

**RADIO
ANNUAL
TELEVISION
YEAR
BOOK**

1959

TROPIC ISLES

CALYPSO

FURIOUS FISTS

BOLD

BONGO DRUMS,

MOONLIGHT,

RECKLESS

ADVENTURE!



Scanned from the collections of
The Library of Congress

AUDIO-VISUAL CONSERVATION
at The LIBRARY of CONGRESS



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

... AND IN CALYPSO-LINGO, THIS ALL MEANS

Cucky! *

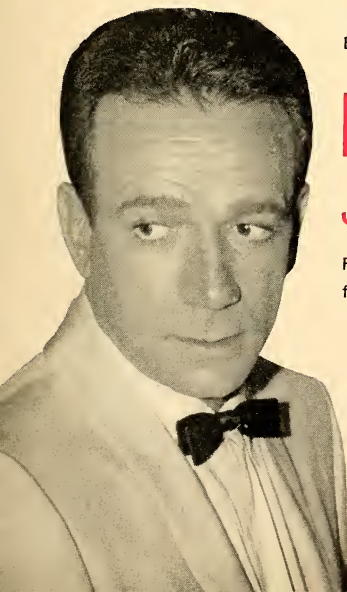
* CARIBBEAN DEFINITION: "DEVIL-MAY-CARE"!

Sassy as a calypso ballad! Romantic as a moonlit beach! A potent blend of suspense, mystery and international intrigue amid the feverish atmosphere of torrid Trinidad!



ZIV'S NEW *"Devil-May-Care"* SERIES

VENTURE



Explosive Action in the Colorful Caribbean!

starring

DANE CLARK

and introducing

JOAN MARSHALL

From the Florida Keys to Trinidad . . . they find *ADVENTURE* in every port of call!

Every week a sparkling half hour! For details on how you can profit from using this great selling force, see your Ziv Man.





DENNIS JAMES

Representatives:

WM. MORRIS AGENCY

Yearbook of radio +
television.



presents

1959

TWENTY-SECOND ANNUAL EDITION

**RADIO ANNUAL and
TELEVISION YEAR BOOK**

CHARLES A. ALICOATE
Editor-In-Chief

Copyright 1959 by
RADIO DAILY CORP.
1501 Broadway, N. Y. 36, N. Y.

personalized jingles & program signatures
exciting station promotions
top artists... professional production
balanced musical selections... and

7-5-12
YA
1959
7/15/1959

SOUND



In 1959 more than ever before, profit from the unusual advantages offered by WORLD'S sound creativity in Sales Promotion and Program Service. Write, wire, or phone:



WORLD *sales promotion and program service*

WORLD BROADCASTING SYSTEM, INC.

COLISEUM TOWER OFFICE BUILDING • 10 COLUMBUS CIRCLE • NEW YORK
PHILADELPHIA • HOLLYWOOD • CANADIAN REPRESENTATIVES: ALL-CANADA
RADIO AND TELEVISION LIMITED • VICTORY BUILDING, TORONTO

...revenue producing musical briefs
...commercial jingles and selling aids
...continuing weekly program scripts
...special seasonal and holiday shows



CREATIVITY

MEANINGLESS SLOGAN OR MEANINGFUL PHRASE?

Consider first WORLD'S 30 years of experience in producing up-to-the minute radio . . . proven rating and revenue-wise, a sound investment for subscribers.

As for creativity, spontaneity *plus* a thorough knowledge of radio's needs is required to be productive . . . and a 30 year record attests to productiveness.

The proof is in the using . . . "sound creativity" as represented by the distinctive WORLD features above.





News Is Preferred...

... by **Stations** . . because it adds
both profits and prestige.

... by **Sponsors** . because it insures
a day-to-day association with quality.

... by **Listeners** . . because it is
dependable as well as interesting.



Preferred


50 Rockefeller Plaza



New York 20, N. Y.



Foreword



STATISTICS are the accepted footprints of an industry's progress and growth. Nineteen fifty-eight in the broadcasting industry, both American and world-wide, was essentially a year of change. The record of those changes, major as well as minor, and their effect upon the industry, will be found chronicled on the pages of this, the 22nd Edition of the Radio Annual Television Year Book.

LONG acknowledged the Recognized Standard Reference Book for the industry, its pages further reflect evidence of continued advancements and contributions in the great medium of broadcasting for the spreading of vital information and entertainment.

IT hardly need be added that the 22nd edition again represents the efforts of countless collaborators, official and unofficial. To these loyal friends of the Radio Television Daily and the industry, once again, our deep and grateful appreciation.

Chas. A. Alicivati.

Editor and Publisher



the
perry
como
show

nbc-tv
Saturday 8-9 pm



Direction
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



EDITORIAL

1959

INDEX

1959

— A —

Academy of TV Arts & Sciences.....	1349
Actors Equity Association.....	1341
Advertisers of 1958, Network TV, 100 Top & Est. Expenditures.....	61
Advertisers of 1958, Spot TV, 100 Top & Est. Expenditures	77
Advertisers of 1958, TV, 100 Top & Est. Total Expenditures	61
Advertisers, Spot TV, 10 Top, 1958-1957..	59
Advertisers, 238 Network TV.....	115
Advertisers, Top 25 By Brand.....	921
Advertisers, Est. 1958 Expenditures For Spots by Product.....	773
ADVERTISING AGENCIES	119
British Agencies	732
Canadian Agencies	212
Failures, 1934-1958	99
Time Buyer Biographies.....	217
Advertising Council, Inc.....	1341
Advertising Federation of America.....	1341
Advertising Index	27
Advertising Research Foundation.....	1341
Africa, TV Stations & Sets Overseas...	916
AFTRA	1342
Agency Time Buyer Biographies.....	217
Agents & Managers.....	1333
Agents, Press & Publicity.....	1139
AGVA	1343
ALABAMA: AM Stations.....	351
Families, Population, Radio	
Homes, TV Homes.....	351
ALABAMA: TV Stations.....	817
ALASKA: AM Stations.....	359
Families, Population, Radio	
Homes, TV Homes.....	359
ALASKA: TV Stations.....	818
ALBERTA, CANADA: AM Stations.....	684
TV Stations	903
Alicoate, Chas. A. . . . Foreword.....	5
All-American Favorites, 1958, Radio-TV Daily	57
Allard, T. J. . . . Article.....	680
Allocations, FCC, TV Channel.....	929
AM STATIONS IN U. S.....	317
Index	321
American Assn. of Advtg. Agencies.....	1341
AMERICAN BROADCASTING COMPANY:	
Commercial Radio Programs, 1958....	1354
Commercial TV Programs, 1958.....	1367
Executive Biographies, TV.....	781
Executives & Personnel, Radio.....	239
Executives & Personnel, TV.....	784
Network Map, Radio.....	242-243
Network Map, TV.....	786-787
American Communications Assn.....	1342
American Federation of Musicians.....	1342
American Guild of Authors & Composers	1342
American Guild of Musical Artists.....	1342
American Marketing Assn.....	1343
American Newspaper Publishers Assn...	1343
American Society of Composers, Authors & Publishers	1282
American Women in Radio & TV.....	1343
Announcers-MC's	1205
ARIZONA: AM Stations.....	360
Families, Population, Radio	
Homes, TV Homes.....	360
ARIZONA: TV Stations.....	818
ARKANSAS: AM Stations.....	364
Families, Population, Radio	
Homes, TV Homes.....	364
ARKANSAS: TV Stations.....	819
Art Directors Club of N.Y.....	1344
Artists, Radio-TV	1105
Artists, Vocal	1131
Artists' Representatives Assn.....	1344
ASCAP:	
Adams, Stanley . . . Article.....	1282



Notre Dame Football
(Pontiac Division of
General Motors Corp.)

HARRY WISMER

**Greatest Sports Thrills
of the
Twentieth Century**

The Sports Reel
(United Press)

Great Moments in Sports (United States Air Force)

The Fox Movietone

Personnel, Functions	1343
Publisher Members	1283
ASCAP & The Broadcasters	708
Asia, TV Stations & Sets Overseas	916
Assn. of Professional Bdcstg. Education	1344
Assn. of Canadian Advertisers	1344
Assn. of Maximum Service Telecasters	1344
Assn. of National Advertisers, Inc.	1344
Assn. of Radio-TV News Analysts	1344
Associated Music Publishers, Inc.	1344
Associations (Organizations)	1341
Associations, State Broadcasters	311
Attorneys Specializing in Radio-TV	938
Authors Guild of Authors League of Am.	1345
Authors League of America, The	1345
Auto Radio Set Production	65
Awards, Radio-Television Daily	57

— B —

BAHAMAS: AM Stations	750
Baltin, Charles . . . Article	701
Barry, Charles . . . Article	804

BEHIND THE MIKE, BEFORE THE CAMERA 1103

Announcers-MC's	1205
Artists, Radio-TV	1105
Directors, Radio-TV	1147
Disc Jockeys	1237
Musical Directors	1165
News Commentators	1175
Producers, Radio-TV	1155
Sports Commentators	1189
Vocal Artists	1131
Women Commentators	1260
Writers, Radio-TV	1201

BIOGRAPHICAL SKETCHES:

ABC-TV Executives	781
Ad Agency Time Buyers	217
CBS-TV Executives	789
NBC-TV Executives	797
TV Film Prod.-Dist. Executives	1038
BMI:	
Haverlin, Carl . . . Article	1289
Personnel, Functions	1345
Publisher Members	1290
Brand Names Foundation, Inc.	1345
British Bcstg. Corp., The	1345
BRITISH COLUMBIA, CAN.: AM Stations.	685
TV Stations	903
British Advertising Agencies	732
British Commercial TV	725

British Commercial TV Producers	727
British Information Services	1345
British TV Producer-Distributors	730
British TV Studios	729
BBC TV Service	729
Broadcast, Authorization of Service	97
Broadcast Coverage By States	67
Broadcast Expenses for Net & Indie Stations	113
Broadcast Information Bureau	1345
Broadcast Music, Inc.	1289 & 1345
Broadcast Pioneers	1346
Broadcast, Status of Authorization	97
Broadcasters Assns., State	311
Broadcasters Promotion Assn.	301 & 1346
Bcstg. & Film Comm., Nat'l Council of Churches	1345
Bcstg. Industry Financial Data, 1956-57 ..	1036
Brokers, Play & Story	980
Brokers, Radio-TV Station	1101
Bureau of Broadcast Measurement, The ..	1346
Business Failures, Causes of	111
Buying Public Is Quality Conscious	1001

BUSINESS SECTION 109

— C —

CALIFORNIA: AM Stations	368
Families, Population, Radio Homes, TV Homes	368
CALIFORNIA: TV Stations	821
Call Letters, AM Stations, Index of	321
Call Letters, TV Stations, Index of	812
CANADA	675
Advertising Agencies	212
Assn. of Radio-TV Bcstrs.	679
Canadian Broadcasting Corp.	677
International Stations	737
Station Index, Radio	681
Station Representatives	279
Stations, AM	681
Stations, TV	903
Canada's Private Broadcasters	680
Canadian Assn. of Radio-TV Bcstrs.	679 & 1346
Canadian Broadcasting Corp.	677
Carpets	1099
Cartoon Producers	1100
Catholic Actors Guild of America	1346
Causes of Business Failures	111
Clock Radio, Production Figures	65
Challenge of Network Radio '59	245
Channel Allocations, FCC	929
Cohn, Ralph . . . Article	1011



THE SIGNATURE THAT SELLS

See that signature?
The C is for Chuck.
The G is for Goldstein.
The selling success is for you
and your clients...because
Chuck Goldstein Productions
has the specialized talent and
experience to work with you
to create and/or produce
outstanding musical commercials...
straight dramatic commercials
with top New York talent...and
imaginative presentations in sound.
Large national agencies,
regional advertisers, and
small local accounts alike
have found the CG services
valuable and effective.
You will, too. Call collect and
discover how they can help you.

CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue • Suite #600 • New York 19, New York • JUdson 6-7477

Some of the products and agencies for whom Chuck Goldstein has created and/or produced commercials:

PRODUCTS:

Ajax
A & P
Community Savings Bank (Rochester)
Delta Airlines (Dramatic)
Dragon Brand Foods
(Dramatic-Canada)
Goodyear Tire
Hormel Bacon
Hudepohl Beer (Cincinnati)
Iron City Beer (Pittsburgh)
Jello Chiffon
Kellogg's Koko Crispies

Koch's Beer (Buffalo)
Kwikcheck Stores (Tampa)
Lucky Strike
Master Bread (Minneapolis)
Mayfair Cigarettes (Canada)
Northern Pacific R. R.
Northwest Orient
Olympia Typewriters
Scotch Brite
V-10 Protein Bread

AGENCIES:

B. B. D. & O., Inc.

Bryan Houston
Burke Dowling Adams, Inc. (Atlanta)
Leo Burnett
Hoag & Provandie (Boston)
Holland Wegman Productions (Buff.)
Norman Malone Associates (Akron)
Mann-Ellis, Inc.
Pidgeon Savage Lewis, Inc. (Minn.)
Ross Roy, Inc. (Detroit)
Smith, Taylor & Jenkins, Inc. (Pitt.)
Stockton-West-Burkhart, Inc. (Cin.)
Wyse Advertising, Inc. (Cleveland)
Young & Rubicam

Color Equipped Stations, U. S. 923
 Color Processes 1099
 COLORADO: AM Stations 384
 Families, Population, Radio
 Homes, TV Homes 384
 COLORADO: TV Stations 825
 COLUMBIA BROADCASTING SYSTEM:
 Color Equipped Stations 923
 Commercial Radio Programs, 1958 1354
 Commercial TV Programs, 1958 1367
 Executive Biographies, TV 789
 Executives & Personnel, Radio 250
 Executives & Personnel, TV 792
 Network Map, Radio 248-249
 Network Map, TV 794-795
 Commentators, News 1175
 Commentators, Sports 1189
 Commentators, Women 1260
 Commercials Producers, AM-TV 1053
 Commercials Producers, TV Film 983
 Commercial Programs, Radio 1354
 Commercial Programs, TV 1367
 Commercial TV, British 725
 Commercials Monitoring 1101
 Communist Bloc, TV Stations & Sets
 Overseas 917
 Comparative Failure Trends 99
 Composers & Lyricists Guild of Am. 1346
 Conductors, Musical 1165
 CONNECTICUT: AM Stations 389
 Families, Population, Radio
 Homes, TV Homes 389
 CONNECTICUT: TV Stations 829
 Constant Search For New Ideas 1007
 Consulting Engineers 1303
 Costumes 1101
 Country & Western Music Bcstrs. Assn. 1347
 Cowan, Louis G. Article 788
 CUBA: AM Stations 747
 Culligan, Matthew J. Article 264
 Cultural Exchange Home Style 316
 Currency, International Exchange Rate 55
 Customer-Slating The TV Buy 683

— D —

Dannett, Emanuel Article 708
 Daytime TV Shows Can Succeed 780
 De Gray, Edward J. Article 238
 DELAWARE: AM Stations 393
 Families, Population, Radio
 Homes, TV Homes 393
 Directors, Musical 1165
 Directors, Radio-TV 1147

Disc Jockeys 1237
 Distributors, TV Film 983
 DISTRICT OF COLUMBIA: AM Stations 393
 Families, Population, Radio
 Homes, TV Homes 393
 DISTRICT OF COLUMBIA: TV Stations 831
 Doerfer, John C. Article 95
 DOMINICAN REPUBLIC: AM Stations 750
 Don't-Do-It-Yourself Fad 238
 Dramatists Guild of Authors League of
 America 1347

— E —

Early Years Of A Film Network 804
 Editorial Index 7
 Editors, Radio-TV 1269
 Educational Bcstrs., Nat'l Assn. of 306
 Educational Stations 307
 EIA:
 Auto Radio Set Sales Figures 65
 Officers, Executive Personnel 1300
 Radio Set Production Figures 65
 Election Returns, TV Audience Reached 117
 Electronic Industries Assn. 1300
 Engineers, Consulting 1303
 Episcopal Actors Guild of America 1347
 Equal Access Drive Gains Ground 777
 Expense Items of TV Stations 81

EQUIPMENT SECTION 1299

Consulting Engineers 1303
 EIA Personnel 1300
 Equipment Manufacturers 1305
 TV Equipped Theatres 942
 Toll-TV Firms 922
 Equity, Actors, Assn. 1341
 Expenditures, Spot TV, 1958 59
 Expenditures by Products, Spot TV, 1958 773

— F —

Failures, Advertising Agency, 1934-1958 99
 Failures, Business, Causes of 111
 Families for 1958 (Estimated Radio-TV) 319
 Far East, TV Stations & Sets Overseas 917
 FCC Financial TV Figures 75

FEDERAL COMMUNICATIONS COMMISSION:

Commissioners, Staff 297
 FM Industry Financial Figures 1298
 Nationwide Network Financial Figures 771
 Radio Industry Financial Figures 85

**MEET
THE
BRITISH
PEOPLE
IN...**



Topic

Joan and Julius Evans visit the Royal Academy of Dramatic Art in London and meet several RADA students.

A new series, a new look at Britain and the British today . . . through the eyes of Joan and Julius Evans, an American couple abroad.

You will meet an attractive lady chemist with definite views on marriage and careers . . . a 20th Century "Mr. Chips" . . . an out-of-fiction London cabbie . . . a dedicated atomic physicist . . . a pretty young theater hopeful . . . a Rhodes Scholar from North Carolina . . . and many others.

Among the places you will visit are Bohemian Soho, busy London Airport (where jets came of age), Ulster (which sent America 14 Presidents), Harwell (crucible of nuclear research) and rebuilt Coventry, Britain's Detroit.

"TOPIC" is no quaint tourist trip . . . but rather, a frank and friendly visit with an energetic and dynamic people, and their country . . . it's exciting, stimulating TV, a *must* for your best public service time!

13 Quarter-Hour Programs—FREE for TV!

Write NOW for first-run availabilities in your area.
Call your local BIS man or contact—



Radio — Television Division

BRITISH INFORMATION SERVICES

an Agency of the British Government
45 Rockefeller Plaza • New York 20, N. Y.

Station Expansion	53
TV Channel Allocations.....	929
TV Industry Financial Figures.....	75
Federal Trade Commission.....	1347

FILM PRODUCERS, DISTRIBUTORS & COMMERCIALS PRODUCERS—TV 983

Film Prod-Dist. Biographies.....	1037
Service Firms	1095
Film Producers Assn. of New York.....	1347
Film Stock, Raw.....	1100
Financial Data, 1956-7, FM Industry.....	1298
Financial Data, 1956-7, Radio Industry..	85
Financial Data, 1957, TV Industry.....	75
FLORIDA: AM Stations.....	394
Families, Population, Radio	
Homes, TV Homes.....	394
FLORIDA: TV Stations.....	831
FM Bcstrs. Assn. of Southern Calif.....	1347

FM STATIONS, U. S. 705

Industry Financial Data, 1956-7.....	1298
Permits For New Stations.....	718
Foreign Language Radio Market.....	701
Foreign TV Stations.....	909
Foreword	5
French Bcstg. System in N. Am.....	1348

— G —

GENERAL INFORMATION, RADIO-TV..	33
GEORGIA: AM Stations	408
Families, Population, Radio	
Homes, TV Homes.....	408
GEORGIA: TV Stations.....	835
Goldman, Harold . . . Article.....	810
Greater TV Production Values.....	997
Gross Time Costs of 238 Network TV Advertisers	115
Gross Time Charges, Network TV.....	49

GROUP STATION OPERATIONS 753

GUAM: AM Stations.....	670
TV Stations	902
Guilds (Organizations)	1341

— H —

HAITI: AM Stations.....	749
HAWAII: AM Stations.....	419
Families, Population, Radio	
Homes, TV Homes.....	419

HAWAII: TV Stations.....	837
Hayes, Arthur Hull . . . Article.....	245
Homes Delivered by Daytime Network TV	51
Homes Delivered by Nighttime Network TV	51
Home Radios, Production Figures.....	65
Homes, Radio-TV By States.....	319

— I —

IDAHO: AM Stations.....	421
Families, Population, Radio	
Homes, TV Stations.....	421
IDAHO: TV Stations.....	424
Families, Population, Radio	
Homes, TV Homes.....	424
ILLINOIS: TV Stations.....	839
Independent Television Authority.....	727
Indie & Net Station Broadcast Expenses..	113

INDEXES:

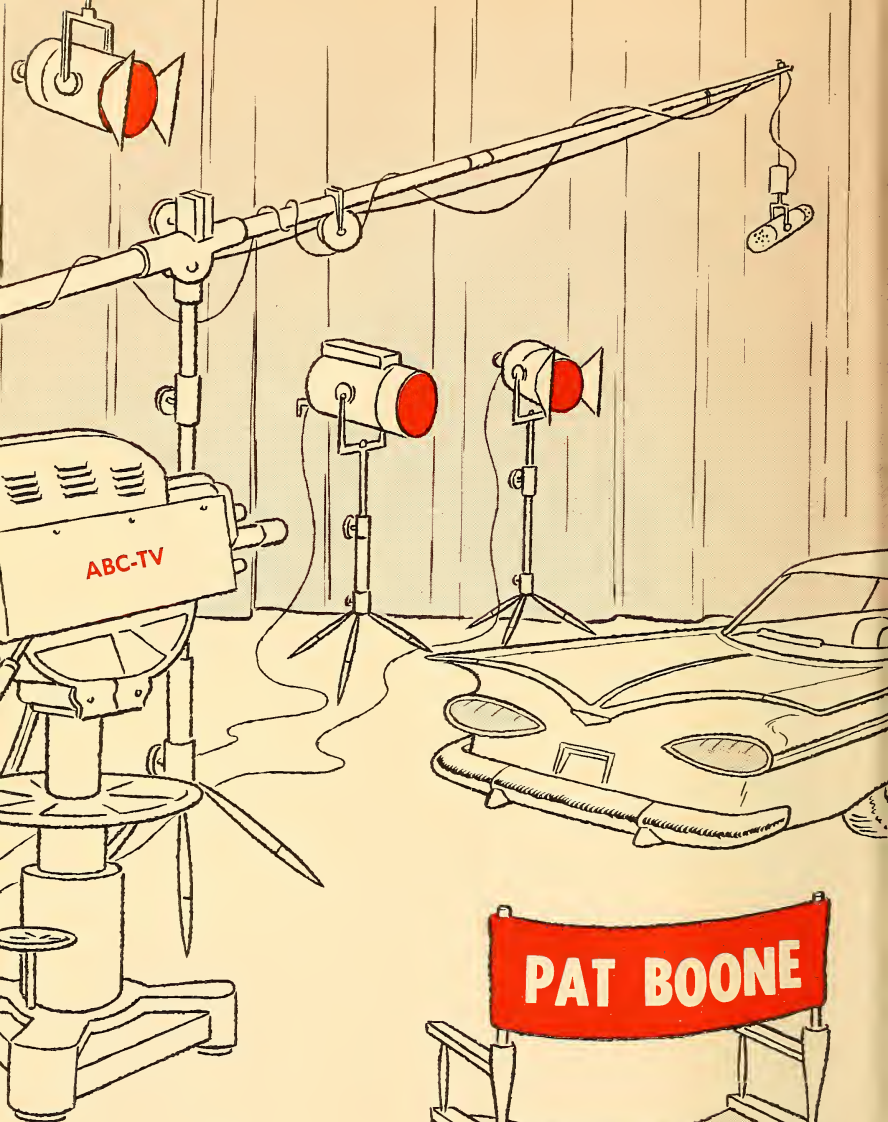
Advertising	27
Agency Time Buyers.....	218
Canadian AM Stations.....	681
Editorial	7
TV Film Prod-Dist. Executives.....	1037
U. S. AM Stations.....	321
U. S. TV Stations.....	812
INDIANA: AM Stations.....	433
Families, Population, Radio	
Homes, TV Homes.....	433
INDIANA: TV Stations.....	841

INDUSTRY ORGANIZATIONS. 1341

Industry Stock Fluctuations, 1958.....	45
Institute of Radio Engineers, The.....	1348

INTERNATIONAL 723

Currency Exchange Rates.....	55
Distribution of Radio Receivers.....	69
Radio Cadena Nacional, S. A.....	751
Radio Programas de Mexico, S. A.....	751
RCN Member Stations.....	752
Stations of Bahamas.....	750
Stations of Cuba.....	747
Stations of Dominican Republic.....	750
Stations of Haiti.....	749
Stations of Jamaica.....	750
Stations of Mexico.....	739
Stations of U. S. & Canada.....	737
IOWA: AM Stations.....	439
Families, Population, Radio	
Homes, TV Homes.....	439
IOWA: TV Stations.....	844



A
COOGA MOOGA
PRODUCTION

— J —

JAMAICA: AM Stations..... 750
 Jewish Theatrical Guild of America.... 1348
 Jingle Producers 1277
 Joint Committee on Educational TV..... 1348

— K —

KANSAS: AM Stations..... 444
 Families, Population, Radio
 Homes, TV Homes..... 444
 KANSAS: TV Stations..... 845
 Keever, Jake . . . Article..... 987
 KENTUCKY: AM Stations..... 449
 Families, Population, Radio
 Homes, TV Homes..... 449
 KENTUCKY: TV Stations..... 846
 KEYSTONE BROADCASTING SYSTEM:
 Affiliates 256-257
 Executives & Personnel..... 258
 Network Map 254-255
 Kingsley, Walter . . . Article..... 1007

— L —

Laboratories 1096
 Langlois, John D. . . . Article..... 310
 Lambs, The 1348
 Lamps, Spot & Flood..... 1099
 Large Screen 1096
 Latin America, TV Stations & Sets
 Overseas 916
 League of Advertising Agencies..... 1348
 Lenses 1096
 Libraries, Stock Shots..... 1100
 LOUISIANA: AM Stations..... 455
 Families, Population, Radio
 Homes, TV Homes..... 455
 LOUISIANA: TV Stations..... 847

— M —

McGannon, Donald H. . . . Article..... 316
 MAINE: AM Stations..... 463
 Families, Population, Radio
 Homes, TV Homes..... 463
 MAINE: TV Stations..... 849
 Makers of Television Series..... 305
 Managers & Agents..... 1333
 MANITOBA, CAN.: AM Stations..... 687
 TV Stations 904
 Manufacturers, Radio-TV Equip..... 1305

MAPS — RADIO, TV:

RADIO:
 ABC Radio Network..... 242-243
 CBS Radio Network..... 248-249
 KBS Network 254-255
 MBS Network 260-261
 NBC Radio Network..... 265-266
 TV:
 ABC TV Network..... 786-787
 CBS TV Network..... 794-795
 NBC TV Network..... 802-803
 NTA TV Network..... 808-809
 Markets, Radio Spot Volume..... 41
 MARYLAND: AM Stations..... 466
 Families, Population, Radio
 Homes, TV Homes..... 466
 MARYLAND: TV Stations..... 850
 MASSACHUSETTS: AM Stations..... 469
 Families, Population, Radio
 Homes, TV Homes..... 469
 MASSACHUSETTS: TV Stations..... 851
 MC's-Announcers 1205
 MEXICO: AM Stations..... 739
 MICHIGAN: AM Stations..... 475
 Families, Population, Radio
 Homes, TV Homes..... 475
 MICHIGAN: TV Stations..... 851
 MINNESOTA: AM Stations..... 486
 Families, Population, Radio
 Homes, TV Homes..... 486
 MINNESOTA: TV Stations..... 853
 MISSISSIPPI: AM Stations..... 492
 Families, Population, Radio
 Homes, TV Homes..... 492
 MISSISSIPPI: TV Stations..... 855
 MISSOURI: AM Stations..... 499
 Families, Population, Radio
 Homes, TV Homes..... 499
 MISSOURI: TV Stations..... 857
 Monitoring, Commercials 1101
 MONTANA: AM Stations..... 508
 Families, Population, Radio
 Homes, TV Homes..... 508
 MONTANA: TV Stations..... 858
 Mot. Pic. Industry Credit Group..... 1348
 Mot. Pic. Theatres, TV Equipped..... 942

MUSIC 1275

ASCAP 1282
 EMI 1289
 Commercial Producers 1277
 SESAC 1295
 Music Publishers Contact Employees.... 1348
 Music Publishers Protective Assn..... 1349

UPI

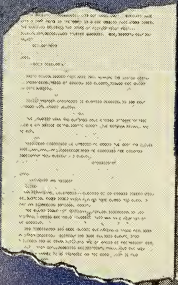


EVERYTHING FOR NEWS FOR THE AIR

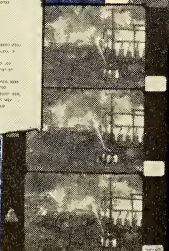
NEWSPICTURES



NEWS



NEWSFILM



United Press **1** International

UPI NEWS PRODUCES

Musical Commercials Producers..... 1277
 Musical Directors 1165
MUTUAL BROADCASTING SYSTEM:
 Commercial Radio Programs, 1958.... 1354
 Executives & Personnel..... 263
 Network Map & Affiliates.....260-261

— N —

NAB:
 Officers, Directors 274
NABET 1349
NABUG 1349
NAEB 306
 Membership 307
NARTB . . . (See NAB)
 Nat'l Academy of TV Arts & Sciences.... 1349
 Nat'l Assn. for Better Radio & TV..... 1349
 Nat'l Assn. of Educational Bcstrs...306 & 1349
 Nat'l Assn. of Performing Artists..... 1350
 Nat'l Audience Board, Inc..... 1350
 Nat'l Better Business Bureau, Inc..... 1350
NATIONAL BROADCASTING COMPANY:
 Color Equipped Stations..... 926
 Commercial Radio Programs, 1958.... 1354
 Commercial TV Programs 1958..... 1367
 Executive Biographies, TV..... 797
 Executives & Personnel, Radio..... 265
 Executives & Personnel, TV..... 800
 Network Map, Radio.....268-269
 Network Map, TV.....802-803
 Nat'l Community TV Assn., Inc..... 1350
NTA TV NETWORK, INC.:
 Executives & Personnel..... 805
 TV Network Map.....808-809
 National Spot Radio Time Sales Figures 39
 Nat'l Television Film Council..... 1350
 Nat'l Variety Artists, Inc..... 1350
 Nationwide Network Financial Figures.. 75
NEBRASKA: AM Stations..... 511
 Families, Population, Radio
 Homes, TV Homes..... 511
NEBRASKA: TV Stations..... 859
 Negro Actors Guild of America, Inc.... 1350
 Negro Programming 702
 Near East, TV Stations & Sets Overseas 916
NETWORKS:
Radio 237
TV 779
 ABC-TV Executives Biographies..... 781
 ABC-TV Executives, Personnel..... 784
 ABC-TV Network Map.....786-787
 ABC Executives, Personnel..... 239

ABC Map242-243
 CBS Radio Executives, Personnel..... 250
 CBS Radio Network Map.....248-249
 CBS-TV Executives Biographies..... 789
 CBS-TV Executives, Personnel..... 792
 CBS-TV Network Map.....794-795
 Color Equipped Stations..... 923
 Commercial Programs, AM..... 1354
 Commercial Programs, TV..... 1367
 Daytime TV, Homes Delivered..... 51
 Gross Time Charges..... 49
 KBS Affiliates256-257
 KBS Executives, Personnel..... 258
 KBS Network Map.....254-255
 MBS Executives, Personnel..... 263
 MBS Network Map & Affiliates.....260-261
 NBC Radio Executives, Personnel..... 265
 NBC Radio Network Map.....268-269
 NBC-TV Executives Biographies..... 797
 NBC-TV Executives, Personnel..... 800
 NBC-TV Network Map.....802-803
 Network & Indie Broadcast Expenses.. 113
 News Selections 79
 Nighttime TV, Homes Delivered..... 51
 NTA TV Network Executives..... 805
 NTA TV Network Map.....808-809
 Regional 753
 TV Time Charges..... 49
 Total Employment 83
 Network Nationwide Financial Figures,
 1957-55 771
 Network TV Offers Bargain Buys..... 796
 Networking Pattern '59-'69..... 259
NEVADA: AM Stations..... 514
 Families, Population, Radio
 Homes, TV Homes..... 514
NEVADA: TV Stations..... 861
NEW BRUNSWICK, CAN.: AM Stations.. 688
 TV Stations 904
NEWFOUNDLAND, CAN.: AM Stations.. 689
 TV Stations 904
NEW HAMPSHIRE: AM Stations..... 516
 Families, Population, Radio
 Homes, TV Homes..... 516
NEW HAMPSHIRE: TV Stations..... 861
NEW JERSEY: AM Stations..... 517
 Families, Population, Radio
 Homes, TV Homes..... 517
NEW JERSEY: TV Stations..... 863
NEW MEXICO: AM Stations..... 520
 Families, Population, Radio
 Homes, TV Homes..... 520
NEW MEXICO: TV Stations..... 863
 New TV Stations to Open—1959..... 919

RADIO-TELEVISION RECORDING STARS

SONNY JAMES

ROZENA EADS

JOHNNY CARROLL

THE BELEW'S

EDDY McDUFF

BILL DANE

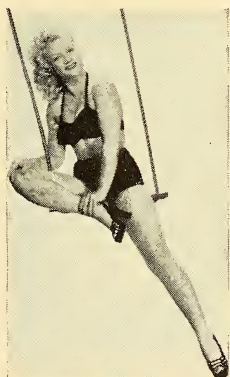
UNDER PERSONAL MANAGEMENT

ED McLEMORE

Cadiz and Industrial Blvd.

Riverside 8-4374

Dallas, Texas



Have
you
noticed
the
swing
is to



"TEXAS RASSLIN"

NO MURDERS!!

NO GUNS!!



NO QUIZZES!!



WE DO HAVE HEROES and VILLAINS in terrific fast ACTION!

FOR NEW REALISTIC PRICES AND AUDITIONS — PHONE, WIRE OR WRITE

MAURICE (MAURY) BECK

Riverside 8-2083 or Riverside 8-3261

Cadiz & Industrial Blvd.

