater	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
Alvin Helfer	Appalachian Coal Co. Coal	MBS	Haehle Adv. Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining	CBS	J. Walter Thompson Co.
Bill Henry and the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Hint Hunt	Armour & Co. Armour's Meats, Chiffon Flakes, Armour's Chili	CBS	Foote, Cone & Belding
Hit the Jackpot	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Holiday Shows for Thanksgiving and Christmas	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Hollywood Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hollywood Star Preview	American Home Products Corp. Anacin	NBC—PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Hop Harrigan	Lever Brothers Co. Pepsodent Dentifrice	MBS	Foote, Cone & Belding Chicago
Bob Hope	Lever Brothers Co. Tooth Paste & Tooth Powder, Swan Soap	NBC—PC	Foote, Cone & Belding, Inc. Young & Rubicam, Inc.
The Hope of Peace	Arabian-American Oil Co. Institutional	ABC	Kudner Agency, Inc.
Hormel Girls Corp.	George H. Hormel & Co. Spam	MBS	Batten, Barton, Durstine & Osborn, Inc. Minneapolis
House of Mystery	General Foods Sales Corp. Post Corn Toasties	MBS	Benton & Bowles, Inc. New York
How to Get More Out of Life, with Jane Jordan	Wm. H. Wise & Co. Books	CBS	Huber Hoge & Sons
How to Get More Out of Life With Jane Jordan	William H. Wise & Co. Books on Sewing, Cooking, Knitting, etc.	ABC	Huber Hoge & Sons
The Human Side of the News	Kelvinator Div. of Nash-Kelvinator Corp. Refrigerators, Electric Ranges, Home Freezers	ABC	Geyer, Newell & Ganger, Inc.

Ice Follies of 1949	Shipstad & Johnson Ice Follies	MBS	Smith, Bull & McCreery, Inc. Hollywood
Indianapolis Speedway Race	Perfect Circle Co. Piston Rings	MBS	Henri, Hurst & McDonald, Inc. Chicago
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Inside of Sports	Bayuk Cigars, Inc. Phillies Cigars	MBS	Neal D. Ivey Co. Philadelphia
Burl Ives	Philco Corp. Radios	MBS	Hutchins Advertising Co., Inc. New York
Jack Armstrong	General Mills, Inc. Wheaties, Cheerios, Kix	ABC	Knox Reeves Adv., Inc.
Jergens Summer Journal	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.

Jersey Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Junior Miss	Lever Bros. Company Pepsodent Tooth Powder, Rinso, Pepsodent Toothpaste, Lifebuoy	CBS	Needham, Louis & Brorby, Inc.
Dick Jurgens Orchestra	Coca-Cola Co Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Just Plain Bill	Whitehall Pharmaceutical Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Gaines Dog Food	MBS	Benton & Bowles, Inc. New York

K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil, Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Manhattan Soap Co Sweetheart Soap	NBC	Duane Jones Co., Inc.
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby line of Canned Meats	ABC	Needham, Louis & Brorby, Inc.
Kay Kyser's College of Fun & Knowledge	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	McCann-Erickson, Inc.
Kay Kyser's College of Music & Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC-PC	Ted Bates, Inc.
King Cole Trio Time	Wildroot Co., Inc Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kraft Music Hall	Kraft Foods Co Velveeta, Cream Cheese, Mayonnaise, Cheese Spreads, Miracle Whip	NBC-PC	J. Walter Thompson Co.

L

Ladies Be Seated	Toni, Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour, Buckwheat Flour, Ken L-Ration	ABC	C. J. LaRoche & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	ABC	Henri, Hurst & McDonald, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	NBC—PC	Henri, Hurst & McDonald, Inc.
Leave It to the Girls	Continental Pharmaceutical Corp. Kyron	MBS	Arthur Mayerhoff & Co. Chicago
Ernie Lee's Omega Show	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Advertising Co. St. Louis
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Talk Hollywood	American Tobacco Co. Lucky Strikes	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
The Life of Riley	Procter & Gamble Co. Prell	NBC—PC	Benton & Bowles, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span, Ivory Flakes	NBC	Dancer-Fitzgerald & Sample, Inc. Blow Co., Inc.
Light of the World	General Mills, Inc. Softasilk, Cake Mix, Cheerios, Pyequick, Soup, Gold Medal Flour	NBC	Dancer-Fitzgerald-Sample, Inc.
Victor H. Lindlahr	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
The Listening Post	Curtis Circulation Co. Saturday Evening Post	ABC	B. B. D. & O.
Guy Lombardo & Orchestra	Kaiser-Fraiser Corp. Automobiles & Industries	MBS	Wm. H. Weintraub & Co. New York
The Guy Lombardo Show	First National Stores, Inc. Food Products, Institutional Adv.	ABC	John C. Dowd, Inc.
Lone Ranger	General Mills, Inc. Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. Wittnauer Watches	MBS	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt, Inc. Bab-o	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips Creams & Milk of Magnesia, Bayer Aspirin, Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

Lum 'n' Abner	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Company Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.
M			
Ma Perkins	Procter & Gamble Co. Ivory Soap, Oxydol, Spic & Span	CBS	Compton Adv., Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald & Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lyon's Tooth Powder, Tooth Paste	NBC	Dancer, Fitzgerald & Sample, Inc.
Zeke Manners	Whitehall Pharmacal Co. Anacin, Kolydos, Bisadol	ABC—PC	Dancer, Fitzgerald & Sample, Inc.
Knox Manning, News	Los Angeles Soap Co. All Products	CBS—PC	Raymond R. Morgan Co.
Knox Manning, News	S.O.S. Company All Products; (Soaps)	CBS—PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Groucho Marx Show	Elgin-American Div. of Ill. Watch Co. Compacts, Cigarette Cases	ABC	Weiss & Geller, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Chipso, Ivory Flakes, Oxydol, Spic & Span, Tide Flakes	CBS	Pedlar & Ryan, Inc.
Mass. Handicap Horse Race	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC—PC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.

PROGRAM

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Smilin' Ed McConnell	Mantle Lamp Co. of America Electric & Kerosene Lamps, Kerosene Lanterns	ABC	William Hart Adler, Inc.
Smilin' Ed McConnell & His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC—PC	Leo Burnett Co., Inc.
Meet the Boss (Guy Lombardo)	Kaiser-Frazer Automobiles & Industries	MBS	William Weintraub Co.
Meet Corliss Archer	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Meet the Meeks	Swift & Co. Alsweet Margarine	NBC	J. Walter Thompson Co.
Meet the Missus	Chemicals, Inc. Vano Houshold Chemical	CBS—PC	Garfield & Guild
Meet the Missus	Evans Pen Corp. Evanette Ball Point Pens	CBS—PC	Capka & Kennedy
Meet the Misses	Gold Seal Co. Gold Seal Wax	CBS—PC	Campbell-Mithum, Inc.
Meet the Missus	Interstate Laboratories, Inc. Oculine Eye Pads	CBS—PC	Morgan Adv. Agency C. B. Juneau, Inc
Meet the Missus	Luer Packing Co. Fresh Meats	CBS—PC	Dan B. Miner Co., Inc
Meet the Missus	Modglin Company, Inc. Perma Brooms	CBS—PC	W. Earl Bothwell, Inc.
Meet the Missus	Pillsbury Mills, Inc. All Products	CBS—PC	McCann-Erickson, Inc.
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Ruthrauff & Ryan Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS—PC	Morse International, Inc.
Meet the Missus	Weich Grape Juice Co. Fruit Preserves	CBS—PC	Buchanan & Co., Inc.
Meet the Missus	Wildroot Co., Inc. Wildroot Cream Oil	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Stars	Beauty Facteurs Instacurt	ABC	Mackenzie Adv.
Metropolitan Opera	Texas Co. Gas, Oil	ABC	Buchanan & Co., Inc.
Metropolitan Opera Auditions of the Air	Farnsworth Television & Radio Corp. Farnsworth Twenty-Two TV Receivers	ABC	Warwick & Legler, Inc.

Our Miss Brooks with Eve Arden	Colgate-Palmolive-Peet Co. Lustre Creme Shampoo, Palmolive Soap	CBS	Wm. Esty & Co., Inc.
The Mollie Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Monday Morning Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
The Henry Morgan Show	Standard Laboratories, Inc. Rayve Creme Shampoo, Hedy Wave Home Permanent	ABC	Roche, Williams & Cleary, Inc.
Mr. Ace and Jane	General Food Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Mr. Chameleon	Sterling Drug, Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica, Vitalis, Ipana	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Information	S.O.S. Company All Products, (Soaps)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Anacin, Kolyinos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Edward R. Murrow	Campbell Soup Co. Franco-American Products, Pork & Beans	CBS	Ward Wheelock
Music from the Heart of America	Falstaff Brewing Corp. Beer	NBC	Dancer-Fitzgerald-Sample, Inc.
Music Hour from Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC—PC	Brooks Advertising Agency
Musical Program	Dem. National Comm. Political	ABC	Warwick & Legler, Inc.
My Friend Irma	Lever Bros. Company Pepsodent Toothpaste, Swan Soap	CBS	Foote, Cone & Belding
My True Story	Libby, McNeill & Libby Canned & Frozen Juices, Meats, Fish, Fruit	ABC	J. Walter Thompson Co.
Mystery Theater	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia & Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Advertising Co.
Nat'l Professional Football Championship Game	Wheaties Wilson Sporting Goods Co.	ABC	Knox Reeves Adv., Inc. Ewell & Thurber Assoc.
Navy-Notre Dame Game	Gillette Safety Razor Co. Sporting Goods	ABC	Maxon, Inc.
New Faces	Razor Blades, Shaving Cream General Food Corp. Instant Maxwell House Coffee, Jell-O, Log Cabin Syrup	NBC	Benton & Bowles, Inc.
New York Philharmonic Symphony	Standard Oil Company (New Jersey) Institutional	CBS	Marschalk & Pratt Co.
News	W. F. Fuller & Co. Paints	CBS-PC	McCann-Erickson, Inc.
News of the World	Miles Laboratory Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobile & Industries	MBS	Swaney, Drake & Bement, Inc. Chicago
Newsweek Looks Ahead	Forty-Two Products, Ltd. '42 Oil Shampoo, '42 Hair Oil Tonic	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Butler Packing Co. Dennison's Food Products	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Clary Multiplier Corp. Flo-Ball Writing Instruments	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC-PC	Fitzgerald Adv. Agency
Northfield 1000 Voice Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Official Detective	Pharmaco, Inc. Chooz	MBS	Ruthrauff & Ryan, Inc. New York

Old Gold Show with Frances Langford, Henry Morgan One Man's Family			
Orange Bowl Football Game			
Original Amateur Hour			
Our Gal Sunday			
P.			
The Padded Cell			
Louella Parsons Show			
Pause That Refreshes On the Air			
Drew Pearson			
People Are Funny			
Pepper Young's Family			
Elmer Peterson			
Elmer Peterson			
Pet Milk Show			
Sam Pettengill			
Pilgrim Hour			
Point Sublime			
P. Lorillard & Co. Old Gold Cigarettes			
Standard Brands, Inc. Fleishman's Yeast, Shefford Cheese, Tenderleaf Tea, Chase & Sanborn Coffee, Blue Bonnet Margarine			
Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades			
P. Lorillard & Co. Old Gold Cigarettes			
American Home Products Corp. Anacin			
Schutter Candy Co. Bit-O-Honey, Old Nick Candy Bars			
Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap			
Coca-Cola Co. Coca-Cola			
The Frank H. Lee Co. Hats			
Brown & Williamson Tobacco Co. Raleigh Cigarettes			
Procter & Gamble Co. Camay Soap			
Planters Nuts & Chocolate Co. Planters Peanuts, Peanut Oil			
White King Soap Co. Soap Products			
Pet Milk Sales Corp. Evaporated Milk			
America's Future, Inc. Book—"Constitution of U. S." by James Norton			
Fuller Foundation Religion			
John Hancock Mutual Life Insurance Co. Life Insurance			
CBS	Lenner & Mitchell, Inc.		
NBC—PC	J. Walter Thompson Co.		
CBS	Maxon, Inc.		
ABC	Lenner & Mitchell, Inc.		
CBS	Dancer-Fitzgerald-Sample, Inc.		
CBS—PC	Russell M. Seeds Co., Inc.		
ABC	Robert W. Orr & Assoc., Inc.		
CBS	D'Arcy Adv. Co., Inc.		
ABC	William H. Weintraub & Co., Inc.		
NBC—PC	Russell M. Seeds Co.		
NBC	Pedlar & Ryan, Inc.		
NBC—PC	Raymond R. Morgan Co.		
NBC—PC	Raymond R. Morgan Co.		
NBC	Gardner Advertising Co.		
ABC	Andrew Gahagan Assoc., Inc.		
MBS	R. H. Alber Co. Los Angeles		
ABC	McCann-Erickson, Inc.		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40 Per Cent Bran Flakes, Post's Raisin Bran,	NBC	Benton & Bowles
Philip Morris Night	Philip Morris & Co., Ltd. Cigarettes, Tobacco	NBC	Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Professor Quiz	American Oil Co. Gasoline & Oil, Amoco, Self-Polishing Wax	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Prudential Family Hour of Stars	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

R

Queen for a Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen for a Day	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Queen for a Day	International Milling Co. Robin Hood Flour	MBS	Crook Advertising Agency Dallas
Queen for a Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Quick As a Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Radio Bible Class	Radio Bible Class, Inc. Religious Talks	MBS	Stanley G. Boynton Co. Detroit
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
The Railroad Hour	Assoc. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
Readers Digest-Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding

Renfro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and other milling products	CBS	Henri, Hurst & McDonald, Inc.
Revere All-Star Review	Revere Camera Co. Cameras & Projectors	MBS	Roche, Williams & Cleary, Inc. Chicago
The Rexall Summer Theatre	Rexall Drug Co. Rexall Drugs	NBC—PC	N. W. Ayer & Sons, Inc. Batten, Barton, Durstine & Osborn, Inc.
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil	NBC—PC	Hixson, O'Donnell Adv., Inc.
Richfield Reporter	Richfield Oil Corp. Petroleum Products	ABC—PC	Hixson, O'Donnell Adv., Inc.
The Right to Happiness	Procter & Gamble Co. Ivory Soap	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	NBC	Compton Adv., Inc.
Romance of the Highways	Pacific Greyhound Lines Bus Transportation	ABC—PC	Beaumont & Hohman, Inc.
Romance of Helen Trent	American Home Products Corp. Aero Wax, Ant-Spray, Black Flag, Kolylos Dental, Wizard Glass Wax	CBS	Dancer-Fitzgerald-Sample, Inc.
Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Rose of My Dreams	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-White Flakes	CBS	Duane Jones Co., Inc.
Billy Rose	Barbasol Co. Shaving Cream	MBS	Erwin, Wasey & Co.
Billy Rose, Pitching Horseshoes	Mustertole Co. Mustertole	MBS	Erwin, Wasey & Co. New York
Billy Rose, Pitching Horseshoes	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Rosemary	Procter & Gamble Co. Ivory Snow	CBS	Benton & Bowles, Inc.

S

The Saint	Lever Bros. Company Trim Hair Tonic	CBS—PC	Foote, Cone & Belding
Saturday Night Serenade	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv., Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty & Co., Inc.
The (New) Sealtest Village Store With Jack Carson	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
The (New) Sealtest Village Store With Ray Noble	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
Sealtest Variety Theatre Starring Dorothy Lamour	Sealtest, Inc. Milk and Ice Cream	NBC—PC	N. W. Ayer & Son, Inc.
Second Mrs. Burton	General Foods Corp. Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down	CBS	Young & Rubicam, Inc.
Eric Sevareid, News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc.
The Robert Shaw Corale	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea	NBC	J. Walter Thompson
Sheaffer Parade	W. A. Sheaffer Pen Co. Pens, Pencil, Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	Trimount Clothing Co., Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. Twenty Mule Team Borax, Boraxo	ABC	McCann-Erickson, Inc.
William L. Shirer	Piedmont Shirt Co. Wing Shirts	MBS	William H. Weintraub & Co., Inc. New York
Dinah Shore, Harry James Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Blou Co., Inc.
Herb Shriner Time	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Silver Summer View	International Silver Co. Sterling and 1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Red Skelton Program	Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	NBC—PC	Russel M. Seeds Co., Inc.

The Red Skelton Show	Procter & Gamble Co. Tide	NBC—PC	Benton & Bowles, Inc.
Jack Smith Show	Procter & Gamble Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Sings	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co., Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Songs By Morton Downey	Coca Cola Co. Coca Cola	NBC, MBS	D'Arcy Advertising Co.
Speak Up America	Tucker Corp. Autos	ABC	Roy S. Durstine, Inc.
Spotlight Review	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Sports	Gillette Safety Razor Co. Blades & Razors	MBS	Maxon, Inc.
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette, Inc.
The Jo Stafford Show	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Star Theater	Texas Company Texas Products	CBS	Kudner Agency, Inc.
Stars Over Hollywood	Bowley's, Inc. Dart-Rich Products	CBS	Sorensen & Co.
Stars Over Hollywood	Armour & Co. Dash Dog Food	CBS	Foote, Cone & Belding
Startime with Dorothy Kilgallen	Drackett Co. Drano, Windex	ABC	Young & Rubicam, Inc.
Stella Dallas	Sterling Drug, Inc. Phillips Milk of Magnesia & Tablets, Engine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Wallace Sterling, News	Day & Night Mfg. Co. Water Heaters & Eght.	CBS—PC	Hixson-O'Donnel Adv., Inc.
Dr. Wallace Sterling	Payne Furnace Co. Heating Appliances	CBS—PC	Knollin Adv. Agcy.
Stop the Music	Swirl Products Div., Allied Chemical & Dye Corp. Swirl	ABC	Maxon, Inc.
Stop the Music	Spiedel Co. Wristwatch Bands	ABC	Cecil & Presbrey, Inc.
Stop the Music	Smith Bros. Smith Bros. Cough Drops	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Stop the Music	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Eversharp, Inc. Razors, Razor Blades, Pens, Pencils	ABC	Biow Co., Inc.
The Story of Holly Sloan	General Mills, Inc. Pyequick, Bean Soup	NBC—PC	Knox-Reeves Advertising, Inc.
Storyteller	Clear Weave Stores Stockings, Gloves, Purses	ABC	Doherty Adv. Co., Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Sweetheart Soap, Blue Barrel Soap	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC—PC	Elliott-Daly Co.
Strike It Rich	Luden's Inc. 5th Avenue Candy Bar	CBS	J. M. Mathes, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Sunday Evening Hour	Rechhold Chemical, Inc. Musical Digest Magazine, Vox Records	ABC	Kenyon & Eckhardt, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil, Fuel Oil	NBC	Roche, Williams & Cleary, Inc.
Superman	E. J. Brach & Sons, Inc. Confections	MBS	George H. Hartman Co. Chicago
Surprise Package	McKesson & Robbins Tartan Suntan Oil	ABC—PC	Benton & Bowles
Surprise Package	Shontex Co. Shontex Hair Conditioner, Shampoo	ABC—PC	Fritz-Carlson-Cash, Inc.
Surprise Package (Participations in)	Mode O'Day Corp. Mode O'Day Wash Dresses	ABC—PC	Glasser, Gailey, Inc.

Surprise Theater with Knox Manning	Calif. Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS	Long Adv. Service
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems and Other Auto Accessories	CBS	Newell-Emmett Co.
Sweeney & March	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Warren Sweeney, News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.
Take a Number	U. S. Tobacco Co. Model, Tween Dills Best	MBS	Kudner Agency New York
Take It or Leave It	Eversharp Inc. Pens & Pencils	NBC—PC	Blow Co., Inc.
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
The Tales of Willie Piper	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
Henry J. Taylor	General Motors Corp. Cars, Services	ABC	Kudner Agency, Inc.
Mary Lee Taylor Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Teen Timers Club	Teen Timers, Inc. Teen Timers Dresses	MBS	Buchanan & Co. New York
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
Terry & The Pirates	Quaker Oats Co. Puffed Wheat, Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx	Bristol-Myers Co. Ipana & Vitalis	NBC	Young & Rubicam, Inc.
Texaco Star Theater	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	B. B. D. & O.
This Changing World	Fruehauf Trailer Co. Trailers, Institutional Adv.	ABC	Zimmer-Keller, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri Hurts & McDonald, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Nora Drake	The Toni Co. Toni Home Permanent Wave, Toni Creme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equit. Life Assur. Soc. of U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheaties, Wheat Hearts	NBC—PC	Knox Reeves Adv., Inc.
Danny Thomas Show	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv. Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Today's Children	General Mills, Inc. Wheaties, Bean Soup, Bisquick	NBC—PC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Ralston, Shredded Ralston, Instant Ralston	MBS	Gardner Advertising Agency St. Louis
Tomorrow's Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Mel Torme Show	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Bob Trout and the News	Pillsbury Mills, Inc. Pie Crust Mix	NBC	Leo Burnett Co., Inc.
True Detective Mysteries	Williamson Candy Co. O'Henry Candy	MBS	Aubrey, Moore & Wallace, Inc.
True or False	Shotwell Mfg. Co. Conffections	MBS	C. Wendel Muench & Co. Wade Advertising Chicago
Truth or Consequences	Procter & Gamble Duz	NBC—PC	Compton Adv., Inc.

Twenty Questions
 Ronson Art Metal Works
 Ronson Lighters
Dave Vaille, News
 Metropolitan Life Insurance Co.
 Institutional
The Voice of Firestone
 Firestone Tire & Rubber Co.
 Tires & Tubes, Institutional

V

Voice of Prophecy
 Voice of Prophecy, Inc.
 Religious Talks
Vox Pop
 American Express Co.
 Travelers Checks, Money Orders, Travel
 Service Field Warehousing Service

W

Bennie Walker's Tillamook Kitchen
 Tillamook County Creamery Assoc.
 Cheese
Sydney Walton
 William H. Wise & Co.
 "The Handyman" (publication)
Waltz Time
 Sterling Drug Co.
 Phillips Milk of Magnesia
Fred Waring Program
 American Meat Institute
 Meat & Allied Products
Fred Waring Program
 General Electric Co.
 Institutional
Fred Waring Program
 Minnesota Valley Canning Co.
 Canned Vegetables
Fred Waring Program
 S. C. Johnson & Sons, Inc.
 Johnson's Wax, Allied Products
Wendy Warren & News
 General Foods Corp.
 Maxwell House Coffee,
 Instant Maxwell House Coffee
George Washington—Country Squire
 Grand Lodge of Free & Accepted Masons N. Y.
 Institutional

MBS Cecil Presbrey, Inc.
 New York
CBS—PC Young & Rubicam, Inc.
NBC Sweeney & James Co.
NBC Western Advertising, Inc.
 Los Angeles
ABC J. M. Mathes, Inc.
NBC—PC Botstorf, Constantine & Gardner
ABC Huber Hoge & Sons
NBC Dancer-Fitzgerald-Sample, Inc.
NBC Leo Burnett Co., Inc.
NBC Batten, Barton, Durstine & Osborn, Inc.
NBC Leo Burnett Co., Inc.
NBC Needham, Louis & Brorby, Inc.
CBS Benton & Bowles, Inc.
MBS Direct

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
Buddy Weed Trio	Seeman Bros., Inc. White Rose Food Products	ABC	J. D. Tarcher & Co., Inc.
Welcome Travelers	Procter & Gamble Co. Ivory Snow	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Adv. Agency
What Makes You Tick?	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
What's My Name	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Birds Eye	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
The Whistler	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
The Paul Whiteman Record Club	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt
The Paul Whiteman Record Club	R. J. Reynolds Tobacco Co. Cigarettes, Pipe Tobacco	ABC	William Esty & Co.
The Paul Whiteman Record Club	Nestle's Co. Nescafe	ABC	Compton Adv. Agency, Inc.
The Paul Whiteman Record Club	National Biscuit Co. Crackers, Cereals, Cakes, Cookies, Bread	ABC	McCann-Erickson, Inc.
Whiz Quiz	Paul F. Beich & Co. Whiz & Pecan Pete Candy Bar	ABC	Olian Adv. Agency
Williams-Flores Lightweight Championship Fight	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.

Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Walter Winchell	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Winter Olympics	United States Rubber Co. U. S. Tires	MBS	Campbell-Ewald Co. New York
Woman in White	General Mills, Inc. Bisquick	NBC—PC	Knox-Reeves Advertising, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon, Inc.
Y			
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv. Agency
Young Widder Brown	Sterling Drug, Inc. Halley's M-O, Phillips Toothpaste, Phillips Creams	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints	ABC	St. Georges & Keyes, Inc.
Your Land & Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc.
Your Lucky Strike Program	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Your Song & Mine	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Yours for a Song	Conti Products Shampoo	MBS	Birmingham, Castleman & Pierce
Young People's Church of the Air	Young People's Church of the Air, Inc. Religious Talks	MBS	Erwin, Wasey & Co. New York Alpha Advertising Agency Philadelphia

First it was ... **WABD** NEW YORK'S WINDOW ON THE WORLD

NEXT it was ... **WTTG** WASHINGTON'S WINDOW ON THE WORLD

AND NOW it's ...

WDTV

PITTSBURGH'S WINDOW ON THE WORLD

Pioneer station linking the East Coast and Mid-West networks!

All Owned and Operated by

THE
DU MONT

TELEVISION NETWORK

... first in television to
offer all-day pro-
gramming in the New
York area ... WABD,
Channel 5.

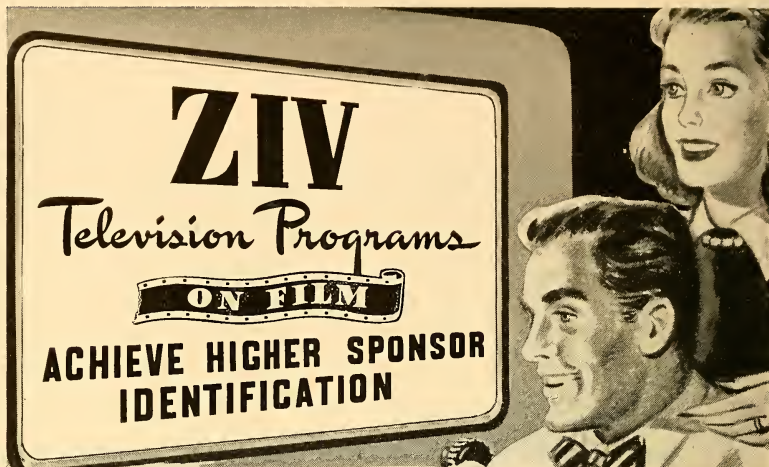


P R E S E N T S

**T H E 1 9 4 9
Y E A R B O O K
O F
T E L E V I S I O N**

Edited by
JACK ALICOATE

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1501 Broadway, New York 18, N. Y. WIsconsin 7-6336



ZIV
 Television Programs
ON FILM
ACHIEVE HIGHER SPONSOR IDENTIFICATION

They're great, new, commercial shows—featuring big-name stars—designed to produce maximum viewer impact. They're processed, exclusively, for cost-conscious, result-minded advertisers. Get the facts on these ZIV Television Programs now!

- SPORTS ALBUM** 5-minute series of shows on: Baseball, Football, Wrestling, Boxing.
- YESTERDAY'S NEWSREEL**... 15-minute shows, highlighting headline events of yesteryear.
- FEATURES** 1-hour, full-length movies.
- WESTERNS** 1-hour, full-length movies.

Write, wire or phone today!

ZIV *Television Programs* **INC.**

1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK CHICAGO HOLLYWOOD

TELEVISION

—1949 PREVIEW

As this is written 57 television stations are operating in key center cities throughout the country, 66 CP's have been granted and 317 applications for stations are pending before the FCC. These figures spell unprecedented progress in the new media of sight and sound.

Coupled with the station expansion, TV now boasts of networks which link the Atlantic seaboard and the midwest and carry programs as far west as the Mississippi River. In another year stations on the Pacific coast will be linked by coaxial cable. In 1950 transcontinental network television will become a reality.

The Year Book of Television is a progress report on these developments. In the pages that follow the whole story of the rapid growth of the new communications art unfolds. Here you find accurate information on the kind and quality of programming; statistics on the TV audience which in 1948 acquired 1,000,000 sets and a complete who's who of TV station management.

We are indebted to many for the editorial and statistical content of this 1949 Year Book of Television.

This is your volume—a progress report on the nation's fastest growing industry.

JACK ALICOATE
Editor.



**BEST NEWS coverage on TV? ...
Telepix! ... with ten cameramen
covering the Eastern Seaboard ... two
camera planes for fastest possible
picture-reporting! ... And more scoops
to its credit than any TV news service!
... Every night at 7:30 ... Sunday
Roundup, same time ... late news
just before signoff.**

Takes all kinds . . .

For any advertiser who wants to attract a major audience and keep it coming back for more...make conversation and comment among customers...promote prestige, build business and better sales... WPIX presents the widest possible variety of remote pick-ups and studio productions...Children's shows, sports events, pertinent programs for the homemaker... comprehensive news coverage, public service presentations... comedy, drama, movies... all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule... and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication . . . just write, wire or phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MURRAY HILL 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX

NEW YORK CITY • CHANNEL 11

TEN YEARS OF TELEVISION

By WILL BALTIN, Secty.-Treas., Television Broadcasters Association, Inc.



Will Baltin

TEN years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. Du Mont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBT) Hutchinson dug his teeth into variety, drama, sports, news, etc.

It was only a short time after the opening of the World's Fair and the start of regularly telecasting by W2XBS that CBS' experimental station, W2XCW, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Du Mont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. Du Mont reached out and collared me for the post of program manager of his station, W2XWV, on June 1, 1940.

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The F.C.C. granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shriveled from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whitening process was grabbed again in 1946 and sent through another governmental wringer—this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the F.C.C. had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

clear



st

**16% Clearer
on
WNBT**

The face on the living-room screen is 16% clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . and the audience to NBC.

three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

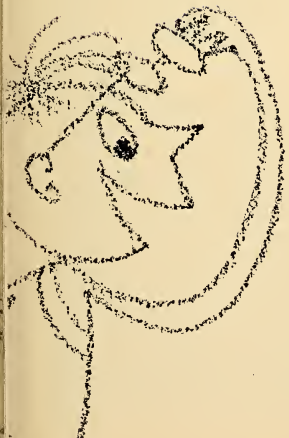
With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

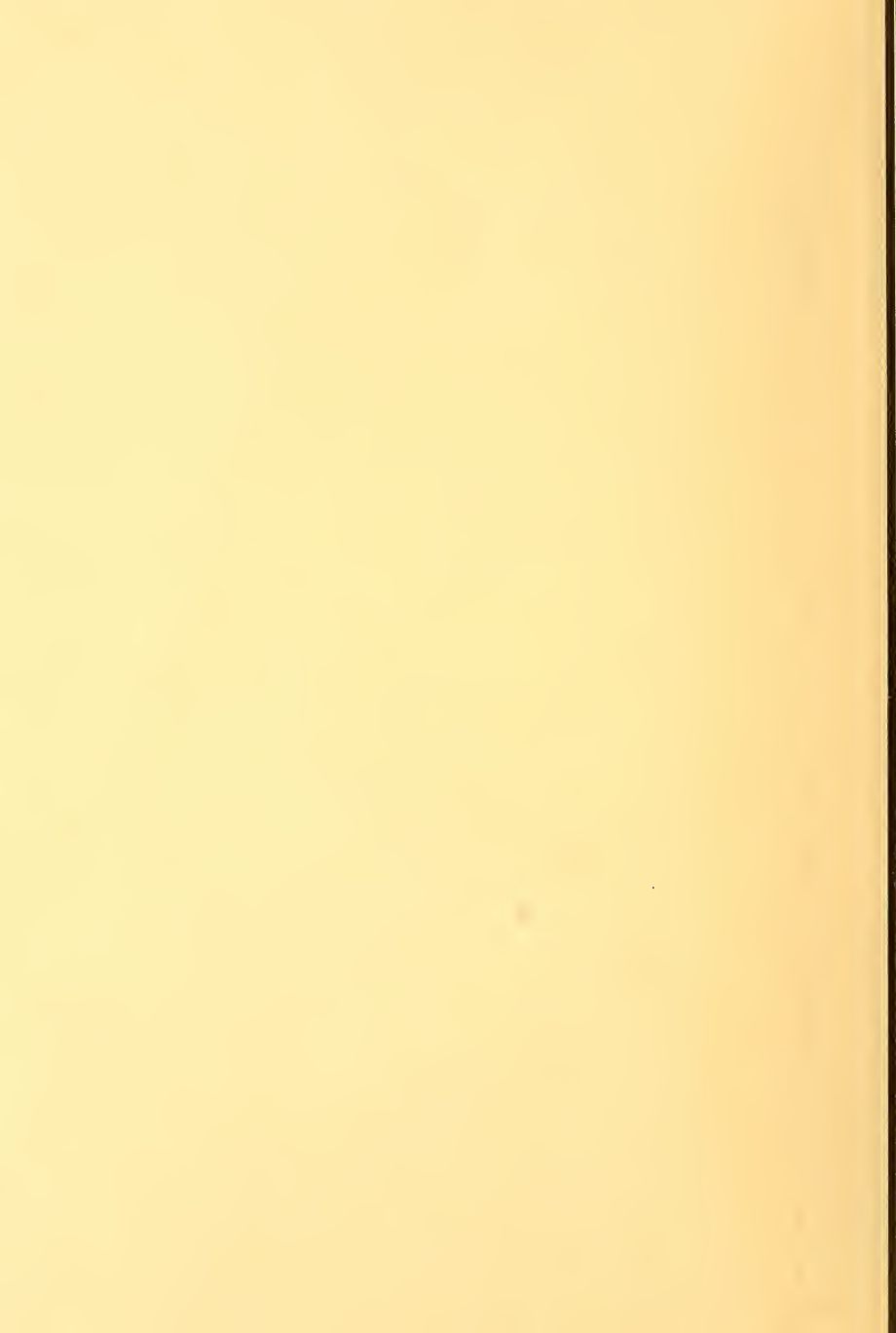
**Complete details on request*

NBC Television

THE NATIONAL BROADCASTING COMPANY

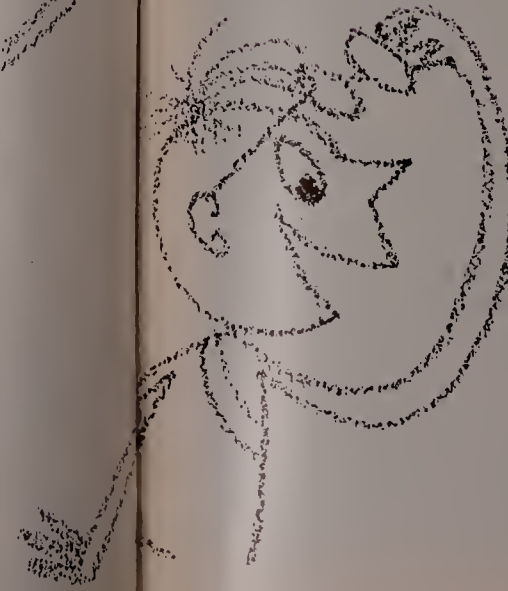
A service of Radio Corporation of America





clearest

**16% Clearer
on
WNBT**



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**Complete details on request*

NBC Television

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

WBAL and

WBAL-TV

Mean

Business

in Baltimore!

NBC AFFILIATE

Nationally Represented By Edward Petry Co.

VIDEO HIGHLIGHTS

NUMBER of television stations climbed from 16 in 1947 to 49 by the end of 1948, with expectations that this figure will be more than doubled in '49.

The FCC ordered a freeze on hearings and action on all applications for stations pending a study of present allocations and possible opening of the UHF band to commercial video.

Network television became a reality for about one-third of the United States on Jan. 11, 1949, when AT&T opened the coaxial cable linking 14 cities from Boston to St. Louis.

RMA announced production of 866,832 receivers during 1948, bringing the post-war total to 1,160,000. Industry estimates place the expected output for 1949 around the two million mark.

Eighteen stations reaching nine major markets covered the major political convention in Philadelphia at a cost estimated in the neighborhood of \$500,000.

Coverage of the Presidential election provided TV with its biggest news story in history. The four webs were on the air a total of 52 hours, seven minutes. Longest stint was turned in by CBS, 14:45, beating NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m.

Another first was the fact that the election coverage was sponsored. Life magazine was the bankroller on NBC; Kaiser-Frazer, on ABC; Nash Motors on CBS. DuMont returns were aired in cooperation with Newsweek.

First large screen television demonstration was held by the Paramount Theater in New York, using an intermediate film projection system. Program was a 20-minute boxing exhibition picked up by WPIX.

By the end of the year, number of TV advertisers had grown to over 700, who spent a total of \$307,185 for time during one week (Jan. 2-8). Largest single group of bankrollers was retail accounts who spent \$88,888 during the sample week. 33 network sponsors spent \$68,954, and 234 selective advertisers spent \$143,343.

PROGRAM PATTERN FOR 1949

By IRWIN ROSTEN, Staff Writer, TELEVISION DAILY



Irwin Rosten

IN reviewing the television programming of the past year, two points come immediately to mind. One is tangible—the tremendous progress made in the production of studio shows. The other—an intangible—is the general awareness that became apparent towards the end of the year of the inadequacies of this same programming despite its remarkable improvement.

Let's take the two points in order.

At the beginning of 1948, there were very few studio productions on the air and those that were carried were, for the most part, sustaining. Even in New York, which was and still is, far in advance of any other city from a program standpoint, a good part of the stations' air time was devoted to mediocre boxing bouts and phoney wrestling matches, with a sprinkling of other sports and special events. By early Spring, when the "Amateur Hour," sponsored by Kaiser-Frazer, was the top show in the first TV survey by Hooper, a few brave pioneering sponsors began to buy time. American Tobacco placed "Tonight on Broadway" on CBS, and Admiral sponsored Henry Morgan on ABC. Both were short-lived.

Toward the beginning of Summer, when set sales were spurred by the impending political conventions, the most successful commercial program to date made its startling debut. An up-to-date version of vaudeville, the "Texaco Star Theater," inspired the term "vaudeo"; brought its emcee, Milton Berle, to new heights of popularity; put countless imitators before the cameras, and opened the flood gates of commercial television.

In the Fall, the high-budgeted dramatic shows made their appearance, led by the "Philco Playhouse," an hour-long production that gave new meaning to the word entertainment. Plays such as "Counsellor-at-Law" and "Cyrano de Bergerac," presented with excellent casts and Fred Coe's inspired direction softened even the most vehement videophobes. Soon afterward,

"Ford Theater" and "Studio One" came along to make equally important contributions to TV drama.

As the list of sponsors grew, so did the variety of programs. Some were good, some were fair and others were downright awful, but the medium was learning, and as the new year began the second point offered at the beginning of this article became increasingly apparent.

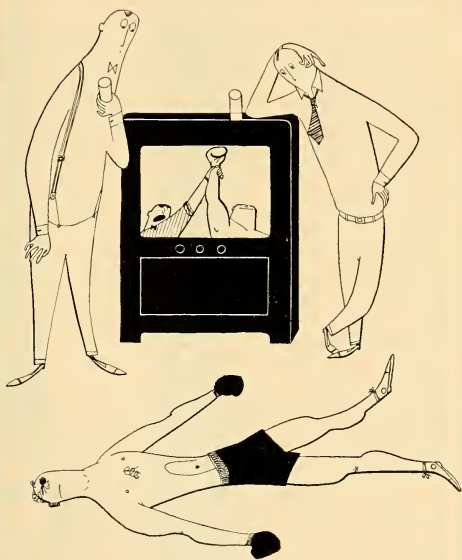
The industry had already learned that radio programs do not necessarily make good viewing. Now it is beginning to realize that the structure of the radio schedule—performances by the same artist or group of artists once a day or once a week—probably will not apply much longer to television. The impact of sight and sound is so great that watching the same faces week after week can become trying for the viewer. Fresh material and new talent is needed to satiate the voracious orthonics.

Despite the great improvements of the past year future progress therefore will have to be made along different lines. A pattern will have to be developed to allow the advertiser to reach his audience with regularity, but this same regularity must be flexible enough to assure continued interest in the programs.

Another new phase of programming that became increasingly important towards the end of the year was daytime shows. DuMont's flagship WABD startled the industry last fall by instituting a 7 a.m. to 11 p.m. schedule. Trade circles said it couldn't be done, but by keeping production expenses to the barest minimum, the station was able to break even when the first sales rolled in. Other stations around the country began expanding their schedules and, by and large, daytime programming proved successful.

As competition for the smaller daytime audience increases and brings with it intensified competition for the advertising dollar, several rather drastic changes in the established sales set-up may be expected. Program sales may disappear entirely, to be replaced by participations and announcements. Current standard spot length may be revised to include shorter announcements—perhaps as brief as five seconds—at low rates to attract low-budgeted local retail accounts.

For Complete List of Television Programs See Page 1081



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in Television today.

CBS-TV



TV PROGRAM FORMATS

By MYRON P. KIRK, Radio and TV Exec. Kudner Agency, Inc.



Myron P. Kirk

A COMMERCIAL television or radio program is comprised of two broad elements—the “crowd-gathering,” or entertainment segment of the show, and the “sell,” or commercial. The function of the first is to gather a listening and viewing audience. It is comparable to the Barker of a circus, or to the circulation staff of a periodical. The function of the second is to put across the sponsor’s message and products.

Certainly the formula is no trade secret. Doubtless, it goes back to the very beginning of civilization. Probably even before things got civilized, the prehistoric folks had a variety of mumbo-jumbo to rally all within earshot for some sort of sales talk. I rather doubt, however, that the came-man with the loudest voice or the biggest drum always did the best selling job. I think then, as now, it was all in how he did it.

Selling on radio hasn’t been easy for any of us. To get the ears of a listening audience, we have employed all sorts of devices and techniques, both in the “crowd-gathering” and in the “sell.” After 25 years of radio, there still is no pat formula, insofar as I know, for what is consistently most effective in radio entertainment and commercials. In television where the ears and eyes of the audience must be captured, the “crowd-gathering” and “sell” become even more complex. Both in radio and television, the entertainment and the commercial must be tailored for the basic aims of what a program is designed to accomplish. That is why I say there are no pat formulas for radio or for television—or for that matter anything that has to do with showbusiness.

Abandoning generalities, I can tell you what we have endeavored to do in the Texaco Star Theatre and the Admiral Broadway Revue, television shows which currently are attracting top audience ratings and at the same time are doing a highly satisfactory job for the clients.

To assure the most effective “crowd-gathering,” entertainment on the Texaco and Admiral shows has been consistently

well-balanced and of the highest calibre of acts and personalities. The agency has aimed for programs that: Appeal to the family, appeal to people in all income brackets, appeal to children and adults, appeal to all sorts of folks—whether they view the shows in a Park Avenue drawing room, a Brooklyn bar, or in a Y.M.C.A. recreation room.

Week after week, the siren signature of the Texaco Star Theatre and the “Top of the Evening to You” theme song of the Admiral Broadway Revue have been signals for the greatest possible number of people to crowd about the greatest possible number of available television sets.

Beyond Milton Berle on the Texaco program and Sid Caesar, Mary McCarty, Imogene Coca and Marge and Gower Champion on the Admiral program, are other elements of showmanship which have contributed importantly to the overall success of the shows. These include:

1. The building each week of a well-balanced program of top acts.
2. The blending of these acts into an hour of *integrated* entertainment and showmanship.
3. Strict adherence to good state and decorum.
4. The omission of introducing celebrities in the studio audience, thereby assuring the viewing audience, of a well-paced, *full-hour of planned and carefully rehearsed entertainment.*
5. The best possible supervision and direction.
6. Consistent attention to production details, including stage settings, music, lighting, camera technique and costumes.

In both the Texaco and Admiral shows, we have contrived to make the “sell” an integral part of the “crowd-gathering.” After many months of weekly appearances, Sid Stone, as the Texaco pitchman, has a wide following of television fans. On the Admiral program, Roy Atwell with his double-talk “malaprops” is off to a good start along the same pattern.

Kudner Agency takes pride in feeling that both the Texaco and Admiral commercials are fulfilling three important aims. The commercials:

1. Are an integral part of the show
2. Are acceptable and entertaining in form and content and
3. They contain specific and effective “sell” of the client’s product and services.

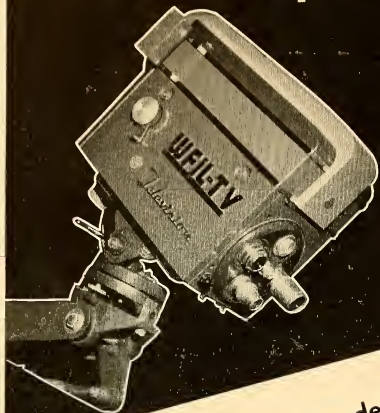
The Philadelphia Inquirer Stations

WFIL WFIL-FM

WFIL Facsimile

WFIL-TV

**First in the Nation
with all four**



WFIL-TV—like Independence Hall—is Philadelphia's "own." The real Philadelphia is reflected in the personality of WFIL-TV. It is this quality which builds viewer loyalty among city-proud Philadelphians.

The advertiser has found that this personality makes viewers respond eagerly to his sales message.

WFIL-TV

CHANNEL SIX

Represented Nationally

by The Katz Agency



TV STATION ROLL-CALL 1948-1949

The YEAR BOOK OF TELEVISION herewith presents a brief history and activity report of television stations in the United States, in operation as of January 20, 1949, embracing their progress from experimental stage to full time commercial operation:



WPIX, New York, N. Y.



ROBERT L. COE
Gen. Mgr.

is Robert L. Coe. The 40-hour weekly schedule is shared by a list of 64 sponsors, including both program and spot announcements.

WPIX began operating on June 15, 1948, with nearly 40 hours of programs per week. The first of the post-war, high-frequency stations, WPIX was the fourth video outlet in New York City. As the only independent, newspaper-owned station in the city, the station has concentrated on the varied activities of the metropolitan area. The station's daily, nationally syndicated TelePIX newsreel and rapid news picture telecasting revolutionized the approach to television news coverage.

WPIX is a wholly-owned subsidiary of The News Syndicate, Inc. President is F. M. Flynn; station manager

WOIC, Washington, D. C.

WOIC first commenced telecast operation on January 16, 1949, operating on channel 9 (186-192 mc) with an effective radiated power of 27,300 watts video and 14,400 watts audio. The station's antenna rises 710 ft. above sea level and equipment includes six image orthicon cameras, two iconoscope cameras, two 16 mm, two slide 2x2, one balopticon-lap dissolve, transparencin and opaques. Mobile units consist of one portable sipc generators and two switching units.

The nation's capital is listed as having some 24,500 TV sets installed in homes as of December 1, 1948, this figure pertaining only to sets within the city proper, and not the area serviced by D.C. TV stations. In connection with this, it is estimated that the TV audience (as applied to the 24,500 figure) runs something like 3.5 persons per set.



EUGENE S. THOMAS
Gen. Mgr.

FOR THE WORLD'S BEST VIDEO
YOU WANT

WORLD VIDEO

ON THREE MAJOR NETWORKS!

ACTORS' STUDIO

—ABC, Sunday, 8:30-9:00 P.M. (Live).

RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).

Sponsored by GENERAL ELECTRIC

FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).

Starring EDDIE CONDON and GUEST ARTISTS

WORLD VIDEO, INC.

718 MADISON AVE.

NEW YORK 21, N. Y.

REGENT 4-6615

WNBT, New York, N. Y.

On July 1, 1941, WNBT received the first commercial television license, and began operating on an all-electronic system as the world's first commercial television station. The schedule called for a minimum of 15 hours a week of programming. The first commercial was the Bulova time signal at 2:29.50 P. M. on the above date.

During the war, the station devoted its activities almost entirely to programs in cooperation with civic and government agencies. In cooperation with the New York Police Department, 80 television receivers were installed in station precinct classrooms, and 2½ hour programs were carried every Monday night as a training course for Air Raid Wardens.



THOMAS B. MCFADDEN
Manager



HARRY BANNISTER
Gen. Mgr.

WWJ-TV, Detroit, Mich.

WWJ-TV went on the air with test pattern on March 4, 1947. Commercial operation started on June 3, 1947, on Channel 4, 66-72 mc. Station operates a 5,000 watt DuMont transmitter beaming out programs from two studios, the stage auditorium and any one of a dozen remote points around town. One studio contains a three-camera DuMont iconoscope chain and the other a two-camera DuMont image-orthicon chain. In addition, inside equipments include a two-camera DuMont film and slide projector chain. Film projector is a 16 mm. model.

At present station has 36 advertisers using their facilities and estimates that there are over 25,000 sets installed in the Detroit area, giving a potential audience of 175,000-200,000 viewers. Station is on the air with an average of 35 program hours a week.

KSTP-TV, St. Paul, Minn.

In June, 1939, KSTP-TV purchased one of the first television cameras in the U. S., and began experimenting with television. In March 1948, the station became the first affiliate of NBC, and in the following month started full-scale commercial operations from a building specifically designed for television production. The sending signals are receivable within a radius of 60 miles, bridging the St. Paul-Minneapolis line. With the opening of the coaxial cable and the micro-wave relay stations, KSTP-TV began featuring NBC tele-programs.

The promotional department of the station sends a letter of welcome to all purchasers of receiving sets, offering free program service.



STANLEY E. HUBBARD
Pres. & Gen. Mgr.

WGN-TV's FARE FOR THE FAMILY

BRICKHOUSE

NEWSREEL

KORDA FILMS

CLUB
TELEVISION

GOLDEN GLOVES

COMEDY

CHILDREN'S
PROGRAMS

EDUCATION

CROSS
QUESTION

WGN-TV
CHANNEL 9
Chicago

The EYES of CHICAGO'S FAMILIES are on **WGN-TV!**

Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone—no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on



WGN-TV
CHANNEL 9 · CHICAGO

WSPD-TV, Toledo, Ohio

WSPD-TV, seen over Channel 13 in Toledo, was the 28th television station in the country and first in the Fort Industry chain. Since going on the air in July 21, 1948, WSPD-TV broadcasts with 30 hours of programming weekly, 61 per cent of which is commercially sponsored.

Granted an FCC permit in December of 1945, WSPD-TV has a radiated power of 27,400 watts and can be seen within a 70-mile air line radius; a new studio will soon be erected to house the station which is now located with the parent station, WSPD-AM & FM, in the Broadcast Bldg. Governed by a slogan, "The World In Your Home," WSPD-TV has brought enjoyment to many in its six months of operation and the things to come promise an even brighter future for all.



E. Y. FLANIGAN
Gen. Mgr.

WABD, New York, N. Y.

WABD began operations on the 42nd floor of 515 Madison Avenue in 1941. The studio occupied less than 600 square feet. It served as a workshop for people who "wanted to get in on the ground floor" of television. Many new TV commercial techniques were developed here. During World War II, WABD was one of the few stations that remained on the air throughout the whole war. Time was made available to all branches of the armed forces. Extensive recruiting, many bond drives and lectures on civilian defense were offered. In May, 1944, the station received its commercial license and



LEONARD HOLE
Manager

W2XWV became WABD.

WABD was the first television station to present regular daytime programming. Under the new schedule it telecasts 16 hours a day.

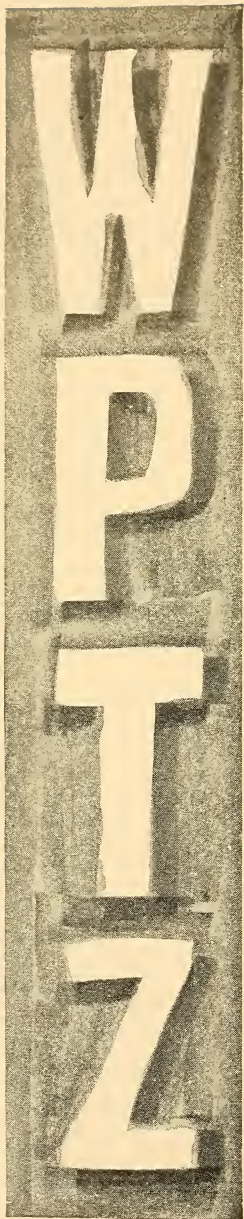
WLW-T, Cincinnati, Ohio

Station WLW-T began commercial air operations in February 1948. It has 34 KW visual and 17 KW aural power. Effective radiated power is 50,000 watts. Channel 4, on which WLWT operates, is set at 66 to 72 megacycles. Equipment includes two large studios, 30 x 40 x 100 feet and 30 x 60 x 12 feet with a fully-operating kitchen in Studio 2, two studio cameras, three remote cameras, a self-contained "studio on wheels" mobile unit, two 16 mm and two 35 mm film projectors.

There are 12,500 receiving sets in the area, and the total television audience is estimated at 161,000. The station programs an average 35 hour week; of which five hours are film, the rest is live or remote. As of December 1948. The total number of sponsors was 28.



M. N. TERRY
V-P Chg. TV



FIRST IN TELEVISION IN
PHILADELPHIA



PHILCO
TELEVISION BROADCASTING
CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania

WCAU-TV, Philadelphia, Pa.



G. BENNETT LARSON
Vice-Pres.

WCAU-TV officially went on the air May 23, 1948. Its facilities include two specially designed studios with complete lighting and camera equipment, and a 250 seat auditorium. For film-casting the station maintains a projection studio with two 16 mm sound projectors, two automatic slide projectors (2x2) and a balopticon for opaques and 3x3 slides. Complete facilities for remote and field pickups, including a specially designed and fully equipped mobile unit, are also available. The station programs an average of 42 hours per week. Including the time devoted to music, news and weather, and

test patterns, the total time is 85 hours.

Sets in the coverage area are installed at the rate of 6,000 per month.

KTTV, Los Angeles, Calif.

KTTV went on the air January 1, 1949, with 10½-hour schedule, including the Rose Bowl football classic. On its opening day 90.2 per cent of the station's schedule was commercial. It operates with a current 15-hour-a-week schedule which runs Fridays through Thursdays, and plans to go on a seven-day operating basis as rapidly as programs are developed. By the end of 1949 the station will operate on an approximate 28-hour-a-week basis.

The television station operates on an effective radiated power of 31.5 kw. video, and 16.5 kw. audio. Their equipment includes a TT-5A RCA transmitter, a television mobile truck unit, seven RCA cameras, two film cameras and 35 and 16mm slide projectors.



HARRY WITT
Gen. Mgr.

WNBK, Cleveland, Ohio



JOHN MCCORMICK
Gen. Mgr.

WNBK began commercial operation October 31, 1948. Its first public service test was successfully met last Election Day, when it fed election returns to seven midwest tele stations, featuring elaborate tabulation charts and running analysis by NBC news commentators from Washington, D. C.; Cleveland, Chicago, St. Louis, Detroit and Buffalo. On Thanksgiving Day it telecast a two-hour variety show.

On January 11, 1949, WNBK became the connecting link between the NBC eastern and mid-western networks. In addition to its own local commercial and public events shows, it now carries the NBC network shows originating from the 14 cities of the network.



START AS SMALL AS YOU
WISH, WITH THE DU MONT
Acorn Package

Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .

● Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television.

DU MONT

Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic

equipment builds up as the station grows. It provides for a progressive, sound, profitable investment, with a minimum of obsolescence and a maximum of telecasting service geared to telecasting economics from start to ultimate goal. Which explains why telecasters — large and small alike — are choosing Du Mont telecasting equipment.

- Of course Du Mont telecasting "know-how" is available to you. Let us collaborate with you in working out your telecasting plans.

DU MONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK • HOME OFFICES, PASSAIC, N. J.



HARRY R. LUBCKE
Director

KTSL, Hollywood, Calif.

The Don Lee television station went on the air December 23, 1931, and has been continuously on the air ever since. At present the station operates on a seven-night-a-week schedule, with 25 hours of live shows in addition to film presentations. The building atop the 1,700-ft. Mt. Lee is designed exclusively for television. At the present time a new transmitter is under construction on Mt. Wilson.

KTSL (W6XAO) transmits on a visual frequency of 55.25 mc's and an aural frequency of 59, 75 mc's. Facilities include a mobile unit complete with two image orthicon cameras, remote transmitter and relay equipment. Up to the end of last year the Don Lee station televised over 14,000,000 feet of film.

WXYZ-TV, Detroit, Mich.

Station WXYZ-TV began commercial operations on October 9, 1948, with a 10-hour, fully commercial inaugural, featuring the World Series and the Notre Dame-Michigan football game via the Midwest coaxial network; the Detroit Lions night football game from Briggs Stadium, and an hour long variety show, featuring Paul Whiteman and his orchestra, Frances Langford, "Sugar Chile" Robinson and a galaxy of radio, stage and screen stars.

WXYZ-TV is located in the Maccabees Building; it is equipped with a 485-ft. tower; also operates a remote truck with three cameras for sports and special events pick-ups. The schedule calls for 34½ hours of programming per week, with five additional hours co-axed from New York.



JAMES G. RIDDELL
Gen. Mgr.



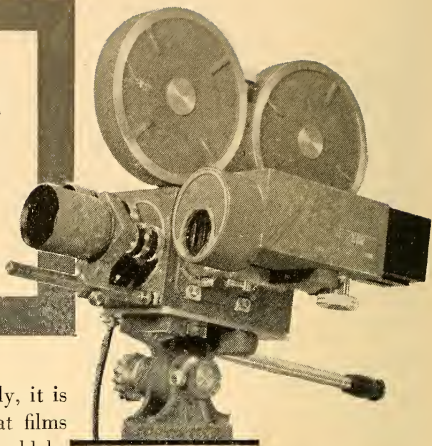
FREDERICK ALLMAN
Exec. V.P.

WAAM, Baltimore, Md.

WAAM took to the air commercially November 1, 1948, with a daily schedule of operation commencing at 4 p.m. to approximately 10 p.m. nightly. Personnel for the station was brought in from all parts of the country, most of whom, before joining the station, had previous background in television operation.

The home of WAAM is built on one of the highest points in the city and houses all its departments and transmitting facilities under one roof, making it an extremely efficient operation. Its major studio, one of the largest in the country, is 65 x 65 x 25 ft. and has facilities to drive actual vehicles into it for live television presentation. The major studio is supplemented by two others, 20 x 30 x 10 ft. and 14 x 12 x 10 ft.

Television
IS READY FOR
really good
films

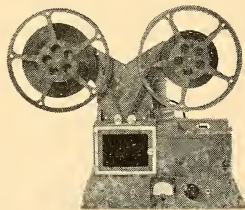


With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release—and of the finest quality consistent with allowable costs.

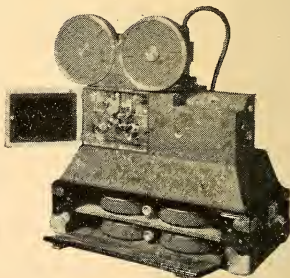
The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera—unapproached in the 16-mm field for accuracy—for versatility.



Maurer 16-mm Film Phonograph—a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder provides sound tracks of the highest quality and fidelity, covering the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

16mm
maurer

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

WRGB, Schenectady, N. Y.

First public demonstration of television was made in the home of Dr. E. F. W. Alexanderson, G-E engineer in Schenectady. Event occurred in Jan., 1928. In May, 1928, WGY, G-E radio station in this city, became the pioneer TV station broadcasting on a regular schedule of three afternoons a week. Power transmitted by WGY on their shortwave transmitter at regular power—equipment of Dr. Alexanderson's—used a 24-line rotating disk with flying spot scanner and photoelectric cells.


There are approximately 10,600 television receivers in the area, and the estimated TV audience numbers some 258,000 families. WRGB is on the air approximately 31 hours a week, including pickup from NBC. Live shows average about six hours a week.



G. E. MARKHAM
Station Mgr.

WSB-TV, Atlanta, Ga.

WSB-TV first went on the air as a regular commercial television station Sept. 29, 1948 with a total of 64 hours and 53 minutes of live programming and 70 hours and 13 minutes of film programs. For outside telecasts, station is equipped with a complete mobile unit, with two image orthicon cameras, microwave transmitter and receivers. For studio telecasts, equipment consists of two orthicon cameras (dolly mounted), complete sound equipment. For film and slides, an inconsole camera, two 16 mm. sound strobo-light projectors and for silent movie production, a Bell & Howell camera complete with lens equipment and a Huston speed developer is used.



JOHN M. OUTLER, JR.
Gen. Mgr.

As of Sept. 29, 1948, when station first went on the air commercially, a total of twenty sponsors were telecasting via WSB-TV facilities.

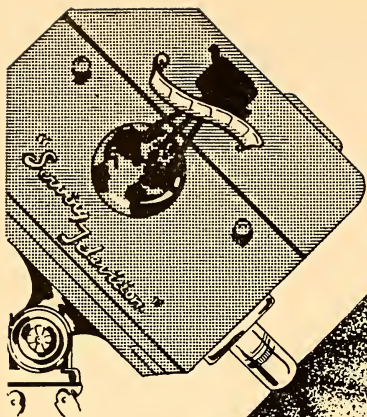
WBAP-TV, Fort Worth, Tex.

WBAP-TV made its debut September 29, 1948, as the first television station in the Southwest. Construction of a new Radio-Television center was begun in February of that year, and will contain 74,500 square feet of floor space. Facilities are planned for nine studios and an auditorium with a capacity of 400. The television unit, with a specially designed "video lane" is now complete.

The transmitter, an RCA super-turnstile, is located within the city, reaching 502 feet above ground, 1,138 feet above sea level. The effective radiating power is 17.6 KW visual, and 8.8 aural. WBAP-TV covers all parts of Dallas. The Fort Worth-Dallas area is the South's No. 1 market, ranking above Houston and New Orleans.



GEORGE CRANSTON
Station Mgr.



for you..

TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

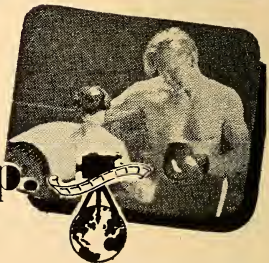
With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.

IRVIN SHAPIRO, *President* JAY WILLIAMS, *TV Director*

Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4





ROY McLAUGHLIN
Station Mgr.

WENR-TV, Chicago, Ill.

The acquisition of the Chicago Civic Theater by WENR-TV marks perhaps the first use of a legitimate theater for a permanent television studio in the nation. The stage of this theater is used for the most elaborate type of television sending. Two other studios located on the 44th floor of the Civic Opera Building are used for small dramatic productions, soloists and interview work. The station started commercial operation on September 17, 1948.

A completely equipped mobile unit is also used in the station's operation. It is equipped with three tele cameras, and carries its own microwave transmitter for beaming programs to the master control booth. The mobile unit is equipped with its own power generators, and is, in effect, a complete tele station, mounted on wheels.

WTVR, Richmond, Va.

Construction permit was granted May 16, 1946, making WTVR, "The South's First Television Station," and one of the first seven grants in the U. S. Commercial operation started April 15, 1948 with station joining the NBC-TV network on June 1, 1948, making it the first connected tele affiliate of NBC. Station's antenna is 642 feet above sea level and equipment consists of two image orthicon cameras for studio use; two 16 mm projectors, two 35 mm projectors on hand but not installed, 2x2 slide projectors and baloptican and RCA lateral recording equipment.

Estimated sets in the area as of December 1, 1948 were 4,624. Station's signal will reach an estimated population of 375,325 within an area of 2,923 square miles.



WILBUR M. HAVENS
Owner & Gen. Mgr.

WBZ-TV, Boston, Mass.



W. C. SWARTLEY
Station Mgr.

Television's debut in New England came at 5:42 P. M., Saturday, May 29, 1948, when the full power of WBZ-TV's newly installed transmitter was turned on for test pattern purposes. Within minutes, phone calls were received at the WBZ Radio and Television Center from distant points. On June 9, WBZ-TV's regular program schedule was inaugurated. "T-Day" found 3,500 sets already in service; by Christmas of 1948, Bostonians had purchased close to 40,000 sets.

From a 649-foot tower—tallest structure in New England—the Channel 4 station covers more than a 45-mile radius, having 3,500,000 population with its 15.61 KW effective visual radiating power and a 7.07 aural.

We Repeat... THERE'S "KNOW"-BUSINESS IN SHOW BUSINESS!

DUMONT
TELEVISION
RADIO
STAGE



TED MACK

The
Original
AMATEUR
HOUR*

An American Institution

-ON RADIO FOR OLD GOLD-

WED. - 8 to 9 p. m.
over WJZ

AND 173 STATIONS OF THE
AMERICAN BROADCASTING CO.

-ON TELEVISION FOR OLD GOLD-

SUN. - 7 to 8 p. m.
over WABD and

THE DUMONT TELEVISION NETWORK

THE FIRST COAST-TO-COAST TELEVISION HOOK-UP

REEMACK ENTERPRISES, INC.
 SUITE 902-RKO BLDG.-RADIO CITY
 NEW YORK CITY

*TRADE MARK

VARIETY Wednesday, December 1, 1948

Nielsen's Latest Top 20

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
1	1	Lux Radio Theatre	30.3	+2.5
2	7	Godfrey's Talent Scouts	23.6	+5.9
3	3	Fisher & Moby	21.6	+3.1
4	12	Mystery Theatre	21.8	-3.1
5	2	Bob Hope	21.4	+3.2
6	5	Walter Winchell	20.2	+0.9
7	14	Mr. Keen	19.9	—
8	—	Mr. District Attorney	20.2	-2.2
9	—	Duffy's Tavern	19.9	—
10	4	Inner Sanctum	19.9	-2.1
11	5	Phil Harris-Allice Faye	19.7	+0.6
12	8	My Friend Irma	19.5	+1.9
13	10	Bill in Peace and War	19.4	-0.6
14	6	Jack Benny	19.0	-1.4
15	15	Charlie McCarthy	19.0	+1.9
16	20	Mr. and Mrs. North	18.2	-1.2
17	18	Fred Allen	17.8	-1.4
18	9	Suspense	17.6	—

Original Amateur Hour 17.8 +3.1
 Amos 'n' Andy 17.6

VARIETY Wednesday, December 8, 1948

Pulse's Top 10 TV Ratings

Video took the top two spots in the Pulse television for the Hooperatings released last week. Milton Berle's "Texaco Star Theatre" topped the No. 1 spot, followed by Ed Sullivan's "Toast of the Town." Unlike the Hooper listings, which showed not a single sports show, the Pulse ratings included three. "Hitro Television" failed to make the top 10 in both ratings, although "Toast" aired directly opposite, dropped slightly, indicating the Pulse show may be starting to snare its audience. Following are the Pulse listings.

Program	Station	Nov. 29	Nov. 30	Oct. 26
Texaco Star Theatre	WNBT, Tuesday	39.3	36.7	36.7
Toast of the Town	WCBS-TV, Sunday	36	36.7	36.7

Original Amateur Hour WABD, Sunday 32.7 32.7

Boxing	WNBT, Monday	31.3	46.7
Kraft TV Theatre <td>WCBS-TV, Tuesday <td>28</td> <td>28.7</td> </td>	WCBS-TV, Tuesday <td>28</td> <td>28.7</td>	28	28.7
We the People <td>WCBS-TV, Tuesday <td>28</td> <td>28.7</td> </td>	WCBS-TV, Tuesday <td>28</td> <td>28.7</td>	28	28.7
Small Fry Club <td>WABD, Monday-Friday <td>27.4</td> <td>29.3</td> </td>	WABD, Monday-Friday <td>27.4</td> <td>29.3</td>	27.4	29.3
Winner Take All <td>WCBS-TV, Wednesday <td>26</td> <td>24.7</td> </td>	WCBS-TV, Wednesday <td>26</td> <td>24.7</td>	26	24.7
Wrestling <td>WNBT, Tuesday <td>24.7</td> <td>—</td> </td>	WNBT, Tuesday <td>24.7</td> <td>—</td>	24.7	—
Chevrolet Tele-Theatre <td>WNBT, Monday <td>24</td> <td>—</td> </td>	WNBT, Monday <td>24</td> <td>—</td>	24	—
Horse Show <td>WCBS-TV, Thursday <td>24</td> <td>37.3</td> </td>	WCBS-TV, Thursday <td>24</td> <td>37.3</td>	24	37.3

WESTERN UNION (105)

REEMACK ENTERPRISES, Inc.
 RADIO CITY, NEW YORK, N. Y.

THE ORIGINAL AMATEUR HOUR WINNERS OPENED AT THE HIPPODROME THEATRE THURS., DEC. 16 TO THE BIGGEST BUSINESS WE HAVE DONE IN 8 MONTHS - AUDIENCE RESPONSE THUNDEROUS

RECEPTION OF UNIT BIGGER THAN ANYTHING SINCE YOUR ORIGINAL SHOWS STARTED IN 1935 - YOU'VE GOT SOMETHING!

I. M. RAPPAPORT

WNBQ, Chicago, Ill.

WNBQ first began experimental operation on October 8, 1948, and regular commercial operation on January 7, 1949. It operates on Channel 5 with an effective radiating power of 21.8 kw. Studios for the NBC station are located in the Merchandise Mart with transmitter facilities in the Civic Opera Building. Along with other NBC midwestern stations, it was joined in regular service with the NBC eastern station on January 12.

During its experimental operation, the station aired such television highlights as the 1948 World Series games from Cleveland, proceedings at the International Livestock Exposition and the Horse Show in Chicago and the Harvest Moon Festival, giant variety show in the Chicago Stadium.



JULES HERBUVEAUX
TV Mgr. NBC
Cent. Div.

WJBK-TV, Detroit, Mich.

Inaugural program went out from WJBK-TV on October 24, 1948. Its effective radiated power is 165 KW visual and 8.3 KW aural. In the studio there are two studio cameras, two film cameras, two 16 mm movie projectors, and a Bausch & Lomb deluxe slide projector. The mobile unit consists of an RCA two-camera field chain and a microwave transmitter.

The transmitter building employs the use of a 5 KW GE transmitter, type TT6-A, a combination TV-FM antenna system located atop a Blaw-Knox supporting tower; overall height is 488 ft. The system consists of a three bay TV antenna above a four bay FM circular antenna. There are 25,000 television receivers in Metropolitan Detroit, reaching on the average of six viewers per set. WJBK-TV is on the air about four hours every evening, one hour of which is live, the remainder is film entertainment.



RICHARD E. JONES
General Mgr.

WPTZ, Philadelphia, Pa.

Philco TV station WPTZ has been in commercial operation since Sept. 12, 1941. Prior to that date Philco's experimental station W3XE had been in operation since Jan., 1932, and was one of the first electronic TV systems in the U. S. WPTZ was the first affiliated station of NBC to carry its programs outside of New York.

As of Nov. 24, 1948, WPTZ with a total of 70 had more commercial sponsors than any TV station in the U. S. 43 of them are sponsors for local programs, with the remaining on the NBC network. As of Dec. 1, 1948 the number of tele receivers in area served was 75,000. Local TV audience is estimated at 3 to 5 per receiver, with Philadelphia second to New York City in number of TV homes.



ERNEST B. LOVEMAN
Vice-Pres.

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WMAR, Baltimore, Md.



E. K. JETT
Vice-Pres. & Dir.

WMAR went on the air October 27, 1947 with 17.1 KW power. The antenna is 591 feet high. Station facilities include one main, and one small auxiliary studio with two studio-type image orthicon cameras. The main studio has an audience capacity of 50. The projection room uses two 16 mm projectors, two film camera chains, a balopticon projector, two Kodak slide projectors and one 35 mm strip film projector, and various developing and processing equipment. The station operates one mobile unit with a three-camera and one with a two-camera chain.

There were 30,000 receiving sets in the area as of December 1, 1948. The listening audience is estimated at 180,000, but the potential is thought to be well above that number.

WJZ-TV, New York, N. Y.

WJZ-TV began operations as the key television station of the American Broadcasting Company on August 10, 1948. The inaugural telecast originated from the stage of the Palace Theatre, with the top stars of stage, screen and radio participating. On July 19, 1948 ABC announced plans for television studios occupying an entire block between 66th and 67th Sts., off Central Park West. Reconstruction on this site began immediately. Before the end of the year one TV studio was made available.

Regular ABC network programming began to originate from WJZ-TV immediately after the August 10th opening. A notable first was WJZ-TV's telecast of the Metropolitan Opera premiere on November 29, direct from the Opera House.



CHARLES C. BARRY
V.P., Chg. TV, ABC

WBKB, Chicago, Ill.



JOHN BALABAN
Director

WBKB is the motion picture industry's pioneer in the television field and has been televising since the winter of 1940. During the war, nearly all its television facilities were donated to the U. S. Navy, making it the center of the largest naval radar training operation in the country. Since the war, WBKB has chalked up nearly all of the firsts of midwestern television and has lead the way consistently in an independent all-Chicago operation with an accent on the best in Chicago sports.

Indicative of the station's accent on showmanship is the fact that WBKB fed the Notre Dame grid games

to the coaxial network last Fall and is currently feeding Kukla, Fran and Ollie, one of videow's better programs, to the eastern NBC net.

Stephen Slesinger

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WEWS, Cleveland, Ohio

WEWS began operations from their three studios in downtown Cleveland on December 17, 1947. At the present time their projection equipment consists of two 16 mm film projectors, one 35 mm film strip projector, one 35 mm slide projector and one balopticon. The station also has three dual image orthicon chains and one iconoscope projection chain, and complete facilities for remote pick-ups.

Five 16 mm cameramen, one film lab technician, six silent 16 mm cameras, one Houston 16 mm processing machine with one Bell & Howell 16 mm printer on hand to take care of the 5½ hours of film casting for the station. This, plus 10½ hours of local live entertainment, 19 hours of network telecasting, and 5 hours of remote pickups makes up an average 40 hours of programming per week.



JAMES C. HANRAHAN
V.P. & Gen. Mgr.

KNBH, Hollywood, Calif.

Hollywood's NBC television station went on the air on January 16, 1949. The broadcast originated from Studio F of NBC's Hollywood Radio City, which has been converted into a 50 x 100 foot television studio.

In the NBC owned building at the corner of Selma and Vine Streets 10,000 square feet of space has been remodeled for the use of production facilities department and the various field units. The TT-5A type RCA antenna is located on Mt. Wilson at 5,700 feet above sea level. Equipment includes 3 RCA orthicon cameras, two 35 mm and two 16 mm sound projectors, one balopticon unit and one complete mobile unit equipped with generator and three image orthicon cameras. All equipment is RCA.



HAROLD J. BOCK
Mgr., Wstn. Div.

WNBW, Washington, D. C.

WNBW is owned and operated by NBC. It first went on the air June 27, 1947, with studio and transmitter at the Wardman Park Hotel in Washington, D. C. The station was the 11th on the air nationally and the seventh to receive a commercial license—the first post-war commercial license issued by the FCC. The transmitter is an RCA TT5-A, the first post-war transmitter built and installed by RCA. The tower is 350 feet above sea level. The station operates with an effective radiated power of 20.7 KW. WNBW has the most modern television studios operating in the Capital. The equipment includes five image orthicon camera chains, and a mobile unit utilizing two image orthicon chains.



W. R. MCANDREW
Operating Dir.

RALPH B. AUSTRIAN

Television Consultant

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WDSU-TV, New Orleans, La.



EDGAR B. STERN, JR.
President

WDSU-TV, began regular commercial operation December 18 with a two hour preem at Municipal Auditorium. In excess of 3,300 sets with service contracts have been installed an aligned according to a survey made by the New Orleans Public Service Co., Inc.

Station is almost completely RCA equipped and is located in the Hibernia Bank Bldg., highest vantage point in the Deep South. A five bay superturnstyle batwing antenna multiplies the gain of its 5000 watt transmitter over six times, giving the station a signal strength of 31,000 watts. Reception is regularly good over a radius of ninety miles with frequent reception over much greater areas. Included in the equipment is a five ton Lynn mobile unit equipped with two image orthicon field cameras which it uses for remotes.

KECA-TV, Hollywood, Calif.

In December 1946 ABC received a construction permit for KECA-TV. In October of 1948, ABC purchased the Warner Brothers Vitagraph movie 20 acre lot, the lot where talking pictures were born. The site, renamed "TV Center," includes two large sound stages, one of which is still the largest in the movie industry. Later in the year the 6000 foot antenna was erected on Mt. Wilson. This is the highest point on the mountain, and is shared with six other Hollywood stations.



RICHARD GOGGIN
Proc. Mgr. ABC-TV
Wstn. Div.

In December 1948 test patterns were put on the air first with a temporary antenna and the following day with the permanent antenna. On January 10, 1949, the first "closed circuit" broadcast was sent from remote spots.

WBAL-TV, Baltimore, Md.



HAROLD C. BURKE
Manager

WBAL-TV went on the air March 11, 1948. The station's effective radiated power is 32.6 KW aural, and 17.2 visual. The equipment is RCA. The breakdown of the weekly telecasting of a minimum of 60 hours is: 40% network, 39% live, 8% film and 13% slides. In addition to the regular programming hours the station also runs 13 hours of test patterns. As of December 1, 1948 the receiving sets in the Baltimore area totaled 30,000 which represents an increase of 4,000 from November 1, 1948.

This figure was obtained from a monthly survey of distributors in the Baltimore area. Station has a total of 50 local and national sponsors, in addition to those on the NBC network.

YOUR CHOICE

You may select people with little television know-how to assist you in planning and organizing your television project. Each error may cost you thousands or even millions of dollars.

Or you may select a firm of demonstrated ability, thoroughly familiar with the problems involved and able to show you how to make money in television.

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RICHARD W. HUBBELL and ASSOCIATES
TELEVISION MANAGEMENT CONSULTANTS

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New York 16, N. Y.

Murray Hill 3-0028

KSD-TV, St. Louis, Mo.

KSD-TV has been operating commercially since February 8, 1947. According to the local electric company there are over 15,000 receiving sets within the coverage area. The station's effective radiated power is 20 KW video and 10 KW audio, using an RCA transmitter and a three-bay super turnstile antenna, the top of which is 546 feet above street level. The equipment includes four RCA image orthicon cameras interchangeable for studio and field use, one RCA film camera, one RCA 16 mm film projector, one opaque projector and two automatic changing slide projectors.

KSD-TV is currently on the air 30 hours per week, 21 of which is filled with live programming, and nine hours with films.



GEORGE M. BURBACH
Gen. Mgr.



S. S. FOX
Pres. & Gen. Mgr.

KDYL-TV, Salt Lake City, Utah

KDYL-TV is situated in an area surrounded by mountains, therefore its coverage is limited to about a 35-mile area. The station went on the air experimentally April 19, 1948 on 1 KW power. The equipment consists of three iconoscope cameras, two orthicon cameras, one balopticon, one slide projector (2x2 slides), two large studios, and a complete RCA mobile unit including two image orthicon cameras and microwave equipment. Within the coverage area, at the present time, receiving sets are installed at the rate of 100 per week.

The transmitter is located on the top of the Walker Bank Building in the heart of Salt Lake City, and the executive offices in the Tribune-Telegram Building.

KRSC-TV, Seattle, Wash.

The television station in Seattle, Wash., went on the air November 25, 1948. Its effective radiated power is 18.95 KW video and 9.79 KW audio. The total number of television sets in the area is estimated at 2,000, and after one month of operation the audience is approximated at 10,000. KRSC-TV is on the air from Wednesday through Sunday, averaging 33 hours per week. This breaks down to about 25% live programming, 55% tele-transcriptions, and 20% films.

The transmitter is an RCA TT58. The equipment includes a 16 mm tube projector film chain, a balopticon film chain, and a complete mobile remote unit equipped with two camera chains. As of December 20, 1948 the number of sponsors, using KRSC-TV was 24. Most of these are local advertisers.



ROBERT E. PRIEBE
Gen. Mgr.

EXPERIENCE

IS THE BEST TEACHER . . .

With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having carefully watched all television programming for the past three years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of experience.

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JULES LEVEY
Vice-President

NEIL F. AGNEW
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Secretary

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(TEMPORARY ADDRESS)

WNHC-TV, New Haven, Conn.



JAMES T. MILNE
Gen. Mgr.

It is estimated that there are about 14,000-15,000 receivers already installed in the service area of WNHC-TV. It is difficult to establish the number of viewers, but national figures put it at about seven viewers per set. The station carries all of the DuMont network programs, from 11 to 12 in the morning and from 5 to 11 in the evening. WNHC-TV also carries several shows from NBC, and anticipates carrying commercial programs from CBS in the near future.

At the end of 1948 the station was on the air about 48 to 50 hour per week, with a list of 20 commercial sponsors. All technical operations are under the supervision of Vincent De Laurentis, and traffic and program under the direction of James T. Milne.

WCBS-TV, New York, N. Y.

The CBS television affiliate in New York is now on the air a total of 43 hours per week. It operates with an effective radiated power of 13.7 Kw visual and 10 Kw aural. The antenna reaches 910 feet above the average terrain. Its equipment includes a mobile unit, plus a panel truck and a station wagon. It has 15 field type cameras and 3 UHF relay link transmitters and receivers which operate on 7,000 mc's. The relay link were used on 100 different remotes during 1948.

WCBS-TV and CBS-TV programs originate at Studio 51 and Playhouse 3 in New York, with others from the new TV studios now under construction at 15 Vanderbilt Ave. The number of receiving sets in the coverage area is placed at 400,000 as of January 1, with an estimated 3.8 viewers per set.



J. VAN VOLKENBURG
V. P. Dir. Op.

WTCN-TV, Minneapolis-St. Paul, Minn.



F. VAN KONYENBURG
V.P. & Gen. Mgr.

WTCN-TV's construction permit was granted on October 3, 1946. The transmitter was installed on the 28th floor of the Foshay Tower, and the antenna installed atop the same building, sharing sites with the FM antenna. On receipt of the RCA equipment, including studio cameras and remote units, in September 1948, test patterns were devised. The patterns went on the air in November in a series of preliminary checks.

Reception reports have been received from points as far distant as 100 miles in all directions from the Twin Cities. Area covered represents a population of 1,700,000.

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PERSONAL DIRECTION: MORREY DAVIDSON
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ARTISTS' REPRESENTATIVES

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NEW YORK · LONDON · CHICAGO · HOLLYWOOD

KLAC-TV, Hollywood, Calif.



DON FEDDERSON
Vice President

KLAC-TV broke ground on Mt. Wilson, 35 miles from home studio and about 5700 feet above sea level, on June 14, 1948. Installation of two 200 foot towers, to be topped by 48 foot antenna commenced almost immediately. The building which now houses the generators, controls, and two complete apartments for operating staff members, was also started at that time.

On September 7th, of that year, KLAC-TV broadcast its first program, the USC-Utah football game. At present, the station is broadcasting from its recently completed 30 x 40 foot studio, and utilizing, for stand-by, an AM studio with a 25 x 25 foot working space. The equipment both at the studios and the transmitter is RCA.

WNAC-TV, Boston, Mass.

WNAC-TV went on the air with an informal video program schedule late in June 1948 with the Republican Convention highlights, and officially on October 10, 1948. Its transmitter is located in Medford, Mass. As of December 31, 1948 the number of sponsors using the station was 13. The program schedule, 10 hour per week, breaks down to 4½ hours of film, and 5½ hours of live entertainment. There are approximately 35,000 television receivers in the area.

The studio equipment includes three image orthicon studio cameras mounted on one-man dollies, two 35mm and two 16mm film projectors, one slide projector and two film camera chains. The station also operates a complete mobile unit for remote pick-ups.



LINUS TRAVERS
Exec. V.P. & G. Mgr.

WTMJ-TV, Milwaukee, Wis.



WALTER J. DAMM
V.P. & Gen. Mgr.

WTMJ-TV grew out of many years of television research and experiments by the Journal Co., starting in 1930 when a license was received for experimental station W9XD. As WTMJ-TV, it began commercial operations on December 3, 1947 as the only television station in Wisconsin. The station serves an area with a population of nearly a million. At the end of the first year of operation on December 1, 1948, there were 11,295 sets in the Milwaukee area. This figure nearly tripled in the last four months of the year. Station is programming seven days a week and an average of 33

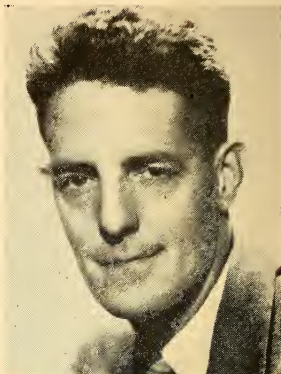
hours per week.

Sixty-nine advertisers used the station during the first year. The station is affiliated with the NBC, ABC and CBS television networks.



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KPIX, San Francisco, Calif.



PHILIP G. LASKY
Gen. Mgr.

KPIX transmitted its initial test pattern on December 13, 1948. Five days later it released the first regular program, with an effective radiated power of 30 kw. Construction permit was granted October 17, 1946, but actual construction was begun two years later, when the erection of the antenna was started, followed immediately by the installation of other equipment.

The transmitter is located on the top floor of the Mark Hopkins Hotel. The five-bay antenna stands 100 feet above the top of the hotel's tower roof. Specially constructed studios for KPIX are combined with the KFSO

studio and office building, erected within the past five years, adjoining the Mark Hopkins Hotel. KPIX's studio is 27 x 40 ft., double height ceiling and control rooms located on the second floor for perfect visibility.

WFIL-TV, Philadelphia, Pa.

WFIL-TV went on the air commercially September 13, 1947, three months after the first shipment of equipment for the station had been delivered. On February 1, 1948, the station moved from its temporary quarters into its new studios constructed expressly for the accommodation of a complete television station. WFIL-TV's television newsreel, among the first daily motion picture newsreels in the industry, was awarded the only National Headliner's Club medal ever given to a television news program on March 19, 1948.

On January 1, 1949, it was announced that the station's transmitter would be moved some time this year from its present Widener Building location to a new site on the outskirts of Philadelphia.



ROGER W. CLIPP
Gen. Mgr.

WTTG, Washington, D. C.

WTTG, owned and operated by Allen B. DuMont Labs., Inc. first went into operation on Channel five as W3XWT under an experimental license on June 25, 1945. STA for commercial operation was granted on November 29, 1946. WTTG is key station in Washington for the DuMont Television Network and is on the air 67 hours per week (50 hours programming, 17 hours Test Pattern).

Facilities for studio (20 x 40 ft.) in the Harrington Hotel include two image orthicon turret cameras and two 16mm film projectors with associated iconoscope pickup cameras. Remote facilities include four image orthicon cameras and associated equipment.



WALTER COMPTON
Gen. Mgr.

"Nation's First Full-Scale Video Production Training Program"—Dr. Allen B. DuMont

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(Division of Beck Studios, Inc., Minneapolis, Minn.)

Training TV Program Directors, Camera Operators, Writers, Actors and Announcers



Twin City Television Lab's training studio (40 x 60 ft. with 20 ft. ceiling). This view, taken from TCTL's control room (26 x 27 ft.), demonstrates the various job categories required for normal program operation of an average commercial television station.

KEY:

1. Program Director
2. Writer
3. Technical Director
4. Video Operator
5. Audio Operator
6. Film Projectionist
7. Lighting Technician
8. Camera Operator
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10. Performers
11. Floor Manager
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14. Stage Carpenter
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17. Title and Display Artist
18. Announcer

WHY TCTL'S TRAINING PROGRAM IS TOPS!

- ✓ All-around, practical studio experience (over 1000 hours for program directors).
- ✓ Instruction by full time staff of commercially experienced TV personnel (NBC-TV, CBS-TV, WABD).
- ✓ Complete standard TV studio equipment and facilities in our own modern quarters (11,000 sq. ft. on 2nd, 3rd, and 4th floors of Lyceum Theatre, Mpls., upper midwest's leading legit playhouse—to which TCTL has prior television rights).
- ✓ Centrally located in U. S.
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- ✓ Established background of successful training and placement in the radio broadcasting field since 1937 by TCTL's affiliated BECK SCHOOL FOR RADIO.

TWIN CITY TELEVISION LAB

Lyceum Theatre, Minneapolis 3, Minn.

Joseph H. Beck, *Executive Director*

Ernest S. "Bill" Colling, *Director of Training*

Send for Informative Picture-Story Folder Illustrating TCTL's Unprecedented Facilities and Training Methods.

WAVE-TV, Louisville, Ky.



NATHAN LORD
Gen. Mgr.

WAVE-TV started regular commercial broadcasting on November 24, 1948. It operates on a five-day-a-week schedule averaging about 20 hours per week. Equipment and facilities include a 570-ft. tower located atop the main studios, a completely equipped mobile operation bus, two 16mm projectors and cameras, two studio cameras, two remote cameras and a monoscope. The main studio fluorescent lighting is adjustable and is augmented by a series of movable spots; the basic scenery, which has self-supporting walls, includes working doors, fireplace, French windows, frame window, 40-ft. landscape and a street scene.

As of January 1, 1949, the number of television receivers in the Louisville area is estimated at 3,000, 212 of which are in public places.

WMAL-TV, Washington, D. C.

WMAL-TV, channel 7, the Evening Star Broadcasting Co.'s television station and ABC outlet in Washington, was the first television station to advertise and maintain a seven-nights-a-week schedule of television programs. The station went the air October 3, 1947, and established a record for 27 days' time between delivery of transmitter and going on the air. Station is the most powerful in the city with video of 27.7 kw and aural of 13.9 kw. Antenna is 517 feet above the average terrain.

Firsts for the station include obtaining permission for the first White House telecast; the first Senate and House Committee telecasts while in session; the first showing of the constellation by attaching cameras to the large telescope at the Naval Observatory.



K. H. BERKELEY
V.P. & Gen. Mgr.

KFI-TV, Los Angeles, Calif.



WILLIAM B. RYAN
Gen. Mgr.

KFI-TV went on the air with test pattern transmission on June 21, 1948. A period of experimental programming began on August 25, followed six weeks later by a regular schedule of commercial operation, telecasting about 15 hours per week with studio and remote programming. The station transmits from its Mt. Wilson transmitter with an effective radiated power of 29.7 kw. video, 15 kw audio.

KFI-TV's audience response to "Television Talent Test" on New Year's night brought over 9,000 individual telephone calls in a three-hour period recording more than 17,000 vote preferences for talent contestants on the air.

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WBEN-TV, Buffalo, N. Y.

After three years of planning and three months of test programming WBEN-TV went on the air May 14, 1948. The station is part of the Eastern-Midwest link of the NBC-TV network. On May 13, 1948, the day before the official inaugural, WBEN-TV telecast the complete ceremonies of the consecration of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York from Buffalo's St. Paul Cathedral.

The station has had notable list of remote telecasts since—first TV show from Niagara Falls, Cole Brothers Circus, complete plays from Erlanger Theater and nearby summer straw-hats, harness racing, midget auto races and all outstanding local college football games, etc. WBEN-TV telecasts with effective radiated power of 18.5 kw video and 11.1 kw audio.



C. ROBERT THOMPSON
Station Mgr.



DONALD A. STEWART
Manager

WDTV, Pittsburgh, Pa.

The DuMont owned, and the only television station in Pittsburgh began commercial operations January 11, 1949. By utilizing the choice commercials of ABC, CBS and NBC-TV networks, as well as that of DuMont, the station can keep operating expenses at a minimum. After a little more than a month's operation it reported that 80% of its air-time is commercial.

WDTV is in the position to receive the choice network programs, for it is the connecting link between the east and mid-west networks. The present programming arrangements are temporary, but because of the freeze on application, it may be expected to continue for one or two years more. As of March 1, 16 national and 22 local advertising accounts are carried by the station.

WGN-TV, Chicago, Ill.

WGN-TV commenced operations April 5, 1948. From that date, throughout the summer months the station aired a weekly average of 45 hours of programs, including live music, on regular schedule. In sports, it carried 155 major league baseball games, eight Big Nine football contests, and weekly wrestling and boxing matches. Program emphasis has been on live studio shows and sports remotes, both of which comprise nearly 80 per cent of air time. The station also telecasts 12 hours of weekly dramatic, musical, educational and children's programs.

Early in December of last year WGN-TV commenced afternoon programming six days a week, providing two hours of film shows daily.



VERNON R. BROOKS
Dir. of Operations

Greetings---

From The Television Film Producers Association of Hollywood.

The Following Member-Companies Are Ready to Fulfill Every Requirement For Quality Motion Pictures On Television:

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ARMOR PRODUCTIONS
8822 W. Washington Blvd.
Culver City

ASCOTT PRODUCTIONS, INC.
321 S. Beverly Dr.
Beverly Hills

ATTWOOD PRODUCTIONS
8852 Sunset Blvd.
Los Angeles

BAVANO FILMS
8754 Arlene Terrace
Los Angeles

BELL INTERNATIONAL PRODS.
5717 Sunset Blvd.
Hollywood

BENNETT FILMS
5617 Harcourt Ave.
Los Angeles

SAMUEL BRONSTON PRODS.
9885 Charleville Blvd.
Beverly Hills

ALLEN BURG STUDIO
819 N. La Cienega
Los Angeles

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6823 Santa Monica Blvd.
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1040 N. Las Palmas
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CASCADE PICTURES
8822 West Washington Blvd.
Culver City

CAVALCADE PICTURES, INC.
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CHRISTIAN FILMS
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Hollywood

CHRISTL & WEBBER
6130 Selma Ave.
Hollywood

CLAMPETT CARTOONS
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DANIEL B. CLARK
9110 Larke Ellen Circle
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C. S. F. PRODUCTIONS
153 S. Spaulding
Beverly Hills

CONTINENTAL PICTURES, INC.
6636 Hollywood Blvd.
Hollywood

CROSBY & FOGLE
6365 Selma Ave.
Hollywood

DUDLEY PICTURES CORP.
9908 Santa Monica Blvd.
Beverly Hills

ECLIPSE PRODUCTIONS
834 N. Highland
Los Angeles

STEVE ELLIS PRODUCTIONS
2623 Laurel Canyon Blvd.
Hollywood

JERRY FAIRBANKS, INC.
6052 Sunset Blvd.
Hollywood

FEDERATED TELEVISION
FILMS, INC.

Hal Roach Studios
Culver City

PAUL J. FENNELL COMPANY
1159 N. Highland
Hollywood

FILMS UNLIMITED
c-o Coulter & Gray
9538 Brighton Way
Beverly Hills

FIVE STAR PRODUCTIONS
6526 Sunset Blvd.
Hollywood

FRANKLIN PRODUCTIONS
10511 Tennessee Ave.
West Los Angeles

GIBRALTAR PICTURES, INC.
1041 N. Formosa Ave.
Hollywood

OGDEN GOELET
9421 Wilshire Blvd.
Los Angeles

GRAPHIC FILMS CORP.
1108 Lillian Way
Hollywood

GREY-RICHARDS PRODS., INC.
6525 Sunset Blvd.
Hollywood

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave.
Hollywood

LESLIE HELHENA
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Hollywood

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Van Nuys

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RADIO TELEVISION ARTS CO.
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Los Angeles

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275 S. Beverly Dr.
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LEON SIGLER PICTURES
2620 Corinth Ave.
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PRODUCTIONS, INC.
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TELEVISION FILM PRODUCERS ASSOCIATION



GEORGE B. STORER, JR.
Manager

WAGA-TV, Atlanta, Ga.

WAGA-TV, Atlanta's second television station began operation on March 8, 1949. Test patterns were started February 19, and reports of good reception came from distant points in Georgia, Alabama and Tennessee. Dedication services for the station's opening started at 7 P.M. and featured previews of both WAGA-TV's local shows and network features. Regular programming is on a seven day a week schedule for a total of 21 hours.

The station's main studio is located at 1032 West Peachtree St., and arrangements have been made for a remote studio located in the Tower Theater Building.

Mobile equipment consists of a special events truck with two field cameras. The station is equipped with two 16mm projectors.

WATV, Newark, N. J.

WATV, one of the seven stations allocated to the North-East New Jersey area became the 26th television station in America to go on the air when it began operations on May 15, 1948.

Although located in New Jersey, its signal strength is such that it provides entertainment for some 13 million residents of the great metropolitan area. Situated in Newark at the station-owned Television Center, a seven-story building housing a ballroom which accommodates 1500 and a theater seating 3500, WATV's facilities also include, in addition to two smaller studios, a main studio (82 x 84 feet) equipped with elaborate lighting and sets, together with galleries for both sponsors and audience.



IRVING R. ROSENHOUSE
Pres. & Gen. Mgr.



KLAUS LANDSBERG
Gen. Mgr.

KTLA, Hollywood, Calif.

KTLA, has been on the air in Los Angeles almost continuously since Sept. 1942. First licensed experimentally as W6XYZ, it carried on extensive technical research and modest programming through the war years.

Studios are adjacent to the Paramount Pictures Studio. They consist of two sound stages. One 22' x 36' is equipped with three studio orthicon cameras, dolly mounted, microphone boom and fixed microphones as required, internal reflector lighting units and spotlights.

The other studio, 36' x 46', is equipped with three studio orthicon cameras, dolly mounted, adjustable lighting units individually controlled. Film studios are equipped to handle both 16 and 35 mm sound or silent pictures.



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- Children's Hour . . . WNBT
- The Hartmans . . . NBT
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- Here's Herlihy . . . WNBT

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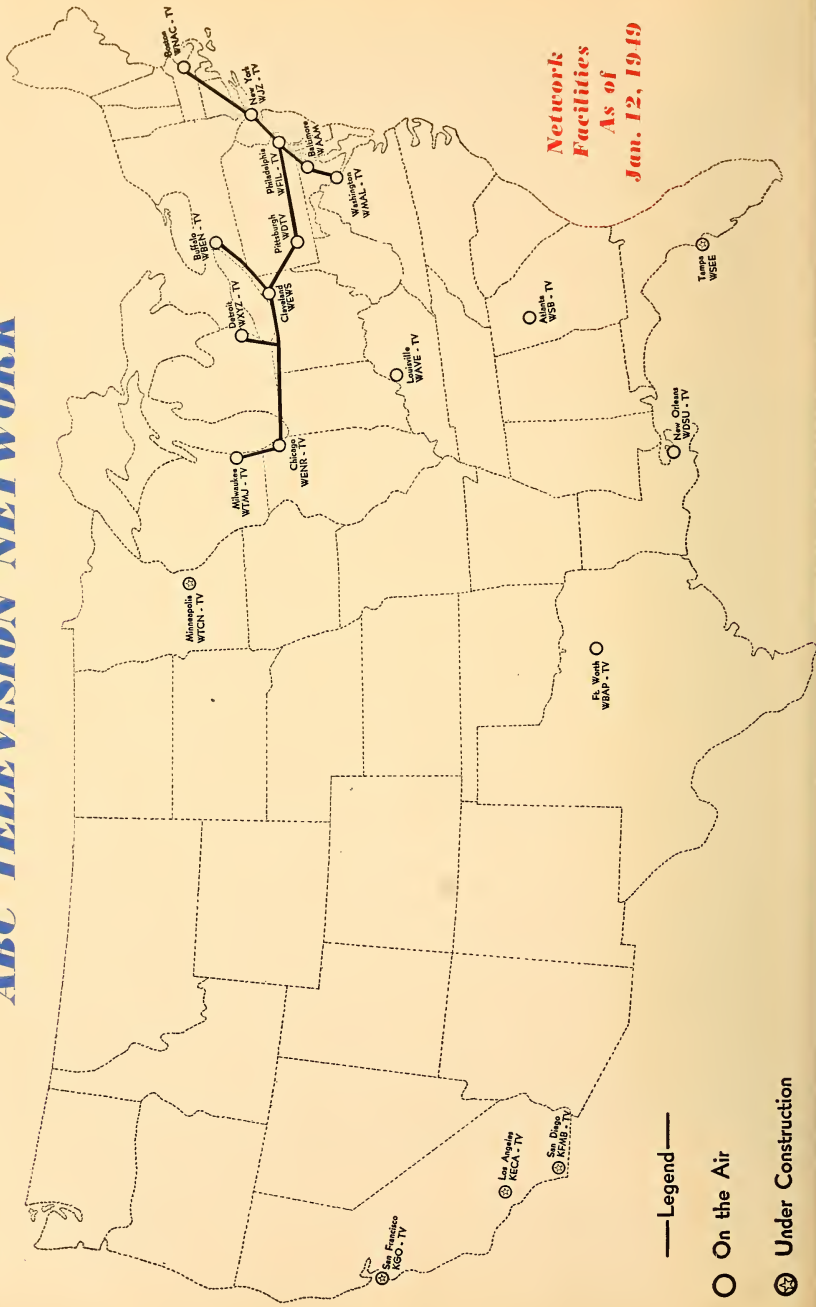
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ABC TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

- Legend —
- On the Air
 - ⊗ Under Construction

A. B. C. TELEVISION NETWORK



MARK WOODS
President

work Co., Inc., in Jan., 1942, Woods became its president, remaining as president of ABC, when the network was renamed.



A veteran of broadcasting, Charles C. Barry, vice-president in charge of television of ABC, has been one of the principal program officers of the network since its organization. From 1942 to 1945 he was national program director of the net. In 1947 he was elected a vice-president of ABC and placed in charge of radio and television programming. He was named to his present post in Dec., 1948. A former presidential announcer, Barry has introduced many radio innovations which are now accepted broadcasting procedure. Among these was the development of high fidelity transcription recording; the sale of time for presentation of opposing viewpoints on controversial questions; and the development of programs such as "The Paul Whiteman Club" and "Stop The Music."



CHARLES C. BARRY
V.P. Chg. TV



ALEX STRONACH, JR.
Mgr. TV Pgms.

Morris Agency as an executive in the radio and television department, leaving that post to come to ABC.

A former free lance writer for magazines and motion pictures and possessing an extensive and varied background of radio, television and motion picture experience, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept., 1948. From Hollywood, Stronach joined Young and Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Y & R. In 1947, he joined the William

For Complete Listing of ABC-TV Network Personnel See Page 262

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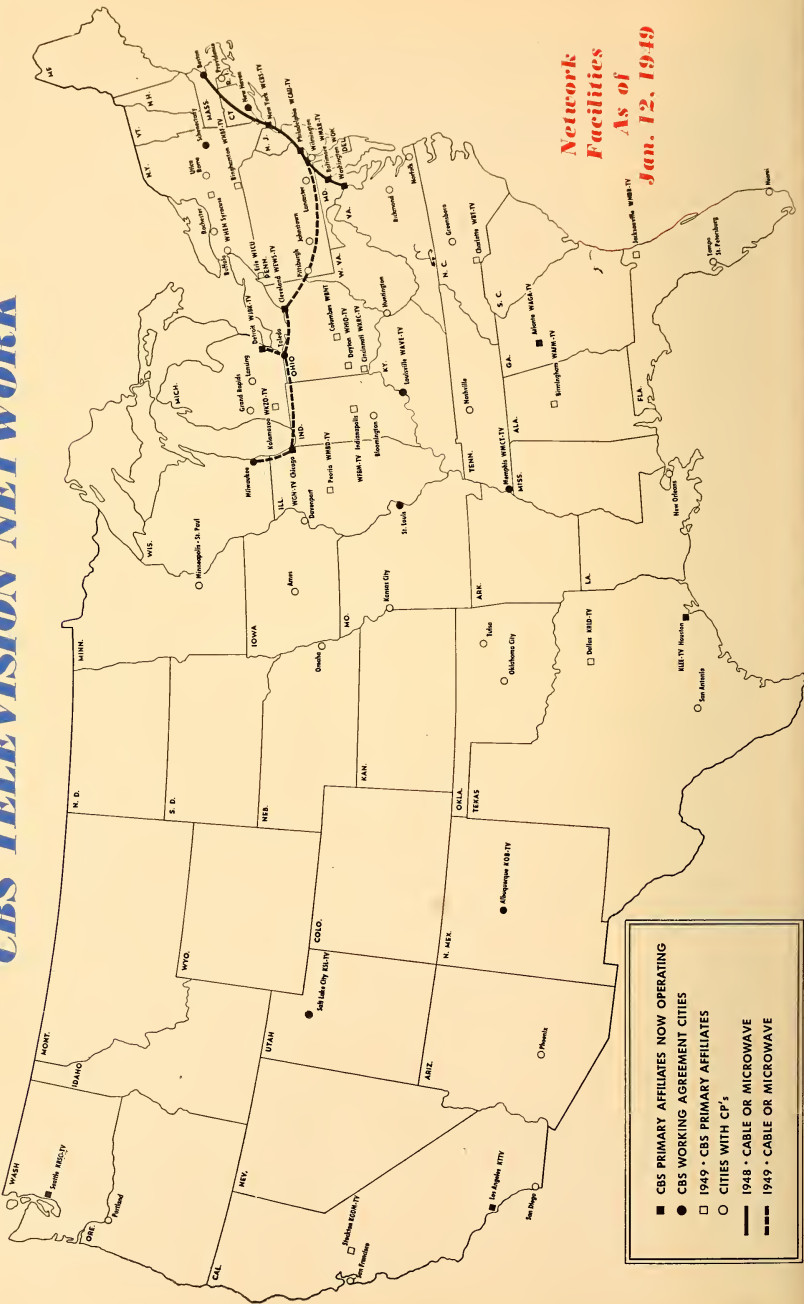
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CBS TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

- CBS PRIMARY AFFILIATES NOW OPERATING
- CBS WORKING AGREEMENT CITIES
- 1949 - CBS PRIMARY AFFILIATES
- CITIES WITH CP'S
- 1948 - CABLE OR MICROWAVE
- - - 1949 - CABLE OR MICROWAVE

C. B. S. TELEVISION NETWORK



FRANK STANTON
President

Resigning from the Psychology Department at Ohio State University to join CBS in 1935 as its research director, Frank Stanton, President of the network, rapidly advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945. Stanton was the first to develop and use a mechanical device for recording radio set operation. With Dr. Paul Lazarfeld, he is co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Called to Washington early in the war as a consultant to the Office of Facts and Figures, Stanton also served as special consultant to the Secretary of War, the Navy Dept. and the Office of War Information. He was born in Muskegon, Mich., on March 20, 1908.

■

In Dec., 1928, when CBS was in the process of formation, Lawrence W. Lowman, vice-president and general executive, first joined the network, beginning as assistant treasurer and assistant secretary. In 1932 he was appointed vice-president and secretary and in 1938 became vice-president in charge of network operations. He left that post in June, 1942, to accept a commission in the Signal Corps and later was assigned to the Office of Strategic Services as chief of the Communications Branch. He resumed civil status on July 1, 1945, returning to CBS to take charge of its television operations, and in May, 1948, was named vice-president and general executive. Col. Lowman holds the U. S. Legion of Merit and was named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire.

■



L. W. LOWMAN
V.P. & Gen. Exec.

Born in Sioux City, Iowa, December 6, 1903, J. L. Van Volkenburg, CBS vice-president and director of television operations, is a veteran in the radio field, with 16 years of CBS management experience. In 1928, he joined the advertising agency of Batten, Barton, Durstine & Osborn, Inc., where he remained until 1932 when he became general manager of KMOX, CBS-owned station in St. Louis. In 1936, he was appointed assistant to CBS vice-pres. Leslie H. Atlass, who is in charge of the network's Western Division office in Chicago and, on November 9, 1945, was named general sales manager of Radio Sales with headquarters in New York. On January 7, 1948, he assumed supervision of the Columbia-owned stations as director of station administration and in May, 1948, was named vice-president and director of TV Operations.



J. L. VAN VOLKENBURG
V.P., Dir. TV Ops.

For Complete Listing of CBS TV Network Personnel See Page 268

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Sports Master of Ceremonies
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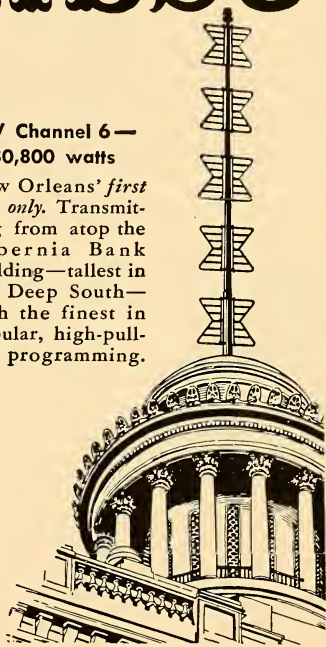
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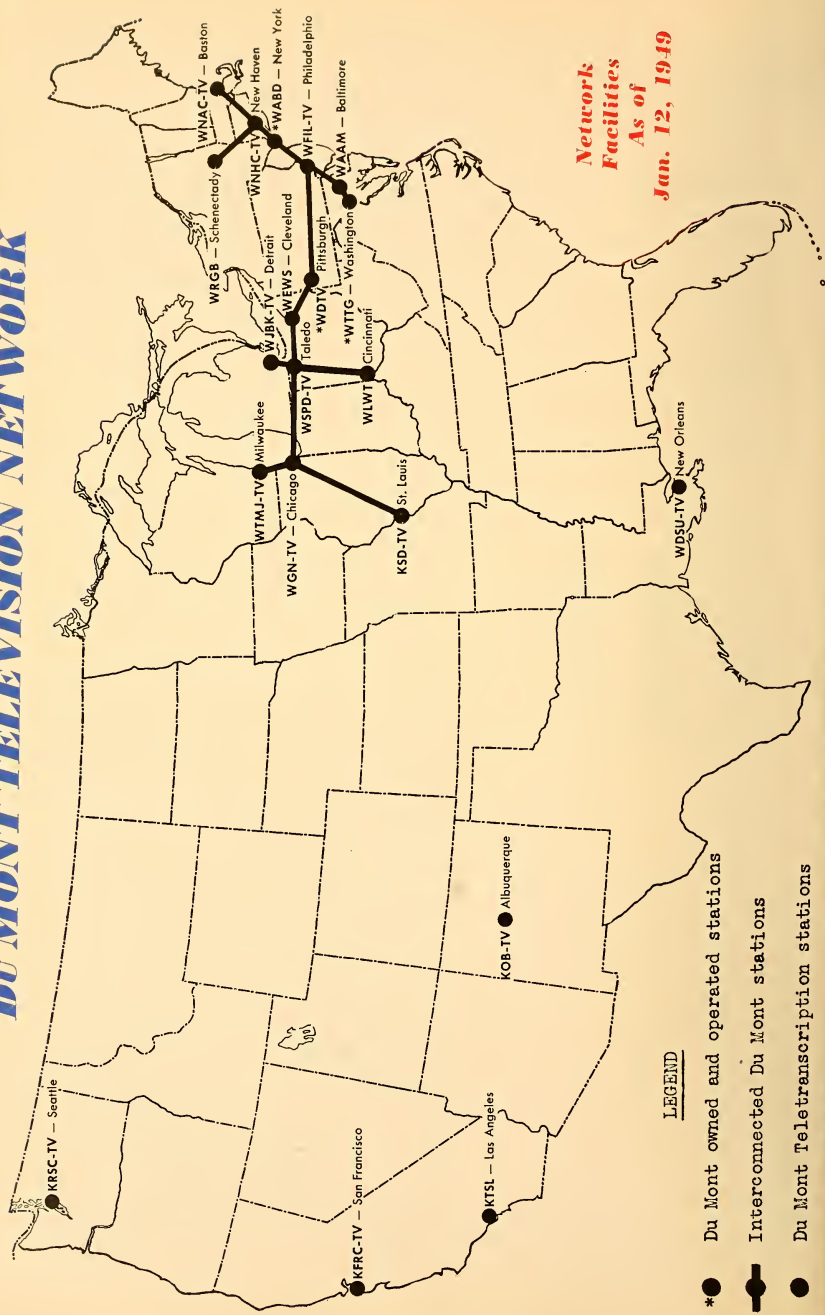
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Du MONT TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

LEGEND

- * ● Du Mont owned and operated stations
- Interconnected Du Mont stations
- Du Mont Teletranscription stations

DuMONT TELEVISION NETWORK



DR. A. B. DuMONT
President

Probably chiefly known for the development of the cathode-ray tube, which provides today's set owners with clear, bright, reliable pictures, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., heads the only company in the U. S. that is actively engaged in all phases of television. He was the first president of the Television Broadcasters Association and continues to serve that organization as a member of its board of directors. The Veteran Wireless Operators Association presented Dr. DuMont with the coveted Marconi Memorial Award of Achievement for pioneering work in the field of communications. The key station of his network in New York, WABD, was the first television station in the country to televise on a full daytime schedule. Dr. DuMont is a graduate of Rensselaer Polytechnic Institute.



The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and Teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last fourteen years and is widely known in New York banking and investment circles, owning a seat on the N. Y. Stock Exchange. Commander Loewi was born in Urbana, Ohio, and then moved to Piqua, Ohio, where he attended grade school and high school. He studied art at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy.



M. W. LOEWI
Director



LEONARD F. CRAMER
Vice-President

Joining the Allen B. DuMont Laboratories in 1936, as their 16th employee, Leonard F. Cramer, vice-president, played a major role in DuMont's growth, and was responsible in large measure for their place of leadership in the field of television. Cramer was responsible to a great extent for acquainting engineers with the purposes and functions of oscillographs with the result that these instruments, almost unknown a few years ago, are now in general use. Working with all divisions of the Allen B. DuMont Laboratories, it was under his leadership that the network was formed. Cramer was born in Alden, N. Y., near Buffalo and has always been a sports enthusiast, excelling at polo, golf and skeet shooting.

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M. B. S. TELEVISION NETWORK



T. C. STREIBERT
Chmn. of Bd.

As a former assistant dean of the Harvard Business School and for many years an executive in the motion picture field, Theodore C. Streibert, Chairman of the Board of MBS, joined the station in 1933 as assistant to Alfred J. McCosker, who was then the station's president. Not only has Streibert been instrumental in the development of WOR for over a decade, but he actively participated in founding MBS, of which WOR is the N. Y. key station. Two years after joining WOR, Streibert was elected a member of the station's board of directors and one year later was appointed executive vice-president and general manager, a post he held until January 1, 1945, when he succeeded to the presidency. He has been active in supervising the TV activities of the Bamberger Broadcasting Service, Inc.; WOIC, Washington, D. C. and WOR-TV, N. Y. C.



One of the most energetic executives in the business, "Jimmy," James, veepee in charge of advertising, promotion and research, joined the network in 1945. James, born in London, England, came to the U. S. in 1926, and a year later joined the National Broadcasting Company. There he developed and organized the network's sales promotion department. In 1935 he was among the first network men to engage in the preliminary planning for television activities of NBC. At Mutual, "Jimmy" James handled a number of special management assignments in addition to the overall supervision of Mutual's advertising, promotion and research activities. He is also coordinator of television activities of the network. At the 1948 Annual meeting of the TBA, he served as chairman of the planning and entertainment committee.



E. P. H. JAMES
Vice-President

chairman of the



Vice-president in charge of station relations and engineering for the network, Earl M. Johnson joined the organization in 1946 as chief plans and allocations engineer. In that capacity he developed Mutual's "listenability" a new engineering coverage measurement, designed to guide network expansion. He is in daily consultation with Mutual affiliates on AM, FM and TV matters. Prior to joining the Mutual network, Johnson was a member of the executive engineering committee of the NAB for 3 years and is still associated with the committee. After graduating from the University of Cincinnati in 1940 he became an engineer on the staff of WLW, Cincinnati. His war service includes activity on the Operations Research Staff of the War Department.



EARL M. JOHNSON
V.P. Chg. Sta. Rel.

the Operations Research Staff of the War Department.

For Complete Listing of MBS TV Network Personnel See Page 274

N. B. C. TELEVISION NETWORK



NILES TRAMMELL
President

others developed.

One of the pioneers of network broadcasting, Niles Trammell joined NBC as a salesman in the network's central division in March, 1928. Two months later he was appointed its manager. Operating from two offices and one studio in Chicago, he turned in \$1,000,000 business in the first eight months. While in Chicago, he pioneered the daytime serial program trend. It was under his guidance that the Chicago Symphony orchestra first broadcast a concert from a tin roofed studio during a hail storm. He also realized the importance of public service programs in network radio. Under his direction programs like the University of Chicago Round Table, Farm and Home Hour, Medicine in the News and many others developed. He assumed presidency of NBC July 12, 1940.



Admitted to the practice of law in 1936 in Washington, D. C., Charles R. Denny, executive vice-president of NBC was an attorney with the Department of Justice from 1938-1941, appointed assistant general counsel of the FCC in 1942 and on Oct. 6, 1942, was named general counsel of the FCC. On March 30, 1945, Denny was appointed a commissioner. In February, 1946, as assistant chairman he was appointed chairman of the FCC by President Truman on December 4, 1946, being the youngest man to ever hold that position. In October, 1947, he joined NBC as vice-president and general counsel, and was named executive vice-president of the network July 1, 1948. Denny was born in Baltimore, Md., April 11, 1912. In 1933 he was graduated from Amherst College with an A. B. degree and from Harvard Law School in 1936 with an LL.B. degree.



CHARLES R. DENNY
Exec. V.P.



CARLETON D. SMITH
Dir. TV Opr.

attend George Washington University in Washington, D. C.

Starting in radio in 1929 as an announcer of WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile Association, Carleton D. Smith, director of TV operations of NBC, first came to NBC Washington as an announcer in 1931. When NBC leased WMAL in Washington in 1933, Smith was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration and supervised the early development of NBC Television in the nation's capital and the opening and subsequent operation of WNBW. Born in Winterset, Iowa, he spent his early youth in the mid-west, coming East to

For Complete Listing of NBC TV Network Personnel See Page 280



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President	Martin A. Gosch	Secretary	Nathan M. Rudich
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DIRECTORS

Charles Basch, Judy Dupuy, Arthur Erlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

COUNSEL

James L. Fly

FUNCTIONS

The Independent Television Broadcasters Association (ITPA) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

Television Producers Association

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Granite 6930

OFFICERS

President.....Mal Boyd
Secretary.....Gladys Rubens Treasurer.....Maleese Black

BOARD OF DIRECTORS

Michael Stokey, George Fogle, Nil Thor Granlund, Robert Light, Mal Boyd,
Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Cassyd.

Legal Counsel.....Max M. Gilford

COMMITTEE CHAIRMEN

Membership.....Lenore Kingston Labor Relations.....Ben Bard
Program.....Frank Woodruff Research.....Maleese Black
Station Relations...Robert Colenson Finance.....Morton Wright
and Bernie Ebert

Television Film Producers Association

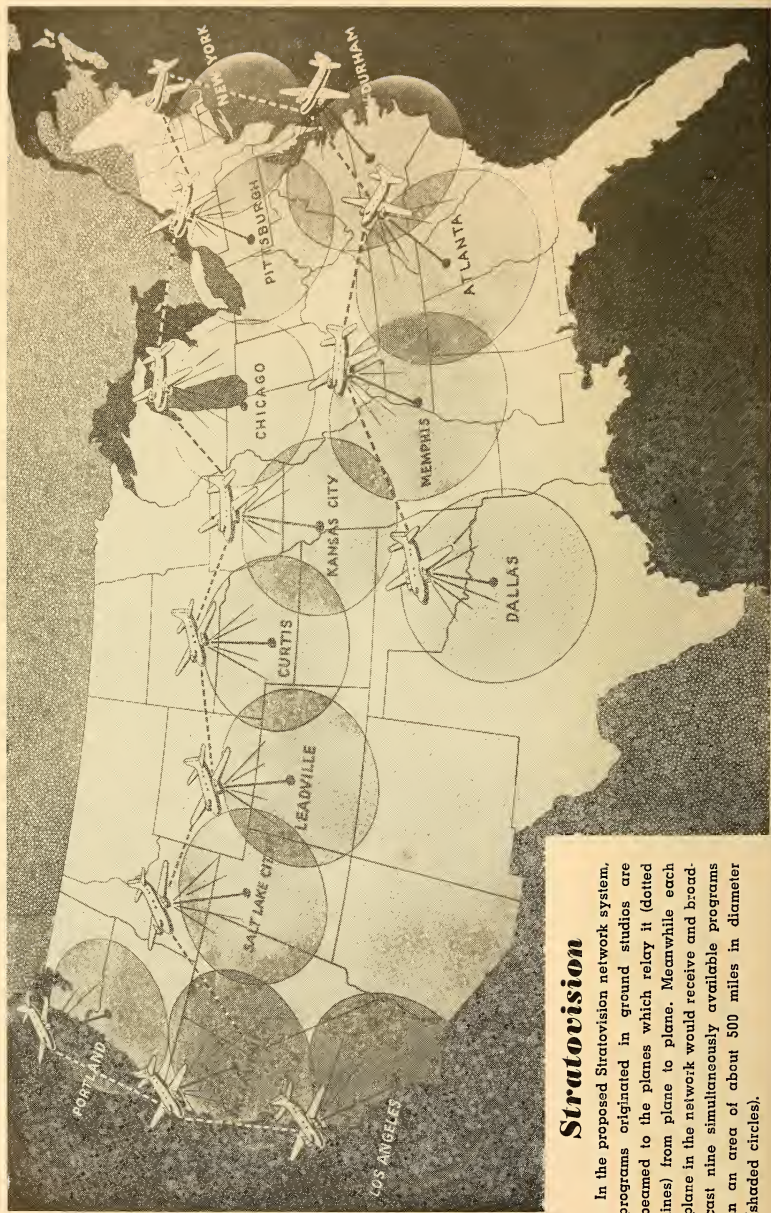
8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.
Texas 0-4525

OFFICERS

President.....Hal Roach, Jr. Secretary.....Rudy Vallee
Vice-President.....Carl Dudley Treasurer.....Roland Reed

BOARD MEMBERS

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies,
Bernard J. Carr.

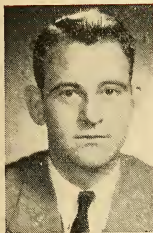


Stratovision

In the proposed Stratovision network system, programs originated in ground studios are beamed to the planes which relay it (dotted lines) from plane to plane. Meanwhile each plane in the network would receive and broadcast nine simultaneously available programs in an area of about 500 miles in diameter (shaded circles).

PROGRESS ON STRATOVISION

By C. E. NOBLES, *Stratovision Engineer, Westinghouse Corp.*



C. E. Nobles

STRATOVISION, the airborne system of broadcasting television and frequency modulation programs under development by the Westinghouse Electric Corporation and The Glenn L. Martin Company, proved itself a technical reality during 1948.

Early in the year a B-29 was converted as the second experimental Stratovision airplane, and the first television signals were transmitted from the plane on April 30. This was the first of a series of weekly test flights which culminated in the first public demonstration of Stratovision on June 23.

On that night Stratovision was presented formally to newspaper and magazine representatives at Zanesville, Ohio. The Stratovision plane, flying at 25,000 feet in the vicinity of Pittsburgh, picked up the Republican Convention telecast from WMAR-TV in Baltimore, 200 miles away, and rebroadcast it to Zanesville, located 110 miles from the closest ground television station.

Since the first test flights early this spring, picture quality has been improved by eliminating noise from the plane's engines through increased bonding, and by introducing noise limiters in critical circuits.

However, in demonstrations and tests, picture quality has been affected more seriously by the nature of the signal picked-up at the plane for transmission than by any other factor. Although the Stratovision plane has successfully picked-up commercial programs and rebroadcast them, these demonstrations were of an experimental nature, and interference encountered will not be met in commercial operation of the system, since a high frequency relay will send the programs direct to the plane circling above the ground station.

Stratovision broadcasts have been authorized through an experimental license granted by the FCC. Call letters for the station are W10XWB operating on television Channel No. 6.

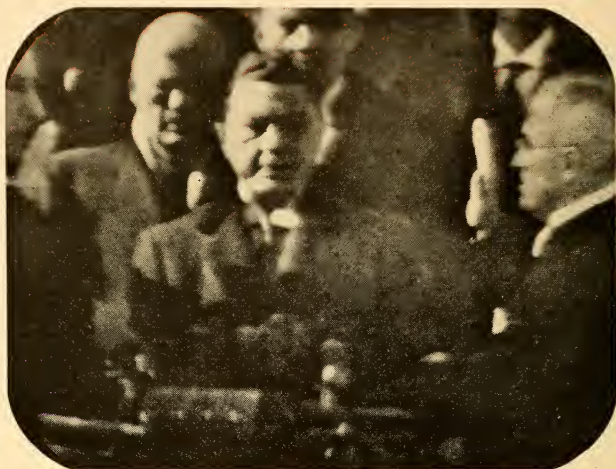
Although the major technical problems in the Stratovision broadcasting system have been solved, the problem of application of the system must await the standardization of practices in allocating television channels for ground and airborne stations. During the year Westinghouse Radio Stations, Inc., applied to the FCC for authorization of a Stratovision channel allocation in the general video reallocation hearings and subsequently for authorization of a Stratovision station at Pittsburgh, but both applications were rejected.

There are no limitations in the Stratovision system which would restrict its use in the high frequency bands, and currently Westinghouse Radio Stations, Inc. has presented this information to the FCC in hearings conducted by that body to determine the advisability of allocating channels for television broadcasting in these frequencies.

The increased coverage offered by a Stratovision station compared to a ground television station is summed up in engineering studies which assume operation of an airborne station at Pittsburgh. The Stratovision station would provide television service to 8,253,000 people in the 58,200 square miles encompassed by the station's 5,000 microvolt contour line. If protection were granted for the station's 500 microvolt contour line, a total of at least 12,039,000 people in an area of 127,000 square miles would receive service. Although proposed allocations in the area of 200 miles radius to be covered by Stratovision would allow for the operation of 54 ground television stations in 32 cities, approximately 5,868,000 people would not have protected television service.

In summary, engineering developments of the Stratovision system during 1948, have confirmed calculated estimates of the effectiveness of airborne broadcasting of television and frequency modulation programs. Thousands of reports from viewers emphasize the need for expanded coverage for these services. The major technical problems have been solved, and the minor problems can be solved. Solution of the economic and social implications inherent in the application of Stratovision is the problem for the future.

Historic Television Pictures



Placing his camera before an RCA television receiver at NBC headquarters in N. Y., Jack Zwillinger, staff photographer, took the above picture of President Harry S. Truman taking the oath of office on the Capitol building steps in Washington.



President Harry S. Truman waves to the crowds from his car in the inaugural parade (Jan. 20, 1949) in Washington.

TELEVISION STATIONS

*Alphabetically Listed
by Cities — Call Letters*

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Personnel

•

Facilities

•

Other Detailed Information

TELEVISION STATIONS

in *THE UNITED STATES*

Albuquerque

KOB-TV

1948

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Albuquerque Bcstg. Co.
Business-Studio Address 234 S. 5th St.
Phone Number 4411
Transmitter Location 905 So. Buena Vista Ave.
Air Time 15 hrs. weekly
Owner, General Manager T. M. Pepperday
Sta. Mgr., Technical Dir. George S. Johnson

Studio-Transmitter Location 1601 W. Peach-
tree St.
Air Time Average 35 hrs. weekly
News Service AP
Transcription Service Associated, Standard
Representative Pety
Membership TBA
Managing Dir. J. Leonard Reinsch
General Manager John M. Outler, Jr.
Commercial Manager Frank Gaither
Program Director Marcus Bartlett
Promotion Director Vincent C. Piano
Dir. of News & Spec. Events Walter Paschall
Production Manager Mark Toolson
Publicity Director Wayne L. Anderson
Film Director Jean Hendrix
Dir. of Remotes Oliver Heely
Technical Director W. H. White

Atlanta

WAGA-TV

1948

CBS-DuMONT
CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
Pending; Visual, Pending
Owned-Operated By Liberty Bcstg. Corp.
Bus.-Studio-Transmitter Address 1018-32 W.
Peachtree
Phone Number Main 5900
Air Time Not yet on air
Representative Katz
Pres., Station Mgr. George B. Storer, Jr.
General Manager James E. Bailey
Commercial Manager Claude H. Frazier
Prom.-Pub. Director William R. Terry
Dir. of News & Spec. Events Dale Clark
Production Manager James Loren
Film Director Horace Cook
Director of Remotes Roy Dodson
Technical Director Paul B. Cram

WSB-TV

1948

NBC-ABC
CHANNEL 8

Frequency: 180-186 mc. Power: Aural, 12.5
Kw.; Visual, 23.8 Kw.
Owned-Oper. By Atlanta Journal Co.
Bus. Address Biltmore Hotel
Phone Number HEMlock 1045

Baltimore

WAAM

1948

ABC-DuMONT
CHANNEL 13

Frequency: 210-216 mc. Power: Aural, 13.8
Kw.; Visual, 26.1 Kw.
Owned-Oper. By Radio-Television of Balti-
more, Inc.
Bus.-Studio-Transmitter Address 3725 Malden
Ave.
Phone Number Mohawk 7600
Air Time 5:30 p.m.-11 p.m.
News Service UP
Transcription Service World
Representative Free & Peters
Exec. V.P. Frederick L. Allman
General Manager Norman Kal
Commercial Manager Armand Grant
Prog. Dir., Prod. Mgr., Dir. of
Remotes Ted Estabrook
Sales Prom. & Merch. Clark Reynolds
Publicity Director Armand Grant
Operation, Film Dir. Herb Caham
Technical Director Warren Braun

WBAL-TV

1948

NBC
CHANNEL 11

Frequency: 198-204 mc. Power: Aural, 17.2
Kw.; Visual, 32.6 Kw.

U. S. TELEVISION STATIONS

Owned-Operated By.....Hearst Radio, Inc.
 Bus.-Studio Address.....2610 No. Charles St.
 Phone Number.....Hopkins 3000
 Transmitter Location....Violet & Cottage Ave.
 Air Time.....60 hrs. weekly
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Charles B. McCabe
 General-Station Mgr.....Harold C. Burke
 Commercial Manager.....Kenneth Carter
 Program Director.....John Dickman
 Technical Director.....Harold See

General Manager.....J. B. Conley
 Station Manager.....W. C. Swartley
 Sales Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Sales Prom. Manager.....Lynn Morrow
 Dir. of News.....F. E. Whitmarsh
 Program Supervisor.....Lucian Self
 Production Manager.....Iran Berlow
 Publicity Manager.....W. A. Davis
 Film Director.....Norah Adamson
 Dir. of Remotes.....Ralph Giffen
 Technical Supervisor.....Sidney Stadiq
 Chief Engineer.....W. H. Hauser

WMAR-TV

1947

CBS

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 9.1 Kw.; Visual, 17.1 Kw.

Owned-Oper. By.....The A. S. Abell Co.
 Business Address.....Baltimore Sunpapers
 Phone Number.....Lexington 7700
 Studio Address.....The Sun Bldg., Baltimore & Charles Sts.

Transmitter Location.....O'Sullivan Bldg., Baltimore & Light Sts.

Air Time.....9:30 a.m.-11 p.m., 7 days weekly
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Katz

Membership.....TBA
 President.....Paul Patterson

Director of Radio.....E. K. Jett
 Commercial Manager.....Ernest A. Lang

Program Director.....Robert B. Cochrane
 Film Director.....Philip H. Heisler
 Chief Engineer.....Carlton G. Nopper

WNAC-TV

1948

ABC-CBS-DuMONT-YANKEE

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 26.6 Kw.; Visual, 13.3 Kw.

Owned By.....General Tire & Rubber Co.
 Bus.-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Transmitter Location.....Medford

Air Time.....Varies
 News Service.....TeleneWS
 Transcription Service.....Associated

Representative.....Edward Petry
 President.....William O'Neil

Exec. V.P., Gen.-Comm. Mgr.....Linus Travers
 V.P., Sta. Mgr., Prog. Dir.....George Steffy

V.P.....Thomas O'Neil
 Program Director.....David F. Shurtleff

Dir. of News & Special Events.....Leland C. Bickford

Publicity Director.....Phyllis Doherty
 Film Director.....James Pike

Dir. of Remotes.....Clarence Stone
 Technical Director.....Irving E. Robinson

Boston

WBZ-TV

1948

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7.13 Kw.; Visual, 14.3 Kw.

Owned-Oper. By.....Westinghouse Radio Stations, Inc.

Bus.-Studio-Transmitter Address..1170 Soldiers Field Rd.

Phone Number.....ALgonquin 4-5670
 Air Time.....(Mon.-Fri.) 6:30-10:30 p.m.; (Sat.) 1:30-10:45 p.m.; (Sun.) 5-10 p.m.

News Service.....AP, INS
 Transcription Service.....Associated, Thesaurus

Representative.....Spot Sales
 President.....Walter Evans

WBEN-TV

1948

NBC-ABC-DuMONT-CBS

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 12 Kw.; Visual, 20.1 Kw.

Owned-Operated By.....WBEN, Inc.
 Business Address.....Buffalo

Phone Number.....Cleveland 6400
 Studio Transmitter Location.....Hotel Statler

Air Time.....approx. 25-30 hrs. weekly
 News Service.....AP, INS, UP

Transcription Service.....Standard, Lang-Worth
 Representative.....Edward Petry

President.....Edward H. Butler
 V.P., General Mgr.....A. H. Kirchofer

Station Manager.....C. Robert Thompson
 Commercial Manager.....Frank W. Kelly

Program Director.....George Torge
 Promotion Director.....Joe Haeffner

Special Events.....John Hutchinson
 Exec. Producer.....Joe Jenkins

U. S. TELEVISION STATIONS

Film Director.....Quinten P. Renner
 Asst. Technical Dir. Charge of
 Television.....Glenn Beerbower

Dir. of Remotes.....Bill Hollenbeck
 Chief Engineer.....E. C. Horstman

Chicago

WBKB

1940
 CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.;
 Visual, 13.1 Kw.
 Owned-Oper. By.....Balaban & Katz Corp.
 Business-Studio Address.....190 N. State St.
 Phone Number.....RAndolph 6-8210
 Transmitter Location.....33 N. LaSalle St.
 Air Time.....5:15 p.m.-approx. 10:30 p.m.
 News Service.....AP, UP
 Representative.....Weed
 Membership.....TBA
 Dir. of Telev.....John Balaban
 General Manager.....John H. Mitchell
 Program Director.....E. Jonny Graff
 Dir. of News.....Ulmer Turner
 Production Manager.....William Ryan
 Publicity Director.....Sterling C. Quinlan
 Film Director.....Richard Locke
 Dir. of Remotes.....Richard Liesendahl
 Tech. Dir.....Lorraine Larson, Lewis Gomavitz,
 Joseph Simon, Richard Rider, Joseph Byrne
 Asst. Dir.....James Taylor, John Alexander
 Chief Engineer.....William P. Kusack

WENR-TV

1948
 ABC-MIDWEST
 CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 15 Kw.; Visual, 30 Kw.
 Owned-Operated By.....American Bcstg. Co.
 Bus.-Studio-Transmitter Address.....20 No.
 Wacker Dr.
 Phone Number.....CEntral 6-5070
 Air Time.....Various
 News Service.....AP, INS, UP
 Transcription Service.....Standard
 Membership.....NAB
 President (ABC).....Mark Woods
 V.P. Chg. ABC Central Div.....John H. Norton, Jr.
 General Manager.....James Stirtion
 Sta.-Comm. Mgr.....Roy McLaughlin
 Program Manager.....Harold Stokes
 Dir. of TV Programming.....Fred Kilian
 Promotion Director.....Karl R. Sutphin
 Exec. Producer.....Jack Gibney
 Dir. of News & Spec. Events.....Con O'Dea
 Production Manager.....Monte Fassnacht
 Publicity Director.....Ell Henry
 Co-Ordinator of TV Sales.....Gerald Vernon
 Film Director.....John Berg

WGN-TV

1948
 CHANNEL 9

Frequency: 186-192 mc.....Power: Aural,
 30 Kw.; Visual, 15 Kw.
 Owned-Operated By.....WGN, Inc.
 Business Address.....441 N. Michigan Ave.
 Phone Number.....SU 7-0100
 Studio Addresses.....400 W. Madison St.;
 441 N. Michigan Ave.
 Transmitter Location.....400 W. Madison St.
 Air Time.....35 hrs. weekly
 Transcription Service.....Standard
 President.....Robert R. McCormick
 Manager.....Frank P. Schreiber
 Operations Director.....Vernon R. Brooks
 Commercial Manager.....William A. McGuineas
 Sales Manager.....George Harvey
 Program Director.....Jay Faraghan
 Dir. of News & Spec. Events.....Spencer Allen
 Technical Director.....Carl J. Meyers

WNBQ

1948
 NBC
 CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
 21.8 Kw.; Visual, 21.8 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus.-Studio Address.....Merchandise Mart
 Phone Number.....SUperior 7-8300
 Transmitter Location.....Civic Opera Bldg.
 Air Time.....Varies
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Spot Sales
 V.P. in Chg. of Central Div.....I. E. Showerman
 General Manager.....Jules Herbuveaux
 Commercial Manager.....Oliver Morton
 Program Manager.....Ted Mills
 Promotion Director.....Harold A. Smith
 Dir. of News & Spec. Events.....W. B. Ray
 Production Manager.....Richard Von Albrecht
 Publicity Director.....Jack Ryan
 Operations Supvr.....Charles L. Townsend
 Supvr. of Field Oper.....Reinald Werrenrath, Jr.
 Station Engineer.....Walter F. Lanterman

Cincinnati

WLW-TV

1948
 NBC
 CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,
 19.5 Kw.; Visual, 23.5 Kw.

. . . U. S. TELEVISION STATIONS . . .

Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Studio-Transmitter Location...2222 Chickasaw St.