Dallas, Texas

"TEXAS RASSLIN"

New Lighting—New Angles—New Dimensions—First Runs & Reruns

NEW YORK: AM Stations 523
 Families, Population, Radio
 Homes, TV Homes 523
 NEW YORK: TV Stations 864
 News Commentators 1175
 News Events, 1958, Top 10 Radio-TV 63
 Newspaper Editors, Radio-TV 1269
 Newspaper Reporters Assn. of N.Y.C. 1350
 News Selections, Network 79
 News-Wire Services 91
 NORTH CAROLINA: AM Stations 549
 Families, Population, Radio
 Homes, TV Homes 549
 NORTH CAROLINA: TV Stations 867
 NORTH DAKOTA: AM Stations 561
 Families, Population, Radio
 Homes, TV Homes 561
 NORTH DAKOTA: TV Stations 868
 NOVA SCOTIA, CAN.: AM Stations 689
 TV Stations 905
 NTA TV NETWORK:
 Executives & Personnel 805
 Network Map 808-809

— O —

OHIO: AM Stations 562
 Families, Population, Radio
 Homes, TV Homes 562
 OHIO: TV Stations 871
 OKLAHOMA: AM Stations 572
 Families, Population, Radio
 Homes, TV Homes 572
 OKLAHOMA: TV Stations 874
 ONTARIO, CAN.: AM Stations 690
 TV Stations 905
 Orchestra Leaders 1165
 OREGON: AM Stations 577
 Families, Population, Radio
 Homes, TV Homes 577
 OREGON: TV Stations 875
 Organists, Radio-TV 1165

ORGANIZATIONS 1341

Organizations, Research 93
 Ouimet, J. Alphonse Article 674
 Outstanding Broadcasts of 1958 63

— P —

PENNSYLVANIA: AM Stations 583
 Families, Population, Radio
 Homes, TV Homes 583

PENNSYLVANIA: TV Stations 875
 Play & Story Brokers 980
 Plitt, Henry G. Article 1001
 Portable Radios, Production Figures 65
 Present State of Local Radio 253
 Press Agents 1139
 PRINCE EDWARD ISLAND, CAN.: AM
 Stations 696
 TV Stations 906
 Prizes, Premiums, etc. 1101
 Processes, Background 1099
 Processes, Color 1099
 Producers, Cartoon 1100
 Producers, Commercials, TV Film 983
 Producers-Distributors, TV Film 983
 Producers, Jingles 1277
 Producers, AM-TV Commercials 1053
 Producers, Radio-TV 1155
 Producers, Radio-TV Program 947
 Producers, Transcription 971
 Product, Spot, TV Expenditures '58 773
 Production Figures on Types Radio Sets 65
 Production Figures on Types of TV Sets 769

**PRODUCTION SECTION,
 RADIO-TV 945**

Professional Music Men, Inc. 1350
 Program Contractors, British 727

PROGRAM PRODUCERS,

RADIO-TV 947
 Service Firms 1095
 Programming Is TV's Cornerstone 788

**PROGRAMS, COMMERCIAL
 RADIO, 1958 1354**

**PROGRAMS, COMMERCIAL
 TV, 1958 1367**

Progress Made By CBC in 1958 674
 Projectors 1099
 Publications, Trade 1337
 Public Relations & Publicity Firms 1139
 Public Service Has Many Facets 1011
 PUERTO RICO: AM Stations 671
 TV Stations 902

— Q —

QUEBEC, CAN.: AM Stations 696
 TV Stations 906

— R —

Radio Advertising Bureau, Inc. 1351

59 EAST 54 STREET • NEW YORK 22, N. Y.

ELDORADO 5-1752

Faillace
fproductions

TONY FAILLACE
LEN MACKENZIE
BOB HAGGART

INCORPORATED

WHEN YOU'RE ON THIS LABEL YOU'RE IN GOOD COMPANY

Maxwell House Coffee
Sunshine Biscuits
Eskimo Pie
Arnold Bread
Blue Bonnet Margarine
Post Cereals
Chiquita Banana
Peter Paul Mounds
Stroh's Beer
International Breweries
Parliament Cigarettes
Phillies Cigars
Ford Galaxie
Ford Trucks
Ponds Angel Skin
Ponds Moisture Base
Formfit Bras
Westinghouse
National Association of Broadcasters

Radio Cadena Nacional, S.A.....	751
Member Stations, AM.....	752
Radio-TV Correspondents Assn.....	1352

RADIO-TV DAILY:

All-American Favorites, 1958.....	57
Officers, Personnel.....	24 & 1339
Top Ten News Events.....	63
Radio & TV Directors Guild.....	1351
Radio-TV Editors.....	1269
Radio & TV Executives Society, Inc.....	1351
Radio-TV News Directors Assn.....	1352
Radio-TV Set Production—EIA Figures..	65
Radio-TV Station Brokers.....	1101
Radio & TV Stations in Operation (U.S.)..	319
Radio Free Europe.....	1351
Radio Homes.....	319
Radio, Industry Financial Data, 1956-7...	85
Radio Markets Ranked, Spot Volume, 1958	41
Radio-Newsreel-TV Working Press Assn. of N. Y.....	1351
Radio Programas de Mexico, S.A.....	751
Radio Receivers, World-Wide Distribution	69
Radio Sets, Production and Retail Sales..	65
Radio Spot Time Sales, 1957-8.....	39
Radio Station Index.....	321
Radio Stations, Number per State.....	67
Radio Still Has a Basic Need.....	967
Raw Stock.....	1100
Recording Companies, Transcription &..	969

**REGIONAL NETWORKS,
RADIO-TV..... 753**

Regional Organization IAAB's Central Amer. Assns.	1352
-----------------------------------------------------------	------

**REPRESENTATIVES, RADIO-
TV STATION..... 279**

Representatives, Talent.....	1333
Research Organizations.....	93
RETMA (See EIA).....	1300
RETMA of Canada.....	1347
RHODE ISLAND: AM Stations.....	598
Families, Population, Radio	
Homes, TV Homes.....	598
RHODE ISLAND: TV Stations.....	881
Role of Music Transcriptions.....	310
Roslow, Sydney . . . Article.....	683

— S —

Sales, Radio Retail.....	65
Sales, TV Retail.....	769
Sales Exec Bios, TV Film.....	1037

SASKATCHEWAN, CAN.: AM Stations..	699
TV Stations.....	907
Scott, Walter D. . . . Article.....	796
Screen Actors Guild.....	1352
Screen Composers Assn.....	1352
Screen Directors International Guild...	1352
Screening Rooms.....	1101
Screens, Large TV.....	1096

SERVICE FIRMS, RADIO-TV . 1095

 Dealing With The Following:

 Background Processes, Carpets, Cartoon
 Producers, Color Processes, Commercial
 Monitoring, Costumes, Laboratories,
 Large Screen, Lenses, Prizes & Premiums,
 Projectors, Radio-TV Station Brokers,
 Raw Stock, Screening Rooms, Spot and
 Flood Lamps, Stock Shot Libraries and
 Storage Vaults.

SESAC:

Heinecke, Paul . . . Article.....	1295
Personnel, Functions.....	1352
Publisher Members.....	1296
Set Production, Radio.....	65
Shupert, George . . . Article.....	997
Singers, Radio-TV.....	1131
Sinn, John L. . . . Article.....	981
Society of Mot. Pic. & TV Engineers....	1352
SOUTH CAROLINA: AM Stations.....	599

Families, Population, Radio	
Homes, TV Homes.....	599

SOUTH CAROLINA: TV Stations.....	881
----------------------------------	-----

SOUTH DAKOTA: AM Stations.....	605
--------------------------------	-----

Families, Population, Radio	
Homes, TV Homes.....	605

SOUTH DAKOTA: TV Stations.....	882
--------------------------------	-----

Sports Broadcasters Assn.....	1353
-------------------------------	------

Sports Commentators.....	1189
--------------------------	------

Spot & Flood Lamps.....	1099
-------------------------	------

Spot Radio Market Volume Comparisons, 1956-7.....	87
------------------------------------------------------	----

Spot Radio Time Sales, 1957-8.....	39
------------------------------------	----

Spot TV Advertisers of 1958, 100 Top & Est. Expenditures.....	77
------------------------------------------------------------------	----

Spot TV Advertisers, Comparison 1957-58	59
-----------------------------------------	----

Spot TV Expenditures, 1958.....	59
---------------------------------	----

State Broadcasters Assns.....	311
-------------------------------	-----

State Coverage Statistics, 1958.....	67
--------------------------------------	----

Station Brokers, Radio-TV.....	1101
--------------------------------	------

Station Representatives Assn.....	1353
-----------------------------------	------

community club awards



community club services, inc.

NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO • BOSTON • NASHVILLE

STATION REPRESENTATIVES, RADIO-TV 279

STATIONS:

Alaska—AM	359
Alaska—TV	818
Bahamas—AM	750
British Commercial TV	725
Canada—AM	681
Canada—TV	903
Channel Allocations, FCC	929
Color Equipped, U. S.	923
Cuba—AM	747
Dominican Republic—AM	750
Educational—NAEB Members	307
FCC Report on Expansion	53
Foreign TV	909
Group Operations	753
Guam—AM	670
Guam—TV	902
Haiti—AM	749
Hawaii—AM	419
Hawaii—TV	837
International	723
International, U. S. & Canada	737
Jamaica—AM	750
Mexico—AM	739
Negro Programming	702
Puerto Rico—AM	671
Puerto Rico—TV	902
Radio-TV Brokers	1095
Radio-TV, Number per State	319
Total Employment for Nets, Indie TV.	83
Total Radio in U. S.	319
Total TV in U. S.	319
TV Set for Opening	919
TV Stations & Sets Overseas	915
United States—AM	317
United States—FM	705
United States—TV	811
Virgin Islands—AM	673
STATISTICS, GENERAL RADIO-TV	33
Stock Issue Changes in 1958	45
Stock Shot Libraries	1100
Storage Vaults	1100
Story Brokers, Play &	980
Subscription TV	922

Swezey, Robert D. Article	777
Syndicated Series Trump Cards	987

— T —

TELEPHONE NUMBERS, RADIO-TV:

Chicago	102
Los Angeles	103
New York	100
Washington	103

TELEVISION Facing 768

Attorneys Specializing in	938
Average Number of Employees	83
Color Equipped Stations, U. S.	923
Expense Items of TV Stations	81
Expenses of Net & Indie Stations	113
Financial Revenues	95
FCC Channel Allocations	929
Film Commercial Producers	1053
Film Producers-Distributors	983
Homes by States	319
Motion Picture Theatres, TV Equipped	942
Networks	779
Production of Types of TV	769
Programs, Producers	947
Retail TV Sales	769
Service Firms	1095
Spot Expenditures, 1958	59
Spot Exp., 1958 by Products	773
Spot Nat. & Reg. Est. for '58	773
Station Index	812
Stations, British Commercial	725
Stations, Number in U. S.	67
Stations, Number per State	67
Stations Reporting Profit, Loss	113
Stations Set for Opening—1959	919
Stations & Sets Overseas	915
Stations, U. S.	811
Top 100 Network Advertisers	61
Television Bureau of Advertising	1353
Television Film Association	1353
Television Homes	319
Television Producers Guild	1353
TENNESSEE: AM Stations	607
Families, Population, Radio	
Homes, TV Homes	607



RADIO TELEVISION DAILY



THE NATIONAL DAILY NEWSPAPER OF COMMERCIAL RADIO AND TELEVISION
1501 BROADWAY, NEW YORK 36, N. Y. TELEPHONE: WISCONSIN 7-6336

John W. Alicoate
PRESIDENT

Chas. A. Alicoate
EDITOR & PUBLISHER

Marvin Kirsch
ASSOC. PUB.-GEN. MGR.

Joe Morris
MANAGING EDITOR

HERBERT BERG
Associate Editor
Radio Annual—TV Year Book

TED GREEN
Columnist

PETER ENGLISH
Night Make-up Editor

ART YATES
Staff Writer

TOM KENNEDY
Staff Writer

AL GARVIN
Music Columnist

GEORGE GREENE
Statistician

MORRIS ALTSCHULER
Circulation and Production Mgr.

ARTHUR SIMON
Advertising Manager

FRANK LAMBIE
Editorial Researcher
Radio Annual—TV Year Book

DAVID HALLIDAY
Staff Writer

JOAN MEAD
Advertising Staff

ELIZABETH RAE McKEAN
Advertising Dept.

CATHERINE SABATINI
Advertising Staff

BETTY MILLER
Advertising Staff

EUGENE MORRISON
Assistant Circulation Mgr.

Publishers of **RADIO-TELEVISION DAILY** **RADIO ANNUAL-TELEVISION YEAR BOOK**

WEST COAST OFFICES

William R. Weaver, News Editor
Harriet Margulies, New York Representative
Bud Faris, Special Representative
6425 Hollywood Blvd. Phone: HOLLYWOOD 9-3951

CHICAGO BUREAU

Nat Green
Suite 500
54 West Randolph St.
Phone: DEARBORN 2-6757

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Telephone: EXECUTIVE 3-4808

CANADIAN BUREAU

Jules Larochelle
Room 314, Belmont St., Montreal

LONDON BUREAU

Tony Gruner
16 Christchurch Hill, Hampstead
London, NW 3.

MEXICO CITY OFFICE: B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D. F.; Telephone: 21-03-24. ROME OFFICE: John Perdicari, 59 Via Priscilla. PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager, Office: 58 Kamiyama-Cho, Shibuya-Ku. Tokyo; Telephone: 16-4324.

TENNESSEE: TV Stations..... 883

Territories & Possessions:

AM Stations 670

TV Stations 902

TEXAS: AM Stations..... 615

Families, Population, Radio

Homes, TV Homes..... 615

TEXAS: TV Stations..... 885

Theatres, Motion Picture—TV Equipped.. 942

TIME BUYERS BIOS **217**

Index—Time Buyers Bios..... 218

Time Buyers Bios, Ad Agency..... 219

Time Charges, Network TV Gross..... 49

Title Page 1

Toll-TV Firms 922

Trade Publications 1337

**TRANSCRIPTION AND RECORD-
ING COMPANIES** **969**

Treyz, Oliver . . . Article..... 780

**TV FILM PRODUCERS-
DISTRIBUTORS & COMMERCIALS
PRODUCERS** **983**

TV FILM SALES WHO'S WHO **1037**

Index—Sales Executive Bios..... 1038

Sales Executive Biographies..... 1039

TV Industry Financial Data 1957..... 75

TV STATIONS IN U. S. **811**

Index 812

— U —

Unions (Organizations) 1341

U.N.—Radio Div., Public Info..... 1353

Usefulness Is Key To Web Radio..... 264

U. S. Information Agency..... 1353

U.S. International Stations..... 737

U. S. Offers More Radio-TV..... 95

UTAH: AM Stations..... 638

Families, Population, Radio

Homes, TV Homes..... 638

UTAH: TV Stations..... 894

— V —

VERMONT: AM Stations..... 641

Families, Population, Radio

Homes, TV Homes..... 641

VERMONT: TV Stations..... 895

VIRGINIA: AM Stations..... 642

Families, Population, Radio

Homes, TV Homes..... 642

VIRGINIA: TV Stations..... 895

VIRGIN ISLANDS: AM Stations..... 673

Vital Statistics—Radio-TV 33

Vocal Artists 1131

Voice of America..... 1353

— W —

Walliser, Blair A. . . . Article..... 259

WASHINGTON: AM Stations..... 650

Families, Population, Radio

Homes, TV Homes..... 650

WASHINGTON: TV Stations..... 898

Weathers, James H. . . . Article..... 967

**Western Europe, TV Stations &
Sets Overseas** 915

WEST VIRGINIA: AM Stations..... 657

Families, Population, Radio

Homes, TV Homes..... 657

WEST VIRGINIA: TV Stations..... 899

What Makes Up TV Impact?..... 981

Who's Who—TV Film Prod-Dist..... 1037

Wire Services, News..... 91

WISCONSIN: AM Stations..... 661

Families, Population, Radio

Homes, TV Homes..... 661

WISCONSIN: TV Stations..... 900

Wolf, Sidney J. . . . Article..... 253

Women Commentators 1260

Writers Guild of America, East..... 1353

Writers Guild of America, West..... 1353

Writers, Radio-TV 1201

WYOMING: AM Stations..... 668

Families, Population, Radio

Homes, TV Homes..... 668

WYOMING: TV Stations..... 901

— Z —

ZIV, Frederic W. . . . Article..... 305

The Satisfiers



THE

FOUR *Most* IN SINGING COMMERCIALS

ROBERT KIRK
Sales Representative

The Satisfiers Productions

200 WEST 57TH STREET
NEW YORK 19, N. Y.
CIRCLE 5-4149

ADVERTISING

1959

INDEX

1959

— A —

ABC Films Inc. 998-999
 ABC-Paramount 976
 ABC Radio Network 240-241
 ABC Television 782-783
 Academy of Broadcasting
 Arts, Inc., The 1209
 Accurate List Letter Serv-
 ice, Inc. 1238
 Addiss, Justus 1150
 Alber, David O.,
 Associates 1141
 Alcoa Theatre 124
 Alexander, David 1146
 Allen, Casey 1113
 Allen, Mel 56
 AM Radio Sales Co. 283
 Ames Brothers, The 72
 Andrews, Johnny 1117
 Anella, Rita, Inc. 962
 ASCAP 1274
 Associated Press
 4 & Run of Book
 Associated Television Ltd. 28
 Atlantic Television Corp. 1017
 Audio Productions, Inc. 1054
 Audio-Video Recording
 Co. Inc. 972
 Avery-Knodel, Inc. 280

— B —

Baker, Mike 1204
 Ballabio, Dennis 1116
 Banghart, Kenneth 1176
 Barkas and Shalit, Inc. 1142
 Barnes, Joan 140
 Barnett International For-
 warders, Inc. 740
 Barry and Enright Prods. 949
 Bartell Family Radio 318
 Beck, Jackson 1116
 Benny, Jack 36
 Benzell, Mimi 1105
 Berle, Milton 40
 Bernard, Charles, Co.
 Inside Back Covers

Bernard-Degen
 Productions 1061
 Bixby, Carl 1201
 Blaine, Jimmy 1116
 Bontempi, Fedora 1118
 Boone, Pat 14
 Borg, Marge 1129
 Brandt Public Relations &
 Prom. 1142
 Brewer, Mary Lou 1137
 Briggs, Lillian 1130
 British Information
 Services 12
 Broadcast Music, Inc. 96 & 778
 Broadcast Time
 Sales 140, 425 & 479
 Brooks-Hage Services,
 Inc. 90
 Brothers, Dr. Joyce 1106
 Bunce, Alan 1114
 Bunetta, Frank 1147
 Burns, Stan Z. 76
 Buttons, Red 1116
 Byington, Spring 1110
 Byoir, Carl, & Associates,
 Inc. 1138

— C —

Caesar, Sid 42
 Cagno, Joe Cal 1202
 Califone Corp. 1306
 Camargo, Ralph 1210
 Canadian Association of
 Broadcasters 678
 Carlon, Fran 1113
 Carroll, Pat 1122
 Caruso, Carl 1211
 Case, Nelson 1215
 Cates, Gil 1161
 CBC Television 676
 CBS Films 988-989
 CBS Radio Network 246-247
 CBS Television
 Network 790-791
 CHCA 903
 Cinema-Vue Corp. 1018
 CKLW, CKLW-TV 478
 Clark, Dick 1109

Clarke, John 1213
 Coastal Recording Co.
 Inc. 972
 Collyer, Bud 1216
 Columbia Transcriptions 968
 Community Club Services
 Inc. 22
 Como, Perry 6
 Concert Network, Inc. 706
 Confession, Inc. 1016
 Consolidated Film
 Industries 770
 Conte, John 1120
 Cooley, Lee 1160
 Cooper, Frank, Associates 955
 Coordinated Marketing
 Agency, Inc. 1021
 Copy-Service-Bureau 957
 Cordell, Carl 1120
 Country & Western Music
 Broadcast Assoc.
 Inside Back Covers
 Coy, Jim 1213
 Craig's Restaurant 136
 Crockett, Jan 1137
 Cross, Perry 1158

— D —

Damon, Jerry 1208
 Davidson, Alfred 128
 Davis, Phil, Musical
 Enterprises, Inc. 1276
 Dean, Jimmy 1111
 deCyr, Zel 1123
 Dee-Jay Grapevine 350
 del Valle, Jaime 1156
 Desilu 992
 Desmond, Johnny 1114
 DeWitt, George 143
 Diehm, Vic, Radio Group 582
 Dine and Kalmus 1141
 Disneyland Records 977
 Dodd, Jimmie 1124
 Doherty, Richard P. Tele-
 vision-Radio Manage-
 ment Corp. 328
 Donald, Peter 1124
 Dormann, Henry O. 1142



the symbol by which

ASSOCIATED TELEVISION LTD.

*is known to more than ten million viewers
in London and the English midlands*

TELEVISION HOUSE · LONDON, ENGLAND

Doud, Earle1202
 Durand, Joe1150

— E —

Eastern Effects, Inc.1057
 Eastman Kodak Co. 772
 Economee TV774-775
 Edwards, Ralph 58
 Elgart, Larry1170
 El Toro 30
 Emerick, Bob1216
 Emmett, Jay Associates
 Inc. 84
 Empire Broadcasting
 Corp.1058
 Empire Production Corp. 1058
 Erickson, Corydon1115
 Erickson, Helene1118
 Erickson, Launcelot1115
 Erwin Wasey, Ruthrauff
 & Ryan, Inc.138

— F —

Faillace Productions,
 Inc. 20
 Farren, Jack1159
 Fields, Linda "Lee"1118
 Film Graphics Inc.1060
 Filmways, Inc.1052
 Fitzmaurice, Michael1124
 Flamingo Telefilm Sales
 Inc.1005
 Ford, Art1240
 Ford, Mary 78
 Ford, Tennessee Ernie ... 48
 Forrell, Thomas and
 Polack Associates, Inc. 1278
 Forrest, Ray1158
 Fox, Sonny1214
 Frammer, Walt,
 Productions 946
 Francis, Arlene 44
 Franklin, Joe1126
 Frederick-Clinton Co.,
 Inc., The 138
 Freeman, Florence1121
 Fremantle International
 Inc.1012
 French Broadcasting
 System, The 88

— G —

GAC-TV, Inc. 112
 Gale-Gernannt
 Productions, Inc. 951
 Gart, John1172
 General Film Labs
 Facing Page 1408
 German, W. J., Inc.
 Facing Page 769

Gierlach, Chet1148
 Gilbert, Johnny1122
 Gill-Perna 284
 Given, Joe1210
 Gleason, Jackie 74
 Gold Medal Studios, Inc. 1015
 Goldstein, Chuck,
 Productions, Inc. 10
 Goodman, Harry S. 950
 Goodson-Todman
 Productions 944
 Gordon Stations 564
 Gotham Recording Corp. 116
 Governor TV Attractions 1002
 Granada TV Network ... 722
 Grauer, Ben1174
 Griffin, Merv1212
 Grove, Betty Ann1136
 Gruenberg, Axel1159
 Guffanti Film Labs., Inc. 1097
 Guild Films 991

— H —

Halas & Batchelor
 Cartoon Films, Ltd. ... 726
 Hall, Robert, Productions 954
 Hamilton, Gene1212
 Harrice, Cy1207
 Hefner, Richard D.1157
 Hefner, Keith1124
 Hefli, Neal1171
 Hein, Jac, Co.1145
 Helfer, Al1190
 Henderson, Skitch1169
 Heritage Productions ... 118
 Herlihy, Ed1102
 Herson, Pat1106
 HFH Productions, Inc. ... 1059
 Hobin, Bill1151
 Hope, Bob 38
 Howell, Wayne, Show ... 1206
 H-R Representatives, Inc. 278

— I —

Impa Productions, Ltd. ... 958
 Intam, Ltd. 724
 Inter-World TV Films,
 Inc.1008

— J —

James, Dennis Facing Page 1
 Jayark Films Corp. 986
 Jerome, Jerry1166
 Johnston, Johnny1119
 Jones, Clark1157

— K —

KBMB-TV 869

KBOX 622
 KBTV 826
 KBUZ 564
 KCBQ 318
 KCJB-TV 869
 KCMO-TV 502
 KCUB 564
 KDIX-TV 869
 KDKA-TV 879
 KDUB-TV 891
 KEDY-TV 891
 KENS-TV 893
 KEVE 489
 KFRE, KFRE-TV 820
 KISS-FM 635
 KMAC 635
 KMSP-TV 854
 KNCO 446
 K-NUZ 627
 KPAR-TV 891
 KPHO, KPHO-TV 498
 KPLR-TV 856
 KPOA 420
 KPRC, KPRC-TV 888
 KRCT 632
 KRFM, KRFM-TV 820
 KRLD 623
 KRLD-TV 886
 KRMG 498
 KROD-TV 887
 KSOP 640
 KSPL 624 & 717
 KTLX 654
 KTLA 822
 KTRE-TV 892
 KTRK-TV 890
 KTVR 826
 KTYL-FM 564
 KUDL 503
 KWK 506
 KXAB-TV 869
 KXJB-TV 869
 KYA 318
 Kamins, Bernie1142
 Kander, Allen & Co. 322
 Kaye, Sammy1165
 Kendis, Sonny,
 Productions1280
 Kenney, H. Wesley1150
 Keystone Broadcasting
 System254-255
 King, John Reed1127
 Klaeger Film Productions,
 Inc.142 & 1056
 Klavan and Finch1236

Ray Shaw Presents

El TORO



1634 BROADWAY, NEW YORK CITY

BET. 50th & 51st STS.

RES. COLUMBUS 5-4990

*New York's Only Authentic
Mexican Night Club*

MEXICAN SPECIALTIES
AMERICAN CUISINE
CHINESE SPECIALTIES

Kokomo the Clown1104
 Kramer, Milton J.1201

— L —

Lacy, Jack1241
 Laine, Frankie1134
 Lang-Worth 970
 Lavelle, Tony 52
 Leonard, Herbert B.1154
 Lescoulie, Jack 46
 Lewin-Kaufman-Schwartz 1144
 Lewis, Jerry 54
 Lewis, Robert Q. 62
 Liberty Tower Erection
 Co.1305
 Lombardo, Guy 34
 London, Jack, Productions
 Inc. 956
 London Press Exchange
 Organization 724
 Love, James, Productions,
 Inc.1063
 Lowe, Jim1127
 Lowenstein, Morton 287
 Luster, Betty, Assocs., Inc. 286
 Lynch, Peg1114

— M —

Maccone, Ronald1128
 MacDonald, Duncan1121
 Maddox, Alvie1104
 Maine Broadcasting
 System 462
 Malone, Bill1106
 Manson, Eddy1169
 Mark VII Ltd.1013
 Marlowe, Ann1156
 Marshall Organization .. 959
 Marshall, Rex1218
 Max, Fritz1107
 MCA 108
 McArt, Jan1119
 McCadden Productions .. 86
 McCann-Erickson, Inc. 120-121
 McCarty, Milburn,
 Associates, Inc.1144
 McGhee, Gloria1118
 McLemore, Ed 18
 McMahon, Horace1120
 McNeill, Don1112
 Mello-Larks, The1132
 Mercer, Johnny1132
 Meredith Family Stations 498

Merrill, Lynn1117
 MGM Records 976
 MGM-TV994-995
 Miahati, Inc. 146
 Miami Beach, City of.... 401
 Morgan Bros., The.....1133
 Morgan, Jaye P.1133
 Morgan, Ray1221
 Morris, William, Agency,
 Inc. 110
 Morrow, Bruce1240
 Morrow, Don1215
 Murray, Jan 64
 Mutual Broadcasting
 System 262

— N —

Nathanson, Ted1151
 National Screen Service. 768
 NBC Radio Network. 266-267
 NBC Television
 Network 798-799
 Nelson, Clare1136
 Nelson, Lou1126
 Nelson, Ozzie & Harriet.. 60
 New Stone Associates..1064
 Nicholson, Nick1129
 NTA 982
 NTA Television
 Network806-807

— O —

Oblinger, Jackie1122
 O'Brien, Joe1239
 O'Brien, Louise1135
 O'Brien, Tom1204
 Odyssey Productions,
 Inc.1019
 Office Furniture, Ltd....1097
 Official Films, Inc. 984

— P —

Paige, Robert1126
 Palmer, Bud1106
 Parsons, Fred1220
 Paul, Les 78
 Paul, Ralph1219
 Peed, Earl S., Public
 Relations1139
 Peerless Film Processing
 Corp.1094
 Penzell, Larry1143
 Peterson, Edgar1160

Petker, Al122 & 350
 Pomerantz, Charles1143
 Pressman, Gabe1174
 Pulse, Inc. 94
 Pyramid Productions,
 Inc.1034

— R —

Radio Cadena Nacional. 738
 Radio Press 324
 Raeburn, Bryna1108
 Rahall Group 584
 Rambeau-Vance-Hopple,
 Inc. 285
 Rattazzi Restaurant ... 132
 RCA Back Cover
 Reeves Sound Studios
 Inc. 975
 Reimers, Ed1128
 Reiner, The S. Jay, Co.,
 Inc. 327
 Rex Productions, Inc. 975
 Richardson, Don1146
 Rio, Rosa1279
 Ritz Brothers, The.....1115
 Roberts, Clete1175
 Rodney-Young
 Productions1014
 Rogers, Bill1219
 Rogers & Cowan, Inc.1140
 Roller Derby 144
 Rooney, Mickey 68
 Ross, Murray1170
 Russell, Jack1135

— S —

Sande & Greene ..326 & 1062
 Sanders, Honey 134
 Sanford, Charles1167
 Satenstein, Frank1150
 Satisfiers, The 26
 Schenkel, Chris1189
 Schneider, Dick1152
 Scott, Fred1218
 Scott, Walter 70
 SESAC Inc.1294
 Shandlin, Jack1172
 Sharbutt, Del1220
 Shear, Barry1148
 Shipley, Bill1205
 Simms, Frank1211
 Simpson, Garry1148
 Smith, Bob1108

ADVERTISING INDEX

Stark, Dick	80
Stark, Howard E.	325 & 815
Stark-Layton Inc.	953
Steen, Cort	1148
Sterling, Jack	1125
Storer Broadcasting Co.	276-277
Sugar, Dick (Ricardo)	1239
Swanson, Robert, Productions	1277
Swayze, John Cameron	1126
Swift, Allen	1214
Sylvern, Hank	1171

T

Taubman, Paul	1164
Taylor, Brooke	1217
Television Advertising Representatives, Inc.	282
Television Graphics Inc.	1060
Televisual-International	1010
Termini Video Tape Services, Inc.	126
Texas Rasslin'	18
Thomas, Danny	50
Tonken, Phil	1217
Top 10 Dance Party	961
Trendle-Campbell-Meurer, Inc.	948
Triangle Stations	820

U

United Press International	16
U. S. Steel	98
U. S. Television Newsfilm Inc.	1175

V

Valenta, Leonard	1149
Valentino, Thomas J. Inc.	974
Video Crafts Inc.	144
VPI Studios	130

W

WAGA-TV	836
WAKE	318
WAPA	672
WAZL	582
WBAP-TV	884
WBCN	706
WBIG	553

WBRY	392
WBTV	866
WCSH, WCSH-TV	462
WDAK	412
WDOK	566
WFAA, WFAA-TV	620
WFAS-AM-FM	547
WFBL	546
WFBM-TV	842
WFEA	584
WFIL-TV	876
WGBS	276-277
WGN	426
WGN-TV	838
WHCN	706
WHEN, WHEN-TV	498
WHLM	582
WHOL	582
WHOM	539
WIBG	276-277
WIBR	456
WIIC	880
WIL	507
WINS	532
WIP	592
WITI-TV	276-277
WJAR-TV	236
WJBK, WJBK-TV	276-277
WJPD	483
WJQS	495
WJW	567
WJW-TV	872
WKAP	584
WKCB	516
WKIX	557
WLAM	462
WLBZ, WLBZ-TV	462
WLEE	648
WLIB	534
WMAR-TV	850
WMCA	536
WMGM	538
WMMS	464
WNAR	584
WNCN	706
WNHC-TV	830
WNTA-TV	862
WOKY	318
WOR	320
WORX	437
WOV	540
WOW	498
WOW-TV	498 & 860
WPTR	523

WQXR	542
WRDO	462
WRIT	665
WSAL, WSAL-FM	564
WSB, WSB-TV	834
WSPD-TV	870
WSVA, WSVA-TV	896
WTAC	481
WTAE	878
WTAL	406 & 582
WTAO	471
WTIC	388
WTIC-TV	828
WTSP	584
WTVJ	832
WVUE-TV	848
WWNR	584
WWRL	548
WWVA	276-277
WXCN	706
WYDE	318
Wallace, Mike	1125
Walton Studios	728
Ward, Al	1131
Wayne, Bernie	1168
Webb, Richard	82
Weldon, Jimmy	1123
Wendell, Bill	1120
Westinghouse Broadcasting Co., Inc.	272-273
Willis, Richard	1110
Wilson, Bob	1176
Winchell, Paul	1112
Winters, Jonathan	66
Wisner, Harry	8
Wolf Productions	952
World Broadcasting System, Inc.	2-3
World of Fashion, The	128
World Wide Information Services	92

Y

Young & Rubicam, Inc.	114
Youngman, Henny	1122

Z

Ziv Television	
Inside Front Covers	
Zouary, Maurice H., Stock Shots	1020
Zouary, Maurice H., TV-Film Prods.	960

VITAL STATISTICS

GENERAL INFORMATION

▶ Total 1957 radio-TV bcst. revenue (before Fed. income tax).....	\$1.5 billion
▶ Total radio-TV broadcast income (before tax) for 1957.....	\$214.6 million
▶ Radio revenue for 1957.....	\$517.9 million
▶ Radio profits for 1957.....	\$54.6 million
▶ Total broadcast revenues for 1957.....	\$943.2 million
Derived from sale of time (77%).....	\$726.3 million
Der. from sale of talent, prog. material & production (23%).....	\$216.9 million
▶ Total TV time sales (before commissions deductions) for 1957.....	\$868.7 million
Network time to nat'l advertisers (45.4%).....	\$394.2 million
Non-net. time to nat'l advertisers (34.1%).....	\$296.4 million
Time to local advertisers (20.5%).....	\$178.1 million
▶ Total 1957 TV broadcast expenses.....	\$783.2 million
▶ Total TV broadcast income (before tax) for 1957.....	\$160 million
▶ TV receiver factory billings for 1958.....	\$686 million
▶ Factory sales of radios for 1958 totaled.....	\$326 million
▶ Factory phonograph sales for 1958 were.....	\$263 million
▶ Phonograph record sales for 1958.....	\$166 million
▶ Retail sales of TV sets for 1958.....	\$5.1 million
▶ Tape recorder retail sales (64 mfrs.: 410,000 units) for 1958.....	\$72 million
▶ Magnetic tape retail sales for 1958.....	\$20 million
▶ Total revenue of radio networks (4 nat'l, 3 reg.) for 1957.....	\$73.5 million
▶ Total revenue of 3143 independent radio stations for 1957.....	\$444.4 million
▶ Total profits for above 3143 radio stations for 1957.....	\$54.6 million
▶ Network radio time sales for 1957.....	\$51.7 million
▶ Radio station local time sales for 1957.....	\$316.5 million
▶ AM stations reporting operational loss for 1957.....	959
▶ Revenue of TV networks and their 16 stations totaled.....	\$467.9 million
Total revenue 390 post-freeze TV stations for '57.....	\$214 million
VHF (302)	\$187.3 million
UHF (88)	\$26.7 million

(Continued on page 35)



Guy Lombardo
and his
Royal Canadians

**NEW YORK "TRENDEX" NEW YEAR'S EVE, WRCA-TV:
43.1 rating; 86.2 audience share**

Currently: Hotel Roosevelt, New York
Current Capitol Album (Monaural and Stereo):
"Dancing Room Only"
Current Capitol 'Single': "Exactly Like You Cha Cha"

DIRECTION: MCA

PUBLICITY: DAVID O. ALBER ASSOC., Gene Shefrin

VITAL STATISTICS

▶ Number of radios in use in the United States.....	143 million
Car radios	47 million
Home radios (97% of Amer. homes).....	96 million
Fourteen million of these can rec. FM signals	
▶ Canadian factory sales of TV sets for December, 1958.....	40,668
▶ Total TV set Canadian sales to dealers for 1958.....	430,980
▶ Commercial AM stations licensed and on the air.....	3,253
▶ Commercial FM stations licensed and on the air.....	548
▶ Educational FM stations licensed and on the air.....	147
▶ Commercial TV stations licensed and on the air.....	556
▶ TV translator stations licensed and on the air.....	92
▶ Educational TV stations licensed and on the air.....	32
▶ Total spent in 1958 by top TV spot advertiser Procter & Gamble.....	\$33,833,100
▶ Average weekday daytime No. of homes delivered by TV net. in '58....	3,080,000
▶ Homes delivered by average nighttime network TV program in 1958....	8,823,000
▶ Average number of U.S. ad agencies, excluding branches.....	3,500
Number handling radio-TV billings.....	500+
▶ Advertising agency failures for 1958.....	36
Their total liabilities.....	\$857,000
▶ Automobile radio set sales for 1958.....	3,715,000
▶ Percentage of U.S. families owning TV sets in January, 1958.....	83%
▶ TV sets in use in U.S. in 1958.....	46 million +
▶ Estimated national radio spot time sales for 1958 totaled.....	\$166,367,000
▶ Total network TV gross time charges for 1958.....	\$566,590,410
▶ Total '57 FM bcst. loss (before tax) for non-AM licensees.....	\$500,000
▶ Total radio broadcast income (before tax) for 1957.....	\$54.6 million
▶ Nation-wide network radio-TV income for 1957.....	\$70.7 million
▶ No. of radio receiver sets in world, excl. U.S., its terr., Canada.....	153,659,400
▶ No. of wired speakers in world, excluding U.S., its terr., Canada.....	31,839,800
▶ Total full-time employment for networks and 501 TV stations.....	32,639
▶ Total part-time employment for networks and 501 TV stations.....	5,159
▶ Total employment for networks and 501 TV stations.....	37,798
▶ Total radio sets produced in 1958.....	11,747,000
▶ Total TV sets produced in 1958.....	4,920,428
▶ Nat'l and regional spot TV advertisers expenditures, For daytime shows... 35.7%	
For nighttime shows.....	53.4%
For late night shows.....	10.9%

(Continued on page 37)



▶ Number of network affiliates and O&O stations:

Network	Number of Affiliates Radio	TV	Number of O&O Stations		
			AM	FM	TV
ABC	330	220	5	4	5
CBS	202	243	7	6	5
KBS	1058	—	—	—	—
MBS	453	—	—	—	—
NBC	201	210	7	5	7
NTA	—	134	—	—	2

- ▶ Number of radio stations in Canada..... 187
- ▶ Number of radio stations in Mexico..... 441
- ▶ Number of member stations, Radio Cadena Nacional, S.A..... 55
- ▶ Number of radio stations in Cuba..... 165
- ▶ Number of radio stations in Haiti..... 6
- ▶ Number of radio stations in Dominican Republic..... 26
- ▶ Number of radio stations in the Bahamas..... 1
- ▶ Number of radio stations in Jamaica..... 4
- ▶ Number of radio stations on Guam..... 1
- ▶ Number of radio stations in Puerto Rico..... 25
- ▶ Number of radio stations in the Virgin Islands..... 2
- ▶ Number of international radio stations in the U.S..... 36
- ▶ Number of international radio stations in Canada..... 26
- ▶ Number of TV stations in Puerto Rico..... 5
- ▶ Number of TV stations on Guam..... 1
- ▶ Number of TV stations in Canada, excluding satellites..... 47
- ▶ Worldwide total of TV stations, exclusive of the U.S., its territories, Canada, and overseas Armed Forces stations..... 739
- ▶ Worldwide total of TV receivers, exclusive of the U.S., its territories, Canada, and overseas Armed Forces..... 22,878,700
- ▶ Number of network color-equipped stations in the U.S..... 302
- ▶ Number of community TV antenna systems in operation in the U.S..... 550
- ▶ National Association of Broadcasters' number of AM members..... 1,503
 - Number of FM members..... 410
 - Number of TV members..... 334
 - Number of subscribers to NAB TV Code..... 309
- ▶ The Broadcasters' Promotion Association now has a membership of..... 251
- ▶ On June 30, 1958, of 501 commercial TV stations in operation, 419 were VHF and 82 were UHF; 31 educational TV stations (25 VHF, 6 UHF) were on the air in 308 communities.
- ▶ Over 90 per cent of the U.S. population is estimated to be within range of at least one TV station; over 75 per cent within range of two or more.