Air Time..afternoon & evening, 7 days weekly
 News Service.....INS, UP
 Transcription Service.....Thesaurus, SESAC
 President.....James D. Shouse
 V.P., General Mgr.....R. E. Dunville
 V.P. in Chg. of Telev.....M. N. Terry
 Sales Manager.....M. F. Allison
 Program Director.....Chester Herman
 Dir. of Sales Prom.....David E. Partridge
 Dir. of News.....Howard Chamberlain
 Sales Service Mgr.....James Hill
 Dir. of Pub. Relations & Publicity.....James J. Cassidy
 Dir. of Film Procurement.....Russ Landers
 Dir. of Sports.....Red Thornburgh
 V.P. in Chg. of Engineering....R. J. Rockwell

Cleveland

WEWS

1947

CBS-ABC-DuMONT
 CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
 8.15 Kw.; Visual, 16.3 Kw.

Owned-Oper. By...Scripps-Howard Radio, Inc.
 Bus.-Studio Address.....The WEWS Bldg.,
 1816 E. 13th St.

Phone Number.....Superior 6111
 Transmitter Location....7080 State Rd., Parma
 Air Time.....45 hrs. weekly
 News Service.....UP
 Representative.....Branham
 President.....Jack R. Howard
 (230 Park Ave., New York 17, N. Y.)

V.P., General Mgr.....James C. Hanrahan
 Station Dir.....J. Harrison Hartley
 Program Mgr.....Patrick H. Crafton
 Dir. News, Prom., Spec. Events, Film Oper. & Pub.....Floyd E. Weidman
 Film Supervisor.....Edward T. Noll
 Dir. of Remotes.....Ernest E. Sindelar
 Technical Director.....Joseph B. Epperson

WNBK

1948

NBC
 CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 2.5 Kw.;
 Visual, 5 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.
 Business-Studio Address...815 Superior Ave.
 Phone Number.....CHerry 0942
 Transmitter Location.....Brecksville

Air Time.....Varies
 News Service.....AP, UP
 Transcription Service...Thesaurus, Standard,
 Associated

Representative.....Spot Sales
 Membership.....TBA
 President (NBC).....Niles Trammell
 General Manager.....John McCormick
 Station Manager.....Charles C. Bevis, Jr.
 Sales Manager.....Harold L. Gallagher
 Promotion Director.....Howard Barton
 Dir. of News & Special

Events.....Edward R. Wallace
 Production Manager.....Robert J. Spencer
 Film Director.....Albert Odeal
 Dir. of Remotes.....Charles Ranallo
 Technical Operations
 Supervisor.....Andrew L. Hammerschmidt

Detroit

WJBK-TV

1948

CBS-DuMONT
 CHANNEL 2

Frequency: 54-60 mc.....Power: Aural,
 7.51 Kw.; Visual, 14.26 Kw.

Owned-Oper. By.....The Fort Industry Co.
 Business-Studio Address.....500 Temple
 Phone Number.....Temple 3-7900

Transmitter Location.....8009 Lyndon
 Air Time.....approx. 6:30 p.m.-10 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....George B. Storer
 General Manager.....Richard E. Jones
 Commercial Manager.....George M. Millar
 Actg. Program Dir.....Helen Anderson
 Promtion Mgr.....Joyce M. Chapman
 Prod. Mgr., Film Dir.....Helen Anderson
 Publicity Director.....Joyce Chapman
 Chief Engineer.....Paul Frincke

WXYZ-TV

1948

ABC
 CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 16.7 Kw.; Visual, 32.1 Kw.

Owned-Operated By.....WXYZ, Inc.
 Business Address.....1700 Stroh Bldg.
 Phone Number.....CHerry 8321
 Studio Address.....Maccabees Bldg.
 Air Time.....18 hrs. weekly
 General Manager.....James G. Riddell
 Sta. Mgr., Prog. Dir.....John Pival
 Commercial Manager.....Len Kamins
 Promotion Director.....William J. Hendricks

. . . U. S. TELEVISION STATIONS . . .

Special Events.....Ted Johnson
 Production Manager.....Lanny Pike
 Film Director.....Rosalind Roulston
 Dir. of Remotes.....Don Hallman
 Technical Director.....Charles Kotcher

Film Director.....Lynn Trammell
 Dir. of Remotes.....Larry DuPont
 Dir. of Engineering.....R. C. Stinson

WWJ—TV

1947

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,
 8.75 Kw.; Visual, 17.5 Kk.

Owned-Oper. By.....Evening News Assn.
 Bus.-Studio Address.....622 W. Lafayette Ave.
 Phone Number.....WO-dward 2-2000
 Transmitter Location.....Penobscot Bldg.
 Air Time...4 p.m.-6 p.m.; 7 p.m.-10 p.m. or later
 News Service.....AP, UP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Hollingbery
 Membership.....TBA, NAB
 President.....W. E. Scripps
 General Manager.....Harry Bannister
 Asst. General Mgr.....Edwin K. Wheeler
 Gen. Sales Mgr.....Harry W. Betteridge
 Gen. Program Mgr.....Melvin C. Wissman
 Promotion Manager.....Jake Albert
 Special Events Dir.....James Eberle
 Production Manager.....Tom Riley
 Publicity Manager.....Dick Spencer
 Film Director.....William C. Lane
 Gen. Engineering Mgr.....E. J. Love

Fort Worth

WBAP—TV

1948

ABC-NBC

CHANNEL 5

Frequency: 77.25-81.75 mc.....Power: Aural,
 8.8 Kw.; Visual, 17.6 Kw.

Owned-Oper. By.....Carter Publications, Inc.
 Bus.-Studio-Transmitter Address...3900 Barnett
 St.

Phone Number.....56-1981
 Air Time...6 p.m.-10 p.m. nightly, 6 days wkly.
 News Service.....AP
 Transcription Service.....Lang-Worth, Cole,
 Associated

Representative.....Free & Peters
 President.....Amon Carter
 Director.....Harold Hough
 Station Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Seymour Andrews
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Bob Gould
 Publicity Director.....Jack Rogers

Hollywood

KNBH

1949

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,
 13.7 Kw.; Visual, 27.5 Kw.

Owned-Oper. By...The National Bcstg. Co., Inc.
 Bus.-Studio Address.....Sunset & Vine
 Phone Number.....HOLLYWOOD 9-6161
 Transmitter Location...On the grounds of the
 Mt. Wilson Hotel Co.

Air Time...Sundays-Thursdays, approx. 3½
 hrs. per day
 News Service.....AP, INS, UP
 Transcription Service.....Thecarus
 Representative.....Spot Sales
 Admn. V.P. Chg. TV (NBC)...Sidney N. Strotz
 Mgr. TV Western Div. (NBC),

Station Mgr.....Harold J. Bock
 Dir. of Sales.....Frank A. Berend
 Program Mgr.....Robert V. Brown
 Adv.-Prom. Mgr.....Helen Murray Hall
 Dir. News & Spec. Events.....Roger Sprague
 Prod. Supvr.....Edward H. Sobol
 Publicity Mgr.....Leslie Raddatz
 Film Handler.....Robert Guggenheim, Jr.
 Producer-Dir. (Field).....A. V. Cole
 Video Control Supvr.....W. L. States
 Operations Supvr.....Robert W. Clark

KTSL

1931

MBS-DuMONT-DON LEE

CHANNEL 2

Frequency: 54-60 mc...Power: Aural, 7.5 Kw.;
 Visual, 15 Kw.

Owned By...Thomas S. Lee Enterprises, Inc.
 Operated By.....Don Lee Bcstg. System
 Business Address.....1313 N. Vine St.
 Phone Number.....HUDSON 2-2133
 Studio Addresses.....1313 N. Vine St.,
 3800 Mount Lee Dr.

Transmitter Location...3800 Mount Lee Dr. &
 Mount Wilson
 Air Time...3 p.m.-4:30 p.m.; 6:15 p.m.-10:15 p.m.
 weekly

News Service.....AP, INS
 Membership.....NAB
 President.....Lewis Allen Weiss
 General Manager.....Willet H. Brown
 Director of Telev.....Harry R. Lubcke
 Commercial Manager.....Bob Hoag
 Program Director.....Carlton Winckler

U. S. TELEVISION STATIONS

Promotion Director.....Bob Stock
 Dir. News & Spec. Events.....Ira Walsh
 Production Manager.....Elbert Walker
 Publicity Director.....Mark Finley
 Film Director.....Don Hine
 Dir. of Remotes.....Gilbert Wyland
 Technical Director.....Harold W. Jury

Houston

KLEE—TV

1948
 CBS
 CHANNEL 2

Frequency: 50-60 mc...Power: Aural, 8.5 Kw.;
 Visual, 16 Kw.
 Owned-Operated By.....W. A. Lee
 Business Address.....Milby Hotel
 Phone Number.....P-1161
 Studio-Transmitter Location.....Post Oak Rd.
 Air Time.....Evening hrs.
 Representative.....Adam J. Young, Jr.
 President.....W. Albert Lee
 Station-Commercial Mgr.....Sidney Balkin
 Program Director.....Ken Bagwell
 Film Director.....Bud Johnson
 Chief Engineer.....Paul Huhndorff

Los Angeles

KECA—TV

1949
 ABC
 CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 14.8 Kw.; Visual, 29.8 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....6363 Sunset Blvd.
 Phone Number.....Hudson 2-3141
 Studio Address...Television Center, Prospect &
 Talmadge
 Transmitter Location.....Mt. Wilson
 Air Time.....Not yet on air
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Station Manager.....Clyde Scott
 Commercial Manager.....Amos Baron
 Dir. of TV Prog., Western
 Div.....Richard J. Goggin
 Promotion Director.....Jack O'Mara
 Dir. of News.....Frank LaTourette
 Publicity Director.....Bob Hall
 Dir. of Remotes.....James T. Vandiveer
 Mgr. Tech. Oper., Western
 Div.....James T. Caldwell

KFI—TV

1948
 CHANNEL 9

Frequency: 186-192 mc.....Power: Aural,
 18 Kw.; Visual, 34 Kw.
 Owned-Oper. By.....Earle C. Anthony, Inc.
 Bus.-Studio Address.....141 N. Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location.....Mt. Wilson
 Air Time.....15 hrs. weekly
 News Service.....AP, UP
 Transcription Service.....Capitol Associated,
 World
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Earle C. Anthony
 General Manager.....W. B. Ryan
 Station Manager.....Haan J. Tyler
 Sales-Prom. Mgr.....Kevin B. Sweeney
 Program Director.....Ron Oxford
 Dir. News & Spec. Events.....Pat Bishop
 Film Director.....James Love
 Dir. of Remotes.....Robert Livingston
 Technical Director.....Seymour Johnston

KLAC—TV

1948
 CHANNEL 13

Frequency: 210-216 mc.....Power: Aural,
 16.2 Kw.; Visual, 30.8 Kw.
 Owned-Oper. By.....KMTR Radio Corp.
 Bus.-Studio Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....Atop Mt. Wilson
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Adam J. Young, Jr.
 President.....Dorothy S. Thackrey
 Exec. V.P., Gen.-Sta. Mgr.....Don J. Feddersen
 Commercial Manager.....David E. Lundy
 Program Director.....Fred Henry
 Promotion Director.....Jack Miller
 Dir. News & Spec. Events.....Jim McNamara
 Production Manager.....Don Forbes
 Publicity Director.....Red Doff
 Dir. of Remotes.....Fred Henry

KTLA

1947
 CHANNEL 5

Frequency: 76-82 mc...Power: Aural, 15 Kw.;
 Visual, 30 Kw.
 Owned-Oper. By.....Paramount Television
 Productions, Inc.
 Bus.-Studio Address.....5451 Marathon St.
 Phone Number.....Hollywood 2411
 Transmitter Location.....Mt. Wilson
 Air Time...7 days weekly, afternoon & evening
 News Service.....UP
 Transcription Service.....World, Paramount
 Video, Weed

. . . U. S. TELEVISION STATIONS . . .

Membership TBA
 President Paul Raibourn
 General-Station Mgr. Klaus Landsberg
 Sales Manager Harry Maynard
 Program Director Philip Booth
 Dir. News & Spec. Events, Publicity
 Director Jonathan Rice
 Production Manager J. Gordon Wright
 Film Director Leland Muller
 Technical Director Raymond M. Moore

Production Manager John Boyle
 Film Director Fred Mullen
 Dir. of Remotes Walter Witherbee
 Technical Dir. Wilbur E. Hudson

Memphis

WMCT

1948

NBC-CBS-DuMONT
CHANNEL 4

Frequency: 68-72 mc. Power: Aural, 7.12 Kw.;
 Visual, 13.6 Kw.

Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Memphis
 Air Time Not yet on air
 Transcription Service Thesaurus, Lang-Worth,
 SESAC

Representative Branham
 General Manager H. W. Slavick
 Commercial Mgr. J. C. Eggleston
 Program Director Wilson Mount
 Publicity Director Walter E. Frase
 Dir. of News Bob Pigue
 Production Manager Eugart Yerian
 Film Director Marvin F. Carter
 Chief Engineer E. C. Frase, Jr.

Milwaukee

WTMJ-TV

1947

NBC-ABC-CBS
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 10.2 Kw.;
 Visual, 16.1 Kw.

Owned-Operated By The Journal Co.
 Business Address 333 W. State St.
 Phone Number MARquette 8-6000
 Studio-Transmitter Location Radio City,
 720 E. Capitol Dr.

Air Time Average 33 hrs. weekly
 News Service AP
 Transcription Service Thesaurus
 Representative Edward Petry
 V.P., Gen. Mgr. Walter J. Damm
 Asst. General Mgr. L. W. Herzog
 Station-Comm. Manager R. G. Winnie
 Prog. Mgr., Dir. of Remotes Jim Robertson
 Prom.-Pub. Dir. Bruce Wallace
 Dir. of News Jack E. Krueger
 Comm. Prod. Mgr. Frank Hart
 Chief Engineer Phil Laeser

KTTV

1949

CBS
CHANNEL 11

Frequency: 198-204 mc. Power: Aural,
 16.5 Kw.; Visual, 31.5 Kw.

Owned-Oper. By KTTV, Inc.
 Bus.-Studio Address 1025 N. Highland Ave.
 Phone Number HUDson 2-1301
 Transmitter Location Mt. Wilson
 News Service AP
 Representative Radio Sales
 General Manager Norman Chandler
 Commercial Manager Harry W. Witt
 Program Director Frank King
 Promotion Director Hal Hudson
 Dir. News & Spec. Events Peter Roebeck
 Production Manager David Crandell
 Film Director Robert Breckner
 Dir. of Remotes Joe Conn
 Chief Engineer Raymond Monfort

Louisville

WAVE-TV

1948

NBC-ABC-CBS
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 4 Kw.;
 Visual, 7 Kw.

Owned-Operated By WAVE, Inc.
 Bus.-Studio-Transmitter Address 334 E.
 Broadway

Phone Number Wabash 2201
 Air Time approx. 6:30-10:30 nightly
 News Service AP
 Transcription Service Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NAB
 President George W. Norton, Jr.
 General Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Program Director George C. Patterson
 Prom.-Pub. Director Eugene W. Leake, Jr.
 Dir. News & Spec. Events James Caldwell

Minneapolis-St. Paul

KSTP-TV

1948

NBC

CHANNEL 5

Frequency: 76-82 mc... Power: Aural, 17.3 Kw.;
Visual, 24.7 Kw.

Owned-Operated By.....KSTP, Inc.
Bus.-Studio-Transmitter Address.....3415 Uni-
versity Ave., St. Paul; 3415 University Ave.
S.E., Minneapolis

Phone Number.....Prior 2717
Air Time.....5½ hrs. daily
Representative.....Edward Potry
President, General Mgr.....Stanley E. Hubbard
V.P., Asst. Mgr.....K. M. Hance
Commercial Mgr.....Miller C. Robertson
Program Director.....Del Franklin
Prom.-Pub. Director.....Joe Cook
Dir. News & Spec. Events.....Walt Raschick
Film Director.....Richard Kepler
Technical Director.....John McMahon

WTCN-TV

1948

ABC

CHANNEL 4

Frequency: 66-72 mc... Power: Aural, 9.2 Kw.;
Visual, 17.9 Kw.

Owned-Oper. By.....Minnesota Bcstg. Corp.
Business Address.....Wesley Temple Bldg.
Phone Number.....Main 6562
Studio Address.....Radio City
Transmitter Location.....Foshay Tower
Air Time.....Not yet on air
Representative.....Free & Peters
President.....W. J. McNally
General-Station Mgr.....F. Van Konynenburg
Commercial Manager.....R. N. Ekstrum
Program Director.....J. Bryson
Promotion Director.....Clifford J. Rian
Production Manager.....Max Karl
Technical Director.....John Sherman

New Haven

WNHC-TV

1948

DuMONT-NBC

CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 25 Kw.;
Visual, 50 Kw.

Owned-Oper. By.....The Elm City Bcstg. Co.
Business-Studio Address.....1110 Chapel St.
Phone Number.....8-0196

Transmitter Location.....Gaylord Mt., Hamden
Air Time.....10 a.m.-12 noon, 5 p.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
President.....Patrick J. Goode
General Manager.....Aldo De Dominicis
Sta. Mgr., Prog. Dir.....James T. Milne
Commercial Manager.....Vincent Callaman
Prom.-Pub. Director.....Lewis Doolittle
Dir. News & Spec. Events.....Tom Romano
Production Manager.....Ed Lesnick
Film Dir.....Emery Schmittgall, Selig Tanner
Dir. of Remotes.....Irving Small
Technical Director.....Vincent DeLaurentis

New Orleans

WDSU-TV

1948

ABC-NBC-DuMONT-LA.

CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 15 Kw.;
Visual, 31 Kw.

Owned-Oper. By....WDSU Bcstg. Service Co.,
Inc.

Business Address.....Moneleone Hotel
Phone Number.....Ra. 7135
Studio-Transmitter Location...Hibernia Bank
Bldg., 313 Carondelet St.

Air Time.....6:15 p.m.-10 p.m., 6 days weekly
News Service.....AP, UP
Transcription Service.....Associated
Representative.....John Blair
Membership.....FMA, NAB
President.....Edgar B. Stern, Jr.
Exec. V. P.....Robert D. Swezey
Commercial Manager.....Charles Price
Program Director.....Stanley Holiday
Dir. News & Spec. Events.....Weddy Leifer
Production Manager.....Byron Dowty
Publicity Director.....Ray Liuzza
Film Director.....Rose Wetzel
Dir. of Remotes.....John Muller
Technical Director.....Carlos Dodd
Chief Engineer.....Lindsey Riddle

New York

WABD

1941

DuMONT

CHANNEL 5

Frequency: 76-82 mc... Power: Aural, 9.45 Kw.;
Visual, 14.25 Kw.

Owned-Oper. By....Allen B. DuMont Labora-
tories, Inc.

. . . U. S. TELEVISION STATIONS . . .

Business Address.....515 Madison Ave.
 Phone Number.....Murray Hill 8-2600
 Studio Addresses.....515 Madison Ave.,
 9th & Broadway
 Transmitter Location...42nd Fl. 515 Madison
 Ave.
 Air Time.....Monday-Friday, 7 a.m.-11 p.m.;
 Sunday, 6 p.m.-9 p.m.
 News Service.....INS
 Membership.....TBA, NAB
 President.....Allen B. DuMont
 Dir. of Network.....Mortimer W. Loewi
 Dir. of Oper. DuMont Net.....Leonard Hole
 Asst. Dir. Opr. DuMont Net.....Julian Armstrong
 Network Asst.....Humboldt Greig
 Dir. of Sales.....Tom Gallery
 Program Dir. (Net.).....James Caddigan;
 (WABD) Tony Kraber
 Promotion Dir.....Wade Thompson
 Daytime Pgm. Dir.....Jack Rayel
 Publicity Dir.....Don Giesy
 Film Dir.....John Novak
 Dir. Mobile Opr.....Harry Coyle
 Dir. Eng. DuMont Network.....Rodney Chipp
 Chief Engr. WABD.....Sol Patremio
 Dir. of Research.....Tom Goldsmith

WCBS-TV

1931

CBS

CHANNEL 2

Frequency: 54-60 mc....Power: Aural, 10 Kw.;
 Visual, 13.7 Kw.
 Owned-Oper. By.....Columbia Bcstg. System,
 Inc.
 Business Address.....51 E. 42nd St.
 Phone Number.....PLaza 5-2000
 Studio Addresses.....15 Vanderbilt Ave.,
 Studio Theatre: 109 W. 39th St.
 Transmitter Location.....Chrysler Tower
 Air Time.....7 days weekly
 News Service.....AP
 Representative.....Radio Sales
 Membership.....TBA
 V.P., Dir. TV Oper.....J. L. Van Volkenburg
 Program Director.....Charles M. Underhill
 News, Spec. Events & Sports
 Director.....Edmund Chester
 Sales Director.....David V. Sutton
 Mgr. Prog. Devel.....Worthington C. Miner
 Mgr. Sales Devel.....George L. Moskovics
 Operations Mgr., Studio.....Merritt Coleman
 Oper. Mgr., Technical.....Paul Wittlig
 Mgr. Film Procure. Div.....Stanton M. Osgood
 Mgr. Film Syndication Div.....H. Grant Theis

WJZ-TV

1948

ABC

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 14.8 Kw.; Visual, 29.5 Kw.

Owned-Oper. By....American Bcstg. Co., Inc.
 Bus. Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location.....Hotel Pierre
 Air Time...7 p.m.-11 p.m., Sat. & Sun. 2-11 p.m.
 News Service.....AP, INS, UP
 Transcription Service.....Video
 Representative.....ABC
 Membership.....TBA
 President (ABC).....Mark Woods
 Station Manager.....Murray Grabhorn
 Commercial Manager.....C. L. Doty
 Program Director.....Alexander Stronach
 Promotion Director.....Gene Russell
 Dir. News & Spec. Events.....Thomas Velotta
 Production Manager.....Charles Holden
 Publicity Director.....Earl Mullin
 Film Director.....Nat Fowler
 Dirs. of Remotes.....Robert Doyle,
 Marshall Diskin
 Technical Director.....George Milne

WNBT

1941

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 7 Kw.;
 Visual, 7 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Studio Addresses...30 Rockefeller Plaza, 106th
 St. & Park Ave.
 Transmitter Location.....Empire State Bldg.
 Air Time.....35 hrs. 15 min. weekly
 News Service.....AP, INS, UP
 Membership.....TBA
 President (NBC).....Niles Trammell
 Manager.....Thomas B. McFadden
 Sales Manager.....John C. Warren
 Adv. Prom. Director.....Murry Harris
 Program Manager.....John H. Reber
 Mgr. News & Spec. Events.....Fred S. Heywood
 Publicity Director.....Schuyler G. Chapin
 Chief Engineer.....O. B. Hanson

WPIX

1948

CHANNEL 11

Frequency: 198-204 mc.....Power: Aural,
 9.25 Kw.; Visual, 18.5 Kw.
 Owned-Operated By.....WPIX, Inc.
 Bus. Studio-Transmitter Address...220 E. 42nd
 St.
 Phone Number.....Murray Hill 2-1234
 Air Time.....39 hrs. weekly
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Representative.....Free & Peters

U. S. TELEVISION STATIONS

Membership TBA
 President..... F. M. Flynn
 Station Manager..... Robert L. Coe
 Commercial Manager..... B. O. Sullivan
 Program Manager..... James S. Pollak
 Mgr. News & Spec. Events..... Carl Warren
 Pub. Relations Mgr..... Frank Young
 Mgr. Research & Devel..... C. E. Denton
 Chief Engineer..... Tom Howard

Publicity Director..... John J. Kelly
 Film Director..... Helen Buck
 Technical Director..... John G. Leitch

WFIL-TV

1947

ABC-DuMONT
 CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 13.5 Kw.;
 Visual, 27 Kw.
 Owned-Oper. By... Triangle Publications, Inc.,
 Phila. Inquirer Div.
 Bus.-Studio Address..... 45th & Market Sts.
 Phone Number..... EVERgreen 6-8090
 Transmitter Location..... Widener Bldg.
 Air Time..... Varies
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Katz
 General Manager..... Roger W. Clipp
 Adm. Asst. to Gen. Mgr..... Donald S. Kellet
 Commercial Mgr..... John E. Surrick
 TV Sales Manager..... Kenneth W. Stowman
 Promotion Director..... Fred Hayward
 Mgr. of Operations..... Felix Meyer
 Production Manager..... Jack Steck
 Publicity Director..... Richard C. Koster
 Film Director..... Walter Tillman
 Chief Engineer..... Louis E. Littlejohn
 Asst. Chief Engr. for TV..... Henry Rhea

WATV

1948

CHANNEL 13

Frequency: 210-216 mc..... Power: Aural,
 25 Kw.; Visual, 50 Kw.
 Owned-Operated By..... Bremer Bcstg. Corp.
 Bus.-Studio Address..... Television Center
 Phone Number..... (N. Y.) BArlay 7-8216;
 (N. J.) MITchell 2-6400
 Transmitter Location..... First Mt., W. Orange
 Air Time... Wednesday-Sunday, 3 p.m.-9:30 p.m.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... Weed
 Membership..... TBA
 President, General Mgr..... Irving R. Rosenhaus
 V.P., Engineering..... Frank V. Bremer
 V.P., National Sales..... Edmund S. Lennon
 Program Director..... George Green
 Promotion Director..... James Sondheim
 Pub. Relations Dir..... Roland Trenchard
 Film Director..... Robert M. Paskow

WPTZ

1941

NBC

CHANNEL 3

Frequency: 60-66 mc... Power: Aural, 8.9 Kw.;
 Visual, 17.8 Kw.
 Owned-Oper. By..... Philco Television Bcstg.
 Corp.
 Business Address..... 1800 Architects Bldg.
 Phone Number..... LOcust 4-2244
 Studio Address..... 1619 Walnut St.
 Transmitter Location..... 1300 E. Mermaid Lane,
 Wyndmoor
 Air Time..... Approx. 5-11 p.m. daily
 News Service..... INS
 Transcription Service..... Thesaurus
 Representative..... NBC Spot Sales
 Membership..... TBA
 V.P., General Mgr..... E. B. Loveman
 Asst. General Manager..... Roland V. Tooke
 Comm. Mgr..... Alexander W. Dannenbaum, Jr.
 Program Director..... Ernest Walling
 Prom.-Pub. Dir..... Charles Hoban
 Dir. News, Spec. Events... Clarence W. Thoman
 Film Director..... Albert J. Mann
 Chief Engineer..... Raymond J. Bowley

Philadelphia

WCAU-TV

1946

CBS

CHANNEL 10

Frequency: 192-198 mc..... Power: Aural,
 14.7 Kw.; Visual, 25 Kw.
 Owned-Oper. By..... WCAU, Inc.
 Bus.-Studio Address..... 1622 Chestnut St.
 Phone Number..... LOcust 7-7700
 Transmitter Location..... 12 S. 12th St.
 Air Time..... Unlimited
 News Service..... AP, UP
 Representative..... Radio Sales
 President, General Mgr..... Dr. Leon Levy
 V.P., Asst. Gen. Mgr..... Joseph L. Tinney
 V.P., TV Dir..... G. Bennett Larson
 Program Director..... John McClay
 Promotion Director..... Robert N. Pryor
 Dir. of News..... Alfred T. Ringle
 Production Manager..... Roy A. Meredith

Pittsburgh

WDTV

1948
DuMONT
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 2.5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Allen B. DuMont Labora-
tories, Inc.

Temporary Offices Nixon Theatre Bldg.
Phone Number Express 1071
Transmitter Location Perrysville, at Montana
& Grizzella Sts.

Air Time 6 p.m.-M., daily except Saturday
Membership TBA
President Dr. Allen B. DuMont
General-Station Mgr. Donald A. Stewart
Prog.-Pub. Director Larry Israel
Chief Engineer Ray Rodgers

Richmond

WTVR

1947
NBC
CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 6.4 Kw.;
Visual, 12.16 Kw.

Owned-Oper. By Havens & Martin, Inc.
Bus.-Studio Address 3301 W. Broad St.,
P. O. Box 5229

Phone Number 5-8611
Transmitter Location Staples Mill Rd. off
W. Broad St.

Air Time Sun.-Fri. 2-4 p.m.; 6:15-11 p.m.
News Service Transradio
Transcription Service Thesaurus, Lang-Worth
Representative Blair, NBC Spot Sales
Membership TBA
Pres., Gen.-Sta. Mgr. Wilbur M. Havens
Comm. Mgr., Prom. Dir. Walter A. Bowry, Jr.
Prog. Dir., Dir. News & Spec. Events.

Publicity Director Allan Phaup, Jr.
Prod. Mgr., Film Dir. Conrad Rianhard, Jr.
Technical Director Wilfred H. Wood

St. Louis

KSD-TV

1947
NBC
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 10 Kw.;
Visual, 20 Kw.

Owned-Oper. By Pulitzer Publ. Co.
Bus.-Studio-Transmitter Address 1111 Olive St.
Air Time Approx. 30 hrs. weekly
Phone Number MAin 1111
News Service AP
Transcription Service Thesaurus, World
Representative Free & Peters
Membership TBA
President Joseph Pulitzer
General Manager George M. Burbach
Sales Manager Guy E. Yeldell
Chief Engineer J. E. Risk

Salt Lake City

KDYL

1948
NBC-UTAH-IDAHO
CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 4 Kw.;
Visual, 2 Kw.

Owned-Oper. By Intermountain Bcstg. &
Telev. Corp.

Business Address Tribune Bldg.
Phone Number 5-2991
Studio Address Television Playhouse,
68 Regent St.

Transmitter Location Walker Bank Bldg.
Air Time 20 hrs. weekly
Representative John Blair
Membership NAB
Pres., Gen.-Sta. Mgr. S. S. Fox
V.P., Tech. Dir. John M. Baldwin
Dir. of Telev. Harry Golub
Program Director Danny Ranger
Dir. News & Spec. Events Emerson Smith
Production Manager Byron Openshaw
Publicity Director Del Leeson
Film Director Hal Kaufman
Dir. of Remotes Wally Lambourne
TV Engineer Allan Gunderson

San Francisco

KPIX

1948
CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
15.43 Kw.; Visual, 29.93 Kw.

Owned-Oper. By The Associated Bcstrs., Inc.
Bus.-Studio Address Mark Hopkins Hotel

Phone Number EXbrook 2-4567
Transmitter Location Roof, Mark Hopkins
Hotel Tower

Air Time 14-28 hrs. weekly
News Service INS, UP

U. S. TELEVISION STATIONS

President.....George B. Storer
 General-Station Mgr.....E. Y. Flanagan
 Comm. Mgr. (Local).....Westford Shannon
 Program Director.....Glenn Jackson
 Prom.-Pub. Dir.....Dick Gourley
 Dir. News.....James Uebelhart
 Sports Director.....Bob Evans
 Film Director.....Elaine Phillips
 Dir. of Remotes.....Ashley Dawes
 Technical Director.....William Stringfellow

Commercial Manager.....Mahlon Glascock
 Program Director.....George Y. Wheeler
 Promotion Director.....Thomas Geoghegan
 Publicity Director.....Jay Roxen
 Film Director.....George Dorsey
 Director of Remotes.....Charles Colledge
 Technical Director.....Howard Gronberg

Washington

WMAL-TV

1947

ABC

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural. 13.9 Kw.; Visual. 27.7 Kw.
 Owned-Oper. By..The Evening Star Bcstg. Co.
 Business Address.....724 14th St., N.W.
 Phone Number.....National 5400
 Studio Address.....Commonwealth Bldg.
 Transmitter Location..Campus, American Univ.
 Air Time.....6:30 p.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....ABC Spot Sales
 Membership.....NAB
 President.....S. H. Kaufmann
 V.P., General Mgr.....K. H. Berkeley
 Mgr. of Best. Oper. & Telev.....Fred Shawn
 Commercial Mgr.....Ben B. Baylor, Jr.
 Production Manager.....Arthur Weld
 Film Director.....Charles Bloomquist
 Chief Engineer.....Frank Harvey

WNBW

1947

NBC

CHANNEL 10

Frequency: 66-72 mc.....Power: Aural. 10.5 Kw.; Visual. 20.5 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Business Address.....724 14th St., N.W.
 Phone Number.....REpublic 4000
 Studio-Transmitter Location...Wardman Park Hotel
 Air Time.....Appro. 5:00-11.00 p.m.
 News Service.....UP
 Transcription Service...Thesaurus, Standard
 Representative.....NBC Spot Sales
 President.....Niles Trammell, NBC
 V.P.....E. M. Russel
 General Manager.....Wm. R. McAndrew
 Asst. to V.P.....Wm. R. McAndrew

WOIC

1949

CBS

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural. 14.4 Kw.; Visual. 27.3 Kw.
 Owned-Oper. By....Bamberger Bcstg Service
 Business Address.....433 Barr Bldg.
 Phone Number.....STerling 0600
 Transmitter Location..40th & Broadway Sts., N.W.
 Air Time.....6:30-10:30 p.m., Sunday-Friday
 Transcription Service.....Capitol
 Representative.....WOR Sales
 Membership.....TBA
 President.....Theodore Streibert
 General Manager.....Eugene S. Thomas
 Commercial Manager....William D. Murdock
 Program Director.....James S. McMurry
 Promotion-Pub. Dir.....John F. Hardesty
 Director of News.....Ken Evans
 Production Manager.....James Blair
 Film Director.....Montrey Ashburn
 Director of Remotes....Lawrence Wilkinson
 Technical Director.....Robin D. Compton

WTTG

1945

DuMONT

CHANNEL 5

Frequency: 76-82 mc.....Power: Aural. 10.5 Kw.; Visual. 17.5 Kw.
 Owned-Oper. By....Allen B. DuMont Laboratories, Inc.
 Business-Studio Address..12th and E. Sts., N.W.
 Phone Number.....STerling 5300
 Transmitter Location...19th Rd. bet. Edison & Harrison Sts., Arlington Co., Va.
 Air Time.....Average 31 hrs. weekly
 News Service.....Transradio
 Transcription Service...Associated
 Membership.....TBA
 President.....Dr. Allen B. DuMont
 Gen.-Station Mgr.....Walter Compton
 Commercial Manager....Harold E. Sheffers
 Pro. Dir.-Oper. Mgr.....Roger Coelos
 Dir. of Special Events...Leslie Arries, Jr.
 Publicity Director.....Don Roper
 Mgr. of Film Dept.....Jules Huber
 Director of Remotes....Leslie Arries, Jr.

COMMERCIAL TELEVISION PROGRAMS — 1948

(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 1948. The programs listed are for the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam vs. Eve	Boston Store Department Store	Quiz Show	WTMJ	Louise Mark
Admiral Press Box	Admiral Corp.	Baseball Recap	WTTG	R. J. Enders
All-Star Football Preview	RCA-Victor Television Sets	Remote	WGN-TV	J. Walter Thompson
All-Star Warm-U	Bell & Howell Cameras	Remote	WGN-TV	Henri, Hurst & McDonald
Americana Quiz	Firestone Tire & Rubber Co. Tires, Rubber Products	Quiz	NBC	Sweeney & James
America Speaks	Merrill Lynch-Pierce Fenner & Beane	Dr. Gallup Public Opinion Poll	KSD-TV	CBS
America Speaks	Merrill Lynch-Pierce Fenner & Beane Institutional		CBS	Newell-Emmett
America's Town Meeting of the Air	Modern Industrial Bank Banking Service		WJZ-TV	Metropolitan
Elaine Arndt Dance Recital	Admiral Radio Corp. Radio & TV Sets	Dance Recital	WWJ	Wolfe Jickling Dow & Conkey
The Arrow Show	Cluett Peabody & Co. Shirts, Neckwear		NBC	Young & Rubicam
Associated Press News	St. Louis Nat'l Buick Dealers Assn.	Illustrated News Commentary	KSD-TV	Direct
Author Meets the Critics	General Foods All Products		NBC	Benton & Bowles

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Auto Auction	Hough Used Cars	Remote	WPTZ	Direct
Baltimore Colts	National Brewing Co.	Football	WTTG	Owen and Chappel
Band (Eden Central School)	General Electric Supply	Studio	WBEN-TV	Bowman & Block
Barbershop Quartet	Kleinhaus	Live	WBEN-TV	Bowman & Block
Baseball	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Baseball	Ford Dealers	Remote	KSD-TV	J. Walter Thompson
Baseball	Ford Dealers, Automobiles; RCA-Victor, Radio & TV Sets	Sports	KSTP-TV	J. Walter Thompson
Baseball	Ford Motor Co.	Remote	WBKB	J. Walter Thompson
Baseball	Al Kime Appliances	Remote	WBEN-TV	Adam Eby
Baseball	Narragansett Refining Co.	Remote	WBZ	Standish Co.
Baseball	Participating (3 Sponsors)	Remote	WPTZ	Various
Baseball	Petty Motor Ford Distributor	Remote	KDYL	Gilham
Baseball	Walton Motors Lincoln Distributor	Remote	KDYL	George Baker
Baseball (Cleveland vs. Boston)	Atlantic Refining Co. Gasoline, Oil	Live	DuMont	N. W. Ayer
Baseball (Detroit Tigers)	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball (Dodger Games)	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Baseball (Dodger Games)	P. Lorillard Co.	Remote	WCBS-TV	Lennen & Mitchell
Baseball (Nite games, N. Y. Giants)	Chesterfield	Sports	WPIX	Newell-Emmett
Baseball (Red Sox & Braves)	Atlantic Refining Co.	Remote	WBZ	N. W. Ayer
Baseball (White Sox)	Atlas Brewing Co.	Remote	WGN-TV	Olian
Baseball (White Sox, Cubs)	P. Lorillard	Remote	WGN-TV	Lennen & Mitchell
Baseball (Yankees)	P. Ballantine & Sons Beer	Remote	WABD	J. Walter Thompson
Baseball Previews	Philco Dealers	Interviews & Commentary	KSD-TV	Marjorie Wilten

Baseball Previews	Filco Distributor Radio Appliances	Film	WPTZ	Julian Pollock
Baseball Previews	Joseph Zamoiski Co. Electric Appliances	Sports Roundup	WMAL-TV	Kal, Ehrlick & Merrick
Batter Up	Philadelphia Motor Car Co.	Live—Quiz	WFIL-TV	Yardis
Basketball	Adleta Co.	Sports	WBAP-TV	Direct
Basketball	Athletic Supply Co. Sports Equipment	Sports	WSPD	Wendt
Basketball	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer Sons
Basketball	Bon Marche Department Store	Sports	KRSC-TV	Direct
Basketball	Christian-Scheidler Co. Motorola Radios & TV Sets	Sports	WSPD	Direct
Basketball	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Basketball	Motorola Dealers	Remote	KSD-TV	Westheimer
Basketball	Motorola-Radio-TV Sets, etc.	Sports	KSTP-TV	Gourfain & Cobb
Basketball	National Brewing Co.	Sports	WTTG	Owen & Chappell
Basketball	Stag Beer	Remote	KSD-TV	Maxon, Inc.
Basketball (College)	Coca-Cola Bottling	Sports	WXYZ	William B. Wisdom
Basketball (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (College)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Basketball (College)	General Electric Supply Furniture	Remote	WBEN-TV	Bowman & Block
Basketball (College)	P. J. Nee	Sports	WNBW	Harwood Martin
Basketball (College)	Wadmas Oil Co.	Sports	WTMJ	Compton
Basketball (High School)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (Warriors)	Norge Distributors	Remote	WFIL-TV	Campbell-Ewald
Beauty on Parade	Hornung Beer	Live	WFIL-TV	Clements
Fred Beck's Kitchen	Farmer's Market	Cooking	KTTV	Wade
Fred Beck's Kitchen	Southern Calif. Gas Co.	Cooking	KTTV	McCann-Erickson
Between the Goalposts	Lacy's Philco Products	Sports	WMAL-TV	Henry J. Kaufman
Between the Goalposts	N. Snellenburg Department Store	Remote	WPTZ	R. J. Enders

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Bigelow Show	Bigelow-Sanford Co. Carpets		NBC	Young & Rubicam
Black Magic	Wm. Jennings Coal	Studio	WPTZ	R. D. Kitzmiller
The Bold Look	McManus & Riley Men's Clothing	Live	WRGB	Woodard & Fris
Bowie Races (Fall)	Gunther Brewing Co. Beer	Sports	WNBW	Ruthrauff & Ryan
Bowie Races (Spring)	Gunther Brewing Co. Beer	Sports	WNBW	Booth, Vickery & Schwinn
Boxing	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Boxing	Ballantine & Sons Beer & Ale		ABC	J. Walter Thompson
Boxing	Bickford Bros. Co.	Remote	WBEN-TV	Roizen
Boxing	Gillette Safety Razor Co. Safety Razors, Blades		NBC	Maxon
Boxing	Howard Clothes Men's Clothing	Remote	WABD	Redfield-Johnstone
Boxing	The Odell Co. Trol Hair Tonic	Remote	WABD	Lawrence C. Gumbinner
Boxing	Petty Motor Ford Distributor	Remote	KDYL	Gillham
Boxing	Winston Radio & Tele Corp. General Electric TV Sets	Remote	WABD	Sternfield-Godley
Boxing (Amateur)		Sports	WWJ	Luckoff, Wayburn & Frankel
Boxing (Amateur)	Southern Wholesalers RCA	Sports	WNBW	Henry J. Kaufman
Boxing Bouts	Motorola, Inc.	Remote	WENR-TV	Gourfain-Cobb
Boxing (Charles vs. Bivins)	P. Ballantine & Sons Beer & Ale	Remote	CBS	J. Walter Thompson
Boxing (CYO)	Admiral Corp. Radios & Television Sets	Remote—Live	WBKB	Jones Frankel
Boxing (Golden Gloves)	Chicago Tribune	Remote	WGN-TV	Direct
Pro-Boxing & Wrestling	Maison Blanche Department Store	Sports	WXYZ	Fitzgerald

Pro-Boxing & Wrestling	Zetz—7 Up Bottling	Sports	WXYZ	Fitzgerald
Boxing (Ridgewood)	Kreuger Brewing Co. Beer	Sports	WPIX	Benton & Bowles
Bozo's Circus	Rancho Soup	Children's Program	KTTV ABC	Long Hutchins Adv. Co.
Breakfast Club	Philco Corp. Refrigerators		ABC	Doherty, Clifford & Shanfield
Break the Bank	Bristol-Myers Mum & Vitalis	Football Film	WBEN-TV	H. J. Weil
Buffalo Bills	George F. Stein Brewery			
Call-A-Tune	RCA Victor Dealers	Musical Request	KSD-TV	Direct
Camel Newsreel Theater	R. J. Reynolds Tobacco Co.		NBC	William Esty
Canine Kids	Trim Dog Food	Live	WCAU-TV	Direct
Capital Citizen	Tom's Auto Service Chrysler, Plymouth	Variety	WNBW	Henry J. Kaufman
Capitol Close-Up	O-cidental Restaurant	Interviews	WMAL-TV	Robert J. Enders
Cartoon-A-Quiz	L. P. Stewart, Inc. Automotive	Sports, Quiz & Cartoons	WMAL-TV	Kal, Ehrlich & Merrick
Cartoon Capers	Rich Ice Cream	Studio	WBEN-TV	Bowman & Block
Cartoon Capers	Wildroot Co.	Studio	WBEN-TV	B.B.D. & O.
Cavalcade of Hockey	Canadian General Electric	Film	WBEN-TV	Direct
Charade Quiz	United Cigar, Whelan Stores Various Products	Live	DuMont	Stanton B. Fisher
Chevrolet On Broadway	Chevrolet Dealers Automobiles		NBC	Campbell-Ewald
Chicagoland Music Festival	Motorola TV Sets	Remote	WGN-TV	Gourfain-Cobb
Child Care	Sanitary Diaper Corp. Diaper Service	Women's	WPIX	Miller
Children's Hour	Horn & Hardart	Live	WCAU-TV	Clements
Chitwood Drivers	Erie County Ford Dealers	Remote	WBEN-TV	Direct
Choir, (High School)	General Electric Co.	Studio	WBEN-TV	Bowman & Block
Civic Washington Speaks	The Hecht Co. Department Store	Variety	WNBW	Kal, Ehrlich & Merrick

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Club Television	Zenith Radio Television Sets	Live	WGN-TV	McFarland, Aveyard
CBS-TV News	Gulf Oil Co.	Live	WCBS-TV	Young & Rubicam
Comic Capers	Sun-Times	Live	WBKB	American National Video Prods.
Comics On Parade	Participating (2 Sponsors)	Children's	WPIX	Various
Walter Compton and the News	General Electric Supply Corp.	News	WTTG	Direct
Cross-Question	Patricia Stevens Model Agency	Live	WGN-TV	Meyerhoff
Daffy Derby	Special Food Co. Jay's Potato Chips	Live	WBKB	Kaufman
Allen Dale Show	Michigan Bulb Co. Tulips	Films	WGN-TV	O'Neil, Larson & McMahon
Dairy Farmer	Abbott's Dairies Dairy Products	Film	WPTZ	Richard A. Foley
Dan the Gadget Man	William H. Wells Gadgets	Live	WABD	Sureen
Date With Pat	D. H. Holmes Department Store	Disc-jockey	WXYZ	Direct
Demonstration Party	Conlon Corp.	Live	WGN-TV	C. C. Fogarty
Did You Find It	George's Radio & Television Co.	Audience Participation	WTTG	R. J. Enders
Dr. I. Q. Junior	Mars, Inc. Candy	Quiz	WWJ	Grant Adv.
Documentary Film	Auto Mfrs. Assn.	Documentary	WWJ	Direct
Documentary Film	Union Oil Co.	Documentary	WWJ	Direct
Dog Show	Wilkie-Buick Cars	Remote	WPTZ	Joseph Lowenthal
Doorway to Beauty	Young-Quinlan & Co. Department Store	Fashion Show	KSTP-TV	Direct
Doorway to Fame	Southern Music Co. Musical Instruments & Appliances	Film (musical)	WXYZ	Direct
Dugout Chatter	George's Radio & Television Co.	Sports	WTTG	R. J. Enders
Dugout Doings	Broadway House of Music TV Sets	Interview	WTMJ	Cramer-Krasselt

Dugout Doings	Otto L. Kuehn Foods	Interview	WTMJ	Direct
Dugout Interviews	Cargill, Inc. Nutrena Dog Food	Sports	KSTP-TV	Phil Bradley & Bruce B. Brewer
Dugout Interviews	Minneapolis Savings & Loan Ford Dealers	Baseball Interviews	KSD-TV	J. Walter Thompson
Dumke, Ralph	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie

Fall Fashions	Capitol Fur Shop	Fashions	WTTG	Kal, Ehrlich & Merrick
Famous Fights	Walco Televue Lens	Sports	WTTG	Cayton, Inc.
Fashion Forecast	Carl A. Laabs Furs	Demonstration	WTMJ	Louise Mark
Fashion Show	Beck Furs Furs & Furriers' Service	Live	WRGB	Direct
Fashion Show	Cohoos Manufacturing Co. Clothing	Live	WRGB	Direct
Fashion Show	Nadell's Furs	Fashions	WWJ	A. R. Brasch
Fashion Story	David Crystal Women's Dresses	Fashions	WJZ-TV	Direct
A Fashion Story	The Hecht Co. Dept. Store	Fashions	WNBW	Harwood Martin
Fashion Story	C. H. D. Robbins Co. Women's Dresses	Fashions	WJZ-TV	Direct
Fashions On Parade	Bergdorf Goodman Co. Fashions	Live	WABD	S. R. Leon
Fashions On Parade	Bonwit Teller Clothing	Live	DuMont	Manning
Fashions On Parade	Procter & Gamble Prel & Ivory Snow	Live	WABD	Benton & Bowles
Features for Women	Philadelphia Inquirer	Live	WFIL-TV	Direct
15-Minute Program	The Apex Elec. Mfg. Co. Apex Iron-A-Matic	Live	WABD	Meldrum & Fewsmith
Fight for Lives	Union Oil Co.	Documentary	KTSL	Foote, Cone & Belding
ms	American Shops, Inc.	Film	WATV	B. B. D. & O.
for Fun	The Hub Sporting Equipment	Live	WRGB	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fitzgeralds	Federal Mfg. & Eng. Corp. Fed-Flash Cameras		WJZ-TV	A. W. Lewin
Fitzgeralds	I. J. Fox Furs		WJZ-TV	Peck
Fitzgeralds	Old Dutch Coffee Coffee, Tea		WJZ-TV	Peck
Food Fair Cooking School	Sattlers			
Football	Participating	Remote	WBEN-TV	Roizen
Football	Pepsi-Cola Bottlers of St. Louis	Remote (Participating)	KDYL	Various
Football	RCA-Victor, Radio, TV Equip; Ford Dealers, Automobiles	Remote	KSD-TV	Jim Daugherty
Football	American Tobacco	Sports	KSTP-TV	J. Walter Thompson
Football	American Tobacco Co.	Remote	WBZ	N. W. Ayer
Football	Lucky Strikes	Remote	WGN-TV	N. W. Ayer
Football	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer
Football (College)	American Tobacco Co. Lucky Strike Cigarettes	Remote	DuMont	N. W. Ayer
Football (College)	Humble Oil & Refining Co.	Sports	WBAP-TV	Franke, Wilkinson, Schwetz & Tips
Football (College)	General Electric Supply	Remote	WBEN-TV	Bowman & Block
Football (College)	Rosinski Furniture Co.	Remote	WBEN-TV	Bowman & Block
Football (College)	Camels	Sports	WPIX	William Esty
Football (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Marc Lemkuhl
Football (College)	Call Carl	Football	WTTG	Kal, Ehrlich & Merrick
Football (High School)	Roycraft Co. Philo Distributor	Sports	KSTP-TV	Melamed Hobbs
Football (High School)	Leonard's Department Store	Sports	WBAP-TV	Direct
Football (High School)	Kudla Motor Sales	Remote	WBEN-TV	Roizen
Football (High School)	Surplus Sales Co.	Remote	WBEN-TV	Greenfield-Lippman
Football (High School)	J. B. Simpson Clothes	Remote	WGN-TV	Gourfain-Cobb
Football (High School)	Edwards-Harris Motorola Distributor	Football	WSB	Direct
Football (High School)	Emmis Motors, Inc. Used Cars	Sports	WTMJ	Direct

Football (High School)	Philco Dealers of Washington	Sports	WTTG	Kal, Ehrlich & Merrick
Football (Columbia University)	Liggitt & Myers	Remote	WCBS-TV	Newell-Emmett
Football (Eagles)	Admiral Radio	Remote	WFIL-TV	Enders
Football (Georgia University)	Walthour & Hood Sporting Goods	Film	WSB	Direct
Football (Green Bay Packer)	A. Gettleman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Football Highlights	Butwell Thompson TV Retailer	Sports	WBAP-TV	Direct
Football (L. A. Rams)	Union Oil Co. Petroleum Products	Sports	KFI-TV	Foote, Cone & Belding
Football (N. Y. Giants)	Liggitt & Myers Chesterfields	Sports	WJZ-TV	Newell-Emmett
Football (N. Y. Giants-Chicago Bears)	Liggitt & Myers Tobacco Co. Chesterfields		ABC	Newell-Emmett
Football (Notre Dame)	Admiral Corp. Radios, TV Sets, Appliances		ABC	Cruttenden & Eger
Football (Pre Game Interviews)	Cargill, Inc., Nutrena Dog Food; Minneapolis Savings & Loan	Sports	KSTP-TV	Phil Bradley & Bruce B. Brewer
Football Preview	Pontiac Cars	Studio	WPTZ	Harry Feigenbaum
Football (Redskins & Giants)	American Oil Co. AMOCO Products	Remote	WMAL-TV	Joseph Katz
Football (U. of M. Games)	Oldsmobile, Div. of G. M. Autos	Sports	WWJ	D. P. Brother
Football (Yankee Pro Games)	General Motors Chevrolet Div. Chevrolet Cars	Remote	WABD	Campbell, Ewald
Ford Theater	Ford Motor Co. Automobiles	Live	CBS	Kenyon & Eckhardt
Ford Theater	Ford Motor Co.	Film	WBKB	CBS
Fox Movietone Newsreel	Camel's Cigarettes	Newsreel	KSD-TV	NBC
Fun & Fables	Philco Distributing TV Sets	Children's Show	WWJ	Wm. I. Denman, Inc.
Fur Fashions	Schlamps	Fashions	KSTP-TV	Direct



TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
A Girl About Town	Bates Fabrics Fabrics	Film	NBC	James P. Sawyer
Going Places	Heinel Motors Auto Products	Sports	WPTZ	Welsh Advertising
Golden Gloves	Perman Stone Corp. Building Material	Boxing	WTMJ	Direct
Golden Gloves Finals	Fay-San Distributors, Inc.	Remote	WBEN-TV	Bowman & Block
Grandstand Quarterback	R. Cooper, Jr. GE Television Sets	Film	WGN-TV	Maxon
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	CBS	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	DuMont	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	NBC	Clayton
Greatest Fights of the Century	Walco Tele-Vue Lens	Film	WENR-TV	Clayton
Guest Register	Philco Dealers	Rush Hughes Interviews	KSD-TV	Marjorie Wilten



Bump Hadley Pitching Handy Man	Phillips-Jones Gimbel Bros. Department Store	Live Studio	WBZ WPTZ	Grey Direct
Harness Racing Harness Racing	Hyde Park Brewing Assn. Gunther Brewing Co. Beer	Remote Sports	KSD-TV WNBW	Gardner W. Wallace Orr
Here Comes the Circus Hockey	Sattlers General Electric Corp. TV Equipment	Remote Sports	WBEN-TV KSTP-TV	Roizen Direct
Hockey Games Hockey Hockey	General Electric Supply Co. Allen B. DuMont Labs Norge Div. of Borg Warner Appliances	Remote Hockey Sports	WBEN-TV WTTG WWJ	Bowman & Block Direct Campbell Ewald
Hockey (N. Y. Rangers)	Schaefer Brewing Co. Beer	Sports	WPXI	B. B. D. & O.

Hockey (N. Y. Rovers)	Sunset Stores, Inc. Electrical Appliances	Sports	WPIX	Direct
Hockey (Red Wings)	Household Finance Corp. Loans	Sports	WWJ	LeValley, Inc.
Hoffman Huddle	Hoffman Radio Co. Radios, Phonographs, TV Sets	Sports	KFI-TV	Dan B. Miner
Holiday Star Revue	Elgin American Compacts, Cig. Lighters, etc.	Live	ABC	Weiss & Geller
Homemaker's Matinee	Pierce-Phelps Distributors	Variety	WCAU-TV	Robert Enders
Homes of 1948	The Hecht Co. Department Store	Variety	WNBW	Harwood Martin
Homes of 1948	P. J. Nee Furniture	Variety	WNBW	Harwood Martin
Homes of 1948	Manning Modern Furniture	Variety	WNBW	Kronstadt
Homes of 1948	Mazor Masterpieces Furniture	Variety	WNBW	Kronstadt
Horse Racing (Belmont)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Ky. Derby)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Preakness)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Hot Stove League	Paul Schulte Motors Kaiser-Fraiser	Baseball Commentary	KSD-TV	Gordon Marshall Co.
House of Squibb	E. R. Squibb Dental Products	Film	WPTZ	Direct
Howdy Doody	Mason Confectionery Co.	Live	NBC	Moore & Hamm
Howdy Doody	Unique Mfg. Co.	Live	NBC	Grant
Hyde Park Baseball	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Ice Capades	Philco Dealers	Remote	KSD-TV	Marjorie Wilten
Ice Hockey	Harper Meggee Electrical Supply	Sports	KRSC-TV	Direct
Ice Hockey	Stag Beer	Remote	KSD-TV	Maxon
I'd Like to See	Procter & Gamble Co.	Remote	NBC	Compton

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Illustrated News	Arcade Pontiac Dealer	News	WNBW	Kal, Ehrlich & Merrick
Inquiring Photographer	Spear & Co. Furniture	Interviews	WPIX	Direct
INS Newsreel	W. Berman Co., Inc.	Film	WBEN-TV	Bowman & Block
Inside Hollywood	Academy Theaters	Hollywood News	WWJ	Luckoff, Wayburn & Frankel
Institutional	The Austin Co.	Institutional Films	KSD-TV	Fuller, Smith & Ross
It's a Hit	Wright Motor Co. & Motorola Dealers	Quiz Show	KSD-TV	Westheimer
Junior Jamboree	RCA-Victor Dealers	Children's Variety Studio	ProgramKSD-TV	J. Walter Thompson
Junior Jamboree	W. Bergman Co., Inc.	Children's Show	WBEN-TV	Bowman & Block
Junior Jamboree	RCA Victor Distributing TV Sets	Children's Show	WWJ	J. Walter Thompson
Junior Jamboree	Ned's Auto Supply Appliances	Children's Show	WWJ	Gerrish Albert
Kiddie Parade	Benson Music Co. & O'Brien Tele. Sales	Live	WBKB	American National Video Prods.
Kid's Baseball Caravan	General Electric Products TV Sets	Baseball	WWJ	J. Walter Thompson
Kitchen Carnival	Detroit Edison Co. Public Utility	Homemaking	WWJ	Campbell Ewald Co.
Knickerbocker Show	Martin Davis Co. Cameras	Live	WBKB	O'Neil, Larson & McMahon
Knickerbocker Show	Tulip Festival Farms Flowers	Live	WBKB	Syldavis Products, Inc.
Kirk Knight Newcast	Detroit Edison Co. Public Utility	Live Newscast	WWJ	Campbell Ewald Co.
Kirk Knight Newcast	Norge, Div. of Borg Warner Appliances	Live Newscast	WWJ	Campbell Ewald
Alexander Korda	D. H. Holmes Department Store	Drama (Film)	WXYZ	Direct
Korda Feature Film	E. B. Jones & Tower Grove Bank	Film Drama	KSD-TV	Mars

Korda Feature Film Kraft Television Theater	W. Bergman Co., Inc. Kraft Foods All Products	Film	WBEN-TV NBC	Bowman & Block J. Walter Thompson
Kulka, Fran & Ollie	RCA Victor	Live	WBKB	Direct
Laughter On Records	Walter B. Lloyd Admiral Dealer	Live	KDYL	Atkins & Gilbert
The Laytons	Corning Glass Works Glass Products	Live	DuMont	Direct
Leaders in Industry	Reynolds & Co. Investment Brokers	Studio	WPTZ	Philip Klein
Let's Dance	Arthur Murray Dance Studio	Live	KDYL	Gordon Crowe
Let's Have Fun	Lit Bros. Department Store	Live	WCAU-TV	Direct
Let's Learn to Dance	George's Radio & TV Co. Philco	Variety	WNBW	Robert J. Enders
Let's Look at the News	Taylor Mfg. Co. Tile	News	WTMJ	Direct
Little Otto	Pure Oil Co.	Live	WBKB	Leo Burnett
Vincent Lopez	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie
Madhatters	George F. Stein Brewery	Novelty Band	WBEN-TV	H. J. Weil
Madison Sq. Gdn. Events	R. J. Reynolds Tobacco Co.	Remote	CBS	William Esty
Madison Sq. Gdn. Events	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Madison Sq. Gdn. Events	General Foods Corp.	Remote	WCBS-TV	Benton & Bowles
Madison Sq. Gdn. Events	Knox the Hatter	Remote	WCBS-TV	Geyer, Newell & Ganger
Dick Mansfield Show	Thompson's Dairy Dairy Products	Safety Cartoonist	WMAL-TV	Lewis Edwin Ryan
Mary, Kay & Johnny Meet the People	Whitehall Pharmacal Co. Department Store	Man on Street	NBC WWJ	Dancer-Fitzgerald-Sample Stockwell & Marcuse
Messing's Prize Party Midget Boxing	Messing Bakers Reed Candy Co.	Live Live	WCBS-TV WBKB	Blaine-Thompson Hill Blackett

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Missus Goes A-Shopping	B. T. Babbitt, Inc.	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	Coburn Farm Products	Live	WCBS-TV	Modern Merchandising Bureau
The Missus Goes A-Shopping	Manhattan Soap	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	C. F. Mueller Co.	Live	WCBS-TV	Duane Jones
The Mrs. Goes Golfing	Philco Dealers	Comedy	KSD-TV	Marjorie Wilten
Tom Mix	Leaf Gum Co.	Film	WBKB	Turner
Modern Food Magic	Butler Bros. for International	Dramatic	KSD-TV	Direct
Modern Living—American Plan	American Stores Co.	Live	WCAU-TV	Direct
Movie of the Week	Stravell-Paterson Philco Distributors	Film	KDYL	Direct
Mummers Parade	N. Snellenburg Department Store	Remote	WPTZ	Solis S. Cantor
Music for Michigan	Detroit Edison Co. Public Utility	Music	WWJ	Campbell Ewald Co.
Music Shoppe	Lubar Radio & Appliance Capehart	Musical	WNBW	Alvin Epstein
Name You Can Trust in Rubber & Where Safety Starts	William Sherry Tire Co., Inc. Tires	Film & Slides	WRGB	Direct
National Sports Gallery	First National Bank	Film	WBZ	B. B. D. & O.
Naturally Yours Film	Lambert Pharmacal Co. Shampoo	Women's	WWJ	Lambert & Feasley
Nature of Things	Motorola Automobile Radios		NBC	Gourfain-Cobb
NBC Newsreel	General Electric Co.	Newsreel	KSD-TV	NBC
NBC Newsreel	General Electric Co. All Products		NBC	Maxon
NBC Newsreel	General Motors Automobiles		NBC	D. P. Brother
NBC TV Newsreel	Bluebonnet Beer	News	WBAP-TV	Grant

NBC Newsreel	George's Radio & TV Co. Phico	News	WNBW	Robert J. Enders
NBC News Review of the Week	Disney Hats Men's Hats	News	NBC	Grey
NBC Washington Newsreel	Raleigh Haberdasher Clothier	News	WNBW	Henry J. Kaufman
Needle Shop	Martin Fabrics Co.	Live	WABD	Alley & Richards
The Needle Shop	Martin Fabrics Velvet Cloth	Live	WABD	Alley & Richards
News	Wm. Cammeron Company Retail Lumber	News	WBAP-TV	Direct
News	Camel Cigarettes Tobacco		WSPD	NBC
News	Cook County Motors New Cars	Film		Malcolm-Howard
News	General Electric Electric Appliances		WSPD	NBC
News	Disney Hats Hats		WSPD	NBC
News in Pictures	Adam Meldrum & Anderson	Studio	WBEN-TV	Direct
News in Pictures	Kobacker's Department Store	Studio	WBEN-TV	Bowman & Block
News Program	L. C. Worman	News	WSPD	Direct
Newsreel	DuMont Television Sets	Film	WFIL-TV	Buchanan
Newsreel	Lee Hat Co. Disney Hats	Film	WBKB	Grey
Newsreel	Bendix Aviation	Film	WGN-TV	MacManus, John & Adams
Newsreel	Commonwealth Edison Utilities	Film	WGN-TV	J. R. Pershall
News Roundup	Peake Motor Co. DeSoto-Plymouth Dealer	News	WNBW	Henry J. Kaufman
News Tape	Howard Johnson	News Tape	WBZ	Chambers & Wiswell
News Tape	United Distributors	News Tape	WBZ	Copley
Nancy Niland	W. S. Peace Real Estate	Live	WCAU-TV	Direct
Now I'll Tell One	Turner Brothers Retail Clothes	Live	WBKB	Guenther-Bradford
Nu Way Cooking School	Danahy-Faxon Stores	Remote	WBEN-TV	Direct



TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Off the Record	George's Radio & TV Co. Philo	Musical	WNBW	Robert J. Enders
Okay Mother	Sterling Drugs Various Products	Live	WABD	Knox Reeves
Olympic Films	Chevrolet Div. of G. M. Autos	Sports	WWJ	Campbell Ewald Co.
Olympic Games On the Corner with Henry Morgan	General Petroleum Admiral Corp.	Sports	KTSL ABC	West-Marquis Robert J. Enders
On the Job	Radios, TV Sets, Appliances Snappy Men's Shop Men's Clothing	Live	WRGB	Direct
Outdoors in Louisiana	J&K Beer Jackson Brewery	Field & Stream Sports	WXYZ	Winus-Drescher-Brandon, Inc.
Open House	Corn Exchange National Bank	Studio	WPTZ	Direct
Open House	RCA Victor Distributing TV Sets	Variety	WWJ	J. Walter Thompson
On Wings of Thought	George's Radio Electric Appliances	Variety	WMAL-TV	Robert J. Enders
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	Live	DuMont	Lennen & Mitchell
Outstanding Women	William Weisburg Sons Furs	Studio	WPTZ	Philip Klein



Packer Previews	Broadway House of Music TV Sets	Interview	WTMJ	Cramer-Krasselt
Page Printer News	Webster Motor Sales, Inc. Ford Cars	Printed News & Slides	WRGB	Direct
Page Printer News	Colonial Ice Cream Co. Dairy Products	Printed News & Slides	WRGB	Direct
Paris Cavalcade of Fashion	Lichterman Furs	Film	WPTZ	Fein & Schwerin
Party Game	Mennen Co.	Live	WCBS-TV	Duane Jones
Personality Show	Blue Suds	Live	WFIL-TV	Clements

Philco Playhouse	Columbia Wholesalers Philco Products	Film	WMAL-TV	Kal, Erlich & Merrick
Philco Teletalent	Roycraft Co. Philco Distributor	Amateur Talent	KSTP-TV	Melamed Hobbs
Philco Television Playhouse	Philco Corp. Radios, TV Sets, Record Players		NBC	Hutchins
Philco Touchdown	Philco—Vim Electric Radios, TV Sets		NBC	Hutchins
Philco Variety Premiere	Philco Corp. Radios, TV Sets, Appliances	Russ David, Pianist	ABC	Hutchins
Piano Portraits	Anheuser-Busch Budweiser Beer		KSD-TV	D'Arcy
Pictorial News	Havens Electric Co. Electrical Appliances	Pictures with Live Comment	WRGB	Direct
Picture This	Vick Chemical Co.	Sports	NBC	Morse International
Pigskin Parade	Southern Brick Co. Building Materials		WTVR	Direct
Player of the Day	Goodall Clothing	Remote	WGN-TV	R. & R.
Players of the Day	Sunbeam Shavemaster	Remote	WGN-TV	Perrin & Paus
Polo Games	Kuesel Coal Co.	Sports	WTMJ	Direct
Power's School of Charm	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Prime Ribbing	L. K. Ward Stores Freezers	Quiz	KTSL	E. S. Kellogg
Quarterback Quiz	Mennen Co.	Live	WCBS-TV	Duane Jones
Quick on the Draw	Erwin Chevrolet Cars	Studio	WPTZ	Gray & Roberts
Quizdom Class	Alexander's Dept. Store	Live & Slides	WJZ-TV	William Warren
Quizette	Russo's Appliance Co. TV Receivers		WRGB	Nolan & Twitchell
Races	Old Country Trotting Assn.	Remote	WABD	B. B. & O.
Record Rendezvous	Frost Refrigerators Electrical Appliances, TV Sets	Musical Variety	WPIX	Borough

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Record Rendezvous Road Show	Participating (4 Sponsors) Gulf Oil Corp Gasoline, Oil	Musical	WPIX NBC	Various Young & Rubicam
Roar of the Rails	A. C. Gilbert Co. Toy Electric Trains		CBS	Charles W. Hoyt
Roblee Fanfare (Baseball & Football)	Brown Shoe Co.	Remote	WABD	Leo Burnett
Rodeo	William Wrigley, Jr. & Co. Spearmint	Remote	CBS	Ruthrauff & Ryan
Roundy's Football Forecast	Murray's Restaurant	Football Predictions	KSTP-TV	Fadell
Roving Camera	Anheuser-Busch Budweiser Beer	Film	KSD-TV	D'Arcy
Royal Winter Fair	Canadian General Electric	Film	WBEN-TV	Direct
Salute to Industry	Marine National Bank	Educational	WTMJ	Cramer-Krasselt
Salute to Youth	Filene's Dept. Store	Interview	WBZ	L. B. Hawes
Santa Claus	Sears-Roebuck Co.	Children's Program	KSD-TV	Westheimer
Scoreboard	Local Loan Co.	Studio	WGN-TV	Van Hecker
Scoreboard	Nelson Bros. Furniture	Studio	WGN-TV	George Hartman
Scoreboard	William Hahn & Co. Shoes	Sports	WNBW	Henry J. Kaufman
Scoreboard	Ford Dealers	Sports	WSB	J. Walter Thompson
Second Guesser	National Plywoods, Inc. Amenwood	Live	WENR-TV	MacDonald-Cook
Stan Shaw	Teldisco, Inc. TV, Radio Sets & Equipment	Live	WABD	Green-Brodie
Shawmut Daily Newteller	National Shawmut Bank	Film	WBZ	Doremus
Shawmut Home Theater	National Shawmut Bank	Films	WBZ	Doremus Co.
Shawmut Review	National Shawmut Bank	Co-op News Films	WBZ	Doremus Co.
Shoe Fashions	Brown Shoe Co.	Studio Fashion Show	KSD-TV	Leo Burnett & Co.
Shoppers Guide	Participating Prog. (35 Sponsors)	Studio	WBEN-TV	
Sitting Pretty	Peirce-Phelps Appliances	Studio	WPTZ	Adrian Bauer

Sketchbook	J. L. Hudson Co. Department Store	Variety	WWJ	Wolfe Jickling Dow & Conkey
Ski Show	Wolfe Sporting Goods	Live	KDYL	George Baker
Small Fry	Fischer Baker Co. Bread	Live	WABD	Scheck
Small Fry	General Foods	Live & Film	WABD	Benton & Bowles
Small Fry	Whitehall Pharmacal Co. Kolyros Toothpaste	Live	WABD	Dancer-Fitzgerald-Sample
Softball	Donaldson Jones Jewelry	Remote	KDYL	Direct
Softball	Pinney Beverage	Remote	KDYL	Direct
Spare Room	Tifford Furniture & Appliance	Live	WABD	H. C. Morris
Sparkling Time	Pepsi Cola Evensess	Live	WGN-TV	Presba-Feller & Presba
Sport Names to Remember	Austin Nichols & Co. Wine	Slides & Announcer	WABD	Alfred Lilly
Sports Ace	Cunningham's Drug Stores Drugs	Sports	WWJ	Simons-Michelson
Sports Album	Dowd Sporting Goods Co.	Film	KSD-TV	Direct
The Sports Album	Magnus Beck Jewelry	Film	WBEN-TV	Moss-Chase
Sports Album	F. & M. Shaefer Brewing Co.	Remote	WCBS-TV	B. B. D. & O.
Sports Album	Dodge Div. of Chrysler Corp. Autos		WJZ-TV	Ruthrauff & Ryan
Sports Album	Schmidt Brewing Co. Beer	Sports	WWJ	Simons Michelson
Sports Events	Main Line Distributor Co. RCA TV Sets	Sports	WSPD	Direct
Sports News	H. Seeborg, Inc.	Live	WBEN-TV	Greenfield Lippman
Sports Previews	Skillern's Drug Retail Drug	Sports	WBAP-TV	Grant
Sports Program	Posmanturs	Interviews	WBEN-TV	H. J. Weil
Sports Program	George F. Stein Brewery	Interviews	WBEN-TV	H. J. Weil
Sports Roundup	E. W. Edwards & Son	Live	WBEN-TV	Direct
Sports Roundup	Plankington Packing Co. Meats	Sports	WTMJ	Cramer-Krasselt
Sports Scrapbook	Wm. Gretz Brewing Co. Beer	Studio	WPTZ	Seeberhager, Inc

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Thrills	Manhattan Auto & Radio Motorola	Sports	WNBW	Henry J. Kaufman
Sports Window	B. F. Goodrich Tires, Appliances	Live	KDYL	Hickox & Donahue
The Sportsman	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct
Sportsman's Corner	Peter Fox Brewing Co.	Live	WGN-TV	H. W. Kastor
The Sportsman's Quiz	Edgeworth Tobacco		CBS	Warwick & Legler
Sportsman's Quiz	Sports A-Field Pub. Co. Publication		CBS	Warwick & Legler
Sportsmen's Show	U. S. Rubber Co. Tires		CBS	Campbell-Ewald
Sportsman's Show	Barbey's, Inc. Beer	Studio	WPTZ	Gray & Rogers
Squash Match	Hahn Lutz Motor Sales Autos	Sports	WWJ	Wm. I. Denman, Inc.
Stars Are Bright	Comfort Bedding Mfg. Co.	Quiz	KTTV	Milton Weinberg
Stars of Tomorrow	Rubin's, Inc. Clothing	Remote	WGN-TV	Malcolm-Howard
Ted Steele	General Mills	Live	WABD	Dancer-Fitzgerald-Sample
Ted Steele	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie
Stop Me If You've Heard This One	Davega Sporting Goods	Variety	NBC	Alfred J. Silverstein, Bert Goldsmith
Stop Me If You've Heard This One	George's Radio & TV Co. Philo		WNBW	Robert J. Enders
Stop the Clock	Elliot Lewis Corp.	Live	WCAU-TV	Joseph Lowenthal
Stop the Clock	Snellenburgs Dept. Store	Live	WCAU-TV	Joseph Lowenthal
The Street Singer	George's Radio & TV Co. Philo	Musical	WNBW	Robert J. Enders
Stripling Show	W. C. Stripling Co. Department Store	Films	WBAP-TV	Howard Caraway
Stump the Artist	John F. Daly, Inc. Ford Dealer	Live	WCAU-TV	E. L. Brown
Styles in Song	Albany Television Headquarters TV Receivers	Live	WRGB	Argos Adv. Agency

Sunday Night Feature Film	George's Radio & TV Co. Philco	Film	WNBW	Robert J. Enders
Sunset Valley Barn Dance	F. C. Hayer RCA-Victor Products	American Folk Music	KSTP-TV	Direct
Gloria Swanson Hour	A. S. Beck Shoes	Women's	WPIX	Dorland
Swap Shop	Jacques Kreisler Jewelry	Live	WFIL-TV	Grey
The Swift Show	Swift & Co.		NBC	McCann-Erickson
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Talent Show	Harry Krouse Studebaker	Live	WFIL-TV	Taubman
Talent Scouts	Lipton Tea Co. Tea, Noodle Soup	Live	CBS	Young & Rubicam
Tales of the Red Caboose	Lionel Corp. Model Trains	Teenage	ABC	Reiss
Tawny L.	Mary Lewis, Inc. Fashion Shops	Musical Variety for Teenagers	WPIX	Flint
Teen Bar	Pepsi Cola Bottlers of St. Louis	Live	KSD-TV	Jim Daugherty
Telecharades Preview	Erie Clothing Co.	Film	WBKB KDYL	Gourfain-Cobb George Baker
Telefilm Snapshots	Glen Earl RCA Distributor	Local News Film	KSTP-TV	Direct
Telefoto News	Schuneman's, Inc. Department Store	Live	WATV	Scheer Adv.
Tele-Kiddie Club	Wilderotter & Co.	Newsreel	KSD-TV	Campbell-Ewald
Tele-News	Chevrolet Dealers Kierulff & Co. Motorola	Newsreel	KTSL	W. B. Ross
Telenews	Babee Tenda Distributing Co.	Film	WBEN-TV	Bowman & Block
Telenews	Buffalo Electric Co.	Film	WBEN-TV	Bowman & Block
Telenews	Martino Radio Service	Film	WBEN-TV	Bowman & Block
Telenews	General Motors Corp. Chevrolet	Film	WBKB	Campbell-Ewald
Telenews	Chevrolet	News	WTTC	Campbell-Ewald
Telenews Daily	Frederick & Nelson Department Store	News	KRSC-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Telenews Digest	Kopf Motor Sales Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Lownsborg Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Weisenberger, Carl F., Inc. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	White, Jim, Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Gimbel Bros., Inc. Department Store	Newsreel	WTMJ	Direct
Telenews Film	Chevrolet	Film	WFIL-TV	Campbell-Ewald
Telenews Weekly	Chevrolet	News	WWJ	Campbell-Ewald
Tele-Quiz-Calls Telesports	Div. of G. M. Autos Union Electric Co. Gunther Brewing Co. Beer	Quiz & Charades Sports	KSD-TV WNBW	Gardner W. Wallace Orr
Television Talent Test	Packard-Bell Co. Radio, Phonographs, TV Sets	Variety	KFI-TV	Abbott-Kimball
Television Tenn Town Television Television	Stewart-Warner Dealers Austin Co. Engineers	Musical Variety Film	KSD-TV WNBW	Direct Fuller Smith & Ross
Television Television Television Matinee	Austin Co. Philadelphia Electric Co. Appliances	Film Studio	WSB WPTZ	Fuller Smith & Ross Direct
Television Matinee	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Television Party	Grimmell's Music Shop Radios, Records, etc.	Variety	WWJ	Simons-Michelson
TV Playhouse Television Televised Television Televised	Philco Austin Engineering The Austin Co. TV Station Engrs.	Documentary Film	WSPD KTSL WABD	Wm. Denman Fuller Smith & Ross Fuller Smith & Ross
Television Televised Television Televised	Austin Co. The Austin Company Industrial Architects, Austin Company Builders	Architectural Films Film	WBZ WRGB	Fuller Smith & Ross Fuller Smith & Ross
Television Televised		TV Film	WWJ	Fuller Smith & Ross

Television Theater	Philco Distributing TV Sets	Feature Film	WWJ	Wm. I. Denman, Inc.
Television Varieties	W. Bergman Co., Inc.	Studio	WBEN-TV	Direct
10-Min. News Program	Andrea Radio Corp. Radio & TV Equip.	Live	WABD	Royal de Guzman
Test Pattern	Jackson Brewery JAX Beer	Test Pattern	WXYZ	Winius-Drescher-Brandon, Inc.
Texaco Star Theater	The Texas Co. Gasoline, Oil	Live	NBC	Kudner
Texas News	Bluebonnet Beer	News	WBAP-TV	Grant
Texas News	Burlington Lines (FWGDC) Transportation	News	WBAP-TV	James McBride
Texas News	Nicholson-Jones Motor Co. Lincoln-Mercury Cars	News	WBAP-TV	James McBride
Texas News	Texas Electric Service Public Utility	News	WBAP-TV	Direct
13 Stake Races	Local Chevrolet Dealers of N. Y.	Remote	WCBS-TV	Campbell-Ewald
This Is Drum Point	Drum Point Corp.	Documentary Film	WTTG	Art Ads Adv. Agency
This Is Television	Austin Company	Documentary Film	WTTG	Fuller Smith & Ross, Inc.
Those Keen Teens	Taylor Electric Co. Records	Variety	WTMJ	Gux Marx
Toast of the Town	Emerson Radio & Phonograph Radios, TV Sets, Phonographs	Live	CBS	Blaine-Thompson
Today's Headlines	Participating (9 Sponsors)	Film	WPTZ	Various Agencies
Tom & Jerry	Lincoln-Mercury Dealers	Comedy	KSD-TV	Western Press
Tomorrow's Celebrities	Matussek Academy of Music	Live	WENR-TV	Lazarus
Tonight On Broadway	American Tobacco Co.	Live	CBS	Foote, Cone & Belding
Tots, Tweens & Teens	R. H. Macy & Co. Clothes	Live	WABD	Manning
Touchdown	Southeast Furniture	Film	KDYL	Harris
Touchdown	Philco Dealers	Film	KSD-TV	Marjorie Wilten
Touchdown	Roycraft Co. Philco Distributor	Football Highlights	KSTP-TV	Melamed Hobbs
Touchdown	Star Outfitting Co. Philco	Football	KTSL	Noble
Touchdown	Philco Distributors	Film	WBKB	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Touchdown	Joseph M. Zamoiski Co. Philco Radios	Sports	WNBW	Kal, Ehrlich & Merrick
Touchdown	Philco Distributor	Film	WPTZ	Julian Pollock
Touchdown	King Hardware Co. Ed Schuster & Co. Department Store	Film Sports	WSB WTMJ	Direct Cramer-Krasselt
Touchdown	Commonwealth Sales Corp. Philco TV Sets	Sports	WTVR	Direct
Touchdown Film	Ned's Auto Supply Appliances	Sports	WWJ	Gerrish Albert
Touchdown Film	Philco Distributing TV Sets	Sports	WWJ	Wm. I. Denman, Inc.
Touchdown Highlights	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Touchdown Time	Philco	Sports	WSPD	Wm. Denman
Touchdown Tips	Empire State Distributors TV Receivers	Film & ET	WRGB	G. R. Nelson, Inc.
Touchdown Topics	Grady Motors	Sports Interviews	WMAL-TV	Harwood Martin
Training Camp Film	Philco Distributing TV Sets	Baseball	WWJ	Wm. I. Denman, Inc.
Travelogues	U. S. Tire Service Rubber Products	Film	WPTZ	Direct
Trotting Races	Victor & Company	Remote	WBEN-TV	Bowman & Block
20-Min. Telenevs	General Motor Corp., Chevrolet Div. Chevrolet Cars	Film	WABD	Campbell-Ewald
Two Ton Baker Party	Sparks-Withington Appliances	Live	WGN-TV	Brooke, Smith, French & Dorrance
Uncle Mistletoe Under the Basket	Marshall Field & Co. King Packard Sales	Live Interview	WENR-TV WTMJ	Foote, Cone & Belding Rahn-Chlupp
Varga Fashion Show Variety Show	Varga Fashions Dearborn Motors Corp. Autos	Fashions Variety	WATV WWJ	G. G. Felt Direct
RC Victor Varieties	Southern Wholesalers RCA	Variety	WNBW	Henry J. Kaufman

Warrior of the Week	Reliable Motors	Live	WFIL-TV	Feigenbaum
Washington Capitols	National Brewing Co.	Sports	WTTG	Owen & Chappell
Washington Senators	Chesterfield	Baseball	WTTG	Newell-Emmett
Washington Senators	Ford Motor Co.	Sports	WTTG	J. Walter Thompson
Weather Man	Buten Paints	Studio	WPTZ	Philip Klein
Weather Report	Napier & Scott Fuel Dealer	Weather	KRSC-TV	Advertising Counselor:
Weather Show	Confort Products	Studio	WPTZ	C. A. White, Jr.
Weekly News Roundup	Household Products	News	WXYZ	Fitzgerald
Welcome Aboard	H. G. Hill Grocery		NBC	Cruttenden & Eger
We, the People	Admiral Radio Corp. Radios, TV Sets, Appliances		CBS	Young & Rubicam
Western Films	Gulf Oil Corp. Gasoline, Oil	Film	WATV	Scheck Adv.
What's New in the Stores	Fisher Baking Co. Sanforized Div. of Cluett Peabody	Commentary with Live Models	KSD-TV	Young & Rubicam
Wild Life Program	Wild Life Mgmt. Inst.	Discussions	KSD-TV	Direct
Winter Olympic Games	Chevrolet Motor Co.	Film	KSD-TV	Campbell-Ewald
Wit's End	Mort Farr Electrical Appliances	Live	WCAU-TV	Ed Shapiro
Bob Wolff Sports Clinic	Southern Venetian Blind Co.	Sports	WTTG	Direct
Woody Willow	Foremost Dairies	Puppets	WSB	Newman Lynde
Woodward, Miss Rebecca	Adv. Service	Soprano Soloist	KSD-TV	Ross
World Series Film	Liggett & Myers Chesterfield Cigarettes	Film	WABD	Newell-Emmett
World Series Previews	Paul Schulte Motors Kaiser-Fraiser	Interviews & Commentary	KSD-TV	Gordon-Marshall
World Series Previews	George's Radio & TV Co. Phico	Sports	WNBW	Robert J. Enders
World Series Reviews	George's Radio & TV Co. Phico	Sports	WNBW	Robert J. Enders
Wrestling	Glenn Earl, RCA Distb.; Pullman Trailers; Walter B. Lloyd, Admiral	Remôte	KDYL	George Baker

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Wrestling	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Wrestling	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Wrestling	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Wrestling	Great Gadgets Co. Pocket Pro.	Remote	WABD	Piedmont
Wrestling	Pioneer Scientific Corp. Polaroid TV Filter	Remote	WABD	Cayton
Wrestling	Southern Select Beer	Sports	WBAP-TV	Ruthrauff & Ryan
Wrestling	George F. Stein Brewery	Remote	WBEN-TV	H. J. Weil
Wrestling	Victor & Co.	Remote	WBEN-TV	Bowman & Block
Wrestling	Harry Alter Co. Crosley Products	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Hudson Dealers of Greater Chicago	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Atlantic Brewing Co.	Remote	WGN-TV	W. B. Burnett
Wrestling	General Electric Supply Corp.	Remote	WMAL-TV	M. Belmont Ver Standing
Wrestling	A. Gettelman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Wrestling	Ross Co., Inc.	Sports	WTTG	Mellor and Wallace
Wrestling	Ford Motor Co.	Sports	WWJ	J. Walter Thompson
Wrestling (Ridgewood)	Ripley Clothes Men's Wear	Sports	WPIX	Bobley
Wrestling, St. Nicholas Arena	Trommers Beer, Ale	Remote	WNBT	Federal
Write Your Way	Esterbrook Pens	Studio	WPTZ	Aitkin-Kynett
Yesterday's Headlines	Abbott's Dairy Ice Cream	Film	WCAU-TV	Richard A. Foley
Yesterday's Newsreel	L. Lewis Cigar Mfg. Co.	Film	WCBS-TV	Lewis Adv.
You Name It	Lacy's Motorola	Quiz	WNBW	Henry J. Kaufman
Your New York	Participating (40 Sponsors)	Newsreel	WPIX	N. Y. News
Your Weatherman in Person	General Electric All Products	Weather	WNBW	M. Belmont Ver Standing

TELEVISION HIGHLIGHTS — 1948

(From the Files of **RADIO DAILY**)

JANUARY

- 3—Full page ads in 37 newspapers in 18 television cities announced NBC's plan to create a coast-to-coast television network, centering around three "regional" webs, one of which is currently in existence. The same ad predicts the employment of a quarter-million people in tele manufacturing and broadcasting "within a few years."
- 7—Expansion of Television in its first "boom year" gets off to a strong start during this, the initial year of 1948, with six new stations expected to begin operations before the end of January to add to the 16 now in commercial operation.
- 12—After a lull of a few months, the television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard—the largest group in a long time. Not since the rush, following the end of the war, have television applications poured into the FCC at such rapid rate.
- 21—In a move designed to carry out a tentative agreement between the United States and Canada, the FCC yesterday proposed changes in Television allocations in the areas close to the Canadian border.
- 23—Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia next spring—video's most ambitious undertaking to date—are rapidly taking shape and expected to be in smooth operating shape well in advance of the first call to order.
- 27—The rapidly expanding television industry is a potential major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film reps were told yesterday at the video conference at the Hotel Commodore.

FEBRUARY

- 2—ABC announced Friday accelerated plans for television operation in five cities before the end of this year, including the establishment of three preliminary regional chains which will form the nucleus of a later nation-wide network.
- 11—Television's sweeping development toward maturity in all phases in recent months has

set the stage for what appears to be a hotly-contested race among the major transcription firms to enter video on a large scale by spring or late summer.

- 16—London—An experimental theater television service to six cinema palaces in the London area will be put into operation sometime this year, according to plans by the J. Arthur Rank Organization through its subsidiary, Cinema Television, Ltd.
- 24—The FCC has announced the temporary assignment of three high-frequency bands for television pickups, studio transmitter links and intercity video relay, at the same time refusing again to recognize a specific need for bands for theater tele.
- 27—Television rights will be an important stipulation of the 1948 Fair Practices Code now being set up between the Entertainment Managers Association and the American Guild of Variety Artists, it was disclosed yesterday.

MARCH

- 10—Major networks' campaign to line up affiliates for their prospective video webs during the current year moves into high gear this month with both NBC and CBS holding confabs to mull future problems and agreements.
- 11—Official opening of WBAL-TV, Baltimore, today marks the first use of NBC's new temporary relay link between Philadelphia and that city, thus making it the first network with access to independent relay facilities between New York and Schenectady, Baltimore and Philadelphia.
- 15—Entire question as to whether or not television broadcasters may legally prohibit the use of their programs on movie screens will be explored by an organized group of independent theater owners Wednesday, and a test case to force the issue may be made to resolve the problem.
- 19—Television got the green light to use live music for the first time in history yesterday as the major networks and the American Federation of Musicians reached a "complete settlement" on all issues which have been in negotiation since last December.

Television Highlights

- 24—A. T. & T.'s new rates for its coaxial cable and relay, scheduled to go into effect on May 1, will be filed with the FCC next week, it was announced yesterday by Bartlett T. Miller, veepee. Proposed rates will cost the broadcasters \$35 a month per air-line mile.
- 29—London—Expected flare-up between musicians and performers here and the BBC regarding television contracts has resulted in a ban on union members in the medium after May 31, it was announced last week after a joint meeting of Equity, Variety Artists Federation and the Musicians Union.

APRIL

- 6—New York City Government is making an all-out effort to pave the way for TV expansion as one of the town's potentially greatest industries—and making certain TV won't go west the way films did 20 years ago.
- 13—Hitherto unexplored facet of television's ability to do a public relations selling job will be tested for the first time on a large scale by a major industrial organization tonight via a nine-city campaign undertaken by the Union Oil Company of Los Angeles, Calif.
- 16—FCC chairman Wayne Coy this week declared the television industry is currently "booming," and predicted that the present rate of its development will mean that over 400 stations will have been granted by the end of this year.
- 20—DuMont network is prepared to make its video fare available to motion picture theaters when and if film distributors reciprocate by providing the web use of feature pictures, Dr. Allen B. DuMont revealed yesterday.
- 23—Major set manufacturers, long nettled over continued price-cutting and other "malpractices" on part of dealers in eastern cities, and particularly New York where traffic is heaviest, have been forced to take the drastic step in recent weeks—outright withdrawal of franchises.
- 27—The TBA told the FCC over the week-end that television relay rates filed with the Commission this winter by AT&T are "discriminatory, excessive and unreasonable," and asked a hearing before the Commission on the schedule.
- 12—NBC and RKO-Pathe yesterday signed a five-year pact whereby the network leases three sound studios and an entire floor of office space in the film company's studio building at 106th Street and Park Avenue, in Manhattan. Pact gives NBC a total of five studios in N. Y. C. alone.
- 18—Video looms as a definite threat for theater box-office and its power to keep people at home more than ever is already reflected in curbed movie attendance, a survey made recently by Foote, Cone & Belding (N. Y.) revealed.
- 19—CBC board of governors announced yesterday its policy on television and emphasized that in view of the limited number of frequencies likely to be available, it will "exercise great care in recommendations regarding applications from individuals or private companies for television licenses."
- 25—FCC announced this week a new policy on hearings of television applications—designed to fit in with the new allocation plan outlined early this month—which is expected to result in a delay of further hearings for new stations in most large cities.
- 26—British press, pointedly indifferent toward the development of television in the United Kingdom since the end of the war, recently executed an about face which is interpreted in trade sources as indicating serious concern over the medium's progress in the UK, in comparison with television in the United States.

JUNE

- 3—RCA has developed a new 500-watts video transmitter which will facilitate the extension of TV service to cities of 50,000 population and enable smaller station to act as network outlets or to originate their own programs, it was announced yesterday.
- 9—Formal dedication of Westinghouse Television station WBZ-TV marked by a substantial expansion of programming, and featuring religious, government and business leaders of the community will be held in Boston tonight.
- 10—Initial results of the first comprehensive study of the growth, impact and effect of television on a typical American community on a continuing basis were revealed yesterday by the Newell-Emmett Company, one of the major ad agencies active in video at the moment.
- 8—FCC over the weekend proposed a new rule on the minimum time limit on the air for video stations patterned after suggestions filed by the Television Broadcasters Association in March. Exceptions are to be filed by May 28.

AUGUST

- 15—The Dominion Government, currently becoming more concerned over preparations for the advent of television in Canada, was urged in the house of Commons this week to "get a move on" before Canada is "invaded" by programs from the United States.
- 22—Philadelphia—Television opened its most ambitious schedule yesterday with a full-day airing of the opening of the Republican National Convention here—an occasion which had been provided with perhaps the greatest video promotion of any special event in the short history of the medium.
- 24—Television took another giant stride forward last night when the Westinghouse Electric Corporation and the Glen L. Martin Company successfully demonstrated "Stratovision" from an airborne transmitter cruising at an altitude of 25,000 feet in the vicinity of Pittsburgh.

JULY

- 6—Specific action to prevent "unauthorized" pickups of video coverage of the up-coming Democratic National Convention in Philadelphia was taken over the weekend by the Television Committee for Coverage of National Political Conventions.
- 9—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit opportunity for power expansion by outlets in the areas concerned.
- 13—Television stations throughout the country will soon have at their disposal a film library covering important world-wide events as the result of a long-term agreement for joint establishment of a television news service signed yesterday by Spyros P. Skouras, president of 20th Century-Fox and Hugh Baillie, President of the United Press Association.

- 19—Completion of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately.
- 27—The FCC was told yesterday by ABC that most of the new proposals for TV channel reallocation "were based upon a disregard of the effect of tropospheric interference. The ABC presentation was followed by a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.

- 5—Current video boom has skyrocketed to even greater heights than predicted by the most optimistic leaders in the industry, with result that by the end of this year more than 850,000 sets will have been produced and more than 60 stations will be in operation.
- 11—WJZ-TV, key television outlet of ABC, made its debut as New York's sixth station last night on Channel 7, in perhaps the most elaborate premiere yet accompanying the inaugural of a video opening in any city.
- 16—Formal application was filed Friday by Westinghouse for first commercial stratovision station to bring television broadcasting to about "6,000,000 people who under the present allocations will not receive protected television." The application is for Channel 8 in the Pittsburgh area.

- 20—Another experiment designed to test the effectiveness of video in the future conduct of naval warfare will be jointly undertaken by NBC and the Navy Department from an aircraft carrier 35 miles off the New York coast on August 29.
- 31—Video's explosive commercial upsurge the past six months—the effect of which is being felt in virtually all phases of show business production—has swelled the ranks of independent package firms to almost triple the number feeding their output to TV a year ago.

SEPTEMBER

- 2—First official meeting between committees of TBA and NAB to discuss future needs of the video industry and possible co-op between the two associations was held yesterday at the Waldorf-Astoria, N. Y.
- 20—In what is considered to be the heaviest one-shot commercial airtel thus far effected in TV, Kaiser-Frazer will sponsor election night (Tuesday, Nov. 2) coverage on ABC's eastern and mid-west networks, it was announced Friday.
- 27—Arrival of Motor City's second and third TV stations within the next 30 days, led by opening of ABC's WXYZ-TV on Oct. 9, will focus unprecedented importance on Detroit as a major market, with retailers and set manufacturers setting plans for accelerated activity in that area.
- 30—Today is UHF Day for the television industry. FCC Chairman Wayne Coy will announce this morning that the Commission has decided to move ahead to insure sufficient channels

for the full development of a competitive TV system, it was learned last night.

OCTOBER

- 1—FCC Chairman Wayne Coy yesterday announced that no further TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and allocation table.
- 6—Radio and Television will combine forces today for the greatest coverage of a World's Series in the history of baseball. Approximately 750 radio stations and 19 television stations will be linked together when the Boston Braves and the Cleveland Indians meet for the initial game of the Series at 1 P. M.

- 14—The TV "freeze" imposed by the FCC on hearings and applications will not apply to the Paramount-DuMont case. The Commission promised an early decision on the effect of Paramount's stock ownership in DuMont upon the extent of TV operations by the two companies.

- 19—As the Presidential campaign enters its final two weeks, tele, which heretofore has been left out in the cold as far as political time sales are concerned, is due for an increasing share in the budgets of both major parties.

- 22—Presaging a new era for national and international communications, Ultrafax, a newly developed system of communications, was demonstrated at the Library of Congress yesterday by the Radio Corporation of America.

- 25—First official disclosure that the City of New York is looking toward establishing the first non-commercial television station in the country, within the next year, came from Mayor William O'Dwyer who spoke Friday at the Radio Executives Club luncheon.

NOVEMBER

- 2—Staging a round-the-clock suspense thriller, radio and TV were still going strong at 9 a.m. today, as the army of commentators, newscasters and poll experts at network headquarters await the final countup of electoral votes for the next president of the United States.

- 5—An outside manufacturer will be licensed by Paramount to produce its intermediate theater tele system, it was learned yesterday. Apparatus probably will be available to movie exhibitors sometimes next year at an estimated cost of \$30,000 to \$35,000 per unit.

- 11—American Broadcasting Company yesterday unveiled its newly developed kinescope recording system, which records audio and video simultaneously on 16mm film from a special picture tube.

- 12—Moscow—Government officials here are fast becoming cognizant of potentialities of video for mass information and have inaugurated plans for rapid expansion of the medium. There are two stations already on the air—in Moscow and Leningrad—and others are under construction at Kiev and Sverdlov.

- 26—First tele pickup of an entire opera will be made by ABC Monday night at the Metropolitan Opera Company's opening of the 1948-1949 season. Program will be sponsored by the Texas Company through the Buchanan Agency.

DECEMBER

- 1—Removal of the present 500 ft. limit on TV antenna towers, resulting in wider coverage, was urged yesterday by Dr. T. T. Goldsmith of DuMont in an engineering conference on tropospheric effects before the FCC.

- 8—Milton Berle's Texaco Star Theater presented Tuesday nights on WNBT, New York, and NBC television network, ranks first by a wide margin in a pool of East Coast television and radio editors to determine "Your Favorite TV Program," and obtain an appraisal of their thinking on TV programming.

- 16—First practical use of carrier synchronization to extend TV coverage by reducing interference between stations is now under way on a full time basis between WNBT and WNBW, NBC outlets in New York and Washington, respectively, it was announced yesterday by David Sarnoff, chairman of the board of RCA and the network.

- 28—While complaints that television is killing attendance at local movie theaters are heard from many quarters, the major film producers are rushing plans to use TV for promotion and exploitation of their products, it was learned yesterday, and one company, Universal-International, has already begun servicing stations with publicity material.

- 29—Divorcement of TV from radio on many levels of network operation is in the works, with the first steps along this line expected to be announced during the first quarter of next year, it was learned yesterday. The move will probably be tied in with the advent of large scale day-time programming, expected to get under way about that time.

TV Construction Permits

Granted For

Commercial Stations

AS OF JANUARY 1, 1949

ALABAMA

City	Applicant	Call Letters	Channel No.	Frequency (mc)	ERP Visual-Aural (kw)
Birmingham	Birmingham Bestg. Co., Inc.	WBRC-TV	4	66-72	14.5-7.7
Birmingham	The Voice of Ala., Inc.	WAFM-TV	13	210-216	26-27.2

ARIZONA

Phoenix	Phoenix Tele. Co.	KTLX	5	76-82	17.5-8.7
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CALIFORNIA

Los Angeles	American Bctsg. Co.	KECA-TV	7	174-180	29.4-14.8
Los Angeles	National Bctsg. Co.	KNBH	4	66-72	15-8
Riverside	Bctsg. Corp. of America	KARO	1	44-50	1-1
San Diego	The Jack Gross Bctsg. Co.	KFMB-TV	8	180-186	20-20.2
San Francisco	American Bctsg. Co.	KGO-TV	7	174-180	29.1-14.6
San Francisco	The Chronicle Pub. Co.	KRON-TV	4	66-72	18.24-19.2
Stockton	E. E. Peffer	KGDM-TV	8	180-186	1.93-1.80

DELAWARE

Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1-5
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DISTRICT OF COLUMBIA

Washington	Bamberger Bctsg. Service, Inc.	WOIC	9	186-192	27.3-14.4
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FLORIDA

Jacksonville	City of Jacksonville	WJAX-TV	2	54-60	15-7.5
Jacksonville	Fla. Bctsg. Co.	WMBR-TV	4	66-72	14.8-7.4
Jacksonville	Jacksonville Bctsg. Corp.	WPDQ-TV	6	82-88	19.4-10
Jacksonville	Metropolis Bctsg. Co.	WJHP-TV	8	180-186	25.1-13
Miami	Southern Radio & Tele Equip. Co.	WTVJ	4	66-72	1.57-7.86
St. Petersburg	Sunshine Tele Corp.	WSEE	7	174-180	26.2-13.1

GEORGIA

Atlanta	Constitution Pub. Co.	WCON-TV	2	54-60	15.8-9.05
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ILLINOIS

Peoria	Peoria Bctsg. Co.	WMBT-TV	6	82-88	17.2-8.6
Peoria	West Central Bctsg. Co.	WEEK-TV	12	204-210	29-14.5
Rock Island	Rock Island Bctsg. Co.	WHBF-TV	4	66-72	13.6-7.6

INDIANA

Bloomington	Sarkes & Mary Tarzian	WITV	10	192-198	1-1
Indianapolis	William H. Block Co.	WUTV	3	60-66	14.44-7.6
Indianapolis	WFBM, Inc.	WFBM-TV	6	82-88	28.2-18.1

IOWA

Ames	Iowa State Coll. of Agr. & Mech. Arts	WOI-TV	4	66-72	13-10.4
Davenport	Central Bctsg. Co.	WOC-TV	5	76-82	22.9-22.9

KENTUCKY

Louisville	WHAS, Inc.	WHAS-TV	9	186-192	9.6-7.2
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LOUISIANA

New Orleans	Maison Blanche Co.	WRTV	4	66-72	14.5-7.6
New Orleans	Times-Picayune Pub. Co.	WTPS-TV	7	174-180	21.5-18

MASSACHUSETTS

Boston	Raytheon Mfg. Co. (Waltham)	WRTB	2	54-60	50-29.8
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MICHIGAN

Grand Rapids	Leonard Versluis	WLAV-TV	7	174-180	20-10
Kalamazoo	Fetzer Bctsg. Co.	WKZO-TV	3	60-66	15.7-7.9
Lansing	WJIM, Inc.	WJIM-TV	6	82-88	20.6-10.3

CP's FOR COMMERCIAL TELEVISION STATIONS

MINNESOTA

Minneapolis-St. Paul	Minn. Bestg. Corp.	WCTN-TV	4	66-72	17.9-9.2
Minneapolis-St. Paul	Northwest Bestg. Co.	KTRV	9	186-192	20.5-15.5

MISSOURI

Kansas City	Kansas City Star	WDAF-TV	4	66-72	22-11
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NEBRASKA

Omaha	May Bestg. Co.	KMA-TV	3	60-66	17.8-8.9
Omaha	Radio Station WOW, Inc.	WOW-TV	6	82-88	16.2-8.5

NEW YORK

Binghamton	Clark Assoc., Inc.	WBNF-TV	12	204-210	12-11.7
New York	Bamberger Bestg. Service, Inc.	WOR-TV	9	186-192	9.5-11
Rochester	Stromberg-Carlson Co.	WHTM	6	82-88	16.7-8.7
Syracuse	Radio Projects, Inc.	WSYR-TV	5	76-82	23-12.2
Syracuse	WAGE, Inc.	WAGE-TV	10	192-198	30-15
Utica	Copper City Bestg. Co.	WKAL-TV	13	210-216	13-11.3
Utica	Utica Observer-Dispatch, Inc.	WVTL	3	60-66	15.5-7.5

NORTH CAROLINA

Charlotte	Jefferson Standard Bestg. Co.	WBT-TV	3	60-66	16.3-8.62
Greensboro	Greensboro News Co.	WTLE	2	54-60	1.67-8.4

OHIO

Cincinnati	Radio Cincinnati, Inc.	WKRC-TV	11	198-204	23-12
Cincinnati	Scripps-Howard Radio, Inc.	WCPO-TV	7	174-180	21-12
Cleveland	Empire Coil Co., Inc.	WXEL	9	186-192	21-13
Columbus	Crosley Bestg. Corp.	WLWC	3	60-66	15.2-12.8
Columbus	Picture Waves, Inc.	WTVN	6	82-88	14.3-9
Columbus	TV, Inc.	WBNT	10	192-198	28.4-14.2
Dayton	Crosley Bestg. Corp.	WLWD	5	76-82	18-6
Dayton	Miami Valley Bestg. Corp.	WHIO-TV	13	210-216	24-25.2

OKLAHOMA

Oklahoma City	WKY Radiophone Co.	WKY-TV	4	66-72	12.1-6.2
Tulsa	George E. Cameron, Jr.	KOVN	6	82-88	16.6-8.5

OREGON

Portland	Video Bestg. Co.	KTUV	3	60-66	15.5-9
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PENNSYLVANIA

Erie	Dispatch, Inc.	WICU	12	204-210	3-1.5
Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5-7
Lancaster	WGAL, Inc.	WGAL-TV	4	66-72	1-88
Pittsburgh	Allen B. DuMont Labs., Inc.	WDTV	3	60-66	16.6-8.3

RHODE ISLAND

Providence	The Outlook Co.	WJAR-TV	11	198-204	30-15
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TENNESSEE

Nashville	WSM, Inc.	WSM-TV	4	66-72	14.4-7.2
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TEXAS

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46 Pending
Dallas	Lacy-Potter Tele Bestg. Co.	KBTW	8	180-186	35-18.5
Houston	W. Albert Lee	KLEE-TV	2	54-60	16-8.5
San Antonio	San Antonio Tele Co.	KEYL	5	76-82	17.9-9
San Antonio	Southland Industries, Inc.	WOAI-TV	4	66-72	21.6-10.8

UTAH

Salt Lake City	Radio Service Corp. of Utah	KSL-TV	5	76-82	18.4-9.2
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VIRGINIA

Norfolk	WTAR Radio Corp.	WTAR-TV	4	66-72	24-12
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WEST VIRGINIA

Huntington	WSAZ, Inc.	WSAZ-TV	5	76-82	18.2-9.1
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TELEVISION TALK

A Modern Glossary

(Courtesy Caldwell-Clements, Inc. & Radio Corp. of America)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFINITION—Refers to the degree of picture detail accomplished by the receiver circuits.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television camera tube developed by Philo T. Farnsworth.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON—The smallest electric charge having a negative polarity.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLICKER—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

ION—An electrified particle formed when an atom of gas loses or gains electrons.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KILOCYCLE—One thousand cycles.

KINESCOPE—A name applied to the cathode ray tubes used in television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture

shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOST—Image in which black areas are white and white areas black.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICON—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PERSISTENCE OF VISION—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REACTANCE—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

RECTIFIER—A device—commonly a tube—which changes alternating current to direct current.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SCHMIDT OPTICAL SYSTEM—An optical train utilizing a high intensity kine-scope, a semi-circular mirror and correcting lens to project an enlarged television image onto a viewing screen.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SERVICE AREA—The extent of terrain over which the signals from a television transmitter can be successfully received.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SIGNAL-TO-NOISE RATIO—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

W

WAVEGUIDE—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

TELEVISION FILM PRODUCERS

PERSONNEL — PHONE NUMBERS — ADDRESSES — CONTACTS OF 35 AND 16mm. FILM PRODUCERS AND ORGANIZATIONS OFFERING FACILITIES FOR TV FILM PRODUCTION

- ABT Productions, Inc., 460 W. 54th St., N. Y. C., Columbus 5-7200; Ira H. Simmons, Producers of TV Film Programs, W. 3rd St., Cleveland, Main 7300; Meade Munroe, News Script, strip film.
- Paul F. Adler Associates, 535 Fifth Ave., N. Y. C., MURRAY Hill 7-1668; Paul F. Adler, Films to order
- Advance Tel. Picture Serv., Inc., 729 Seventh Ave., N. Y. C., Columbus 5-5400; Chas. A. Allicote, Films to order, shipping.
- Adventure Films, Inc., 165 W. 46th St., N. Y. C., PLaza 7-2320; Wm. Alexander, Travel films for lecturers.
- Advertisers Television Service, 35 W. 53rd St., N. Y. C., PLaza 7-7150; John Sheppard, Jr., Films to order, rentals.
- Advertising House, Inc., 670 Lexington Ave., N. Y. C., MURRAY Hill 8-0220; J. M. Gielis, Films to order.
- A. F. Films, Inc., 1600 Broadway, N. Y. C., CIRCLE 7-2850; Miss R. Kossoff, News, Educational films.
- Eddie Albert Productions, 1133 No. Highland Ave., Hollywood, Gl. 4116; John E. Fletcher.
- Alker Productions, 545 Fifth Ave., N. Y. C., MURRAY Hill 7-6865; B. E. Karlen, Films to order.
- Doug Allan Productions, Inc., 112 W. 89th St., N. Y. C., SCHUYLER 4-6480; Doug Allan, Travel, outdoor films to order.
- Allen & Allen Productions, 3947 W. 59th Pl., L. A., Axminster 3-3314; George E. Allen, Films to order, Educ. Shorts.
- All-Scope Pictures, Inc., 1209 Taft Bldg., Hollywood, Hollywood 8298; G. S. Mitchell, Films to order, rentals.
- American Drama Guild of Telev., 150 E. 54th St., N. Y. C., PLaza 3-0871; John Darrow, Films to order.
- American Film Co, 1329 Vine St., Philadelphia, Walnut 2-1800; Ben Harris, Films to order.
- American Film Producers, 1600 Broadway, N. Y. C., PLaza 7-5915; Robert Gross.
- American Film Services, Inc., 1010 Vermont N.W., Washington, D. C., Executive 4528; H. V. Hoagland, Shorts for rental.
- American Film & Televad Co., 759 W. 7th St., St. Paul, Minn., Dale 4620; Bart O. Foss, Films to order.
- Amtelco, 635 So. Kenmore Ave., L. A., Drexel 3265; John C. Bowman, Commercial spot films.
- Amusement Enterprises, Inc., 415 N. Bedford, Beverly Hills, Cal., Crestview 5-2517; Bernard Lubner, Films to order.
- Animated Video Films, 931 N. La Cienega, L. A., Adams 5159; Ace Gamer, Films to order.
- Apex Film Corp., 971 N. La Cienega, L. A., Crestview 6-7006; Jack Chertok, Films to order.
- Argosy Television Corp., 9336 Wash. Blvd., Culver City, Cal., Texas 0-2931; John Ford, Entertainment films.
- Arista Productions, 92 Gold St., N. Y. C., Dickens 9-1006; J. R. Perrin, Films to order, rentals.
- Ascott Productions, Inc., 321 S. Beverly Drive, Beverly Hills, Cal., Cr. 6-8056; Sidney G. Ross.
- Association Films, 347 Madison Ave., N. Y. C., MURRAY Hill 6-1200; J. R. Bingham, Educational films.
- Astor Pictures Corp., 130 W. 46th St., N. Y. C., BRYANT 9-2467; R. M. Savini, Films to order, Rentals.
- Atlas Film Corp., 1111 S. Blvd., Oak Park, Ill., Euclid 3100; K. W. Lineberry, Films to order.
- Attwood Productions, Inc., 8746 Sunset Blvd., L. A., Crestview 5-5811; B. M. Glasser, Films to order.
- Audio Productions, Inc., 630 Ninth Ave., N. Y. C., Columbus 5-0771; F. K. Speidell, Films to order, rentals.
- Basch Radio & Tel. Prod., 17 E. 45th St., N. Y. C., MURRAY Hill 2-8877; C. J. Basch, Jr., Animated films to order.
- Bavano Films, 8754 Arlene Terrace, L. A., He 7618; Douglas Bagier.
- Zach Baym, 114 Grafton St., Brooklyn, N. Y., Dickens 2-0243; Zach Baym, Films, film clips to order.
- V. S. Becker Advertising Serv., 562 Fifth Ave., N. Y. C., LUXemburg 2-1040; Viola Becker, Films to order, rentals.
- Bell International Productions, 5717 Sunset Blvd., L. A., Hudson 2-2345; Jack Gilson, Films to order, rentals.
- Bell Pictures Corp., 630 Ninth Ave., N. Y. C., CIRCLE 6-1383; Lawrence Kulick, Films to order, rentals.
- Bengal Pictures, 920 N. Robinson, L. A., Normandy 1-6927; P. E. Cantonwine, Films to order, rentals.
- Bennett Films, 5617 Garcourt Ave., Los Angeles, Calif., Ax. 2-7174.
- Gene Blakely, 1209 N. Formosa, L. A., Gladstone 5715; Gene Blakely, Films to order, rentals.
- Bonded Television Corp., 8749 Sunset Blvd., Hollywood, Crestview 5-4194; Anson Bond, Films to order, rentals.
- Bray Studios, Inc., 729 Seventh Ave., N. Y. C., CIRCLE 5-4582; J. R. Bray, Films to order, rentals.
- British Information Serv., 30 Rockefeller Plaza, N. Y. C., CIRCLE 6-5100; Mrs. Tebbett, Shorts for rental.
- Broadcast Productions, Inc., 1313 Lafayette Bldg., Detroit, Mich., Woodward 5-0909; T. S. David, Films, Newsreels to order.
- Samuel Bronston Productions, 9885 Charleville Blvd., Beverly Hills, Cal., Br. 2-5141; Ben Berk.
- Irving Browning Studios, 70 W. 45th St., N. Y. C., MURRAY Hill 2-7490; Irving Brownings, Films to order, rentals.
- Al Buffington Co., 2104 N. Charles St., Baltimore; Al Buffington, Films to order.
- Allen Burg Studio, 819 N. La Cienega, L. A., Br. 2-3737.
- Allsyn Butterfield Prod., 6823 Santa Monica Blvd., L. A., Hollywood 3961; A. Butterfield, Films to order.
- Byron, Inc., 1226 Wisc. Ave., N. W., Wash., D. C., Dupont 1800; T. Byron, Films to order.

• • • Television Film Producers • • •

- C & G Film Effects Co., 723 Seventh Ave., N. Y. C., PLaza 7-4558; H. A. Casolaro, Films, effects to order.
- Cain - Schumann Music Serv., 1040 N. Las Palmas, Hollywood, Gr. 3111; C. R. Cain.
- Campus Film Productions, 161 Remsen St., Brooklyn, N. Y., TRIangle 5-6296; N. Campus, Films to order, rentals.
- Capital Film Exchange, 1314 Vine St., Philadelphia, Pa., Spruce 4-2698; E. J. Gabriel, Rentals, storage, booking.
- Capitol Records, Inc., Sunset & Vine, Hollywood, Hollywood 8171; W. B. Davison, Transcription libraries.
- Caravel Films, Inc., 730 Fifth Ave., N. Y. C., Circle 7-6111; David I. Pincus, Industrial & TV Films to order.
- Carmel-Hollywood Films, 6060 Sunset Blvd., L. A., Hillside 2181; H. G. Saperstein, Films to order, rentals.
- Cascade Pictures of California, 8822 Wash. Blvd., Culver City, Calif., Vermont 8-2185; B. J. Carr, Films to order, rentals.
- Casino Film Exchange, Inc., 210 E. 86th St., N. Y. C., REgent 4-2057; J. Scheinman, German films for rental.
- Catholic Movies, 220 W. 42nd St., N. Y. C., Wisconsin 7-9130; Stan Lewek, Religious films for rental.
- Cavalcade Pictures, Inc., 959 Seward St., Hollywood, Hollywood 5458; Harvey Persament.
- Century Television Prod., Inc., 846 N. Cahuena, Hollywood, Hollywood 5981; H. L. Gefsky, Films to order.
- Chicago Film Laboratory, Inc., 18 W. Walton Pl., Chicago, Whitehall 4-6971; A. G. Dunlap, Films to order.
- China Film Enterprises of America, 132 W. 43rd St., N. Y. C., Wisconsin 7-6872; K. C. Tsien, Shorts for rental.
- Choreographers' Workshop, Inc., 471 Park Ave., N. Y. C., PLaza 9-6239; Trudy Groth; Shorts for rental.
- Christian Films, 625 N. Mansfield, Hollywood, Yo. 1783; Rev. H. K. Rasboch.
- Christl & Webber, 6130 Selma Ave., Hollywood, Hu. 2-1139; Frank Christl.
- Churchill-Wexler Film Prod., 5714 Sunset Blvd., Hollywood, Hempstead 7970; Robert Churchill, Films to order.
- Cinecraft Prod., Inc., 2515 Franklin Ave., Cleveland, Superior 2300; Ray Culley, Films to order.
- Cineffects, Inc., 1600 Broadway, N. Y. C., Circle 6-0951; Nathan Sobel, Films, effects to order.
- Cinema Authors & Artists Agcy., 9130 Sunset Blvd., L. A., Crestview 6-6241; Marvin L. Saltzman, Films, effects to order.
- Cinemart Inc., 101 Park Ave., N. Y. C., Murray Hill 4-1562; Varian Fry, Films, Newsreels to order.
- Cine-Pro Corp., 106 West End Ave., N. Y. C., TRafalgar 2-1411; Joseph Sclden, Films to order, Equipment.
- Cineque Laboratories, Inc. (Fotound Studios, Inc.), 121 E. 89th St., N. Y. C.; Sam Marcus, Oscar Fagu, 21 Hr. processing 16 mm. film & 35 mm. black & white & color film; Special 2 to 4 hr. Service.
- Cinetel, 651 Madison Ave., N. Y. C., Temple 8-7025; I. P. Sudds, Producers of 16 mm. film programs, spot commercials, animation for TV.
- Clampett Cartoons, 134 N. Detroit, L. A. Wa. 9924, Wa. 9924; Bob Clampett.
- Daniel B. Clark, 9110 Larkle Ellen Circle, Los Angeles, Cr. 6-8171.
- Geo. W. Colburn Lab., Inc., 164 N. Wacker Dr., Chicago, State 2-7316; John E. Colburn, Films to order, Equipment.
- Colonial Films, 1908 Eye St., N. W., Wash., D. C., National 0436; H. L. Lassiter, Films, newsreels to order.
- Commonwealth Film & Telev., Inc., 729 Seventh Ave., N. Y. C., Circle 5-6456; Jerome Hyams, Films to order, rentals.
- Continental Pictures, Inc., 6636 Hollywood Blvd., Hollywood, Gr. 3546; J. Kendis.
- Corcoran Productions, Inc., 654 Madison Ave., N. Y. C., Templeton 8-6900; L. M. Corcoran, Films to order.
- Crosby & Fogle, 6365 Selma Ave., Hollywood, Gr. 3171; George L. Fogle.
- Courmeya Productions, 1566 No. Gordon Ave., Hollywood, Granite 5920; Jerry Courmeya.
- Cruiger - Radio & Telev. Prod., 5800 Carlton Way, Hollywood, Hempstead 8254; Paul Cruiger, Films to order, rentals.
- Crystal Pictures, Inc., 1564 Broadway, N. Y. C., PLaza 7-5130; Melvin M. Hirsh, Films to order, rentals.
- C. S. F. Productions, 153 S. Spaulding, Beverly Hills, Cal., Crestview 6-9026; Sid Fields, Frank Caldwell.
- Defense Film Corp., 1040 N. Las Palmas, Hollywood, Granite 3111; Herbert L. Bregstein, Entertainment films to order.
- DeFrenes & Co., 1909 Buttonwood St., Philadelphia, Rittenhouse 6-5928; Joseph DeFrenes, Films to order, rentals.
- Delbridge & Gorrell, 301 Fox Theater Bldg., Detroit, Cherry 6990; Sam Arnold, Films to order.
- Joseph Dephoure Studio, 1018 Commonwealth Ave., Boston, Longwood 6-1499; Joseph Dephoure, Films to order, rentals.
- Louis deRochemont Assn., Inc., 35 W. 45th St., N. Y. C.,
- Luxemburg 2-1940; Louis deRochemont, Films to order.
- The Distributor's Group, 756 W. Peachtree St., N. W., Atlanta, Ga., Atwood 1061; W. Wells Alexander, Films to order, rentals.
- Wm. B. Dolph Radio & Telev. Prod., 910 17th St., N. W., Washington, D. C., District 2717; Wm. H. Dolph, Washington films on assignment.
- D. P. M. Productions, Inc., 55 W. 45th St., N. Y. C., CHickering 4-8421; Dorothy P. Maulsby, Films to order, European footage.
- Sheiman H. Dryer Productions, 57 W. 58th St., N. Y. C., PLaza 5-5998; Wm. H. Groody, Films to order.
- Dudley Pictures Corp., 9908 Santa Monica Blvd., L. A., Crestview 1-7258; Carl Dudley, Films to order, rentals.
- DuMont Television Network; 515 Madison Ave., N. Y. C., MURray Hill 8-2600; Lawrence Phillips, Kinescoped films of live shows.
- Cal Dunn Studios, 104 S. Michigan Ave., Chicago, State 0247; Cal Dunn, Cartoons, films to order.
- Eastern Studios, 3460 32nd St., Astoria, N. Y., Ravenswood 6-4787; R. V. Pollock, TV Film producers.
- Eclipse Productions, 834 N. Highland, Hollywood, Highland 8197; Leslie Urbach, Films to order.
- Steve Ellis Productions, 2623 Laurel Canyon Blvd., Hollywood, Hu. 2-4741; Steve Ellis.
- Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill., Wilmette 6404; F. S. Callier, Educational Films for rental.
- Endorsements, Inc., 299 Madison Ave., N. Y. C., MURray Hill 7-9054; H. F. McCabe, Films for advertising agencies.
- Engleman Visual Education Serv., 4754 Woodward Ave., Detroit, Temple 1-5972; Wm. D. Engleman, Films to order, rentals.
- Equity Film Exchanges, Inc., 341 W. 44th St., N. Y. C., Circle 6-8546, Myron Mills, Films for rental, Newsreels.
- Excelsior Pictures Corp., 723 Seventh Ave., N. Y. C., Circle 5-6157; Walter Bibb, Films for rental, newsreels.
- Jerry Fairbanks, Inc., 6052 Sunset Blvd., Hollywood, Hudson 2-1101; Jerry Fairbanks, Glenn E. Miller, Films to order.
- Fair Deal Motion Picture Service, 2040 Chatterton Ave., N. Y. C., TAlmadre 9-6728; Louis Colson, Films to order, rentals.
- Federated Television Films, Inc., 100 Roach Studios, Culver City, Cal., Te. 0-2761; Hal Roach, Jr.

• • • Television Film Producers • • •

- Paul J. Fennell Co., 1150 N. Highland, Hollywood, Gl. 1657; John E. Burks.
- Film Devices, Inc., 13 E. 37th St., N. Y. C. MURRAY Hill 9-4175; Leo R. Draftfield, Industrial shorts for rental.
- Filmeffects of Hollywood, 1153 N. Highland Ave., Hollywood, Hollywood 5808; Gilbert R. Scott, Special effects and sequences.
- Film Equities Corp., 1600 Broadway, N. Y. C., Circle 7-5850; Jay Williams, Films to order, rentals.**
- Film Productions Co., 3650 Fremont Ave., N. Minneapolis, Aldrich 1202; Roy A. Clapp, Films to order.
- Film Program Service, 1173 Sixth Ave., N. Y. C. LONGacre 4-8340; Jules Schwerin, Films to order, rentals.
- Film Publishers, Inc., 25 Broad St., N. Y. C. HANover 2-0100; Sherman Price, Films to order, rentals.
- Film Studios of Chicago, 135 S. LaSalle St., Chicago, Central 8147; H. A. Spanuth, Films to order, rentals.
- Films for Industry, Inc., 135 W. 52nd St., N. Y. C. PLaza 3-2800; Hylan Chester, Films to order, rentals.
- Films of the Nations, Inc., 55 W. 45th St., N. Y. C. CHickering 4-8420; Educational shorts for rental.
- Films Unlimited, c/o Coulter & Gray, 9538 Brighton Way, Beverly Hills, Calif., Crestview 6-2085.
- Finley Transcriptions, Inc., 8983 Sunset Blvd., Hollywood, Bradshaw 2-2711; Larry Finley, Films to order.
- Ben Finney Productions, 8822 Wash., Blvd., Culver City, Cal., Texas 0-2761; Ben Finney, Commercial films to order.
- Five Star Productions, 6526 Sunset Blvd., Hollywood, Hollywood 5280; Harry W. McMahon, Films to order, rentals.
- Flory Films, Inc., 303 E. 71st St., N. Y. C. REgent 4-0826; Morris Cooper, Commercial, educational and documentary films, Full editing room facilities, tape recording.
- Fotosound Studios, Inc., 20 E. 42nd St., N. Y. C., MURray Hill 7-0463; Evan J. Anton, Films to order, rentals.**
- Fountain Productions, Inc., 779 El Medio, Pac. Palisades, Cal., Crestview 6-9026; Sidney Fields, Films to order.
- Fox Movie-tone News, 460 W. 54th St., N. Y. C. Columbus 5-7200; Edmund H. Reek, Newsreel films.
- Franklin Productions, 10511 Tennessee Ave., W. Los Angeles, Ar. 3-3139; J. J. Franklin.
- Gainsborough Associates, 234 W. 44th St., N. Y. C. CHickering 4-5141.
- Gamble Productions, Inc., 341 W. 47th St., N. Y. C., Circle 6-5952; Bud Gambic, Films to order.
- General Film Prod. Corp., 1600 Broadway, N. Y. C. Circle 6-6441; Elbert S. Kapit, Films to order, rentals.
- General Television Enterprises, Inc., 1117 Guaranty Bldg., Hollywood, Gladstone 4-4146; Gordon Levey, Distributors motion pictures for TV.
- John E. Gibbs & Co., 9 Rockefeller Plaza, N. Y. C. COLumbus 5-4888; John Gibbs, Films to order, rentals.
- Gibraltar Pictures, Inc., 1041 N. Formosa Ave., Hollywood, Gr. 5111; Albert Rogell.
- Globe 16 mm. Pictures, 5625 Sunset Blvd., Hollywood, Granite 7573; Robert B. Oppen, Films to order.
- Ogden Goelet, 9421 Wilshire Blvd., Los Angeles, Hollywood 5111.
- Jack Goetz, 245 W. 55th St., N. Y. C. Circle 7-1920; Jack Goetz, Films to order, rentals.
- Martin A. Gosch Prod., Inc., Savoy Plaza Hotel, N. Y. C. Volunteer 5-2600; Martin A. Gosch, Films to order, rentals.
- Jack-O-Gram Studios, 152 W. 42nd St., N. Y. C. LONGacre 5-9255; S. Jack Solomon, Films to order, Commercial Spots.
- Marshall Grant Productions, 9155 Sunset Blvd., Hollywood, Crestview 5-1164; Marshall Grant, Films to order.
- Graphic Films Corp., 1108 Lillian Way, Hollywood, Granite 2191; Jerome S. Goldberg, Lester Novros.
- Gray-O'Reilly Studios, 480 Lexington Ave., N. Y. C., PLaza 3-1531; James E. Gray, Films to order.
- Green Associates, 360 N. Michigan Ave., Chicago, Central 5593; J. Green, Films to order, rentals.
- Grey-Richards Productions, Inc., 6525 Sunset Blvd., Hollywood, He. 1161, He. 2482.
- Guaranteed Pictures Co., Inc., 729 Seventh Ave., N. Y. C. Circle 5-6456; M. D. Sackett, Films to order, rentals.
- Guerin Enterprises, Inc., 6310 Delmar Blvd., St. Louis, Mo., Cabany 2313; C. Douglas Pidger, Films, newsreels to order.
- Hack Production, 535 N. Laurel Ave., Hollywood, Walnut 2008; Herman Heck, Religious Films.
- Les Hafner & Co., 112 W. 89th St., N. Y. C. TRafalgar 3-1800; Les Hafner, Feature & commercial film producers.
- Paul Hance Productions, Inc., 1776 Broadway, N. Y. C. Circle 5-9140; Paul Pence, Films to order.
- The Jam Handy Organization, 2821 E. Grand Blvd., Detroit, Mich., Madison 2450; William Murray, Producers of commercial films & spots; Industrial films, slide films, sales training programs.
- Harcastle Films, 818 Olive St., St. Louis, Mo., Central 7620; J. H. Harcastle, Films to order.
- Harfilms, Inc., 600 Baronne St., New Orleans, La., Magnolia 1744; A. Harrison, Jr., Films to order.
- Hartley Productions, 20 W. 47th St., N. Y. C. LUXemburg 2-0158; Irving Hartley, Films to order, rentals.
- Harvard Film Service, Inc., 421 Washington St., Somerville, Mass., Elliott 4-3057; J. F. Barclay, Jr., Films to order, rentals.
- Hathen Productions, 246 S. Van Pelt St., Philadelphia, Locust 7-0126; Stanley P. Hathen, Films to order, rentals.
- Hawley-Lord, Inc., 61 W. 56th St., N. Y. C. Circle 7-2444; Andre Lord, Educ. Entertainment shorts for rental.
- Hayes-Parnell Prod., Inc., 6100 Sunset Blvd., Hollywood, Hollywood 4584; Sam Hayes, Films to order, rentals.
- H. B. & K. Films for Telev., 1560 Broadway, N. Y. C. PLaza 7-0759; O. Killingsworth, Films to order.
- Leslie Helhena, 932 N. La Brea, Hollywood, Granite 3174; L. Helhena, Films to order, rentals.
- Hi-Ways & Bi-Ways Productions, 242 S. Orange Dr., L. A., Yo. 8665, Chick Collins.
- Paul Hoefler Productions, 612 1/2 S. Ridgeley Dr., L. A., Whitney 9045, Paul L. Hoefler.
- Hoffberg Prod, Inc., 620 Ninth Ave., N. Y. C. Circle 6-9031; J. H. Hoffberg, Films for rental.
- Hollywood Screen Service, 3731 Potomac, L. A., Ax. 3-1624; Sidney Davis, Seymour S. Klein.
- Hollywood Teletopics, 1960 N. Vermont Ave., Hollywood, Normandy 1-2810; C. Arlington, Films to order.
- West Hooker Co., 3 East 85th St., N. Y. C. REgent 7-4470; West Hooker, Films to order.
- Hopwood, Laufman, Fomund & Cross, 236 N. Clark St., Chicago, Randolph 1644; T. M. Hopwood, Films to order, rentals.
- Harry O. Hoyt Productions, 2543 Kelson Ave., Los Angeles, Br. 0-4757; Harry O. Hoyt.
- Richard W. Hubbell & Assoc., 118 E. 40th St., N. Y. C. MURray Hill 5-1000; Wanda Van Brunt, Films to order.
- Hu Chain Associates, 60 E. 42nd St., N. Y. C. MURray Hill 2-7125; Hubert V. Chain, Films to order, rentals.
- Ted Hudes Radio Prod., 17 E. 42nd St., N. Y. C., MURray Hill 9-2473; Ted Hudes, Educ. Shorts for rentals.**
- Hudburg Prod., Inc., 131 E. 51st St., N. Y. C. ELdorado 5-3508; Lucile Hudburg, Fashion Films to order.

Television Film Producers

- Ideal Pictures Corp., 28 E. 8th St., Chicago, Harrison 5554; Paul R. Foght, Films to order, rentals.
- Imagining Assoc., Inc., 1030 N. McCadden Pl., Hollywood, Hollywood 8777; A. S. Kennard; Commercial films to order.
- Impro, Inc., Hal Roach Studios, Culver City, Calif., Ve. 8-2185, ext. 99; Herbert Strook, Harlan Thompson.
- Instructional Films, Inc., 330 W. 42nd St., N. Y. C., Longacre 3-5189; Miller McClintock, Educ. films to order, rentals.
- International Film Bureau, Inc., 15 Park Row, N. Y. C., Worth 4-4887; G. M. Gates, Educ. shorts for rental.
- International Film Foundation, Inc., 1600 Broadway, N. Y. C. Circle 6-9348; Julian Bryan, Travel films for rental.
- International Geographic Pict., 1776 Broadway, N. Y. C., Circle 6-4486; J. Allen Julier, Films to order, rentals.
- International Movie Prod. Serv., 515 Madison Ave., N. Y. C., ELdorado 5-6620; Ben Gradus, Films to order, rentals.
- International News Serv. TV Dept., 235 E. 45th St., N. Y. C., MURray Hill 2-0131; Robert H. Reid, Newsreels.
- International Radio & Tele. Features, 325 E. 55th St., N. Y. C., PLaza 6-5781; Jack Lloyd, Films to order.
- International 16 mm. Corp., 165 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.
- International Tele-Film Productions, 331 Madison Ave., N. Y. C., MURray Hill 7-7306; Paul F. Moss, Films to order.
- Karel Sound Library, 410 3rd Ave., Pittsburgh, Pa., Grant 3312; Albert G. Karel, Films to order.
- Victor Kayfetz, 431 S. Hamel Rd., Los Angeles, Crestview 6-0640; Victor Kayfetz, Films to order.
- Vernon Keays Productions, 445 Westmount Dr., Los Angeles, Crestview 6-1775; Vernon J. Keays.
- Herbert Kerkow, Inc., 480 Lexington Ave., N. Y. C., ELdorado 5-5935; Herbert Kerkow, Films to order, rentals.
- O. Klement, 9667 Olympic Blvd., Beverly Hills, Cal., Crestview 6-0369; O. Klement.
- Walter E. Kline & Associates, 8445 Melrose Ave., Hollywood, We. 6156; Fred W. Kline.
- Kling Studios, 601 N. Fairbanks St., Chicago, Delaware 7-0400; Jack H. Lieb, Films to order, rentals.
- Knickbocker Prod., Inc., 1600 Broadway, N. Y. C., Circle 6-9850; Howard A. Lesser, Films to order, rentals.
- Knowledge Builders, 625 Madison Ave., N. Y. C., ELdorado 5-2848; John R. McCrory, Educ. shorts for rental.
- Lang-Worth Feature Prog's, Inc., 113 W. 57th St., N. Y. C., Circle 6-8410; C. O. Lanclote, Sr., Music transcribed on film.
- Leppert - Phillips Productions, 6555 1/2 Scupiveda Blvd., Van Nuys, Cal., State 5-0990.
- Julian Lesser Programs, 9336 W. Wash., Culver City, Cal., Texas 0-2931; Julian Lesser, Films to order.
- Gene Lester Productions, 1487 N. Vine St., Hollywood, Hillside 7287; Gene Lester, Films to order.
- Libra Film Distributors & Prod., 6525 Sunset Blvd., Hollywood, Gladstone 7960; C. M. McCoy, Films to order, rentals.
- Lieb Brotman Studio, 14 W. 58th St., N. Y. C., PLaza 3-9355; Leo Lieb, Films to order.
- Robert Light Prod., Inc., Taft Bldg., Hollywood, Hudson 2-3277; Robert W. Light, Films to order.
- Lion Television Pictures Corp., 1501 Broadway, N. Y. C., Pennsylvania 6-1780; Earle W. Hammons, TV Film Producer.
- Bob Loewi Prod., Inc., 225A E. 49th St., N. Y. C., MURray Hill 8-2600; Bob Loewi, Films to order.
- Loucks & Norling Studios, 245 W. 55th St., N. Y. C., Columbus 5-6974; A. H. Loucks, Films to order.
- Master Motion Picture Co., 50 Piedmont St., Boston, Mass., Hancock 6-3592; Maurice Master, Films to order.
- The March of Time, 369 Lexington Ave., N. Y. C., Circle 5-4400; C. W. Pennock, Films to order.
- McLarty Picture Prod., 45 Stanley St., Buffalo, N. Y., Taylor 0332; Henry D. McLarty, Films to order.
- Meet the Americas Prods., 8820 Sunset Blvd., Hollywood, Cal.; Frank S. Leyva.
- Menzies-Finney Prods., 361 So. Canon Dr., Beverly Hills, Cal., Crestview 6-5337; Wm. Cameron Menzies, Ben Finney.
- Mercury Int'l Pictures, Inc., 1415 Coast, Corona del Mar, Calif., Harbor 1212; V. E. Ellsworth, Film to order, rentals.
- Michigan Film Library, 14540 Grand River Ave., Detroit, Mich., Vermont 7-3706; Alban J. Norris, Religious films to order, rentals.
- Midwest Film Studios, 1740 Greenleaf Ave., Chicago, Ill., Sheldrake 1239; Alfred K. Levy, Films to order.
- Mini-Films Inc., 819 N. La Cienega, Los Angeles, Calif., Br. 2-3737; Sol Dolgin.
- Victoria Mix Inc., 357 S. Roxbury, Beverly Hills, Calif., Crestview 6-1276.
- Mogull's, 68 W. 48th St., N.Y.C., PLaza 7-1414; Charles Mogull, Films to order, rentals.
- Motion Picture Adv. Service Co., Inc., 1032 Carondelet St., New Orleans, La., Magnolia 4545; C. J. Mabry, Produce & distribute commercial TV films.
- Motion Picture Enterprise, 367 W. Spazier, Burbank, Calif., Charleston 6-5032; F. W. Gabourie Jr., Educational Entertainment Films.
- Motion Picture Sales, 1600 Broadway, N. Y. C., Circle 6-1648; Charles Casanova, Film distributors.
- Motion Picture Service Co., 125 Hyde St., San Francisco, Calif., Ordway 3-9162; Gerald L. Karski, Films, newsreels to order.
- Motion Picture Prod. Inc., 620 W. Superior Ave., Cleveland, O., Prospect 4900; Donald C. Jones, Films, newsreels to order.
- Movie Advertising Bureau, 70 E. 45th St., N. Y. C., MURray Hill 6-3717; H. G. Christensen, Films to order.
- Martin Murray Prod. Inc., 5746 Sunset, Hollywood, Calif., Hollywood 0022; Martin Murray, Films to order, rentals.
- Music Corp. of America, 745 Fifth Avenue, N. Y. C., PLaza 5-8900; David Werblin, Films to order, rentals.
- National Screen Service Corp., Ninth Ave., N. Y. C., Circle 6-5700; Melvin L. Gold, Special trailers, effects, films.
- Nelson Prods., Inc., 341 Madison Ave., N. Y. C., MURray Hill 6-5862; Raymond E. Nelson, Feature & commercial films to order, live shows.
- News Reel Laboratory, 1733 Sansom St., Phila., Pa., Rittenhouse 6-3892; Louis W. Kellman, Films to order, rentals.
- North American Video Prods., 231 W. 44th St., N. Y. C., LAekawanna 4-0385; Max Brown, Stanley Simmons, Charles Obermeyer, Commercial spots, TV programs on film.
- Nu-Art Films, Inc., 145 W. 45th St., N. Y. C., LUXenburg 2-3273; G. W. Hedwig, Film Distributors, Film program specialists.
- Official Films, Inc., 25 W. 45th St., N. Y. C., BRyant 9-4655; Irving Leos, Films to order, rentals.
- Official Television, Inc., (subsidiary of Official Films) 25 W. 45th St., N. Y. C., LUXenburg 2-1700; Irving Leos, Life and film package production, Producer's Sales Reps.
- Orion Pictures, Inc., 5319 Hollywood Blvd., Hollywood, Calif., HI 2010; Frank C. Griffin.
- Oulman Television Prods., Inc., 19 Rector St., N. Y. C., WHitchall 4-1327; B. J. Oulman, Entertainment films to order.
- Padula Productions, 331 E. 83rd St., N. Y. C., REgent 7-8678; Edward Padula, Films to order.