HOPE



ESTIMATED NATIONAL SPOT RADIO TIME SALES FIGURES FOR 1957-1958

	1958	1957	<i>Per Cent Change</i>
First Quarter	\$ 41,963,000	\$ 40,916,000	+2.5
Second Quarter	41,671,000	39,027,000	+6.7
Third Quarter	38,171,000	41,116,000	-7.1
Fourth Quarter	44,562,000	48,452,000	-8.0
Total	\$166,367,000	\$169,511,000	-1.9

REVISED MONTHLY ESTIMATES FOR 1957

January	\$ 11,863,000
February	13,279,000
March	15,777,000
April	12,844,000
May	13,659,000
June	12,525,000
July	12,608,000
August	13,740,000
September	14,765,000
October	16,812,000
November	18,452,000
December	13,187,000
Total	\$169,511,000

Source: Station Representatives Association, Inc.

BEST WISHES



MILTON BERLE

Radio Markets Ranked by Spot Volume, 1958

In Groups of Ten Markets:

		<u>Total</u>	<u>%</u>	<u>Cumulative Total</u>	<u>Cumula- tive %</u>
1. New York	\$22,013,448				
2. Chicago	11,071,217				
3. Los Angeles	10,835,835				
4. Detroit	6,560,792				
5. Philadelphia	5,034,286				
6. Boston	4,411,043				
7. San Francisco	4,028,786				
8. St. Louis	3,660,536				
9. Pittsburgh	3,019,252				
10. Cincinnati	2,939,844	\$73,575,039	43.40	\$73,575,039	43.40
11. Washington, D. C.....	2,854,775				
12. Cleveland	2,624,374				
13. Minneapolis-St. Paul ..	2,574,460				
14. Denver	2,463,460				
15. Kansas City	2,132,211				
16. Buffalo	1,765,858				
17. Baltimore	1,743,023				
18. Houston	1,726,763				
19. Atlanta	1,707,650				
20. Hartford	1,671,858	21,264,432	12.54	94,839,471	55.94
21. Dallas	1,579,597				
22. Seattle	1,512,989				
23. Des Moines	1,504,794				
24. Indianapolis	1,493,597				
25. Milwaukee	1,432,694				
26. Albany, Schenectady ..	1,317,495				
27. New Orleans	1,261,849				
28. Miami	1,239,015				
29. Memphis	1,237,792				
30. Providence	1,153,789	13,733,611	8.10	108,573,082	64.04
31. Portland, Ore.	1,150,455				
32. Omaha	1,136,809				
33. Columbus, Ohio	1,124,029				
34. San Antonio	1,110,188				
35. Louisville	1,066,011				
36. Nashville	980,947				
37. Rochester	956,820				
38. Charlotte	946,128				
39. San Diego	911,065				
40. Richmond, Va.	853,514	10,235,966	6.04	118,809,048	70.08
41. Cedar Rapids	\$828,280				
42. Oklahoma City	819,299				
43. Tulsa	795,697				

(Continued on Page 43)



SID CAESAR



ARLENE FRANCIS

Exclusive Rep.: Martin Goodman, 36 Central Park So., PLaza 1-3555

STOCK CHANGES IN INDUSTRY ISSUES FOR 1958

NEW YORK STOCK EXCHANGE

	High	Yearly Low	Dec. 30, 1958 Quotation	Net Chg.	Year's Sales (in 100s)
Admiral Corp.	19 $\frac{7}{8}$	7	19 $\frac{3}{4}$	+13 $\frac{1}{2}$	8936
AB-PT	22	13	20%	+ 7%	11758
AB-PT Pfd.	20 $\frac{1}{4}$	19	19 $\frac{1}{4}$	+ $\frac{1}{4}$	56
American Optical	40%	34 $\frac{3}{4}$	38 $\frac{1}{2}$	+ 2%	2223
Am. Tel. & Tel.....	227 $\frac{1}{8}$	167 $\frac{7}{8}$	225	+57 $\frac{1}{2}$	36516
Avco Mfg.	13 $\frac{7}{8}$	5%	11 $\frac{5}{8}$	+ 6	59056
Avco Mfg. Pfd.....	82	43	70	+25 $\frac{5}{8}$	806
Bell & Howell.....	94 $\frac{7}{8}$	42	87	+45	5773
Bell & Howell Pfd.....	93	90	92 $\frac{1}{2}$	+ 6 $\frac{1}{2}$	430*
CBS	41 $\frac{1}{2}$	24 $\frac{1}{8}$	37 $\frac{3}{4}$	+13 $\frac{1}{8}$	11200
Decca	19 $\frac{7}{8}$	13%	18 $\frac{1}{2}$	+ 4 $\frac{3}{4}$	9824
Disney	43 $\frac{7}{8}$	14	42 $\frac{3}{4}$	+28 $\frac{7}{8}$	9676
East. Kodak	148	97 $\frac{1}{8}$	144 $\frac{1}{4}$	+45%	6501
East. Kodak Pfd.....	159	149 $\frac{1}{2}$	150 $\frac{3}{4}$	+ $\frac{3}{4}$	3540*
Gen. Prec. Eq.....	41	27	33 $\frac{5}{8}$	— $\frac{3}{8}$	8126
Gen. Prec. Eq. Pfd.....	52 $\frac{1}{2}$	44 $\frac{3}{4}$	52%	+ 8 $\frac{1}{8}$	1388
Magnavox	60 $\frac{1}{2}$	30 $\frac{1}{4}$	51 $\frac{3}{4}$	+21 $\frac{1}{2}$	3823
Magnavox, Pfd.	86 $\frac{1}{4}$	53 $\frac{1}{2}$	74 $\frac{3}{4}$	————	465
National Theatres	11 $\frac{1}{2}$	7%	10 $\frac{1}{4}$	+ 3	11772
Philco	26%	12 $\frac{3}{8}$	24	+11 $\frac{7}{8}$	15232
Philco Pfd.	71 $\frac{1}{2}$	57 $\frac{1}{2}$	69 $\frac{3}{4}$	+13 $\frac{3}{4}$	6280*
RCA Common	48 $\frac{1}{4}$	30 $\frac{1}{4}$	47 $\frac{7}{8}$	+17 $\frac{5}{8}$	24272
RCA First Pfd.....	75 $\frac{1}{2}$	69 $\frac{1}{8}$	71	+ $\frac{1}{4}$	769
Stewart-Warner	45 $\frac{1}{4}$	29	44	+15 $\frac{5}{8}$	1935
Storer Broadcasting Co....	26%	20	25	+ 5 $\frac{1}{2}$	2355
Sylvania El.	61 $\frac{1}{2}$	31 $\frac{1}{2}$	59 $\frac{5}{8}$	+29 $\frac{1}{4}$	10298

(Continued on Page 47)



JACK LESCOULIE

STOCK CHANGES IN INDUSTRY

(Continued from Page 45)

NEW YORK STOCK EXCHANGE

	Yearly <i>High</i>	Yearly <i>Low</i>	Dec. 30, 1958 <i>Quotation</i>	<i>Net Chg.</i>	<i>Year's Sales (in 100s)</i>
Sylvania El. Pfd.....	97½	72½	96½	+24½	9070*
20th Century-Fox	42¼	21¾	40¼	+18¼	13242
United Artists	27¼	15¼	25	+10	6633
Warner Bros.	26½	16⅞	25⅞	+ 8⅞	2970
Westinghouse	74½	55½	73½	+ 9⅞	24744
Westinghouse Pfd.	92½	83	84⅞	— 5⅞	193
Zenith Radio	208½	67½	194¼	—	6038

AMERICAN STOCK EXCHANGE

Du Mont Labs.....	8¼	3	7⅞	+ 4⅞	13719
Guild Films	4½	1⅞	2⅞	— ⅞	21715
Hazeltine Corp.	60⅞	30½	60	+29⅞	2774
National Telefilm	9¾	5⅞	9⅞	+ 3⅞	10548
Skiatron	7¾	3⅞	5¼	— ⅞	10565
Teleprompter	12⅞	10⅞	11	—	115
TV Industries	8⅞	4⅞	5	—	1264

OVER THE COUNTER

	<i>High</i>	<i>Low</i>	<i>Dec. 30, 1958</i>	
			<i>Bid</i>	<i>Asked</i>
Ampex	69¾	35¼	60	63
Capital Cities TV.....	#	—	7⅞	7½
Desilu Prods.	#	—	14	14¼
Meredith Pub. Co.....	36½	25	35½	36¼
Met. Broadcasting	13¾	12½	12½	13½
Official Films	1¼	1⅜	¾	1⅞
Reeves Soundcraft Corp....	7⅞	2⅞	6⅞	7⅞
Scranton Corp.	19½	10	10	11
Telebroadcasting	—	—	2¼	3¼

* Trading unit less than 100 shares or shares in full.

No range during full year.



GROSS TIME CHARGES NETWORK TELEVISION

Month By Month—1958

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$ 9,168,609	\$ 22,094,015	\$ 18,344,111	\$ 49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
Total	\$103,016,938	\$247,782,734	\$215,790,729	\$566,590,401

Source—TvB; LNR, BAR Statistics.

Month By Month—1957

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January	\$ 6,715,581	\$ 20,231,474	\$ 16,554,941	\$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673	18,752,891	49,268,288
November	8,079,932	21,449,468	18,511,686	48,041,086
December	8,614,646	21,938,264	19,146,483	49,699,393
Total	\$83,071,284	\$239,284,899	\$193,845,383	\$516,201,566
Share of total, 1958	18.2%	43.7%	38.1%	
Share of total, 1957	16.1%	46.3%	37.6%	

Source—PIB, Inc.

The
DANNY THOMAS
Show

CBS-TV

MARTERTO ENTERPRISES, INC.

Homes Delivered by Average Week Day Daytime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	4,463	4,004	3,780
February	3,914	3,553	3,180
March	3,817	3,318	2,899
April	3,501	3,211	2,662
May	2,678	2,557	2,292
June	2,677	2,361	1,998
July	2,657	2,628	2,222
August	2,649	2,568	2,415
September	2,677	2,474	2,223
October	2,636	3,055	2,915
November	2,418	3,373	3,231
December	2,874	3,756	3,074
Annual Average	3,080	3,060	2,743

Source: TvB; A. C. Nielsen

Homes Delivered by Average Nighttime Network TV Program

	<i>Homes Delivered (Thousands)</i>		
	<i>1958</i>	<i>1957</i>	<i>1956</i>
January	9,832	9,195	7,467
February	10,027	9,098	7,779
March	9,643	9,052	7,536
April	9,373	9,025	7,350
May	8,644	7,817	6,855
June	7,781	7,053	6,115
July	7,081	6,244	5,426
August	7,189	6,751	5,383
September	8,250	7,942	6,436
October	9,265	8,890	7,400
November	8,967	9,387	8,077
December	9,820	9,222	8,378
Annual Average	8,823	8,364	7,073

Source: TvB; A. C. Nielsen.



Nick Bruno

TONY LAVELLI

The TONY LAVELLI SHOW (One-Man, Two-Hour Show)

Shelly "Bud" Snyder
General Mgr.

Larry Penzell
Public Relations

FCC Report — Station Expansion

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,218	33	2,281	101	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	148	29	226	2,565	18	2,583	111	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	124	3,020
1957	232	14	431	3,044	35	3,079	159	3,238
1958	132	17	536	3,218	35	3,253	100	3,353
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	193	198	691	41	732
1951	15	91	10	531	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	51	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
1957	41	26	24	519	11	530	31	561
1958	98	21	57	526	22	548	86	634
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
1956	13	4	5	136	0	136	10	136
1957	17	5	2	135	0	135	13	148
1958	11	3	6	144	3	147	10	157
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
1957	55	13	129	344	175	519	132	651
1958	35	21	125	427	129	556	109	665
TV TRANSLATOR								
1957	74	0	48	17	24	41	33	74
1958	88	6	34	92	0	92	61	156
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41
1957	8	0	8	14	12	26	23	49
1958	4	0	9	29	3	32	21	53

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table. Figures shown are for close of each fiscal year.

Jimmy Ferris

INTERNATIONAL CURRENCY EXCHANGE RATES

Country	Unit of Currency ¹	Exchange Rate	Current Collections
Argentina	Peso	\$.024	Prompt—fair
Australia	Pound	2.25 1/8	Prompt
Austria	Schilling	.0390	Prompt
Belgian Congo	Franc	* .0200 1/2	Prompt
Belgium	Franc	* .0200 5/8	Prompt
Bolivia	Boliviano	.000129	Prompt—slow
Brazil	Cruzeiro	* .007407	Fair
Canada	#Dollar	1.03 7/8	Prompt
Chile	Peso	* .00140	Prompt
Colombia	Peso	* .1315	Prompt—slow
Costa Rica	Colon	.1785	Fair
Cuba	#Peso	1.0000	Prompt—fair
Denmark	Krone	.1452	Prompt
Dominican Republic	#Peso	1.0000	Prompt—fair
Ecuador	Sucre	.066	Prompt—fair
Egypt	Pound	2.87	
Finland	Markka	.00435	Prompt
France	Franc	* .0023 7/8	Prompt
French Morocco	Franc	.0023 7/8	Prompt
Germany (West)	Mark	.2388	Prompt
Greece	Drachma	* .0335	Prompt
Guatemala	#Quetzal	1.0000	Prompt
Haiti	#Gourde	.2000	Prompt—fair
Honduras	#Lempira	.5000	Fair
Iceland	Krona	* .0615	Prompt
India	Rupee	.2114	Prompt
Iran	Rial	.0135	Prompt—slow
Iraq	Dinar	2.81 5/8	Prompt
Ireland	Pound	2.81 3/8	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.00160	Prompt
Japan	Yen	.0028	Prompt
Mexico	#Peso	.0800	Prompt—fair
Netherlands	Guilder	.2641	Prompt
New Zealand	Pound	2.80-15/32	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1405	Prompt
Pakistan	Rupee	.2114	Prompt
Panama	#Balboa	1.0000	Prompt
Paraguay	Guarani	.0166	Prompt
Peru	Sol	* .0475	Prompt—fair
Philippines	Peso	.5000	
Portugal	Escudo	.0350	Prompt
El Salvador	#Colon	.4016	Prompt—fair
Spain	Peseta	.02173	
Sweden	Krona	.1934	Prompt
Switzerland	#Franc	.2335	Prompt
Turkey	Pound	.3600	
U. of S. Africa	Pound	2.81 7/8	Prompt
United Kingdom	Pound	2.81 7/8	Prompt
Uruguay	Peso	* .15 5/8	
Venezuela	Bolivar	.3003	Prompt—slow

* Free Rate. Many countries have several rates. # No foreign exchange restrictions. ¹ As of June, 1958.



MEL ALLEN

RADIO-TELEVISION DAILY

ALL-AMERICAN FAVORITES OF 1958

TELEVISION

MAN OF THE YEAR
JACK PAAR

WOMAN OF THE YEAR
DINAH SHORE

DRAMATIC SHOW OF YEAR
JOHNNY BELINDA—HALLMARK

COMEDY SHOW OF YEAR
JACK PAAR SHOW

MUSICAL SHOW OF YEAR
EVENING WITH FRED ASTAIRE

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHERE WE STAND

QUIZ SHOW OF YEAR
GROUCHO MARX

BEST NEW PROGRAM IDEA
SMALL WORLD

SPORTSCASTER OF YEAR
MEL ALLEN

COLOR PROGRAM OF YEAR
ROSE BOWL PARADE

BEST FILMED SERIES
PERRY MASON

CHILDREN'S SHOW OF YEAR
SHIRLEY TEMPLE STORYBOOK

WESTERN SHOW OF YEAR
GUNSMOKE

BEST PUBLIC SERVICE PROGRAMMING
CBS ON MIDDLE EAST CRISIS

PRODUCER OF YEAR
BUD YORKIN

DIRECTOR OF YEAR
BUD YORKIN

VARIETY SHOW OF YEAR
STEVE ALLEN SHOW

VOCALIST OF THE YEAR
MALE—PERRY COMO
FEMALE—DINAH SHORE

SONG HIT OF YEAR
SUGARTIME

MOST PROMISING NEW TALENT
MALE—EFREM ZIMBALIST, JR.
FEMALE—BARRIE CHASE

RADIO

MAN OF THE YEAR
EDWARD R. MURROW

WOMAN OF THE YEAR
MARLENE DIETRICH

DRAMATIC SHOW OF YEAR
GUNSMOKE

COMEDY SHOW OF YEAR
AMOS 'N' ANDY

MUSICAL SHOW OF YEAR
NEW YORK PHILHARMONIC BROADCASTS

COMMENTATOR OF YEAR
EDWARD R. MURROW

DOCUMENTARY OF YEAR
WHO KILLED MICHAEL FARMER?

QUIZ SHOW OF YEAR
YOU BET YOUR LIFE

BEST NEW PROGRAM IDEA
THE WORLD TODAY

SPORTSCASTER OF YEAR
LINDSEY NELSON

BEST TRANSCRIBED SERIES
AMOS 'N' ANDY

BEST PUBLIC SERVICE PROGRAMMING
FACE THE NATION

PRODUCER OF YEAR
DON KELLERMAN

DIRECTOR OF YEAR
HI BROWN

VARIETY SHOW OF YEAR
MITCH MILLER SHOW

VOCALIST OF THE YEAR
MALE—RICHARD HAYES
FEMALE—PAT SUZUKI

SONG HIT OF YEAR
VOLARE

MOST PROMISING NEW TALENT
MALE—TOMMY LEONETTI
FEMALE—PAT SUZUKI

RALPH EDWARDS

This Is Your Life—NBC-TV

producer of



Truth or Consequences

NBC-TV

Bob Barker — Emcee

It Could Be You

NBC-TV

Bill Leyden — Emcee

Other Shows Available
on Request



The Chadwick Company
Public Relations

1958 Spot Television Expenditures Of National and Regional Advertisers — By Time of Day and Type of Spot —

<i>Time of Day</i>	<i>Expenditure</i>	<i>Per Cent</i>
Day	\$182,712,000	35.7
Night	273,111,000	53.4
Late Night	55,881,000	10.9
	\$511,704,000	100.0

<i>Type of Spot</i>	<i>Expenditure</i>	<i>Per Cent</i>
Announcements and Participations.....	\$371,934,000	72.7
ID's	56,804,000	11.1
Programs	82,966,000	16.2
	\$511,704,000	100.0

Source: TvB

The Top 10 Spot Television Advertisers: A Comparison Between 1958 and 1957

	<i>Rank</i>	<i>1958</i>	<i>Rank</i>	<i>1957</i>
Procter & Gamble Co.....	1	\$33,833,100	1	\$25,916,840
Lever Brothers Co.....	2	16,578,900	7	7,642,980
Adell Chemical Co.....	3	12,324,900	16	4,109,800
General Foods Corp.....	4	11,008,000	5	8,447,900
Colgate-Palmolive Co.	5	10,998,500	6	7,739,080
Continental Baking Co.....	6	9,223,900	3	10,190,060
Warner-Lambert Pharma. Co.....	7	8,833,100	11	5,690,870
Brown & Williamson Tobacco Co.....	8	8,019,600	2	12,988,920
Miles Laboratories, Inc.....	9	7,895,900	9	6,392,640
American Home Products.....	10	7,275,600	20	3,589,680

Source: TvB



THE ADVENTURES OF OZZIE AND HARRIET

Every Wednesday Evening — ABC-TV

Sponsored by EASTMAN KODAK and QUAKER OATS COMPANY

The Top 100 Network TV Advertisers Of 1958 and Estimated Expenditures

— GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.....	\$50,638,617	51. Du Pont de Nemours.....	2,671,026
2. Colgate-Palmolive Co.....	22,857,197	52. Carnation Co.....	2,661,252
3. Lever Brothers Co.....	21,958,373	53. Sylvania Electric Products, Inc.	2,597,008
4. General Food Corp.....	20,733,118	54. Beech Nut Life Savers.....	2,176,177
5. General Motors Corp.....	20,593,366	55. Johnson & Johnson.....	2,161,026
6. American Home Products Corp.	20,507,683	56. Mennen Co.....	2,380,733
7. Gillette Co.....	16,132,360	57. Reynolds Metals Co.....	2,358,852
8. Bristol-Myers Co.....	16,072,802	58. Carter Products, Inc.....	2,310,995
9. Reynolds, R. J. Tobacco Co.....	16,002,213	59. Singer Mfg. Co.....	2,225,091
10. Chrysler Corp.....	11,311,171	60. Pet Milk Co.....	2,211,093
11. Ford Motor Co.....	12,561,121	61. Bishop, Hazel, Inc.....	2,112,591
12. American Tobacco Co.....	11,252,180	62. Borden Co.....	1,860,631
13. Liggett & Myers Tobacco Co.....	10,849,373	63. Sweets Co. of America.....	1,836,371
14. General Mills, Inc.....	10,790,118	64. Goodyear Tire & Rubber Co....	1,779,195
15. Kellogg Co.....	10,290,885	65. Schick, Inc.....	1,737,711
16. Pharmaceuticals, Inc.....	10,173,557	66. Gerber Products Co.....	1,713,996
17. Sterling Drug, Inc.....	9,919,859	67. Socony Mobil Oil Co.....	1,709,593
18. Lorillard, P., & Co.....	9,791,226	68. Drackett Co.....	1,699,539
19. Brown & Williamson.....	8,250,171	69. Factor, Max Co.....	1,695,612
20. National Dairy Products Corp..	6,709,514	70. Bulova Watch Co.....	1,667,057
21. Radio Corp. of America.....	6,158,126	71. Mars, Inc.....	1,666,141
22. Revlon, Inc.....	6,309,037	72. Greyhound Corp.....	1,633,818
23. Standard Brands, Inc.....	6,114,983	73. Libby Owens Ford Glass Co....	1,623,869
24. Eastman Kodak Co.....	5,937,361	74. Firestone Tire & Rubber Ca....	1,597,171
25. General Electric Co.....	5,295,996	75. Sears Roebuck & Co.....	1,552,128
26. Johnson, S. C., & Son, Inc....	5,212,277	76. American Gas Association....	1,519,530
27. Pillsbury Mills, Inc.....	5,205,578	77. Aluminum Co. of America....	1,531,362
28. Philip Morris, Inc.....	4,967,012	78. Wildroot Co., Inc.....	1,509,171
29. Corn Products Co.....	4,927,210	79. Chemstrand Corp.....	1,506,981
30. Miles Lab, Inc.....	4,785,393	80. Alberto Culver Co.....	1,434,882
31. Quaker Oats Co.....	4,693,728	81. Libby McNeill & Libby.....	1,427,411
32. Westinghouse Electric Co....	4,639,231	82. Associated Products, Inc.....	1,377,336
33. Campbell Soup Co.....	4,253,743	83. U. S. Rubber Co.....	1,372,000
34. Prudential Insurance Co. of America.....	3,826,736	84. Seven Up Co.....	1,368,282
35. National Biscuit Co.....	3,596,818	85. Block Drug Co., Inc.....	1,357,243
36. Nestle Co., Inc.....	3,537,421	86. Atlantis Sales Corp.....	1,322,987
37. Armour & Co.....	3,532,737	87. Union Carbide Corp.....	1,305,373
38. Scott Paper Co.....	3,418,096	88. American Can Co.....	1,253,570
39. Kaiser Industries Corp.....	3,387,268	89. Gold Seal Co.....	1,195,345
40. Ralston Purina Co.....	3,376,041	90. American Telephone & Telegraph	1,190,176
41. Chesebrough Ponds, Inc.....	3,098,078	91. Speidel Co.....	1,133,901
42. U. S. Steel Corp.....	3,086,950	92. Sunshine Biscuit, Inc.....	1,130,508
43. American Chicle Co.....	2,969,625	93. Sunbeam Corp.....	1,125,580
44. Kimberly Clark Corp.....	2,966,771	94. Polaroid Corp.....	1,031,872
45. Swift & Co.....	2,953,650	95. Breech, John H., Inc.....	1,025,160
46. Helene Curtis Industries, Inc..	2,938,175	96. Pan American World Airways..	1,002,600
47. Warner Lambert Pharmaceutical Co.....	2,892,606	97. American Dairy Association....	996,376
48. Sperry Rand Corp.....	2,802,210	98. Falstaff Brewing Co.....	969,879
49. Armstrong Cork Co.....	2,764,452	99. Royal McBee Corp.....	965,724
50. Schlitz, Joseph Brewing.....	2,724,378	100. U. S. Time Corp.....	963,377



Robert Q. Lewis

Mngr.: Ashley-Steiner

Press: Solters-O'Rourke
Sabinson

RADIO-TV TOP TEN NEWS EVENTS OF 1958

The following events are RADIO-TELEVISION DAILY'S selections as the top 10 news stories covered by broadcasting during 1958.

- 1—The crises in the Middle East and at Quemoy
- 2—Gen. DeGaulle's return to power in France
- 3—The national elections
- 4—The Soviet threat in Berlin
- 5—The developments in space satellites
- 6—The school integration problem
- 7—Death of Pope Pius—election of Pope John
- 8—The Chicago school fire
- 9—Statehood for Alaska
- 10—The Adams-Goldfine controversy



Outstanding Broadcasts

- ABC Radio—"Disaster"
- ABC-TV—"Report Card 1958"
- CBS Radio—"Who Killed Michael Farmer?"
- CBS-TV—"Watch on the Ruhr"
- MBS—"1959 on Wheels"
- NBC-Radio—"Moment of Crisis"
- NBC-TV—"Israel: The Next Ten Years"



JAN MURRAY

"TREASURE HUNT SHOW"—NBC-TV

Monday to Friday — 10:30 to 11:00 A.M. EST

Management:

WILLIAM MORRIS AGENCY

PRODUCTION OF VARIOUS TYPES OF RADIO SETS

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Auto</i>	<i>Total</i>	<i>Value (Add 000)</i>
1950	7,053	—	1,675	4,740	13,468	346,128
1951	5,275	777	1,333	4,543	11,928	298,439
1952	3,539	1,929	1,720	3,243	10,431	238,348
1953	3,886	2,041	1,742	5,183	12,852	286,471
1954	2,696	1,875	1,333	4,124	10,028	220,616
1955	2,998	2,244	2,027	6,864	14,133	283,225
1956	3,037	2,311	3,113	5,057	13,518	288,474
1957	3,228	2,516	3,265	5,496	14,505	351,601
1958	2,621	2,038	3,373	3,715	11,747	304,116

RADIO RETAIL SALES

<i>Year</i>	<i>Home</i>	<i>Clock</i>	<i>Portable</i>	<i>Total (Add 000)</i>
1950	7,818	—	1,593	9,411
1951	5,358	727	1,200	7,285
1952	4,394	1,666	1,528	7,588
1953	3,309	1,714	1,503	6,526
1954	2,701	1,897	1,449	6,047
1955	2,659	2,035	1,879	6,573
1956	3,007	2,223	2,683	7,913
1957	3,193	2,439	3,205	8,837
1958	2,669	2,205	3,115	7,989

Source: EIA.



JONATHAN WINTERS



Exclusive representative: Martin Goodman

36 Central Park South

BROADCAST COVERAGE BY STATES

	AM	FM		TV		Total	
		Commer- cial	Educa- tional	Commer- cial	Educa- tional		Trans- lator
ALABAMA	106	15	1	11	3	0	136
ALASKA	13	0	0	5	0	0	18
ARIZONA	47	4	1	9	0	14	75
ARKANSAS	61	4	1	6	0	0	72
CALIFORNIA	183	76	12	36	1	21	329
COLORADO	56	6	2	9	1	12	86
CONNECTICUT	30	7	2	9	3	0	51
DELAWARE	9	3	0	1	0	0	13
DIST. OF COLUMBIA	6	8	0	5	0	0	19
FLORIDA	148	19	4	23	4	0	198
GEORGIA	124	14	1	13	2	0	154
HAWAII	15	1	2	7	0	0	25
IDAHO	33	0	0	6	0	5	44
ILLINOIS	94	35	8	25	2	0	164
INDIANA	61	17	12	18	0	0	108
IOWA	65	8	4	12	1	0	90
KANSAS	47	3	5	10	1	0	66
KENTUCKY	78	13	3	9	1	0	104
LOUISIANA	79	8	0	14	2	0	103
MAINE	23	2	1	7	0	0	33
MARYLAND	35	13	2	6	0	0	56
MASSACHUSETTS	58	21	10	12	1	0	102
MICHIGAN	95	21	5	19	2	0	142
MINNESOTA	63	6	0	11	1	5	86
MISSISSIPPI	72	1	1	11	0	0	85
MISSOURI	77	10	2	17	1	0	107
MONTANA	32	0	0	10	0	7	49
NEBRASKA	33	1	0	11	1	0	46
NEVADA	17	1	0	6	0	14	38
NEW HAMPSHIRE	16	5	0	2	0	3	26
NEW JERSEY	26	10	4	5	2	0	47
NEW MEXICO	40	3	1	7	0	7	58
NEW YORK	125	50	10	32	7	1	225
NORTH CAROLINA	135	38	4	17	1	0	195
NORTH DAKOTA	19	0	0	9	0	0	28
OHIO	88	43	13	28	4	0	176
OKLAHOMA	55	3	4	14	2	1	79
OREGON	71	8	4	9	1	26	119
PENNSYLVANIA	147	46	8	39	2	3	245
RHODE ISLAND	13	6	0	3	0	0	22
SOUTH CAROLINA	70	11	1	11	0	0	93
SOUTH DAKOTA	20	0	0	9	0	0	29
TENNESSEE	105	9	2	15	1	0	132
TEXAS	238	23	6	49	1	3	320
UTAH	26	3	2	5	1	2	39
VERMONT	14	0	0	1	0	0	15
VIRGINIA	93	14	5	15	0	0	127
WASHINGTON	80	8	3	14	1	5	111
WEST VIRGINIA	48	10	0	11	0	0	69
WISCONSIN	75	11	9	16	2	0	113
WYOMING	22	0	0	5	0	11	38

Source: FCC. As of May 1, 1958



MICKEY ROONEY

Personal Management: RED DOFF

Radio Receivers—World-Wide Distribution

At the end of 1958 there were about 153,500,000 radio sets and an additional 32,000,000 wired speakers in the world, exclusive of the U. S., its territories, and Canada. The increase in sets amounted to a little over 10,000,000 or 7 per cent of the total at the beginning of the year; there was an increase of 3,000,000 or 10 per cent in the number of wired speakers. Of the 10,000,000 new radio sets, 3,500,000 were in Western Europe; 2,500,000 in the Far East; slightly more than 2,000,000 in Eastern Europe; and about 1,500,000 in the Near Eastern, South Asian and African area. Practically all of the expansion in wired speakers was in the Communist Bloc countries, with the Soviet Union adding 2,000,000 speakers and Communist China doubling its total from 500,000 to almost 1,000,000.

The data in this report are based on figures available as of the end of 1958 on the number of radio sets and wired speakers in countries throughout the world, excluding the U.S., its territories, and Canada. The accuracy of the material varies with the reliability of the statistics utilized by the sources. In some instances official statistics based upon licensed sets and supplemented by estimates as to the number of unlicensed sets were relied upon. In countries where there are no licensing systems, sources have had to make informed guesses or estimates based on import and production statistics. In several cases previously published figures have been reduced on the basis of data furnished by purportedly more reliable sources. At best, radio set statistics are approximate and should be treated with caution, particularly when they refer to newly-developing countries.

December 31, 1958

WESTERN EUROPE

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800
Austria	1,907,400	11,700
Belgium	2,334,800	132,400
Denmark	1,821,700
Finland	1,300,000
France	11,258,700
W. Germany (Incl. W. Berlin)	15,228,000	134,000
Gibraltar	4,900
Iceland	61,500
Ireland	477,100
Italy	7,541,200
Liechtenstein	3,200	300
Luxembourg	88,900
Malta	14,600	43,300
Monaco	4,500
Netherlands	2,536,900	531,000
Norway	1,250,000
Portugal	635,600
San Marino	1,900
Spain	5,500,000
Sweden	2,659,400	160,000
Switzerland	1,015,200	323,500
United Kingdom	16,218,900*	1,041,900
Yugoslavia	1,050,000
Total	72,916,000	2,378,100

EASTERN EUROPE

Albania	28,000	18,000
Bulgaria	548,700	442,000
Czechoslovakia	3,205,000	314,800
East Germany	5,397,000
Hungary	1,602,700	282,800
Poland	2,550,000	1,476,000
Rumania	880,000	630,000
USSR	9,000,000	25,000,000
Total	23,211,400	28,163,600

Note: *Includes 9,313,800 combined sound and television licenses.