. . . Television Film Producers . . .

- Paramount Video Transcriptions, 1501 Broadway, N. Y. C., BRyant 9-8700; George Shupert, Films to order.
- Paul Parry Productions, 7557 Sunset Blvd., Hollywood, Calif., GRanite 4774; Paul Parry, Films to order.
- Ray Patin Productions, 540 S. Parish Pl., Burbank, Calif., Charleston 8-1019; Ray Patin, Cartoon spot films to order.
- Photo Films, 4310 Greenbush, Van Nuys, Calif., State 4-3382; Willard Trumbull, Films, newsreels to order.
- Polaris Pictures Inc., 5559 W. 3rd St., Los Angeles, Calif., York 8058; J. C. Hutchinson, Films to order.
- Pick Television & Radio Prod., 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Gerard Pick, Fashion films to order.
- Pictorial Films Inc., 625 Madison Ave., N. Y. C., Plaza 6-9600; George J. Bonwick, Shorts for rental.
- Pictorial Productions, Inc., 1357 No. Gordon St., Hollywood, Calif., Hillside 3108; G. J. Altflisch, Films to order.
- Polaris Pictures, Inc., 5859 Santa Monica Blvd., Los Angeles, Calif., Yo. 8058; Perry King.
- Post Pictures Corp., 115 W. 45th St., N. Y. C., LOngacre 4-7470; Harold Baumstone, Films to order, rentals.
- Press Association, Inc. (AP), 50 Rockefeller Plaza, N. Y. C., Circle 6-1111; Oliver Gramling, News & Photo Service.
- Production for Television, 250 W. 57th St., N. Y. C., Circle 6-9759; Joseph M. Seiferth, Producers of animated films for TV.
- Progressive Pictures, 6351 Thornhill Dr., Oakland, Calif., Olympic 2-0560; Ray Bainbridge, Films to order, rentals.
- Radio Television Arts Co., 3819 Wilshire Blvd., Los Angeles, Calif., Exposition 9395, FI 7520; Miss Doria Balli.
- Radiovision Corp., Box 968, Hollywood, Calif., Hillside 8208; Walter J. Nelson, Shorts for rental.
- Roland Reed Prod., Inc., 275 S. Beverly, Beverly Hills, Calif., Crestview 6-1101; Roland R. Reed, Guy Thayer, Films to order, rentals.
- Regal Television Pictures Corp., 151 W. 46th St., N. Y. C., Columbus 5-4810; Leo Seligman, Films to order, rentals.
- Realm Television Prod., 9155 Sunset Blvd., Los Angeles, Calif., Crestview 6-8500; Norman Elzer, Films to order.
- The Religious Film Assn., Inc., 45 Astor Pl., N. Y. C., GRamercy 7-2397; W. L. Rogers, Religious shorts for rental.
- Riethof Prod. Inc., 1776 Broadway, N. Y. C., PLaza 7-2199; Wm. W. Riethof, Films to order, rentals.
- RKO Pathe, Inc., 625 Madison Ave., N. Y. C., PLaza 9-3600; Jay Bonafield, Films to order.
- Hal Roach Television Corp., 882 Washington, Culver City, Calif., Vermont 8-2185, Hal E. Roach, Films to order.
- Reconry Prod., Inc., 11 E. 40th St., N. Y. C., PLaza 9-3680; Joseph Schaeffer, TV shows, live and film.
- David Robbins Prod., 420 Madison Ave., N. Y. C., PLaza 9-4477; David Robbins, Films to order, rentals.
- Rocket Pictures, Inc., 6063 Sunset Blvd., Los Angeles, Calif., Granite 7131, J. H. Ebbert.
- Danny Rouzer, 2402 Cheremoya, Hollywood, Calif., He. 8093.
- Ruby Film Co., 729 Seventh Ave., N. Y. C., Circle 5-5640; Edward Ruby, Films to order.
- Loren L. Ryder, 6526 Sunset Blvd., Hollywood, Calif., Granite 3651; Loren L. Ryder, Camera, recordings, handling serv.
- Sack Television Ent., 308 S. Harwood, Dallas, Tex., Riverside 6-74; Alfred N. Sack, Films to order, rentals.
- Sackett Television Prod., Bankers Bldg., Phila., Pa., Kingsley 5-7055; Bernard L. Sackett, Films to order, rentals.
- Sanft Television Features, 17 E. 42nd St., N. Y. C., MURray Hill 2-6770; Sidney Sanft, Films to order.
- Sarra, Inc., 200 E. 56th St., N. Y. C., PLaza 3-7990; Cul-len Landis, Films to order.
- Scandia Films, Inc., 220 W. 42nd St., N. Y. C., Wisconsin 7-7059; Ernest Mattson, Swedish Films to order, rentals.
- Science Pictures Inc., 642 Lexington Ave., N. Y. C., PLaza 8-2038; Frances C. Thayer, Films to order, rentals.
- Sentinel Prods., 5746 Sunset Blvd., Hollywood, Calif., He. 6828; E. R. Harper.
- Septa Productions, 2640 1/2 S. Western Ave., Los Angeles, Calif., Parkway 4436; Eddie Green, Films featuring negroes.
- Sesac, Inc., 475 Fifth Ave., N. Y. C., MURray Hill 5-5365; K. A. Jadoshon, Transcription library.
- Sherwood Pictures Corp., 1569 Broadway, Brooklyn, N. Y., Glenmore 2-6192; T. Marc Sherwood, Films to order, rentals.
- Leon Sigler Pictures, 2620 Corinth Ave., Los Angeles, Calif., Ar. 3-9614; J. Leon Sigler.
- Simmel-Meservey, Inc., 321 S. Beverly Dr., Beverly Hills, Calif., Crestview 4-6156; James Warren Sever, Jr.
- Skibo Prods., Inc., 165 W. 46th St., N. Y. C., PLaza 7-2205; Patrick E. Shanahan, Films to order, rentals.
- Sam Slavik, 1640 W. 25th St., Los Angeles, Calif., Ro. 9517.
- Stephen Slesinger, Inc., 247 Park Ave., N. Y. C., ELdorado 5-2544; Stephen Slesinger, TV film producers.
- Fletcher Smith Studios Inc., 1585 Broadway, N. Y. C., Circle 6-5280; Fletcher Smith, Films to order, rentals.
- Sono-Chrone Prods., 710 W. 173rd St., N. Y. C., WAdsworth 8-7080; Nathan Zucker, Films to order, rentals.
- Sound Masters Inc., 165 W. 46th St., N. Y. C., PLaza 7-6600; H. E. Wondel, Films to order, rentals.
- Sound Stages, Inc., 112 W. 89th St., N. Y. C., TRafalgar 3-1800; C. F. Vetter, Jr., 16 mm. TV equipment, studio rental.
- Sigmund Spaeth, 400 E. 58th St., N. Y. C., PLaza 8-0879; Sigmund Spaeth, Shorts for rental.
- Special Purpose Films, Inc., 16 E. 58th St., N. Y. C., PLaza 9-1792; H. W. Howard, Films to order.
- Springer Pictures Inc., 341 E. 43rd St., N. Y. C., ORegon 9-0966; Richard D. Farrell, Films to order, rentals.
- Standard Radio Trans. Serv., 360 N. Michigan Blvd., Chicago, Ill., State 3153; M. M. Bink, Transcription library.
- Sterling Films, Inc., 61 W. 56th St., N. Y. C., Circle 7-2433; Carl King, Films to order, rentals.
- Seven Televised Presentations, Inc., 153 Fifth Ave., N. Y. C., GRamercy 3-5228; Jewel Steven, Producers of live and film feature and commercial TV Shows.
- Strickland Film Co., 141 Walton St., N. W., Atlanta, Ga., Lamar 7991; Robert B. Strickland, Films, newsreels to order.
- Irvin Paul Sulds, Inc., 654 Madison Ave., N. Y. C., Temple 8-7025; I. P. Sulds, Producers and packaging of live TV Shows.
- John Sutherland Prods., Inc., 206 N. Occidental, Los Angeles, Calif., Fa. 2196; Ross Sutherland.
- Sun Dial Films Inc., 625 Madison Ave., N. Y. C., MURray Hill 8-1050; Samuel A. Datlowe, Films to order, rentals.
- Swank Films, Inc., 19 W. 4th St., Dayton, Ohio, Hemlock 2379; Jerrold A. Swank, Films to order.
- Tarshis - Herbert Productions, 5916 David Ave., Los Angeles, HI 8271; Herman Tarshis.
- Tel Air Associates, 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Mort H. Singer Jr., Films to order.
- Tele-America Inc., 170 S. Beverly, Beverly Hills, Cal., Crestview 1-0204; Thor L. Brooks, Films to order, rentals.
- Telecast Films, Inc., 145 W. 45th St., N. Y. C., Robert Wormhoudt, Films to order, rentals.
- Telecasters Programs Syndicate, 2217 Maraville Dr., Hollywood, Hollywood 5869; Bruce Eells & Assoc., Cooperative program syndication via film on a cost, plus basis for TV stations.
- Tele-color Films, 444 E. 58th St., N. Y. C., PLaza 3-7817; Tom Seidel, Films to order.
- Telecomics Inc., 247 Park Ave., N. Y. C., ELdorado 5-2544; John's F. Howell, Animated TV film producers.

• • • Television Film Producers • • •

- Telefeatures Inc., 1366 N. Van ness, Hollywood, Hillside 7341; George Frank, Sam Coslow, Films to order, rentals.
- Telefilm Inc., 6039 Hollywood Blvd., Hollywood, Hollywood 7205; Don McNamara, Films to order, rentals.
- Telenews Productions Inc., 1600 Broadway, N. Y. C., Circle 7-7364; John H. Tobin, Films, newsreels to order.
- Telepak Inc., 70 So. Beverly Dr., Beverly Hills, Cal., Robert Longenecker, Live and film shows for TV.
- Telepictures Inc., 247 Park Ave., N. Y. C., Eldorado 5-2644; John F. Howell, TV film producers.
- Tele-Theatre Productions, 33 W. 58th St., N. Y. C., Charles W. Christenberry Jr., Package programs for TV, Radio.**
- Tele-Tours, 6848 Hinds, N. Hollywood, Su. 2-5838, DeWitt McCann, Irving Berlin.
- Television Adv. Prod. Inc., 360 N. Michigan Blvd., Chicago, State 5941; Ardien B. Rodner, Films to order, rentals.
- Television Art Enterprises, 4333 Rhodes Ave., N. Hollywood, Sunset 3-1923; Shamus Culhane, Films to order, rentals.
- Television Arts Productions, 111 Sutter, San Francisco, Cal., Sutter 1-4551; J. T. Ward, Cartoon Films to order.
- Television Cartoons Inc., 361 W. Broadway, N. Y. C., BEEKMAN 3-7176; Robert Brotherton, Films to order.
- Television Films of America, Box 2222, Hollywood, Hudson 2-4048; Jack Parker, Films to order, rentals.
- Television Film Ind. Corp., 340 Third Ave., N. Y. C., LEXington 2-6780; George H. Cole, Films to order, rentals.
- Television Highlights Inc., 1697 Broadway, N. Y. C., Plaza 7-7073; Sy Weintraub, Films to order, rentals.
- Television Motion Pictures Co., 1050 Broadway, N. Y. C., Circle 6-0691; Jack Goldberg, Films featuring Negroes.
- Television Reporter Prod., 1338 N. Laurel Ave., Hollywood, Hillside 0016; Richard Kroll, Films to order.
- Tele Visual Productions, 1313 Lafayette Bldg., Detroit, Woodward 5-0909; H. G. Kerbawy, Films to order, rentals.
- Marshal Templeton Inc., 214 Ford Bldg., Detroit, Mich., Cadillac 6868; Marshal E. Templeton, Films to order, rentals.
- Mischa Terr, 454 S. Robertson, Los Angeles, Cal., Crestview 6-7448, Crestview 1-6211.
- Toddy Pictures Co., 723 Seventh Ave., N. Y. C., Circle 6-9446; Ted Toddy, Films to order.
- Transfilm Inc., 35 W. 45th St., N. Y. C., LUXemburg 2-1400; W. Miesegaes, Films to order, rentals.
- Transvideo Corp. of America, 2 W. 46th St., N. Y. C., LUXemburg 2-1280, George Luttinger, Films to order, rentals.
- Triangle Films, 1697 Broadway, N. Y. C., COLUMbus 5-1403-4; Dorothea Lee McEvoy, Films to order.
- Tri-Video Productions Inc., 15 Central Pk. West, N. Y. C., Plaza 7-8638; Jack Goldstein, Production and distribution of TV films.
- TV Film Comp., 6039 Hollywood Blvd., Hollywood, Hollywood 7205; R. F. Maroney, Films to order.
- TV Films Inc., 34-60 32nd St., Astoria, N. Y., Ravenswood 6-4787; R. V. Pollock, Commercial Films to order.
- Twentieth Century-Fox Corp., 444 W. 56th St., N. Y. C., COLUMbus 5-3320; Peter G. Lavathes, Film to order, rentals.
- Twin City Television Lab., Lyceum Theatre, Minneapolis, Minn., Lincoln 4708; Joseph H. Beck, Laboratory Training in the television production arts.**
- United Film Service, 2449 Charlotte St., Kansas City 8, Mo., Harrison 5840; W. Hardy Hendren Jr., Production & distribution 35 mm. commercial films.
- United Press Assn., 220 E. 42nd St., N. Y. C., MURray Hill 2-0400; LeRoy Keller, Newsreels, news photos.
- United Prod. Of America, 1133 N. Highland, Hollywood, Hillside 8244; Stephen Bustow, Films to order, rentals.
- United Productions Inc., 654 Madison Ave., N. Y. C., TEMpleton 8-8300; Lou Dahlman, Newsreels.
- United World Films Inc., 445 Park Ave., N. Y. C., PLaza 9-1200; Stephen Alexander, Films to order, rentals.
- Unitel Inc., 1730 N. Las Palmas, Hollywood, Hollywood 7572; Stanley Simmons, Films to order.
- Vallee-Video, 5746 Sunset Blvd., Hollywood, Hollywood 7381; Rudy Vallee, Joe Parker, Films to order.
- Variety Productions, 1345 N. Hayworth Ave., Hollywood, Hollywood 5433, Crestview 1-6211; Hal Gerard, Frank B. McDonald.
- Video Associates Inc., 515 Madison Ave., N. Y. C., PLaza 3-7966; Philip Brodsky, Films to order.
- Video Varieties Corp., 41 E. 50th St., N. Y. C., MURray Hill 8-1162; George W. Goman, Production TV film programs, film commercials, business, films, slide films.
- Videor Productions, 34 So. 17th St., Philadelphia, Locust 4-3966; Franklin O. Pease, Films to order.
- Visual Art Films, 118 Ninth St., Pittsburgh, Pa., Atlantic 6333, L. D'Antonio, Religious films to order, rentals.
- Visual Arts Prod. Inc., 2 W. 46th St., N. Y. C., LUXemburg 2-4047; Sidney Rosenbaum, Films to order, rentals.
- Visual Specialists Inc., 444 Madison Ave., N. Y. C. Plaza 3-8730; Henry C. Gipson, Films to order, rentals.
- Wade-Farnham Productions, 144 W. 56th St., N. Y. C., Circle 7-6797; Roger Wade-Moulton H. Farnham, Films to order.
- Louis Weiss & Co., 4336 Sunset Blvd., Hollywood, Normandy 1-6883; Adrian Weiss, Films to order, rentals.
- Welgot Trailer Service, 630 Ninth Ave., N. Y. C., Circle 6-6450; Martin Gottlieb, Films to order.
- West Coast Sound Studio, 610 W. 57th St., N. Y. C., Circle 7-2062; Martin Henry, Full 35 mm. and 16 mm. film production facilities; RCA sound equipment.
- Wilding Picture Prod. Inc., 1345 Argyle St., Chicago, Long Beach 8410; C. H. Bradfield Jr., Films to order.
- Wilding Pictures, 5981 Venice Blvd., Los Angeles, We. 0183; Al Herman.
- Willard Pictures Inc., 45 W. 45th St., N. Y. C., LUXemburg 2-0430; John M. Squiers Jr., Film to order.
- Willoughby Pictures Inc., Suite 600, 1600 Broadway, N. Y. C., Circle 6-9580; E. T. Anderson, Religious Films to order, Rentals.
- Wink Films Corp., 625 Madison Ave., N. Y. C., Plaza 3-0684; Leslie Wink, Films to order.
- Raphael G. Wolf Studios, 1714 N. Wilton Pl., Hollywood, G. 6126; Raymond Ring.
- World Broadcasting System Inc., 501 Madison Ave., N. Y. C., MURray Hill 8-1700; A. B. Sambrook, Transcription Library.
- The World Today Inc., 450 W. 56th St., N. Y. C., Circle 5-5067; Maynard Gertler, Producers of educational & Commercial films for TV, travel films to order.
- World Video Inc., 718 Madison Ave., N. Y. C., REgent 4-6615, Henry S. White, Films to order, rentals.
- WPX Inc. (New York Daily News), 220 E. 42nd St., N. Y. C., MURray Hill 2-1234; Robert L. Coe, Films, Newsreels for rental.
- Emerson Yorke Studio, 35 W. 45th St., N. Y. C., Bryant 9-9091; Emerson Yorke, Films to order, rentals.
- Young America Films Inc., 18 E. 41st St., N. Y. C., LEXington 2-4111; Godfrey Elliott, Shorts for rental.
- Harold Young Prod., Inc., 119 W. 57th St., N. Y. C., Circle 5-8459; Harold M. Young, Films to order, rentals.
- Youth Films, 7904 Santa Monica Blvd., Hollywood, HI 3913; Ray Berquist.
- Ziv Television Programs, Inc., 501 Madison Ave., N. Y. C., MURray Hill 8-1700; John L. Sinn, Films to order, rentals.

FILM—THE ET OF TELEVISION?

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



John L. Sinn

IF we hear it once, we hear it a thousand times: "Film is to television what transcriptions are to radio." Repeated often enough, that statement augurs well to become a truism that will be accepted regardless of its accuracy. So right now, while television is young, let us examine that statement.

Commercial radio started in 1922. The first electrical transcription arrived on the radio scene circa 1932. During those intervening 10 years, live and network radio made strides which transcriptions have been many years endeavoring to overtake. And frankly, during the first 10 years of transcribed radio, the transcriptions industry did not run a very good race. Why? It was simply a case of technological advancement. During those first 10 years, transcription quality left much to be desired. So, in fact, we find that live radio had a 20-year lead over transcriptions.

Is that the situation in the case of film for television? Quite the contrary. It must be obvious to all that film is the farthest advanced. Film is the giant. Television is entering the race 20 years late. And it is probable that it will take "live" television many more years to develop the technical skills which are commonplace on film.

Therefore, it is my opinion that film is not the transcription of television. Film is, indeed, the backbone of television. And that is as it should be, for film permits creative production such as live television will probably never overtake.

The FCC Blue Book recites "Transcriptions offer to the writer, director, producer of programs the same technical advantages that the moving picture industry achieves through cutting room techniques." Those cutting room techniques are just one of the minor advantages that film offers over live television. There never was a "live" program that could not be improved by editing. And editing is a joy when you work with film.

The fluffed line, the orchestra clinker, the flat top note are easily removed from the sound track on film. And anyone who has watched three, four and frequently five sound tracks being blended into one perfect sound track by expert sound men, realizes the new vistas of production achievement available to audio because of film.

Even greater advantages are available on film as applied to the visual. Such customary optical techniques as wipes, flip-overs, etc., are tricks made easy when your television program is produced on film.

Retakes. There's a word that Hollywood has "sold" to the movie-going public. But what a joy it is to the television producer and performer to be able to retake and retake again until a perfect "take" is obtained. The movie-going public, having been spoiled by the camera perfection of Hollywood "A" pictures, is not going to be satisfied with live television obviously missing the perfection obtainable only from retakes. How about shows filmed off the kinescope? This is unquestionably a convenient device for delayed telecasts of live shows. But obviously film off the kinescope imposes on the program producer the very same restrictions that hamper him in the production of a live television show, and offers none of the advantages of genuine film production such as we know in theatrical movies.

Film off the kinescope offers no retakes, practically no editing, none of the tricks like opticals, wipes, dissolves, etc. Errors that appeared in the live broadcast remain on the film off the kinescope.

Listeners and viewers love a good show. The movies have made them completely sophisticated. They expect the perfection that they see only on capably-produced film. Therein lies the future of television.

Stations love good shows at good times on their schedules. Television film guarantees a better show . . . and permits the station to schedule the show with greater flexibility which means better programming and greater audiences.

Is film the transcription of television? I would say that programs on film are the epitome of television.

What's Wrong With Tele?

Radio and TV editors on the East Coast who are within the range of local stations and also view network programs were asked "What's Wrong With Television?" as one of the questions in the first TV editors survey conducted by the Year Book of Television. Some of their answers are printed below:

"It is following the same old radio tragedy; sponsor holding the reins, networks abandoning their responsibilities, public getting adolescent entertainment, little adult fare, and almost no intelligent public service programming. Trouble is radio and TV are still considered 'show business' and nothing more."—James S. Gratton, *Evening Gazette, Worcester, Mass.*

"Television is still groping in the dark. Tough job to compete with the mystery and imagery that can be concocted with words alone. Seeing the thing destroys all the illusion. Must be a wedding of the two. Variety shows are not the answer, unless intimate and staged in emcee's home. Variety killed vaudeville and will do the same to television."—Nick A. Kenny, *Daily Mirror, New York City.*

"Too often, it's only radio with cameras in front of it. The films are old; the prints are sometimes bad; the editing is poor. Not enough art work is used in announcements, introductions, etc., and few TV programs establish a definite mood or personality. Too many programs have that bare, studio background."—Paul Denis, *New York Post and Home News.*

"Some of the movies are too dark . . . feature films break down and you see only half the picture . . . programs are not fully and accurately listed in advance . . . If old films are necessary, run real old films. Some films and featurettes are run over and over, I've seen certain shorts five or six times."—Abe J. Greene, *Evening News, Paterson, N. J.*

"Bad camera technique. Even programs which show good TV sense (well chosen material, etc.) often lose out because camera technique doesn't show to full advantage."—Washington radio editor.

"Television reminds me of the very poor early home movies."—J. P. Stratton, *News Leader, Richmond, Va.*

"Writers, writers, writers! Budgets for shows must include premium prices for writers to attract them from other fields. Look what Hollywood has done with mediocre talent—thanks to writers. Directors are important too—obviously—but they've got to have something to work with."—Merrill Panitt, *Philadelphia Inquirer, Philadelphia, Pa.*

"Too many old movies, long and short; too many sports events—especially wrestling and boxing; too many musical and variety shows."—Harriet Van Horne, *World-Telegram, New York City.*

ABC'S VIDEO EXPANSION

By ROBERT E. KINTNER, Exec. V. P., American Broadcasting Company



R. E. Kintner

IN 1948, within six months, the American Broadcasting Company moved from a blue print stage to an important position in the television field.

During those six months we have placed in operation owned and operated television stations in New York, Chicago and Detroit; in addition, signed affiliation agreements with fifteen independently owned and operated TV stations; inaugurated regular program service to an Eastern and a Midwestern television network; acquired sites for unsurpassed TV facilities in New York and on the West Coast; and are preparing to launch two more owned and operated TV outlets on the Pacific Coast.

In its 1947 Annual Report, ABC announced that it would have on the air or under construction its own television stations in New York, Chicago, Detroit, Los Angeles and San Francisco with the next year. The network also announced that it looked toward the building of strong regional networks as the basis of a national ABC television network as cable facilities became available. And, in that report, ABC stated that it was exploring program content and techniques with a view toward placing itself in a strong position for the launching of telecasting over its own facilities.

I think that it will be evident to everyone who has followed television's progress during 1948 that we have achieved all of our objectives.

In July of 1948, ABC acquired in New York City the site for its Television Center, now in the process of completion, on a block-deep location adjacent to Central Park. There the network is presently constructing the largest television studios in the nation.

On August 10 the first of our owned and operated television stations, WJZ-TV, went on the air in New York City and within the next two months WENR-

TV, in Chicago, and WXYZ-TV, in Detroit, were placed in operation.

In October, ABC purchased from Warner Bros. the 20-acre Vitagraph motion picture lot in Hollywood as the site for its television operations in the Los Angeles region; and the network had previously purchased the Sutro mansion, in San Francisco, for reconstruction to house its television headquarters in that area. Within the first half of 1949 ABC expects to put on the air KECA-TV in Los Angeles and KGO-TV in San Francisco. All of our owned and operated TV stations will operate on Channel 7.

Plans had been laid early in 1948 for the affiliation of important television stations in major U. S. markets. These plans have become realities. We now are able, through our affiliations with key outlets in Boston, Philadelphia, Baltimore and Washington to present a solid television front in the East with a rapidly growing representation of even greater proportions in the midwest.

Our efforts to establish intercommunication between the East and Midwest will be rewarded as soon as cable facilities are completed. Meanwhile, valuable impetus has been given by ABC's new "Video Recording" system.

ABC's television programming policy, from the start of operations, has been based upon two fundamental precepts—

- (1) emphasis on diversification, so that we may satisfy the varied preferences of the greatest number of viewers, and
- (2) making valuable contributions to the development of new techniques designed to take full advantage of the almost limitless potentialities of television.

Fortified by the lessons we have learned during the past year and encouraged by the progress of this new medium as an art form, ABC hopes to play a significant role in television during 1949, a year which will certainly see millions, instead of thousands, of Americans relying upon television for a large part of its entertainment and information.

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- VIDEOTOWN A TELEVISION TEST COMMUNITY. N. Y. Newell-Emmett Co. 1948.
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TV TRANSMITTER TRENDS

By HERBERT E. TAYLOR, JR., *Mgr., TV Transmitter Div., Allen B. Du Mont Laboratories, Inc.*



H. E. Taylor, Jr.

NOT too long ago the broadcasting industry found itself speculating widely on the future of television and the effect it might have on the future of standard radio broadcasting. Today little doubt remains: television is currently a good two years ahead of schedule; its patterns, potentialities and place in the home entertainment field can

be adequately appraised. Which simply means that television has arrived.

Tremendous strides have been made during the past twelve months. Television's growth is unmatched in the history of American industry. Monthly receiver production has increased some 2000 per cent over the early months of 1949, and 330 per cent over the early months of 1948. At the current rate of production, more than 2,000,000 television sets will have been produced and installed by 1950. Meanwhile, a total of 57 television broadcast stations are currently in operation. A total of 15 major market areas, representing over 30 per cent of the U. S. sales potential, are currently served by four major networks through coaxial cable or radio relay. Almost every station not on a network line receives and regularly schedules network shows by means of the new Teletranscription service.

Advertisers no longer study the advisability of television as a means of advertising and selling merchandise. Rather, full concentration is on the type of show, budget allocations, and the procurement of time on the air most suitable for the product.

And telecast time is no longer restricted to the evening hours. Daytime programming has proved that television can equal and even excel the pull of standard radio any time of day, depending of course on the type of program.

Current transmitter trends assure the possibility of television service in every marketing area of 50,000 population or more. Preconceived ideas of Hollywood

techniques, tremendous programming facilities and numerous operating personnel, have been proven erroneous as applied to the average broadcast station. Broadcasters can now think of television as a sound business venture requiring capital investments far less than the excessive figures predicted in the pioneering days of the industry.

Coaxial cable and radio relay networks preclude the necessity of extensive and costly studio and transmitting installations for other than key stations initiating the programs. A proven equipment "package" installation at a cost in the order of from \$60,000 to \$80,000 permits a broadcaster to inaugurate a television broadcast service and to meet operating expenses almost from the first month. Station personnel can be limited to five people working efficiently. This type of station will not, of course, originate many programs aside from films and slides. It will, however, provide the best in programming from a national network originating source in a major city. The effective radiated power of this station is in the order of 1.5 to 5 KW depending on the channel allocation. Increased power is attained at any future time, if required, through the addition of power amplifiers. This important factor of expanding the transmitting facilities is obtained at little cost and with no obsolescence.

Remote areas not served by a direct network line can be erected at modest cost comparable with a direct-feed network station. The development and continuing improvement of the Teletranscription has made network service feasible to these remote areas, and top-notch programming possible. The combination Teletranscription and film operation provides professional programming far superior to the average potential or local talent, although the top interest in local personalities and sports and events is not to be overlooked in the long-range planning.

The development of UHF and the establishment of standards in this frequency spectrum can be expected by the end of 1949 or the first few months of 1950. The additional channels made possible by the exploitation of ultra high frequencies will open new doors in television broadcasting.

For Complete List of Radio-TV Equipment Manufacturers See Page 1169

TOP TEN TV NEWS EVENTS

Of 1948

Below are the top ten video news stories of the past year, compiled especially for the Year Book of Television by the news chiefs of the four networks. Their selections follow:

ABC

THOMAS VELOTTA

Election Coverage
 Philadelphia Conventions
 Metropolitan Opera Opening
 Hiss-Chambers Hearings
 World Series
 Truman's Return to Washington
 Special Session of Congress
 Louis-Walcott Fight
 Kosenkina Case
 UN Coverage

NBC

ADOLPH SCHNEIDER

Election Coverage
 Berlin Situation—Air Lift
 Republican Convention
 Democratic Convention
 Palestine Situation
 Spy Probes
 Operation of ECA
 Birth of Princess Elizabeth's Baby
 Death of Babe Ruth
 1948 Olympics

CBS

EDMUND CHESTER

Election Coverage
 Truman's Return to Washington
 Philadelphia Conventions
 Winter Olympics
 UN Paris Meetings
 Special Session of Congress
 World Series
 Fighting in Palestine
 UN-American Activities Committee
 Hearings
 N. Y. Herald-Tribune Forum

DuMONT

JAMES CADDIGAN

Election Coverage
 Republican Convention
 Democratic Convention
 Progressive Convention
 Truman's Return to Washington
 N. Y. Blizzard, December, 1947
 Return of War Dead
 Un-American Activities Committee
 Hearings
 Easter Parade
 Kosenkina Case

For Complete List of TV Programs See Page 1082

FREQUENCY MODULATION

FM Stations In Operation

•

*Stations Listed by
States — Cities*

•

Chief Executive

•

FM Association—Personnel

**Serving the Nation's 2nd Market,
Half the Population of California!**

WITH 58,000 Watts!*



*From Transmitter atop
6000 ft. Mount Wilson.

*From Hollywood's newest
and finest FM studios.

KFMV 94.7 Megacycles



**UNION BROADCASTING
CORPORATION OF CALIFORNIA**
6540 Sunset Blvd., Hollywood 28, Calif.

Cliff Gill, *General Manager*

Dan Russell, *Program Director*

For the best in
radio news writing

AP

Available through
membership

FM Broadcast Stations In Operation As of Jan. 1, 1949

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Anniston	WHMA-FM	Harry M. Ayers	100.5	Harry M. Ayers, Pres.
Bessemer	WILD-FM	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM-FM	Voice of Ala., Inc.	99.5	Thad Holt, Pres.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Gadsden	WJBY-FM	Gadsden Bcstg. Co.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Richard Warner, Gen. Mgr.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Mobile	WMOB-FM	Nunn Bcstg. Corp.	97.5	Gilmore N. Nunn, Pres.
Montgomery	WCOV-FM	G. W. Covington, Jr.	94.5	G. W. Covington, Jr., Owner
Montgomery	WMGJ-FM	Dixie Bcstg. Co.	107.5	Dr. S. L. Suggs, Pres.
Montgomery	WSFA-FM	Montgomery Bcstg. Co., Inc.	103.3	Howard E. Pill, Pres.
Sylcauga	WSYO	Southeastern Bcstg. Co.	101.9	

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Gen. Mgr.
Fort Smith	KFPW-FM	Southwestern Hotel Co.	94.9	J. A. England, Pres.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	John E. Brown, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Pres.

CALIFORNIA

Alameda	KONG	Times Star Pub. Co.	104.9	Abraham Kofman, Pres.
Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	
Burbank	KWIK	Burbank Bcstrs., Inc.	94.3	James F. Furns, Pres.
Chico	KVCI-FM	Golden Empire Bcstg. Co., Inc.	101.1	Hugh McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co.	96.3	William B. Smulling, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	J. E. Rodman, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Clyde Scott, Gen. Mgr.
Hollywood	KFMV	Unity Bcstg. Corp.	94.7	Cliff P. Mayer, Pres.
Hollywood	KHJ-FM	Don Lee Bcstg. System	101.1	Lewis Allen Weiss, Pres.
Hollywood	KMPG-FM	Station of Stars	100.3	G. A. Richards, Owner
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Long Beach	KRJM	John H. Poole	103.1	John H. Poole, Pres.
Los Angeles	KCLI	Cannon & Callister	105.1	Earle C. Anthony, Pres.
Los Angeles	KFI-FM	Earle C. Anthony, Inc.	105.9	
Los Angeles	KKLA	Echo Pk. Evangelistic Assoc.	97.1	Dr. Rolf K. McPherson, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	N. M. Schenck, Pres.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Frank Stanton, Pres.
Los Angeles	KRDK-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KYME	Merced Bcstg. Co.	97.5	Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co.	104.1	William H. Bates, Jr., Pres.
Monterey	KDON-FM	Monterey Peninsula Bcstg. Co.	94.5	Paul H. Caswell, Pres.
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KOCS-FM	The Daily Reporter	93.5	Jerene A. Harnish, Pres.
Pasadena	KAGH-FM	KAGH, Inc.	98.3	Andrew G. Haley, Pres.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Hugh McClung, Pres.
Richmond	KRCC	Contra Costa Bcstg. Co.	104.5	Leo E. Owens, Pres.
Riverside	KPOR	Bcstg. Corp. of America	97.5	W. L. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
San Bernardino	KBMT	Sun Co. of San Bernardino	99.9	James A. Guthrie, Pres.
San Bernardino	KFXM-FM	Lee Bros. Bcstg. Co.	95.1	Clifford Lee, Pres.
San Bruno	KSBR	Radio Diablo, Inc.	101.5	Orrin H. Brown, Pres.
San Diego	KFMB-FM	Jack Gross Bcstg. Co.	101.5	Jack O. Gross, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	KSDO	San Diego Bcstg. Co.	96.5	C. A. Smith, Pres.
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Rabell, Gen. Mgr.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Gayle V. Grubb, Gen. Mgr.
San Francisco	KJBS-FM	KJBS Bcstrs.	98.9	E. P. Franklin, Gen. Mgr.

San Francisco KNBC-FM
 San Francisco KQW-FM
 San Francisco KRON-FM
 San Francisco KSGH
 San Francisco KWBR-FM
 San Jose KLOK-FM
 San Jose KRPO
 San Jose KSJO-FM
 San Luis Obispo KVEC-FM
 Santa Ana KVOE-FM
 Santa Maria KRJM
 Sausalito KDFC-FM
 Stockton KGDM-FM

National Bstg. Co. 99.7
 Pacific Agric. Foundation 103.7
 Chronicle Pub. Co. 96.5
 Pacific Bstg. Co. 94.9
 Warner Bros. 97.3
 Valley Bstg. Co. 98.5
 FM Radio & Tele Corp. 92.3
 Santa Clara Bstg. Co. 95.3
 The Valley Electric Co. 99.9
 Voice of the Orange Empire 96.7
 Santa Maria Daily Times 103.1
 Sundial Bstg. Corp. 102.1
 E. F. Peffer 92.9

John W. Elwood, Gen. Mgr.
 Ralph R. Brunton, Pres.
 Charles Thieriot, Gen. Mgr.
 Charles A. Gibson, Pres.
 Stafford W. Warner, Pres.
 E. L. Barker, Pres.
 Patrick H. Peabody, Pres.
 Christine M. Jacobson, Pres.
 Ernest L. Spencer, Pres.
 R. C. & S. C. Hancock, Owners
 William R. Crocker, Pres.
 E. F. Peffer, Pres.

COLORADO

Denver KFEL-FM
 Denver KLZ-FM
 Denver KOA-FM

Eugene P. O'Fallon, Inc. 97.3
 KLZ Bstg. Co. 94.1
 National Bstg. Co. 95.7

Gene O'Fallon, Gen. Mgr.
 Hugh B. Terry, Mgr.
 Niles Trammell, Pres.

CONNECTICUT

Danbury WLAD-FM
 Greenwich WCCH
 Hartford WDRG-FM
 Hartford WTHT-FM
 Hartford WTIC-FM
 Meriden WMMW-FM
 New Britain WKNB-FM
 New Haven WAVZ-FM
 New Haven WBIB
 New Haven WEMI-FM
 New Haven WHNC-FM
 New London WNLC-FM
 Stamford WSTC-FM

Berkshire Bstg. Corp. 93.3
 Greenwich Bstg. Corp. 95.9
 The Conn. Bstg. Co. 93.7
 Hartford Times, Inc. 106.1
 Travelers Bstg. Service Corp. 96.5
 Silver City Crystal Co. 95.7
 New Britain Bstg. Co. 103.7
 The New Haven Bstg. Corp. 95.1
 The Colony Bstg. Corp. 100.7
 Conn. Radio Foundation 107.9
 Elm City Bstg. Corp. 99.1
 The Thames Bstg. Corp. 99.5
 The Western Conn. Bstg. Co. 96.7

Robert V. Doran, Pres.
 Walter S. Lamson, Pres.
 Franklin M. Doolittle, Pres.
 C. Glover DeLaney, Gen. Mgr.
 Jesse W. Randall, Pres.
 Carl A. Schultz, Pres.
 Julian Gross, Pres.
 Edward S. Minor, Pres.
 Samuel Botwink, Pres.
 Harry C. Wilder, Pres.
 Patrick J. Good, Pres.
 Gerald J. Morey, Pres.
 Kingsley Gillespie, Pres.

DELAWARE

Wilmington WAMS-FM

Wilmington Tri-State Bstg. Co. 96.1

Frank S. Carrow, Pres.

DISTRICT OF COLUMBIA

Washington WASH
 Washington WCFM
 Washington WINX-FM
 Washington WMAL-FM
 Washington WOL-FM
 Washington WQQW-FM
 Washington WRC-FM
 Washington WWDC-FM

Commercial Radio Equip. Co. 99.1
 Cooperative Bstg. Assn. 97.5
 WINX Bstg. Co. 96.3
 Evening Star Bstg. Co. 107.3
 Cowles Bstg. Co. 98.7
 Radio Station WQQW, Inc. 103.5
 National Bstg. Co. 96.3
 Capital Bstg. Co. 101.1

Everett L. Dillard, Pres.
 H. F. Kern, Gen. Mgr.
 Philip L. Graham, Pres.
 S. H. Kauffmann, Pres.
 Gardner Cowles, Pres.
 Morris, Rodman, Pres.
 Niles Trammell, Pres.
 Joseph Katz, Pres.

FLORIDA

Daytona Beach WNDB-FM
 Ft. Lauderdale WGOR-FM
 Gainesville WRUF-FM
 Jacksonville WJAX-FM
 Jacksonville WJHP-FM
 Jacksonville WMBR-FM
 Miami WGBS-FM
 Miami WIOD-FM
 Miami WQAM-FM
 Miami WWPB-FM
 Miami WKAT-FM
 Miami WLRD
 Orlando WHOO-FM
 Palm Beach WWPB-FM
 Pensacola WCOA-FM
 St. Petersburg WTSP-FM
 Tallahassee WTAL-FM
 Tampa WDAE-FM
 Tampa WFLA-FM
 W. Palm Beach WJNO-FM

News-Journal Corp. 94.5
 Gore Pub. Co. 106.5
 U. of Florida 104.1
 City of Jacksonville 95.1
 The Metropolis Co. 96.9
 Florida Bstg. Co. 96.1
 Fort Industry Co. 96.3
 Isle of Dreams Bstg. Corp. 97.3
 Miami Bstg. Co. 94.9
 Paul Brake 101.5
 WKAT, Inc. 93.1
 Mercantile Bstg. Co. 93.9
 Orlando Daily Newspers. 96.5
 Palm Beach Bstg. Corp. 97.9
 Pensacola Bstg. Co. 98.9
 Pinellas Bstg. Co. 102.5
 John H. Phipps 103.9
 Tampa Times Co. 105.7
 Tribune Co. 93.3
 WJNO, Inc. 98.7

Julian Davidson, Pres.
 J. W. Dickey, Exec. V. P.
 Maj. Garland Powell, Dir.
 George A. Pierce, Commr. in Chg.
 John H. Perry, Pres.
 Frank King, Pres.
 George B. Storer, Pres.
 Daniel J. Mahoney, Pres.
 John S. Knight, Pres.
 Paul Brake, Owner
 Frank Katzentine, Pres.
 Alan H. Rosenson, Pres.
 Martin Anderson, Pres.
 Charles E. Davis, Pres.
 John H. Perry, Pres.
 N. N. Poynter, Pres.
 John H. Phipps, Pres.
 David E. Smiley, Pres.
 C. G. Baskerville, Gen. Mgr.
 Marshall Hemingway, Pres.

GEORGIA

Athens WGAU-FM
 Atlanta WAGA-FM
 Atlanta WATL-FM
 Atlanta WRGE-FM
 Atlanta WCON-FM
 Atlanta WGST-FM
 Atlanta WSB-FM
 Cedartown WGAA-FM
 Columbus WDAK-FM
 Columbus WGBA-FM
 Columbus WRBL-FM

J. K. Patrick & Co. 99.5
 Liberty Bstg. Co. 103.3
 Atlanta Bstg. Co. 97.5
 General Bstg. Co. 95.5
 Constitution Pub. Co. 98.5
 Univ. System of Ga. 94.1
 Atlanta Journal Co. 104.5
 Northwest Ga. Bstg. Co. 96.1
 Radio Columbus 707.9
 Ga.-Ala. Bstg. Corp. 95.1
 Columbus Bstg. Co. 93.3

C. A. Rowland, Pres.
 George B. Storer, Pres.
 J. W. Woodruff, Sr., Pres.
 Mike Benton, Pres.
 Clark Howell, Pres.
 F. M. Sparatlin, Pres.
 J. Leonard Reinsch, Mngng. Dir.
 O. C. Lam, Pres.
 Allen M. Woodall, Pres.
 A. H. Chapman, Pres.
 J. W. Woodruff, Pres.

FM Stations in Operation

LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southwestern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEFX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Newman	WCOH-FM	Newnan Bcstg. Co.	92.3	James Thomasson, Gen. Mgr.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	John W. Quarles, Pres.
Savannah	WSAV-FM	SAV.V. Inc.	100.3	Herbert D. Hall, Pres.
Savannah	WTCC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Toccoa	WLET-FM	R. G. LeTourneau	102.9	R. G. LeTourneau, Pres.
Valdosta	WGOV-FM	E. D. Rivers	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	L. J. Duncan, Pres.

IDAHO

Boise	KIDO-FM	KIDO, Inc.	106.1	George M. Davidson, Pres.
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Frank E. Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	Ill.-Alton Bcstg. Co.	99.9	J. R. Paulos, Gen. Mgr.
Aurora	WBNU	Copley Press, Inc.	103.9	Bob Diller, Gen. Mgr.
Bloomington	WJCB-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Brookfield	WRGK	George M. Ives	103.1	George M. Ives, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carbondale	WCIL-FM	Southern Ill. Bcstg.	100.7	Paul F. McRoy, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	J. A. McDermott, Gen. Mgr.
Chicago	WBBM-FM	Columbia Bcstg. System	99.3	H. Leslie Atlans, V. P.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John Balaban, Gen. Mgr.
Chicago	WCFL-FM	Chicago Fedr. of Labor	104.3	William A. Lee, Pres.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Mark Woods, Pres.
Chicago	WFMT	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Frank P. Schreiber, Mgr.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Niles Trammell, Pres.
Chicago	WMBI-FM	Moody Bible Inst. of Chicago	95.5	Robert L. Constable, Gen. Mgr.
Chicago	WXRT	Radio Station WXRT	101.9	Robert O. Miller, Gen. Mgr.
Cicero	WHEH	WHFC, Inc.	97.9	R. W. Hoffman, Pres.
Decatur	WSOY-FM	Commodore Bcstg. Inc.	102.1	F. W. Schabus, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnacki, Pres.
Evanson	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBO-FM	Harrisburg Bcstg. Co.	99.9	Inglis M. Taylor, Gen. Mgr.
Herrin	WJPF-FM	Orville W. Lyerla	98.5	Orville W. Lyerla, Pres.
Jacksonville	WLDS-FM	Edge & Kormsmyer	100.5	E. J. Kormsmyer, Gen. Mgr.
Kankakee	WKIL	Kankakee Daily Journal Co.	100.7	Leslie C. Small, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WQAK	Gale Bcstg. Co.	98.3	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Edgar L. Bill, Pres.
Quincy	WQDI	Quincy Newspapers, Inc.	105.1	A. O. Lindsay, Pres.
Quincy	WTAD-FM	Lee Bcstg., Inc.	99.5	Lee P. Loomis, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Potter, Pres.
Springfield	WCVS-FM	WCVS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Waukegan	WKRS	Keystone Prtg. Service, Inc.	106.7	Frank H. Just, Pres.
Woodstock	WILA	Northern Ill. Bcstg. Co.	92.1	

INDIANA

Columbus	WCSI	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Crawfordsville	WFMU	Journal Review	102.9	Foster Fudge, Owner
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	R. R. Baker, Gen. Mgr.
Evansville	WKLY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WFTW-FM	Ft. Wayne Bcstg., Inc.	103.7	Edward G. Thomas, Pres.
Fort Wayne	WKJG-FM	Western Ind. Bcstg. Co.	106.1	William A. Kunkel, Jr., Pres.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	William Evans, Pres.
Hammond	WJIZ-FM	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Pres.
Indianapolis	WXLW-FM	Radio Indianapolis, Inc.	94.7	Samuel R. Sutphin, Pres.
Kokomo	WKMO-FM	Kokomo Bcstg.	99.9	Dr. R. S. Taylor, Pres.
Lafayette	WFAM-FM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Marion	WMRI	Chronicle Pub. Co.	106.9	Gardner J. Thomas, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	103.1	Walter S. Chambers, Sr., Pres.
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
South Bend	WSBF	South Bend Tribune	101.3	F. A. Miller, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	William F. Reppitae, Gen. Mgr.
Terre Haute	WTHI-FM	Wabash Valley Bcstg.	99.9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Reub Williams & Sons	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	Dan T. Riley, Pres.
Cedar Rapids	KCRK	The Gazette Co.	96.9	J. F. Hladky, Vice-Pres.
Clinton	KROS-FM	Clinton Bcstg. Co.	96.1	William S. Jacobsen, Pres.
Council Bluffs	KFMX	Nonpareil Bcstg. Co.	96.1	Robert R. O'Brien, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Col. B. J. Palmer, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	George P. E. Caesar, Jr., Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Gardner Cowles, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	Kingsley H. Murphy, Pres.
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co.	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co.	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co.	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc.	101.1	Lee P. Loomis, Pres.
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	W. R. Perkins, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co.	105.7	Joe DuMond, Pres.

KANSAS

Garden City	KGAR-FM	Albert B. Pyatt	99.3	Albert B. Pyatt, Pres.
Hutchinson	KIMV	Hutchinson Pub. Co.	105.7	John P. Harris, Pres.
Hutchinson	KWBW	Radio Station KWBW	93.1	William Wyse, Pres.
Kansas City	KSBS	Sun/Power Bcstg. System, Inc.	105.9	Harry Butler, Pres.
Topeka	WIBW-FM	Topeka Bcstg. Assn., Inc.	102.5	H. S. Blake
Topeka	WREN-FM	WREN Bcstg. Co.	94.1	J. S. Major, Gen. Mgr.
Wichita	KFH-FM	Radio Station KFH Co.	100.3	Frank V. Webb, Gen. Mgr.

KENTUCKY

Ashland	WCMI-FM	Ashland Bcstg. Co.	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WBON	Bowling Green Co.	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc.	99.5	Pierce E. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc.	98.7	Pierce E. Lackey, Pres.
Louisville	WBOX	Northside Bcstg. Corp.	100.7	J. Porter Smith, Pres.
Louisville	WHAS-FM	WHAS, Inc.	99.7	Barry Bingham, Pres.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres.
Owensboro	WOMI-FM	Owensboro Bcstg. Co.	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc.	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	Paducah Newspapers, Inc.	93.3	Edward J. Paxton, Pres.
Paducah	WPDA-FM	Paducah Bcstg. Co., Inc.	96.9	Pierce E. Lackey, Pres.

LOUISIANA

Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc.	96.9	Walter H. Allen, Pres.
Alexandria	KFDR-FM	Central La. Bcstg. Corp.	99.7	E. Levy, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co.	104.3	Louis S. Prajean, Pres.
Baton Rouge	WBRI	Baton Rouge Bcstg. Co., Inc.	98.1	Charles P. Manship, Jr., Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	Harry B. Nelson, Pres.
Lafayette	XVOL-FM	Evangeline Bcstg. Co.	96.1	George H. Thomas, Pres.
Monroe	KMFM	Liner's Bcstg. Co., Inc.	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	Stephens Bcstg. Co.	105.3	E. A. Stephens, Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc.	97.1	William Cortada, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	E. V. Richards, Pres.
New Orleans	WTFS-FM	Times Picayune	95.7	L. K. Nicholson, Pres.
New Orleans	WWLH	Loyola University	100.3	Rev. T. J. Shields, Pres.
Shreveport	KWKH-FM	International Bcstg. Corp.	94.5	John D. Ewing, Pres.

MAINE

Bangor	WGUY-FM	Guy Gannett Bcstg. Services	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co.	93.9	Faust Couture, Pres.
Portland	WGAN-FM	Guy Gannett Bcstg. Services	101.9	Guy P. Gannett, Pres.

MARYLAND

Annapolis	WNAV-FM	Capital Bcstg. Co.	99.1	Alfred C. Paves, Pres.
Baltimore	WCAO-FM	Monumental Radio Co.	102.7	Lewis H. Milbourne, Pres.
Baltimore	WFBR-FM	Baltimore Radio Show	101.9	Robert S. Maslin, Pres.
Baltimore	WITM-FM	Maryland Bcstg. Co.	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WMAR-FM	A. S. Abell Co.	97.9	Paul Patterson, Pres.
Baltimore	WMCU	Belvedere Bcstg. Co.	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesapeake Bcstg. Co.	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co., Inc.	102.9	Karl F. Steimann, Pres.
Cumberland	WTBO-FM	Cumberland Bcstg. Co.	106.9	Mrs. Aurelia S. Becker, Owner
Frederick	WFMD-FM	Monocacy Bcstg. Co.	101.5	Laurence Leonard, Pres.
Hagerstown	WJEF-FM	Hagerstown Bcstg. Co., Inc.	104.7	Grover C. Crilly, Pres.
Salisbury	WBOC-FM	Peninsula Bcstg. Co.	97.5	John W. Downing, Pres.
Silver Spring	WGAY-FM	Tri-Suburban Bcstg. Corp.	102.3	John W. Kluge, Pres.
Silver Spring	WHIP	Montgomery FM Bcstg. Corp.	103.9	Ann Iren Alpert, Pres.

MASSACHUSETTS

Boston	WBMS-FM	WBMS, Inc.	104.1	Jack N. Berkman, Pres.
Boston	WBZ-FM	Mass. Bcstg. Corp.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Columbia Bcstg. System	100.7	John Cowles, Pres.

FM Stations in Operation

Boston	WEEL-FM	Westinghouse Radio Stations, Inc.	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	John Shepard, 3rd, Chm. of Bd.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bstg. Co.	100.3	David Hayes, Pres.
Fall River	WCFR	Narragansett Bstg. Co.	93.5	George L. Sisson, Jr., Pres.
Fall River	WSAR-FM	Fall River Bstg. Co.	103.7	Melvin Lahr, Pres.
Fitchburg	WEIM-FM	WEIM Fitchburg, Inc.	104.7	Henry G. Molina, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAV-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYH-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bstg. Co., Inc.	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bst. Service, Inc.	105.5	A. M. Morgan, Pres.
New Bedford	WBSM	Bay State Bstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons, Inc.	98.1	Basil Brewer, Pres.
North Adams	WFMM	James A. Hardman	97.5	J. Gordon Keyworth, Gen. Mgr.
Pittsfield	WBEC-FM	Western Mass. Bstg. Co.	94.3	Donald B. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WNAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSFL	Springfield Bstg. Co.	101.9	
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Yankee Network, Inc.	99.1	John Shepard, 3rd, Chmn of Bd.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bstg. Co., Inc.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	96.1	A. L. Miller, Pres.
Bay City	WBGM-FM	Bay Bstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WJBK-FM	Detroit Bstg. Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio Stations, Inc.	97.9	John L. Booth, Pres.
Detroit	WJRF-FM	WJR, The Goodwill Stations, Inc.	96.3	Harry Wismer, Gen. Mgr.
Detroit	WLDM	Lincoln Bstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WJLJ	Advertisers Press, Inc.	107.1	Donald E. Johnson, Pres.
Grand Rapids	WFRS	Grand Rapids Bstg. Corp.	92.5	Gerald R. Loop, Gen. Mgr.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBE-FM	Ashbacker Radio Corp.	106.5	Grant F. Ashbacker, Pres.
Muskegon	WMUS-FM	Greater Muskegon Bcstrs., Inc.	100.5	William C. Wester, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	Louis A. Weil, Pres.
Royal Oak	WEXL-FM	Royal Oak Bstg. Co.	104.3	George B. Hartrick, Pres.
Saginaw	WSAM-FM	Saginaw Bstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	C. Lee Edwards, Pres.

MINNESOTA

Duluth	WEBC-FM	Head of the Lakes Bstg. Co.	92.3	Morgan Murphy, Pres.
Mankato	KYSM-FM	Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KBTR	Bethesda Bstg. Assn.	98.5	Henry B. Prince, Pres.
Minneapolis	WTGN-FM	Minn. Bstg. Corp.	97.1	R. B. Ridder, Pres.
Rochester	KROC-FM	Southern Minn. Bstg. Co.	94.7	Mrs. Gregory P. Gentling, Pres.
St. Cloud	KQOA-FM	Times Pub. Co.	104.7	Fred Schlipf, Pres.
St. Paul	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
St. Paul	WMIN-FM	WMIN Bstg. Co.	99.5	Frank E. Devaney, Gen. Mgr.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

Greenville	WJPR-FM	Radio Services Co.	101.9	Emmet H. McMurry, Gen. Mgr.
Gulfport	WGCM-FM	WGCM Bstg. Co.	101.5	Hugh O. Jones, Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Jefferson City	KWOS-FM	Capital Bstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WMBH-FM	Joplin Bstg. Co.	96.1	D. J. Poyner, Pres.
Kansas City	KCFM	KCMO Bstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KMBC-FM	Midland Bstg. Co.	100.5	Arthur B. Church, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kansas City	WHB-FM	WHB Bstg. Co.	102.1	Donald Dwight Davis, Pres.
Kennett	KQOA-FM	Kennett Bstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Radio Station KWOC	94.5	A. L. McCarthy, Pres.
St. Joseph	KFEQ-FM	KFEQ, Inc.	92.3	Barton Pitts, Gen. Mgr.
St. Louis	KFUO-FM	Evangelical Lutheran Synod. of Mo.	104.1	Rev. H. H. Hohenstein, Gen. Mgr.

St. Louis	KSD-FM
St. Louis	KWGD
St. Louis	KWK-FM
St. Louis	KXLV-FM
St. Louis	KXOL-FM
St. Louis	WEW-FM
St. Louis	WIL-FM
Springfield	KTTS-FM

Pulitzer Pub. Co.	96.1
Globe-Democrat Pub. Co.	98.1
Thomas Patrick, Inc.	99.1
St. Louis County Bstg. Co.	101.1
Star Times Pub. Co.	93.7
The St. Louis University	95.1
Mo. Bstg. Corp.	97.3
Independent Bstg. Co.	94.7

Joseph Pulitzer, Pres.
E. Lansing Ray, Pres.
Robert T. Convey, Pres.
Guy Runion, Pres.
Elzy Roberts, Pres.
Nicholas Paszara, Gen. Mgr.
L. A. Benson, Pres.
J. H. G. Cooper, Pres.

NEBRASKA

Lincoln	KFAB-FM
Lincoln	KFOR-FM
Omaha	KBON-FM
Omaha	KOAD

KFAB Bstg. Co.	97.9
Cornbelt Bstg. Corp.	102.9
Inland Bstg. Co.	98.7
World Pub. Co.	92.9

Fred S. Sidles, Chmn. of Bd.
James Stuart, Pres.
Paul R. Fry, Vice-Pres.
H. Doorly, Pres.

NEVADA

Las Vegas	KENO-FM
Reno	KWRN-FM

Nev. Bstg. Co.	103.9
Reno Newspapers, Inc.	95.5

Maxwell Kelch, Owner
Merritt C. Speidel, Pres.

NEW HAMPSHIRE

Claremont	WTSV
Manchester	WKBR-FM
Manchester	WMUR-FM
Nashua	WOTW-FM
Portsmouth	WFMI

WLOB, Inc.	106.1
Grant State Radio Co.	100.1
The Radio Voice of N. H., Inc.	95.7
Nashua Bstg. Co.	106.3
WHEB, Inc.	107.3

William Barkley, Pres.
Francis P. Murphy, Pres.
Arthur A. Newcomb, Pres.
Charles M. Dale, Pres.

NEW JERSEY

Alpine	WFMM
Asbury Park	WCAP-FM
Asbury Park	WJLK
Atlantic City	WBAB-FM
Atlantic City	WPFG-FM
Bridgeton	WSNJ-FM
Jersey City	WFMO
Newark	WAAT-FM
New Brunswick	WCTC-FM
New Brunswick	WDBN
Trenton	WTOA
Paterson	WDDX
Plainfield	WXNJ

Edwin H. Armstrong	93.1
Radio Industries Bstg. Co.	107.1
Asbury Park Press, Inc.	94.3
Press-Union Pub. Co.	100.7
Neptune Bstg. Corp.	98.5
Eastern States Bstg. Corp.	98.9
Fidelity Media Bstg. Corp.	103.1
Brem. Bstg. Corp.	94.7
Chanticleer Bstg. Co.	98.3
Home News Pub. Co.	93.5
Mercer Bstg. Co.	97.5
The Passaic Daily News	107.1
WXNJ, Inc.	103.9

Dr. Edwin H. Armstrong, Owner
Walter W. Reid, Jr., Pres.
Wayne D. McMurray, Pres.
Albert J. Feyl, Pres.
John H. Laux, Pres.
Sen. Elmer W. Wene, Pres.
Lewis King, Gen. Mgr.
Irving R. Rosenhaus, Pres.
James L. Howe, Pres.
Elmer B. Boyd, Pres.
Jerome P. McCarthy, Gen. Mgr.
Arthur Mundorff, Gen. Mgr.
Harold O. Bishop, Pres.

NEW YORK

Albany	WROW-FM
Albany	WRWR
Binghamton	WNB-FM
Buffalo	WBEN-FM
Buffalo	WBEN-FM
Buffalo	WEBR-FM
Buffalo	WWOL-FM
Cherry Valley	WYCV
Corning	WKNP
Cortland	WKRT-FM
De Ruyter	WVCN
Elmira	WENY-FM
Endicott	WENE-FM
Hempstead	FM-FM
Highmarket	WYBC
Hornell	WWHG
Ithaca	WHCU-FM
Ithaca	WYFC
Jamestown	WJTN-FM
Lockport	WUSJ
Massena	WMSA-FM
New Rochelle	WGNR
New York	WABF-FM
New York	WCBS-FM
New York	WGHF
New York	WGYN
New York	WJZ-FM
New York	WMGM-FM
New York	WNBC-FM
New York	WNYC-FM
New York	WOR-FM
New York	WQXR-FM
Niagara Falls	WILD-FM
Ogdensburg	WSLB-FM
Oneonta	WDO5-FM
Oswego	WOPT
Poughkeepsie	WHVA
Rochester	WHFC-FM
Rochester	WRNY-FM
Rochester	WHFM
Schenectady	WBCA

Hudson Valley Bstg. Co., Inc.	93.9
Champlain Valley Bstg. Corp.	95.5
Clark Assoc., Inc.	100.5
WBEN, Inc.	106.5
Roy L. Albertson	92.9
WEBR, Inc.	96.9
Greater Erie Bstg. Co.	104.1
Rural Radio Network, Inc.	109.9
Corning Leader, Inc.	106.1
Cortland Bstg. Co., Inc.	99.9
Rural Radio Network, Inc.	105.1
Elmira Star-Gazette, Inc.	106.9
Empire Newspapers-Radio, Inc.	101.7
FM Bstg. Corp.	98.3
Rural Radio Network, Inc.	107.7
The W. H. Greenhow Co.	105.3
Cornell University	97.3
Rural Radio Network, Inc.	95.1
James Bstg. Co., Inc.	93.3
Lockport Union-Sun & Journal, Inc.	99.3
The Brockway Co.	105.3
New Rochelle Bstg. Svc., Inc.	93.5
Metropolitan Bstg. & TV, Inc.	99.5
Columbia Bstg. System	101.1
WGHF, Inc.	101.9
WGYN, Inc.	97.9
American Bstg. Co., Inc.	95.5
Marcus Loew Booking Agcy.	100.3
National Bstg. Co., Inc.	97.1
City of N. Y. Municipal Bstg. Sys.	93.9
Bamberger Bstg. Svc., Inc.	98.7
Interstate Bstg. Co., Inc.	96.3
The Niagara Falls Gazette Pub. Co.	98.5
St. Lawrence Bstg. Corp.	106.1
Oneonta Star, Inc.	99.1
Palladium-Times, Inc.	104.7
Poughkeepsie Newspapers, Inc.	104.7
WHFC, Inc.	96.5
Monroe Bstg. Co., Inc.	97.9
Stromberg-Carlson Co.	98.9
Capitol Bstg. Co., Inc.	101.1

Dr. John J. Quinlan, Pres.
Stephen R. Rintoul, Pres.
John C. Clark, Sr., Pres.
Edward H. Butler, Pres.
Roy L. Albertson, Pres.
Cy King, Gen. Mgr.
Leon Wyszatycki, Pres.
R. Bruce Gervan, Gen. Mgr.
W. A. Underhill, Pres.
J. Gerald Mayer, Pres.
R. Bruce Gervan, Gen. Mgr.
Dale Taylor, Gen. Mgr.
James H. Ottoway, Pres.
Elias I. Godofsky, Sta. Mgr.
R. Bruce Gervan, Gen. Mgr.
Louis G. Buisch, Gen. Mgr.
Michael R. Hanna, Gen. Mgr.
R. Bruce Gervan, Gen. Mgr.
Jay E. Mason, Pres.
Egbert D. Corson, Pres.
Harold B. Johnson, Pres.
Ira A. Hirschmann, Pres.
Frank Stanton, Pres.
William G. H. Finch, Pres.
Palmer K. Leberman, Pres.
Edward J. Noble, Bd. Chmn.
Herbert L. Pettey, Exec. Dir.
Niles Trammell, Pres.
Seymour N. Siegel, Gen. Mgr.
Theodore C. Streibert, Pres.
John V. L. Hogan, Pres.
Earl C. Hull, Vice-Pres.
Joseph R. Brandy, Pres.
James H. Ottoway, Pres.
Edwin M. Waterbury, Owner
M. C. Speidel, Pres.
Frank E. Gannett, Pres.
George B. Kelly, Pres.
Dr. R. H. Manson, Pres.
Leonard L. Asch, Pres.

FM Stations in Operation

Schenectady	WGFM	General Electric Co.	99.5	R. S. Pearce, Vice-Pres.
South Bristol	WVBT	Rural Radio Network, Inc.	101.9	R. Bruce Geravan, Gen. Mgr.
Syracuse	WAGE-FM	WAGE, Inc.	98.5	Frank G. Revor, Pres.
Syracuse	WFBL-FM	Ondondaga Radio Bcstg. Corp.	93.1	O. F. Soule, Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	Frank Bahouth, Jr., Gen. Mgr.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret P. Brown, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Bradley C. Barnard, Pres.
Watertown	WVNY-FM	The Brockway Co.	100.5	Harold B. Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	100.7	R. Bruce Geravan, Gen. Mgr.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	V. E. Macy, Jr., Pres.

NORTH CAROLINA

Asheville	WISE-FM	Radio Station WISE, Inc.	102.5	H. H. Thomas, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBS-FM	Alamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	E. C. Chulls, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co.	92.9	J. M. Bryan, Pres.
Charlotte	WIST	Surety Bcstg. Co.	104.7	Francis High, Pres.
Charlotte	WMIT	Radio WMIT Co.	106.9	Gordon Gray, Pres.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Gastonia	WGNC-FM	F. C. Todd	101.9	F. C. Todd, Pres.
Goldboro	WGBR-FM	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WCTP	Capitol Bcstg. Co.	98.7	Gaines Kelley, Gen. Mgr.
Greensboro	WFMY	Greensboro News Co.	97.3	Ralph M. Lambeth, Pres.
Greensboro	WGBG-FM	Greensboro Bcstg. Co., Inc.	100.3	S. S. Stevenson, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.	107.3	Carl V. Cline, Pres.
Hickory	WHKY-FM	Catawba Valley Bcstg. Co., Inc.	102.9	R. B. Terry, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	Frank S. Lambeth, Pres.
High Point	WMFR-FM	Radio Station WMFR	92.9	Josephus Daniels, Jr., Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	A. J. Fletcher, Pres.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	Charles H. Slate, Gen. Mgr.
Reidsville	WREV	C. R. & W. M. Oliver	102.1	S. E. Caw, Pres.
Roanoke Rapids	WCBT-FM	Radio Station WCBT, Inc.	98.5	Josh L. Horne, Pres.
Rocky Mount	WCEC-FM	Josh L. Horne, Jr.	100.7	W. A. Wynne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	Bryce P. Beard, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	105.5	Lee B. Weathers, Pres.
Shelby	WOHS-FM	Western Carolina Radio Corp.	96.1	Dr. James W. Davis, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Richard Austin Dunlea, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Penn Thomas Watson, Pres.
Wilson	WGTM-FM	Penn Thomas Watson	106.7	George D. Walker, Gen. Mgr.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	Gordon Gray, Pres.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	

NORTH DAKOTA

Fargo	KVNJ-FM	Northwest Bcstg. Co., Inc.	92.3	John Nystul, Pres.
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OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Holles, Pres.
Ashtand	WATG	Beer & Koehl	101.3	Robert M. Beer, Pres.
Bellaire	WTRF-FM	Tri-City Bcstg. Co.	100.5	Robert W. Ferguson, Gen. Mgr.
Canton	WAND-FM	Radio Station WAND	92.5	P. C. Wilson, Pres.
Canton	WCWV-FM	Stark Bcstg. Co.	94.9	Merlin R. Schneider, Pres.
Canton	WBBC-FM	The Ohio Bcstg. Co.	94.1	Eugene Carr, Radio Dir.
Cincinnati	WCTS	Radio Cincinnati	101.9	Hubert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Pres.
Cincinnati	WSAI-FM	Buckeye Bcstg. Co.	102.7	Marshall Field, Pres.
Cleveland	WEWS-FM	Scripps-Howard Radio, Inc.	102.1	Jack Howard, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland Heights	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Columbus	WCOL-FM	The Pixley's	92.3	L. A. Pixley, Partner
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard S. Wolfe, Pres.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WKYO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WMO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Radio Co.	100.5	Mrs. V. M. McDougale, Gen. Mgr.
Fostoria	WFOB	Seneca Radio Corp.	105.5	Farral F. Elsa, Pres.
Fremont	WFRO	Robert F. Wolfe Co.	99.3	Robert F. Wolfe, Pres.
Hamilton	FMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lakewood	WLAL	United Garage & Svc. Corp.	104.9	
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	The Fort Industry Co.	103.3	George B. Storer, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	Frank W. Spencer, Pres.

Portsmouth
Springfield
Staubenville
Tiffin
Toledo
Toledo
Wooster
Youngstown
Youngstown

WPAY-FM
WJEP-FM
WSTV-FM
WTFM
WSPD-FM
WTRT
WWST-FM
WFMJ-FM
WKBN-FM

The Scioto Bcstg. Co. 104.1
Champion City Bcstg. Co. 103.9
The Valley Bcstg. Co. 103.5
Tiffin Bcstg. Co. 98.3
The Fort Industry Co. 101.5
Unity Corp. 99.9
Wooster Republican Prtg. Co. 104.5
WFMJ Bcstg. Co. 105.1
WKBN Bcstg. Corp. 98.9

Roy D. Moore, Pres.
D. J. Parsons, Pres.
Jack N. Berkman, Pres.
Jay R. David, Pres.
George P. Storer, Pres.
Edward Lamb, Pres.
R. E. Dix, Pres.
William F. Maaga, Pres.
W. P. Williamson, Jr., Pres.

OKLAHOMA

Ardmore
Durant
Enid
Muskogee
Muskogee
Oklahoma City
Oklahoma City
Oklahoma City
Oklahoma City
Stillwater
Tulsa
Tulsa

KVSO-FM
KSEO-FM
KCRG-FM
KCRF-FM
KMUS-FM
KOCY-FM
KOMA-FM
KTOK-FM
WKY-FM
KSPIS-FM
KAKC-FM
KTUL-FM

John F. Easley 93.7
Bennett & R. R. Story 107.3
Enid Radiophone Co. 102.7
Okla. Press Pub. Co. 98.5
Muskogee Bcstg. Co. 101.5
Plaza Court Bcstg. Co. 94.7
KOMA, Inc. 105.9
KTOK, Inc. 104.3
WKY Radiophone Co. 98.9
Stillwater Pub. Co. 93.9
Public Radio Corp. 95.5
Tulsa Bcstg. Co. 97.1

John F. Easley, Pres.
Weldon Stamps, Gen. Mgr.
Mrs. M. C. Garber, Pres.
Tams Bixby, Jr., Pres.
Ben T. Childers, Pres.
John D. Thomas, Pres.
John Toole Griffin, Pres.
O. L. Taylor, Owner
E. K. Gaylord, Pres.
C. R. Bellatti, Pres.
Sam E. Avey, Pres.
John Toole Griffin, Pres.

OREGON

Albany
Eugene
Grants Pass
Portland
Portland
Portland
Portland
Portland
Portland

KWIL-FM
KUGN-FM
KPPO
KEX-FM
KGW-FM
KOIN-FM
KPFFM
KPOJ-FM
KPRA

Central Willamette Bcstg. Co. 101.7
Valley Bcstg. Co. 99.1
Salem Bcstg. Co. 96.9
Westinghouse Radio Stations, Inc. 92.3
The Oregonian Pub. Co. 100.3
KOIN, Inc. 101.1
Bcstrs. Ore., Ltd. 97.1
KPOJ, Inc. 98.7
Pacific Radio Adv. Svc. 95.5

W. L. Jackson, Pres.
C. H. Fisher, Pres.
W. B. Smullin, E. A. Malone, G. M.
Walter Evans, Pres.
M. J. Frey, Pres.
Marshall Field, Pres.
Stanley M. Gaord, Pres.
P. L. Jackson, Pres.
Wilbur J. Jerman, Pres.

PENNSYLVANIA

Allentown
Allentown
Allentown
Alltoona
Alltoona
Bethlehem
Bradford
Butler
Chambersburg
DuBois
Easton
Easton
Erie
Erie
Harrisburg
Harrisburg
Johnstown
Lancaster
Lancaster
Lebanon
Lebanon
Lewistown
McKeesport
Meadville
Meadville
New Castle
Philadelphia
Philadelphia
Philadelphia
Philadelphia
Philadelphia
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pottsville
Pottsville
Shenandoah
Reading
Scranton
Scranton
Sharon
Sunbury
Uniontown
Uniontown

WFMZ
WKAP-FM
WSAN-FM
WAPJ
WFBG-FM
WFGA-FM
WESB-FM
WISR-FM
WCHA-FM
WCED-FM
WEEX
WEST-FM
WERG-FM
WLEU-FM
WABX
WHP-FM
WARD-FM
WJAC-FM
WGAL-FM
WLAN-FM
WLAB
WLBR-FM
WLBN
WMCK-FM
WNGW-FM
WKST-FM
WCAU-FM
WFIL-FM
WHAT-FM
WIBG-FM
WIP-FM
WPEN-FM
KYW-FM
KDKA-FM
KQV-FM
WCAE-FM
WJAS-FM
WKJF-FM
WMOT
WPAM-FM
WPPA-FM
WEEU-FM
WRAM-FM
WQAN-FM
WPIC-FM
WKOK-FM
WMBS-FM
WNIQ

Penn-Allen Bcstg. Co. 95.9
Rahall Bcstg. Co. 100.7
Lehigh Valley Bcstg. Co. 99.9
Alltoona Bcstg. Co. 96.5
Gable Bcstg. Co. 103.3
The Bethlehem Globe Pub. Co. 95.1
Bradford Pub., Inc. 97.5
Butler Bcstg. Co. 97.7
Chambersburg Bcstg. Co., Inc. 95.9
Tri-County Bcstg. Co., Inc. 102.1
Easton Pub. Co. 98.3
Associated Bcstrs., Inc. 107.9
Presque Isle Bcstg. Co. 99.9
WLEU Bcstg. Corp. 97.9
WABX, Inc. 100.9
WHP, Inc. 97.3
Central Bcstg. Co., Inc. 105.3
WJAC, Inc. 95.5
WGAL, Inc. 101.3
Peoples Bcstg. Co. 96.9
Radio Lebanon FM & TV, Inc. 104.1
Lebanon Bcstg. Co. 100.1
Lewistown Bcstg. Co. 97.9
Mon-Yough Bcstg. Co. 104.9
Meadville Bcstg. Svc., Inc. 100.3
WKST, Inc. 101.1
WCAU, Inc. 98.1
Triangle Pub., Inc. 102.1
Independence Bcstg. Co. 105.3
Seaboard Radio Bcstg. Corp. 94.1
Penn. Bcstg. Co. 93.3
William Penn Bcstg. Co. 102.9
Westinghouse Radio Stations, Inc. 92.5
Westinghouse Radio Stations, Inc. 92.9
Allegheny Bcstg. Corp. 98.1
WCAE, Inc. 96.1
Pgh. Radio Supply House, Inc. 99.7
W. Va. Radio Corp. 93.7
WWSW, Inc. 94.5
Miners Bcstg. Svs. 95.5
Pottsville Bcstg. Co. 101.9
Hawley Bcstg. Co. 92.9
Union Bcstg. Co. 105.7
The Scranton Times. 92.3
Sharon Herald Bcstg. Co. 102.9
Sunbury Bcstg. Corp. 94.1
Fayette Bcstg. Corp. 105.7
Uniontown Newspapers, Inc. 106.5

Raymond F. Kohn, Pres.
N. J. Rahall, Pres.
J. Calvin Shumberger, Pres.
Herbert T. Wolf, Pres.
George P. Galt, Pres.
Rolland L. Adams, Vice-Pres.
Joseph M. Cleary, Gen. Mgr.
David Rosenblum, Pres.
Charles M. Cassel, Pres.
H. T. Gray, Pres.
J. L. Stackhouse, Pres.
Clair R. McCollough, Sta. Exec.
Jacob A. Young, Pres.
Leo J. Omelian, Pres.
Harold O. Bishop, Pres.
E. J. Stackpole, Pres.
Paul Short, Pres.
W. W. Krebs, Pres.
Clair R. McCollough, Pres.
F. H. Altdorffer, Pres.
T. C. Holston, Pres.
Lester P. Etter, Mng. Dir.
J. S. Woods, Pres.
George R. Reikes, Pres.
H. C. Winslow, Pres.
S. W. Townsend, Pres.
Leon Levy, Pres.
Walter H. Annenberg, Pres.
William A. Banks, Pres.
Paul F. Harron, Pres.
Benedict Gimbel, Jr., Pres.
Albert J. Sytk, Pres.
Walter Evans, Pres.
Walter Evans, Pres.
Charles T. Campbell, Pres.
Leonard Kapner, Pres.
H. K. Brennen, Pres.
O. M. Schloss, Pres.
J. J. Curran, J. L. Maguire, Ex. Pts.
A. V. Tidmore, Owner
Hawley Quier, Pres.
Martin F. Memoio, Pres.
Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
John Fahnlne, Jr., Pres.
Harry M. Haddon, Pres.
Joseph C. Burwell, Pres.
Allan C. Spurgeon, Mgr.

FM Stations in Operation

Warren	WNAE-FM	Northern Allegheny Bcstg. Co.	92.1	David Potter, Jr., Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	107.3	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc.	103.3	Richard G. Evans, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	E. M. Case, Pres.
York	WNOW-FM	Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV-FM	Colonial Bcstg. Co.	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall.	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Surety Life Insur. Co.	94.5	Herman N. Hipp, Pres.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	Roger C. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Greco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	Spartanburg Adv. Co.	98.9	Francis Hipp, Pres.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WAPO-FM	WAPO Bcstg. Svc.	94.7	R. G. Patterson, Gen. Mgr.
Chattanooga	WDDO-FM	WDDO Bcstg. Corp.	96.5	Norman A. Thomas, Pres.
Chattanooga	WVUN	Unity Bcstg. Corp. of Tenn.	98.1	John S. Martin, Pres.
Clarksville	WCLC-FM	Leaf Chronicle Co.	106.7	James E. Charlet, Gen. Mgr.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WKPB	Knoxville Pub. Co.	93.3	Roy N. Lotspeich, Pres.
Knoxville	WROL-FM	S. E. Adcock	97.3	S. E. Adcock, Pres.
Memphis	WHHM-FM	Mid-South Bcstg. Corp.	106.9	P. E. Furlow, Pres.
Memphis	WMCB	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughton, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc.	103.3	John H. DeWitt, Jr., Pres.

TEXAS

Abilene	KRBC-FM	Reporter CBcstg. Co.	96.9	Mrs. Eva M. Hanks, Pres.
Amarillo	KGNC-FM	Plains Radio Bcstg. Co.	104.3	Gene A. Howe, Pres.
Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore N. Nunn, Pres.
Beaumont	KRIC-FM	KRIC, Inc.	99.5	E. C. Davis, Vice-Pres.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	Lee Segall, Pres.
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	John W. Runyon, Pres.
Dallas	KRLD-FM	A. H. Belo Corp.	92.5	E. M. Dalgley, Pres.
Dallas	WFAA-FM	Harwell V. Shepard	106.1	Harwell V. Shepard, Gen. Mgr.
Denton	KDNT-FM	J. C. Looney	104.9	J. C. Looney, Owner
Edinburg	KURV-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Fort Worth	WBAP-FM	The KLUG Bcstg. Co., Inc.	98.7	George Roy Clough, Pres.
Galveston	KLUF-FM	Harbenito Bcstg. Co.	94.7	McHenry Tichenor, Pres.
Harlingen	KGBS-FM	Tex. Star Bcstg. Co.	97.9	Roy Hofheinz, Pres.
Houston	KOPY	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KPRC-FM	KTRH Bcstg. Co.	101.1	B. R. Orr, Pres.
Houston	KTRH-FM	Harris County Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Houston	KXYZ-FM	R. G. LeTourneau	105.9	R. G. LeTourneau, Pres.
Longview	KLTI-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
Lufkin	KRBA-FM	Plains Radio Bcstg. Co.	99.5	Gene A. Howe, Pres.
Lubbock	KFYO-FM	Ector County Bcstg. Co.	97.5	Ben Nedow, Pres.
Odessa	KECK-FM	KGKL, Inc.	94.5	H. C. Ragdale, Pres.
San Angelo	KGKL-FM	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KISS	Mission Bcstg. Co.	92.9	Eugene J. Roth, Owner
San Antonio	KONO-FM	Express Pub. Co.	101.5	Frank G. Huntress, Pres.
San Antonio	KYFM	Southeast Industries, Inc.	102.5	Hugh A. L. Half, Pres.
San Antonio	WOAI-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Temple	KTEM-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Texarkana	KCMC-FM	East Tex. Bcstg. Co.	101.5	James G. Ulmer, Pres.
Tyler	KGKB-FM	Northwestern Bcstg. Co.	98.7	R. H. Nichols, Pres.
Vernon	KVWC-FM	Texoma Bcstg. Co.	97.3	James B. Barnett, Pres.
Wichita Falls	KTRN-FM	KWFT, Inc.	99.9	Kenyon Brown, Pres.
Wichita Falls	KWFT-FM			

UTAH

Ogden	KOPP-FM	James B. Littlejohn.....	103.9	James B. Littlejohn, Owner
Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah.....	103.3	Ivor Sharp, Gen. Mgr.

VIRGINIA

Arlington	WARL-FM	Northern Va. Bcstrs., Inc.....	105.5	R. Kilbourne Castell, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.....	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.....	97.5	Edward A. Allen, Pres.
Newport News	WG-H-FM	Hampton Roads Bcstg. Corp.....	96.5	Raymond B. Bottom, Pres.
Norfolk	WLOW-FM	Commonwealth Bcstg. Corp.....	105.3	E. L. Scott, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.....	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.....	97.3	Campbell Arnoux, Pres.
Portsmouth	WSAP-FM	Porthmouth Radio Corp.....	99.7	T. E. Gilman, Pres.
Richmond	WCOD	Haven & Martin, Inc.....	98.1	Wilbur M. Havens, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.....	102.9	Thomas G. Hintsley, Jr., Pres.
Richmond	WRMV	Southern Bcstrs., Inc.....	106.9	Richard R. Hutcheson, Pres.
Richmond	WRNL-FM	Richmond Radio Corp.....	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.....	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.....	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.....	103.7	Leo F. Hanebery, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.....	99.1	Paul C. Buford, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.....	103.7	Leo F. Hanebery, Pres.
Suffolk	WLPF-FM	Suffolk Bcstg. Corp.....	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.....	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp.....	103.9	C. O. Chatterton, Pres.
Seattle	KING-FM	King Bcstg. Co.....	94.9	Mrs. A. Scott Bullitt, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.....	100.7	Seul Haas, Pres.
Seattle	KOAO-FM	Fisher Blend Station, Inc.....	98.9	O. W. Fisher, Pres.
Seattle	KRSC-FM	Radio Sales Corp.....	98.1	Palmer K. Leberman, Pres.
Tacoma	KTNT	Tribune Pub. Co.....	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley	WCFC	Beckley Newspapers Corp.....	101.3	E. J. Hodel, Gen. Mgr.
Beckley	WJLS-FM	Joe L. Smith, Jr.....	99.5	Joe L. Smith, Jr., Pres.
Bluefield	WHIS-FM	Daily Telegraph Ptg. Co.....	104.5	Pat Flanagan, Gen. Mgr.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.....	95.1	O. L. Billingsley, Pres.
Huntington	WPHL-FM	Huntington Bcstg. Corp.....	102.5	Flem J. Evans, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Logan	WLOG-FM	Clarenda H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Morgantown	WAJR-FM	W. Va. Radio Corp.....	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.....	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.....	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg., Co.....	97.3	Joe L. Smith, Jr., Pres.
Wheeling	WVVA-FM	W. Va. Bcstg. Corp.....	98.7	George B. Storer, Pres.

WISCONSIN

Beloit	WBNB-FM	Daily News Pub. Co.....	107.3	R. F. Collins, C. F. Karnstaedt, M. H. Dabson, Owners
Eau Claire	WEAU-FM	Central Bcstg. Co.....	94.1	Morgan Murphy, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.....	101.1	A. B. Turnbull, Pres.
Green Bay	WTAQ-FM	WHBY, Inc.....	102.5	Reev. M. J. Beemster, Mng. Dir.
Janesville	WCLO-FM	Gazette Ptg. Co.....	99.9	Sidney H. Bliss, Pres.
La Crosse	WKBB-FM	WKBB, Inc.....	93.1	Howard Dahl, Gen. Mgr.
Madison	WFOW	Earl W. Fessler.....	104.9	William T. Evjue, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.....	101.5	Morgan Murphy, Pres.
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AM-FM-TV*

•

Receiver Market Trends

•

*Recipients of
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Consulting Engineers

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*Chief Engineers of Stations
In the United States*

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Radio-TV Equipment Manufacturers

Radio Annual—1949

HOW TO APPLY FOR A 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 application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

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.

In the case of FM, 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.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

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, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

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.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

• • • How To Apply For a FCC License • • •

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, 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 raised 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.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The 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 raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or 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.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days 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 its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless 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 application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. 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.

RECEIVER MARKET TRENDS

By J. B. Forman & C. P. Redick, Gen. Prod. Div., U. S. Department of Commerce

THE changes that have occurred in the radio industry following the introduction of television and the commercial production of FM receivers have caused much conjecture about future trends. General interest in these changes has been emphasized by recent widely advertised radio clearance sales, together with price reductions in seven and ten inch television receivers by certain manufacturers. An analysis of production, sales, and other factors discloses little decline in the dollar volume of the radio and television receiver manufacturing industry during 1948 and indicates the maintenance of an excellent volume of business during 1949. This maintenance of dollar volume is due principally to the continued rapid expansion in television production and sales.

The absence of serious reconversion problems at the end of the war permitted the radio industry to swing into rapid production of home type receivers. Consequently, in response to pent-up demand for additional receivers and replacement of overage ones, production and sales in 1946 reached record highs. New records in both production and sales were again made in 1947 in meeting the continued high demand from consumers and for dealers' inventory replenishment.

At the end of the war, in the fall of 1945, the estimated backlog demand for radios was 20 million receivers—a record high. This backlog was reduced by an estimated 7 million receiving sets during 1946 and was further reduced to a few million receiving sets by the end of 1947. The rapid reduction in backlog demand, together with the replenishment of inventories, brought supply in balance with demand in 1948. This situation was reflected in the ability of consumers to purchase desired models without difficulty. Although 1948 radio sales were substantially below the high of 18,321,000 sets sold in 1947, they were still the second largest in the history of the industry.

Although the industry in the prewar years, through mass production and technological economies, had followed the usual course of other industries in reduced unit prices and in resultant increased unit sales, there was a sharp rise in the average unit price after the war. This reversal in price trend was due in large part to increased labor and material costs and to

the sales growth of the higher priced FM receiver.

The most spectacular postwar development in the radio industry has been the growth of television. Before the war a total of less than 5,000 home television receivers had been produced commercially. In 1946, only 6,400 sets were produced. As the bottleneck in cathode ray tube production was broken and mass production techniques developed, production was stepped up to 178,600 units in 1947 and to approximately 975,000 in 1948. Trade sources state that the 1949 objective of the industry is the production of 2,000,000 TV receivers. Adequate quantities of cathode ray tubes and tin may prove a limiting factor. Whether or not this objective is attained, it appears certain that production will be substantially greater in 1949 than in 1948.

The composition of the manufacturing portion of this industry has changed considerably since the end of the war. With resumption of civilian radio receiver production new companies entered the field. A total of 58 companies were manufacturing home and auto radios in 1941. By the middle of 1946 there were 132 companies (including many established companies in other or allied fields which entered into civilian radio production). By the fall of 1948, with the war accumulated backlog of demand satisfied and the resulting increased competition for new business, the number had declined to 107.

A further decline in radio production and sales in 1949 and an offsetting continued increase in the production and sales of television receivers may be expected. With radio receiver pipelines filled, sales of high priced receivers (consoles) retarded, at least temporarily, by the record player confusion, and reduced radio sales in one geographic area after another as television becomes available, it would appear that the sale of a maximum of 10,000,000 radio units is all that may be expected in 1949. On the other hand, continuation of the 1948 sales trend in television receivers with resultant total sales in excess of \$500,000,000 may safely be assumed. With consumer acceptance of television now a fact, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the \$1,200,000,000 achieved in 1948.

RECIPIENTS OF IRE AWARDS



Medal of Honor—1949

(Awarded in recognition of distinguished service rendered through substantial and important advancement in the science and art of radio communication. The recipient of this Medal is named by the Board of Directors upon recommendation by the Awards Committee.)

Ralph Bown, for his extensive contributions to the field of radio and for his leadership in Institute affairs.

Morris Liebmann Memorial Prize—1949

(Comprises the income from a donation by E. J. Simon, a Fellow of the Institute, to preserve the memory of Colonel Morris N. Liebmann, killed in action during World War I.)

C. E. Shannon, for his original and important contributions to the theory of the transmission of information in the presence of noise.

Browder J. Thompson Memorial Award—1949

(Comprises the income from a fund established by voluntary contributions to preserve the memory of Browder J. Thompson, a Director of the Institute when he was killed in action during World War II while on a special mission for the Secretary of War.)

R. V. Pound, for his paper in the December, 1947, Proceedings of the I.R.E. entitled "Frequency Stabilization of Microwave Oscillators."

Fellow Awards—1949

H. A. Afel, Bell Telephone Laboratories, New York, "for his contribution to the communications art, and his guidance of important developments in carrier sys-

tems for multiplex telephone and television transmission."

K. C. Black, Aircraft Radio Corporation, Boonton, N. J., "for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems."

J. E. Brown, Zenith Radio Corporation, Chicago, Ill., "for his contributions in the field of broadcast receiver design."

Cledo Brunetti, Stanford University, California, "in recognition of his pioneering work on printed circuits."

W. L. Carlson, RCA Laboratories, Princeton, N. J., "in recognition of his contributions over many years to the development of radio receivers and their components."

P. S. Carter, RCA Laboratories, Rocky Point, N. Y., "for his many contributions in the fields of radio transmission and communication systems."

F. E. d'Humy, Western Union Telegraph Co., New York, "in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service."

John N. Dyer, Airborne Instruments Laboratory, Mineola, N. Y., "for administrative and technical contributions to radio, including polar-expedition communications and important wartime countermeasures."

L. A. Gebhard, Naval Research Laboratory, Washington, D. C., "for his pioneering work in the military application of radio."

T. T. Goldsmith, Jr., Allen B. DuMont Laboratories, Clifton, N. J., "for his contributions in the development of cathode-ray instrumentation and in the field of television."

• • • **Recipients of IRE Awards** • • •

F. W. Grover, Union College, Schenectady, N. Y., "for his long activities and contributions in the field of electrical units and measurements, and for his publications."

E. A. Guillemin, Massachusetts Institute of Technology, Cambridge, Mass., "for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher."

Ross Gunn, United States Weather Bureau, Washington, D. C., "for his long service and many technical contributions in the radio and electronics fields."

A. V. Haeff, Naval Research Laboratory, Washington, D. C., "for his contributions to ultra-high-frequency radio tubes and electronics."

L. C. Holmes, Stromberg-Carlson Co., Rochester, N. Y., "for his contributions to theory and practice in the field of magnetic recording."

J. Kelly Johnson, Consulting Engineer, New York, "in recognition of his leadership in the design and manufacture of radio broadcast receivers."

S. R. Kantebet, Government of India Overseas Communication Service, Bombay, India, "for his services as an educator, engineer, and administrator in the fields of radio and cable communication in India."

W. B. Lodge, Columbia Broadcasting System, New York, "for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations."

K. A. Mackinnon, Consulting Engineer, Ottawa, Ontario, Canada, "for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network."

H. F. Olson, RCA Laboratories, Princeton, N. J., "for his outstanding developments and publications in the fields of acoustics and underwater sound."

G. D. O'Neill, Sylvania Electric Products, Inc., Flushing, N. Y., "for his work in electron-tube theory and design."

L. S. Payne, Canadian Marconi Co., Ltd., Montreal, Canada, "for his contributions in Canada to the field of international communications."

L. M. Price, Radio Valve Company of Canada, Toronto, Canada, "for his contributions to the development, production, and application of electron tubes in Canada."

H. J. Reich, Yale University, New Haven, Conn., "for his contributions as a teacher and author in the radio and electronics fields."

J. D. Reid, Crosley Division of Avco Manufacturing Corp., Cincinnati, O., "for his developments in radio-frequency circuits."

Karl Spangenberg, Office of Naval Research, Washington, D. C., "for his many technical contributions, particularly his analytical work on vacuum tubes."

George Sterling, Federal Communications Commission, Washington, D. C., "in recognition of his long public service in the radio communications field and, in particular, for the organization and operation of radio wartime intelligence activities, which were of significant importance."

C. E. Strong, Standard Telephone and Cables, Ltd., New Southgate, London, England, "for his pioneering work in the radio equipment design and development field, particularly broadcasting transmitters, both medium and high-frequency, and his many wartime contributions in England."

Franz Tank, Institut fur Hochfrequenz Technik, Zurich F., Switzerland, "for his contributions to the field of radio education in Switzerland, and his accomplishments in ultra-shortwave communications."

W. N. Tuttle, General Radio Company, Cambridge, Mass., "for his application of sound theoretical principles to the design of commercial measuring equipment."

I. R. Weir, General Electric Company, Syracuse, N. Y., "for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power."

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 Roberts, Wendell C. WWGS, Tifton
 Ruckle, Ernest WALB, Albany
 Scott, Daniel B. WLAQ, Rome
 Slaughter, Robert G. WBHF, Cartersville
 Starr, R. L. WRGA, Rome
 Thompson, M. E. WSAV, Savannah
 Weiss, George G. WBBO, Augusta
 Welch, Walter O. WCOH, Newnan
 White, Robert L., Jr. WMOC, Covington
 Whitley, G. H., Jr. WKRU, Griffin
 Wilder, James M. WFRP, Savannah
 Wiseley, John H. WGBA, Columbus
 Woodson, Al WDMG, Douglas

Idaho

Burgess, Jerry KCID, Caldwell
 Call, Ellis W. KSEL, Pocatello
 Carlson, Jim KWEL, Weiser
 Cox, Ver KVMV, Twin Falls
 Dennis, Julian KEYY, Pocatello
 Dreher, Turner, Ga. KWAL, Wallace
 Egelston, Richard KGEM, Boise
 Hurt, Edward KFXD, Nampa
 Hutton, William KFNF, Shendoanah
 James, Lloyd KILX, Twin Falls
 Johnitz, James A., Jr. KFSH, Boise
 Layne, C. N. KID, Idaho Falls
 Malone, George KTFI, Twin Falls
 Musulin, Denzil KEIO, Pocatello
 Nelson, Blair KIFI, Idaho Falls
 Oleson, Howard KVNI, Coeur d'Alene
 Pinney, Donald KBIO, Burley
 Toedemeier, Harold W. KIDO, Boise
 Wilson, Gene KRLC, Lewiston
 Young, Herbert D. KRPL, Moscow

Illinois

Bailey, Fred WJBC, Bloomington
 Barker, Vincent S. WFRL, Freeport
 Baum, Jack R. WDWs, Champaign
 Brügger, John R. WLLI, Urbana
 Cassens, G. J. WLDS, Jacksonville
 DeCosta, Lester WJOL, Joliet
 Dewing, H. L. WCVS, Springfield
 DeWitt, Clayton C. WLBK, DeKalb
 Ebel, A. James WJZ, Tuscola
 Ebel, James A. WMBD, Peoria
 Fisher, Edward WHOW, Clinton
 Franklin, Scott WCRa, Effingham
 Frye, A. P. WMBI, Chicago
 Gladson, Elmer L. WEBQ, Harrisburg
 Haerle, John WGEM, Quincy
 Horstman, Ed WENR, Chicago
 Jaeger, Edward W. WAIT, Chicago
 Harrell, Robert WKAN, Kankakee
 Hayes, E. P. WHFC, Cicero
 Horine, Carl WWRX, Peoria
 Kither, John WMR, Aurora
 Lewicki Chester WEBG, Chicago
 Livesay, Ray WLBH, Mattoon
 Lunkinen, Rudolph WIRL, Peoria
 Luttgens, Howard C. WMAQ, Chicago
 Lynch, Larry WQUA, Moline
 McCann, Lawrence WLPO, LaSalle
 Magin, T. G. WDAN, Danville
 Meyers, Carl J. WGN, Chicago
 Miller, Adron WMIX Mt. Vernon
 Mollring, Marvin M. WBTB, Belleville
 Myers, Walter F. WJJD, Chicago
 North, Dwight WCNT, Centralia
 Parks, Vernon H. WMMJ, Peoria
 Payton, Thomas, Jr. WOKZ, Alton
 Plotts, Ellery L. WGES, Chicago
 Prandoni, Emil WSVI, Pekin
 Riggs, Maurice WKAI, Macomb
 Rowe, Thomas WLS, Chicago
 Sawyer, Marion WGL, Carbondale
 Scandrett, E. D. WGL, Galesburg
 Schnedorf L. WNMJ, Evanston
 Shirk, Kenneth C. WIND, Chicago
 Sinnen, Robert J. WHBF, Rock Island
 Smith, Wilfred A. WROK, Rockford
 Stockberger, John WBYs, Canton
 Swarinen, C. E. WTAx, Springfield
 Ulrich, Carl W. WAAF, Chicago
 Weber, James H. WVLN, Olney
 White, Clinton R. WCRW, Chicago
 White, Erle E. WTMV, East St. Louis
 Whitman Urin WTAD, Quincy
 Willett, Charles WCFL, Chicago
 Wooster, Alden F. WEEK, Peoria
 Yandell, Ryburn WJPF, Herrin

Indiana

Adams, Harry WIBC, Indianapolis
 Alden Eugene E. WIRE, Indianapolis
 Alden, Eugene E. WAOV, Vincennes
 Aldrich, Donald WBOW, Terre Haute
 Alter, Charles WXLW, Indianapolis
 Bock, F. J. WJVA, South Bend
 Brewer, James R. WTCJ, Tell City
 Chose, Eugene A. WFTW, Fort Wayne
 Cole, Herbert G. WSBT, South Bend
 Copeland, Thomas J. WKJG, Fort Wayne
 Crain, Maury WLBC, Muncie
 Duhing, L. J. WKBV, Richmond
 Felts, T. R. WTHL, Terre Haute
 Garba, Harry WASK, Lafayette
 Gresham, Stokes Jr. WISH, Indianapolis
 Hoffman, Gilbert WJPS, Evansville
 Holland, Harold WFBM, Indianapolis
 Holzapfel, Donald WGL, Fort Wayne
 Maltby, David WHOT, South Bend
 Moseby James WITZ, Jasper & Huntingberg
 Palmer, George WKMO, Kokomo
 Peters, Jess WJOB, Hammond
 Ratts, Bruce WOWO, Fort Wayne
 Rector, Chester WIOU, Kokomo
 Rolfe, James WSUA, Bloomington
 Rcuth, Kenneth WCBG, Anderson
 Schilling, Robert WIMS, Michigan City

Schoeny Erwin P. WGBF, Evansville
 Shroyer, L. M. WHBU, Anderson
 Stoltz George F. WIKY, Evansville
 Townsley, Ralph R. WBAA, West Lafayette
 Vick, John WANE, Fort Wayne
 Weigel, Morton. WTTT, Bloomington
 Westfall, Charles E. WBAT, Marion
 Wilson, Robert. WEOA, Evansville
 Zellmer, L. W. WTRC, Elkhart

Iowa

Amoo, Lloyd R. KIOA, Des Moines
 Anderson, Herbert G. KFJB, Marshalltown
 Andrew, Gil. KRQS, Clinton
 Arvidson, Paul G. WFOC, Davenport
 Ashby, Willis L. KXGI, Fort Madison
 Bartlett, F. E. KSO, Des Moines
 Brown, Bob. KCBC, Des Moines
 Caldwell, Kenneth M. KCRG, Cedar Rapids
 Christenson, Elmer KWPC, Muscatin
 Dier, S. C. KSCJ, Sioux City
 Duncan, Jack KSMN, Mason City
 Easterly, Willard. KTRI, Sioux City
 Eittrime, Curtis. KDEC, Decorah
 Frazee, Alvin M. KROK, Keokuk
 Full Elliott. KXIC, Iowa City
 Gallin, John. KBUR, Burlington
 Hall, Robert W. KSWI, Council Bluffs
 Hancock, Robert I. KDTH, Dubuque
 Hatchet, Wayne J. KBIZ, Ottumwa
 Hixenbaugh, George WMT, Cedar Rapids
 Kassner, Donald E. KXEL, Waterloo
 Lawson, Larry KICM, Mason City
 Polen, Louis A. KSTB, Creston
 Quentin, Charles KRNT, Des Moines
 Sawyer Roger E. KGLQ, Mason City
 Schaeffer, C. R. KAYX, Waterloo
 Schwarz, Werner KMA, Shenandoah
 Sinclair, David G. KWDM, Des Moines
 Snyder, Reed E. KVPD, Fort Dodge
 Tye, Clarence. WHO, Des Moines
 Uowoka, John. KICD, Spencer
 Woodard, Charles. WKBB, Dubuque
 KAYL, Storm Lake

Kansas

Bliesner, Carl B. WREN, Topeka
 Brosseau W. D. KSEK, Pittsburg
 Bryant, Bob. KIUL, Garden City
 Butterfield, Harry C. KIND, Independence
 Clary, Millary KWHK, Hutchinson
 Dadisman, Amos C. KFH, Wichita
 Daniels, Paul H. KFSW, Emporia
 Heithecker, Ted. KANS, Wichita
 Howe, Edward H. KSOK, Arkansas City
 Jaminet, J. S. KGGF, Coffeyville
 Lynch, U. L. KXXX, Colby
 McClintock Henry KGNQ, Dodge City
 Marquardt, K. G. KCKN, Kansas City
 Marquardt, K. G. WIBW, Topeka
 Newby, Harold. KAKE, Wichita
 Pyle, K. W. KFBI, Wichita
 Stafford, Leo. KOAM, Pittsburg
 Stevenson, David R. KTOP, Topeka
 Swafford, John. KWBW, Hutchinson
 Vance, N. E., Jr. KSAL, Salina
 Wallack, Chester A. KVG6, Great Bend

Kentucky

Adams, Eugene S. WKIC, Hazard
 Agostine, John WSPC, Somerset
 Crawley, J. B. WTCO, Campbellsville
 Drake, Elmer C. WNOP, Newport
 Dunbar Paul. WYLK, Versailles
 Esten, Perry WGRG, Louisville
 Goodaker, Leslie. WOMI, Owensboro
 Greenwood, John. WHLN, Harlan
 Harkrove, Joseph M. WKTM, Mayfield
 Helt, Sanford. WLAP, Lexington
 Henson, Russell. WCTT, Corbin
 Hudson, Wilbur. WAYE, Louisville
 Jago, Robert E. WWJS, Owensboro
 Lemond, Lynn WNGO, Mayfield
 Lockwood, Edward C. WKAY, Glasgow
 McGown, Neal. WKCT, Bowling Green
 Martin William. WFTM, Maysville
 Mendenhall, George. WMIK, Middlesboro
 Mick, Evers. WCIF, Madisonville

Miller, Rondal L. WLBJ, Bowling Green
 Morris, U. C. WPAD, Paducah
 Nunn, Vernon R. WSON, Henderson
 Picazo, M. E. WMTG, Vancelev
 Rinn, E. R. WINN, Louisville
 Roach, Wallis. WPKY, Frankfort
 Sims, C. G. WKYB, Paducah
 Sumnerford, D. C. WLOU, Louisville
 Towner, Oring W. WHAS, Louisville
 Warner, Otho. WLEX, Lexington
 Washington, Richard. WZIP, Covington
 Weaver, Clarence. WCM1, Ashland
 Wilson, Leo Y. WHOP, Hopkinsville
 Yount, Bill. WKLX, Lexington

Louisiana

Anderson, Gordon KR0F, Abbeville
 Antony, W. E. KWKH, Shreveport
 Bally, Clovis L. KSGI, Crowley
 Blacketer Jack. KWSL, Lake Charles
 Bloom, J. D., Jr. WWL, New Orleans
 Bourgeois, Albert. WNOE, New Orleans
 Carlson, L. J. KENT, Shreveport
 Case, E. E. WCLA, Baton Rouge
 Craft, A. B. KPLC, Lake Charles
 Crew, Carroll G. KWGJ, Natchitoches
 Dudley, Vernon E. WJBO, Baton Rouge
 Eckhardt, S. E. KTRY, Bastrop
 Goulden, Carl. KRMD, Shreveport
 Hebert, Freddie. KSLQ, Opelousas
 Hook, C. T. KVOL, Lafayette
 Jones, Donald L. KCIL, Houma
 McDonald E. W. KSYL, Alexandria
 Maddox, C. H. KTBS, Shreveport
 Mayord, George A. WJMR, New Orleans
 Mondy, Harrison WWEZ, New Orleans
 Morgan, O. L. KMLB, Monroe
 Peebles, Glenn KGOV, Alexandria
 Pritchard, Errett. KANE, New Iberia
 Ratliff, Jack. KNOE, Monroe
 Riddle, Lindsey WDSU, New Orleans
 Sexton, Jesse R. KALB, Alexandria
 Shean Henry KRUS, Ruston
 Van Valkenburg, Edward. WLCS, Baton Rouge
 Vargo, Andrew. KLOU, Lake Charles
 Whitney, Charles. WJBW, New Orleans

Maine

Crandon, Fred G. WCSH, Portland
 Dickson, Walter WABI, Bangor
 Dinsmore, Harold T. WRDO, Augusta
 Hall, Leslie R. WLAM, Lewiston
 Hession, Gerlad G. WMTW, Portland
 Hodgkins, Robert W. WGAN, Portland
 Hughes Lester E. WAGM, Presque Isle
 MacGown, Lauris P. WGUY, Bangor
 Mason, Donald. WCOU, Lewiston
 Parker, Robert H. WFAU, Augusta
 Perry, Roger L. WFOR, Portland
 Sutherland, Donald H. WTVL, Waterville
 Velardi, Stephen. WJOR, Bangor
 Wibby, John. WLBZ, Bangor

Maryland

Brewer, Harold G. WARK, Hagerstown
 Burns, Howard M., Jr. WCUM, Cumberland
 Chaconas, Nicholas J. WGAY, Silver Springs
 Duff, James S. WITH, Ba timore
 Fisher, Frederick W. WCMD, Cambridge
 Gilbert, James. WOOK, Silver Springs
 Harris, Bruce W. WANN, Annapolis
 Horston, G. Porter WCBM, Baltimore
 Jones, Martin. WCAO, Baltimore
 Kuntz, William O. WASA, Havre de Grace
 Leck, Stanley, Jr. WASL, Annapolis
 McIntire, George. WJEG, Hagerstown
 Morgan, Russel H. WBMD, Baltimore
 Ranft, William Q. WFBR, Baltimore
 Robertson, James W. WFMD, Frederick
 See, Harold. WBAL, Baltimore
 Selleck, William. WTBO, Cumberland
 Story, Vernon. WBCC, Bethesda-Chevy Chase
 Ward, Jack W. WBDC, Salisbury
 Wolfe, Ben. WSID, Baltimore

Massachusetts

Baldwin, Philip K. WHDH, Boston

Chief Engineers

Bartol, Frank.....WKOX, Framingham
 Bonney, J. C.....WCRB, Waltham
 Browning, E. A.....WTAG, Worcester
 Crandell, Ervin.....WVOM, Boston
 Dailey, William B.....WMNB, North Adams
 Davis, Harold.....WCMC, Lawrence
 Dorschug, Harold A.....WEEI, Boston
 Duffy John.....WJDA, Quincy
 Emery, Stanley.....WNBH, New Bedford
 Emery, Stanley S.....WCOB, West Yarmouth
 Grah, Joseph.....WAAB, Worcester
 Hale, Roland C.....WCOB, Worcester
 Hauser, W. H.....WBZ, Boston-Springfield
 Hinckley, George A.....WLAW, Lawrence
 Hurd, Paul A.....WHAV, Haverhill
 Joslin, Fred.....WRMS, Ware
 Kalin, Ted.....WEIM, Fitchburg
 Lavendall Leonard.....WBRK, Pittsfield
 MacAdam, Mark L.....WBKA, Brockton
 Memishian, John.....WMEX, Boston
 Michaels, A. G.....WLLH, Lowell, Lawrence
 Michonovz, John.....WMAS, Springfield
 Paley Jack.....WHYN, Holyoke
 Parker, John W.....WORL, Boston
 Parker, John.....WLYN, Lynn
 Pavao, John.....WSAR, Fall River
 Randol, Harold.....WBZA, Boston-Springfield
 Rattigan, Herbert.....WBMS, Boston
 Rellly, Lawrence A.....WSPR, Springfield
 Robinson, Irving B.....WNAO, Boston
 Robinson, Ralph J.....WACE, Chicopee
 Smith, Charles H.....WKOB, North Adams
 Spates James L.....WBEC, Pittsfield
 Vincent, Parker.....WHOB, Gardner
 Wheeler, Leland F.....WHAL, Greenfield
 Wilson, Vernon P.....WNEB, Worcester

Michigan

Allen, James W.....WHRV, Ann Arbor
 Berry, Robert W.....WMIQ, Iron Mountain
 Blumerich, Homer.....WMRP, Flint
 Bristol, S.....WAPF, Owosso
 Burgan, George L.....WHDF, Houghton
 Carpenter, Ralph H.....WBCM, Bay City
 Carter, W. C.....CKLW, Detroit-Windsor
 Clark, Edward H.....WJLB, Detroit
 Conant, Leslie.....WHLS, Port Huron
 Dahlbacka, Arne.....WJMS, Ironwood
 Dewey, Charles W. Jr.....WBCK, Battle Creek
 Fallain, Frank D.....WFDF, Flint
 Forsyth, Ed.....WWOK, Flint
 Foster, Jack W.....WDCC, Escanaba
 Frincke, Paul.....WJBK, Detroit
 Griner, Gail D.....WABJ, Adrian
 Groenevelt, Richard.....WGRD, Grand Rapids
 Hull, Clyde J.....WKLA, Lundington
 Jones, Darrell.....WTAC, Flint
 Kaari, Eugene.....WIKR, Iron Mountain
 Kiker, William.....WATZ, Alpena
 Koerner, Meredith.....WSAM, Saginaw
 Kotcher, Charles.....WXYZ, Detroit
 Krivitsky, George.....WMUS, Muskegon
 Lee, Carl E.....WJEF, Grand Rapids
 Lee Carl E.....WKZO, Kalamazoo
 Leydorf, G. F.....WJR, Detroit
 Love, E. J.....WWJ, Detroit
 Maloney, Bernard R.....WJPD, Ishpeming
 Martin, Jerrold.....WKMH, Dearborn
 Morris, William F.....WSOO, Sault St. Marie
 Penderton, Kenneth.....WKBE, Muskegon
 Pomeroy, John C.....WLLS, Lansing
 Robinson, Munson U.....WHBF, Benton Harbor
 Russell, Fred.....WOOD, Grand Rapids
 Ryan, G. Elwood.....WBBC, Flint, Mich.
 Sparks, Garnet Q.....WEXL, Royal Oak
 Stearns, George D.....WPEG, Ann Arbor
 Stephens, Carl E.....WFGG, Kalamazoo
 Stevens, Lee.....WLAJ, Grand Rapids
 Stone, Earl J.....WELL, Battle Creek
 Stoner, Marion.....WTHP, Port Huron
 Thomas, Mas.....WKNX, Saginaw
 Timmer, John D.....WFUR, Grand Rapids
 Westrate, Millard C.....WHTC, Holland
 Wirtanen, Charles.....WIBM, Jackson

Minnesota

Allen, Harold E.....KDGE, Fergus Falls
 Belouney, J. J.....WCCO, Minneapolis
 Bothman, A. J.....KTRF, Thief River Falls
 Cross, Bob.....KROC, Rochester
 Dettman, Robert A.....KDAL, Duluth
 Fessenmeyer, Ross A.....KBZY, Grand Rapids
 Fritze, Warren.....WMIN, St. Paul
 Gander, Darle F.....WXLT, Ely
 Geiken, Don.....KVOX, Moorhead
 Gill Norman.....WEEB, Duluth
 Gill, Norman.....WHLB, Virginia; WMFG, Hibbing
 Houts, James.....KYSM, Mankato
 Hyde, John E.....KDHL, Fairbault
 Jacobs, Merrill.....KBUN, Bemidji
 Johnson, Stanley.....KWNO, Winona
 Kiewel, William.....KROX, Crookston
 Klein, Glen.....KAUS, Austin
 Knapp, Clinton W.....KOWA, Worthington
 Laskey, Melvin J.....WEVE, Eveleth
 Lawson, Larry.....KATE, Albert Lea
 Linder, Willard.....KWLM, Willmar
 Lounsbury, William.....WREX, Duluth
 McMahon, John.....KTSP, Minneapolis-St. Paul
 Sherman, John.....WTCN, Minneapolis-St. Paul
 Vandersluis, Arthur.....KLIZ, Brainerd
 Willard, Linder.....KMHL, Marshall
 Winkler, Charles W.....WDGY, Minneapolis
 Witschen, Robert.....KFAM, St. Cloud

Mississippi

Benson, G. G.....WRBC, Jackson
 Betmarik, Al.....WMOX, Meridian
 Brady, Philip.....WAPP, McComb
 Breland, Ed.....WAML, Laurel
 Drake, C. E.....WQBC, Vicksburg
 Essary, William M.....WCMA, Corinth
 Flinspach, D. A.....WAZF, Yazoo City
 Frantz, F. H.....WHOC, Philadelphia
 Green, LeRoy.....WELO, Tupelo
 King, John E.....WROB, West Point
 Kuhn, Percy L.....WJPR, Greenville
 Lewis, W. A.....WVIM, Vicksburg
 McFerrin, Thomas.....WCBI, Columbus
 McLemore, B. B.....WFOR, Hattiesburg
 Majure, Thomas B.....WLOX, Biloxi
 Murphy, Donovan.....WGCM, Gulfport
 Perkins, C. A.....WSLI, Jackson
 Pierce, Ed.....WLAU, Laurel
 Pierce, Louis.....WGRM, Greenwood
 Ray, George C.....WKOZ, Kosciusko
 Root, Percy G.....WJDJ, Jackson
 Sanders, Robert Louis.....WSKB, McComb
 Saxon, Joe H.....WTOC, Meridian
 Tolar, Ray.....WCJU, Columbia
 Wilson, R.....WROX, Clarksdale

Missouri

Barker, Kermit.....KREI, Farmington
 Bauer, Fritz.....KWTO, Springfield
 Brauhn, Leon.....KIRK, Kirksville
 Conner, Robert.....KBQA, Kennett
 Curry, William F.....KTTS, Springfield
 Flaherty, J. A.....WDAF, Kansas City
 Fleet, John H.....KSTL, St. Louis
 Goldenberg, Henry.....WHB, Kansas City
 Goodberlet, Edward.....WIL, St. Louis
 Hackman, Leroy S.....KWOS, Jefferson City
 Haigh, Robert.....KFRU, Columbia
 Harrison, Austin A.....KSWM, Joplin
 Harvey, Harry.....KMOX, St. Louis
 Hendry, E. L.....KLWT, Lebanon
 Hirsch, Ralph.....KSIM, Sikeston
 Koch, Wesley, J.....KFQE, St. Joseph
 Langford, Jack.....KDMO, Carthage
 Lidenton, Don L.....KWOC, Popular Bluff
 Meador, Ralph.....KFSE, Joplin
 Meek, Dick.....WMBH, Joplin
 Mitchum, Martin M.....KMBC, Rolla
 Moler, Ray.....KMBK, Kansas City
 Moler, Ray.....KFRM, Kansas City
 Parrish, Ben.....KHMO, Hannibal
 Rekart, Arthur F.....KXOK, St. Louis

Rose, Murel L. KSGM, Ste. Genevieve
 Ryan, Eldon KIMO, Independence
 Troeglen, Karl KCMO, Kansas City
 Volk, Joseph A. WEW, St. Louis
 Weisman, Charles KRSS, St. Joseph
 White, E. Dennis KGBX, Springfield
 Zehr, N. J. KWK, St. Louis

Montana

Anderegg, Don KBOW, Butte
 Bauer, George H. KOJM, Havre
 Bunker, Eugene KMON, Great Falls
 Farrance, Kenneth KANA, Anaconda
 Fulchino, Sal KAVR, Havre
 Halvorson, O. H. KGCX, Sidney
 Hildebrand, Theodore KBMY, Billings
 Kukkola, E. R. KXLK, Great Falls
 Myhre, Wilbur L. KFBB, Great Falls
 Parker, W. R. KXLO, Lewiston
 Patterson, William H. KGEZ, Kalispell
 Penwell, Norm KPRK, Livingston
 Provis, Jack KXIQ, Bozeman
 Provis, W. J. KXLF, Butte
 Scofield, Charles KJXF, Miles City
 Skidmore, Jim KOPR, Butte
 Smith, F. W. E. KXLL, Missoula
 Velo, Richard KIVI, Shelby

Nebraska

Allison, Duane B. KHAS, Hastings
 Blakesley Jay KODY, North Platte
 Hardy, Harold KJSK, Columbus
 Hutton, William KFNF, Lincoln
 Korinek, M. J. KOLN, Lincoln
 Kotera, William J. WOW, Omaha
 Larson, Norval KMMJ, Grand Island
 Leonard, Paul KBRL, McCook
 Lewis, Jack KGFV, Kearney
 Morrison, Harland KOLT, Scottsbluff
 Proctor, Les KNEB, Scottsbluff
 Wiedenbach Frank WJAG, Norfolk
 Winkler, Charles W. KOLL, Omaha
 Winkler, Charles W. KFOR, Lincoln
 Zeigler, Percy KBON, Omaha
 Ziegler, Percy KORN, Fremont

Nevada

Comer, Wilbur C. KWRN, Reno
 Craig, Wesley KOH, Reno
 Harford, James W. KENO, Las Vegas
 Peterson, Merle KOLO, Reno
 Van Welch, Eward KELK, Elko
 Wittenger, R. K. KATO, Reno
 Young, Fred KRAM, Las Vegas

New Hampshire

Avery, Walter WLNH, Laconia
 Batchelder, Ernest F. Jr. WKNE, Keene
 Bingham, Robert C. WOTW, Nashua
 Chandler, Vincent WMBR, Manchester
 Davis, George WKXL, Concord
 Hennessey, James F. WMOU, Berlin
 Lindsay, Paul G. WHEB, Portsmouth
 Phillips, Royston WKBR, Manchester
 Schow, Reginald WFEA, Manchester

New Jersey

Bremer, Frank V. WAAAT, Newark
 Fekel, Frances WSNJ, Bridgeton
 Foster, Herman WBBI, Newark
 Godfrey, Earle WBAB, Atlantic City
 Kikmer, Theodore P. WTTM, Trenton
 Knight, Quincy WMD, Atlantic City
 Lucas, Earl F. WPAT, Paterson
 Mullen, C. V. WWBZ, Vineland
 Onons, C. E. WCAM, Camden
 Porter, Matthew WCAP, Asbury Park
 Prow, Rudolph C. WMBR, Morristown
 Steizer, George WHOM, Jersey City
 Testan, Peter WNRJ, Newark
 Thron, Blair K. WFPG, Atlantic City
 Wolff, F. J. WTNJ, Trenton

New Mexico

Dean, K. M. KOBK, Las Cruces
 Dodds, Leonard F. KGGM, Albuquerque
 Hake, Lewis KOAT, Albuquerque

Hughes, Vernon KICA, Clovis
 Johnson, George S. KOB, Albuquerque
 Jones Burney KSPV, Artesia
 Keefer, Franklin P. KSLI, Silver City
 Lendy, Julian H. KRTN, Raton
 Morrison, John H. KVER, Albuquerque
 Sene, William KAVE, Carlsbad
 Schultz, A. F. KFUN, Las Vegas
 Shirk, Reginald H. KCHS, Hot Springs
 Summersgill, Ray KRSW, Rosewell
 Tattan, Mark KTRC, Santa Fe
 Vanderwood, E. J. KVPF, Santa Fe
 White David Fred, Jr. KTNM, Tucumcari

New York

Atherton, Jack WHDL, Olean
 Babkes, E. J. WWNH, Rochester
 Barron, William WKRT, Cortland
 Bates, Wiley WDOS, Oneonta
 Beck Irvin P. WSNY, Schenectady
 Bell, Bernard WVOS, Liberty
 Belle Isle, G. Armand WSYR, Syracuse
 Blair, Robert N. WGBT, Utica
 Bonvouloir, Felix WENY, Rochester
 Brown Charles WJMG, New York
 Brown, Gordon P. WSAJ, Rochester
 Callender, Fred WBTA, Batavia
 Chrismark, A. H. WTRY, Troy
 Corey, James WJAB, Albany
 Czaplak, Gustave WJLJ, Niagara Falls
 Darlington, Edward WLIB, New York
 Davis, Maynard B. WNNY, Watertown
 Doscher, Deidrick WALL, Middletown
 Dowell, John T. WIBX, Utica
 Duay, T. M. WEIM, Elmira
 Emch, Robert WARC, Rochester
 Fiedler, Leroy WKBY, Buffalo
 Fuelling, Paul WMGM, New York
 Gardner, Kenneth WHAM, Rochester
 Greene, R. Carleton WGVA, Geneva
 Greene Thurlow A. WENY, Elmira
 Hall, Ellsworth WSLB, Ogdensburg
 Hallinan, Charles WKOP, Binghamton
 Hanson, O. B. WNBC, New York
 Heisler, Charles WROW, Albany
 Hoag, Dwelle S. WPTV, Albany
 Hoffman, K. B. WGE, Buffalo
 Holt, Hillis WOV, New York
 House Herbert WMBQ, Auburn
 Inman, Herbert WENT, Kingston
 Kelley, A. A. WINR, Binghamton
 Kelly, James WFBL, Syracuse
 Kingsley, Ralph J. WBEN, Buffalo
 Knaack, Frank E. WHLI, Hempstead
 Kratzert, Harold J. WJTN, Jamestown
 Kunits, Paul von WJNS, New York
 Langham Donald F. WAGE, Syracuse
 Layman, Harry E. WJOC, Jamestown
 Layton, DeForest T., Jr. WKAL, Rome-Utica
 Lyke, Irving F. WVET, Rochester
 McLean, True WHCU, Ithaca
 Merchant, J. Harold WENE, Endicott
 Miles, Robert WROB, Binghamton
 Mulr, Don WOLF, Syracuse
 Nazak, Jack WEAV, Plattsburg
 O'Brien, Bern C. WHEC, Rochester
 Pace, Earl C. WGLN, Glens Falls
 Poppele, J. R. WOR, New York
 Purcell W. J. WGY, Schenectady
 Rauer, Guy WCSS, Amsterdam
 Reumen, W. H. WWRL, New York
 Reisdorf, Bernard WICY, Malone
 Ridgeway, Frank B. WEBR, Buffalo
 Sardi, Al WOKO, Albany
 Schoenfuss, Arthur WZKKW, Albany
 Schryver, Donald WATN, Watertown
 Schueler, John J. WKRA, Buffalo
 Seimes, Marvin S. WGNV, WKIP, Poughkeepsie
 Seitz, Frank A. WFAS, White Plains
 Solorig, A. L. WBNX, New York
 Stantz, L. H. WNEF, Binghamton
 Stewart, Richard WENT, Gloversville
 Tackach, Michael WHUC, Hudson
 Tarkulich Michael WMSA, Massena
 Thomas, Joseph WWSG, Glens Falls
 Thompson, R. G. WGBS, New York
 Valentine, Russel D. WQXR, New York
 Veresput, P. C. WMCA, New York
 Vines, Thomas L. WBNY, Buffalo

Chief Engineers

Weiner, Max.....WNEW, New York
 William, H. Berwind.....WNBZ, Saranac Lake
 Wilson Robert.....WHLD, Niagara Falls

North Carolina

Abernethy, T. K.....WSIC, Statesville
 Alexander, L. H.....WFRS, Reidsville
 Alford, William H.....WFNC, Fayetteville
 Allison, Earl F.....WBIG, Greensboro
 Aycock, Harold.....WCEC, Rocky Mount
 Bailey, W. D.....WFLB, Fayetteville
 Ballew, Frank.....WMNC, Morgantown
 Brandon Thomas C.....WGVF, Charlotte
 Brock, Truman N.....WEWO, Laurinburg
 Burwell, William.....WCKB, Dunn
 Caldwell, Howard S.....WSTS, Southern Pines
 Caudle, L. L. Jr.....WSOC, Charlotte
 Cecil, Yancy.....WSPE, High Point
 Chambers, Bill.....WLOS, Asheville
 Chandler, Charles D.....WCPS, Tarboro
 Chaney A. L. Jr.....WVGS, Charlotte
 Chaney, A. L. Jr.....WCOG, Greensboro
 Covington, M. L.....WMAP, Monroe
 Cronk, Elmo.....WJNC, Jacksonville
 Cummins, Ray.....WMBL, Morehead City
 Davis, L. C.....WTOB, Winston-Salem
 Duncanson, Virgil D.....WRAL, Raleigh
 Epperson, Ralph D.....WPAQ, Mt. Airy
 Fullen Roy E.....WDUK, Durham
 Groves, W. C. Jr.....WGNB, Gastonia
 Gulino, A. J.....WGNI, Wilmington
 Haire, Billy.....WHIT, New Bern
 Hamrick, William H.....WWNC, Asheville
 Hardison, David.....WKNS, Kinston
 Harvey, Robert.....WKBC, North Wilkesboro
 Heckart, Glenn.....WHKP, Hendersonville
 Hedrick, Phil.....WSJS, Winston-Salem
 Herring, E. I.....WWMF, Wilmington
 Hiland, Lewis.....WHNC, Henderson
 Hinson, Foy.....WGTL, Kannapolis
 Hynecutt, Fred.....WBCU, Lexington
 Hulick, Henry Jr.....WPTF, Raleigh
 Mewerks, Merton.....WBBO, Forest City
 Jolitz, Herman P.....WRRZ, Clinton
 Jordan, Alfred.....WVNE, Fayetteville
 Keith, E.....WENC, Whiteville
 King, Lee.....WAIR, Winston-Salem
 Koppels, Peter.....WEEB, Southern Pines
 Kyle, Joe.....WCNC, Elizabeth City
 Long, Dennis.....WNNC, Newton
 Long, Edmund S.....WHKY, Hickory
 Mackintosh, Thomas.....WFNS, Burlington
 Malone, W. H.....WGTM, Wilson
 Mayo, James.....WGTC, Greenville
 Meares, C. W.....WCBT, Roanoke Rapids
 Minor, M. J.....WBT, Charlotte
 Moore, Robert.....WMFR, High Point
 Munn, Matthew C.....WISE, Asheville
 Murphey, I. G.....WRRF, Washington
 Norman, Edward.....WSSB, Durham
 Olive, Carey H.....WWGP, Sanford
 Penny, Clyde C.....WGWV, Asheville
 Petty, James B.....WLTC, Gastonia
 Pickett, Carl.....WHHT, Durham
 Porter, Bascom E.....WFAO, Raleigh
 Randolph, John.....WVNA, Asheville
 Rogers, F. V.....WTSB, Lumberton
 Ruckert, Blaine.....WJRI, Lenoir
 Sherwood, John M.....WRCS, Ashokis
 Sills, Cecil.....WADE, Wadesboro
 Stanton, Edwin M.....WEGO, Concord
 Stewart, James M.....WGBG, Greensboro
 Sugg, L. M.....WTNC, Thomasville
 Sumner, Charles W.....WSKY, Asheville
 Taylor, K. A.....WDNC, Durham
 Troutman, Elmer H.....WIRC, Hickory
 Trueblood, Daniel B.....WGBR, Goldsboro
 Tysor, Berry.....WBBB, Burlington
 Wagner, Frederick.....WGAI, Elizabeth City
 Wallace, Robert M.....WOHS, Shelby
 Watson, Carl B.....WSTP, Salisbury
 White, Arlis A.....WTIK, Durham
 Wilburn, Frank.....WHCC, Waynesville
 Winn, Eldred.....WLOE, Leaksville
 Wynne, W. A.....WEED, Rocky Mount

North Dakota

Baker, C. W.....KLLM, Minot
 Barnett, Ray.....KGPU, Mandak
 Gabrielson, Olaf.....KFGO, Fargo
 Nelson, Ivar.....KFYR, Bismarck
 Moritz, Richard.....KDLR, Devils Lake
 Murphy, Patrick J.....KNOX, Grand Forks
 Petrich, Arnold F.....KILQ, Grand Forks
 Prochaska, Quentin.....KDX, Dickinson
 Ridway, Robert E.....KSJB, Jamestown
 Savold, Juline.....WDAY, Fargo
 Sjostrom, Charles.....KOVC, Valley City

Ohio

Adams, Ernest L.....WHIO, Dayton
 Albers, Ralph.....WBEX, Chillicothe
 Beckwith, Laurace.....WPFB, Middletown
 Brinkman, Harold.....WEOL, Elyra
 Buehrle, George.....WLEG, Sandusky
 Bushong, Victor L.....WIZE, Springfield
 Clark, Charles E.....WMOA, Marietta
 Cowen, George.....WTRF, Bellaire
 Davis, Glen A.....WCPO, Cincinnati
 DeConnick, Leo.....WCOL, Columbus
 Delany, R. H.....WHK, Cleveland
 Dieringer, Frank A.....WFMJ, Youngstown
 Girt, Charles H., Jr.....WCMW, Canton
 Grunder, Russell.....WWST, Wooster
 Hartmeyer, Elmer C.....WHIZ, Zanesville
 Higgins, Alan.....WJEL, Springfield
 Hill, Jim.....WHKR, Akron
 Holmes, Harold.....WTOB, Toledo
 House, Lloyd.....WING, Dayton
 Hunter, Darrel.....WLOK, Lima
 Jones, Ben.....WTNS, Coshocton
 Kinney, Robert V.....WRRN, Warren
 Knopp, Irwin L.....WAKR, Akron
 Leonard, S. E.....WTAM, Cleveland
 London, Byron F.....WPTW, Piqua
 McCasland, Gerald.....WWSO, Springfield
 Minor, William B.....WHKC, Columbus
 Morrison, William.....WMAN, Mansfield
 Myers, Maurice L.....WPAY, Portsmouth
 Peters, Frances Joseph.....WMRM, Marion
 Nafzger, Lester H.....WBNS, Columbus
 Pierce, Morris R.....WGAR, Cleveland
 Randles, Wesley C.....WILE, Cambridge
 Roberts, Gerald G.....WJW, Cleveland
 Rockwell, R. J.....WLW, Cincinnati
 Schaefer, Frank W., Jr.....WLIO, East Liverpool
 Searl, T. F.....WICA, Ashtabula
 Shepherd, Charles S.....WSTV, Steubenville
 Shipley, Larry.....WJMO, Canton
 Sliker, Kenneth L.....WHBC, Cleveland
 Smith, Edzar C.....WFIN, Findlay
 Sowers, Robert.....WTOD, Toledo
 Stringfellow, William M.....WSPD, Toledo
 Symons, William.....WSAI, Cincinnati
 Topmiller, C. H.....WCKY, Cincinnati
 Volkman, Don F.....WMOH, Hamilton
 Whittaker, Ben H.....WSRS, Cleveland Heights
 Wildermuth, John L.....WADC, Akron
 Wilkins, B. T.....WKBN, Youngstown
 Woodward, Royce.....WRP'D, Worthington

Oklahoma

Abbott, Warren W.....KSML, Seminole
 Baucum, Ernest.....KWHW, Altus
 Billington, C. E.....KSWO, Lawton
 Billington, Gene.....KRHD, Duncan
 Brown, Roy.....KOME, Tulsa
 Coleman, Murray D.....KCCR, Enid
 Donley, M. M.....KAKC, Tulsa
 Easum, Clifford.....KTOK, Oklahoma City
 Fenter, George.....KASA, Elk City
 Foss, Darryl D.....KTJS, Hobart
 Freeland, Rayden.....KOCY, Oklahoma City
 Hoisington, Duane.....KMUS, Muskogee
 Kolb, William E.....KUSO, Ardmore
 Lovell, H. J.....WKY, Oklahoma City
 McCollum, Paul.....KSPI, Stillwater
 Marshall, Olen E.....WBBZ, Ponca City
 Moore, Edwin M.....KGFF, Shawnee
 Nelson, John M.....KSIW, Woodward

Richmond, Jack.....KLPR, Oklahoma City
 Robinson, George C. Jr.....KWCO, Chickasha
 Rountree, George.....KVLH, Pauls Valley
 Schilb, Bob.....KTCM, McAlester
 Sheaffer, Charles.....KTOW, Oklahoma City
 Smith, James H.....KHBG, Okmulgee
 Snider, Robert.....KTUL, Tulsa
 Stinson, Watt.....KVOO, Tulsa
 Thomas, M. W.....KOMM, Oklahoma City
 Walters, Bill.....KSEO, Durant
 Walker, Herald.....KADA, Ada
 Wilcox, Nate.....KFMJ, Tulsa
 Wireman, Jim.....KWON, Bartlesville

Oregon

Bookwalter, Louis S.....KOIN, Portland
 Callif, Victor M.....KMED, Medford
 Carlton, Clyde.....KSLM, Salem
 Click, Ralph S.....KWIN, Ashland
 Davidson, Herbert.....KWLJ, Albany
 Dickinson, Robert.....KBNB, Bend
 Durham, Murray.....KLMB, La Grange
 Ely, Thomas.....KEX, Corvallis
 Evans, Jeff.....KRUL, Corvallis
 Greene, William H.....KUGN, Eugene
 Grimes, William P.....KFJI, Klamath Falls
 Harland, Charles E.....KSRV, Ontario
 Johnson, R. F.....KPDQ, Portland
 Loomis, Dwight.....KWLJ, Portland
 McElroy, Edward C. Jr.....KOCO, Salem
 Mifflin, Ralph.....KXL, Portland
 Mott, Robert.....KODL, The Dalles
 Read, Walter L.....KWRO, Coquille
 Reetz, Leo.....KNPT, Newport
 Richmond, A. E.....KPOJ, Portland
 Riley, William.....KASH, Eugene
 Singleton, Harold C.....KGW, Portland
 Spaugh, Roger.....KOOS, Coos Bay
 Stuart, Chester J.....KYJC, Medford
 Viken, Floyd.....KORE, Eugene
 Walters, Gilbert.....KFLW, Klamath Falls
 Williams, N. L.....KUIV, Grants Pass

Pennsylvania

Ackley, Rexford.....WCRO, Johnstown
 Allen, L. L.....WHJB, Greensburg
 Arcoletti, Leo.....WKRZ, Oil City
 Bair, Howard.....WCMB, Lemoyne
 Beman, Douglas.....WMAJ, State College
 Benninger, John.....WPIT, Pittsburgh
 Bisbing, Franklin H.....WNAR, Norristown
 Bondy, Hugo A.....WIKK, Erie
 Bopp, Bernard.....WMRF, Lewiston
 Brewer, William A.....WBUD, Morrisville
 Burgoon, George.....WFBG, Altoona
 Burgoon, George R.....WRTA, Altoona
 Burtis, Charles W.....WPEN, Philadelphia
 Cassidy, Park H.....WLFJ, Bloomsburg
 Caum, Kenneth B.....WBZJ, Lock Haven
 Coleman, Millard J.....WARD, Johnstown
 Cooke, Kenneth R.....WGBI, Scranton
 Cooper, Horace.....WJAJ, Washington
 Cordaro, Frank C.....WKAP, Allentown
 Craig, Ernest A.....WHUN, Huntington
 Davis, Stanton.....WCNR, Bloomsburg
 Duck, Llewellyn.....WCPC, Clearfield
 Eberhart, Woodrow G.....WSBA, York
 Emch, Robert.....WKST, New Castle
 Eney, I. N.....KYW, Philadelphia
 Fasulkey, R. H.....WCVI, Connellsville
 Field, John.....WTEL, Philadelphia
 Fireman, Paul.....WBUX, Doylestown
 French, Theodore.....WLKJ, Wilkes-Barre
 Greenwood, James.....WCAB, Pittsburgh
 Haines, Homer.....WNAE, Warren
 Handwerker Gene.....WPAM, Pottsville
 Harris, Reginald K.....WIP, Philadelphia
 Heck, A. C.....WPIC, Sharon
 Henninger, John H.....WIBG, Philadelphia
 Henzly, William J.....WMBS, Uniontown
 Herbert, James.....WHOD, Homestead
 Hester, Ken.....WERC, Erie
 Hunt, R. F.....KQV, McKeesport
 Hurley, Wilkes E.....WEDO, McKeesport
 Hyzinski, Bernard.....WHWL, Nanticoke
 Jefferies, David W.....WESB, Bradford
 Kaiser, Henry R.....WWSW, Pittsburgh
 Keller, John W.....WKOK, Sunbury
 Kenney, T. C.....KDKA, Pittsburgh