(Continued on Page 71)



WALTER SCOTT

EAGLE RECORDING STAR

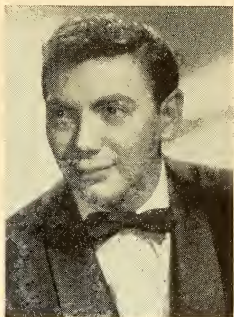
Radio Receivers—World-Wide Distribution

(Continued from Page 69)

NEAR EAST, SOUTH ASIA AND AFRICA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
<i>Arabic Countries</i>		
Aden	10,000
Algeria	427,800
Egypt	855,300
Iraq	300,000
Jordan	59,100
Lebanon	180,000
Libya	49,200
Morocco	485,400
Saudi Arabia	18,000
Sudan	82,000
Syria	300,000
Tunisia	150,000
Total	2,916,800	unknown
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan	21,000
Ceylon	236,000	18,400
Cyprus	95,000
Greece	764,700
India	1,740,500
Iran	800,000
Israel	360,000
Nepal	10,500
Pakistan	395,000
Portuguese India	1,900
Turkey	1,098,000
Total	5,522,600	18,400
<i>Non-Arabic Africa</i>		
Angola	26,000
Bechuanaland	3,000
Belgian Congo	100,000
British Somaliland	2,000
Cameroons	10,600
Central African Federation	150,000
Ethiopia (includes Eritrea)	58,000
French Equatorial Africa	10,000
French Somaliland	5,000
French West Africa	100,000
Gambia	1,000
Ghana	41,000	37,000
Kenya	119,500	1,500
Liberia	8,000
Madagascar	60,000
Mauritius	25,800
Mozambique	36,200
Nigeria	117,000	56,000
Portuguese Guinea	1,400
Reunion	10,100
Sierra Leone	15,600	5,000
Somalia	2,000
Tanganyika	18,300
Uganda	27,000
Union of South Africa	941,400	11,600
Zanzibar	3,500
Total	1,892,400	111,100

(Continued on Page 73)



"ED"



"VIC"

The
**AMES
BROTHERS**

Exclusively RCA VICTOR RECORDS

Personal Management

BILL FICKS

JU 2-3050



"GENE"



"JOE"

Radio Receivers—World-Wide Distribution

(Continued from Page 71)

FAR EAST

Country	Radio Sets	Wired Speakers (Additional)
Australia	2,235,300
Borneo (North)	8,000
Burma	50,000
Cambodia	7,000
China (Communist)	2,000,000	980,000
Fiji Islands	18,000
Hong Kong	96,800	64,000
Indonesia	794,700
Japan	15,865,400
North Korea	110,000	unknown
South Korea	300,000
Laos	5,000
Macao	6,000
Malaya	226,100	20,800
New Caledonia	5,000
New Zealand	549,300
Philippines	512,000	3,700
Sarawak and Brunei	30,000
Singapore	104,000	38,100
Taiwan	340,400
Thailand	800,000	5,000
North Vietnam	300,000	unknown
South Vietnam	303,700
Total	24,666,700	1,111,600

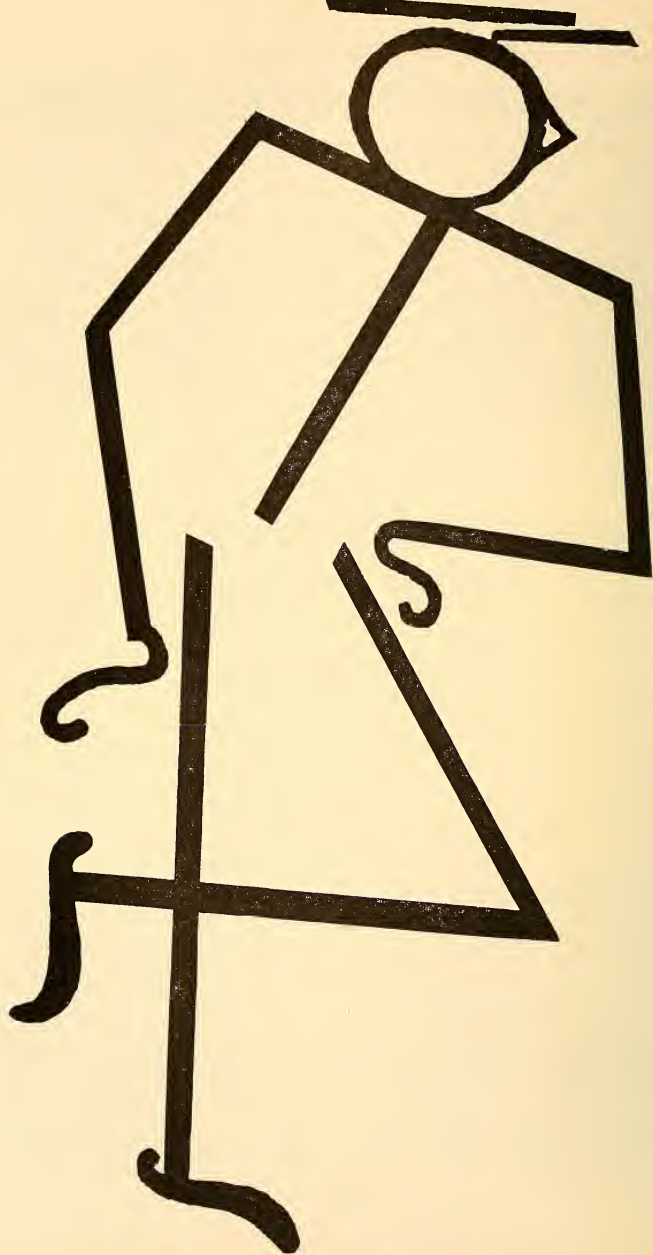
LATIN AMERICA

Argentina	5,500,000
Bolivia	150,000
Brazil	6,000,000
Chile	850,000
Columbia	1,810,000
Costa Rica	75,000
Cuba	1,300,000
Dominican Republic	100,000
Ecuador	250,000
Guatemala	210,000
Haiti	50,000
Honduras	125,000
Mexico	3,500,000
Nicaragua	70,000
Panama	145,000
Paraguay	150,000
Peru	750,000
El Salvador	108,000
Uruguay	500,000
Venezuela	565,700
Total	22,208,700	unknown

WESTERN HEMISPHERE POSSESSIONS

British	210,300	57,000
French	45,100
Netherlands	66,000
Greenland	3,200
World Total*	153,659,400	31,839,800

* Exclusive of the U. S., its territories and Canada.
SOURCE: U. S. Information Agency.



JACKIE GLEASON ENTERPRISES

TV INDUSTRY FINANCIAL REVENUES INCOME AND EXPENSES FOR 1957

TV Broadcast Revenues, Expenses and Income, 1957

<i>Items</i>	<i>3 Networks and Their 16 Owned and Operated TV Stations (Millions)</i>	<i>485 Other TV Stations (Millions)</i>	<i>Total 3 Networks and 501 TV Stations (Millions)</i>
<i>Broadcast Revenues</i>			
Revenues from the sale of time:			
Total network time sales.....	\$287.7	\$106.5	\$394.2
Non-network time sales to:			
National and regional advertisers....	\$ 58.5	\$237.9	\$296.4
Local advertisers	23.4	154.7	178.1
	-----	-----	-----
Total non-network time sales.....	\$ 81.9	\$392.6	\$474.5
Total time sales	\$369.6	\$499.1	\$868.7
Deduct—Commissions to agencies, repre- sentatives, etc.	75.9*	66.5	142.4
	-----	-----	-----
Net Time Sales	\$293.7	\$432.6	\$726.3
Revenues from incidental broadcast activities:			
Talent	\$144.5	\$ 11.5	\$156.0
Sundry broadcast revenues.....	29.7	31.2	60.9
	-----	-----	-----
Total incidental broadcast activities	\$174.2	\$ 42.7	\$216.9
Total broadcast revenues.....	\$467.9	\$475.3	\$943.2
<i>Broadcast Expenses</i>			
Total broadcast expenses of networks and stations	\$397.2	\$386.0	\$783.2
<i>Broadcast Income (before Federal Income Tax)</i>			
Broadcast income before Federal income tax	\$ 70.7	\$ 89.3	\$160.0

* Of this amount \$59.6 million is applicable to the total sales of network time.
Source: FCC.



Stan Z. Burns

The Top 100 National and Regional Spot Television Advertisers of 1958 And Estimated Expenditures

Advertiser	Est. Expend.	Advertiser	Est. Expend.
1. Procter & Gamble Co.....	\$33,833,060	51. Liggett & Myers Tobacco.....	1,865,830
2. Lever Bros Co.....	16,578,860	52. Bulova Watch Co.....	1,856,220
3. Adell Chemical Co.....	12,339,090	53. S. C. Johnson & Son, Inc.....	1,813,560
4. General Foods Corp.....	11,020,780	54. Jos. E. Schlitz Brewing Co....	1,778,680
5. Colgate-Palmolive Co.....	10,998,190	55. Continental Car-Na-Var.....	1,772,060
6. Brown & Williamson Tob. Co..	9,413,530	56. Sun Oil Co.....	1,769,580
7. Continental Baking Co.....	9,223,910	57. Borden Co.....	1,750,910
8. Warner-Lambert Pharma. Co..	8,833,990	58. Theo. Hamm Brewing Co.....	1,690,180
9. Miles Laboratories, Inc.....	7,895,950	59. Nestle Co., Inc.....	1,681,800
10. American Home Prods. Corp...	7,275,680	60. Quaker Oats Co.....	1,679,890
11. P. Lorillard & Co.....	6,717,150	61. Nehi Corp./Bottlers.....	1,666,200
12. International Latex Corp.....	5,678,510	62. Texas Co.....	1,660,400
13. Carter Products, Inc.....	5,202,300	63. Ward Baking Co.....	1,660,000
14. Texize Chemical Co.....	4,701,170	64. Welch Grape Juice Co.....	1,653,830
15. Standard Brands, Inc.....	4,368,290	65. Phillips Petroleum Co.....	1,608,110
16. Philip Morris & Co.....	4,066,710	66. Chesebrough-Ponds, Inc.....	1,591,690
17. National Biscuit Co.....	4,022,960	67. Wauson Co.....	1,577,460
18. Robert Hall Clothes.....	3,933,850	68. Carling Brewing Co., Inc.....	1,556,620
19. Coca-Cola Co./Bottlers.....	3,699,270	69. Maybelline Co.....	1,553,810
20. Sterling Drug, Inc.....	3,645,220	70. Bloek Drug Co.....	1,533,210
21. Shell Oil Co.....	3,272,410	71. General Motors Corp.....	1,522,070
22. Food Mfgs., Inc.....	3,259,850	72. M. J. B. Co.....	1,507,360
23. Corn Products Refining Co....	3,191,790	73. Harold F. Ritchie, Inc.....	1,470,100
24. Pepsil Cola Co./Bottlers.....	3,163,040	74. P. Ballantine & Sons.....	1,410,910
25. Andrew Jergens Co.....	3,153,280	75. Burgermeister Brew. Corp....	1,397,930
26. Anheuser-Busch, Inc.....	3,058,690	76. Dumas-Milner Co.....	1,381,410
27. American Tobacco Co.....	3,018,150	77. Max Factor & Co.....	1,309,360
28. General Mills, Inc.....	2,986,970	78. Hills Bros. Coffee, Inc.....	1,297,610
29. J. A. Fogler & Co.....	2,975,260	79. American Bakeries Co.....	1,297,190
30. Charles Antell, Inc.....	2,866,820	80. F & M Schaefer Brew. Co....	1,285,780
31. Bristol-Myers Co.....	2,845,890	81. National Brewing Co.....	1,278,100
32. Pabst Brewing Co.....	*2,836,100	82. Interstate Bakeries.....	1,263,860
33. Avon Products, Inc.....	2,770,420	83. Alberto-Culver Co.....	1,217,830
34. Kellogg Company.....	2,549,440	84. Great A & P Tea Co.....	1,237,300
35. R. J. Reynolds Tobacco Co....	2,431,260	85. General Cigar Co.....	1,234,070
36. Marathon Corp.....	2,431,000	86. B. T. Babbitt Co., Inc.....	1,221,010
37. Esso Standard Oil Co.....	2,383,490	87. Swift & Co.....	1,209,590
38. American Cicle Co.....	2,355,010	88. H. J. Heinz Co.....	1,207,050
39. Falstaff Brewing Corp.....	2,288,920	89. Safeway Stores, Inc.....	1,192,570
40. Vick Chemical Co.....	2,216,890	90. Tidy House Products Co.....	1,187,080
41. Drug Research Corp.....	2,141,050	91. Diversified Cos. of Amer.....	1,177,010
42. William Wrigley Jr. Co.....	2,071,990	92. Kroger Co.....	1,170,340
43. Salada-Shirriff-Horsey.....	1,991,060	93. Minute Maid Corp.....	1,164,850
44. U. S. Borax & Chem. Corp.....	1,988,690	94. Atlantic Refining Co.....	1,144,300
45. Standard Oil Co. of Ind.....	1,961,290	95. Jacob Ruppert Brewery.....	1,137,160
46. Exquisite Form Brassiere.....	1,946,620	96. Pacific Tel. & Tel. Co.....	1,131,560
47. Gillette Co.....	1,914,380	97. Heublein, Inc.....	1,129,070
48. Gulf Oil Corp.....	1,916,020	98. Wm. E. Reilly & Co., Inc.....	1,099,090
49. Norwich Pharmaceutical Co....	1,877,690	99. Taylor-Reed Corp.....	1,089,890
50. Piel Bros., Inc.....	1,873,880	100. Parker Pen Co.....	1,087,340

* Including Blatz. SOURCE: TvB and BAR-INA.

"LES PAUL & MARY FORD"



GAC

Columbia Records

Gibson Guitars

Personal Management

GRAY J. GORDON

TEmpleton 8-2746

37 WEST 57th STREET

NEW YORK 19, N. Y.

TOP NEWS SELECTIONS OF MAJOR NETWORKS

Following are the events selected by the major networks as the top 10 news stories of 1958.

— ABC —

- 1—United States scientific achievements, including the submarine voyages of Nautilus and Skate under the polar ice; Seawolf's 60-day submersion; orbiting of the nation's first artificial satellites, and the two moon rocket attempts.
- 2—Brink-of-war crises in the Middle and Far East.
- 3—General DeGaulle's return to power in France.
- 4—The Democratic landslide in November.
- 5—The Soviet threat to West Berlin's freedom.
- 6—The continuing school integration fight.
- 7—Alaska's entry into the union.
- 8—The Sherman Adams-Bernard Goldfine controversy.
- 9—The death of Pope Pius XII and coronation of John XXIII.
- 10—The Senate labor-management probe.

— CBS —

- 1—The developments in Iraq, Lebanon and Jordan.
- 2—The Quemoy-Matsu-Formosa crisis.
- 3—The crisis over West Berlin.
- 4—DeGaulle's return to power in France.
- 5—The death of Pope Pius XII and election of Pope John XXIII.
- 6—The U. S. Congressional elections.

7—Statehood of Alaska.

- 8—The continuing story of the leap into space.
- 9—Integration problems in the South.
- 10—The Chicago school fire.

— MBS —

- 1—DeGaulle returns to power in France.
- 2—Pius XII dies; John XXIII his successor.
- 3—Explorer launched; America in Missiles Race.
- 4—Alaska becomes 49th State.
- 5—Chaos in Mid-East; Nasser rises as Arab leader.
- 6—Soviet pressure on Berlin.
- 7—Reds open fire on Formosa.
- 8—Democrats sweep General Elections.
- 9—Adams accused; sensational probe started.
- 10—Killer Starkweather runs wild.

— NBC —

- 1—The Adams-Goldfine case.
- 2—Quemoy crisis.
- 3—National elections.
- 4—Chicago school fire.
- 5—Pope Pius' death.
- 6—School integration problem.
- 7—DeGaulle's ascendancy.
- 8—Mideast crisis.
- 9—Atlas satellite.
- 10—Nautilus' underwater polar trip.



DICK STARK

C.B.S., N.B.C., M.B.S., A.B.C.
B.A., B.ARCH.

SPEAKING FOR:

REMINGTON-RAND
PROCTER & GAMBLE
P. LORILLARD CO., INC.

Principal Expense Items of TV Stations With *\$25,000 Or More Time Sales

1957

	Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station			Talent	Depreciation	All Other
				Salaries and Wages	Film				
Less than \$1,000,000	8	\$ 911,148	\$ 325,462	\$ 167,613	\$15,573	\$105,907	\$ 296,593	
\$1,000,000-\$1,250,000	4	1,122,963	426,326	172,961	38,890	88,230	396,556	
\$1,250,000-\$1,500,000	7	981,921	387,565	148,873	20,763	92,590	332,130	
\$1,500,000-\$2,000,000	15	1,317,377	523,783	158,173	56,407	179,393	399,621	
\$2,000,000-\$2,500,000	20	1,420,340	503,823	168,282	49,164	188,013	511,058	
\$2,500,000-\$3,000,000	12	1,563,227	646,401	188,656	57,214	131,386	539,570	
\$3,000,000-\$3,500,000	9	2,413,645	905,240	477,750	150,463	152,808	727,384	
\$3,500,000-\$4,000,000	5	2,810,504	1,002,572	471,520	300,214	168,307	867,891	
\$4,000,000-\$6,000,000	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228	
Over \$6,000,000	7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290	
Total Pre-freeze Stations	95	\$1,887,001	\$ 676,282	\$ 345,174	\$ 92,619	\$162,527	\$ 610,399	
Post-freeze Stations:									
VHF	298	\$ 592,050	\$ 213,014	\$ 71,732	\$ 13,204	\$ 96,514	\$ 197,586	
UHF	76	390,647	146,590	37,881	8,639	64,432	133,105	
Total Post-freeze Stations	374	\$ 551,123	\$ 199,516	\$ 64,854	\$ 12,276	\$ 89,994	\$ 184,483	

* Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than \$25,000 in time sales which are not required to report detailed expense data.



RICHARD WEBB

STARRING
IN

U. S. BORDER PATROL

CBS-TV Film Series

**Merchandising Representatives
For
Television Shows and
Personalities**

JAY EMMETT ASSOCIATES, INC.

375 PARK AVENUE

NEW YORK 22, N. Y.

MU 8-5258

RADIO INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

AM Radio Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent of Increase or Decrease</i>
<i>Broadcast Revenues</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$ 73.5	\$ 70.2	4.7%
Other radio stations*	444.4	410.4	8.3
	<hr/>	<hr/>	
Total	\$517.9	\$480.6	7.8
<i>Broadcast Expenses</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$ 73.5	\$ 69.8	5.3
Other radio stations*	389.8	361.6	7.8
	<hr/>	<hr/>	
Total	\$463.3	\$431.4	7.4
<i>Broadcast Income (before Federal Income Tax)</i>			
4 nationwide networks and 3 regional networks (including owned and operated stations)#	\$.0	\$.4	—
Other radio stations*	54.6	48.8	11.9
	<hr/>	<hr/>	
Total	\$ 54.6	\$ 49.2	11.0

Includes the operations of 19 network owned stations in 1956 and 21 in 1957.

* Includes 2,947 AM, AM-FM or Independent FM stations in 1956 and 3,143 in 1957.

SOURCE: FCC.

"THE GEORGE BURNS SHOW"

(Produced by Banda Corporation)

"THE BOB CUMMINGS SHOW"

(Produced by Laurmac Productions)

"FLIGHT"

(Produced by Airborne Productions, Inc.)

SPOT COMMERCIALS

and

INDUSTRIAL FILMS

AVAILABLE...Pilots:

"MR. ED"

(Produced by Mr. Ed Productions)

"CLAUDIA"

(Produced by Claudia Productions)

filmed by

McCADDEN PRODUCTIONS

SPOT RADIO MARKET VOLUME COMPARISONS, 1956-1957

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
1	N. Y.-N.E. N. J.....	32	\$18,161,000	\$22,013,448	21.2
2	Chicago	25	9,826,000	11,071,217	11.6
3	Los Angeles	26	5,847,000	10,835,835	8.5
4	Philadelphia	18	5,045,000	5,034,286	-2.1
5	Detroit	10	5,544,000	6,560,792	1.8
6	San Francisco	18	3,264,000	4,028,786	0.23
7	Boston	15	3,308,000	4,411,043	3.3
8	Pittsburgh	18	2,773,000	3,019,252	8.8
9	St. Louis	12	2,929,000	3,660,536	24.9
10	Washington, D. C.....	14	2,180,006	2,854,775	30.9
11	Cleveland	8	2,076,000	2,624,374	26.4
12	Baltimore	13	1,428,000	1,743,023	22.0
13	Minneapolis-St. Paul.....	9	2,058,000	2,574,460	25.1
14	Buffalo	12	1,508,000	1,765,858	17.1
15	Houston	11	1,489,000	1,726,763	16.1
16	Milwaukee	7	1,148,000	1,432,694	24.7
17	Cincinnati	8	2,553,000	2,939,844	15.1
18	Kansas City	7	1,864,000	2,132,211	15.3
19	San Diego	8	683,000	911,065	33.3
20	Atlanta	14	1,479,000	1,707,650	15.6
21	Seattle	11	1,257,000	1,512,989	20.3
22	Dallas	8	1,320,000	1,579,597	19.6
23	Miami	12	745,000	1,239,015	66.3
24	New Orleans	11	1,112,000	1,261,849	13.4
25	Portland, Oregon	13	984,000	1,150,455	16.9
26	Providence	10	813,000	1,153,789	41.9
27	Denver	13	1,231,000	2,463,460	100.1
28	Louisville, Ky.	8	1,060,000	1,066,011	.6
29	San Bernadino-Riverside ..	8	148,597	171,851	15.6
30	Indianapolis	6	1,111,000	1,493,597	34.5
31	Birmingham	11	624,000	661,443	6.0
32	Tampa-St. Petersburg	12	400,000	622,410	5.6
33	San Antonio	8	1,011,000	1,110,188	9.8
34	Columbus	5	979,000	1,124,029	14.8
35	Youngstown	7	377,000	494,774	31.2
36	Allentown-Bethlehem	7	271,000	268,221	-1.0
37	Norfolk-Portsmouth	7	457,000	587,261	28.5
38	Memphis	9	965,000	1,237,792	28.2
39	Dayton	4	376,000	580,471	54.3
40	Phoenix	9	322,000	388,694	2.0
41	Fort Worth	6	445,000	659,449	48.1
42	Albany, Schenectady, Troy	7	1,117,000	1,317,495	17.9

(Continued on Page 89)

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

SPOT RADIO MARKET VOLUMES

(Continued from Page 87)

Markets Rank By Population	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1956	Natl. Spot Dollar Volume 1957	% of Increase or Decrease
43	San Jose	5	\$ 90,136	\$ 135,553	50.3
44	Rochester	6	776,000	956,820	23.3
45	Akron	4	391,000	378,043	-3.3
46	Toledo	4	644,000	782,095	21.4
47	Jacksonville	8	285,000	563,638	97.7
48	Oklahoma City	7	576,000	819,299	42.2
49	Omaha	7	807,893	1,136,809	40.7
50	Springfield-Holyoke	7	238,000	285,037	19.7
51	Sacramento	5	548,000	674,081	23.0
52	Hartford	4	1,195,000	1,671,858	39.9
53	Syracuse	5	525,000	696,484	32.6
54	Richmond	7	722,000	853,514	18.2
55	Knoxville	9	268,000	404,809	51.0
56	Wilkes Barre-Hazleton	6	170,000	191,093	12.4
57	Nashville	7	817,000	980,947	20.0
58	Flint	6	306,000	307,201	.3
59	Wilmington	4	184,000	199,324	8.3
60	Wheeling-Steubenville	7	456,000	528,713	15.9
61	Salt Lake City	8	368,000	476,005	29.3
62	Grand Rapids	6	379,000	513,896	35.5
63	Fresno	7	484,000	561,079	15.9
64	Charleston	8	220,000	278,834	26.7
65	Canton	4	266,000	314,212	18.1
66	Wichita	5	416,000	496,188	19.2
67	Tulsa	6	603,000	795,697	31.9
68	Tacoma	4	78,599	67,174	-14.5
69	Harrisburg	5	246,000	306,749	24.6
70	Johnstown	5	110,000	133,501	21.3
71	Peoria	5	336,000	360,641	7.3
72	El Paso	5	189,000	227,383	20.3
73	Utica-Rome	6	144,000	191,186	32.7
74	Chattanooga	6	183,000	208,199	13.7
75	Davenport-Rock Isl.-Moline	5	289,000	358,982	24.2
76	Mobile	6	145,000	190,879	31.6
77	Bridgeport	2	NA	NA	—
78	Duluth-Superior	6	215,000	264,867	23.1
79	Spokane	6	488,000	562,000	15.1
80	Des Moines	6	1,357,000	1,504,794	10.8
81	Reading	3	127,000	148,624	17.0
82	Bakersfield	6	158,000	193,015	28.5
83	Worcester	4	410,000	519,169	26.6
84	Trenton	3	NA	148,018	—
85	New Haven	4	277,000	397,394	42.0
86	Huntington	6	154,000	197,657	21.8
87	Scranton	6	236,000	253,123	7.2
88	Little Rock	8	214,000	516,178	141.2
89	Shreveport	8	454,000	585,074	28.8
90	Tucson	8	68,000	196,791	269.3
91	Stamford	NA	NA	NA	—
92	Augusta, Ga.	6	102,355	159,416	55.6
93	South Bend	3	158,785	216,597	36.4
94	Lancaster	3	111,258	189,527	70.3
95	Stockton	5	213,322	205,623	-3.6
96	Erie	4	119,289	163,100	36.7
97	Beaumont-Port Arthur	6	169,114	131,707	-22.1
98	Columbus, Ga.	4	92,263	133,860	45.0
99	Charlotte	6	902,867	946,128	4.7
100	Fort Lauderdale		NA	NA	—
101	Baton Rouge		168,375	NA	—

The FCC included the figures for the owned and operated network radio stations in the 1956 report. All owned and operated stations of the networks are in the first 10 markets. NA—Not available.
SOURCE: Station Representatives Association.

BROOKS*-HAGE SERVICES, INC.**
252 East 50th St.
New York 22, N. Y.

BROADCAST EDITORIAL REPORTS

Mature non-partisan, factual, and wholly supported by radio and television stations — Broadcast Editorial Reports utilizes the thinking and background of fifteen nationally and internationally known journalists.

A day-to-day editorial service designed as background material for newscasters and commentators — or — as editorials for immediate use, precisely as received in scripts of one to three-and-one-half minutes in length.

A News Department adjunct in building greater station stature and community service.

Fresh "tops" to lead or running stories — usable as special features or as "wind-up" items.

CHECK AVAILABILITY YOUR AREA

**BROOKS—(Condensed from "Who's Who In America")
Fourteen years a reporter, editor and executive and with THE ASSOCIATED PRESS, New York, Washington and London; two years Executive Editor of FORBES MAGAZINE; and ten years Vice President for News and Special Events, the NATIONAL BROADCASTING COMPANY.*

***HAGE—of the NEW YORK DAILY NEWS-WPIX; former Director Special Radio Services for the UNITED PRESS; News Editor, NBC and MBS; Creator-writer THE BETTER WAY, nationally-syndicated anti-Communist, anti-Socialist series; Editor—INDUSTRY ON PARADE, nationally known award-winning Public Service TV feature newsreel.*

NEWS-WIRE SERVICES

Associated Press

50 Rockefeller Plaza, New York
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. Gen. Mgr. for Radio-TV
Oliver Gramling
SecretaryLloyd Stratton
Radio-TV News Editor. John A. Aspinwall

Brooks-Hage Service, Inc.

252 East 50th Street, New York
Phone: PLaza 9-8179

Edit. Bd. Chmn.....William F. Brooks
Editor-in-Chief.....A. Maxwell Hage

Hearst Metrotone News, Inc.

450 West 56th Street, New York
Phone: PLaza 7-4120

Vice-Pres. & Gen. Mgr..Caleb B. Stratton
Production Director.....John E. Michon
News Editor.....Marshall B. Davidson

International Transmissions, Inc.

480 Lexington Avenue, New York
Phone: MUrray Hill 7-7744

President.....Sumner J. Glimcher
V.P., Sales.....Frederick A. Ted Bell
V.P., News.....Noel Bernard

Press Association, Inc. (Associated Press)

50 Rockefeller Plaza, New York
Phone: PLaza 7-1111

President.....Frank J. Starzel
Vice-PresidentOliver Gramling
Radio-TV News Editor. John A. Aspinwall

Radio Press

18 East 50th Street, New York
Phone: PLaza 3-3822

President.....George Hamilton Combs
V.P. & Sales Mgr.....Stuart Barthelmess
TreasurerDonald Hirst
Admin. Director.....Bernard H. Pelzer
Operation Manager.....Lloyd Garrison
Station Relations Mgr..Murray Grabhorn

Reuters

229 West 43rd Street, Times Bldg., N. Y.
Phone: BRyant 9-8558

North American Mgr..D. Kimpton Rogers
News Editor.....J. S. Bates
AccountantMarjorie Hathaway
Chief Washington Correspondent
J. W. Heffernan

Telenews

235 East 45th Street, New York
Phone: MUrray Hill 2-5600

General Sales Mgr.....Robert H. Reid
National TV Sales.....Saul Reiss

United Press International

220 East 42nd Street, New York
Phone: MUrray Hill 2-0400

Pres. & Gen. Mgr..Frank H. Bartholomew
1st V.P. & Gen. Bus. Mgr.
Mims Thomason

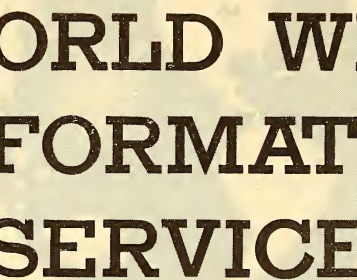
V.P. & Gen. European Mgr.
Thomas Curran
V.P. & Gen. News Mgr...Earl J. Johnson
V.P., Gen. Foreign Mgr...Joseph L. Jones
Executive Editor.....Harry Ferguson
Ass't Gen. News Mgr. William C. Payette
V.P. & Gen. Sales Mgr.....LeRoy Keller
Chicago

400 W. Madison St., Daily News Bldg.,
Phone: FRanklin 2-9000
National Radio News Mgr..Dean C. Miller

World Wide Information Services

660 First Avenue, New York
Phone: ORegon 9-7240

Director.....Richard W. Hubbell
Assistant Director.....Jeff Murray
Business Manager.....Gilbert Parker



WORLD WIDE INFORMATION SERVICES

660 First Avenue, New York 16, N. Y.

Phone: ORegon 9-7240

RICHARD W. HUBBELL, Director

5000 Reporters and Editors covering 96 countries and every market, large and small, in the U.S.A.

News Features

News Photos

News Film

and

EXECUTIVE INFORMATION AND RESEARCH

In every business there are times when management needs *vital* information and needs it fast. World Wide Information Services gets it for you accurately, quickly.

World Wide Information Services covers the world with its veteran newsmen, including most of the reporters from the International News Service, journalists of integrity.

RESEARCH ORGANIZATIONS

AMERICAN RESEARCH BUREAU, INC.

400 Park Ave., New York City
Phone: PLaza 1-5577

BROADCAST ADVERTISERS REPORTS, INC.

750 Third Ave., New York 17, N. Y.
Phone: YUkon 6-8410

R. H. BRUSKIN ASSOCIATES CREATIVE MARKET RESEARCH

96 Bayard St., New Brunswick, N. J.
Phone: CHarter 9-1800

BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. E., Toronto, Ont.
Phone: HUDson 5-9464

CROSSLEY, S-D SURVEYS, INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 5-1606

ELLIOTT-HAYNES LTD.

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: HOWard 3-1144

C. E. HOOPER, INC.

579 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 8-2290

INSTITUTE FOR MOTIVATIONAL RESEARCH

Croton-on-Hudson, N. Y.
Phone: CROton 1-4721

MARKET RESEARCH CORP. OF AMERICA

122 East 42nd St., New York 17, N. Y.
Phone: OXFord 7-3540

A. C. NIELSEN COMPANY

575 Lexington Ave., New York 22, N. Y.
Phone: MU 8-1020

FREDERICK PITTEA ASSOCIATES

500 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-5400

ALFRED POLITZ RESEARCH, INC.

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.

130 Fifth Ave., N. Y. 19, N. Y.
Phone: JUdson 6-3316

RADIO REPORTS, INC.

220 East 42nd Street, New York 17, N. Y.
Phone: MURray Hill 7-6658

RESEARCH CONSULTANTS, INC.

64 Wall St., Norwalk, Conn.
Phone: VOlunteer 6-8224

ELMO ROPER & ASSOCIATES

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

N. C. RORABAUGH CO., INC.

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

ROSS FEDERAL RESEARCH CORP.

5 E. 35th St., New York 16, N. Y.
Phone: MURray Hill 4-2068

SCHWERIN RESEARCH CORP.

270 Madison Ave., New York 16, N. Y.
Phone: OR 9-5858

SINDLINGER & CO.

11 E. Hinckley Ave., Ridley Park, Pa.
Phone: LEhigh 2-4100

DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: OWens 8-0800

TRENDEX, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MU 2-1182

VIDEODEX, INC.

342 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 7-8837

J. A. WARD, INC.

8 W. 40th St., New York 18, N. Y.
Phone: BRyant 9-3845

WORLD WIDE INFORMATION SERVICES

660 First Ave., New York 16, N. Y.
Phone: ORegon 9-7240

For qualitative
facts on
programs
and
audiences



730 FIFTH AVENUE
NEW YORK 19, N. Y.

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

U. S. OFFERS MORE RADIO AND TV ... Than All Other Countries Combined

JOHN C. DOERFER

Chairman,
Federal Communications Commission



AT THE close of its 24th year, the end of 1958, the Federal Communications Commission had more than 2.1 million radio authorizations on its books; the largest figure in the nation's history. Of these authorizations, 1.5 million were commercial radio operator permits of different grades.

For the first time broadcast station authorizations collectively passed the 9,000 mark, and of this number 874 were TV stations; 791 FM, and 3,353 AM; auxiliaries, etc., made up the remainder.

Of 665 commercial TV stations authorized, 556 held operating permits. In addition, 92 of 156 authorized TV translator stations were on the air.

Proposals for 'booster' and 'repeater' stations to further extend TV service to isolated places were under consideration.

Over 90 per cent of the population is within range of at least 1 present TV station and 75 per cent are within range of 2 or more stations. Over 83 per cent of all homes have 1 or more TV receivers and over 46 million sets are in use. Also, the U. S. is said to be the only nation receiving regular TV color programs.

The possibility of moving all or a major portion of TV broadcasting to the UHF portion of the spectrum continued to receive study; a TV industry group was cooperating in obtaining comparative UHF and VHF technical data; and, meanwhile, present disparity between UHF and VHF operation was relieved to some extent by deintermixture in various localities

and other interim actions.

The Commission held that its regulatory jurisdiction does not extend to community antenna TV (CATV) systems, since they do not transmit over the air, but is studying the effect of satellite, translator, booster, and CATV operations on the growth of regular TV service.

Of 53 authorized educational TV stations, 32 held operating permits. The number of TV channels reserved for education grew to 257, or 15 more than first allocated in 1952. Though some educational reservations have been removed or changed, the Commission has denied requests for commercialization where educators have shown an active intent to use them.

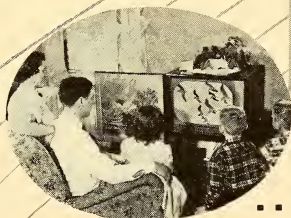
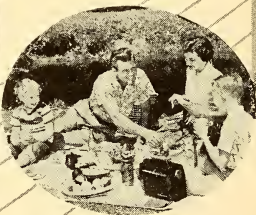
For the second consecutive year, commercial FM stations gained in number. Of 634 authorized stations, 548 were on the air. Pending applications increased from 24 to 57. Increasing competition was reflected in the fact that 23 of the latter were in hearing. Renewed interest in FM is due primarily to the ability of commercial stations to augment their income through subsidiary programs and Commission consideration of the possibility of permitting additional supplemental services through multiplex operation.

AM authorizations rose to 3,353 of which 3,253 had operating permits. The Commission proposed to eliminate the exclusive nighttime use of 12 clear channels by stations in 7 large cities to permit additional stations in 12 western cities to take care of less served areas.



WHEREVER THERE'S

MUSIC



...THERE'S

BMI

BROADCAST MUSIC INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

Authorization of Different Classes of Broadcast Services

<i>Class</i>	<i>June 30, 1958</i>	<i>June 30, 1957</i>	<i>Increase or Decrease</i>
Commercial AM	3,353	3,238	115
Commercial TV	665	651	14
Educational TV	53	49	4
TV Translator	156	74	82
Auxiliary TV	861	778	83
Experimental TV	17	18	(1)
Commercial FM	634	560	74
Educational FM	157	148	9
International	2	2	0
Remote Pick-up	3,087	2,461	626
Studio-Transmitter Link	51	53	(2)
Developmental	1	1	0
Total	9,037	8,033	1,004

Status of Broadcast Authorizations

<i>Class</i>	<i>Operating Authorization</i>	<i>Construction Permits</i>
Commercial AM	3,253	100
Commercial TV	556	109
Educational TV	32	21
Commercial FM	548	86
Educational FM	147	10
Total	4,536*	326

* There were 4,862 AM, TV and FM broadcast stations authorized at the close of the fiscal year 1958, of which 4,536 had authorizations to go on the air and 326 others held construction permits.

Source: FCC.



U.S. STEEL HOUR

*The Broadway
of TV*

CBS-TV

ALTERNATE WEDNESDAYS

"LIVE" FROM NEW YORK

Produced By THE THEATRE GUILD

ADVERTISING AGENCY FAILURES 1934-1958

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1934	52	\$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,256,000
1955	31	815,000
1956	32	1,519,000
1957	55	2,081,000
1958	36	857,000

COMPARATIVE FAILURE TRENDS

	<i>Percentage Change 1957-1958</i>		<i>Avg. Liability Per Failure in 1958</i>
	<i>Number</i>	<i>Liabilities</i>	
Total Businesses, All Lines	+ 9	+18	\$48,667
Total Commercial Services	+ 8	+39	51,218
Advertising Agencies	—36	—59	23,806

Source: Dun & Bradstreet, Inc.

This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

RADIO AND TELEVISION TELEPHONE NUMBERS IN NEW YORK

AM Radio Stations

WABC	Susquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	White Plains	9-6400
WGBB	MAYfair	3-1240
WHLI	OLympia	8-1100
WHOM	CLricle	6-3900
WINS	JUdson	2-7000
WKIT	Pioneer	6-6700
WLIB	MOument	6-1800
WMCA	MU	8-1500
WMGM	MURray Hill	8-1000
WNEW	YUkon	6-7000
WNRC	New Rochelle	6-0800
WNTA	BARclay	7-3260
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CLricle	5-7979
WPOW	YUkon	4-4600
WQXR	LAKawanna	4-1100
WRCA	CLricle	7-8300
WWRL	DEfender	5-1600

FM Radio Stations

WABC-FM	Susquehanna	7-5000
WBAI-FM	TEmpleton	8-3355
WCBS-FM	PLaza	1-2345
WFAS-FM	White Plains	9-6400
WBFM	LExington	2-4927
WHLI-FM	IVanhoë	1-8000
WMGM-FM	MURray Hill	8-1000
WRCA-FM	CLricle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAKawanna	4-1100

Television Stations

WABC-TV	Susquehanna	7-5000
WABD	LEhigh	5-1000
WCBS-TV	PLaza	1-2345
WNTA	BARclay	7-3260
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-6500
WRCA-TV	CLricle	7-8300

National Networks

American Broadcasting Co.	Susquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	ELdorado	5-3720
Mutual Broadcasting System	BRyant	9-7600
National Broadcasting Co.	CLricle	7-8300
NTA Film Network	BARclay	7-3260

Station Representatives

Avery-Knodel, Inc.	JUdson	6-5536
Charles Bernard	CLricle	6-7242
Hil F. Best	LExington	2-3783
John Blair & Co.	PL	3-4250
Blair-TV, Inc.	TE	8-5800
Bogner & Martin	MURray Hill	9-2586
Guy Bolam	MURray Hill	5-1300
The Bolling Co., Inc.	YUkon	6-4545
The Branham Co., Inc.	MURray Hill	2-4606
Burn-Smith Co., Inc.	MURray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MURray Hill	8-4414
Thomas F. Clark Co. Inc.	JUdson	2-1622
Continental Radio Sales	MURray Hill	7-6865
Donald Cooke, Inc.	JUdson	2-2727
Devney & Co.	YUkon	6-4390

Robert Eastman	PLaza	9-7760
Everett-McKinney, Inc.	PLaza	3-9332
Forjoe & Co., Inc.	JUdson	6-3100
Melchor Guzman Co., Inc.	CLricle	7-0624
H-R Representatives, Inc.	PLaza	9-6800
Headley-Reed Co.	YUkon	6-5800
Gill Perna Inc.	TEmpleton	8-4740
Arthur H. Hagg	MURray Hill	2-8665
George P. Hollingsbery Co.	OXford	5-5660
The Katz Agency, Inc.	JUdson	2-9200
Robt. S. Keizer, Inc.	WA	4-6599
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
NBC Spot Sales	CLricle	7-8300
Pan American Bstg. Co.	MURray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
Peters, Griffin, Woodward	YU	6-7900
Edward Petry & Co., Inc.	MURray Hill	8-0200
Radio-TV Representatives	MURray Hill	8-4340
Rambeau, Vance, Hoppie, Inc.	OXford	7-0890
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MURray Hill	8-1088
Walker-Rawalt Co., Inc.	MURray Hill	3-5830
Select Sta. Reps.	PLaza	8-1850
Simmons Assoc. Inc.	MURray Hill	8-2821
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PL	1-4848

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
N. W. Ayer & Son, Inc.	PL	7-5700
Ted Bates & Co.	JUdson	6-6600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	JU	2-6200
Bryan & Houston	PLaza	7-6400
Leo Burnett	MURray Hill	8-9480
Campbell-Ewald Co., Inc.	MURray Hill	8-3400
Cohen & Alshire	OXford	7-0660
Compton Advertising, Inc.	PL	4-1100
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	YUkon	6-6500
Donahue & Coe, Inc.	COLUMbus	5-2772
Doremus & Co.	Worth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin Wasey, Ruthrauff & Ryan	OX	7-4500
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	YUkon	6-8000
Albert Frank-Guenther Law	CORTland	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Fletcher Richards, Calkins & Holden, Inc.	JUdson	6-5400
Gardner Adv. of N. Y.	MURray Hill	9-2424
Geyer, Morcy, Madden & Ballard, Inc.	PLaza	1-3300
Grant Advertising	PLOX	7-5800
Grey Adv. Agency, Inc.	PLaza	1-3500
Humphrey, Alley & Richards	LExington	2-3020
Kastor, Hilton, Chesley, Clifford & Atherton	PLaza	1-1400
The Joseph Katz Co.	MURray Hill	7-0250
Kenyon & Eckhardt, Inc.	YUkon	6-9000
Ketchum, McLeod & Grove	MU	7-5640
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-5600
Marschalk & Pratt Co.	OXford	7-4250
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	OXford	7-6000
McGul, Lewin, William & Saylor	TEmpleton	8-7100
Morse International, Inc.	OXford	7-2100
Needham, Louis & Bromby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900

TELEPHONE NUMBERS IN NEW YORK

Product Services	Murray Hill	7-0204
St. George & Keys, Inc.	Yukon	6-7575
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	1-4680
J. Walter Thompson Co.	Murray Hill	6-7000
Geoffrey Wade	Oxford	7-9261
Warwick & Legler, Inc.	Plaza	1-4700
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Yukon	6-5050
Advertising Agency	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	BYant	9-3052
Film Daily	BYant	9-7117
Printers' Ink	Murray Hill	8-7500

RADIO-TELEVISION DAILY

Wisconsin 7-6336

Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Age	Plaza	1-1122
Television Magazine	Plaza	3-9944
Tide	Lexington	2-1760
Variety	Judson	2-2700

News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BYant	9-8558
United Press Associations	Murray Hill	2-0400

Talent Agencies

Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
General Artists Corp.	Circle	7-7543
William McCaffrey Agency	Eldorado	5-1076
Music Corp. of America	Plaza	9-7500
Morjorie Morrow	CHickering	4-0644
William Morris Agency, Inc.	Judson	6-5100
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Shaw Artists Corp.	Oxford	7-7744

Organizations, Unions and Government Agencies

AAAA	Lexington	2-7980
Actors' Equity	Plaza	7-7660
Advertising Federation of America	Circle	6-2431
AFTRA	Murray Hill	7-1810
American Communications Assn.	COntland	7-1374
American Federation of Musicians	Plaza	8-0600
AMP	Plaza	9-8470
ASCAP	Murray Hill	8-8800
AWRT	Eldorado	5-7281
Broadcast Music, Inc.	Plaza	9-1500
Country-Western Music B'casters Assn.	CO	5-3530
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	COntland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Plaza	1-1930
NAPA	Circle	7-8194
NATAS	JU	6-3833
Professional Music Men, Inc.	Columbus	5-7362
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	YUKon	6-9390
TvB	Murray Hill	8-0215
Writer's Guild of America	Plaza	7-3317

Radio-TV Programs and Transcription Cos.

Air Features	Plaza	1-4155
Alton Alexander Productions	LO	8-3100
Audio-Video Recording Co.	Judson	6-5095
Barry & Enright	TEmpleton	2-8600
Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Frederic Damru, M.D.	YUKon	6-9484
Decca Records, Inc.	Columbus	5-2300

Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	YUKon	6-5700
Walt Framer Prods.	OX	7-3322
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Arthur Hanley Productions	Plaza	5-7145
Goodson-Todman Prods.	PL	1-0600
Keystone Broadcasting System, Inc.	Eldorado	5-3720
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motion Picture Stages, Inc.	Plaza	3-4840
Music Corp. of America	Plaza	9-7500
Muzak Corp.	OREgon	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Project-O-Fex	MU	7-1881
Pyramid Productions, Inc.	Judson	6-7040
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	Plaza	9-7979
SESAC, Inc.	JU	6-3450
Richard Stark & Co.	Circle	6-7337
Talent Associates	PL	3-1030
Television Screen Productions, Inc.	Murray Hill	2-8877
Transfilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	Eldorado	5-0734
Roger White Productions	Plaza	5-3560
Wolf Productions	Plaza	5-2050
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wynn Associates	Plaza	3-4417
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700

TV Film Producers Distributors

ABC Films, Inc.	LA	4-5050
M & A Alexander Productions	TR	3-5115
Atlantic Television Corp.	JU	2-1287
Banner Films, Inc.	PL	5-4811
Barnett International Forwarders	BYant	9-1616
Barry & Enright Productions, Inc.	TE	2-8600
Bray Studios, Inc.	CI	5-4582
British Information Services	CI	6-5100
Broadcast Pictures	CI	7-3320
California National Productions, Inc.	CI	7-8300
CBS Films	PL	1-2345
Commonwealth Film-TV	CI	5-6465
Frank Cooper Associates	PL	1-0725
Demby Productions, Inc.	PL	9-2495
Economee Television Programs	MU	8-4700
Elliot-Unger-Elliot, Inc.	JU	6-5582
Flomingo Films	JU	6-7040
Fortune Features, Inc.	LO	4-5592
Fremontle Overseas Radio & Television	MU	7-4344
Galaxy Attractions	PL	1-0330
W. J. German, Inc.	LO	5-5978
Harry S. Goodman Productions	PL	5-6131
Guild Films Company, Inc.	MU	8-5365
The Jam Handy Organization, Inc.	JU	2-4060
Hollywood Television Service, Inc.	JU	6-1700
Independent TV Corp.	PL	5-2100
Intercontinental TV	MU	2-3404
Interstate TV Corporation	MU	8-2545
Joyark Film Corp.	MU	8-2636
Robert Lawrence Productions, Inc.	JU	2-5242
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleservice, Inc.	OX	7-2753
Motion Pictures for Television, Inc.	PL	3-5600
Movietonews, Inc.	CO	5-7200
MPO Productions, Inc.	MU	8-7830
National Screen Service Corp.	CI	6-5700
National Telefilm Associates, Inc.	Judson	2-7300
Official Films, Inc.	PL	7-0100
Paramount Television Productions, Inc.	BR	9-8700
Penthouse Sound Studios of V. J. Nola	JU	6-0040
Reeves Sound Studios, Inc.	OR	9-3550
Hal Roach Studios	CI	9-6135
Sarra, Inc.	MU	8-0085
Walter Schwimmer, Inc.	EL	5-4616
Screencraft Pictures, Inc.	MU	7-5011
Bernard L. Schubert	MU	8-0940
Screen Gems, Inc.	PL	1-4432

TELEPHONE NUMBERS IN NEW YORK

Show Corp. of Amer.....	JU	6-5050
Sound Masters, Inc.....	PL	7-6600
Sterling Television Co., Inc.....	MU	3-6300
Transfilm Incorporated.....	JU	2-1400
Trans-Lux Television Corp.....	PL	1-3114
Twentieth Century-Fox.....	CO	5-3320
United Artists Assoc.....	MU	6-2323

United Artists TV Inc.....	CI	5-6000
UPA Pictures, Inc.....	PL	8-1405
Universal Pictures Co., Inc., Television.....	PL	9-8000
Warner Bros. TV.....	CI	6-1000
Van Praag Productions.....	PL	7-2687
Ziv Television Programs.....	MU	8-4700
Maurice H. Zouary TV Productions.....	JU	2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF.....	RAndolph	6-1932
WAIT.....	FRanklin	2-0660
WBEE.....	RAndolph	6-6842
WBBM.....	WHitehall	4-6000
WCFL.....	MOhawk	4-2400
WCRW.....	EaStgate	7-6820
WDCS.....	CR	7-4100
WGES.....	SACramento	2-7600
WGN.....	Michigan	7-4800
WHFC.....	Cliffside	4-7411
WIND.....	WHitehall	4-2170
WJJD.....	StAte	2-5466
WLS.....	MOnoroe	6-9700
WMAQ.....	Superior	7-8300
WMBI.....	MIchigan	2-1570
WSCB.....	MOnoroe	6-9060
WSEL.....	Financial	6-0120

FM Radio Stations

WEAW.....	KEystone	9-6090
WEFM.....	StAte	2-1357
WFNR-FM.....	ANdover	3-0800
WFMJ.....	StAte	2-5668
WKFM.....	RAndolph	3-2141
WSEL.....	Financial	6-0120

Television Stations

WBBM-TV.....	WHitehall	4-6000
WBKB.....	ANdover	3-0800
WGN-TV.....	MIchigan	2-7600
WNBQ.....	Superior	7-8300

National Networks

American Broadcasting Co.....	ANdover	3-0800
Columbia Broadcasting System.....	WHitehall	4-6000
Keystone Broadcasting System.....	StAte	2-8900
Mutual Broadcasting System.....	WHitehall	4-5060
National Broadcasting Co.....	Superior	7-8300

Station Representatives

Avery-Knodel, Inc.....	WHitehall	4-6869
Hil F. Best Co.....	StAte	2-5096
John Blair & Co.....	Superior	7-2300
The Bolling Co.....	WHitehall	3-2040
The Branham Co.....	Central	6-5726
Broadcast Time Sales.....	StAte	2-1405
Burke-Stuart.....	DEarborn	2-6685
Burn-Smith Co.....	Central	6-4437
CBS Radio Sales.....	WHitehall	4-6000
Thomas F. Clark Co.....	StAte	2-1663
Crosley Broadcasting Corp.....	StAte	2-6693
Everett-McKinney, Inc.....	Superior	7-9052
Forjoe & Co.....	DElaware	7-3504
Gill-Perna, Inc.....	Franklin	2-8665
Headley-Reed Co.....	Franklin	2-4686
George P. Hollingsbery.....	DEarborn	2-6060
H-R Representatives.....	Financial	6-6440
The Katz Agency.....	MOhawk	4-7150
Robt. S. Keller, Inc.....	StAte	2-5096
Joseph Hershey McGillvra, Inc.....	StAte	2-5282
Robert Meeker Associates, Inc.....	Central	6-1742
National Broadcasting Co.....	Superior	7-8300
John E. Pearson Co.....	StAte	2-7494
Peters, Griffin, Woodward, Inc.....	Franklin	2-6373
Edward Petry & Co., Inc.....	WHitehall	4-0011
Radio-TV Reprs., Inc.....	Financial	6-0982
Paul H. Raymer Co.....	Superior	7-4473
Sears & Ayer, Inc.....	Superior	7-8177

Venard, Rintoul & McConnell.....	StAte	2-5260
Walker-Rawalt Co.....	ANdover	3-5771
Weed & Co.....	WHitehall	4-3434
Adam Young, Inc.....	MIchigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.....	Financial	6-1600
N. W. Ayer & San, Inc.....	ANdover	3-7111
BBD&O.....	Superior	7-9200
Beaumont & Hohman.....	RAndolph	6-6181
Gordon Best, Co., Inc.....	StAte	2-5060
Bozell & Jacobs, Inc.....	Central	6-0870
Lea Burnett Co., Inc.....	Central	6-5959
Campbell-Ewald Co.....	Central	6-1946
Campbell-Mithun Inc.....	DElaware	7-7553
Dancer-Fitzgerald-Sample.....	Financial	6-4700
W. B. Doner & Co.....	ANdover	3-7800
Doremus & Co.....	Central	6-9132
Erwin Wasey, Ruthrauff & Ryan.....	Financial	6-1833
Foote, Cone & Belding.....	Superior	7-4800
Frank, Clinton E., Inc.....	WHitehall	4-5900
Fuller & Smith & Ross.....	ANdover	3-5039
Grant Advertising, Inc.....	Superior	7-6500
Robert Kahn & Assoc. Inc.....	Dickens	2-2200
H. W. Kaster & Sons Advertising Co.....	Central	6-5331
MacFarland, Aveyard & Co.....	RAndolph	6-9360
Malcolm-Howard.....	ANdover	3-0022
Maxon, Inc.....	LOrain	7-5710
McCann-Erickson.....	Webster	9-3700
Arthur Meyerhoff & Co.....	DElaware	7-7860
C. L. Miller Co.....	Central	6-1640
Needham, Louis & Brorby, Inc.....	WHitehall	4-3400
L. W. Ramsey Co.....	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.....	RAndolph	6-9760
Tatham-Laird, Inc.....	Harrison	7-3700
J. Walter Thompson Co.....	MOhawk	4-6700
Edward H. Weiss & Co.....	Central	6-7252
Young & Rubicam.....	Financial	6-0750

Radio-TV Program Prods.

Columbia Records, Inc.....	WHitehall	4-6000
Decca Records, Inc.....	MOhawk	4-4800
Feature Productions.....	MIchigan	2-6015
William Morris Agency.....	WHitehall	3-1745
Jewell Radio & TV Productions.....	MOhawk	4-5357
Jules Power Prod.....	DElaware	7-7422
Les Lear Productions Corp.....	RAndolph	6-0905
Morton Radio Productions, Inc.....	Central	6-4144
Music Corp. of America.....	DElaware	7-1100
NBC Radio Recording Division.....	Superior	7-8300
Walter Schwimmer Co.....	FRanklin	2-4392
Standard Radio Trans. Service, Inc.....	StAte	2-5322
Hal Tate Radio Productions.....	ANdover	3-6520
L. S. Toogood Recording Co.....	Central	6-5275
Ziv Television Programs, Inc.....	WH	4-1030

News Agencies and Ass'ns.

Associated Press.....	StAte	2-7700
International News Service.....	RAndolph	6-4838
RADIO-TV DAILY	DEarborn	2-6757
City News Bureau.....	StAte	2-8100
Community News.....	RAndolph	6-0002
United Press.....	FRanklin	2-9000

TV Film Producers-Dist.

Walter Schwimmer, Inc.....	FR	2-4392
Television Programs of America, Inc.....	WH	4-4767
UPA Pictures, Inc.....	AN	3-5766

WASHINGTON TELEPHONE NUMBERS

Federal Departments and Agencies

American National Red Cross	Republic	7-8300
Archives, National	Republic	7-7500
Business and Defense Services Administration	STerling	3-9200
Capital, U. S. (Senate, House)	Capitol	4-3121
Census, Bureau of The	LUdow	4-3000
Commerce, Department of	STerling	3-9200
Copyright Office, Library of Congress	STerling	3-0400
Court of Customs and Patent Appeals	NAtional	8-4696
Department of Defense	Liberty	5-6700
Air Force, Department of The	Liberty	5-6700
Army, Department of The	Liberty	5-6700
Navy, Department of The	Liberty	5-6700
Defense Mobilization Office of	EXecutive	3-3300
Executive Mansion (White House)	NAtional	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STerling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STerling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STerling	3-9200
Post Office Department	STerling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	Capitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	Liberty	5-6700
White House	NAtional	8-1414

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500
Radio Daily Association	EX	3-408
Radio, Electronics-Television Manufacturers Association	NAtional	8-3902

Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	Distric	7-1260
Westinghouse Broadcasting Co.	STerling	3-0903

AM Radio Stations

WARL	KE	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAJ	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WJAL	KEllogg	7-1100
WOL	HObart	2-3900
WOOO	REpublic	7-8000
WPIK	EMerson	3-3000
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH	Distric	7-1356
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

WMAL-TV	KEllogg	7-1100
WRC-TV	EMerson	2-4000
WTOP-TV	EMerson	2-9300
WTTG	STerling	3-5300

News Services

Associated Press	Distric	7-1500
United Press	EXecutive	3-3430

Networks

ABC	KEllogg	7-1100
CBS	EMerson	2-9300
MBS	STerling	3-3500
NBC	EMerson	2-4000

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC	NO	3-3311
KALI (Pasadena)	RYan	1-7149
KBIG	HO	3-205
KBLA (North Hollywood)	STate	7-3619
KDAY	HO	9-1981
KFAC	WEbster	8-0161
KFI	DU	2-2121
KFOX (Long Beach)	NEvada	6-7868
KFSG	DU	9-1141
KFWB	HO	3-5151
KGER (Long Beach)	NEvada	6-4774
KGFJ	HO	4-0201
KGIL (Sherman Oaks)	STate	4-6291
KHJ	HO	2-2133
KIEV (Glendale)	CI	1-1133
KLAC	HO	2-7271
KMPC	HO	9-5341
KNX	HO	9-1212
KPOP	DU	8-2345
KPOL	WEbster	8-2345
KRKK	CA	5-4116
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KABC-FM	NO	3-3311
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFAC-FM	WEbster	8-0161
KFMU-FM	WEbster	8-5233
KFOX-FM	NEvada	6-7868
KGLA-FM	DU	5-9966
KHJ-FM	HO	2-2133
KHOF-FM (Glendale)	CHapman	5-5668
KMLA-FM	DU	2-8426
KNOB-FM (Long Beach)	HEmlock	8-5519
KNX-FM	HO	9-1212
KRHM-FM	HO	7-5167
KUTE-FM	CI	4-1414
KRKK-FM	HO	5-2181
KWKW-FM (Pasadena)	RYan	1-6744

Television Stations

KABC-TV	NO	3-3311
KCOP	HO	2-7311
KHJ-TV	HO	2-2133
KRCA	THornwall	5-7000
KNXT	OLive	1-2345
KTLA	HO	9-3181
KTTV	HO	2-7111

Networks

American Broadcasting Company	Normandy	3-3311
Columbia Broadcasting System	Hollywood	9-1212
CBS-Radio	Hollywood	9-1212
CBS Television-Television City	Olive	1-2345
Mutual-Don Lee Broadcasting System	Hollywood	2-2133
National Broadcasting Company	Thornwall	5-7000

Station Representative

AM Radio Sales Co.	Hollywood	5-0695
Avery-Knodel, Inc.	Dunkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	Dunkirk	7-1333
Blair-TV, Inc.	Dunkirk	1-3811
CBS-TV Spot Sales	Olive	1-2345
Bolling Company, Inc.	Bradshaw	2-0544
The Branham Co.	Olive	3-6363
Broadcast Times Sales	Hollywood	5-1755
CBS-Radio Spot Sales	Hollywood	9-1212
Crawford, Fred E.	Dunkirk	4-7352
Forje & Co.	Ol	5-7755
Gillman, Nicoll & Ruthman	Dunkirk	7-1325
Gil-Perna, Inc.	Dunkirk	7-4388
W. S. Grant Co.	Hollywood	3-7194
H-R Representatives, Inc.	Hollywood	2-6453
Hawley, Mark Assoc.	Webster	8-2181
Headley-Reed Co.	Hollywood	4-8248
Hollingsber, George P., Co.	Dunkirk	5-2071
Katz Agency, The	Dunkirk	5-6284
McGavren-Quinn Co.	Hollywood	4-6146
Meeker Co.	Hollywood	2-2351
Tracy Moore	Hollywood	2-2351
NBC-KRCA Spot Sales	Thornwall	5-7000
Oakes, Harian G., Associates	Dunkirk	2-3200
Lee F. O'Connell Co.	Ol	5-7597
John Pearson Co.	Dunkirk	5-5084
Peters, Griffin, Woodward, Inc.	Hollywood	9-1688
Edward Petry Co.	Tucker	3171
Rambeau, William G., Co.	Hollywood	4-6017
Paul H. Reymer	Hollywood	2-2376
Scott, Duncan & Co.	Dunkirk	8-4151
Venard, Rintoul, McConnell	Dunkirk	8-4151
Video Views	Hollywood	3-4179
Weed & Company	Hollywood	2-6676
Young, Adam J., Inc.	Hollywood	2-2289

Advertising Agency

Action in Advertising	Dunkirk	3-3114
Ad Larson	Normandie	4-6552
Advertising Council, Inc.	Crestview	4-8039
Advertising Engineers Corp.	MAdison	3-5039
Alber, R. H., Co.	Hollywood	3-8273
Allen, Dorsey & Hatfield, Inc.	Normandie	3-9343
Allen & Marshall Adv., Agency	Olive	3-1770
Allen, Martin, Co.	Webster	3-0734
Allied Advertising Agencies	Hollywood	2-0837
Anderson-McConnell Adv. Agency	Webster	6-6161
U. S. Anderson Co.	Webster	8-7812
Arnold, Rupert Advertising	Dunkirk	2-0896
Asch, A., Inc.	Dunkirk	7-7600
Associated Advertising Agency	Ol	2-7690
Atherton Advertising Agency	Olive	3-2246
Atchison & Havder	Dunkirk	5-7191
Ayer, N. W., & Son, Inc.	Hollywood	3-4871
Baldwin, Ben, Adv. Agency	Hollywood	2-0908
Barnes Chase Co.	Dunkirk	4-1193
Baron, Richard, Co.	Hollywood	2-5657
Bates, Kirk O.	HU	2-4270
Bates, Ted., & Co.	Hollywood	9-2161
BBDO	Hollywood	2-6723
Bous & Ross Co.	Dunkirk	8-1107
Boyard, Jere	Oldfield	5-9355
Becker, Max, Advertising (Long Beach)	Hemlock	6-5222
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed, Agency	OPolar	6-4334
Bell Advertising	PLeasant	3-2339
Bennett, Harry, Adv. Agency	Olive	5-6045
Bennett, Walter F., & Co.	Hollywood	4-8291
Benton & Bowles, Inc.	Hollywood	4-9151
Berghoff Associates, Inc.	Olive	5-7536
Bishop & Associates, Inc.	Hollywood	2-1266
Blades, Richard H.	MAdison	9-2856
Bloch's Advertising	Hollywood	3-0647
Blum's Direct Advertising	Dunkirk	8-3441
Bogerts, The	Hollywood	3-6871
Bowes, Chas. Adv. Co.	Dunkirk	1-3881
Boyd, John R.	CLevland	6-8698
Boylhart, Lovett & Deane	Dunkirk	4-2161

Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brehme Ad Service (Glendale)	CHapman	5-1539
Broadcasting Advertising	BRadshaw	2-4840
Brown, Byron H., & Assoc.	OLympia	3-2320
Buchanan & Co., Inc.	OL	5-8200
Bull, Frank, & Co.	Hollywood	5-4195
Burke, Dowling & Adams Inc.	WEbster	8-3844
Burnett, Leo, Co., Inc.	Hollywood	4-7374
Burt, George Advertising	Hollywood	5-1183
Buss, R. H., Associates	Dunkirk	5-4385
Roxton, Erwin	RYan	3-5541
California Adv., Agency	Hollywood	3-5189
Calkins, Helen, Inc.	WEbster	6-5145
Calvert, J. Russell & Assoc.	BRadshaw	2-2868
Campbell-Eldon Co.	Dunkirk	9-1334
Campbell-Mithun, Inc.	Hollywood	2-0715
Caples Co., The	Dunkirk	7-4255
Carlson, Milton Co.	Dunkirk	8-9464
Carson-Roberts Inc.	BRadshaw	2-8366
Case, Roger T., Assoc.	Hemlock	7-3503
Castor & Assoc.	OLEader	2-1315
Chamberlin & Associates	Dunkirk	7-6444
Cheshire Advertising Associates	Hollywood	9-4580
Citizen Advertising Agency, Inc.	MAdison	2-2463
Clark, Darwin H., Co.	MAdison	5-2441
Classified Advertising Agency	HU	2-1690
Cloward Velma Advertising	Dunkirk	4-2558
Coast Advertising Associates	TRinity	1269
Cole, Fischer & Rogaw	CRestview	6-3195
Cole, Val Advertising Agency	CRestview	5-8462
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	Dunkirk	7-3388
Columbia Pacific Advertising	GAField	3-1040
Compton Advertising, Inc.	OL	2-0100
Consolidated Adv. Directors	OLive	5-6484
Copy Cat Advertising	STanley	7-4348
Cowell, Leslie B., Advertising	STanley	7-7229
Craig & Reid, Inc.	Hollywood	4-8218
Creative Advertising	OLympia	5-8281
Crist, Ken, Inc.	NOrmandie	1-1287
Culbertson, Robert C. Adv.	OLive	5-8514
Culp, Earl R., Co.	Dunkirk	2-8406
Cunningham & Walsh, Inc.	OL	2-5690
Dancer-Fitzgerald-Sample, Inc.	Hollywood	2-3256
D'Arcy Adv. Co.	Dunkirk	5-3171
Delman, Allen & Assoc.	WEbster	6-2312
Davidson, David, & Co.	Hollywood	2-7753
Davis & Blackwell, Inc.	Victoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Dennis, Robert, Agency	MAdison	5-2183
DeSantis Advertising Agency	CHapman	5-5662
Dibble, Gordon H.	CHapman	5-2495
Dolson Advertising Agency	LOraire	9-5111
Donahue & Coe	Dunkirk	1-2271
Donald, Dick, Advertising	Dunkirk	8-0555
Doyle, Dane, Bernbach	WEbster	8-3781
Dozier, Eastman & Co.	Dunkirk	5-6071
Dreyfus Co. Adv.	OLive	8-8255
Dumas, E. C., Advertising	OLive	6-4100
Durstone, Roy S., Inc.	Dunkirk	8-3411
Ebberts, Dan, Adv. Serv.	LUdio	7-9161
Edelstein, Irwin L. & Assoc.	OLive	3-7420
Ehlert, Jake	MAdison	6-2227
Eisman-Gokes, Advertising	Hollywood	4-7265
Eisenberg, Ralph	MAdison	2-0439
Elliott, Neil M., Advertising	Dunkirk	7-7301
Envarf & Rose Advertising	OL	4-4070
Erwin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211
Essig Co.	POplar	3-4365
Esty, William Co.	Hollywood	2-6301
Faan, O. K. Advertising Agcy.	MAdison	2-7192
Falkenhainer, Carl	BRadshaw	2-0136
Fallon & Co.	Hollywood	3-5683
Farrar Advertising	GRanite	8-3011
Fehlman, Warren P. Adv. Co.	OXnard	4-5270
Fellows, John C., Co.	SYcamore	2-4645
Flax-Bronston Co.	MAdison	6-7751
Foladere, Maurv & Assoc.	Hollywood	9-8135
Foote, Cone & Belding (Hollywood)	Hollywood	9-6265
Foote, Cone & Belding (Los Angeles)	MAdison	9-3611
Forstall, R. J. Co.	WEbster	5-1211
Frank, Albert-Guenther Law	WEbster	3-7593
Frank, Don Advertising (Anaheim)	KEYstone	5-6091
Frazier, Cornelius W.	MAdison	5-8392
Fritz, Jimmv, & Associates	Hollywood	3-3251
Fuller, Smith & Ross, Inc.	OLive	3-0240
Gage, Booth & West, Inc.	OLive	3-1770
Gard, Dalbert & Associates	Dunkirk	8-8422
Gardner, H. M., & Assoc.	OLive	5-7465
Gaynor, Colman, Prentiss & Varley, Inc.	OL	5-8191
Geissinger, W. B., & Co.	WEbster	3-7178

TELEPHONE NUMBERS IN LOS ANGELES

General Advertising Agency, Inc.	Hollywood	3-5128	McLain, W. R., & Associates	Normandie	3-8200
Gerth, Brown Clark & Elkus	OLive	3-2320	McNeill & McCleery	Dunkirk	5-7341
Gilbert & Benton	Stanley	7-1848	Mcany, Phillip J., Co., Adv.	Dunkirk	5-4181
Gilbert, Martin, Agency	State	3-2900	Meltzler, Richard, Adv.	OLive	3-8550
Gill Clifford Agency	OLive	5-8388	Meyerhoff, Arthur, & Co.	OL	3-1633
Glosser-Gailey, Inc.	Dunkirk	4-2141	Miner, Dan B., Co.	Dunkirk	8-3301
Glenn Advertising, Inc.	OL	3-9030	Minns, Richard L.	CRestview	1-7207
Gold Mike Agency	RYan	1-4745	Monso, John S., Advertising	OLive	2-7218
Goldstone-Tobias	OL	5-6010	Morgan Company, The	State	6-5696
Gonda, Francis D., Adv. Agency	Hollywood	2-1325	Morgan, Raymond R., Co.	Hollywood	3-4194
Goodman, Anderson, Advertising	OLive	3-6400	Motil & Siteman Advertising	OL	2-5095
Graham, Clyde D.	Dunkirk	3-1266	Mowinkel, E. K., Advertising	Richmond	7-0529
Grant, Will	Dunkirk	7-3361	Mullins, Earl, Advertising	Dunkirk	5-9088
Grant Advertising Agency	Hollywood	1-9231	Norgi Advertising	VAndike	1647
Gray-Moore Agency	Hollywood	9-3931	National Advertising Associates	Dunkirk	7-4388
Gray, Norman Co.	OL	7-0648	National Federation of Advertising Agencies	OL	3-2320
Gregory, Willard G., & Co.	Madison	7-0531	Neale & Associates	OL	6-0500
Grey Advertising	Hollywood	4-7347	Neave & North Advertising	Hollywood	2-6044
Guerin-Johnstone-Jeffries Advertising	Cleveland	7-7572	Neave, Ralph Advertising (Manhattan Beach)	Frontier	4-1609
Guild, Bascom & Bonfigli	Hollywood	9-8217	Needham, Louis, & Brobyr	CRestview	6-2073
Hadlock & Associates	Hollywood	2-6731	Nelson Adv. Service	WEbster	8-3844
Harris, Harlan & Wood Adv.	Hollywood	9-2911	Newman, Ben Allah, Advertising Service	Dunkirk	9-6649
Heintz & Co., Inc.	Madison	9-3181	Newmark, Nelson, Advertising	Madison	4-1568
Hill, Don	Madison	4-5149	North Advertising	OL	2-3770
Herbert E. Hill	HU	3-7730	Olen, David, Adv.	OLive	5-7290
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	Pacific Advertising Service	Richmond	9-5803
Hoel, John D., Adv. Agency	RYan	1-7131	Packard, Jack Advertising	CHapman	5-5591
Hollander, Welsh Advertising	Dunkirk	9-1171	Pardee Co., The	Hollywood	2-7306
Hong-Cooper Co.	Dunkirk	8-3301	Patch & Curtis Advertising (Long Beach)	HEmlock	3-4919
House of Leads	PLEasant	3-2226	Patton, George Adv.	Hollywood	2-0841
Houston Advertising Service Co.	NORMandie	5-5886	Paul & Baum	OL	3-2110
Huble Adv. Agency	Dunkirk	2-2366	Pell, Ben, Advertising	Madison	2-1557
Hunter & Wilhite Advertising	WEbster	3-7353	Perrett Co., The	Madison	8-2388
Hutchinson Advertising	Hollywood	2-4500	Pflaum, Stanley, & Associates	OL	2-0332
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Porter, Wesley H., Adv.	AXminster	3-0400
Jay, Clarence L. Industrial Adv.	NORMandy	4-7131	Productive Advertising	AXminster	1-1322
Jaycraft Co.	Thornwall	2-5310	Ramsey, Brown & Co.	Hollywood	3-6851
Jenner, Don, Advertising	Dunkirk	2-8321	Raymond, J. W., Advertising	HU	3-4330
Jensen, Walter L., Advertising	Dunkirk	9-8355	Raymond, Larry, Co.	WEbster	6-8125
Jett Advertising	Hollywood	2-6635	Robin Co., The	Dunkirk	3-3114
Johnson, J. Howard	Madison	4-8464	Robin, Lee & Arnold	CRestview	4-5853
Johnson & Lewis	Hollywood	5-7105	Robins, Jerome, Agency	Dunkirk	8-0661
Jones, Paul, & Associates	Dunkirk	1-3003	Poche-Eckhoff & Lee	OLive	5-7670
Kaplan, Sara Jane, Advertising	OLive	3-6057	Rockett-Lauritzen	REpublic	4-2106
Kaufman, Lon, Co.	Dunkirk	8-2725	Ross, Charles, Adv. Agency	Hollywood	2-1184
Kaufman, Hans E., & Co.	Hollywood	3-3800	Ross, Clark	WEbster	4-5152
Kay-Christopher Advertising	WEbster	9-1347	Ross, Roy, Inc.	Hollywood	9-6263
Kearney, Raymond, Advertising	Bradshaw	2-3548	Russell-Stuart & Assoc.	Hollywood	3-6156
Keen & Associates	OLive	3-7420	Sawdon, Frank	Hollywood	4-3129
Kellogg, Edw. S.	Dunkirk	7-5213	Schurrer, Lou, Adv.	Hollywood	3-3800
Kelso, M. H., & Co.	Dunkirk	2-2072	Scott, M. B., Advertising	OL	3-5310
Kenyon & Eckhardt	HU	3-2101	Scott, J. B., Adv. Agency	Madison	6-9397
Kennedy, Walker & Wooten	OL	2-0555	Sears, George J., Advertising	OL	2-1793
Keys, Madden & Jones	Hollywood	2-3974	Shane, Leonard, Agency	Hollywood	9-2258
Killingsworth Co.	Dunkirk	5-6111	Shay Advertising	Hollywood	4-1158
Kirby, Dick, & Associates	VAndike	8334	Sheldon, Lisle Adv.	Hollywood	2-2366
Klitten, Martin R., Co.	Dunkirk	7-8395	Sherman & Pam	Hollywood	7-3111
Kraft Advertising	Dunkirk	8-6262	Show Management	WEbster	8-0148
Lance Advertising	CRestview	5-6158	Sieck, Charles H.	GRanite	3-3659
LaRoche, C. J., Advertising	Hollywood	9-3656	Simmons, Dean	WEbster	1-1311
Latta & Co.	Madison	6-3284	Smalley, Levitt & Smith	Madison	8-5336
Lawrence Co.	Bradshaw	2-5820	Speer Advertising Agency	Richmond	7-9626
Lee & Associates	WEbster	3-9349	Spees Advertising Agency	Dunkirk	9-6933
Lee, J. Richard	Hollywood	9-2721	Stahl, Charles N., Adv. Agency	Hollywood	2-7344
Lee, Robert E., & Associates	Bradshaw	2-4125	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Leni Advertising	Hollywood	4-0141	Stebbins, Hal, Inc.	Richmond	9-5317
Lennon & Newell	CRestview	1-7221	Steinlauf, Malcolm, & Co.	WEbster	3-7564
Lewin, Howard, Advertising	Dunkirk	8-8771	Steller, Miller & Lester, Inc.	Dunkirk	7-5377
Lewis Advertising	Hollywood	5-9040	Stiller, Rouse & Hunt Advertising	OL	5-8550
Lionel & Simons Advertising	Hollywood	2-7429	Stodel Advertising	Madison	2-1193
Little & Co.	Dunkirk	9-1267	Straus, J. M., & Co.	Dunkirk	3-9561
Logan, Dudley L.	Dunkirk	2-8471	Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Lynn-Western, Inc.	WEbster	5-3040	Sudler Co.	Bradshaw	2-3438
Mack Agency	Hollywood	2-6377	Sullivan Stauffer Colwell & Bayles, Inc.	Hollywood	4-2119
MacManus, John, & Adams	OLive	3-6130	Sussman & Meyer Adv.	OLive	5-8730
Mann Advertising Co.	Dunkirk	2-1179	Swafford & Co.	OLdfield	5-9690
Mannis, Samuel A.	Hollywood	4-7501	Taggart & Young	WEbster	3-8108
Markham Co.	Dunkirk	8-9495	Tatham-Laird, Inc.	Hollywood	1-9228
Martha's Adv. Service	Madison	6-4897	Taylor Host, Inc.	Capitol	5-3208
Marto, Walter	SY	6-2239	Thompson, J. Walter, Co.	OL	3-0300
Mathison & Associates	HU	2-1870	Thompson-McDonald	Hollywood	2-7249
Mathews, Anne D. (Pasadena)	SYcamore	9-6504	Tilds & Cantz Advertising	Hollywood	2-6651
Mayer Company	Dunkirk	8-2111	Todd, Michael, Advertising	Hollywood	5-8036
Mays, Charles H., Co.	OLive	3-8991	Tullis Co., Inc., The	Hollywood	2-6333
Mays & Co.	Madison	7-8534	Tyler-Smith, T. Advertising	Dunkirk	7-5519
McCann-Erickson	Dunkirk	5-3301	United Bench Advertising	AXminster	2-8107
McCarty Co., The	Dunkirk	5-4011	Universal Advertising Agency, Inc.	Hollywood	4-8218
McCreery, Walter, Co.	OL	2-4480			
McElligitt, Ford C., & Associates	Madison	2-4653			
McElroy Adv. Agency	Richmond	9-2043			
McHugh Advertising Co.	Bradshaw	2-0233			
McKee, Burns Adv.	Hollywood	7-4218			

TELEPHONE NUMBERS IN LOS ANGELES

Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203
Victor, A. J., Company	HOLlywood	7-9191
Vanderhurst Adv.	DUnkirk	9-2300
Van-Scott, Inc.	DUnkirk	4-7555
Victor, A. J., Company	AXminster	2-3726
Voorhes, P. W., Inc.	BRadshaw	4-7457
Wade, Geoffrey, Adv. Agency	HOLlywood	2-9853
Walsh, Nellie L., Advertising	MA	3-0130
Warwick & Legler, Inc.	OL	7-2633
Weatherwax-Spurgan & Associates	MA	9-2283
Webster, R. W., Adv.	MADison	3-2300
Weinberg, Milton, Adv. Co.	OLive	4-8929
Weiser, Marty, Co.	CRestview	9-1171
Welsh, Hollander & Coleman Adv.	DUnkirk	6-7668
Wessells, George M., Company	WEstber	5-2543
West-Marquis, Inc.	HUNtley	5-5051
Westwood, Tom, Adv. Agency	CH	5-2054
Whiteman, Richard	DUnkirk	4-2186
Wildner, Alvin	REpublic	2-6396
Williams, Dallas & Sons	HOLlywood	5-3325
Willis, Harry G., & Assoc.	CHapman	7-5189
Winan & Co., Paul	RIchmond	3-6242
Wolfer-Douglas-Bennington, Inc.	CUMberland	8-8540
Wood, Frank A.	WEstber	8-2361
Wood, Len, Co.	DUnkirk	5-6094
World Advertising (Long Beach)	HEmlock	7-9983
World Wide Want Ad Service	MADison	1-2319
Wynne-Alexander Advertising (Pasadena)	RYan	2-2684
Young, Marvin, Associates	HOLlywood	2-2684
Young, M. M., Adv.	HOLlywood	6-7641
Young & Rubicam	MADison	

Radio-TV Program Prod.