Kost, Fred.....WJMJ, Philadelphia
 Leibensperger, E. Daniel.....WHP, Harrisburg
 Lewis, George.....WCAU, Philadelphia
 Littlejohn, Louis E.....WFIL, Philadelphia
 McCormack, Joseph.....WHUM, Reading
 McCoy, Walter W.....WJAS, Pittsburgh
 McCurdy, James.....WCHA, Chambersburg
 McFarland, P. G.....WPGH, Pittsburgh
 Marshall, Bernard.....WISL, Shamokin
 Mathoit, J. E.....WEST, Easton
 Mathoit, J. E.....WGAL, Lancaster
 Mathoit, J. E.....WKBO, Harrisburg
 Mathoit, J. E.....WORK, York
 Mathoit, J. E.....WRAW, Reading
 Metzger, Irvin C.....WJSW, Altoona
 Milhalk, Rudy F.....WDAD, Indiana
 Musselman, Reuel H.....WSAN, Allentown
 Neely, W. W.....WKPA, New Kensington
 Neiderkoffer, Henry.....WESA, Charleroi
 Oebbecke, Martin N.....WAEB, Allentown
 Oeschman, A. W.....WARM, Scranton
 Reinhart, George A.....WVPO, Stroudsburg
 Rex, Paul.....WISR, Erie
 Roland, George.....WLEU, Erie
 Ryback, Edwin L.....WGPA, Bethlehem
 Sakoskie, Charles Sr.....WBRF, Wilkes-Barre
 Savage, Leonard.....WLBK, Lebanon
 Schearer, Harold.....WEEU, Reading
 Schlegel, Woody.....WHGB, Harrisburg
 Shaub, John.....WLAN, Lancaster
 Sherman, Glenn.....WRAK, Williamsport
 Shimski, Willard.....WSCR, Scranton
 Simmington, Harry.....WPWA, Chester
 Smith, H. E.....WAVL, Apollo
 Stahl, Vernon.....WCDJ, Dubois
 Stenger, John H. Jr.....WBAK, Wilkes-Barre
 Straub, N. L.....WJAC, Johnstown
 Tisdale, ames M.....WVCH, Chester
 Tito, Elwood.....WAZL, Hazleton
 Unterberger, Frank W.....WDAS, Philadelphia
 Weaver, Willis N.....WNOW, York
 Werst, Gerald B.....WHOL, Allentown
 White, Charles.....WMCK, McKeesport

Rhode Island

Buckley, Richard.....WRIB, Providence
 Ferri, John W.....WPPO, Providence
 Johnson, Gilbert.....WFCT, Pawtucket
 Philbrook, Carroll.....WHIM, Providence
 Prior, Thomas, Civ.....WJAR, Providence
 Tillye, Henry.....WEAN, Providence
 Travis, George W.....WWON, Woonsocket

South Carolina

Albee, Wilbur.....WCSC, Charleston
 Bealy, James S., Jr.....WRHI, Rock Hill
 Beckholt, H. R.....WSPA, Spartanburg
 Bickford, Charles R.....WFGN, Gaffney
 Birchfield, William P.....WHAN, Charleston
 Bradham, Douglas M.....WTMA, Charleston
 Brienen, Donald A.....WHSC, Hartsville
 Browning, Gus.....WRNO, Orangeburg
 Burdette, Clyde J.....WORD, Spartanburg
 Edison, Herbert G. Jr.....WIS, Columbia
 Elias, Lewis W. Jr.....WFSC, Greenville
 Garrison, William.....WFBG, Greenville
 Greon, Morton.....WGCD, Chester
 Greene, Jack B.....WAIM, Anderson
 Hampton, Gene.....WKIX, Columbia
 Hanks, H. L.....WLAT, Conway
 Herrington, I. P.....WTND, Orangeburg
 Jenne, Frank.....WJMX, Florence
 Lambert, Robert D.....WCOS, Columbia
 Martin, George N.....WKDK, Newberry
 Modlin, Carlton J.....WFAK, Charleston
 Nelson, Walter.....WUSN, Charleston
 Philbrick, Richard.....WYFC, Rock Hill
 Powers, Everett C.....WBSC, Bennettsville
 Pritchett, W. A.....WOLS, Florence
 Seals, Marvin W.....WDSC, Dillon
 Sparks, Charlie.....WCRS, Greenwood
 Tate, George D.....WMRC, Greenville
 Thoman, C. A.....WALD, Walterboro
 Williams, James L.....WFIG, Sumter
 Williams, T. B.....WNOK, Columbia

South Dakota

Alwin, Francis.....KWAT, Watertown

Chief Engineers

Brodie, Bruce.....KISD, Sioux Falls
 Clark, E. E. Prof.....WCAT, Rapid City
 Crocker, George.....KSDN, Aberdeen
 Daniels, Eli.....KDSJ, Deadwood
 Froke, Lester.....KELO, Sioux Falls
 Griffiths, A. E.....KOTA, Rapid City
 Hobbs, Charles W.....KGFY, Pierre
 Hunt, Delbert T.....KABR, Aberdeen
 Marty, Roland H.....KIJV, Huron
 Staley, Max F.....KSOO, Sioux Falls
 Taylor, Robert.....KMHK, Mitchell
 Todd, Clifton M.....WNAX, Yankton

Tennessee

Andrews, Fred.....WROL, Knoxville
 Bailey, John H.....WJZM, Clarksville
 Baker, B. C.....WDEP, Chattanooga
 Barnes, B. B.....WAPO, Chattanooga
 Binns, F. D.....WLAC, Nashville
 Bowers, Condon.....WBEJ, Elizabethton-Johnson City
 Broyles, Joseph E.....WKGK, Knoxville
 Chiek, Elton.....WEEK, Fayetteville
 Collington, E. E.....WGNB, Murfreesboro
 Daugherty, George W.....WHUB, Cookeville
 Deaderick, J. E.....WMPS, Memphis
 Duke, Walter A.....WMNT, McMinnville
 Evans, Ray.....WNOX, Knoxville
 Fincher, Byron E.....WDXB, Chattanooga
 Frase, E. C. Jr.....WCMC, Memphis
 Garland, O. K.....WJHL, Johnson City
 Gordon, Robert M.....WTJS, Jackson
 Hampton, Laile.....WGRV, Greeneville
 Hargis, Kenneth.....WHBT, Harriman
 Hobbs, Revis.....WKRM, Columbia
 Hooper, T. E.....WBKB, Knoxville
 Horton, J. Rex.....WBIR, Knoxville
 Jones, Charles W.....WTPR, Paris
 Jones, E. B.....WETB, Johnson City
 Keicher, Andrew.....WKSR, Pulaski
 Lacey, Ed.....WDIA, Memphis
 Lamarr, Curtis.....WGAP, Maryville
 Marsh, Tim.....WHAL, Shelbyville
 Marsh, William.....WHHM, Memphis
 Monrow, C. W.....WDSG, Dyersburg
 Owen, Roy.....WDDO, Chattanooga
 Raney, Wilson.....WREC, Memphis
 Redden, James A.....WCRK, Morristown
 Reynolds, George A.....WSM, Nashville
 Robinson, R. V.....WOPI, Bristol, Tenn.-Va.
 Roy, W. M.....WHBQ, Memphis
 Schumaker, Fred.....WSIX, Nashville
 Sowell, J. E.....WJMJ, Lewisburg
 Spencer, James F.....WCDT, Winchester
 Spragins, Carl.....WJIG, Tullahoma
 Stokely, Charles.....WAGC, Chattanooga
 Stuart, Bill.....WBAC, Cleveland
 Thomas, James S.....WDXI, Jackson
 Thomas, James.....WENK, Union City
 Turner, J. W.....WLAR, Athens
 Weaver, Shelton.....WMAK, Nashville
 Wilburn, James R.....WATO, Oak Ridge
 Woodard, Harold.....WHIN, Gallatin

Texas

Adams, John.....KFDD, Wichita Falls
 Allen, J. T.....KKOX, Sweetwater
 Barker, Sam.....KVOU, Uvalde
 Barnett, Glenn.....KAYS, Hays
 Beal, Orvis.....KAND, Corsicana
 Bledose, W. S.....KFYO, Lubbock
 Boatright, Glen.....KPAC, Port Arthur
 Bobisud, W. A.....KBKE, Baker
 Bochnemann, Harry W.....KIUN, Pecos
 Bradford, William E., Jr.....KSST, Sulphur Springs
 Braffett, Brooks.....KCTX, Childress
 Brady, Charles L.....KMAC, San Antonio
 Bridges, Ken.....KRIS, Corpus Christi
 Callison, Glenn.....KLFJ, Dallas
 Casey, J. B.....KRBC, Abilene
 Chase, Warren.....KURV, Edinburg
 Chinski, Gerald R.....KXYZ, Houston
 Clopton, A. Browning.....KVAI, Amarillo
 Clyde, Tom.....KGVJ, Greenville
 Collins, Hudson C.....KGKB, Tyler

Collins, J. Raymond.....WFAA, Dallas
 Collup, Doyle E.....KSTV, Stephenville
 Cook, Carl.....KBOP, Plainsview
 Cook, Homer A.....KTEM, Temple
 Cornelius, Eukene.....KPET, Lamesa
 Crouse, John R.....KKOL, Fort Worth
 Cuesta, Nestor.....KWBU, Corpus Christi
 Dove, Jesse.....WACO, Waco
 Easterwood, Marvin J.....KRIC, Beaumont
 Egerton, W. G.....KTSA, San Antonio
 Ellis, Glenn R.....KIOX, Bay City
 Farmer, Paul.....KHLD, Odessa
 Flynn, Roy M.....KHLD, Dallas
 Fones, Henry N.....KTFS, Texarkana
 Frazier, Ed.....KVAL, Brownsville
 Futch, Virgil.....KNET, Palestine
 Gemoets, E. L.....KEPO, El Paso
 Griffith, Harold.....KEYS, Corpus Christi
 Grubbs, L. R.....KWTF, Waco
 Haigh, Joseph B.....KABC, San Antonio
 Hartwig, O. L.....KRGV, Weslaco
 Haubold, A. L.....KLEE, Houston
 Hickman, Jerry.....KORC, Mineral Wells
 Hilbun, Lloyd.....KSET, El Paso
 Hill, Fred C.....KTRE, Lubbock
 Howze, Bill.....KDWT, Stamford
 Hughes, Ben F.....KTRN, Beaumont
 Huhndorff, Paul.....KLEE, Houston
 Hyman, Kenneth R.....KCOB, San Antonio
 Ing, George.....KONO, San Antonio
 Jeffers, Charles L.....WQAI, San Antonio
 Johnson, Bert.....KVLV, Alpine
 Johnson, O. B.....KTHT, Houston
 Jones, Andrew M.....KBST, Big Springs
 Jones, Harold.....KFDM, Beaumont
 Jones, David C. Jr.....KORA, Bryan
 Jones, Frank M.....KGKL, San Angelo
 Kay, Arthur P., Jr.....KOGT, Orange
 Kelley, W. C.....KRUN, Ballinger
 Kidd, Thornton L.....KNAF, Fredericksburg
 Kimbrell, James.....KECK, Odessa
 Kreiger, Herman.....KHUZ, Borger
 Lassetter, Norman.....KDLK, Del Rio
 Lee, R. F.....KCBD, Lubbock
 Lewis, James E.....KNOW, Austin
 Lindsay, William.....KMHT, Marshall
 Luddy, Noel.....KFDA, Amarillo
 McCrown, Robert.....KVIC, Victoria
 McCreary, William M. Jr.....KEBE, Jacksonville
 McLacklin, Tom.....KDET, Center
 McNally, Eugene C.....KPLT, Paris
 Marti, George W.....KCLE, Cleburne
 Martin, Cordell.....KGAF, Gainesville
 Martin, David H.....KTXN, Austin
 Martin, Edward.....KATL, Houston
 Maxim, Ambrose.....KRBA, Lubbock
 Meiners, W. M.....KRIO, McAllen
 Middlebrook, George.....KSF, Nacogdoches
 Ming, Morris M.....KSKY, Dallas
 Neathery, John, Jr.....KSAM, Huntsville
 Nell, Jesse.....KELP, El Paso
 Nelin, Cecil.....KNEL, Brady
 Osborne, Garth.....KPDN, Pampa
 Parson, Stewart.....KAMQ, Amarillo
 Parsons, Melvin.....KWBC, Fort Worth
 Peterson, James T.....KFJZ, Fort Worth
 Phillips, Paul.....KTAN, Sherman
 Proctor, Jack.....KTXL, San Angelo
 Rainey, Gordon W.....KTAE, Taylor
 Ramps, C. W.....KMAE, McKenney
 Ridgway, Herman.....KVMC, Vernon
 Robertson, Harvey.....KCMC, Texarkana
 Seals, R. B.....KSTA, Coleman
 Siercovich, John.....KITE, San Antonio
 Simms, Jesse.....KGBC, Galveston
 Simpson, James.....KOSA, Odessa
 Smith, Bill.....KMT, Dalhart
 Smith, Hulan K.....KPAB, Laredo
 Smith, E. L.....KSTB, Breckenridge
 Sosolik, Frank J.....WTAW, College Station
 Soule, Karem O.....KCOA, Kilgore
 Spellman, T. E.....KRRV, Sherman-Denison
 Stewart, A. W.....KBWD, Brownwood
 Stinson, R. C.....WBAP, Fort Worth
 Strain, Hugh.....KPBX, Beaumont

Chief Engineers

Stright, John E. KVKM, Monahans
 Tabbot, Edward P. KRDD, El Paso
 Torrey, William H. KGNC, Amarillo
 Tripp, Bob E. KIXL, Dallas
 Tucker, D. J. WRR, Dallas
 Wade, J. B. KDDP, Dumas
 Walton, Kenneth J. KTSM, El Paso
 Webb, Richards KWHI, Brenham
 Weinzell, Harold KLEE, Houston
 Wheeler, Harvey KPRC, Houston
 Wileman, Robert A. KTTB, Tyler
 Wiley, Herbert T. KWFT, Wichita Falls
 Williams, Claude KOLE, Port Arthur
 Williams, Frank Jr. KCTI, Gonzales
 Wilson, Willis KGBS, Harlingen
 Wright, T. E. KPFN, Bonham
 Yates, Tom KCRS, Midland
 Yeakley, Frank KVET, Austin
 Yeakley, Frank W. KTBC, Austin
 Zackery, James KVOW, Littlefield

Utah

Baldwin, John M. KDYL, Salt Lake City
 Bell, Wendell KUTA, Salt Lake City
 Boelter, E. W. KJAM, Vernal
 Boothie, Wayne T. KLO, Ogden
 Bradshaw, William E. KBUH, Brigham City
 Clayton, Vincent KSL, Salt Lake City
 Cozzers, W. D'Orr KALL, Salt Lake City
 Hansen, David I. KSCV, Richfield
 Keyes, Henry KOVO, Provo
 May, Myron E. KNAK, Salt Lake City
 Olesen, Delmont KVNU, Logan

Vermont

Boisvert, Theodore WWSR, St. Albans
 Grout, Harold M. WDEV, Waterbury
 Quill, John C. WJOY, Burlington
 Ramson, Norval K. WSYB, Rutland
 Tierney, James W. WCAX, Burlington

Virginia

Candler, William S. WFVA, Fredericksburg
 Chrismon, Charles K. WFLO, Farmville
 Clair, Frederick F. WHYU, Newport News
 Daugherty, Bob WCYB, Bristol
 Duckett, Carl E. WBOB, Galax
 Doherty, John R. WHLF, South Boston
 Goodwin, Edward R. WAYB, Waynesboro
 Gray, Walter W. WCHV, Charlottesville
 Hall, Frank A. WROV, Roanoke
 Houser, Rex WTON, Staunton
 Hushlett, Jon WFGH, Bristol
 Lindberg, Carl L. WPIK, Alexandria
 McGuigan, George W. Jr. WLEE, Richmond
 Motley, Lyle C. WBTM, Danville
 Muse, Dewey W. WMVA, Martinsville
 Newman, Edward J. WDBJ, Roanoke
 Orth, John T. WLVA, Lynchburg
 Peffer, John C. WTAJ, Norfolk
 Runyon, Charles A. WGH, Newport News
 Siegel, Jack WLOW, Norfolk
 Wilson, C. E. WSVS, Crewe
 Wilson, John H. WKEY, Covington
 Wolstenholme, Vincent WRNL, Richmond
 Wood, Wilfred H. WMGB, Richmond
 Woods David C. WRVA, Richmond
 Youden, William WEAM, Arlington

Washington

Allen, Gordon KYAK, Yakima
 Bookwalter, L. S. KJR, Seattle
 Boor, John KMO, Tacoma
 Brott, F. J. KOMO, Seattle
 Dubuque John. KXA, Seattle
 Eddy, Walt KTBL, Tacoma
 Evans, G. W. KNEW, Spokane
 Freiberg, George KRSC, Seattle
 Fresse, George KQP, Wenatchee
 Hallman, Bert KBRO, Bremerton
 Hamlingway, Jack KXLE, Ellensburg

Harper, Ernest E. KVOS, Bellingham
 Hatfield, James KIRO, Seattle
 Holmes, John KWLK, Longview
 Keiter, Les KELA, Centralia-Chehalis
 Kissler, Roland KSEM, Moses Lake
 Langford, George KXLY, Spokane
 Lind Perry KOL, Seattle
 McDonough, D. M. KVI, Tacoma
 Means, Edgar KVAN, Vancouver
 Mott, Walter KPKW, Pasco
 Murphy, H. B. KIT, Yakima
 Patrick, Howard R. KONP, Port Angeles
 Roark, C. A. KGY, Olympia
 Springer, A. G. KGA, Spokane
 Springler, Kirk W. KOMW, Omak
 Shultz, Arthur KING, Seattle
 Vanerstrom, Orris KBRC, Mount Vernon

West Virginia

Baker, Fred A. WKWK, Wheeling
 Brooks, V. G. WPAB, Parkersburg
 Bucy, James F. WWNR, Beckley
 Bullio, Robert W. WBTH, Williamson
 Craver, Campbell J. WMON, Montgomery
 Dixon, William E. WCHS, Charleston
 Flanagan, P. T. WHIS, Bluefield
 Ginkel, Al J. WJLS, Beckley
 Graham, Earl H. WLOH, Princeton
 Haldane, William R. WPLH, Huntington
 Heil, Sterling H. WPEM, Martinsburg
 Huff James A. WHAW, Weston
 Jackson, Herbert S. WRON, Roncoverte
 Keim, Edwin L. WVVVA, Wheeling
 Kilpatrick, Leroy WSAZ, Huntington
 King, Howard R. WBRW, Welch
 Kovian, Andrew H. HAR, Clarksburg
 McCoy, Harvey J. WYVW, Fairmont
 Marcum, Taylor WKNA, Charleston
 Hough, R. D. WPDJ, Clarksburg

Wisconsin

Bohnert, Ray WIGM, Medford
 Boos, Jerry WDLB, Marshfield
 Bresette, Charles WOBT, Rhinelander
 Clay, Wayne WCLO, Janesville
 Dechant, Lee WJON, Racine
 Dodde, George WFOF, Milwaukee
 Duben, W. C. WOMT, Manitowoc
 Evans, Ralph WEXT, Milwaukee
 Fliegel, E. W. WNAM, Neenah
 Garrity, James WBSR, Superior
 Hahn, Norman WIBA, Madison
 Hebal, William WTMJ, Milwaukee
 Host, Raymond WMAW, Milwaukee
 Jorgenson, T. O. WEAU, Eau Claire
 Laskey, Melvin WDSM, Superior
 Leeman, Al WKBH, LaCrosse
 Link, Oulo WJTV, Ashland
 Mayer, Herbert J. WHBL, Sheboygan
 Meyers, Wendell S. KFJZ, Fond Du Lac
 Mueller Paul WMLO, Milwaukee
 Paske, Roland WEMP, Milwaukee
 Randle, Adin WAUX, Waukesha
 Rauscher, Albert WJPG, Green Bay
 Reed, Elmer WJPG, Green Bay
 Rotunda, Orlando WLIP, Kenosha
 Stangel, Wallace WTAQ, Green Bay
 Stewart, A. L. WMAM, Marinette
 Vanderhelden, V. A. WKOW, Madison
 Weller, Donald A. WISN, Milwaukee
 Wheller, Glen WOSH, Oshkosh

Wyoming

Bernhart, Phillip H. KODI, Cody
 Buchanan, Archie W. KVRJ, Rock Springs
 Crosthwaite, Bob KWYO, Sheridan
 Grove, Clark KRAL, Rawlins
 Roberts, Harold KFV, Cheyenne
 Ross, James R. KTW, Seattle
 Schnell, Gordon L. KVOC, Casper
 Simons, Duane W. KSPR, Casper

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

Equipment Firms

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPalding 2-0100

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Vice-Pres. Chg. Sales.....W. C. Johnson
Treasurer.....L. C. Park
Director of Engineering.....Ken Turner
Dir. of Adv.....Seymour Mintz
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda
Secretary.....Ken Turner
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Dual-Temp Refrigerators, Refrigerators, Electric Ranges.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
V.P. Chg. Manufacturing....Edwin A. Norris
Sales Manager—Distributor
Div.....Charles Golenpaul
Sales Manager—Manufacturers'
Div.....Frank L. Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager....Charles Golenpaul
Export Managers...Rocke International Corp.

PRODUCTS: Capacitors—paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

Air King Products Co., Inc.

170—53rd St., Brooklyn 32, N. Y.
Phone: HY 2-8000

President.....D. H. Cogan
Chairman of the Board.....B. A. Coffin
V. P.-Export.....Allen Straus
Secretary.....R. W. Hill
Manager of Sales.....R. D. Payne
V. P. Engineering.....L. M. Kay
Purchasing Agent.....M. L. Gardner

Advertising Mgr.....A. D. Adams
Credit & Personnel.....J. H. Seider
Plant Manager.....M. Krauss
Asst. Treasurer.....N. Boudro
Comptroller.....J. Kaufman
PRODUCTS: Radios; AM & FM, table models, consoles, portables, wire recorders; console combination including record player and radio, portable including record player, portable, television; table models.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.
Phone: Mitchell 5151

Pres.-Sales Manager.....F. F. Looch
Radio Sales Mgr.....D. S. W. Kelly
Chief Engineer.....J. J. Mellon
Credit Manager.....E. M. Kroening
Purchasing Agent.....Theron C. Child
Advertising Mgr.....A. H. Fensholt
Industrial Relations Mgr.....George Megow
Export Mgrs.....Rocke Intern'l Corp.
Service Mgr.....G. W. Vater

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1-1386

Partner.....L. J. Menschik
Purchasing Agent.....W. Nordor
Superintendent.....H. Klauk
Sales Manager.....W. J. Johnston
PRODUCTS: Condensers.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....Henry Blehert
Purchasing Agent.....Albert A. Goffstein
Export Managers.....Lincoln Export Co.
Service Manager.....Allan Degman

Equipment Manufacturers

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

American Transformer Co.

178 Emmet St., Newark 5, N. J.

Phone: Bigelow 3-4444

Vice-President.....Walter Garlick, Jr.
Sales Mgr. Industry Sales.....T. W. Stauber
Mgr. Electronic Sales.....F. K. Hankinson
Mgr. Electronic Apparatus.....John F. Harris
Comptroller.....John M. Wollmer
Ind. Rel. Mgr.....Fred H. Canfield
Purchasing Agent.....E. H. Bard

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.

Phone: MAin 5-2050

President.....Nicholas Anton
Exec. Vice-Pres.-Sales
Manager.....Samuel Norris
Chief Engineer.....C. W. Wheeler
Purchasing Agent.....I. Trebicoff
Export Managers.....Rocke Intern'l

PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.

Phone LOngacre 5-6622

President.....Ernest W. Amy
Purchasing Agent & Credit Mgr.....Frank King
Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Television and FM Antennas. Electronic Developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.

Phone: STillwell 4-5411

President.....Frank A. D. Andrea
Sales Manager.....Frank V. Goodman
Chief Engineer.....Harold J. Heindel
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Advertising Manager.....Frank V. Goodman
Industrial Relations Mgr.....John Andrea

Export Manager.....Ramon Masvidal
Service Manager.....Joseph Haug

PRODUCTS: Radio and Television Receivers and Phono. combinations.

Andrew Corporation

363 E. 76th St., Chicago 19, Ill.

Phone: Triangle 4400

Chn. of Bd. of Dir.....Dr. V. J. Andrew
President.....Mrs. A. S. Andrew
Dir. of Sales Engineering.....C. R. Cox
Prod. Mgr.....G. M. Dinnick
Sales Manager.....W. F. Kean
Chief Engineer.....J. S. Brown
Controller.....W. J. Mather

Products: Coaxial Transmission line FM-AM-TV, Antennas FM broadcast, Antenna Phasing Equipment and Accessories, RF Inductors (Miscellaneous types), Tower Lighting Equipment, Indicating Devices (Misc.), Monitoring Equipment, Relays, Transformers, UHF Equipment and accessories.

Ansley Radio & Television, Inc.

41 St. Joes Ave., Trenton 9, N. J.

Phone: 4-1175

President.....Bernard Fein
Sales Manager.....Charles A. Clinton
Chief of Prod. Engineering.....Kenneth Pelham
Credit Mgr.....Anne J. Dawson
Purchasing Agent.....Daniel Stein
Advertising Mgr.....Charles A. Clinton
Service Mgr.....Julius Jonas
Traffic Mgr.....Joseph Kane

PRODUCTS: AM-FM Console with Phonograph; Television — Table, Console; FM Table, FM Console, AM-FM Console; FM Console with Phonograph, AM-FM Console with Phonograph.

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio

Phone: 12-656

President-Gen. Mgr.....F. H. Woodworth
V.P.-Chief Research Engr.....C. M. Chorpeneing
Treasurer-Asst. Gen. Mgr.....G. B. Frazer
Gen. Sales Mgr.....W. J. Doyle
Chief Engineer.....G. A. Morrell, Jr.
Purchasing Agent.....H. G. Green
Secty.....F. H. Kuhlman
Factory Superintendent.....W. M. Semple
Personnel Dir.....F. H. Kuhlman

PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

Audak Company, Inc.

500 Fifth Ave., New York 18, N. Y.

Phone LA 4-3723-4

President.....Maximilian Weil
Vice-Pres.....George V. Sullivan

PRODUCTS: Cutting heads, Electronic reproducing apparatus.

Equipment Manufacturers

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Research Engineer.....E. W. Franck
BRANCH OFFICE: Allan H. Bodge, West
Coast Mgr., 844 Seward St., Hollywood, Calif.
PRODUCTS: Recording Discs (Audio-
discs), Recording and Playback Points
(Audiopoints), Audio Tape.

**Audio & Video Products
Corporation**

681 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-6031

Pres. & Gen. Mgr.....Charles E. Rynd
V. P. & Treas.....Thomas P. Robinson
Vice-President.....Fred M. Thrower
Vice-President.....James L. Middlebrooks
Sales Manager.....Russell O. Hudson
PRODUCTS: Ampex magnetic tape re-
corders.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President.....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Mgr.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
PRODUCTS: Mica trimmer condensers,
intermediate frequency transformers, radio
frequency coils, R. F. choke coils, adjustable
padder condensers, permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone 4762

President.....John F. Beasley
Secty.-Treas.....James H. Beasley
Erection Superintendent....Sydney N. Beasley
Office Manager.....C. A. McLarty, Jr.
PRODUCTS: Steel erectors (radio towers
& Antennas).

**Bendix Radio Division
(Bendix Aviation Corp.)**

East Joppa Rd., Towson 4, Md.
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Asst. Gen. Mgr.....E. K. Foster
Dir. Engr. & Research.....W. L. Webb
Chief Engr. Radio & Tele.....D. C. Hierath
Chief Engr. Comm. Products....A. E. Abel
Chief Research Engr.....A. C. Omberg
Radio & Tele Sales Mgr.....E. C. Bonia
Dir. of Industrial Relations....M. M. Hughes
Advertising Manager—Radio
and Television.....F. T. Sterritt

Sales Manager—

Communications Radio...J. W. Hammond
PRODUCTS: Aviation radio receivers,
transmitters, radio compasses, electronic
broadcast receivers and radio-phonograph
combinations, television receivers, head-
phones, microphones.

Bliley Electric Company

Union Station Building, Erie, Pa.
Phone: 26-857

President.....F. D. Bliley
V.P. & Sales Manager.....G. E. Wright
V.P. & Chief Engineer.....J. M. Wolfskill
Treas. & Credit Mgr.....D. F. Stout
Purchasing Agent.....S. E. Riley
Industrial Relations Mgr.....R. R. Johnson
PRODUCTS: Quartz Crystals, Crystal Con-
trolled Oscillators and Crystal Ovens.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ORchard 4-6960

Partners.

William Brand, William Naumburg, Jr.
Sales Manager.....J. R. Garey
PRODUCTS: Insulation, electrical, Tub-
ing, Varnished Cotton, Glass, Tubing, Var-
nished, Plastic, Extruded Tubing Cambric,
Varnished, Mica block, films, splits and
splittings, Mica-Plate, segments, Wire, Ther-
moplastic insulated.

Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President.....Lincoln Walsh
Sales Manager.....Harrie K. Richardson
Chief Engineer.....J. Ray Edinger
Credit Manager.....Helen Anthony
Purchasing Agent.....Helen Anthony
PRODUCTS: High Quality Audio Ampli-
fiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: 2121

President.....G. H. Browning
V. P.....R. L. Purrington
Chief Engineer.....F. A. Spindell
Prod. Mgr.....J. C. Sullivan
Head Test Tube Dept.....H. L. Smith
Credit Mgr.....C. W. Craven
PRODUCTS: Frequency Meters, Cathode
Ray Oscilloscopes, 60-cycle Calibrators, Reg-
ulated Power Supplies and Square Wave
Generators, Super-high Frequency Signal
Generators, Frequency Calibrators, Capac-
itance Relays, Electronic Capacitance Alarm
Systems, FM-AM Tuners, FM Tuners.

Equipment Manufacturers

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio

Phone: Endicott 3315

Manager J. H. Munchausen

PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, 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.

Chicago Electronic Engineering Company

3223 W. Armitage Ave., Chicago 47, Ill.

Phone: CA 7-3130

President E. J. Rehfeldt

V. P. & Sales Mgr. W. W. Carroll

Secy.-Treas., Chief Engineer H. Holubow

Credit Mgr. T. J. Thorkelson

Purchasing Agent H. Roberts

Export Manager E. J. Rehfeldt

PRODUCTS: Receiving and transmitting transformers and chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.

Phone: 1206

President J. G. Best

V. P. & Gen. Sales Mgr. W. A. Nicely

V. P. & Gen. Mgr. B. S. Turner

Chief Engineer W. H. Budd

Credit Manager M. F. Schneck

Purchasing Agent B. S. Turner

Plant Superintendent G. M. Cooper

Industrial Relations Mgr. A. M. Daily

Export Manager W. A. Nicely

Traffic Manager R. I. Corner

PRODUCTS: Volume controls, tone controls, associated switches.

Clarostat Mfg. Co., Inc.

Dover, N. H.

President Victor Mucher

Sales Mgr. Distributors

Div. Fran Chamberlain

Secretary Charles H. Burnell

V.P.-Chief Engineer George Mucher

V.P. Chg. Sales I. J. Youngblood

PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

855—35th St., N.E., Cedar Rapids, Iowa

Phone: 3-0281

President Arthur A. Collins

Exec. V. P.—New York W. J. Barkley

Vice President-Gen. Mgr. R. S. Gates

V. P. Chg. Engr. & Mfg. L. M. Craft

Secretary-Treasurer S. J. Storm

PRODUCTS: Standard and FM 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, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.

Phone: Victoria 2450

President E. E. Lewis

V. P. Chg. of Oper. J. H. Quick

V. P. & Treas. H. E. Riordon

V. P. & Automotive Sales C. H. Symington

Controller M. B. Chesney

Purchasing Agent H. H. Martin

Commercial Mgr. J. K. McDonough

Service Mgr. R. K. Pew

Mgr. & Industrial Relations H. S. Hagen

Dir. of Engineering R. MacLathie

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.

Phone: Bridgeport 6-0181

President Frank White

V. P. in Chg. of Sales Paul E. Southard

V. P. in Chg. of Mfg. and Engineering

J. H. Hunter

Dir. of Engineering and Development

William Bachman

Recording Dir. Vincent Liebher

Treasurer William Wilkins

Dir. of Purchases Robert P. Robinson

Advertising Mgr. Albert Earl

Export Mgr. Ralph Alacon

Service Mgr. William Madeburg

Traffic Manager Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

Equipment Manufacturers

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLeArwater 6500

President & Sales Mgr. G. F. Benkelman
V. P. & Chief Engineer. J. W. Jira
Purchasing Agent. W. M. Wood
PRODUCTS: Fixed composition resistors,
Nobleloy Precision Resistors, Auto Radio
Suppressors, Capacitors, Filternoys.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140

President & Treasurer. Milton Ritzenberg
Secretary-Sales Mgr. Macdonald Goodwin
Chief Engr. Serge Paksver
Asst. Sect.-Asst. Treas. Jane E. DeVleshower
V. P. & Prod. V. A. Carpenter
PRODUCTS: Electronic tubes, phototubes,
rectifier tubes, grid control tubes, fluorescent
lamps, ultra violet and stationary lamps.
Special tubes of all kinds.

Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas
Phone: Riverside 3611

President. James O. Weldon
Vice-President. Lester H. Carr
Secretary. Dorothy F. Weldon
PRODUCTS: Antenna Phasing Equip-
ment, Radio Frequency Components for
Standard Broadcast Stations, Custom Build-
ing of Radio Transmitting Equipment.

Corning Glass Works

Corning, New York
Phone: Corning 372

President. W. C. Decker
Mgr. Electrical Prod. Div. John L. Ward
Mgr. Technical
Prod. Div. Russell Brittingham
PRODUCTS: Glass envelopes for tubes
used for radio receiving, broadcasting, ca-
thode ray, television and all other electronic
purposes, tubing and special sealing glasses,
insulators, coil forms, resistor tubes, metal-
lized glassware, including timmer capacitors,
resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArlay 7-5140

President. John Cook
V. P. & Gen. Sales Mgr. W. F. Osler, Jr.
Treasurer J. C. Stagg
Secretary J. E. Hoffman
Sales Mgr. & Electric Wire Prod. W. F. Jessup
PRODUCTS: Radio & TV wire products
including electronic and intercommunicating
wires and cables, electric wire products in-
cluding lamp cords, fixture wire, rubber
jacketed cords, and cord sets.

Crosley Division

(Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIRby 6600

Exec. V. P., Avco Mfg. Corp.
Raymond C. Cosgrove
Pres. & Gen. Mgr., Crosley Div. John W. Craig
Gen. Sales Mgr. Norman C. MacDonald
Dir. of Engineering & Research
L. M. Clement
Mgr., Radio & TV Section Stanley J. Glaser
Credit Mgr. John J. Hope, Jr.
Purchasing Agent. Frank W. Warner
Advertising Mgr. Ellis L. Redden
Industrial Relations Mgr. Paul W. Deubery
Export Mgr. Tye M. Lett, Jr.
Service Mgr. Harold A. Newell
Traffic Manager. Frank C. Partlan
Pres., Crosley Broadcasting Corp.
(Subsidiary) J. D. Shouse
PRODUCTS: Radio—AM, FM, Television.

De Mornay Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: MELrose 5-1900

Pres. & Treas. Richard E. DeMornay
Vice President. Edward F. Meyers
Secretary Georgia Schlinkert
General Mgr. Stanley Gartman
Executive Engr. Robert L. Clarke
Chief Engr. Walter Zable
New Developments Engr. Samuel Freedman
Engineering Rep. Maxwell S. Symon
Dir. of Purchases. Jordan Smith
Purchasing Agent. Robert Hefferman
PRODUCTS: Research Development and
Production of: Microwave Plumbing, Wave
Guides, Microwave Test Equipment, Micro-
wave Spectroscopy, Radar Systems, Radar
Components, Linear Accelerators (Micro-
wave), Special fittings and plugs, RF systems,
Calorimeters.

Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdecliffe 3-4100

President. E. M. Doolittle
Sales Manager. H. V. Carlson
PRODUCTS: Radio Communications
Equipment, Frequency Monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone: PASSaic 3-1616
OFFICERS

President. Allen B. Du Mont
Vice-President. Leonard F. Cramer
Treasurer. Paul Raibourn
Secretary. Bernard Goodwin
Asst. Treas. J. J. Doughney
Asst. Secy. Arthur Israel, Jr.

Equipment Manufacturers

BOARD OF DIRECTORS

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Bruce T. Du Mont, Dr. Thomas T. Goldsmith,
Jr., Paul Raiburn, Bernard Goodwin, Arthur
Israel, Jr., David Van Alstyne, Jr.

DEPARTMENT HEADS

Director of Research
Dr. Thomas T. Goldsmith, Jr.
Mgr. Du Mont TV Network

Lawrence Phillips
Gen. Mgr. Instrument Mfg. Div.

C. Edwin Williams
Mgr. TV Receiver Sales.....Ernest A. Marx
Controller.....B. L. Graham
Advertising Mgr.....H. R. Geyelin
Plant Superintendent.....Bruce T. Du Mont
Dir. of Personnel.....Harry Housten
Mgr., TV Receiver Mfg.....Ricardo Muniz
Mgr., Instrument Div.....Rudolph Feldt
Mgr., Cathode-ray Tube Div.....I. G. Rosenberg
Mgr., Transmitting Equip. Sales.....H. E. Taylor

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

Dumont Electric Corp.

308 Dyckman St., New York 34, N. Y.
Phone: LORraine 9-2800

President & Chief Engr.....Jacob Katzman
Sales Manager.....Philip Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.
Phone: ARmitage 3740

Pres. & Sales Mgr.....George H. Trimmings
Chief Engineer.....Louis J. Patla
Credit Mgr.....C. Banghart
Purchasing Agent.....C. L. Linblade
Advertising Mgr.....M. P. McLean
Industrial Relations Mgr.....M. E. McLean
Export Mgr.....Syd Storch
Production Mgr.....Albert Bowman
Traffic Mgr.....W. Grabarek

PRODUCTS: Transformers.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.
Phone: DAvenport 4-7000

President.....James L. Hawley
Secretary.....T. J. Mullaney
General Manager.....George H. Rich
Engineer.....Edward Ritter
Purchasing.....R. E. Weber
Accounting & Credits.....W. T. Lodwig

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal

plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

P. O. Box 343, Le Roy, Minn.
Phone: 191

President.....E. A. Eckstein
Sec'y.-Treas.....E. R. Bostrom
Sales Manager.....R. J. Benjamin
Prod. Mgr.....D. F. Boulett

PRODUCTS: Communication type car receivers (Karadio) Featuring Multi Band & Fixed Frequency. Farm Radios (L'Atro). Home radios & special purpose sound equipment (Eckco).

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: NORmandy 2-2168

President.....David A. Marcus
Vice-Pres.....Wm. H. Burgess
Engineer.....B. V. Delltour
Purchasing Agent.....R. T. Liggitt

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes A-C to D-C for electric shavers. Television Service Division—install and service television receivers.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres.Edward D. Gray
V.P.-Chief Engineer.....Henry S. Bamford
Sales Mgr.....George Peterson, Jr.
Credit Mgr.....C. John Seez
Service Mgr.....George Peterson, Jr.
Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Exec. Vice-Pres.....Dorman D. Israel
Secy. & Treas.....Max Abrams
Vice-Pres. Sales.....Charles Robbins
Vice-Pres. Purchasing.....Harvey Tullo
Vice-Pres., Works Mgr.....E. J. Kelly
Controller.....A. Rosen
Dir. of Engineering.....D. E. Harnett
Sales Promotion Mgr.....Stanley M. Abrams
Export Mgr.....Joseph Kattan
Service & Parts Mgr.....George Cohen

Equipment Manufacturers

Personnel Mgr.....P. R. Certo
 Advertising Mgr.....Edward Lane
 PRODUCTS: Radio Receivers: Battery—
 Console, Table, Portable, Portable AC-DC;
 Electric — AM Compact, AM Table, AM
 Portable, AM Console, FM Console; FM
 Table; Television—Table models and Con-
 sles; Combinations — Radio-phonograph;
 Record Players.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
 Phone: BUtterfield 8-2300

President.....Nathan Pinsley
 V. P. & Sales Mgr.....W. Walter Jablon
 V. P. & Gen. Mgr.....Sol Pinsley
 V. P. & Industrial Sales.....John Benedikt
 V. P. & Eng.....Jack Rosenbaum
 Credit Mgr.....Max Goldberg
 Export Mgr.....J. E. Chorliian
 Chief Eng.....Sam Sach
 PRODUCTS: AM-FM-Chassis, AM-FM-Tun-
 ers, High Fidelity Amplifiers, Power Supplies,
 AM-FM Front End Tuners, 3" Television Kits.

Fada Radio & Electric Co., Inc.

525 Main St., Belleville 9, N. J.
 Phone: BE 2-5680

President.....J. M. Marks
 Secretary-Treasurer.....D. I. Marks
 Chief Engr.....Herbert O. Wilson
 Vice Pres.....S. N. Marks
 Asst. Secty.....I. N. Marks
 Advertising, Export Manager.....H. N. Lubet
 Supt.....J. Lewandowski
 PRODUCTS: AM-FM Table Model Radio,
 Table Model Television Receiver, Projection
 Console Model Television.

Fairchild Recording Equipment Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
 Phone Jamaica 6-3800

President.....Sherman M. Fairchild
 Vice-Pres.....W. D. Fling
 Advertising & Sales Mgr.....Jay H. Quinn
 Treasurer.....J. B. Wolff
 PRODUCTS: Sound Recorders (disk),
 Magnetic Tape Recorders, Transcription
 Tables, Magnetic Cutterheads, Dynamo Pick-
 ups, Pickup Equalizers, Unitized Amplifier.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
 Phone: Anthony 5301

President.....E. A. Nicholas
 Vice-President-Secretary.....E. M. Martin
 Vice-President—Sales.....D. M. Allgood
 V. P. Engineering.....B. Ray Cummings
 Vice-Pres.—Mfg.....William Clausen
 Treas.....Paul H. Hartmann

Assistant Secretary-Assistant

Treasurer.....C. H. Wiggin
 Auditor.....W. F. Hoepfner
 Dir. of Research & Advanced Engineering

Philo T. Farnsworth

Chief Engineer, Electronic Apparatus
 Division.....J. C. Ferguson
 Chief Engineer, Radio-Television
 Department.....W. H. Myers
 Manager of Advertising and Sales
 Promotion.....John S. Garceau
 Mdsr. Mgr.....I. C. Hunter
 Manager of Mobile Communications
 Division.....John A. Curtis
 Director of Purchases.....E. S. Needler
 Credit Manager.....Arthur E. Sibley

PRODUCTS: AM-FM radios and Capchart
 phonograph-radios; automobile radios, tele-
 vision receivers, television transmitting equip-
 ment, television studio equipment, television-
 telemetering equipment, FM transmitters,
 railroad radio communications equipment,
 mobile communications equipment automatic
 record changers, television tubes, television
 antennas.

Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
 Phone: NUTley 2-3600

President.....Ellery W. Stone
 Asst. V. P. in Chg. of Sales.....A. W. Rhinow
 PRODUCTS: For AM — Complete broad-
 cast systems: transmitters, transmitting and
 rectifying tubes, Pulse-Time-Modulation Re-
 lay Systems, cables, field intensity meters,
 consoles, microphones and associated speech
 input and transmitter control equipment. For
 FM—Complete broadcast systems: transmit-
 ters, transmitting tubes, field intensity meters,
 cables, consoles, microphones and associated
 speech input and transmitter control equip-
 ment, Square Loop transmitting antennas,
 studio-transmitter-links, microwave relay sys-
 tems, transmitter monitors, dummy antennas.
 For TV-Transmitters and complete broadcast
 equipment, microwave relay systems, trans-
 mitter monitors, high-gain antennas.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
 Phone: Passaic 2-3440

President.....W. G. H. Finch
 Asst. to Pres.....J. G. Crost
 Dir. Research.....Dr. LaVerne Philippott
 Purchasing Agent.....Frank R. Brick, Jr.
 PRODUCTS: Facsimile, recording paper,
 Finch rocket antennas.

A. W. Franklin Mfg. Corp.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

President.....Albert W. Franklin

Equipment Manufacturers

V.P.—Engineering Prod.. Joseph M. Vananzi
 Vice-President—Sales.....N. H. Lawton
 Credit Manager.....Fred Weller
 Purchasing Agent.....S. Yurman
PRODUCTS: Sockets, plugs, switches,
 terminal strips, plastic and metal fabrica-
 tions and assemblies, locking rings, metal
 stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
 Phone: Walker 5-8765

President.....Arthur Freed
 Chief Engineer.....Murray Weinstein
 Purchasing Agent.....Sam Abramson
 Advertising Mgr.....Harold S. Boxer
 Industrial Relations Mgr.....Jack Horowitz
 Dir. of Res. & Devel.....Joshua Sieger
PRODUCTS: Manufacturer of Freed-Eise-
 mann high-fidelity radio-phonograph com-
 binations, all incorporating frequency modu-
 lation band.

Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.
 Phone: MAin 4-6044

President.....Leonard Ashbach
 Asst. to President.....Maurice Raphael
 Vice-President.....Louis Silver
 Chief Engineer.....Barnet S. Trott
 Gen. Sales Mgr.....Louis Silver
 Credit Manager.....Benjamin Orlin
 Purchasing Agent.....Sol Predeger
 Export Manager.....Ernest Nigaglioni
 Service Manager.....Carl Volpe

PRODUCTS: Receivers: Battery—Console,
 Table, Personal, Portable; Electric — AM
 Midget, AM Table, AM Console, AM Portable
 AC-DC, AM Console with Phonograph, AM
 Console with Phonograph and Recorder;
 AM-FM Table, AM-FM Console with Phonog-
 raph; AM-FM Console with Phonograph
 and Recorder; Television—Table, with FM,
 with AM, with FM-AM; Console, with FM,
 with AM, with FM-AM and Phonograph.
 Record Players.

Gates Radio Company

123 Hampshire Street, Quincy, Illinois
 Phone: 522

President.....P. S. Gates
 Executive V. P.....L. L. McEwen
 V. P. Research & Sales Co-ordination

F. O. Grimwood
 Adv. Manager.....F. J. Pippenger
 Chief Engineer.....F. W. Wentura
 Prod. Mgr.....A. D. Myers
 Credit Mgr.....L. H. Seileman
 Exec. Secy.....A. D. Petzoldt
 Purchasing Agent.....J. P. Bowers

PRODUCTS: Transmitters: AM Broadcast,
 FM Broadcast, Communications, Shortwave,

Speech Input: Consoles, Remote Amplifiers,
 Program Amplifiers, Monitoring Amplifiers,
 Pre-amplifiers, Recording equipment, Cust-
 omer built studio systems, AM Frequency and
 Modulation Monitors.

General Electric Electronics Department

Electronics Part, Syracuse 1, N. Y.
 Phone: 6-4411

Vice-Pres.....Dr. W. R. G. Baker
 Comptroller.....E. L. Hulse
 Mgr., Receiver Div.....I. J. Kaar
 Mgr., Transmitter Div.....C. A. Priest
 Mgr., Tube Division.....J. M. Lang
 Mgr., Specialty Div.....G. F. Metcalfe
 Mgr. of Marketing.....E. H. Vogel
 Gen. Sales Mgr.....A. A. Brandt
PRODUCTS: Receivers, Transmitters,
 Tubes, Components.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
 Phone: Sherwood 2-5271

Treasurer.....D. E. Replogle
 Vice-President.....A. C. Moeller
 Sales Manager.....C. G. Hampson
 Production Engineer.....J. McCauley
 Chief Engineer.....R. Shima
PRODUCTS: Three and 5 inch Projection
 Tubes, 10, 12½, and 15 inch Direct View
 Cathode Ray tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
 Phone: 2235

President.....A. W. Fritzsche
 Treasurer.....C. F. Russell
 Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon
 Vice-Pres., Sales Mgr. of Plastics Div.
 Steve Hildebrand
 Chief Engr.—Mechanical Div.

Howard Shumaker
 Chief Engr.—Plastics Div.....Russell Smith
 Purchasing Agent.....Clete Heindrich
PRODUCTS: Molded plastics — electric
 spring phonograph motors, record changers;
 recorders — combination record changer;
 heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
 Phone: Elizabeth 3-4400

Chairman of Board.....C. Russell Feldman
 Pres. & Treas.....R. E. Laux
 V. P. in Chg. of Sales.....Don J. Phelps
 Sales Manager.....G. P. Marron
 Chief Engineer.....B. N. Fisher
 Credit Manager.....W. J. Kane
 Dir. of Purchases.....C. B. L. Townley

Equipment Manufacturers

Purchasing Agent.....C. F. Richardson
Export Mgrs.....Ad. Auricima, Inc.
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers, TV front & tuners.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707

President.....Morris Perlman
Chief Engineer.....Alfred Schofield
Purchasing Agent.....Ernest Neustadter
Sales Mgr.....L. Tenenberg
PRODUCTS: Coil Forms, Sockets, Fabricators of Laminated Phenolic Materials.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

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
Export Mgr.....C. E. Hills, Jr
Chief Engineer.....M. Eastham
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes

PRODUCTS: Precision radio and electronic laboratory and testing instruments, FCC approved standard broadcast AM frequency and modulation monitors; FM and TV monitoring equipment; Variacs, Stroboscopes.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 20, Ill.
Phone: VAn Buren 6-6300

President.....William J. Halligan
Exec. Vice-Pres.....R. W. Durst
Vice-Pres. & Engr.....Nelson P. Case
Gen. Sales Mgr.....R. J. Sherwood
Asst. to Pres.....R. L. Russell
Secy.-Treas.....J. J. Frendreis
Asst. Treas.....M. P. Heinz
Asst. Sec. & Purch. Agent.....E. J. Corcoran
Sales Manager.....M. Scott
Advertising Mgr.....Charles J. Nesbitt
Works Manager.....G. H. Hartley

PRODUCTS: Television Receivers, FM & AM Broadcast Receivers, Communications Receivers, Radio Transmitters.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
Secretary-Comptroller.....E. A. Wittmer
Chief Engr.....Walter Keith

PRODUCTS: Manufacturers of precision communications equipment.

Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM & TV Stations; Maintenance of radio towers, obstruction lighting equipment and FM & TV antennae.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir., Contract Adminis.....B. H. Dean
Dir., Contract Engineering.....R. H. DeWitt
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman
Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon C. Genthner
Prod. Mgr.....George Tompkins
Personnel Dept.....Mary Rizzitano

PRODUCTS: High Fidelity Frequency Modulation Broadcast Transmitting & 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 Communication equipment, emergency.

Hazeltine Electronics Corp.

58-25 Little Neck Pkwy., Little Neck, N. Y.
Phone: FLushing 7-0300

President.....W. A. MacDonald
Exec. Vice Pres.....W. H. Grimditch
Vice Pres.....Laurence B. Dodds
Vice Pres.....Jack Binns
Vice Pres.....Fielding Robinson
Vice-Pres.....Commo. Jennings B. Dow
Treasurer.....John D. Grayson
Secretary.....Paul Armitage
Dir. of Eng.....Arthur V. Loughren

PRODUCTS—Test Loop Antenna, Impedance Measuring Equipment, Synchroscope, R-F Alignment Generator, Picture Modulated Generators, Modulation Monitor Receiver, I-F Alignment Generator, Black & White Signal Generator, R-F Mixing Pad, Impulse Signal Generator, Scanning Linearity Generator, Pulse Cross Generator, Tuner Test Jig, Picture & Sound Modulated Generators.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

President.....George K. Haydu

Equipment Manufacturers

Chief Engineer.....Zoltan Haydu
Sales Mgr.....Al Fleichmann
PRODUCTS: Television Antenna.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: RI 75671

President.....H. L. Hoffman
Vice-Pres. & Sec.....W. D. Douglas
Sales Manager.....R. J. McNeely
Treasurer.....C. E. Underwood
Works Manager.....E. P. Gertsch
Dir. of Purchasing.....S. L. Spraggins
Personnel Dir.....W. V. Phillips
PRODUCTS: AM Table Model Radios, AM-FM Radio-Phonograph Combinations, Home Recording (Musicrod), Wire Recording, AM-FM Radio-Phonograph Combinations with Home Recording, Television Console, AM, Radio-Phonograph, Television Combination.

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Sales & Export Mgr.....J. M. Muniz
Sales Mgr.....Howard C. Briggs
Chief Engineer.....W. James
PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres.....Edgar M. Batchelder
Chairman of Board-Treas....Lloyd H. Coffin
Sales Manager.....John Q. Adams
V. P. Chg. of Engineering...C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr.....W. L. Urquhart
Advertising Manager.....Harry G. Burnett
PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRAnklin 2-1114

President.....A. D. Plamondon, Jr.
V. P. & Sales Mgr.....R. F. Smith
Gen. Mgr.....D. D. Cleghorn
Adv. Mgr.....I. A. Dickey
PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux; Magnetic Tape Recording and Playback Heads.

Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

President.....S. I. Spector
Sales Manager.....Bernard L. Cahn
Secretary.....A. S. Spector
Adv. Manager.....A. S. Chambers
Supt.....F. Henneke
Purchasing Agent.....H. Weston
Design Engineer.....C. J. Spector
Personnel Dir.....C. K. Horwitz
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radios Noise Suppressors, TV Antennas, TV Accessories, FM Antennas, FM Accessories.

International Detrola Corporation Caswell-Runyan Division

East Franklin St., Huntington, Ind.
Phone: 3100

General Manager.....Adolph H. Schenkel
Sales Mgr.....Fred Tower
PRODUCTS: Radio cabinets.

International Resistance Co.

401 N Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres. Research.....Jesse Marsten
Chief Eng.....William H. Knowles, Jr.
PRODUCTS: Fixed and variable resistors.

J. F. D. Manufacturing Co., Inc.

16th Ave. at 61st., Brooklyn 4, N. Y.
Phone: GEdney 8-3100

President.....Julius Finkel
Vice-President.....Albert Finkel
Secty.....Edward Finkel
Advertising Mgr.....James Sarayiotis
Development Engr.....Albert Friedman
Production Engineer.....M. Director
Factory Foreman.....O. Maltzman

PRODUCTS: Television Antennas, FM Antennas; TV Antenna Brackets, Insulators, Wire, Masts, Glare Filters; Key hex wrenches, Bristo spline wrenches, plugs, male; female; AC-DC Continental and Domestic Test Leads, Test Prod., 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 Adapter Harnesses, Adjustable Ballast Tubes, Resistance Cord Adapters, Phono Adapter

Equipment Manufacturers

Switches, Microphone Connectors, Midget Jacks & Plugs, Toggle Switches, Auto Condensers, Speaker Cement, Antennae Loop, Auto Antennas, Battery Plug, Tube Shields, Radio Wire, Suppressors, Dial Belts, Dial Cord.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President.....Paul F. Jackson
Vice-Pres.....Robert C. Apple
Sales Manager.....Myron Fulkerson
Production Mgr.....William Hagstrum
PRODUCTS: Dynamic Tube Testers, Condenser Tester, V.T.V.M., Audio Oscillator, AM-FM Signal Generator, TV-FM Signal Generator.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone MAnsfield 7161

President.....J. C. Daley
Vice-President.....R. A. Hoagland
V.P., Engineer.....L. Maurer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases.....Edward J. Banigan
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, 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
Purchasing Agent.....George H. Turner
Advertising Manager.....Bayard H. Clark
Comptroller.....John W. Henderson
Export Manager.....J. G. Corrigan
PRODUCTS: Loudspeakers, reproducers, Projectors, Cabinet, Transformers.

Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone LEXington 2-7600

Chairman of the Board.....Lewis H. Brown
President.....R. W. Lea
V.P. & Asst. to Ch. of the Board.....J. P. Syme
V.P. (Relationships).....L. C. Hart
V.P. (Finance).....Alvin Brown
V.P. (Production).....A. R. Fisher
V.P. (Sales).....L. M. Cassidy
V.P. (Research).....C. F. Rassweiler
Treasurer.....Roger Hackney
Secretary.....Vandiver Brown
PRODUCTS: Acoustical Materials.

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
PRODUCTS: Magnet and Litzendraht Wire.

Kimble Glass

Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio
Phone: MAIn 7131

V. P. & Gen. Mgr.....S. J. McGiveran
Gen. Sales Mgr.....E. B. Dennis, Jr.
Sales Mgr., Industrial & Electronics
J. P. Kearney
Mgr. Sales Promotion.....Harlan Hobbs
PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, Electronic Glass, Tube & Rod Specialties.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secy.....Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086

President.....M. R. Weissman
Sales Mgr.....L. Willis
Chief Engineer.....G. Nuremberg
Treasurer.....P. Kay
Credit Mgr.....E. Jordan
Purchasing Agent.....M. R. Weissman
Export Mgr.....L. Willis
PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment, Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

Langevin Manufacturing Corp.

37 W. 65th St., New York 23, N. Y.
Phone: EN 2-7200

President.....Carl C. Langevin
V. P. & Gen. Mgr.....J. Martinez
Chief Eng.....William M. Dallin
Sales Promotion Mgr.....Howard A. Harkavy
Asst. Treas.....Andrew Prins

Equipment Manufacturers

PRODUCTS: Audio Amplifiers for AM-FM-TV studio applications, Program automatic gain control and limiting amplifier.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary
PRODUCTS: Vertical Radiators, Antenna Towers and Masts. Supporting Towers for FM and Television.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent.....George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

1063 Hope Street, Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
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 Company

2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474

President & Treasurer...Richard A. O'Connor
Executive Vice-President...Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-Phonograph Division...R. H. Dreisbach
Sales Manager—Components Div.

Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: 33

President.....John S. Meck

Credit Mgr.....Russell G. Eggo
Chief Engineer.....J. J. Jones
Purchasing Agent.....W. Evebel
Traffic Manager.....H. McKee

PRODUCTS: Battery — Table, Personal, Portable, Portable AC-DC; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Table with Phonograph, AM Console with Phonograph, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table, FM Table, AM-FM Table, AM Console, AM-FM Console, AM Console with Phonograph, AM-FM Console with Phonograph.

Meissner Mfgr. Division Maguire Industries, Inc.

Bellmont & Seventh Sts., Mt. Carmel, Illinois
Phone: 733

President.....Russell Maguire
Sales Manager.....R. E. Burrows
Advertising Manager.....R. E. Burrows
General Manager.....Fred Lester
Chief Engineer.....W. J. Harrison
Credit Manager.....LaFrieda Kivett
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment, television chassis, television components and complete television receivers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Sales Mgr.....Nelson C. Doland, Jr.
Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Equipment Manufacturers

Chief Engr.....I. W. Kuhlik
 Purchasing Agent.....J. V. Conniff
 Treasurer.....H. B. Kuhlik
 Advertising Mgr.....B. Burns
 Dir. of Pub. Rel.....George Ruskin

PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers. Continuous Recorders & Reproducers, Tape Recorders & 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.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.
 Phone: Malden 4-4108-9

President.....James Millen
 Sales & Engr. Mgr.....E. E. Williams
 Credit Manager.....Frances Bearse
 Purchasing Agent.....George E. Pike
 Export Manager.....Carl Lohman Janik
 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.

1133 Broadway, New York 10, N. Y.
 Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein
 Chief Engr.....R. V. Hough
 PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.
 Phone: Spaulding 2-6500

President.....Paul V. Galvin
 Vice Pres. in Charge of Automotive Division.....Elmer H. Wavering
 Vice Pres. in Charge of Home Products Division.....Walter H. Stellner
 Vice Pres. in Charge of Communications & Electronics Division.....D. E. Noble
 Sales Manager.....Wm. H. Kelley
 Chief Engineer, Auto Radio.....Jack Davis
 Chief Engineer, Home Radio.....Gus Wallin
 TV Engineering Heads.....Raymond Yoder, George Fyler.
 Engineering Heads, Communications Div.....L. P. Morris, M. E. Bond, W. E. Phillips.

Treasurer.....George R. MacDonald
 Vice Pres. in Charge of Purchasing
 Frank J. O'Brien

Credit Manager.....Henry Kleinhaus
 Export Manager.....Carl M. Wynne
 Service Manager.....A. T. Alexander
 PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: Wabash 2-8800

President-Treasurer.....Leslie F. Muter
 V.P.-Credit Manager.....A. A. Dailey
 V. P. & Chief Engineer.....K. E. Rollefson
 Purchasing Agent.....A. R. Campbell
 Chief Engineer for Prod.....C. M. Kraemer
 Superintendent.....W. C. Rowley
 Industrial Relations Mgr...Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spirashields, antenna loops, I. F. and R. F. transformers, Audio transformers and speakers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
 Phone: Murray Hill 7-8000

President.....A. V. Wilkes
 Vice-Pres. & Gen. Mgr.....J. M. Spangler
 Vice-Presidents.....C. O. Kleinsmith,
 Gen. Sales Mgr. Cons. Prods...R. P. Bergan
 Mgr. Battery Eng. Dept.....W. H. Fritz
 H. M. Warren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: Orange 2-6600

President.....K. C. Meinken
 Vice President.....G. A. Bodem
 Treasurer.....W. H. Carey
 Secretary.....J. V. Deevy
 Credit Manager.....H. A. Pope
 Advertising Manager.....E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

Equipment Manufacturers

New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey
Phone Phillipsburg 5-1188

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Engineer...Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefer
Plant Superintendent.....A. H. Coover
Controller.....Kenneth Llewelyn

PRODUCTS: Transformers and Reactors for TV, Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.
Phone: STillwell 4-6961

President.....A. A. Juviler
Exec. Vice-President.....P. L. Schoenen
Vice-Pres.-Treasurer.....M. Sobin
Director of Sales.....Al Friedman
Purchasing Engineer.....W. Hegyi
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 5-6161

President.....John A. Proctor
Credit Manager.....David E. Davis
Service Manager.....John A. Proctor, Jr.
Chief Engineer.....A. D. Hines

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: FAirfax 2141

Pres. & Gen. Mgr.....Herbert A. Bell
Vice-Pres.....J. M. Spain
Secy.-Treas. & Controller....Lowell R. Day
Asst. to Pres.....Robert S. Bell
Sales Dir.....Wm. H. Cies
Purchasing Agent.....A. T. Baxter
Plant Manager.....C. E. Davies
Personnel Dir.....C. E. Askin
Chief Engineer.....C. A. Nichols

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

President.....William Balderston
V. P. & Gen. Sales Mgr.....John M. Otter
V. P. Radio and TV Div.....Larry F. Hardy
V. P. in Chg. Industrial Div.....Leslie J. Woods

V. P. in Chg. of Engineering and Research

D. B. Smith
Chief Engineer.....Palmer M. Craig
Credit Manager.....E. W. Mayhew
Dir. of Purchases.....R. A. Boyce
Advertising Mgr.....John F. Gilligan
Industrial Relations Mgr...Harold W. Butler
Export Manager.....D. W. McIntosh
V. P. in Chg. of Parts and Service

James M. Skinner, Jr.
Traffic Manager.....J. Lorek

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur Radio-TV sets, crystal sets, microphones (carbon type), detectors plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. Benjamin
Sales Manager.....Sidney Jurin
Purchasing Agent.....B. Jablow
Export Sales Manager.....E. L. Hall
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite sets.

Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: FIeldstone 7-2330

President.....T. Mitchell Hastings, Jr.
Treasurer.....Chester T. Cook
Chief Engineer.....Earl E. Eldridge
Purchasing Agent.....Clyde B. Rush
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diver-

Equipment Manufacturers

sity receiving equipment, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

Presto Recording Corp.

P. O. Box 500 Hackensack, N. J.
Phone: HAckensack 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

Radio Condenser Co.

Davis & Copewood Sts., Camden 4, N. J.
Phone: EMerson 5-5500

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
V. P. Chg. of Sales.....Russell E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engr.....J. S. Robb
Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

RCA Victor Division Radio Corp. of America

Front & Cooper Streets
Camden, New Jersey
Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom
Vice President and General
Manager.....J. G. Wilson
Vice President in Charge Law
and Finance.....J. H. McConnell
V. P. Chg. of Public Relations...J. K. West
Vice President and Director of
Engineering Dept.....D. F. Schmit
President, RCA Service Co.,
Inc.....E. C. Cahill
Director of Distribution
Department.....H. M. Winters
President, RCA Victor Distributing
Corporation.....W. M. Norton
Director, Materials Dept...V. deP. Goubeau
Vice President in Charge Home
Instruments Dept.....J. B. Elliott
Chief, Engineer, Home Instrument
Department.....D. D. Cole
General Sales Manager, Home
Instrument Department.....H. G. Baker

Vice President in Charge Record
Department.....J. W. Murray
General Sales Manager, Record
Department.....J. M. Williams
Chief Engr., Record Dept...W. T. Warrender
Vice Pres. and Acting Gen. Sales Mgr.
in Chg. Tube Dept.....L. W. Tegarden
Chief Engineer, Tube Dept. Dr. G. R. Shaw
Vice President in Charge Engineering
Products Department.....W. W. Watts
General Sales Manager, Engineering
Products Department.....T. A. Smith
Chief Engineer, Engineering Products
Department.....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs, Wire Recorders.

Radio Engineering Labs., Inc.

35-54-36th St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.

Equipment Manufacturers

Vice-Pres.....Frank A. Gunther
Secretary.....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Dir. of Research.....James R. Day
Director of Purchases.....Joseph Behr
Mgr. of Sales.....C. R. Runyon, III
Service Mgr.....Joseph Toman
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadrilene Amplifiers, Serrasoid Modulators, Ten Watt FM Educational Transmitters.

Rangertone Incorporated

73 Winthrop St., Newark 4, N. J.
Phone: Humboldt 5-2550

President.....R. H. Ranger
Secretary.....E. R. Cornell
Treasurer.....R. H. Ranger
Chief Engineer.....P. M. Brubaker
Production Manager.....S. L. Ackerman
Sales Engineer.....A. A. Bombe
Purchasing Agent.....H. T. Karamus

PRODUCTS: High Fidelity Loudspeaker Systems, Magnetic Tape Recorders: Console, Table & Portable Models, Magnetic Tape Recording Accessories & Supplies, Magnetic Recording Tape, Consulting Engineers on Magnetic Tape Recorders, Laboratories & Custom Builders of Sound & Recording Equipment.

Raytheon Manufacturing Co.

55 Chapel St., Newton 58, Mass.
Phone: Bigelow 7500

Chairman of Board.....L. K. Marshall
President.....C. F. Adams, Jr.
Vice-Pres. & Treas.....D. T. Schultz
Vice-Pres.....W. L. Gifford
Vice-President.....Ray C. Ellis
Secy. & Gen. Counsel.....Paul F. Hannah
Credit Manager.....Dan Reed

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

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
Credit Manager.....A. Friedman
Export Agents.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 5172

President.....H. S. Darr
Exec. V. P. & Sales Mgr.....Fred W. Gigax
Chief Engineer.....W. F. Cotter
Comptroller.....P. B. Schuecking
Purchasing Agent and Production Manager

R. E. Strand
Export Manager.....M. A. Lachenmann
Service Manager.....J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois
Phone: University 2400

President.....E. Alschuler
Vice-President.....M. D. Block
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....P. O. Krumm
Credit Manager.....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Sillico

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 Company (Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.
Phone: Evergreen 7-2820

President.....P. H. Sherron
Director of Purchases.....M. C. Turner
Chief Engineer.....M. V. Barasch
Sales Engineer.....E. P. Alisch
Director of Television.....P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

Equipment Manufacturers

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago 12, Ill.

Phone: CH 3-2323

President Joseph Gerl
V. P.—Charge Sales.....Edward Harris
Credit Manager.....Ray Shadley
Chief Engineer.....Don Fetterman
Purchasing Agent.....Frank Whitaker
Export Manager.....Edward L. Harris

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.

Phone: Victory 7234

President & Sales Mgr.....Allen Shoup
Chief Engineer.....Rudolph A. Bierwirth
Purchasing Agent.....Allan Gardner
Industrial Relations Mgr....Robert Willmarth
Service Manager.....George Dyer

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Cal.

Phone: Webster 9181

PresidentGerald King
Vice-Pres.....Milton M. Blink
V. P. in Chg. of Sales—Eastern Office

Alex Sherwood
Sales Mgr.—Central States Office

Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Mgr.....Harry Bluestone
Chief Engineer.....Robert Callen

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.