Aladdin Enterprises	HOLlywood	2-6686
Alexander, M & A, Productions, Inc.	HOLlywood	4-7571
Burrard, Bill, Productions	HOLlywood	3-8181
Cavalcade Television Programs	OL	4-4144
Cheshire & Associates	HOLlywood	9-3498
Consolidated Film Industries	HOLlywood	9-1441
Corradine, Tom J., & Associates	HOLlywood	2-4448
Commodore Productions	HOLlywood	9-7502
Crosby, Bing, Enterprises	CRestview	1-1171
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Guedel, John, Radio Productions	WEstber	6-6291
Hollywood Central Recording Studios, Inc.	HOLlywood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	POplar	6-3871
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLlywood	3-2822
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	RIchmond	3-1823
Rockett Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telescriptions Corp.	HOLlywood	2-1261
Steffner, Wayne, Prods.	HOLlywood	3-4173
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Telefilm, Inc.	HOLlywood	9-7205
Telepix Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
Tuchman, Harris, Productions	WEstber	6-7189
Universal Recorders	HOLlywood	9-8282
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of Calif.	WEstber	8-0183
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	HOLlywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

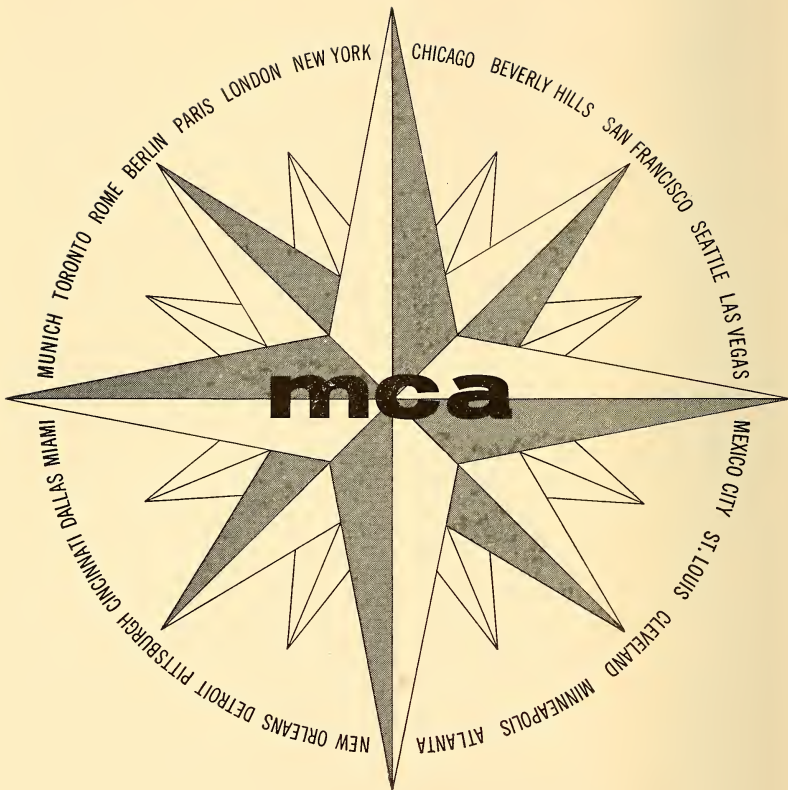
TV Film Producers-Dist

M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Bonded TV Film Service, Inc.	OLd	4-7575
Frank Cooper Associates	CR	4-5971
Jack Demore, Productions, Inc.	HO	4-3131
Desilu Productions, Inc.	HO	9-5911
Walt Disney Studio	TH	5-3141
Douglair Corporation	OL	2-7490
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	HO	9-5911
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	2-7141
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231

Gannaway International Corporation	PO	3-8411
Gross-Krasne, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8700
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	PO	6-3871
Hal Roach Studios	TE	0-2931
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	2-3111
Swift-Chaplin Productions, Inc.	HO	7-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television Productions, Inc.	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	ST	7-1211
Van Praag Productions	HO	2-1141
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allan, Lane Agency	OL	2-7953
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of Television and Radio Artists	HOLlywood	4-5123
Aragon Agency	TElas	0-4565
Armstrong-Deuser	CRestview	4-8135
Ashley-Stainer Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Auer, Miles Bohm	HOLlywood	2-6416
Barnes, William, Agency	CRestview	1-5256
Barry, Vy, Agency	HOLlywood	9-0989
Barskin Agency, The	OL	2-5470
Baxley, Bill Agency	HOLlywood	9-2878
Bell, Marcella Agency	CRestview	6-0012
Bender-Ward	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	HOLlywood	5-6978
Brewis, Alex	OL	2-7020
Burr, Dorothy	HOLlywood	4-6898
Carr, Beverly	CRestview	4-8555
Cloutman-Barskin-Short	OL	2-6833
Columbia Artists Management	MADison	6-2327
Condit Agency	HO	4-3237
Connor, Allen	HOLlywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-3969
Cumber, L. Attractions Agency	AXminster	3-6969
Darrow Agency, The	CRestview	4-7253
Davis, Charles Agency	HOLlywood	4-0474
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	HOLlywood	5-7438
Doak, Virginia	CR	4-8121
Donaldson Agency	OL	2-0355
Draewemer, Isabelle, Agency	WE	5-1759
Drexel-Jameson Agency	CRestview	4-7551
Faber, Alice	CRestview	4-6763
Fame Agency	CRestview	6-6238
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
French, Hugh	CRestview	6-7766
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	OL	3-6145
General Artists Corporation	BR	2-4259
Gertz, Mitchell	CRestview	4-5491
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	CR	4-7563
Griffith, Byron	HOLlywood	7-2600
Grimco Agency	HOLlywood	2-1133
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	CRestview	5-5753
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	OL	2-5160
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Hal	OL	2-4686
Hill Agency & Associates	HO	2-5239
Ingersoll, George, Agency	HOLlywood	7-0862
Irwin, Lou	CRestview	1-7131



The logo for Radio-Television Daily, featuring the words "RADIO" and "TELEVISION" stacked above "DAILY" in a stylized, blue, blocky font with a textured, slightly distressed appearance.

**RADIO
TELEVISION
DAILY**

presents

BUSINESS



FINANCIAL DATA

GENERAL STATISTICS

NETWORK TV ADVERTISERS

1959

**SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD**



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

CAUSES OF BUSINESS FAILURES IN THE UNITED STATES—1958

FOR ALL LINES OF BUSINESS—COMMERCIAL SERVICE

UNDERLYING CAUSES		APPARENT CAUSES	
Number	Per Cent	Number	Per cent
41	3.5	Bad Habits	14
		Poor Health	1.2
		Marital Difficulties	17
		Other	1.5
			0.4
			0.4
20	1.7	Misleading Name	—
		False Financial Statement	3
		Premeditated Overbuy	0.25
		Irregular Disposal of Assets	1
		Other	1.1
			0.25
195	16.6	Inadequate Sales	662
		Heavy Operating Expenses	56.2
196	16.7	Receivables Difficulties	73
		Inventory Difficulties	71
		Excessive Fixed Assets	6.0
		Poor Location	27
		Competitive Weakness	2.3
		Other	203
189	16.0		17.2
506	43.0		1.6
			19.1
			3.1
12	1.0	Fire	3
		Flood	0.2
		Burglary	1
		Employees' Fraud	2
		Strike	0.2
		Other	1
			0.1
18	1.5		—
			5
			0.4
1,177	100.0		—
			5
			0.4

Due to

On the part of the principals, reflected by

Evidenced by inability to avoid conditions which resulted in:—

Some of these occurrences could have been provided against through insurance.

Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.

Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

SOURCE: Dun & Bradstreet.



Affiliate of General Artists Corporation

640 FIFTH AVENUE • NEW YORK 19, N. Y.

CIRCLE 7-7543

NEW YORK

CHICAGO

BEVERLY HILLS

MIAMI BEACH

DALLAS

LONDON

TV Stations Reporting Profit or Loss By Full and Part Year Operation

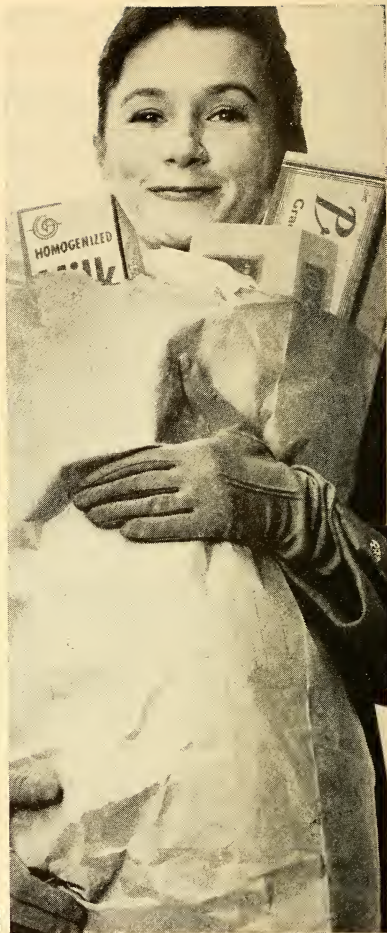
	1957			Total
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	
A. Stations in operation on December 31, 1957:				
Full year operation:				
Profit	97	162	23	282
Loss	11	109	48 ^a	168
Data not available	—	3	2	5
Subtotal	108	274	73	455
Part year operation:				
Profit	—	5	—	5
Loss	—	20 ^a	9	29
Data not available	—	3	2	5
Subtotal	—	28	11	39
B. Stations in operation during 1957 but ceasing operations prior to December 31, 1957.....				
	—	1	11	12
C. Total stations operating all or part of 1957				
	108	303	95	506

^a One station in this group ceased operations by July 1, 1958.

Broadcast Expenses Of 3 TV Networks And 501 TV Stations

<i>Type of Expense</i>	1957		Total
	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	
Number of networks	3	—	3
Number of stations	16	485	501
		(\$ Thousands)	
Technical	\$ 55,216	\$ 66,881	\$122,097
Program	274,577	151,463	426,040
Selling	23,169	43,362	66,531
General and administrative	44,256	124,316	168,572
Total Broadcast Expense	\$397,218	\$386,022	\$783,240

Source: FCC.



Two ways to get them up to their ears in commercials

Some commercials build up resistance... others build up sales. The differences—all the way from failure to middling success to real success—show the creative selling ability of your advertising agency.

Young & Rubicam, Inc. Advertising NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES
HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

238 NETWORK TELEVISION ADVERTISERS

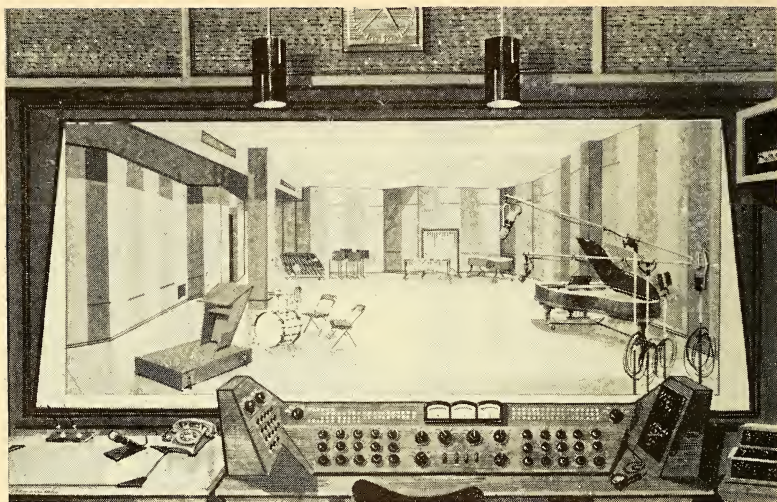
Spending \$25,000 or More During 1958

(Gross Time Costs Only)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
186.	A. S. R. Products Corp.	\$ 136,301	74.	Firestone Tire & Rubber Co.	1,597,171
167.	Academy of Mot. Pict. A & S.	212,616	102.	Florida Citrus Commission	911,625
80.	Alberto Culver Co.	1,131,882	112.	Florists' Telegraph Del. A.	807,468
230.	Aldon Rug Mills, Inc.	31,590	11.	Ford Motor Co.	12,561,121
137.	Aluminum, Ltd.	478,638	25.	General Electric Co.	5,295,996
77.	Aluminum Co. of America	1,531,362	4.	General Foods Corp.	20,733,118
157.	Amana Refrigeration, Inc.	219,264	11.	General Mills, Inc.	10,790,118
159.	Am. Broadcasting, Param. Thea	237,387	5.	General Motors Corp.	20,593,366
88.	American Can Co.	1,253,570	191.	General Time Corp.	122,935
213.	American Character Doll Co.	59,164	66.	Gerber Products Co.	1,713,996
43.	American Chicle Co.	2,969,625	232.	Gilbert, A. C., Co.	29,730
97.	American Dairy Ass'n.	996,376	7.	Gillette Co.	16,132,360
207.	American Express Co.	67,910	231.	Goebel Brewing Co.	31,385
76.	American Gas Ass'n.	1,549,530	89.	Gold Seal Co.	1,195,315
6.	American Home Products Corp.	20,507,683	162.	Goodrich, B. F. Co.	228,860
121.	American Mach. & Foundry Co.	720,590	61.	Goodyear Tire & Rubber Co.	1,779,195
237.	American Petrofina, Inc.	26,156	195.	Gossard, H. W., Co.	96,190
90.	American Tel. & Tel. Co.	1,190,176	115.	Graham, Billy, Evang. Assn.	778,011
12.	American Tobacco Co.	11,252,180	72.	Greyhound Corp.	1,633,818
183.	Amity Leather Products Co.	141,026	131.	Gulf Oil Corp.	519,012
37.	Armour & Co.	3,532,737	101.	Hallmark Cards, Inc.	920,650
49.	Armstrong Cork Co.	2,764,452	115.	Hamm, Theodore Brew. Co.	366,840
181.	Arnold Schwinn & Co.	150,490	187.	Hanes, P. H. Knitting Co.	134,494
82.	Associated Products, Inc.	1,377,366	147.	Hartz Mountain Products	311,101
86.	Atlantis Sales Corp.	1,322,987	111.	Heinz H. J. Co.	795,518
188.	Ballantine, P., & Sons	130,931	46.	Helene Curtis Ind. Inc.	2,938,518
118.	Baynk Cigars, Inc.	743,001	130.	Hill's Brothers Coffee, Inc.	558,338
51.	Beech Nut Life Savers, Inc.	2,476,177	141.	Hoover Co.	401,470
120.	Bell & Howell Co.	730,733	217.	Hygrade Food Prod. Corp.	48,224
225.	Beltone Hearing Aid Co.	36,891	220.	Ideal Toy Corp.	46,325
185.	Bird & Son, Inc.	139,822	173.	Insurance Co. of North America	181,117
61.	Bishop, Hazel, Inc.	2,112,594	176.	International Shoe Co.	175,858
85.	Block Drug Co., Inc.	1,357,243	165.	Jackson Brewing Co.	216,155
62.	Borden Co., The	1,860,634	229.	Jackson & Perkins Co.	31,711
95.	Breck, John, H., Inc.	1,025,460	135.	Jerclaydon, Inc.	495,102
103.	Brillo Manufacturing Co.	925,190	215.	Johnson, Howard, D. Co.	53,064
8.	Bristol Myers Co.	16,072,802	55.	Johnson & Johnson	2,461,026
269.	Brown Shoe Co., ne.	65,297	39.	Kaiser Industries Corp.	3,387,268
19.	Brown & Williamson Tob. Co.	8,250,471	15.	Kellogg Co.	10,290,885
70.	Bulova Watch Co.	1,667,057	134.	Kemper Insurance	503,057
211.	Bymart Tintair, Inc.	59,901	203.	Kendall Co.	73,297
190.	California Prune Advs. Bd.	129,816	189.	Keystone Camera Co., Inc.	129,893
33.	Campbell Soup Co.	4,233,743	11.	Kimberly Clark Corp.	2,966,771
206.	Canada Dry Corp.	68,562	233.	Knapp Monarch Co.	27,180
151.	Canadian Breweries, Ltd.	268,749	156.	Lehn & Fink Products Corp.	251,833
52.	Carnation Co.	2,661,252	3.	Lever Brothers Co.	21,958,373
38.	Carter Products, Inc.	2,340,095	129.	Lewis Howe Co.	562,503
79.	Chemstrand Corp.	1,506,984	73.	Libbey Owens Ford Glass Co.	1,623,869
11.	Chesebrough Ponds, Inc.	3,098,078	81.	Libby, McNeill & Libby	1,427,111
10.	Chrysler Corp.	14,341,471	13.	Liggett & Myers Tobacco Co.	10,819,983
153.	Church & Dwight Co. Inc.	266,575	18.	Lorillard, P., Co.	9,791,226
149.	Chrol, Inc.	291,795	200.	Lowe, Joe, Corp.	76,505
193.	Clinton Engines Corp.	105,847	125.	Ludens, Inc.	600,325
2.	Colgate Palmolive Co.	22,857,497	124.	Manhattan Shirt Co.	639,070
198.	Consolidated Cigar Corp.	80,151	71.	Mars, Inc.	1,666,111
201.	Consolidated Foods Corp.	74,500	226.	Mars, Louis, & Co.	36,048
119.	Continental Baking Co.	740,261	136.	Mattel, Inc.	492,945
202.	Coopers, Inc.	74,461	53.	Mennen Co.	2,380,733
29.	Corn Products Co.	1,927,210	101.	Mentholatum Co.	957,654
169.	Cracker Jack Co., The	207,372	30.	Miles Laboratories, Inc.	4,785,393
106.	Distillers' Corp., Seagram's Ltd.	876,022	113.	Miller Brewing Co.	805,288
222.	Dorneyer Corp.	40,831	117.	Minnesota Mining & Mfg. Co.	756,064
127.	Dow Chemical Co.	598,592	214.	Minute Maid Corp.	57,778
68.	Drackett Co.	1,699,539	140.	Mogen David Wine Corp.	415,331
228.	Drexel Furniture Co.	34,706	146.	Monsanto Chemical Co.	316,256
51.	DuPont, DeNemours, E. I. Co.	2,671,026	177.	Murray Corp. of America	167,526
155.	Eastco, Inc.	257,996	163.	Nat'l. Benefit Hlth. & Acc. As.	220,526
21.	Eastman Kodak Co.	5,937,361	154.	Nat'l. Ass'n. of Insur. Agnts.	258,787
150.	Elgin National Watch Co.	288,857	35.	National Biscuit Co.	3,596,818
69.	Factor, Max & Co.	1,695,612	158.	National Brewing Co.	240,980
93.	Falstaff Brewing Corp.	969,879			

(Continued on Page 117)

This is *Gotham*



Control room view of *Studio G-3*, newest addition to the Recording, Editing, Mastering and Pressing facilities available at New York's most modern Recording Company. Gotham's 10 years of experience, serving top ad agencies, public service and governmental organizations in all phases of Radio, TV and Film Spot Commercial, Jingle and Program Production can serve you . . .

Gotham Recording Corporation

2 West 46th Street, New York 36, New York • JU 6-5577

Herbert M. Moss, President

(Continued from page 115)

223.	Nat'l. Citizens, Eisenhower/Nix.	39,618	75.	Sears Roebuck & Co.	1,552,128
20.	Nat'l. Dairy Prods. Corp.	6,709,514	81.	Seven Up Co.	1,368,282
238.	Nat'l. Federation of Post Off.	25,788	160.	Shaeffer, W. A. Pen Co.	236,310
141.	Nat. Grape Co., of Ass'n, Inc.	385,735	110.	Shulton, Inc.	812,095
146.	National Presto Industries	212,999	59.	Singer Manufacturing Co.	2,225,091
36.	Nestle Co., Inc., The	3,537,424	219.	Smith Brothers, Inc.	46,877
218.	N. Y. State Republican Comm.	47,845	192.	Smith, Kline & French Labs.	112,990
175.	Niagara Therapy Mfg. Corp.	179,689	67.	Socony Mobil Oil Co., Inc.	1,709,593
108.	North Amer. Phillips Co., Inc.	810,729	227.	Standard Petroleum Corp.	34,711
107.	Noxema Chemical Co.	856,729	91.	Spicdel Co.	1,133,901
113.	Olin Mathieson Chem. Corp.	392,868	18.	Sperry Rand Corp.	2,802,210
234.	Oswow Products, Co., Inc.	27,126	132.	Staley, A. E. Mfg. Co.	513,850
138.	Outboard Marine Corp.	470,231	23.	Standard Brands, Inc.	6,144,983
96.	Pan Amer. World Airways	1,002,600	128.	Standard Oil Co. of Ind.	585,326
60.	Pet Milk Co.	2,211,093	221.	Standard Oil Co. of Ohio	38,072
174.	Peter Paul, Inc.	179,770	172.	Star Kist Foods, Inc.	184,596
146.	Pharmaceuticals, Inc.	10,173,557	112.	State Farm Mutual Auto Inc.	399,325
216.	Philadelphia & Reading Corp.	48,297	17.	Sterling Drugs, Inc.	9,919,859
178.	Philco Corp.	162,626	182.	Sterns Nurseries, Inc.	143,516
28.	Phillip Morris, Inc.	4,967,012	199.	Stroh Brewery Co.	77,481
122.	Phillips Van Heusen Corp.	699,234	201.	Studebaker Packard Corp.	71,380
27.	Pillsbury Mills, Inc.	5,205,578	93.	Sunbeam Corp.	1,125,580
111.	Pittsburgh Plate Glass Co.	811,189	92.	Sunshine Biscuits, Inc.	1,130,508
94.	Polaroid Corp.	1,031,872	63.	Sweets Co. of Amer. Inc.	1,838,371
164.	Polk Miller Products Corp.	217,864	15.	Swift & Co.	2,953,650
1.	Procter & Gamble Co.	50,638,617	53.	Sylvania Elec. Prods. Inc.	2,597,008
34.	Prudential Ins. Co. of A.	3,826,756	180.	Technival Tape Corp.	150,634
126.	Purex Corp. Ltd.	599,590	221.	Telexair, Inc.	42,756
31.	Quaker Oats Co.	4,693,728	171.	Texas Co., The	200,621
21.	Radio Corp. of America	6,158,126	116.	Time, Inc.	774,563
10.	Ralston Purina Co.	3,376,044	83.	U. S. Rubber Co.	1,372,000
139.	Renault, Inc.	420,028	12.	U. S. Steel Corp.	3,086,950
194.	Republican Nat'l. Comm.	102,048	100.	U. S. Time Corp., The	963,377
22.	Revlon, Inc.	6,309,637	87.	Union Carbide Corp.	1,305,373
161.	Rexall Drug Co.	234,455	208.	United Republican Dinners	66,174
57.	Reynolds Metals Co.	2,358,852	105.	Van Camp Sea Food Co., Inc.	920,195
9.	Reynolds, R. J. Tob. Co.	16,002,213	212.	Van Cralte Co., Inc.	59,499
118.	Ritchie, Harold F., Inc.	303,350	133.	Viek Chemical Co.	510,621
205.	Rock of Ages Corp.	69,397	179.	Wander Co.	151,080
152.	Ronson Corp.	279,595	47.	Warner Lambert Pharma. Co.	2,892,606
99.	Royal MelBee Corp.	965,724	235.	Washington, State of	26,910
109.	Rubenstein, Helena, Inc.	822,346	32.	Westinghouse Elec. Corp.	4,639,231
123.	Bandura Co., Inc.	684,315	236.	White Motor Co., The	26,182
197.	Savings & Loan Found., Inc.	84,387	78.	Wildroot Co., Inc.	1,509,171
184.	Schering Corp.	140,675	170.	Williamson Diekie Mfg. Co.	202,630
65.	Schick, Inc.	1,737,741	210.	Young, W. F., Inc.	62,691
50.	Schlitz, Joseph Brew. Co.	2,724,378	168.	Zenith Radio Corp.	211,275
38.	Scott Paper Co.	3,418,096			

Source: LNA-BAR-TV.B.

NATIONAL ELECTION RETURNS

Audience Reached by Television

(All National Networks Combined)

November 4-5, 1958

	NIELSEN AVERAGE AUDIENCE		NIELSEN TOTAL AUDIENCE	
	% U. S. TV Homes	No. Homes (000)	% U. S. TV Homes	No. Homes (000)
N. Y.				
Time				
9:00 p.m.	31.1	13,529	34.7	15,095
9:30	29.3	12,746	31.8	13,833
10:00	39.3	17,096	43.0	18,705
10:30	31.0	13,485	34.3	14,921
11:00	21.4	9,309	26.3	11,441
11:30	19.9	8,657	22.5	9,788
12:00	17.0	7,395	19.2	8,352
12:30 a.m.	12.5	5,438	13.8	6,003
1:00	6.7	2,915	7.7	3,350
1:30	5.6	2,436	6.5	2,828
2:00	1.2	522	1.4	609
2:30	0.9	392	1.0	435
Unduplicated Total			68.9	29,972
(9:00 p.m.-2:55 a.m.)				

Proudly We Announce

CAMPY'S CORNER

260 — 5-Minute Shows

FEATURING

**CAMPY, CHRIS SCHENKEL and THE
SPORTS GREATS OF ALL TIME**



**IMPACT AS YOU HAVE
NEVER HEARD IMPACT**

HERITAGE PRODUCTIONS

45 West 54th St.

CI 5-2166

New York, N. Y.

**RADIO
TELEVISION DAILY**

presents

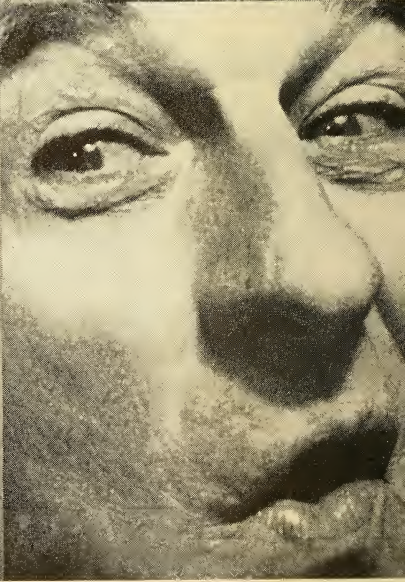
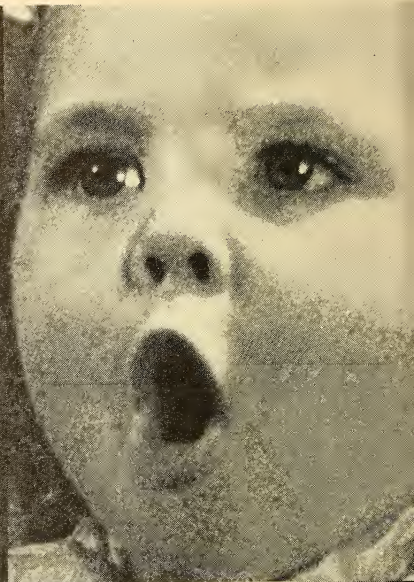
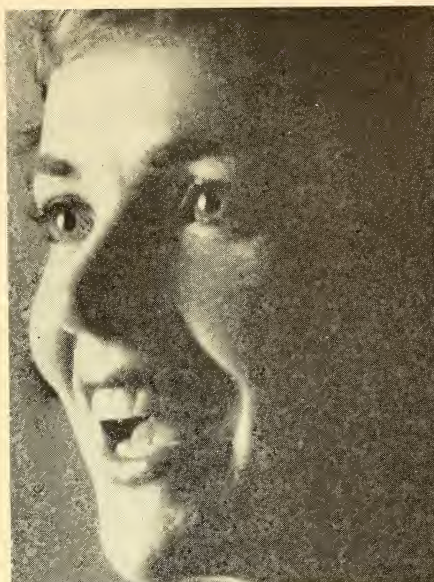
***ADVERTISING
AGENCIES***



**BRANCH OFFICES
RADIO-TV CLIENTS
EXECUTIVE PERSONNEL
TIME BUYER BIOGRAPHIES**

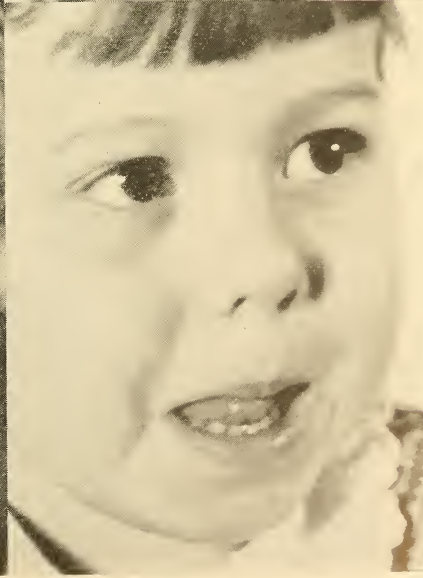
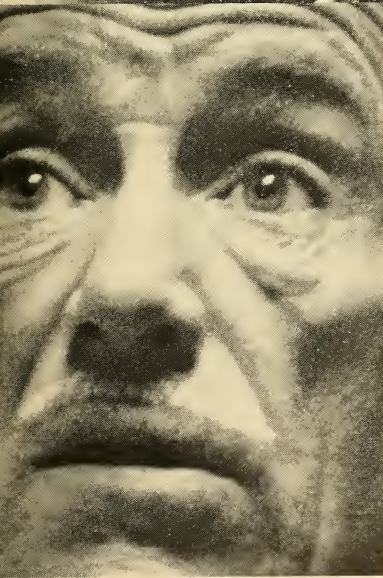
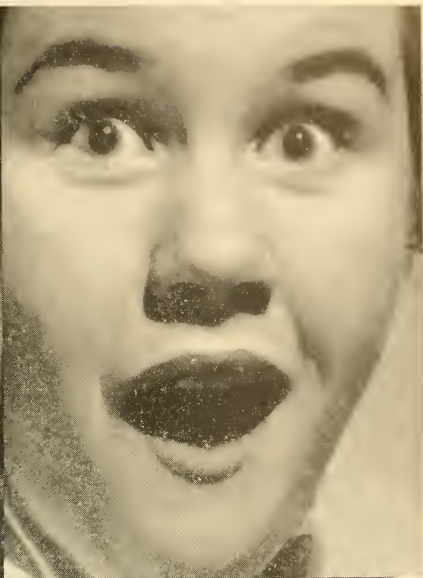
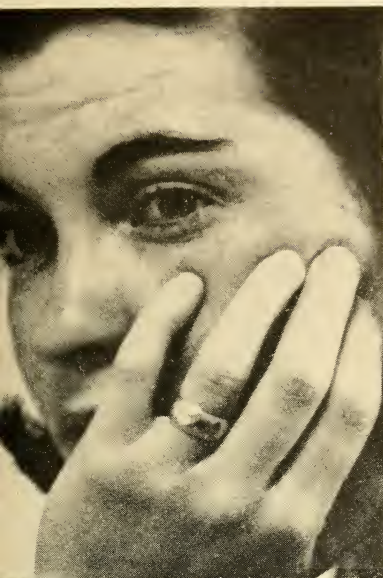
1959

LAUGH THINK SCARE CRY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS..