Phone: Lakeview 6000

President.....J. S. Knowlson
Sr. Vice-Pres.....F. A. Hiter
Sales Mgr. Radio Dept.....F. D. Masters
Service Manager.....N. J. Cooper
Chief Engineer.....S. C. Kolanowski
Vice-Pres., Radio.....S. Inull, Jr.
Credit Manager.....A. W. Grossklags
Purchasing Agent, Radio.....J. S. Burress
Advertising Manager.....F. R. Cross
Industrial Relations Mgr.....W. W. Miller
Export Manager.....J. E. Burke
Traffic Manager.....E. F. Stecher

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.

Phone: Culver 0260

President.....Dr. Ray H. Manson
Vice-President-General Mgr....Lee McCann
Vice-President-Chg. Sales...Lloyd L. Spencer
Vice-President—Engineering
and Research.....Frederic C. Young
Sales Mgr. Radio-Tele.....C. J. Hunt
Mgr., Adv. & Pub. Rel....Stanley H. Manson
Mgr. Sound Equip Div.....A. G. Schifino
Credit Manager.....Charles W. Pritchard

PRODUCTS — Television Table Models, Television Table Models with FM, Television Consoles with FM, Television Radio-Phonograph Combinations with FM, AM Table Models, AM Table Combination Models, AM-FM Table Models, AM-FM Radio-Phonograph Combinations with LP-Standard Changers, Electronic Carillon Equipment, Intercommunicating Systems, Telephones and Switchboard Apparatus.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.

Phone: Wisconsin 7-9500

Ch. of Bd.....W. E. Poor
President.....D. C. Mitchell
Vice-President.....M. F. Balcom
Vice-President.....R. H. Bishop
Vice-President.....H. Ward Zimmer
Secretary.....J. S. Learoyd
General Sales Mgr., Radio Div...C. W. Shaw
Advertising Mgr. Radio

Division.....T. P. Cunningham
PRODUCTS: Cathode ray tubes, amateur transmitting tubes, radio receiving tubes, germanium crystals, panel lamps, counter tube tester, portable tube tester, modulation meter, polypmeter, audio oscillator, 3" oscilloscope, 7" oscilloscope, pocket ohmmeter.

Tele-Tone Radio Corporation

540-50 W. 58th St., New York 19, N. Y.

Phone: Circle 6-4325

President.....Sol W. Gross
V. P. in Chg. of Sales.....John S. Mills
Gen. Sales Mgr.....Morton M. Schwartz
Asst. to President.....Irving Brudner
Chief Engineer, Radio.....Ben Singer
Chief Engineer, TV.....Robert S. Mautner
Credit Manager.....Louis Berke
Dir. of Purchases.....John G. Commins
Advertising Mgrs....Lester Harrison Agency
Industrial Relations Mgr....Irving Brudner
Export Mgrs.....Robert Schaeffer, Inc.
Service Mgr., Radio.....George Spindel
Service Mgr., TV.....Harold Dittenhoefer

PRODUCTS: Receivers: Battery — Portable AC-DC; Electric — AM Midget, AM

Equipment Manufacturers

Table, AM Portable AC-DC AM-FM Table;
Television—Table, Consolettes.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: STate 2-9222

President.....Capt. W. C. Eddy
Exec. Vice-Pres.....Keith Kiegins
Secretary.....Felice Kerrigan
Treasurer.....S. Payson Hall
Directors.....Chas Collette,
C. C. Woolridge, E. T. Meredith, W. C.
Eddy, Keith Kiggins.

PRODUCTS: Controllable studio lighting system, Microwave relay reflectors, Tripods, Parapet clamps, Camera dollies, Camera hi-hats, Kaleidoscopic projectors, Continuous film reels, Video analyzers (test equipment), Camera cable clamps.

Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Exec. Vice-President.....Eli Dane
Chief Engineer.....Edward Jahns
Credit Manager.....Samuel Fleder
Works Mgr. & Actg. Sales Mgr.

Louis Friedman

Purchasing Agent.....Irving W. Topkins

PRODUCTS: Television receivers: Table models, consoles, and combinations with AM-FM radio and automatic record changers; Home radios: Table models, portables, consoles, and combinations with automatic record changers; Electronic test equipment; record players.

Television Equipment Corp.

Executive Offices—745 Fifth Ave.
New York 22, N. Y.
Phone: PLaza 5-3152

President.....John B. Milliken
Vice-President.....Leonard Mautner
Secy. & Chief Engineer.....William Brown
Treasurer.....John R. Finegan
Director.....Willard R. Rich

PRODUCTS: Television cameras, studio equipment, transmitters.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Sales Manager.....Morton B. Kahn
Chief Engineer.....Jules Cardon
Credit Manager.....Edna J. Nagler

Purchasing Agent.....Frank C. Botscheller
Advertising Manager....Leonard Newsteder
Industrial Relations Mgr.....E. E. Horrocks
Export Manager.....Arthur Roeko
Service Manager.....Irving Rose
Legal Counsel.....S. E. Martinson

PRODUCTS: Receivers: Facsimile, Marine, Police, Emergency Service, Taxicabs Trucks and Busses, Walkie-Talkie. Transmitters: Standard Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Aviation, Police, Emergency Services, Facsimile, Amateur.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Sales Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Plant Manager.....Irving Linkow
Chief Research Physicist.....Carl Mayfield

PLANT: 1347 South Capitol St.
Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment — Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Libert Carrillon, Operadio and many others. Specializing in engineering, manufacturing, assembling custom equipment for radio Broadcast stations.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: Circle 6-4255

President.....Hamilton Hoge
Vice-Pres.....Francis H. Hoge, Jr.
Treasurer.....John Hoge
National Sales Dir.....Jack Crossin
Sales Mgr.....William H. Higgins
District Sales Mgr.....Herbert Schiller
Purchasing Mgr.....Harry Rosenman
Public Relations Dir.....A. E. Kessler
Adv. & Sales Promotion.....Harvey Toback
Chief Engineer.....Howard Schubert
Chief Mechanical Engr.....Henry Strahlman
Credit Manager.....Herbert Slot

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Console Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

Utah Radio Products Division of Int'l. Detrola Corp.

1123 E. Franklin, Huntington, Ind.
Phone: 3100

General Mgr.....P. H. Heckendorn

Equipment Manufacturers

Controller.....E. V. Norfleet
Sales Manager, Mfg. Division....Fred Tower
Sales Manager, Jobber

DivisionHugo Sundberg
Credit Mgr.....O. C. Will
Purchasing Agent.....J. Raymond Schutz
Production Supt.....Carl John

PRODUCTS: Radio Loud Speakers.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-2100

Vice-Pres.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor
Manager, Broadcast Sales..J. H. Ganzenhuber
Manager, Sound Systems &

Communications.....E. M. Hall
Manager, Electronic Tube & Products

Sales.....A. B. Kouwenhoven
Mgr., Radio Tel. Sales.....H. N. Willets
Sales Engineer, Bell System

Services.....H. D. Wilson
Sales Engineer, Transoceanic &

Point-to-Point Radio.....F. C. McMullen

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, varistors, carbon resistors, germanium and silicon rectifiers, Fastax cameras, sound measuring equipment, vehicular equipment, power line carrier equipment, single sideband and point-to-point radiotelephone equipment.

Westinghouse Electric Corp.

Home Radio Division

1354 Susquehanna Ave., Sunbury, Pa.

Phone: 2520

President.....Gwilym A. Price

Vice-PresidentWalter Evans

Manager.....F. M. Sloan

Assistant Manager.....H. W. Schaefer

Mgr., Design Engineering.....G. C. Larson

Mgr. of Manufacturing.....F. H. Barnett

Purchasing Agent.....W. M. Anderson

Sales Manager.....E. G. Herrmann

Asst. Sales Manager.....J. W. Hitchcock

Mgr., Tubes and Batteries....L. S. McLeod

Service Manager.....W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and television receivers, radio-phonograph combinations, television radio-phonograph combinations for home use.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Bigelow 3-4700

President.....Earl R. Mellen

General Sales Manager.....Harold L. Olesen

Vice Pres. & Chief Engr.....John H. Miller

Credit Manager.....B. E. Arthur

Purchasing Agent.....George T. Deaney

Advertising Manager.....Phil Barnes

Industrial Relations Mgr.....James J. Hagan

Export Manager.....John H. Purcell

Service Manager.....Charles W. Biswanger

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 Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.

Phone: Imperial 7-0645

President.....Harold A. Wheeler

Secretary.....E. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.

Phone: Berkshire 7-7500

President & Gen. Mgr....E. F. McDonald, Jr.

Exec. V. P. & Treas.....Hugh Robertson

V. P. & Director of Sales.....H. C. Bonfig

V. P. in Chg. of Engineering..G. E. Gustafson

V. P. in Chg. of Prod...Donald MacGregor

V. P. Director of Purchases..J. E. Anderson

Vice President.....W. Dumke

V. P. Credit Mgr.....Sam Kaplan

Asst. Vice President.....Karl E. Hassel

Asst. Vice President.....J. E. Brown

Secretary and Controller....R. D. Burnet

Advertising Manager.....W. E. Macke

Sales Promotion Mgr.....D. H. Grigsby

Personnel Manager.....J. M. Wadsworth

Service Manager.....Frank Smolek

Sales Mgr. Export.....E. E. Loucks

PRODUCTS: Receivers: Battery—Automobile, console, table; electric—AM Midget, AM table, AM console, AM portable AC-DC, 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, with radio; console, with radio; console, with radio and phonograph; Radionic hearing aids.

MEXICO

THE NEW SALES FRONTIER IS SOUTH



MEXICO . . . 4th Largest U. S. World Market

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1948 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is still a booming market for American firms, like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 86 stations of Radio Programas de Mexico. RPM covers all the Mexican market. Its high powered outlets pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller. 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 the 86 stations of RPM.



RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Chairman of the Board
Clemente Serna Martinez, President

INTERNATIONAL

*International Broadcast Stations
In The United States*

•

Mexico

•

Cuba

•

Philippine Republic

INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
The Associated Broadcasters, Inc. San Francisco, California.....	KWID	6060, 7230, 9570, 11870 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KWIX	6060, 7230, 9570, 11870 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	17830	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	9650, 11830, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 6170, 9650, 11830 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBA	6120	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBF	9650, 11810,	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBR	6180,	200 kw
The Crosley Corporation Bethany, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio	WLWS	6080, 95900, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 7000, 9550, 11840, 15330, 21500, 21590	50 kw
General Electric Company Schenectady, New York.....	WGEO	6190, 7000, 9530, 11840, 15330	100 kw

International Stations in the U. S.

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
General Electric Company Schenectady, New York.....	WGEX	6190, 7000, 9530, 11840, 15330	25 kw
General Electric Company Belmont, California	KGEI	6190, 7250, 9530, 9550 11730, 15210, 15330	50 kw
General Electric Company Belmont, California	KGEX	6190, 7250, 9530, 9550, 11730, 15210, 15330	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNBI	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WRCA	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRA	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRE	6100, 9670, 11890, 15150, 15190, 20630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRI	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey.....	WNRX	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 15250, 21460	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	9650, 9750, 11770, 17800	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	11790, 15250	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	15210,	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 11730, 11790, 15130 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730 15350 11750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	9700, 11730, 11790, 15130, 15350, 17750, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	9700, 11730, 11790, 15130 15350, 17750, 25600	7 kw

* Used partially by World Wide for its own broadcasts.

** Used exclusively by World Wide for its own broadcasts.

Radio Programas de Mexico, S. A.

Head Office: Bucareli 109

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
Manager.....	Adrián R. Lajous
Assistant Manager—Commercial.....	Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....	Horacio Niño Medina
Assistant to President.....	Joaquín de la Garza
Advertising Department.....	Homero Ríos D.

AFFILIATED STATIONS IN MEXICO

Call Letters	City	Call Letters	City
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.
XEPF	Ensenada, B. C.	XEJX	Queretaro, Qro.
XEMA	Fresnillo, Zac.	XERT	Reynosa Tamps.
XEAV	Guadalajara, Jal.	XEBX	Sabinas, Coah.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHL	Guadalajara, Jal.	XEFB	Monterrey, N. L.
XEWZ	Guanajuato, Gto.	XEGC	Sahvayo, Mich.
XEGS	Guasave, Sin.	XEDE	Saltillo, Coah.
XEDR	Guaymas, Son.	XESJ	Saltillo, Coah.
XEHQ	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBH	Hermosillo, Son.	XEBM	San Luis Potosi, S. L. P.
XEKF	Iguaia, Gto.	XES	Tampico, Tamps.
XEBO	Irapuato, Gto.	XESB	Santa Barbara, Chih.
XEWE	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XETS	Tapachula, Chias.
XEJA	Jalapa, Ver	XEWJ	Tehuacan, Pue.
XELC	La Piedad, Mich.	XERK	Tepic, Nay.
XELG	Leon, Gto.	XEXT	Tepic, Nay.
XEFM	Leon, Gto.	XEC	Tijuana, B. C.
XER	Linares, N. L.	XECH	Toluca, Mex.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XEDN	Torreón, Coah.
XERJ	Mazatlan, Sin.	XETL	Tuxpan, Ver.
XETK	Mazatlan, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEQW	Merida, Yuc.	XEUF	Uruapan, Mich.
XEFC	Merida, Luc.	XEHV	Veracruz, Ver.
XECL	Mexicali, B. C.	XEU	Veracruz, Ver.
XEDW	Minatitlan, Ver.	XEDH	Villa Acuna, Coah.
XEMF	Monclova, Coah.	XELK	Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	HIN	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	CX18	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	R. O. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Agascalientes, Ags.	Pedro C. Rivas
XEBJ	1450	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	500	Cullacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreón, Coah.	La Voz de la Laguna, S.

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radiomisoras del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Tuluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comunal de Mexico, S. A.
XEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Cantro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

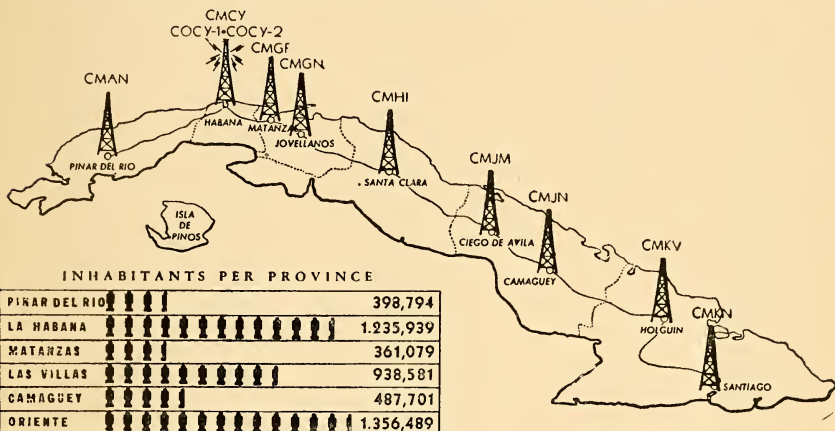
. . . **Stations of Mexico** . . .

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meyra
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezki Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo deld Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	770	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XEQW	1270	1000	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A.
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUJ	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

WITH ELEVEN TRANSMITTERS IN NINE KEY CITIES

RHC *Blue* NETWORK

PROVIDES COMPLETE AND COMPREHENSIVE COVERAGE IN CUBA



IT IS ESTIMATED THAT THERE ARE 500,000 RADIOS IN CUBA
LOOK AT THESE FACTS:

1. RHC-BLUE NETWORK has the biggest audience of both day and night programs in Cuba, according to listener surveys of the Advertisers' Association of Cuba.
2. RHC-BLUE NETWORK owns NINE long wave and TWO short wave stations, connected by telephone wire, covering the 800 miles from Pinar del Rio to Santiago, assuring primary coverage of the entire island.
3. RHC-BLUE NETWORK'S ELEVEN stations broadcast simultaneously from 6:30 A.M. to 1 A.M., a total of 18½ broadcasting hours daily.
4. RHC-BLUE NETWORK is the only network in Cuba with complete Associated Press and International News Service news during all broadcasting hours.
5. RHC-BLUE NETWORK'S staff includes the best talent in Cuba, and its Production and Publicity Departments are at the disposal of advertisers.

OFFICES AND STUDIOS—PRADO, 53, HABANA, CUBA

Exclusive U. S. Representatives

CLARK-WANDLESS COMPANY

205 East 42nd Street New York 17, N. Y.

ORegon 9-1575

STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw)</i>
Arroyo Apolo	CMBL	860	5-D
Artemisa	CMAR	1170	.25
Bayamo	CMKX	1390	.25
Caibarien	CMHD	1560	0.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey	CMJL	920	5.0
Camaguey	CMJK	1150	0.5
Camaguey	CMJA	1060	0.25
Camaguey	CMJE	1230	0.25
Camaguey	CMJF	1340	0.25
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CM	1040	0.25-D
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHM	1450	0.25
Cienfuegos	CMHJ	1350	0.25
Ciego de Avila	CMJK	1370	0.25
Ciego de Avila	CMJM	1300	0.5
Ciego de Avila	CMJO	1470	0.25
Colombia	CMZ	690	5.
Cruces, L. V.	CMHK	1380	0.25
Encrucijada	CM	1090	0.1-N
Florida	CMJI	1400	0.25
Guanabacoa	CMBH	1560	5.0
Guanabacoa	CMOF	910	5.0
Guanabacoa	CMX	1010	10.-D
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana	CMCB	1320	0.25
Havana	CMCQ	1460	.25
Havana	CMBX	1390	0.25
Havana	CMCX- CMCH	1360	.25
Havana	CMCO	1230	.25
Havana	CMBD	1460	0.25
Havana	CMCU	1190	.25
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1420	.25
Havana	CMCY	590	15.
Havana	CMW	550	2.5
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin	CMKJ	730	5.

Stations of Cuba

Location	Call Letters	Frequency (Kcs.)	Power (Kw)
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Luyano	CMCH	790	2.
Luyano	CMCM	1060	0.25
Matanzas	CMGW	1440	0.5
Matanzas	CMGF	1240	0.25
Manzanillo	CMKM	560	0.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	1450	.25
Pinar del Rio	CMAQ	920	1.0
Pinar del Rio	CMAN	1300	1.0
Pinar del Rio	CMAW	810	0.25
Puentes Grandes	CMCK	980	5.
Puentes Grandes	CMBF	950	1.-N
Puerto Padre	CMKY	1350	0.1
Rancho Boyeros	CMBZ	830	1.-D
Rancho Boyeros	CMCY	590	15-D 25-D
Rancho Boyeros	CMBQ	1150	1.-N
Rancho Boyeros	CMBC	740	5.0
Regla	CMCD	1260	5.0
Regla	CMW	550	2.5
Reparto Aldecoa	CMQ	640	25.0
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	1410	.25
Sancti Spiritus	CMKT- CMHT	990	0.25
Santa Clara	CMHI	570	10.-D
Santa Clara	COHI	1450	5.0
Santa Clara	CMHQ	630	10.0
Santa Clara	CMHW	800	1.
Santa Clara	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CM	680	0.5
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba	CMKU	850	1.0
Santiago de Cuba	CMKW	1000	1.0
Santiago de Cuba	CMKL	860	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKC	1290	1.0
Santiago de Cuba	CMKW	1000	1.0
San Luis, Oriente	CMKQ	1460	0.5
Vedado	CMOX	1490	.25
Vedado	CMBS	1090	0.25
Vedado	CMBG	1390	0.25
Victoria de las Tunas	CMKG	1490	.25

STATIONS OF THE PHILIPPINE REPUBLIC

DYBU

CEBU CITY—1947—PHILIPPINE

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By Philippine Bcstg. Corp.
 Bus.-Studio-Transmitter Address Gotiaoco
 Bldg., Comercio St.
 Phone Number 210
 Air Time Unlimited
 News Service AP, Reuters
 Transcription Service Standard
 General Manager Bill N. Conine
 Station Manager Eduardo N. Fructuoso
 Production Director George Ma. Cui
 Chief Announcer Guillermo Martinez
 Musical Director Manuel Villareal
 Chief Engineer Jose Rustia

DZRC

CEBU CITY—1940

NBC-MANILA-CEBU

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By Cebu Bcstg. Co., Inc.
 Business-Studio Address Colon St.
 Transmitter Location Basak, Cebu
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Spot Sales
 President B. H. Silen
 V.P., General Mgr. Wesley H. Wallace
 Station Manager Paul L. Smith
 Asst. Mgr., Prog. Dir. Simoun O. Almario
 Chief Engineer Benjamino Pescante

DZMB

MANILA—1947—MANILA-CEBU

Frequency: 760 Kc. Power: 1000 Watts

Owned-Operated By Manila Bcstg. Co.
 Bus.-Studio Address Insular Life Bldg.
 Phone Number 4-69-48, 4-69-49, 4-69-40
 Transmitter Location Manila Hts., Quezon City
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, World,
 Lang-Worth, Capitol
 Representative Spot Sales
 President B. H. Silen
 Exec. V.P., Comm. Mgr. William J. Dunn
 General Manager Wesley H. Wallace
 Station Manager Raymond E. Spencer
 Prod. Dir., Chief Announcer Alex Lacson
 Publicity Director Mary Hammond
 Musical Director Dora Anderson
 Chief Engineer James Laschiver

DZAB

MANILA—1946—PHILIPPINE

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Philippine Bcstg. Corp.
 Bus.-Studio Address Ramon Rocas Bldg.,
 Soler & Calero Sts.
 Phone Number 2-9876-7-8-9
 Transmitter Location Polo, Bulacan Province
 Air Time 5 a.m.-1:05 a.m.
 News Service AP, INS, Reuters
 Transcription Service World, Standard,
 MacGregor, Associated
 Representative Headley-Reed
 Temp. Chmn. Bd. of Dir. Antonio Prieto
 General Manager Bill N. Conine
 Sta.-Comm.-Sales Prom. Mgr., Program
 Director Robert Stewart
 Prod. Dir., Chief Announcer Sandy Trinidad
 Publicity Director Monching Medina
 Musical Director S. Hernandez
 Chief Engineer Fred DaSilva

Stations of Philippine Republic

DZPI

MANILA—1946

CBS-ABC-MBS-PHIL.

Frequency: 800 Kc. Power: 10,000 Watts
Owned-Operated By Philippine Bcstg. Corp.
Bus.-Studio Address Ramon Roces Bldg.,
Soler & Calero Sts.
Phone Number 2-9876-7-8-9
Transmitter Location Polo, Bulacan Province
Air Time 5:30 a.m.-12:05 a.m.
News Service AP, INS, Reuters
Transcription Service Standard, World,
MacGregor, Associated
Representative Headley-Reed
Temp. Chmn. Bd. of Dir. Antonio Prieto
General-Station Mgr. Bill N. Conine
Commercial Manager Noel Araneta
Sales Prom. Manager Ramon Tagle
Program Director Ariston Avelino
Production Director Richard Marlin
Publicity Director Monching Medina
Chief Announcer Ben Idefonso
Musical Director Arthur Correll

Chief Engineer Fred DaSilva
Farm Editor Narcisso Alegre

DZRH

MANILA—1939—NBC-MANILA-CEBU

Frequency: 650 Kc. Power: 10,000 Watts
Owned-Operated By Manila Bcstg. Co.
Bus.-Studio Address Insular Life Bldg.
Phone Number 4-69-48, 4-69-49, 4-69-40
Transmitter Location Manila Hts., Quezon City
Air Time 5 a.m.-M.
News Service UP
Transcription Service Thesaurus, World,
Lang-Worth, Capitol
Representative Spot Sales
President B. H. Silen
Exec. V.P., Comm.-Sales Prom.
Manager William J. Dunn
General-Station Mgr. Wesley H. Wallace
Production Director Hal Bowie
Publicity Director Mary Hammond
Chief Announcer Ray Oliver
Chief Engineer James Laschiver

PHILIPPINE MARKET?

Get Complete Economical Coverage with

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The Philippine Broadcasting Corporation's Island Network

Tagalog Provinces—DZAB—1,000 watts, National English
DZPI—10,000 watts

Visayan Provinces—DYBU—1,000 watts

All broadcasting simultaneously Long and Shortwave

Address: PHILIPPINE BROADCASTING CORP.
RAMON ROCES BLDG.
MANILA, P. I.

Cable Address: Philibro
Manila

TRANSMITTER
OF
EFFECTIVE
AND
ECONOMICAL
ADVERTISING...

No one, so far as we know, has ever placed a copy of The ADVERTISER, or Radio-Television ADVERTISER, or MARKETS of AMERICA in a radio transmitter.

But they might very well . . . for The ADVERTISER Publishing Company has been a transmitter of effective advertising for 20 years.

The Radio-Television ADVERTISER (monthly), and MARKETS of AMERICA (annual) are the preferred publications for effectiveness and economical expenditure when presenting your sales message and market story to advertising agencies and their clients who buy time.

Be budget-wise this year and write for additional information about The Radio-Television ADVERTISER, The ADVERTISER, and MARKETS of AMERICA combination rates, with the assurance of 100% circulation coverage among the top time buyers, plus thousands of additional executive readers who control or direct time buying.

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— write —

The ADVERTISER Publishing Company

11 West 42nd Street

New York 18, N. Y.

Phone: LOnagrac 5-2125

ORGANIZATIONS

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Addresses

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Guilds

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS

ASSOCIATIONS — RADIO-TV GROUPS

Academy of Television Arts and Sciences

6525 Sunset Blvd., Hollywood 28, Calif.
Hempstead 8942

OFFICERS

President	Chas. B. Brown
1st Vice-Pres.	Harry R. Lubeke
2nd Vice-Pres.	Don McNamora
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Corres. Secy.	Irwin W. Stanton
Secretary	Jack Strauss
Secy. to Treas.	Lenore Kingston
Recording Secy.	Syd Cassidy

DIRECTORS

Edgar Bergen, Rudy Vallee, Hal Bock.

FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
Plaza 7-7660

OFFICERS

President	Clarence Derwent
1st Vice President	Augustin Duncan
2nd Vice President	Cornelia Otis Skinner
3rd Vice President	Basil Rathbone
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Acting Exec. Sec.	Willard Swire
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Auditor	Charles Mesuroc

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BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine St., San Francisco 4.
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd., Chicago: Frank R. Dare, 720 Bittersweet Place, Chicago 13.
Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West

Charles W. Collier, Exec. V. P.
277 Monadnock Building, San Francisco 5, Calif.
GARfield 1-6868

OFFICERS & BOARD OF DIRECTORS

President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise, Idaho.
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Vice President District No. 5: John R. Christie, Buchanan & Company, Inc., 1521 Wilshire Boulevard, Los Angeles, Calif.
Vice President District No. 6: Harold J. Merilees, B. C. Electric Railway Co., Ltd., 425 Carroll Street, Vancouver, British Columbia.
Vice President District No. 7: Bil Pursley, Bil Pursley Enterprises, 27 East Hoover St., Phoenix, Arizona.
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Chairman Advertising Commission: Don Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.
Chairman, Senior Advisory Committee, Junior Division: Mrs. Claire Drew Forbes, Forbes Advertising Agency, 3 West Victoria St., Santa Barbara, Calif.
Chairman Junior Executive Committee: Ray Cormier, Hunter Advertising Agency, 448 So. Hill St., Los Angeles, Calif.
Headquarters Staff: Charles W. Collier, Executive Vice President; Mrs. Lela M. Huey, Executive Secretary; Mrs. Frances Dethlefsen, Secretary.

FUNCTIONS

The AAW is the sole organization in the West working full time in the interests of all advertising. It represents users of advertising, media owners and operators, and the practicing specialists in advertising.

The Advertising Council

11 West 42nd St., New York 18, N. Y.
BRyant 9-3641

OFFICERS

Chairman: Charles G. Mortimer, Jr.
Vice-Chairmen: Stuart Peabody, Kerwin H. Fulton, William Reydel
Secretary: Paul B. West
Treasurer: Frederic R. Gamble
President: Theodore S. Repllier
Vice-Presidents: Allan M. Wilson, George P. Ludlam
Radio Director: Gordon C. Kinney

BRANCH OFFICES

1200 18th St., N. W., Washington, D. C. T. S. Repllier, President.
203 North Wabash Ave., Chicago, Ill.
L. S. Schwartz, Chicago Representative.
Taft Building, Hollywood, Calif. R. C. Coleson, Hollywood Representative.

FUNCTIONS

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

Advertising Federation of America

300 West 42nd St., New York 18, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Chairman of Board.....George S. McMillan
(Vice-Pres., Bristol-Myers, N. Y.)
Secretary.....Miss Mary McClung
(Gen. Manager, N. Y. Post Home News)
Treasurer.....Graham Patterson
(Publisher, Farm Journal and Pathfinder, Phila.)

FUNCTIONS

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

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.
LOnacre 3-5100

OFFICERS

Chairman.....Otis A. Kenyon
Vice-Chairman.....Hamilton M. Warren
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....Thomas D'A. Brophy
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Vice-Pres.....Richard Turnbull

FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender
Local One Secty.-Treas.....Frederick Kost
Chairman, Atlantic Branch.....William Bender
International Representative.....Jules Paris

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

Chairman.....Harold C. Hunt
President.....George F. Zook
Secretary.....Eugene B. Elliott
Vice-President.....A. J. Brumbaugh

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership dues from educational organizations and institutions and by receipt of special grants for specific pieces of research.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesmann

EXECUTIVE COMMITTEE

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York, N. Y., James C. Petrillo, Pres.
39 Division St., Newark, N. J., Leo Cluesmann, Sec.
Box B, Astor Station, Boston, Mass., Thomas F. Gamble, Treas.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Clayton Collyer
Vice-President.....Virginia Payne
Vice-President.....Knox Manning
Vice-President.....William S. Gavin
Vice-President.....Evelyn Freyman
Vice-President.....Nelson Case
Recording Secretary.....Norman Field
Treasurer.....Harry Elders
National Executive Secy.....George Heller
National Asst. Executive Sec.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Roymond A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

American Guild of Musical Artists, Inc. (A. F. L.)

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

OFFICERS

President.....Lawrence Tibbett
1st Vice-President.....Conrad Thibault
2nd Vice-President.....James Pease
3rd Vice-President.....Astrid Varney
4th Vice-President.....Leopold Sachse
5th Vice-President.....Jascha Heifetz
Recording Secretary.....Elisabeth Hoepfel
Treasurer.....Frederick Jagel

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd.
San Francisco: Theodore Hale, 216 Pine St.
Chicago: Ben Meyers, 188 W. Randolph St.
Philadelphia: G. Gilbert Mason, 207 Walnut Pl.

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, Ill.

OFFICERS

President.....Harvey W. Huegy
 Vice-President.....Gordon A. Hughes
 Vice-President.....Neil H. Bordon
 Secretary.....George H. Brown
 Treasurer.....Wilford White

BRANCH OFFICES

25 local chapters.

FUNCTIONS

A professional association pledged to the advancement of science in marketing.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
 MUrray Hill 5-2000

OFFICERS

President.....David W. Howe
 Vice-President.....Edwin S. Friendly
 Secretary.....J. L. Stockhouse
 Treasurer.....W. L. Fanning
 General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone, Franklin 3746.
 George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Society of Composers, Authors and Publishers (ASCAP)

30 Rockefeller Plaza, New York 20, N. Y.
 PLaza 7-2700

OFFICERS

President.....Fred E. Ahlert
 Vice-President.....Gustave Schlirmer
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 Treasurer.....George W. Meyer
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 Assistant Treasurer.....Donald Gray
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 General Counsel.....Schwartz & Frohlich

BOARD OF DIRECTORS

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BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 2,000 writer (composer and author) members; 350 publisher members.

American Television Society, Inc.

17 E. 45th St., New York 17, N. Y.
 MUrray Hill 7-9250

OFFICERS

President.....Charles J. Durban
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 Secretary.....Emerson Yorke
 Assistant Secretary.....Dian Dincin
 Treasurer.....Archibald U. Braunfeld

BOARD OF DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Artists' Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.
 Circle 6-1379

President.....William Kent
 Vice-President.....Nat Lefkowitz
 Vice-President.....Art Weems
 Vice-President.....Jack Russell
 Secretary.....John F. Dugan
 Treasurer.....Nat Kalcheim
 Assistant Secretary.....Ruth L. Simonson
 Counsel.....Jack J. Katz

BOARD OF GOVERNORS

Milton Berger, Jack Davies, John F. Dugan, William Kent, Ben Kuchuk, Mark J. Leddy, Nat Lefkowitz, Phil Offin, Jack Russell, Billy Show, Sol Tepper, Art Weems, Charles V. Yates.

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Jack Russell, 3rd Vice-President of ARA and President of Chicago branch.

FUNCTIONS

ARA is a trade Association of Agents and Managers operating in fields of radio, motion pictures, variety, etc.

Associated Actors and Artists of America

45 W. 47th St., New York 19, N. Y.
 PLaza 7-7660

OFFICERS

International President.....Paul Dullzell
 1st Int. Vice-President.....George Heller
 2nd Int. Vice-President.....Reuben Guskin
 Int. Treasurer.....Ruth Richmond
 Int. Execut'v Secretary.....Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, N. Y.
 LUXemburg 2-1790
 Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
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 Vice President.....Karl Bauer
 Vice President.....Earl B. Hall
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Organizations

Assoc. of Canadian Advertisers, Inc.

701 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
ADelaide 8046-7-8

OFFICERS

President—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto, Ontario.

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Treasurer—C. H. Willis, Appleford Paper Products, Limited, 78 Stirton St., Hamilton, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

G. Walter Brown, Bristol-Myers Co. of Canada Limited, 3035 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., 372 Bay St., Toronto, Ontario; E. T. Gater, Sterling Products Ltd., Windsor, Ontario; H. J. C. Jackson (Past-President), Chrysler Corp. of Can. Ltd., Windsor, Ontario; R. R. McIntosh, General Foods Ltd., 372 Bay St., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria St., Montreal, Que.; John O. Pitt, Canadian Fairbanks-Morse Company Ltd., 980 St. Antoine St., Montreal, Que.; M. M. Schneckenburger, The House of Seagram, 1430 Peel St., Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Can. Ltd., Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Co'a Limited, 90 Broadview Ave., Toronto, Ontario.

FUNCTIONS

This association was incorporated in March 1917. For 34 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
V.P. & Secretary.....Edward T. Batchelder
Vice-President.....J. F. Kurie
Vice-President.....Cy Norton
Chairman of the Board.....W. N. Connolly
(S. C. Johnson & Son)

Vice-Chairman.....W. B. Potter
(Eastman Kodak 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.

Association of Radio News Analysts

c/o CBS, 485 Madison Ave., New York 20, N. Y.
PLaza 5-2000

or
159 East 35th St., New York 16, N. Y.
MUrray Hill 3-8748

President.....John MacVane
Vice-Pres.....George Hamilton Combs
Vice-Pres.....William S. Hillman
Treasurer.....Cecil Brown
Asst. Treas.....Max Hill
Secretary.....George Ziemier
Asst. Secy.....Larry Lesueur

EXECUTIVE COMMITTEE

H. V. Kaltenborn, Bill Henry, John Daly, Edward R. Murrow.

FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commenting over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

The Authors' Guild of

The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

OFFICERS

President.....Paul Gallico
Vice President.....Helen Hull
Secretary.....Gilbert W. Gabriel
Executive Secretary.....Peter Heggie

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, GLadstone 7128, Ann Roth Morgan.

FUNCTIONS

National business organization of authors.

The Authors League of America, Inc.

6 East 39th Street, New York 16, New York
MUrray Hill 9-4950

OFFICERS

President.....Oscar Hammerstein 2nd
Vice President.....John Hersey
Secretary.....Peter Lyon
Treasurer.....Arthur Schwartz
Executive Secretary.....Luise M. Silcox
Assistant Executive Secretary.....Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgan.

FUNCTIONS

The national business organization of authors and dramatists.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Clrcle 7-0656

OFFICERS

North American Rep.....William Reid
Program Director.....Sam J. Slate
Asst. Program Director.....Henry Straker
Program Assistant.....Lillian Lang
Program Assistant.....Marion Moss
Head of Administration.....Harold F. Burns
Chief Engineer.....Arthur S. Toby
Publicity.....Alice Stamatou

NEWS OFFICES

Lake Success: Bernard Moore, U. N. Correspondent.
Washington: 1150 Connecticut Ave. N. W., Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two inter-related 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 the BBC's North American Service.

Broadcast Measurement Bureau

270 Park Avenue, New York 17, N. Y.
ELdorado 5-1620

OFFICERS

Chairman of Board J. Harold Ryan
1st Vice-Chairman Justin Miller
2nd Vice-Chairman Paul West
3rd Vice-Chairman Frederic R. Gamble
Secretary-Treasurer Roger Clipp

FUNCTIONS

Broadcast Measurement Bureau is a tripartite, cooperative radio research organization jointly governed by the AAAA, ANA and NAB. It measures and reports radio station and network audiences by counties and cities throughout the U. S. on a uniform, comparative basis. The second nationwide survey is being conducted in March and the findings will be reported in September 1949.

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 and treasurer
Charles A. Wall
Vice-Pres. in charge of publisher
relations Robert J. Burton

Secretary M. E. Tompkins
Comptroller C. C. Boydston
Assistant Treasurer Charles E. Lawrence
Director Foreign Relations Jean Greinger

BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Axerberg, Columbia Broadcasting System, N. Y.; John Elmer, WGBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald, American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard Reish, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Burt Squire, Dorsey Owings.

BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7447
Synchronization Manager Eddie Janis
Prof. Manager Irving Weiss
54 West Randolph St., Chicago 1, Ill.
Phone State 4188.
Executive-in-Charge James Cairns
1534 1/4 N. Wilcox Ave., Hollywood, Calif.
Executive in charge Richard L. Kirk
360 N. Michigan Ave., Chicago 1, Ill.
ANDover 3-5394
Executive in charge Stan Myers

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

BMI Canada, Ltd.

229 Yonge St., Toronto 1, Ont., Can.
Elgin 040

OFFICERS

President Carl Haverlin
Vice President Donald Manson
Vice President Harry Sedgwick

General Manager Robert J. Burton
Asst. General Manager William Harold Moon
Secretary-Treasurer T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Repts. Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Publications Jean L. Howson
Research M. E. Hewitt
Distribution M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q., Gen. Secretary, Marcel Fortier; Secretary, Marguerite Jacques; Liaison, T. Clyde Moon.

FUNCTIONS

BMI Canada, Ltd., was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The Bureau of Broadcast Measurement

701 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario, Canada
ADElaide 8046-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

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 Assn. of Broadcasters

108 Sparks St., Ottawa, Canada
Phone: 34036

OFFICERS

Chairman of the Board G. R. A. Rice
(CFRN, Edmonton)
Hon. President Phil Lalonde
(CKAC, Montreal)

Manager T. J. Allard
Secretary-Treasurer T. A. Evans
Dir. of Adv. & Sta. Service Patrick Freeman

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. A. Lynds, Moncton, N. B.; Paul Lepage, Quebec, P. Q.; Phil Lalonde, Montreal, P. Q.; Harry Sedgwick, Toronto,

Organizations

Ont.; Ralph Snelgrove, Owen Sound, Ont.; K. D. Soble, Hamilton, Ont.; Wm. Guild, Lethbridge, Alta.; A. A. Murphy, Saskatoon, Sask.; George C. Chandler, Vancouver, B. C.

BRANCH OFFICE

2100 Victory Building, Toronto, Ont., Patrick Freeman, Director of Advertisers & Station Service.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 89 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-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Kathryn Givney
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain-Treasurer.....Rev. Gustave de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

Catholic Writers Guild of America

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

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Charles N. Heckelmann
Vice-President.....Richard Reld
Treasurer.....Clarence E. Heller
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 Canada, Ltd.

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

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M.,
F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Dev-
ereux, John Murray Gibbon, Allister Grosart, Ralph
Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest
MacMillan, Holmes Maddock, Richard F. Murray,
Gordon V. Thompson.

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-one (21) countries.

The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4940

OFFICERS

President.....Moss Hart
Vice-President.....George S. Kaufman
Secretary.....Herbert Kuby
Executive Secretary.....Mills Ten Eyck, Jr.

BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.
Phone Gladstone 7-7128
Executive in charge.....Ann Roth Morgan

FUNCTIONS

The national business organization of dramatists.

Federal Communications Bar Assn.

520 Shoreham Bldg., Washington 5, D. C.
Executive 1398

OFFICERS

President.....Carl I. Wheat
1st Vice-Pres.....Guilford S. Jameson
2nd Vice-Pres.....Neville Miller
Secretary.....Charles E. Thompson
Treasurer.....Vincent B. Welch

EXECUTIVE COMMITTEE

Fred W. Albertson, Arthur W. Scharfeld, John F. Gibbons, George S. Smith, Eliot C. Lovett, Ralph A. Van Orsdel.

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 Council of the Churches of Christ in America, Radio Dept.

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897

OFFICERS

Chairman.....I. G. Rall
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Rall I. Grigsby, Acting U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Elsie Dick, Director of Education, Mutual Broadcasting System

William C. Eddy, Director of Television, Station WBKB, Chicago
 John Elmer, President, Baltimore Broadcasting Corporation
 Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company
 Willard E. Givens, Executive Secretary, National Education Association
 Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
 Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
 Robert B. Hudson, Director of Education, Columbia Broadcasting System
 William B. Levenson, Asst. Superintendent, Cleveland Public Schools, representing Assn. of Education by Radio
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
 Justin Miller, President, National Association of Broadcasters
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
 Mrs. Nathan Strous, Director of Educational Programs, Station, WMCA, New York City
 Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at 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

Commissioner.....Garland S. Ferguson
 Commissioner.....Ewin L. Davis
 Commissioner.....William A. Ayres
 Commissioner.....Lowell B. Mason
 Secretary.....Otis B. Johnson
 General Counsel.....Wm. T. Kelley
 Director, Bureau of Litigation.....Richard P. Whiteley
 Director, Bu. of Legal Investigation.....James A. Horton
 Director, Bureau of Industrial Economics.....Dr. Corwin D. Edwards
 Director, Bu. of Trade Practice Conferences and Wool Act Administration.....Henry Miller
 Director, Bu. of Stipulations.....Paad B. Morehouse
 Director, Bu. of Trial Examiners.....F. C. Baggardy
 Director, Bu. of Medical Opinions.....Dr. James J. Durrett

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
 Atty. in charge.....Rolf H. Kiehlund
 1118 New Post Office Bldg., Chicago 7, Ill.
 Atty. in charge.....John H. Boss
 133 Federal Office Bldg., San Francisco 2, Calif.
 Atty. in charge.....Clarence T. Sadler
 447 Federal Office Bldg., Seattle 4, Wash.
 Atty. in charge.....Walter W. Harris
 1031 Federal Office Bldg., New Orleans 12, La.
 Atty. in charge.....William B. Lott

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.

French Broadcasting System (Radiodiffusion Francaise) In North America

934 Fifth Avenue, New York 21, N. Y.
 Regent 4-1501

OFFICERS

Director.....Pierre Crenesse
 Assistant-Director.....Alice Lewitinn
 Program Director.....Edward Gruskin
 Manager.....Michel Duhart
 Public Relations.....Marie Whiteside

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the goodwill 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.

Richard W. Hubbell and Associates

118 East 40th Street, New York 16, N. Y.
 Murray Hill 3-0028

OFFICERS

Chairman.....Richard W. Hubbell
 Associate.....Dr. Alfred N. Goldsmith
 Associate.....Robert Jerome Smith
 Executive Assistant.....W. E. Van Brunt
 Affiliate.....Philip I. Moryman

BRANCH OFFICES

Maintain associates in Washington, D. C.; Hollywood, and in London and Paris.

FUNCTIONS

Complete management consultation service covering planning, constructing and operating television stations, facilities, and manufacturing projects. Includes business efficiency studies, financial analysis and financing of projects, and preparation of FCC applications. 1948 clients included 21 commercial TV stations as well as investment syndicates, advertisers, radio stations, newspaper publishers, film producers, and manufacturers.

Independent Television Producers Association, Inc.

234 West 44th St., New York 18, N. Y.
 Chickering 4-1583

OFFICERS

President.....Martin A. Gosch
 Vice-President.....Irvin Paul Suids
 Secretary.....Nathan M. Rudich
 Treasurer.....Henry S. White

DIRECTORS

Charles Bosch, Judy Dupuy, Arthur Ehrlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

COUNSEL

James L. Fly.

FUNCTIONS

The Independent Television Producers Association (ITPA) is an industry association comprised of man-

Organizations

ufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

Institute for Education by Radio

Established 1930
Ohio State University, Columbus 10, Ohio
University 3148, Extension 708

OFFICERS
Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Assistant to the Director.....Newton C. Rochte
Secretary.....Constance M. Holton

FUNCTIONS
The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio 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.
Regent 7-9600

OFFICERS
President.....B. E. Shackelford
Vice President.....R. L. Smith-Rose
Sr. Post President.....F. B. Llewellyn
Jr. Post President.....W. R. G. Baker
Secretary.....Haraden Pratt
Treasurer.....Stuart L. Bailey
Editor.....Alfred N. Goldsmith

DIRECTORS
Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Terman, Frederick S. Keith, Julius A. Stratton, James E. Shepherd, R. F. Guy, Hewitt Henney, I. J. Kaar.

FUNCTIONS
To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

Inter-American Association of Broadcasters (AIR)

Montevideo, Uruguay

OFFICERS
President.....Goar Mestre
Vice-President.....Emilio Azcarraga
Secretary.....Eneas Machado de Assis
Directors.....Lorenzo Baliero Sicco and
Gilmore N. Nunn

FUNCTIONS
AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

International Brotherhood of Electrical Workers (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.
DISTRICT 3764

OFFICERS
International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS
International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

Robert S. Keller, Inc.

72 Barrow St., New York 14, N. Y.
WATKINS 4-6599

OFFICERS
President.....Bob Keller
Vice President.....R. J. Anderson
Secretary.....Amy Atkinson
Treasurer.....E. Benjamin Wright

FUNCTIONS
Radio sales promotion and Television Information Service. Act as national sales promotion manager for non-related broadcast stations preparing promotion literature, handling press and public relations and making personal contact with advertising agencies in coordination with network and rep. Provide a central source of TV data on market, set distribution and station equipment to agencies and advertisers. Subscribers use telephone to get immediate service.

The Lambs

130 W. 44th St., New York 18, N. Y.
Luxemburg 2-1515

OFFICERS
Shepherd.....Bert Lytell
Boy.....Walter N. Greazak
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Bob Hawk

DIRECTORS
Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, John Alexander, Emil Friedlander, Averell Harris, Arthur Vinton.
LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS
The object of this club shall be the promotion of social intercourse among persons engaged professionally 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 Council

28 Newbury St., Boston 16, Mass.
KENMORE 6-8627

OFFICERS
Trustee.....Ralph Lowell
Director.....Parker Wheatley
Sr. Producer.....Richard Brooks
Producer.....Shepherd Epstein
Producer.....Lawrence Creshkoff
Producer.....Ralph Jarrett Tangney

COORDINATORS
Rev. Thomas F. Fleming, S. J. (Boston College); Prof. S. B. Gould (Boston University); David W. Bailey (Harvard); Dean John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhouf (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS
The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses.

Market Research Council

c/o Dr. F. R. Cowl
Kudner Agency Inc.
630 Fifth Ave., New York 20, N. Y.
CIRCLE 6-3200

OFFICERS
President.....Elmo C. Wilson
Vice President.....Vergil D. Reed
Secretary-Treasurer.....Dr. Franklin R. Cowl

EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Philip Salisbury.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use or its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

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.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Abe Olman
Agent and Trustee.....Harry Fox

National Association of Broadcasters For Complete Listing See NAB Section on Page 233 National Assoc. of Broadcast Unions & Guilds (NABUG)

37 West 46th St., New York 19, N. Y.
LUXemburg 2-5130

OFFICER

Nat'l. Chmn., N. Y. Council Chmn., Oliver W. Nicoll
COUNCILS
c/o The RWG, 1655 North Cherokee Avenue, Hollywood 27, Calif. Chairman, Sam Moore; Secretary-Treasurer, James H. Brown. c/o AFRA, 102 E. Hubbard St., Chicago 11, Ill. Chairman, Raymond A. Jones; Secretary-Treasurer, George Maher. c/o NABET, 375 O'Farrell St., San Francisco 2, Calif. Chairman, J. R. McDonnell; Secretary-Treasurer, William S. Gavin. c/o NABET, 486 Thornycroft Rd., Pittsburgh, Penn.; Chairman, Edward B. London.

CORRESPONDING OFFICES

Washington, D. C.; Denver, Colo.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Detroit, Mich.; Kansas City, Mo.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Philadelphia, Pa.; Portland, Ore.; Raleigh-Durham, N. C.; Rochester, N. Y.; Seattle, Wash.; S. Louis, Mo.

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 mutual interests coincide.

National Assn. of Performing Artists

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

OFFICERS

President.....Fred Waring
Vice-President.....Bing Crosby
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Secretary.....Eddie Duchin
Treasurer.....Don Voorhees
General Counsel.....Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Iro Petina, Dick Powell, Fritz Reiner, Fabien Svitzyky, Nathaniel Shilkret, Lawrence Tibbett, Rudy

Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efram Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News Directors

Radio Station WOV, Omaha, Neb.
Webster 8400

OFFICERS

President.....Sig Mickelson
WCCO, Minneapolis
1st Vice-President.....Jack Shelley
WHO, Des Moines, Iowa
2nd Vice-President.....Ben Chatfield
WMAZ, Macon, Ga.
Executive Secretary.....Soren Munkhof
WOW, Omaha, Neb.
Treasurer.....David Kessler
WHAM, Rochester, N. Y.

BOARD OF DIRECTORS

The aforementioned officers plus: Bob Redeen, WOC, Davenport, Iowa; Fred Hinshaw, WLBC, Muncie, Ind.; Bruce Barrington, KXOK, St. Louis, Mo.; Ed Kirk, WPTF, Raleigh, N. C.; James Bormann, WMT, Cedar Rapids, Iowa; Sid Pletzsch, WFAA, Dallas, Texas; John Hogan, WCSH, Portland, Maine.

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news directors. The NARD issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Radio Station Representatives

10 Park Ave., New York 17, N. Y.
Murray Hill 5-4141

OFFICERS

President.....Frank M. Headley
Vice-President.....Robert D. C. Meeker
Treasurer.....Lewis H. Avery
Secretary.....F. Edward Spencer, Jr.
Managing Director.....Thomas F. Flanagan

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Balling Company Inc., The Branham Company, Free & Peters Inc., The Friedenbergs Agency Inc., Headley-Reed Company, George P. Hollingsberry Company, The Katz Agency Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry Co. Inc., Ra-Tel, Paul H. Raymer Company, Inc., Walker Company, Inc., Weed & Company, Adam Young, Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Warren Agry
Secretary.....Harry Dwight Smith
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

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

National Television Film Council

300 West 23rd St., New York 11, N. Y.
WAtkins 4-0460

OFFICERS

President.....Melvin L. Gold
(National Screen Service Corp.)

Organizations

Vice President.....Burt Balaban
 (Paramount Television)
 Secretary.....Robert H. Wormhoudt
 (Telecast Films, Inc.)
 Treasurer.....Robert M. Paskow
 (Station WATV)

BOARD OF DIRECTORS

Jack Glenn (Chairman), March of Time; Ed Evans, WPIX, New York; Elaine Phillips, WSPD, Toledo; Gus Ober, WMAR, Baltimore; Sally Perle, The Mesal Organization; Irwin Shane, Televiser Monthly; Rosalind Kossoff, A. F. Films, Inc.; Myron Mills, Equity Film Exchanges; Irving Leos, Official Films, Inc.; Jay Williams, Film Equities, Inc.

ADVISORY BOARD

Seymour Peysor, Phillips, Nizer, Benjamin & Krim (Legal Counsel); Walter J. Damm, WTMJ, Milwaukee; Ralph I. Poucher, Consolidated Laboratories; Hal Hodes, Columbia Pictures; J. A. Maurer, R. E. Blackwell, International Film Foundation; John H. Mitchell, United Artists Corp.; Gus Ober, (Chairman, TV Station Committee); Irwin Shane, Televiser Monthly, (Chairman, Information Committee); Myron Mills, Equity Film Exchanges, (Chairman, Distribution Committee); Irving Leos, Official Films, Inc., (Chairman, Membership Committee); Sally Perle, The Mesal Organization, (Chairman, Press Relations Committee); Jay Williams, Film Equities Corp., (Chairman, Program Committee); Jack Glenn, March of Time, (Chairman, Production Committee).

FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
 COlumbus 5-0956-7

OFFICERS

President.....Louis Handin
 First Vice-President.....Jack O'Brien
 Second Vice-President.....Harry Jackson
 Treasurer.....Al Friedman
 Secretary.....Rosa Crouch

FUNCTIONS

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

Nebraska Broadcasters Association

Radio Station KBON, Omaha, Neb.
 Jackson 8282

OFFICERS

President.....L. L. Hilliard
 (KOLT, Scottsbluff)
 Vice President.....John Alexander
 (KODY, North Platte)
 Secretary-Treasurer.....Paul R. Fry
 (KBON, Omaha)
 Director.....Harry Peck
 (KFOR, Lincoln)
 Director.....Wm. Newsen
 (KOIL, Omaha)
 NAB Representative.....John J. Gillin, Jr.
 (WOW, Omaha)

FUNCTIONS

Matters of Mutual Cooperation.

North Carolina Assn. of Broadcasters

Radio Station WEEB, Southern Pines, N. C.

OFFICERS

President.....Harold Essex
 Vice President.....Robert M. Wallace
 Secretary-Treasurer.....Jack Younts

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters

1602 First National Tower, Akron 8, Ohio
 Meadowbrook 3211

OFFICERS

President.....E. Y. Flanigan
 Vice President.....Eugene Carr
 Secretary-Treasurer.....Fred C. Bock

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Assn. of Broadcasters

P. O. Box 11, Harrisburg 1, Pa.

OFFICERS

President.....George D. Coleman
 (WGBI, Scranton)
 Vice-President.....Roy F. Thompson
 (WRTA, Altoona)
 Secretary-Treasurer.....David J. Bennett
 (WKBO, Harrisburg)

DIRECTORS

Basse A. Back, WKOK, Sunbury; Joseph C. Burwell, WMBS, Uniontown; Gordon Gray, WIP, Philadelphia; George E. Joy, WRAC, Williamsport; Leonard Kopner, WCAE, Pittsburgh; Clair R. McCollough, WGAL, Lancaster; C. G. Moss, WLTR, Bloomsburg.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
 COlumbus 5-7362

OFFICERS

President.....Rocco Vocce
 First Vice-President.....Joseph Santly
 Second Vice-President.....Charles Warran
 Third Vice-President.....Phil Kornheiser
 Treasurer.....Irving Tanz
 Financial Secretary.....Michael L. Schloss
 Recording Secretary.....Louis E. Schwartz
 Sergeant-at-Arms.....David Kant
 Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 8360 W. First St., Los Angeles, Calif.
 Regional Director.....Al Comparte
 36 East Fifth Street, Cincinnati, Ohio
 Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

Radio Executives Club of Boston

Harold Cabot & Co., Inc. Adv. Agency,
 135 Federal St., Boston, Mass.
 HA 6-7600

OFFICERS

President.....William B. McGrath
 (WHDH, Boston)
 1st Vice President.....Craig Lawrence
 (WCOP, Boston)
 2nd Vice President.....Nona Kirby
 (WLAW, Boston)
 Secretary.....Janet Gilbert
 Time Buyer (Harold Cabot & Co., Inc., Boston)
 Treasurer.....Edmund J. Shea
 (James Thomas Chirarg Co., Boston)

FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and television.

Radio Executives Club of New York

President's Office
580 Fifth Avenue, New York 19, N. Y.
Plaza 7-1800

OFFICERS

President..... Carl Haverlin
Vice-President..... Arthur Pryor, Jr.
Secretary..... Claude Barriere
Treasurer..... Lewis H. Avery

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms, but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Executives Club of Toronto

4 Albert St., Toronto 1, Ontario, Canada
WA 6151

OFFICERS

President..... Sid S. Lancaster
(Radio Representatives Ltd.)
Vice-President..... Maurice Rosenfeld
(MacLaren Advertising Co. Ltd.)
Secretary..... Jim Scott
(Radio Representatives Ltd.)
Treasurer..... "Ted" Rutter
(H. N. Stovin Co. Ltd.)
Past President..... Spence Caldwell
(All-Canada Radio Facilities)

FUNCTIONS

Radio Executives Club of Toronto holds monthly luncheon meetings. Purpose, according to Article II of the Constitution is... "To promote and encourage the use of radio broadcasting as a medium of advertising... to create a lasting fraternity of persons engaged in radio broadcasting and its allied fields... to promote better understanding among members of the problems confronting the radio industry... to promote proper dissemination of information pertaining to radio, of mutual interest to all concerned..."

Radio Guild, Local No. 50

UOPWA—CIO

30 East 29th St., New York 16, N. Y.
MUrray Hill 6-2977

OFFICERS

President..... Chester F. X. Burger
First V. P..... Nathaniel Scott
Second V. P..... Debora Ishlon
Secretary..... Mary Stock
Treasurer..... Nelda Scudder
Radio Guild Rep..... Sylvia A. Sheridan

FUNCTIONS

A trade union representing white collar and non-professional people in the radio industry.

Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President..... Max F. Balcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager..... Bond Geddes
Treasurer..... Leslie F. Muter
(The Muter Co.)
General Counsel..... John W. Van Allen
Vice-President..... R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President..... A. D. Plamondon, Jr.
(Indiana Steel Products Co.)

Vice-President..... W. J. Barkley

(Collins Radio Co.)

Vice-President..... G. M. Gardner

(Wells Gardner & Co.)

Director of Public Relations..... James D. Secrest

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Luck, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electrical Products Corp.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Hoase, Operadio Mfg.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; Leslie F. Muter, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Ray Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry C. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric Co.; Allen B. DuMont, Allen B. DuMont Laboratories; R. E. Laux, General Instrument Corp.; Herbert W. Clough, Belden Manufacturing Co.; John W. Craig, Crosley Division, Avco Mfg. Co.; S. Insull, Jr., Stewart-Warner Corp.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

Room 301, 159 Bay St., Toronto 1, Ont., Canada
ADelaide 1531

OFFICERS

President..... F. R. Deakins
(RCA Victor Co. Ltd., Montreal, P. Q.)
Vice-President..... R. A. Hackbusch
Stromberg-Carlson Co. Ltd., Toronto, Ontario
Chairman, Parts Div..... Tom Fleming
Kester Solder Co. of Canada Ltd. Brantford, Ont.
Vice-Chairman, Parts Div..... A. S. Gortshore
United-Carr Fastener Co. Ltd., Toronto, Ont.
Chairman, Engineering Com..... S. Sillitoe
Northern Electric Co. Ltd., Belleville, Ont.
Vice-Chairman, Engineering Co..... A. B. Oxley
(RCA Victor Co. Ltd. Montreal, P. Q.)
Chairman, Service Com..... E. C. Dahmer
Dominion Electro-home Ind. Ltd. Kitchener, Ont.
Vice-Chairman, Service Com..... F. Tewsley
Stromberg-Carlson Co. Ltd. Toronto, Ont.
Executive Secretary..... S. D. Brownlee
Radio Mfrs. Assoc. of Canada, Toronto, Ont.

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1925 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription

Exchange

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

STAFF

Chief..... Franklin Dunham
Radio 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.

Organizations

Radio & Television Club of Pittsburgh

Hotel Sheraton, Pittsburgh, Pa.

OFFICERS

President.....Richard C. Bachman
1st Vice-President.....George Young
2nd Vice-President.....G. Taylor Urauhart
3rd Vice-President.....Wilbur C. Sutherland
Secretary.....Mildred Sheridan
Treasurer.....Marie Wilk

DIRECTORS

Jack Merdian, Lloyd G. Chapman, Leslie B. Sterne,
T. J. MacWilliams, David Mackey, James Baker.

FUNCTIONS

An organization composed of radio and television people from stations, agencies, advertisers and allied firms designed to foster good-will and greater fellowship and bring to the people most concerned vital knowledge and information pertaining to their profession.

Radio and Television Directors Guild

(affiliated with A. F. of L. (International))

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

Plaza 3-4300, Ext. 214

OFFICERS

National President.....Lester O'Keefe (New York)
First Vice President.....Charles Vanda (Hollywood)
Second Vice President.....Lye D. Barnhart (Chicago)
Third Vice President.....Robert Lewis Shayon (New York)
National Secretary.....Oliver W. Nicoll (New York)
National Treasurer.....William N. Robson (Hollywood)

NATIONAL BOARD

Lyle D. Barnhart, Chicago; Tom Bennett, New York; Phil Cohan, Hollywood; Ted Corday, New York; Arthur Hanna, New York; Jack Johnstone, Hollywood; Burr E. Lee, Chicago; Earle McGill, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Polachek, New York; William N. Robson, Hollywood; Robert Lewis Shayon, New York; Anthony Stanford, Hollywood; William M. Sweets, New York; Charles Vanda, Hollywood; George Zachary, New York.
National Executive Secretary.....Newman H. Burnett
General Counsel.....Ben Meyers
Certified Public Accountant.....Michael M. Enzer

LOCALS

114 East 52 St., New York 22, N. Y. Officers:
President, Robert Lewis Shayon; Vice President, Tom Bennett; Secretary, Charles Powers; Treasurer, Robert Ricca. Council: Carl Eastman, Don Gillis, Frank Papp, Charles Polachek, William M. Sweets, Betty Todd; Executive Secretary, Newman H. Burnett; Counsel, Ben Meyers. 6305 Yucca St., Hollywood 28, Calif. Officers: President, Charles Vanda; Vice President, Carlton E. Morse; Secretary, Gordon Hughes; Treasurer, Murray Bolen. Council: Ted Bliss, Edmund Cushman, Thomas Freobairn-Smith, Dick Mack, Sterling Tracy. Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn. 203 North Wabash St., Chicago 1, Ill. Officers: President, Lyle D. Barnhart; Vice President, Herbert Latow; Secretary-Treasurer, Hal Miller. Council: Thomas Boshaw, Philip Bowman, Alan Fishburn, Homer Heck. Counsel, Ben Beyers.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

The Radio Writers' Guild of the

Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.

Murray Hill 6-5251-2-3

OFFICERS

National President.....Erick Barnouw
Vice-Presidents: Eastern Region.....Welbourn Kelley
Midwestern Region.....Shelby Gordon
Western Region.....Sam Moore
Western Regional Exec. Secty.....Roy Langham
Eastern Regional Exec. Secty.....James A. Stabile

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458,
Room 506, Ethel Isaacs, Secy. Hollywood 1655 N.
Cherokee Ave., Phone, Hollywood 3601, Michael David-
son, Exec. Secy.

FUNCTIONS

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

SESAC, Inc.

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

Murray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

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

Society of Motion Picture

Engineers, Inc.

342 Madison Ave., New York 17, N. Y.

Murray Hill 2-2185

OFFICERS

President.....E. I. Sponable
Past President.....L. L. Ryder
Executive Vice-President.....Peter Mole
Engineering Vice-President.....J. A. Maurer
Editorial Vice-President.....C. R. Keith
Financial Vice-President.....D. B. Joy
Convention Vice-President.....W. C. Kunzmann
Secretary.....R. M. Corbin
Treasurer.....R. B. Austrian
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. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

Song Writers' Protective Association

(SPA)

1250 Sixth Ave., New York 20, N. Y.

COlumbus 5-3758

OFFICERS

President.....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Gershwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coats, Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

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

Southern California Broadcasters'

Association, Inc.

1757 1/2 N. Ivar St., Hollywood 27, Calif.

Hollywood 7254

OFFICERS

President.....William J. Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KCFJ;
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert
O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

Organizations

FUNCTIONS

A non-profit organization whose membership comprises 41 radio stations and 4 networks of southern California. Purpose: to promote cooperation and Understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

Sports Broadcasters Association (New York Chapter)

c/o NBC, 30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS

President Marty Glickman
Vice President Sam Taub
Vice President Ted Husing
Treasurer Andy Lang
Secretary Harold Holtz
Executive Secretary Jimmy Dolan

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
Lackawanna 4-4788

OFFICERS

President Jack R. Poppele
Vice-President G. Emerson Markham
Secretary-Treasurer Will Balfin
Assistant Secretary-Treasurer Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; Noran E. Kersta, NBC; ock R. Poppele, WOR, New York; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Television Film Producers Assn.

9922 W. Washington Blvd., Culver City, Calif.
Texas 0-4525

OFFICERS

President Hal Roach, Jr.
Vice-President Carl Dudley
Secretary Rudy Vallee
Treasurer Roland Reed

BOARD MEMBERS

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies, Bernard J. Carr.

Television Producers Association

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

President Mal Boyd
Secretary Gladys Rubens
Treasurer Maleese Black

BOARD OF DIRECTORS

Michael Stokely, George Fogle, Nils Thor Granlund, Robert Light, Mal Boyd, Gladys Rubens, Stratford Corbett, Syd Cassidy, Maleese Black.
Legal Consul Max M. Gilford

COMMITTEE CHAIRMAN

Membership, Lenore Kingston; Program, Frank Woodruff; Station Relations, Robert Coleson and Bernie Ebert; Labor Relations, Ben Bard; Research, Maleese Black; Finance, Morton Wright.

U. S. Marine Corps, Division of Public Information

Headquarters, U. S. Marine Corps, Washington, D. C.
Republic 7400

OFFICERS

Director, Division of Public Information, Brig. Gen. J. T. Selden, USMC.

BRANCH OFFICE

Division of Public Information, 90 Church Street, New York 7, N. Y. Tech. Sgt. George W. Courtney, Charge of Radio and Television.

FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network television. Services offered are: Radio-Television production, transcribed programs, scripts, spot announcements, guests.

United Nations—Radio Division

OFFICERS

Asst. Secty. Gen., Dept. of Info. Benjamin Cohen
Dir., Dept. of Pub. Info. Tor Gjesdal
Dir., Radio Div. Peter Aylen
Chief, Telecommunications Gen. Frank E. Stoner
Deputy Dir., Radio Div. Carlos Garcia Palacios
Chief of Production W. Gibson Parker
Supvr., Radio Reports Desk Caesar Ortiz

REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Keon, English Language Services; Dorothy Lewis, U. S. Station Relations.

FUNCTIONS

The United Nations Dept. of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

Washington State Association of Broadcasters

c/o Station KTLB, Tacoma 3, Wash.
Broadway 2241

OFFICERS

President H. J. Quilliam
Vice President O. A. Runchey
Secretary-Treasurer Robert Priebe
Director Richard Dunning
Director James Wallace

BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash. Carl Downing, Managing Dir.

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau at the state capital, Olympia, Washington. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

Western Association of Broadcasters

Marquis Hotel Building, Lethbridge, Alberta
3161

OFFICER

President William Guild

DIRECTORS

J. O. Blich, H. G. Love, E. H. Rawlinson.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

**Distributors and Producers of--
MOTION PICTURES for TELEVISION**

A
Wealth of Unique and
Valuable Material and Services
for Telecast Programming

Eastern Representatives for out-of-town Television Stations

★ ★ ★ ★ ★ ★ ★
STOCK SHOTS
MILLIONS OF FEET OF STOCK SHOTS
*Material To Fit In With Every Possible Idea
For Rent or Sale*

★ ★ ★
OVER 1000 OLD TIME SILENT
MOVIES - COMEDIES - DRAMAS, etc.

★ ★ ★
Pictures Produced That Will Work In With A SPONSOR'S Product
Packages of 13—26—or 52 Subjects.
1—2—3—4 and 5 Minute Fillers

★
PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS
TAPE RECORDING SERVICE

COMPLETE PROGRAM DEPT.
*A Production Department
Producing Pictures for Advertisers
who Plan to Use Television
Commercially*

*Serving the Television Industry
Since 1936*

ADVANCE TELEVISION PICTURE SERVICE, Inc.

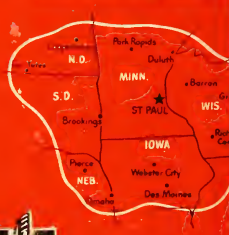
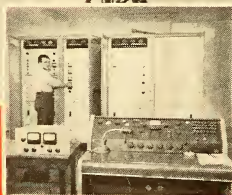
Telephone: COLUMBUS 5-5400-1-2-3-4

729 SEVENTH AVENUE - - - NEW YORK CITY

WJLS-FM
Beckley, W. Va.

WHIS-FM
Bluefield, W. Va.

WMIN-FM
Minneapolis
St. Paul, Minn.



**Look to FEDERAL for the Finest in
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