THRILL EXCITE MYSTIFY



ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

LAUGH

THINK

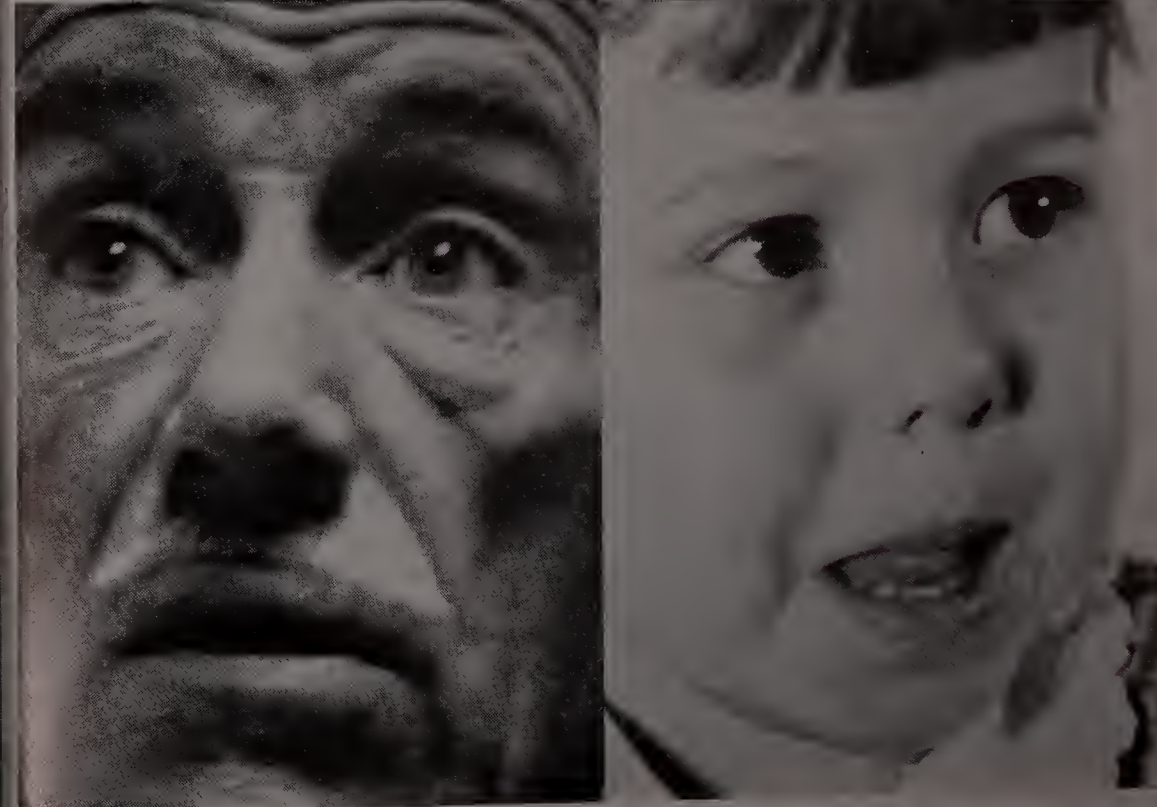
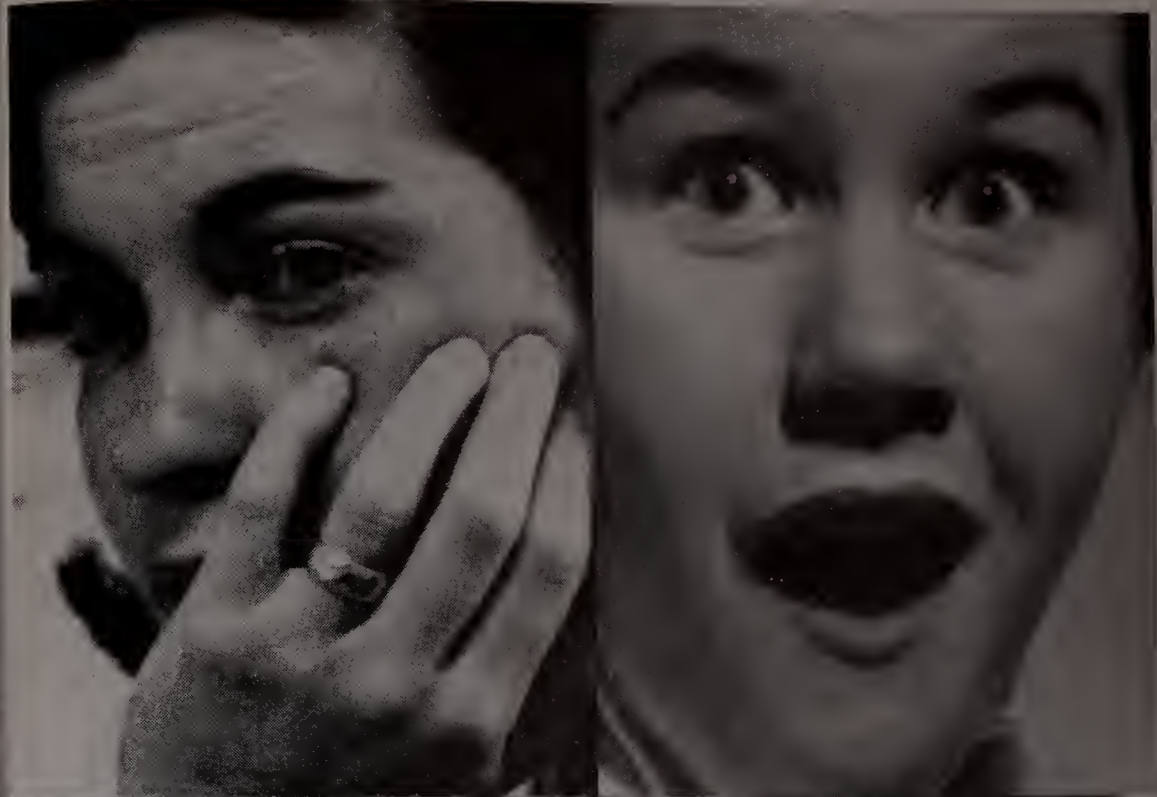
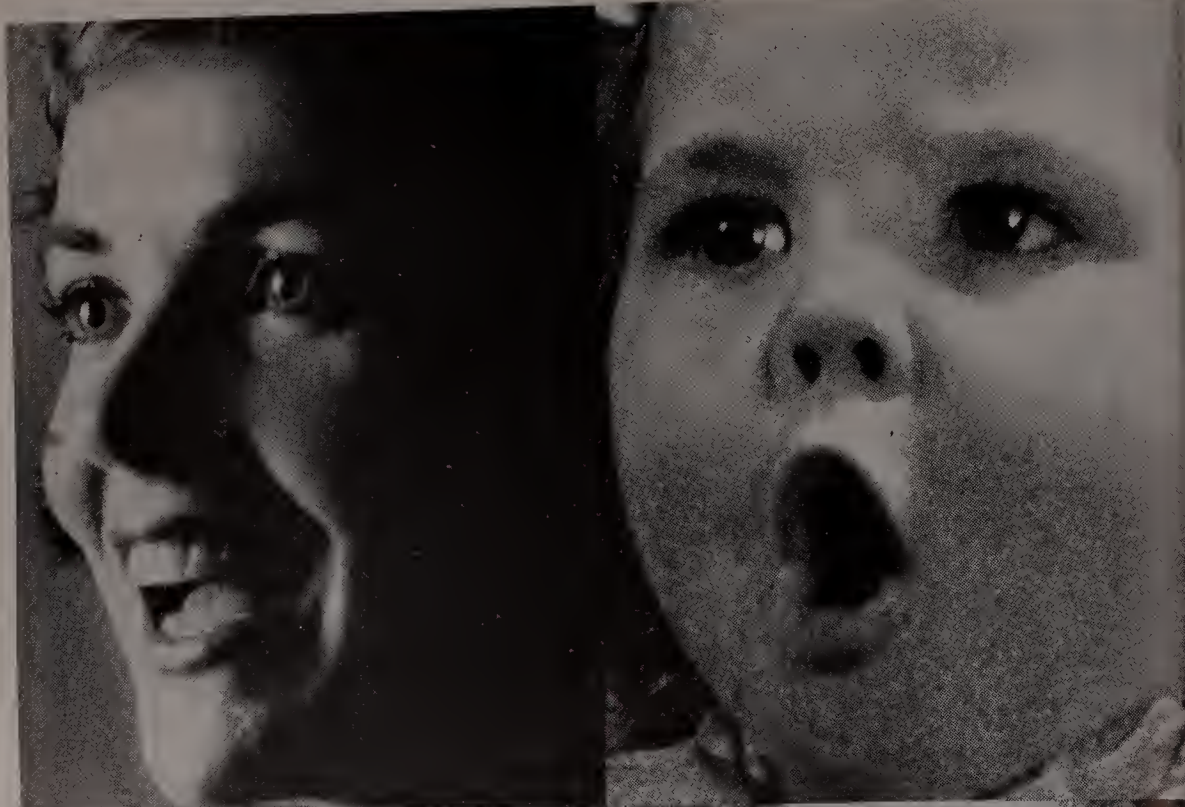
SCARE

CRY

THRILL

EXCITE

MYSTIFY



IT TAKES ALL KINDS OF SHOWS...TO SELL ALL KINDS OF PRODUCTS...

TO ALL KINDS OF PEOPLE...AND McCANN-ERICKSON TV COVERS THEM ALL!

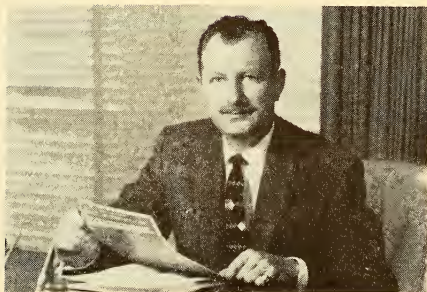
the softest sell...

THE HARDEST RESULTS!

Advertising Agency
Product
Promotion Problems
Are Ended
When They Use
The Proven

F
O
R
M
U
L
A
S

Perfected By
AL PETKER



*for further
details
write*

**THE
CONTEST
MAN**

**BEVERLY HILLS
CALIFORNIA**

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

37 W. 53rd St., New York 19, N. Y.
 Phone: CIRCLE 6-2940
 ABP

Owner.....A. D. Adams
 Accts. Supervisor.....L. B. McKay
 Media Director.....Wylie Smith
Radio Accounts: Dynavox Corp. (Phonographs) Long Island City, N. Y.; Boetsch Bros. (Phonographs) Mt. Vernon, N. Y.; Hallmark (Stereo Eqpt. & Records) Bronx, N. Y.

ADAMS & KEYES

(See Page 179)

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHITEHALL 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB
 V.P., Publicity.....Ben E. Graves
 Art Director.....A. Warren
 Media Director.....Dale Heath
 Radio-TV Buyer.....Alidor Belski
 Assoc. Research Dir.....Kenneth M. Davee
 Pres.-Treas.....William Hart Adler
 Vice Pres.....Thorpe E. Wright
 Asst. to Pres.....John J. Petrie

Branch Office

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

Manager.....J. G. Berens
Radio Accounts: Central Ice Cream Co., Chicago, Ill.

TV Accounts: Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville.

ADMASTERS ADVERTISING, INC.

15th & New York Ave., N.W.

Washington 5, D. C.

Phone: DISTRICT 7-0551

President.....John E. Waterfield
 Secretary.....E. H. Bell

ADVERTISERS' BROADCASTING COMPANY

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

Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
 Director.....Bernard Rubinstein
 Copy Chief.....David M. Hausdorff

Radio Accounts: Foreign Language Programs; Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellman's Real Mayonnaise, Presto Cake Flour); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co. ("Cream of Wheat"); General Baking Co. (Grossinger's Bread); California Walnut Growers Assn. (Diamond Walnuts); California Packing Corp. (Del Monte Pineapple); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Seald-Sweet Sales, Inc. (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals); Diamond Crystal Salt Co. (Diamond Crystal & Weather-Pruf Shaker Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Baby & Junior Foods); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol Easy-Off Oven Cleaner); American Sugar Refining Co. (Domino Sugar); B. T. Babbitt Co. (Bab-O, Glim); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Ajax, Vel, Fab); The S.O.S. Magic Scouring Pads); Purex Corp. (Sweetheart Soap, Dutch Cleanser, Trend); Chesebrough-Pond Inc. (Pertussin); Whitehall Pharmaceutical Co. (Anacin, Preparation H, Dristan); Pharmaco Co.
TV Accounts: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Sanka Coffee, Instant Sanka Coffee); Diamond Crystal Salt Co. (Diamond Crystal Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Hunt Foods, Inc. (Hunt's Tomato Sauce) Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol, Easy-Off Oven Cleaner); Whitehall Pharmaceutical Co. (Anacin, Preparation H., Infra-

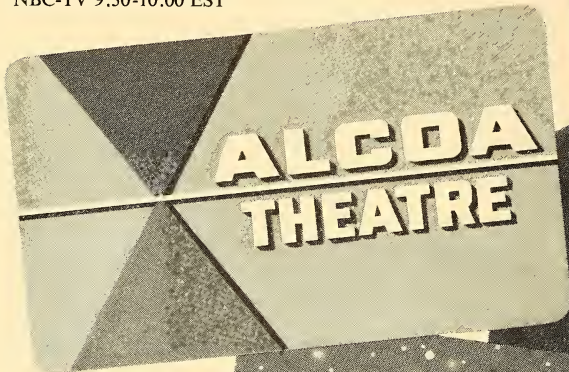
Speaking for ALCOA

ON MONDAY NIGHT

- Star-Studded Entertainment
- Award-Winning Series

NBC-TV 9:30-10:00 EST

Brooke Taylor

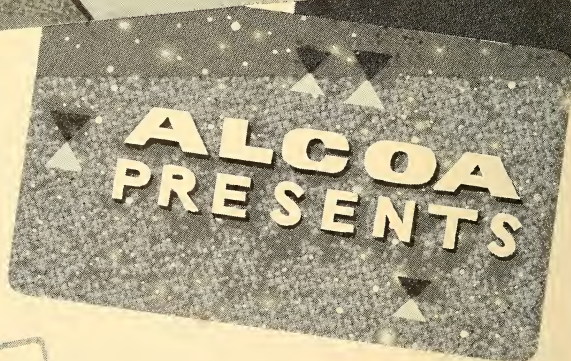


ON TUESDAY NIGHT

- A Journey into the Unknown
- Most Intriguing New Series

ABC-TV

10:00-10:30 EST



**BOTH SHOWS
BROUGHT TO YOU BY
ALUMINUM COMPANY OF AMERICA**

FULLER & SMITH & ROSS INC.

Advertising and Marketing

Rub, Hill's Cold Tablets); Republican State Committee.

ADVERTISING & MERCHANDISING, INC.

1100 American Bldg., Dayton 2, O.
Phone: ADams 5219

PresidentRalph Kaufman
Radio-TVAlice Lilley
Accounts: Globe Industries, Medical Hospital Div.; Ohio Appliances, Inc.; Radio Station WONE; Tru Photo, Inc. (Photo Finishing), Springfield, Ohio.

ADVERTISING ASSOCIATES

918 N. Second St., Phoenix, Ariz.
Phone: ALpine 8-8374
ABP—ANPA—APA—NBP

PresidentDavid McCutcheon
V.P., Secy.....Kenneth Patton
V.P., Treas.....N. A. Winter, Jr.
Art Director.....Keith Williams
Creative Director.....Hal Ackerman
Copy Division.....Betty Scott
Account Execs.....David McCutcheon,
N. A. Winter, Jr., Kenneth Patton, Hal Ackerman.

Accounts: KPHO, Phoenix; KIFN Radio, Phoenix; Motorola Semiconductors Div., Phoenix; Westinghouse Elec. Supply, Ariz.

AIKEN ADV. AGENCY, INC.

110 W. 40th St., New York 18, N. Y.
Phone: LA 4-3895
ABP—ANPA

President.....Sigmund C. Aiken
V.P.'s.....Harvey Jerome, Sam Porter
Art Director.....Pete Costanza

AITKIN-KYNETT CO., INC.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
APA—NBP—NOAB

Chmn. of Bd.....H. H. Kynett
President.....Allen C. Smith
V.P., Secy., Dir.....Geo. B. Barnard
V.P.'s...H. B. Montgomery, C. W. Eigenbrot
Treasurer.....Joseph C. Baugher
Art Director.....Al Andrews
Production Director.....C. A. Masci
Research Dir., Publicity..Edward Goldsmith
Radio-TV Time Buyer.....Alan Bobbe
Media Research Dir.....Michael Walsh
Radio-TV Dir.....Allen Gray

Radio Accounts: Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio; Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; H. C.

Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

TV Accounts: Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

R. H. ALBER CO.

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

Exec. Vice-Pres.....Pauline Hagen
Secretary-Treas.Evelyn R. Jones
PromotionCy Jackson
Acct. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

**BARTON ALEXANDER
ADV. AGENCY**

ANPA
2975 N. Reynolds Rd., Toledo, Ohio
Phone: FRanklin 1891

President.....Barton Alexander

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.
Phone: ATLantic 4445
APA—NBP—NOAB

Partners.....Milton H. Reynolds,
R. H. Reynolds, Q. H. Moore, Helen C.
Moeller, Milton J. Stephan, Kermit Han-
sen, W. J. Newens

Treasurer.....Robert H. Reynolds
Art Director.....Quentin H. Moore
Personnel Director.....Helen C. Moeller
Production Manager.....John Palmer
Media Director.....Douglas B. Wall
Public Rel. Director.....Alan B. Amsden
Creative Director.....L. R. Sullivan
Research Director.....O. Earl Lowry
Copy Ch., Radio-TV.....Don B. Amsden
Dir. Radio-TV.....Milton J. Stephan

Radio Accounts: Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Hayden House (Restaurant); Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Omaha; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

TV Accounts: Commercial Savings & Loan Assoc., Omaha; Fairmont Foods Co. (Dairy



SHOOT AND VIEW

TV COMMERCIALS—PRODUCTIONS—TV PILOTS

Closed Circuit Programs

For Location — 3 Camera Chain Mobile Tape Unit

Pre-Programming and Kinescope Recordings

There Are No Delays — No Processing

Copies From Original Tape

**WE'RE MAKING A MID-SUMMER MOVE TO NEWER STUDIOS
WITH ALL THE LATEST VIDEO TAPE EQUIPMENT**

1440 Broadway, New York 18

PEnnsylvania 6-6323

Prod., Frozen Foods); Nebraska-Iowa Electrical Council; Omaha Public Power District (Public Utility), all Omaha; Paxton & Vierling Steel Co., Omaha, Sioux City; P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Radio Engineering Inst.; Sidles Co. (Appliance Distrs.); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eqt.), Hastings, Nebr.

ALLEN, DORSEY & HATFIELD, INC.

5010 Sunset Blvd., Los Angeles 27, Calif.
Phone: NOrmandy 3-9343
APA—ANPA—ABP—NBP

President.....L. E. Hatfield
Secy. & Treas.....H. H. Allen
Media Director.....Stuart Sneed
Accounts: Lighting Specialties, Corp. (Clip Light Fixtures) Los Angeles, Calif.; Telefilm, Inc. (Commercial Films) Hollywood, Calif.; Tuttle Engineering Inc. (Design & Constr. Engr.) Arcadia, Calif.

ALLIED ADVERTISING AGENCIES

4643 Beverly Blvd., Los Angeles 4, Calif.
HOLLYWOOD 2-0837

President.....W. Fehr Gardner
Treasurer.....Maxine Blankenship
Art Director.....Jack Robins
Account Exec.....Dick Gardner
Radio Accounts: Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Travel Center, all Los Angeles; Las Palmas Chili Sauce, Ventura, Cal.
TV Accounts: Pridham Davis (Optometrist); Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); West Pico Furniture Co., all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 130th St., New York 22, N. Y.
Phone: MU 8-5800
AAA—ABP—ANPA

Chairman of the Bd....T. Hart Anderson, Jr.
President.....John A. Cairns
Secy., V.P.....Karl Knipe
Exec. V.P.....Thomas Vohs
Treasurer.....Abraham Fisher
V.P., Ch., Strategy Bd.....W. C. Wheeler
Vice Pres., Radio-TV.....Victor Seydel
R & TV Copy Head.....Ernest Chambers
Copy Chief.....Sherman Rogers
Senior Art Director.....Ev. Hencke
Radio Accounts: Aborns Coffee (Coffee Div.: Jos. Martinson) NYC; Alderney Dairy (Milk, Ice Cream, Cheese) Newark, N. J.; Lambretta (Motorbike) NYC; all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Assoc. Bulb Growers of Holland, (Dutch Bulbs) New York; C. H. Masland & Sons (Rugs, Carpets) Carlisle, Pa.; Seeman Bros. (White Rose Tea) NYC.

TV Accounts: Seeman Bros. (White Rose Tea) NYC; Dow-Corning Corp., (Sylmer Finish) Midland, Mich.; Julius Wile Importers (Cherry Elsinore) NYC.

ARKWRIGHT ADVERTISING AGENCY

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-5515

Exec. V.P.....Jerry Bess
Vice President.....Jack Wilcher
Media Director.....James Hackett
Radio-TV Prod., Dir.....Thos. Maunns

Branch Office

6801 Hollywood Blvd., Hollywood, Calif.
Manager.....Richard Westman
Accounts: Robert Hall Clothes, Chief Apparel, The American Male, Comark Plastics, Abelsons Jewelers, Meadow Sportswear, West Coast Slacks, Stanley Blacker Associates.

Estimated Billings: \$4,000,000.

ARMSTRONG, FENTON & VINSON, INC.

548 Spreckels Bldg., San Diego 1, Calif.
Phone: BE 3-0101
ANPA—APA

Pres., Pub. Rel. Dir.....T. G. Armstrong
Exec. V.P.....G. E. Vinson
Copy Ch., Media & Radio-TV Dir.,
Time Buyer.....Dorothy Koenie
Accounts: KFSD-TV and radio, San Diego, Calif.; Radio Station KSDO, San Diego, Calif.

ATLANTIC ADVERTISING COMPANY

220 West 42nd St., New York 36, N. Y.
Phone: LOngaere 5-2674

Partners...Murry E. Cohen, Irving H. Glick
Art Dir.....M. Charles
Production Mgr.....Don Williams
Space Buyer.....Sally Carp
Acct. Executives....Irving H. Glick, Murry E. Cohen, Donald Williams, M. Charles

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-1600
AAAA—ABC—ABP—ANPA

Chairman of Board.....James T. Aubrey
President.....H. Earl Hodgson
V.P., Secy.....Robert C. Marley
Treasurer, Asst. Secy.....Ann E. Ferngen
Vice-President.....Joe H. Serkovich,
Kenneth Hill, Donald E. McGuiness
Dir. Media Res.....Frederick R. Hansen
Art Director.....Raymond O. Hosford
Business Manager.....Norman M. Finke
Prod. Mgrs.....J. P. Pancoast,
John Rendla, Geo. Rezek, Jean Usner
Account Exec.....Ceil E. Barger,
Edw. W. Brennan, Wilbur N. Davidson,
Philip R. Emmons, Stanley M. Heggen,
Kenneth M. Hill, Lynn K. Huffman, Perry B. Johns, Edw. F. Krein, Frederic A. Lyman, Donald E. McGuiness, Joe H. Serkovich, Kenneth W. Snyder
Radio Accounts: International Harvester Co. (Farm Equipment Div.); Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

"THE WORLD OF FASHION"

conducted by

ALFRED DAVIDSON

In Major Radio Markets

Featuring

**LEADING DESIGNER NAMES
THE LATEST FASHION NEWS**

Format Ranging from One to Five Minutes

And Available in

WAYE Baltimore	WMNI Columbus
WJMJ Philadelphia	WKMI Kalamazoo
WEAM Washington	KIXL Dallas
WAYS Charlotte	K-POP Los Angeles
WCOG Greensboro	KXLA Pasadena
WKLM Wilmington	KGON Portland
WISE Asheville	WMCA New York City
WMAK Nashville	WJTN Jamestown, N. Y.
WDOK Cleveland	KQV Pittsburgh
KADY St. Louis	KAKC Tulsa
WAVI Dayton	

The World of Fashion 38 E. 57 St. PLaza 5-0868

ADVERTISING AGENCIES

TV Accounts: Illinois Farm Supply Co.; Williamson Candy Co. (Oh Henry!), Murphy Products Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone: WALnut 5-0100
ANPA—ABP—ABC

Chairman of Board.....H. A. Batten
President.....Warner S. Shelly
Exec. V.P., Creative Comm.
.....James M. Wallace
V.P. Chg. Art.....Charles T. Coimer
V.P. Exec. Copy Dir.....Kenneth W. Shifer
V.P., Mng. Dir. Copy.....John J. Pullen
V.P. Chg. Plans...Merch. Hans L. Carstensen
V.P. Chg. Media.....Leslie Farnath
V.P.'s Chg. Ex. H. O. Client
Cont. Brydon S. Greene, L. Davis Jones
V.P. Chg. Phila. Serv.....Robert F. Kurtz
V.P. Chg. Info. Serv.....Richard P. Powell
V.P. Special Copy.....Geo. W. Cecil
V.P. Copy Res.....Mrs. Margaret H. Rogers
Secretary.....Alice P. Kimberline
Treasurer.....R. Bruce Jones
V.P., Mgr. Radio-TV Prog. &
Prod.....Thos. H. Calhoun
V.P. Dir. Copy Dept.....John W. Esau

Branch Offices

Radio-TV Dept., 30 Rockefeller Pl., N.Y.C. 20
Phone: PLaza 7-5700

Vice-President.....John D. Upton
Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna
V.P., Radio-TV Plans.....T. J. McDermott
V.P. Chg. Pub. Rel.....Marvin Murphy
V.P.'s.....Edw. R. Dunning,
Chas. Hogen, J. Vance Babb, Robt. C.
Alexander, Paul F. Biklen, Newton C.
Cunningham, Seymour Morris, Thos. G.
Watson, Jr.

V.P. Chg. Bus. Devel.....Geo. E. Sweetser
920 Statler Office Bldg., Boston 16, Mass.
Phone: HUBbard 2-4970

V.P., Mgr.....Raymond W. Heffron
135 S. LaSalle St., Chicago 3, Ill.
Phone: ANdover 3-7111

Vice-President.....Allen R. Memhard, Jr.
V.P.'s.....Sterling E. Peacock,
Howard Rose, Norman M. Bankart, F. W.
Heckel III

4170 Penobscott Bldg., Detroit 26, Mich.
Phone: WOODward 5-3322

Vice-President.....John Garberson
413 Taft Bldg., Hollywood 28, Calif.
Phone: HOLLYwood 3-4871

235 Montgomery St., San Francisco, Calif.
Phone: SUTter 1-2534

V.P. Chg. San Francisco...Harry C. Graybill
Vice-President.....Carl Zachrisson
1060 Bishop St., Honolulu, Hawaii
Phone: HAWAii 50-3681

Manager.....James P. Smith

Radio Accounts: American Telephone and
Telegraph Company, Armour & Company,
The Atlantic Refining Company, B. C. Remedy
Company, Butcher Polish, The Chesapeake
& Potomac Telephone Companies, Chestnut
Farms, E. I. Dupont, French Line,

Hills Bros. Coffee, Inc., Illinois Bell Telephone
Company, Insurance Company of
North America, Howard D. Johnson, Johnson
& Johnson, Knouse Foods Cooperative,
Inc., Michigan Bell Telephone Company,
Ohio Oil Co., Polk-Miller Products Corp.,
Sheffield Farms Company, Tasty Baking
Company, United Air Lines, Stephen F.
Whitman & Sons, Inc.

TV Accounts: American Telephone & Tele-
graph Company, Armour & Co., The Atlan-
tic Refining Company, B. C. Remedy Com-
pany, John H. Breck, Inc., Butcher Polish,
Carrier Corporation, The Chesapeake & Po-
tomac Telephone Companies, E. I. Dupont,
Electric Companies Advertising Program,
The First Pennsylvania Banking & Trust Co.,
P. H. Hanes Knitting Co., Hills Bros. Coffee,
Inc., Illinois Bell Telephone Company, In-
surance Company of North America, How-
ard D. Johnson, Johnson & Johnson, Michi-
gan Bell Telephone Company, National
Dairy Products Corp.—Sealtest, Ohio Oil
Company, Plymouth Division of Chrysler
Corporation, Polk-Miller Products Corpora-
tion, Sheffield Farms, Tasty Baking, United
Air Lines, Stephen F. Whitman & Sons, Inc.,
Yardley of London, Inc.

AYLIN ADVERTISING AGENCY
904 Lovett Blvd., Houston 6, Texas
Phone: JACKson 9-3766

AAAA

Chmn., Pres.....Robert N. Aylin
Acct. Execs.....Chas. H. Lewis, Alston P.
Cameron, Frank Nicholson
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Branch Office
1822 National Bank of Commerce Bldg.
San Antonio, Tex.
Phone: CA 4-7055

Manager.....James F. Anderson
Radio Accounts: Black-Brollier, Inc. (Con-
crete Bldg. Materials); Henke & Pillot, Inc.
(Chain Supermarkets); James Bute Co.
(Paints); Ivy Russell (Ford Dealer), all
Houston; Master Bronze Powder Co.
(Paints) Hammond, Ind.; Weldon Cafeteria;
Rheem Mfg. Co. (Heaters); Arthur Mur-
ray (Dance Instruction); Bank of the
Southwest, all Houston; National Bank of
Commerce, San Antonio; First State Bank
& Trust, Bryan, Tex.; Merchants National
Bank, Port Arthur, Tex.; American National
Bank, Austin; C. B. Delhomme (Boat Sales
& Service); Chrysler Airtemp Sales Corp.
(Air Conditioning); Trimlines Reducing
Supply (Reducing System); Chemical Corp.
of the Americas (Oil Additive), all Houston.

TV Accounts: Henke & Pillot, Inc., (Chain
Supermarkets); Rheem Mfg. Co. (Heaters,
Air Conditioners, Ranges); Albert Berry
(Cars); James Bute Co. (Paints), all Hous-
ton; Master Bronze Powder Co. (Paints),
Hammond, Ind.; Arthur Murray (Dance In-
struction), Houston; Nichols Mfg. Co. (Toy
Guns), Jacksonville, Tex.; Bank of the

vpi

film producers for television and industry
321 west 44 street, new york 36, n. y.
judson 2-8082

vpi

Two completely modernized air-conditioned mid-town stages with on-premise facilities for set design and construction—editing, sound recording with RCA and AMPEX film and tape channels.

Twenty-thousand square feet of production area to provide you and your client with the utmost in quality and service.

vpi

A complete staff of production personnel, equipped to handle any domestic or foreign production assignment.

vpi

studios
321 west 44 street,
510 west 57 street,
new york, n. y.

ADVERTISING AGENCIES

Southwest, Houston; National Bank of Commerce, San Antonio; Chrysler Airtemp Sales Corp. (Air Conditioners); Chemical Corp. of the Americas (Oil Additive); Trinielines Reducing Supply (Reducing System), all Houston; Gem Jewelry (Jewelry Store) Beaumont, Tex.

Estimated Radio Billings: \$88,000.

Estimated TV Billings: \$200,000.

BADGER & BROWNING & PARCHER, INC.

75 Federal St., Boston 10, Mass.

Phone: Lliberty 2-3364

Chairman.....Joseph L. Badger
President.....Clifford P. Parcher
V.P.....W. B. Lowther, F. S. Browning, Jr.
Treasurer.....Franklin S. Browning
Art Director.....Roland M. Newhall
Production Manager.....Phyllis Burlingame
Merchandising Director.....Richard Mason

BAKER ADVERTISING AGENCY, LTD.

670 Bayview Ave., Toronto 17, Ontario

Phone: Hudson 7-1511

ANPA

President.....W. R. Baker
Vice-Pres.....R. C. Baker
Asst. Gen. Mgr.....J. E. McEachern
Planning Director.....D. C. Bythell
Sec.-Treas.....E. M. Sutherland
Creative Director.....Miss A. Venables
Radio, TV Director.....Jack F. Horler
Radio-TV Exec. Dir.....N. Pahlen
Radio-TV Time Buyers.....I. Neve, W. Davidson
Media Dir.....H. L. Howerth, W. Schmidt
Radio-TV Dept. Mgr.....Mrs. H. Blair
TV Producer.....W. Krantz

Branch Office

1255 University St., Montreal 2, P. Q.

Phone: UUniversity 6-3049

Manager.....L. LaRocque
Radio Accounts: General Foods, Ltd., Toronto, Ont.; Adams Brands Sales, Ltd., Toronto Ont.; Frigidaire Products of Canada, Scarborough, Ont.; The Carnation Co Ltd., Toronto, Ont. Pharmaco, (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.

TV Accounts: Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; General Foods, Ltd., all of Toronto, Ont.; Pharmaco (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.; Kaufman Rubber Co. Ltd., Montreal, P. Q.

LYNN BAKER INCORPORATED

720 Fifth Ave., New York 19, N. Y.

Phone: JUDson 6-3900

APA—NBP—NOAB

President.....R. Lynn Baker
Vice-Pres., Treas.....Mary Bentley Baker
V.P., Gen. Mgr.....Augustine J. Hilton
V.P. & Research Dir.....Jack M. Kline
V.P., Media Dir.....James D. Evans
V.P., Dir. of Creative Act.....S. Carter, III
V.P.'s.....Harry G. Kebel, Philip J. Kelly
Secretary.....Dorothy K. Smith
V.P. Media Dir.....James D. Evans
Prod. Mgr.....Edward H. Blohm

Radio-TV Dir.....Norman Frank
Acct. Executives.....Mary Bentley, A.M. Gross, H. G. Kebel, Philip J. Kelly, Jas. D. Evans, John Henderson, Chas. Carver
Accounts: Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmaceutical Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

BALDWIN, BOWERS & STRACHAN

Div. of the Rumrill Co., Inc.

374 Delaware Ave., Buffalo 2, N.Y.

Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA

President.....C. L. Rimirill
V.P., Gen. Mgr.....G. R. Darcy
V.P., Ch. of Bd.....W. M. Baldwin
V.P., Acct. Mgt. Supv.....H. R. Keating
V.P., Art Dir.....P. Van Scozza
V.P., Planning Dir.....J. P. Waters
Radio-TV Director.....Richard C. Shepard
Secy., Treas.....Herbert R. Hanson
Controller.....L. Richard Hart
V.P.'s.....N. E. Forgie, E. L. Bowers

Radio and TV Accounts: Buffalo Industrial Bank; Crystal Beach Transit Co.; Niagara Frontier Transit System; Pratt & Lambert (Paints), all Buffalo; Birge Co., Inc. (Wallpaper); General Ice Cream Corp., Schenectady, N. Y.

BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.

Phone: MMain 3-1291

ABP—ANPA—APA

President.....C. A. Salstrand
Vice President.....Durey G. Ranck
Accounts: Dakota Microfilm Co.; Radio Station KOA, and McMurtry Mfg. Co., both Denver, Colo.

BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.

Phone: GRanite 9-6644

AAAA—NBP—APA

Board Chairman.....H. H. Goodhart
President.....F. B. Tompkins
Senior V.P.....J. J. Hines
Media Director.....E. C. Jones
Art Director.....H. C. Millard
Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones
Secy., Treas.....Arthur M. Speers
V.P.'s.....J. R. Coleman,
Geo. F. Swartz, Robt. K. McCabe

Research Director.....Philip Ward Burton
Publicity Director.....Kenneth S. Johnson

Radio Accounts: Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus Falls, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus Falls, N. Y.; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers), Elmira; GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.

TV Accounts: Dairymen's League Coop (Milk Products, Ice Cream), New York; Will

GATHERING PLACE OF
THE AD AGENCY,
TV AND RADIO
PROFESSIONS

Rattazzi

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

LUNCHEON, COCKTAILS, DINNER

Facilities available for private cocktail and dinner parties
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner
parties for ten people or less.

ADVERTISING AGENCIES

& Baumer Co. (Candles), Syracuse; GLF (Lawn & Garden Supplies, Eggs), Ithaca, N. Y.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.

Phone: Belmont 3-7771

AAAA—ABC—ANPA—APA—NOAB

ABP—NBP

President.....James B. Lane
 Vice-Pres., Acct. Exec.....Norman Foster,
 V.P., Art Director.....Leonard B. Parker
 Production Manager.....William Clark
 Controller.....Don R. Roberts
 Pub. Rel., Acct. Exec.....Norris West
 Merch. Mgr., Acct. Exec.....Jack Buchanan

Branch Offices

3450 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 4-1193

V.P., Manager.....Ashby Starr
 700 Montgomery St., San Francisco, Cal.
 Phone: EX 7-0477

V.P., Mgr.....Jerry Gorin
Radio-TV Accounts: Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

TED BATES & CO., INC.

666 Fifth Ave., New York 19, N. Y.

Phone: JUdson 6-0600

ABP—APA—ANPA—NBP—AAAA—NOAB

Hon. Bd. Chmn., Chmn. Exec.
 Comm., Dir.....Theodore L. Bates
 Bd. Chmn., Exec. Comm. Mem.,
 Dir.....Rosser Reeves
 President.....Rudolph Montgelas
 Exec. V.P. James C. Douglass
 Bd. V. Chmn., Chmn. Exec.

Comm.....Wm. J. Kearns
 Sr. V.P.'s, Dirs.....Archibald McG. Foster,
 E. L. Hill, John M. Lyden, Clarence L.
 MacNelly, Jeremy Gury, Richard A. R.
 Pinkham, J. Ross MacLennan.
 Sr. V.P.'s, Dirs.....D. Robert Parman,
 Clifford N. Parsells

Sr. V.P., Secy., Dir.....Alman J. Taranton
 V.P., Treas., Dir.....Edgar P. Small
 Sr. V.P., Gen. Mgr., Exec. Comm.
 Mem., Dir.....Thos. J. Carnese
 Sr. V.P., Asst. Sec., Sr. Group Head
 & Dir.....Allen M. Whitlock
 Sr. V.P., Acct. Supv.....W. A. O. Gross
 V.P.'s, Acct. Supvr.....Howard O. Andersen,
 James A. Benham, T. Howard Black,
 Jr., Ronald G. Bradley, James A. Clarkson,
 Jr., Robert S. Congdon, Courtlandt P. Dixon,
 Herbert G. Drake, Daniel Ladd, Anson
 C. Lowitz, William L. Musser.

Sr. V.P., Acct. Supvr., & Dir.....Dan Rodgers
 Sr. V.P., Controller.....William E. Hatch
 V.P. & Acct Sup.....Leicester H. Sherrill
 V.P., Acct. Exec.....Robert F. Degen,
 Farrell Gilmore, David C. Loomis, Dwayne
 L. Moore

Asst. V.P., Acct. Execs.....George W. Craigie,
 Charles N. Crittenton, John Doherty,
 James H. O'Neil.

V.P., Creative Supvr.....Willard Benner,
 Bogart Carlaw, Harry C. Doolittle
 V.P., Creative Supvr. & Dir.....Clinton S. Ferris
 V.P. & Creative Sup.....Erwin A. Levine

V.P. in charge of Prod. for
 TV & Radio.....Herbert Gunter
 V.P. & Bus. Manager of
 TV & Radio.....Harold J. Saz

Asst. V.P. & Dir. of
 Network Relations.....John E. Kucera
 V.P. & Mgr. Research....Frank P. McCord
 V.P. in charge of Client

Service, Research.....Charles D. Dunkin, Jr.
 V.P. Plans, Review & Analysis.....Joan A. Geiger
 Asst. V.P., Research Acct. Supvr.....Robert
 H. Andrews, John N. Goodnow

Asst. V.P., Mgr. of
 Science Dept.....Stanley G. DeNisco
 Sr. V.P. & Media Dir.....Edward A. Grey
 Asst. V.P. & Mgr.

of Media.....William J. Kennedy
 Asst. V.P. & Mgr.
 Media Relations.....Donald W. Severn
 Asst. V.P., Media Group Supvr.....Winston
 W. Kirchert, Edwin A. Kirschner, Christo-
 pher P. Lynch, Martin J. Murphy, Albert

J. Petevage, Albert Skolnik
 V.P. Marketing-
 Merchandising.....Walter W. McKee
 V.P. & Marketing Exec.....Richard G. Terry
 V.P. Publicity &

Pub. Rel.Benson Inge
 Asst. V.P. & Mgr. of Pub....Meredith Conley
 V.P. Print Traffic & Prod....Richard J. Gay
 Asst. Sec., Gen.

CounselA. Michael Frothingham
 Cast. Dir., Radio-TV.....Charles Kebbe
 TV-Radio Supervisor.....Wm. J. Lyons

Branch Offices

1750 North Vine St., Hollywood 28, California
 Phone: HOLlywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.
 Asst. V.P.....Frank O'Connor
Radio and TV Accounts: Amer. Chiclé
 Co.; The American Sugar Refining Company;

Brown & Williamson Tobacco Corp.; Carter
 Prod., Inc.; Colgate-Palmolive Co.; Continen-
 tental Baking Co., Inc.; Converted Rice, Sub-
 sid. of Food Manufacturers, Inc.; Grocery
 Store Products Co.; M & M's Candies, Div.

of Food Manufacturers, Inc., Minute Maid
 Corp.; Morton Frozen Foods, Div. of Continen-
 tental Baking Co., Inc.; National Biscuit
 Co.—Special Products Div.; Standard Brands,
 Inc., Wallace Laboratories, Div. of Carter

Products, Inc.; Warner-Lambert Pharma-
 ceutical Co.—Family Products Div.; White-
 hall Laboratories, Div. of Amer. Home
 Products Corp.

Estimated Radio Billings: \$1,600,000.

Estimated TV Billings: \$64,900,000.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.

Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

Chairman of Board.....Bruce Barton
 Pres., Exec. Comm. Chmn.....C. H. Brower
 Bd. & Exec. Comm. Vice-Chmn...B. C. Duffy
 Exec. V.P.'s....E. A. Cashin, J. D. Danforth
 Exec. V.P. in Charge

Creative Services.....R. L. Foreman
 Asst. Treasurer.....Clayton Huff



HONEY SANDERS

Actress-Singer

"She Shall Have Music" CBS-TV "Edge of Night"

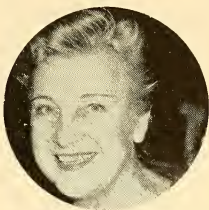
PL 7-6300

Arthur Pine Assocs.
Public Relations

ADVERTISING AGENCIES

V.P., Asst.
to Pres.....J. R. Schule, W. J. O'Donnell
V.P., Copy.....Alan M. Ward
V.P., Art.....Herry Olsen
V.P., Media Dir.....Fred Barrett
V.P., TV Grp. Supvr.....John G. Hoagland
Media Supvrs.....William Beste, Joe Harris,
Herbert Maneloveg, Ted Meredith, Rich-
ard Wright
Media Coord. (Trade) ...Robert Anderson
Media Coord. (Newspaper)....Austin Brew
Media Coord. (Magazines).....Lou Millot
Media Coord. (Outdoor).....Dan O'Grady
Media Cord.
(Radio-TV, Net).....Dick McKeever
Media Coord.
(Radio-TV, Spot).....Ed Fleri
Media Coord.
(Media Plans).....Kent D'Alessandro
V.P., Mgr. TV-Radio....Herminio Traviesas
V.P., TV-Radio Programming
& Planning.....George Polk
Talent & Casting.....Nan Marquand
Programming.....Steve Kaplan, Bill Brown
Radio.....William Hoffman
Sports.....Tom Villante
Live Prodn., Closed Circ.....Al Cantwell
Radio Prodn.....John Dean
Film Prodn.....Bernie Haber
Bus. Mgr., TV-Radio.....Peter Hanson
V.P., TV-Radio Copy.....Art Bellaire
TV Art.....Larry Berger
Prog. & Talent Contracts.....Ed Marshall
V.P., Pub. Relations.....Ralph Major
Prodn. Mgr.....Frank Stolz
Traffic Manager.....Jack Peix
V.P., Marketing.....Ralph Head
Assoc. Dir.....Dick Risteen, Paul Lideen
V.P., Research.....Ben Gedalecia
Dir., Research.....Robert R. Lindsey
Personnel Director.....Rod Funston
Librarian.....Aina Ebbesen
Radio-TV Time Buyers...Mildred Eberhard,
Trow Elliman, Hope Martinez, Mickey
McMichael, Elenore Scanlon, Ted Wal-
lower, Doug Yates, John Bestecki, Joan Ill-
mensee, Paul Fitzgerald, Mildred Padova,
Mary McHugh, Anne Slattery, Walter
Reinecke, Donn Duffv, Harriet Mados,
Elizabeth Moore, Hal Davis, Robert Syers,
Jack Rochow, Carol O'Kune.
Branch Offices
805 Peachtree St., N. E., Atlanta 8, Ga.
Phone: TRinity 5-8654
Manager.....W. C. Montgomery
462 Boylston St., Boston 16, Mass.
Phone: COpley 7-7800
V.P. in Chg.....R. O. Howe
Rand Building, Buffalo 3, N. Y.
Phone: CLevland 7915
V.P. in Chg.....D. G. Casto
919 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9200
V.P. in Chg.....W. R. Gillen
Nat. City Bank Bldg., Cleveland 14, Ohio
Phone: TOwer 1-7270
V.P. in Chg.....Jack M. Bristow
Mercantile Continental Bldg., Dallas 1, Tex.
Phone: RIverside 7-3431
Manager.....T. L. Hasbrouck

1800 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 5-0620
V.P. in Chg.....R. E. Anderson
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-6723
V.P. in Chg.....Wayne Tiss
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WeLster 1-1234
V.P. in Chg.....T. C. Dillon
N. W. Bank Bldg., Minneapolis 2, Minn.
Phone: FEderal 8-8401
V.P. in Chg.....Bobb Chaney
Grant Building, Pittsburgh 19, Pa.
Phone: GRant 1-9900
V.P. in Chg.....B. E. Vaughan
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1122
V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.
Phone: MAIn 3-5500
Manager.....W. G. Fitzsimons
160 Bloor St. East, Toronto 5, Ont.
Phone: WALnut 4-3780
Manager.....L. F. Chitty
Radio-TV Accounts: American Home Mag-
azine Corp., American Institute of Men's &
Boys' Wear, American Radiator & Standard
Sanitary Corp., American Tobacco Co., Inc.,
Armstrong Cork Co., Air France, American
Bestg. Co., Barcelo Manufacturing Company,
Boston Five Cents Savings Bank, Bravo Ma-
caroni Products, Bristol-Myers Co., Burge-
meister Brewing Corp., California Oil Co.,
Campbell Soup Co., Bausch & Lomb,
Con. Edison Co. of N. Y., Inc., Continental
Can Co., Inc., Cream of Wheat Corp., Curtis
Circulation Co., De Soto Div., Chrysler Corp.,
E. I. Du Pont de Nemours & Co., Inc., Eagle
Pencil Co., Farmers & Mech. Savings Bank,
First National Bank of Boston, First National
City Bank of N. Y., Foremost Dairies, Inc.,
General Baking Co., General Electric Co.,
General Mills, Inc., B. F. Goodrich Co., Holi-
day, Geo. A. Hormel & Co., International
Salt Co., Inc., Iron Mining Ind. of Minn.,
William Carter Co., Lever Brothers Co.,
Libby, McNeill & Libby, Liberty Mutual, Inc.,
Coty, Incorporated, Maine Sardine Council,
Marine Trust of Western New York, Minn.
Dairy Industry Comm., Minnesota Mining
& Mfg. Co., MJB Co., National Cranberry
Assoc., National Gypsum Co., New England
Coke Co., New York Telephone Co., New
York Times, Niagara Mohawk Power Corp.,
Pittsburgh Plate Glass Co., Northern Pa-
cific Railway Co., Northrup, King & Co.,
Northwestern Bell Telephone Co., Pacific
Gas & Electric Co., Pacific Tel. & Tel. Co.,
Penick & Ford, Ltd., Inc., Peter Hand
Brewery Co., Pfeiffer's Food Products, Inc.,
Phileo Corp., Rexall Drug Co., Western Air
Lines, Savings Banks' Ass'n. of Conn.,
Savings Banks' Ass'n of Mass., F. & M. Schae-
fer Brewing Co., Inc., W. A. Sheaffer Pen Co.,
Schenley Industries, Inc., Jacob Schmidt
Brewing Co., Scott-Atwater Mfg. Co., Shreve,
Crump & Low Co., Southern New England
Tel. Co., Spreckles Sugar Co., Standard Oil
Co. of California, Sheraton, Sunlite Bakery,
Inc., Timken Roller Bearing Co., Toro Mfg.



CRAIG'S RESTAURANT

of

GREAT NECK, LONG ISLAND

at 661 Northern Boulevard

"A REPLICA OF OLD NEW YORK CAFE SOCIETY"

*Dining Place of the
Television Industry*



"The famous Murray Hill Bar at Craig's where the television people gather . . ."

Telephone: HUNter 2-4211

MAUDE CRAIG, Owner-Hostess

ADVERTISING AGENCIES

Corp., United Fruit Co., United States Steel Corp., V.C.A. Laboratories, Vick Chemical Co., Westclox, Div. of General Time Corp., Wildroot Co. Inc., J. R. Wood & Sons, Inc., Zinsmaster Baking.

Estimated Radio Billings: \$6,000,000.
Estimated TV Billings: \$84,100,100.

ADRIAN BAUER AND ALAN TRIPP, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-7870
ANPA—NBP

Chairman of Board.....Adrian Bauer
President.....Alan R. Tripp
Vice Presidents.....David X. Miller,
Roy L. Silver, E. Bradford Hening
V.P., Radio & TV Dir.....Elmer F. Jaskan
Pub. Rel. Dir.....Richard M. Clement
Prod. Mgr.....Harold J. Gribbin

Radio Accounts: Allied Florists of Greater Phil., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron).

TV Accounts: Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; Frank's Beverages, Inc., all Phila. Trager Mfg. Co. (Sea Mist Ammonia) Scranton; Louis F. Neuweiler & Sons (Beer) Allentown.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: MElrose 7-4248

Owner.....Harold Bean
Radio Accounts: Radio Equipment Co. (Appliances); Emrich Furniture Co.
TV Accounts: Radio Equipment Co. (Appliances); Indianapolis, Ind.

Estimated Radio Billings: \$6,000.
Estimated TV Billings: \$12,000.

BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
Phone: FR 5-4311

ABP—ANPA—NOAB—NBP

President.....Donald T. Beaumont
V.P., Media Director.....J. L. Sperling
V.P.'s.....R. A. Kline,
N. H. Gimmy, J. H. Funk, K. W. Bailey
Vice-Pres. & Treas.....R. F. Heller
Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Alfred K. Walter
Research Director.....Robert Beaumont
Radio & TV Dir.....Miss Dee Hassler

Radio Accounts: Rock (Soft Drinks); Reading Trust (Bank); St. Lawrence Dairy Co.; Metropolitan Edison Co. (Utility), all of Reading, Pa.

TV Accounts: Polly-Betts Undies; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

BEAUMONT & HOHMAN, INC.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: RAndolph 6-6181

ANPA—APA—SNPA—NOAB

Secretary, Treasurer.....George Hoefner

Media Director.....C. J. Trudeau
Branch Offices
1299 Bush St., San Francisco 9, Calif.
Phone: GRaystone 4-8146

Chairman.....W. C. Beaumont
President.....H. A. Hohman
Central Bldg., Seattle 4, Wash.
Phone: SEneca 0066

Manager.....C. A. Beaumont
530 W. 6th St., Los Angeles 11, Calif.
Phone: MAdison 2-2986

Manager.....H. A. Hohman

BENNETT ADVERTISING, INC.

208 E. Green St., High Point, N. C.
Phone: 2-4151

Pres., Treas.....Harold C. Bennett
V.P.'s.....Forrest L. Collier, Jr.,
Robert Tracy, Robt. A. McKericher
Radio-TV Dir.....Ted Kramer

VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 7-2186
ABP—ANPA—NPB—APA

President.....Victor A. Bennett
V.P., Radio-TV Dir.....Edward D. Kahn
V.P., Mds. Dir.....Robert L. Hoenshel
V.P.'s.....Ford King, John M. Milne
Copy Chief.....Raymond Browne
Art Dirs.....John Dignam, John E. Russell
Public Rel. Dir.....Jack Galub
Media Director.....H. Edward Lehman
Space Buyer.....Herbert W. Thorne
Production Mgr.....Vincent Polito
Traffic Manager.....William Campbell

Branch Offices

Pemberton, Freeman, Bennett & Milne Ltd.
550 Church St., Toronto 5, Ont., Canada
Phone: WALnut 4-8317

Managing Director.....John M. Milne
Pemberton, Freeman, Bennett & Milne Ltd.
1410 Stanley St., Montreal, P.Q., Canada
Phone: AVenue 8-9134

Manager.....Rupert Mee
Pemberton, Freeman, Bennett & Milne, Ltd.
67 MarineSquare, Port-of-Spain, Trinidad
Phone: 5087

Managing Director.....E. A. Davey
Pemberton, Freeman, Bennett & Milne Ltd.
7 Swallow St., London, W. 1, England
Phone: REgent 7521

Partner.....Robert Freeman
Radio Accounts: Longines-R Wittnauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York; Percival Tours, Inc. (Transportation), New York; Burlap Council (Burlap), New York.

BENTON & BOWLES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JU 2-6200

AAAA—ANPA—ABP—ABC—AFA

Pres., Ch. Exec.....Robert E. Lusk
Chair. of Exec. Comm. Atherton W. Hobler
Chair. of Board.....William R. Baker, Jr.
Exec. V.P.'s.....Alan Sidnam, William Hesse
Sr. V.P.'s. Edw. W. Murtfeldt, John F. Reeder
Sr. V.P. Adm.....Charles A. Pooler

Currently on Radio/Television

...from our Los Angeles client list

<i>Albers Milling Company</i>	<i>Northrop Corporation</i>
<i>Arizona Brewing Company</i>	<i>Pacific Finance Corporation</i>
<i>Carnation Company</i>	<i>Rootes Motors, Inc.</i>
<i>California Bank</i>	<i>L. Rose & Company</i>
<i>Consolidated Cigar Corporation</i>	<i>Safeway Stores, Inc.</i>
<i>The Frito Company</i>	<i>Simple Simon Frozen Foods</i>
<i>Los Angeles Soap Company</i>	<i>Union Oil Company</i>
	<i>Van Camp Sea Food Company</i>



ERWIN WASEY, RUTHRAUFF & RYAN, INC.
ADVERTISING

5045 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA · WEbster 1-1211

Chicago · Dallas · Houston · Los Angeles · New York · Philadelphia · Pittsburgh · St. Paul · San Francisco
Washington, D.C. · London · Newcastle · Rio de Janeiro · Sao Paulo · Stockholm · Toronto

THE FREDERICK-CLINTON CO. Inc.

ADVERTISING

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

Cr. V.P., Plans Bd. Chmn.....L. T. Steele
 Sr. V.P., Plans Bd. Mem.....Geo. Chatfield
 V.P., Finance, Controller.....W. W. Vickery
 Treas., Ass't Sec'y.....Ralph Neuman
 Secretary.....A. M. Gilbert
 Vice Bd. Chmn.....H. O. Pattison, Jr.
 V.P., Broadcast Pgmng.....T. J. McDermott
 Vice President.....Kenneth McAllister
 V.P. Chg. Creative Serv.....Wm. D. Tyler
 V.P., Chg. Media.....Lee Rich
 V.P., Prog. Dir.....Oliver Barbour
 V.P., Copy Chief.....Victor Bloede
 V.P. Chg. Research.....Richard F. Casey
 V.P. Merch. Dir.....Austin Johnson
 V.P. Chg. TV Comm. Prod.....Ray Lind
 V.P. Personnel.....Frank W. Noetting
 V.P. Chg. Print Prod. & Art.....Austin Thomas
 Librarian.....Grace Dole

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-9151
 Vice President.....Albert Kaye
 1151 E. Memorial Blvd., Lakeland, Fla.
 Phone: MUtual 7-0631
 Vice President.....Harry E. Warren
 10 St. Mary St., Toronto, Canada
 Phone: WALnut 4-9328
 Ralph S. Butler, Jr.
 197 Knightsbridge (Lambe & Robinson)
 London SW 7, England
 Phone: KENSington 1444
 Chairman.....Kenneth S. Robinson
 Managing Director.....John Cuff
 67 Avenue des Champs-Elysees, Paris 8E,
 France
 Phone: ELYsees 92-75
 Jacques Hirsh
 7 Avenue de l'Astronomie, Brussels, Belgium
 Phone: 18.50.00
 Andre Jadin

Radio Accounts: American Express Co. (Travelers Checks) NYC; Carling Brewing Co. (Carling's Red Cap Ale) Cleveland, O.; Continental Oil Co. (Conoco Petroleum Prod. & Petrochemicals) Houston, Tex.; Procter & Gamble Co. (Tide) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.
TV Accounts: Borden Co. (Milk & Ice Cream Prod.) NYC; Continental Oil Co. (Conoco Petroleum Prod., Petrochemicals) Houston, Tex.; Eversharp Pen Co., Arlington Hgts., Ill.; Florida Citrus Commission, Lakeland, Fla.; General Foods Corp. (Gaines Meal, Biscuits, Instant Maxwell House Coffee, Yuban Coffee, Post Cereals, Institutional Products Div.) White Plains, N. Y.; S. C. Johnson & Son, Inc. (Jubilee, Glade, Pledge) Racine, Wis.; Philip Morris (Parliament Cigarettes) NYC; Norwich Pharmaceutical Co. (Pepto-Bismol) Norwich, Conn.; Procter & Gamble Co. (Tide, Zest, Crest, Ivory, Snow, Whirl Prell Liquid, Prell Concentrate) Cincinnati, O.; Charmin Paper Products Co., Cincinnati, O.; Procter & Gamble Co. of Canada, Ltd. (Tide, Zest, Ivory Snow, Prell, Fluffo) Toronto Can.; Schick (Men's Shavers, Ladies' Shavers, Pre-Shave Lotion, Butane Lighter) Lancaster, Pa.

Estimated Radio Billing: \$1,500,000.
 Estimated TV Billing: ..65,000,000.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles, Calif.

Phone: OLYmpia 2-2850

ABP—ANPA—APA

Pres., Bd. Chmn.,
 Exec. Media Dir.....Jervy Berghoff
 Vice Pres.....Frances H. Berghoff
 Treasurer.....Diane C. Berghoff
 Radio-TV Dir.

Talent-Time Buyer.....Marold Ross
 Space Buyer.....Barry Ziff
 Product Sales Dir.....Rick Gorsky
 Art, Prod. Dir.....Bill Martin
 Publicity Dir., Dir. Mail,
 Librarian.....Stella Garcia
 Copy Chief.....Roslyn Bain

Radio-TV Accounts: Alladin Plastics; Baby Line Furniture Corp., all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.; International Filon Plastics (Mfg. of Filon Fiberglass Panels) El Segundo, Cal. & Zurich, Switzerland; Lindy's Mexican Prods. (Tacos, Sauces) San Bernardino, Cal.; Certified Chrome Furniture Mfg. Corp. (Chrome Dinette Sets) El Segundo, Cal.
 Estimated Radio & TV Billings: \$200,000.

BERMINGHAM, CASTLEMAN & PIERCE, INC

234 East 46th St., New York 17, N. Y.

Phone: YUKon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President.....Arch Bermingham
 V.P., Creative Dir.....Frederick C. Bruns
 Vice President.....Porter F. Leach

Radio Accounts: Julian Freirich Co. (Meats) Long Island City, N. Y.; First Church of Religious Science, N.Y.C.; Drinks, Incorporated (Nufizz) N.Y.C.

TV Accounts: Drinks, Incorporated (Nufizz) N.Y.C.; Julian Freirich Co. (Meats) Long Island City, N. Y.; Marketing, Inc. (Silly Putty) New Haven, Conn.; Teleweather, Inc. (TV Weather Reporting) N.Y.C.; Tele-Pool, Inc. (Jigsaw Quiz Program) N.Y.C.

Estimated Radio Billings: \$13,300.

Estimated TV Billings: \$150,400.

GORDON BEST CO., INC.

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

Phone: SState 2-5060

ABC—ABP—ANPA—NOAB—APA—NBP

President, Treas.....Gordon Best
 Vice-Presidents, Acct. Execs. Roy M. Kirtland
 Frank F. Morr, Burton G. Feldman, Frank
 Brodsky, Sidney J. Natkin, Frank E. Dugan, Paul Hav.

V.P., Radio & TV.....Shepard Chartoc
 Secretary.....Richard Best
 Radio-TV Time Buyer....Katherine Knight
 V.P., Merch.....Carl Sigler

JOAN BARNES



Free Lance
Stylist and
Fashion Coordinator
For
TV Commercials
and Shows
TV Commercials —
Tide — Instant Maxwell House Coffee
Lux — Whirl

LE. 5-1537


National Society of Interior Designers



BROADCAST TIME SALES

"dazzles 'em with footwork"



- 
- SPECIALIZING IN RADIO,
EXCLUSIVELY!
 - TAPE PLAYBACKS BRING
OUR STATIONS 'IN PERSON'.
 - MORE THAN 500 ACCOUNTS
ON THE AIR!

BROADCAST TIME SALES

The Penthouse

509 MADISON AVENUE, NEW YORK 22, N. Y.

Media Director.....Edwin A. Trzil
 Production Manager.....Arthur W. Terwilliger
Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milner Products Co. (Pine-Sol, White Wave, Perma Starch, Milner Household Cleaner & Gala Powder Bleach), Jackson, Miss.; Helene Curtis Industries, Inc. (Suave, Men's Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago.

TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago.
Estimated Radio Billings: \$240,000.
Estimated TV Billings: \$5,900,000.

BLACKSTONE ADVERTISING, INC.

221 West 57th St., New York 19, N. Y.
 Phone: Circle 7-4915
 President.....Milton Blackstone
 Secretary.....G. B. Berju
Accounts: Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.

BLAINE-THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.
 Phone: LO 4-0800
 ANPA—APA—ABC—NOAB—NBP
 President.....Albert Lee Lesser
 V.P.'s.....Fred Golden, Philip Solomon, Ingram Ash
 V.P., Controller.....P. F. Tuttle
 Art Director.....Morris Robbins
 Production Mgr.....Paul Kutner
 Dir. of Publicity.....George Fenmore
 Media Director.....Lee Frankel
 Research Director.....Ingram Ash
 Account Executives.....Ingram Ash, Paul Klein, Philip Solomon.
Radio Accounts: Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; Barbizon (School of Modelinz) New York, N. Y.
TV Accounts: Barbizon.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
 New York 36, N. Y.
 Phone: BRyant 9-5238
 APA

President.....Ben B. Bliss
 Radio Director.....S. Marsten
 TV Consultant.....Sidney Morse
 Art Dir.....John Craig
 Prod. Mgr.....Myron Crespin
 Media Dir.....Helen Glucoft
 Copy Chief.....Gary Zucker
Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kosher Wine Co., (Kosher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Ammo-Lan, Inc. (Bonnie Lanolin Ammonia).

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine

Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

BOLAND ASSOCIATES

755 Sansome St., San Francisco 11, Calif.
 Phone: YUKon 2-2960
 ABP

President.....Barry W. Boland
 V.P.....Foreman Thompson, R. Thompson
 Vice-Pres.....William G. Morrissey
 Sec'y.....Frances Scott
 Treas.....John Ebner
 Copy Dir.....W. G. Morrissey
 Exec. Art Dir.....Paul Turley
 Media, Research Dir.....R. S. Liptak
 Media Buyer.....Virginia Collins
 Production Mgr.....Maida Rector
 Account Supervisor.....W. Lawson Jones

Branch Office

Subsidiary: Boland Associates, Ltd.
 1060 Bishop St., Honolulu, Hawaii
 Phone: 6-2156

President.....B. W. Boland
 Exec. V.P.....Walter C. Lindley, Jr.
Accounts: Adhesive Engineering, Inc. (Structural Adhesives), San Carlos; Ampex Audio, Inc. (Home Music Systems, Tape Recorders), Sunnyvale; Ampex Corp. (Magnetic Tape Recorders), Redwood City; Fairchild Semiconductors Co. (Transistors), Palo Alto; Hiller Aircraft Corp. (Helicopters), Palo Alto; Internat'l. Engr. Co., Inc., San Francisco; Lenkurt Electric Co. (Telecommunications Systems), San Carlos; Miller Freeman Publications (Magazines), San Francisco; Plastic Lume, Inc. (Venetian Blind materials, Sausalito); Sherman, Clay & Co. (Musical Instruments, Records), San Francisco; Tubbs Cordage Co. (Rope, Twine), San Francisco; Varian Associates (Electronic Controls, Components), Palo Alto; William Wallace Co. (Metalbestos Gas Vent Pipe, Chimney) Belmont.

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
 Phone: JACKson 8-5577
 ABP—NBP—APA—SNPA—ANPA
 Partners.....Malcolm Cummings, Graham Boone, Jr.
 Radio-TV Director.....Miss Dana Glover
 Art Dir., Prod. Mgr.....Woods Robinson
 Secretaries.....Joyce Brady, Katherine Curtis

Radio Accounts: DeMontrond Buick; First City National Bank, Loew's Sharpstown Outdoor Theatre; South Main State Bank; Richardson Chevrolet, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank; Richardson Chevrolet, all Houston, Tex.

BOTSFORD, CONSTANTINE & GARDNER, INC.

115 S.W. 4th Ave., Portland 4, Ore.
 Phone: CAPITol 8-9541
 NBP—APA—NOAB—AAAA—ANPA
 Senior V.P.....Ray Andrews
 Executive V.P.....Burton R. Durkee
 V.P. & Space Buyer.....Frankie Coykendall

ADVERTISING AGENCIES

Vice-Presidents Stanley Parshall,
Don Lawton, E. J. Mittelstadt, Bryce
Spruill
Sec. Treas. L. K. Bender

Branch Offices

1400 Tower Bldg., Seattle 1, Wash.
Phone: MAin 3-3523

Exec. Vice-President Joseph Maguire
Vice-Pres. & Mgr. Reinhart Knudsen
Sr. V.P. C. P. Constantine
V.P.'s. John Heverly, Douglas A. Murray
625 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-7565

Chairman David M. Botsford
President David M. Botsford, Jr.
V.P., Mgr. Harold M. Walker
Sr. V.P. Stanley G. Swanber
261 Madison Ave., New York 16, N. Y.

Phone: OX 7-2797

Exec. Vice-President Elizabeth Eyerly

BOWMAN & BLOCK, INC.

Rand Bldg., Buffalo 3, N. Y.
Phone WA 0137

President Albert A. Bowman
Treasurer Nathaniel J. Block

Art Director Walter Nehin
Prod. Mgr. William Cook
Copy Chief Richard Mabry

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030

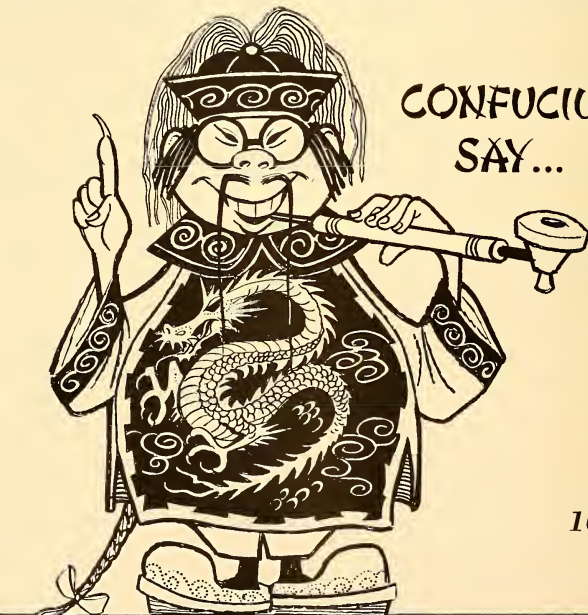
AAAA—ABP—ANPA—APA—NOAB—NBP
Pres. Morris E. Jacobs
Exec. V.P., Gen. Mgr. F. C. Miller
Radio-TV Dir. Clair Gross
V.P., Creative Dir. Julian K. Billings
Art Director Hans Nielsen
Production Manager ... Sands F. Woodbridge
V.P., Copy Ch. Henrietta Kieser

Branch Offices

205 N. LaSalle St., Chicago 1, Ill.
Phone: WALnut 3-4524

V.P. & Manager Chas. A. Gallup
1308 Tower Building, Seattle 1, Wash.
Phone: MUtual 2-6027

V.P. & Manager R. H. Wensberg
2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-6210



CONFUCIUS
SAY...

“One
Klaeger
picture
worth
10,000,000
words”

Klaeger
FILM PRODUCTIONS, INC.

1600 BROADWAY, NEW YORK 19, N. Y.

LIVE AND
ANIMATED

films

JUDSON 2-5730

ADVERTISING AGENCIES

President.....Donald D. Hoover
608 Second Ave., S., Minneapolis 2, Minn.
Phone: FEderal 9-8621

V.-P. & Manager.....Sam Kaufman
402 Fairfield Bldg., Shreveport, La.
Phone: 3-6124

V.P., Manager.....Walter T. Pfeiffer
2122 Welch St., Houston 19, Texas
Phone: JAckson 9-4981

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

ManagerMax Barnes
2110 North Charles St., Baltimore 18, Md.
Phone: BElmont 5-2083

V.P., ManagerArthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BAltimore 1-4997

ManagerBert Bremson
340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRadshaw 2-2081

ManagerDavid R. Brown

Radio & TV Accounts:
Brandeis Store, Omaha; United Gas Corp.,
Houston; Storz Brewing Co., Omaha; Skin-
ner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

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

Phone: DE 1-4115

ABP—ANPA—APA—NBP

Radio Director.....Arthur Braitsch
SecretaryMaureen O'Brien

Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver
Johnson Co., Inc., Health Footwear, Inc., Al-
len Distributors, Inc., Rocky Point Park,
Roger Williams Savings & Loan Assn., See-
konk Family Drive-In Theater, Strand Thea-
ter, all Providence.

TV Accounts: Allen Distributors, Inc.;
Hillside Farms Inc.; Roger Williams Savings
& Loan Ass'n; Strand Theatre; Weybosset
Market; all Providence.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.

Phone: 900

Pres.-Radio Dir.....J. Carson Brantley

Treasurer.....A. R. Monroe

Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp.
(Cheerwine), Isenhour Brick & Tile Co.,
Salisbury; Duke Power Co., Charlotte; Owen
Drug Co. (O-N for Colds), Salisbury, N. C.,
Free Enterprise Train, (National Train
Tour), Salisbury, N. C.; Banna Co. (Bana-
tol), Salisbury, N. C.

TV Account: Carolina Bev. Corp. (Cheer-
wine), Isenhour Brick & Tile, Banna Co.,
All Salisbury, N. C.

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$25,000.

Name That Tune

Starring

George DeWitt

Produced

by

HARRY SALTER

TV'S TOP FAMILY SPORTS SHOW
ROLLER DERBY

ABC-TV NETWORK — SUNDAY AFTERNOONS

3:30 to 4:30 E.S.T.

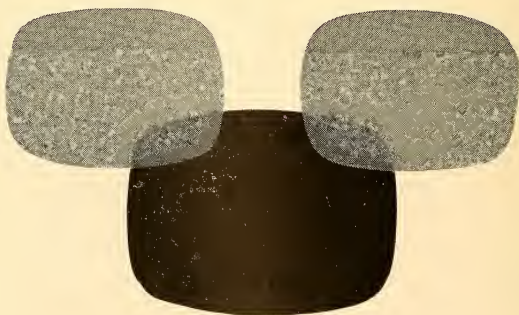
A natural for smart sponsor who wants family coverage.

For Information —

Los Angeles:
STate 9-0583

New York:
Judson 6-4646

VIDEOCRAFT PRODUCTIONS VIDEOCRAFT INTERNATIONAL
ARTHUR RANKIN JR. ASSOCIATES



DIVISIONS OF
VIDEO CRAFTS INCORPORATED

A. R. BRASCH & SONS, ADV.

10234 Fenkell, Detroit 38, Mich.
Phone: UNiversity 4-0245

Partners.....David & Miles Brasch
Accounts: RCA Victor Distributing Corp.,
Detroit, Mich.; Westinghouse Appliance
Sales, Detroit, Mich.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone: HEMlock 2-4650
ABP—APA

President.....R. C. Breth
Vice-President.....Victor G. Geisel
Secretary.....A. W. August
Radio Accounts: Acorn Equipment Co.
(Barn Cleaner), Stevens Point, Wis.; Algoma
Foundry & Mach Co., Farm Machinery, Al-
goma, Wis.; Har-Mac, Inc. (Mobile Homes),
Stratford, Wis.; Woodlot Seed Co. (Tree,
Shrub Seeds), Norway, Mich.
TV Accounts: Algoma Foundry & Machine
Co. (Farm Machinery), Algoma; Har-Mac
Inc. (Mobile Homes, Stratford); C&W Sales
& Mfg. Co. (Barn Equipment), Iola; Woodlot
Seed (Tree, Shrub Seeds), Norway, Mich.
Estimated Radio Billing: \$12,000.
Estimated TV Billing: \$20,000.

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas
Phones: MADison 3-8686 & MOhawK 4-4400
ABP—SNPA—APA—NBP
General Manager.....J. F. Brinley
Sec. Treas.....V. H. Brinley
Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....P. Endicott
Assoc. Art Dirs.....C. B. Jones, W. A. Carter

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

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VALley 2-9700

AAAA—ABP—NOAB—ANPA—APA—NBP
President.....Walter C. Ayers
Vice Chr., Exec. Committee.....
Willard S. French

Chr. of the Board, Treas.....Guy C. Smith
Chr., Exec. Committee.....Jack Williams
Vice Pres., Media Dir.....George Johnston
V.P., Exec. Art Dir.....Richard Rein-
V.P., Dir. Creative Services.....Blount Slade
V.P., Dir. Graphic Arts.....Fred P. Zick
Vice Presidents.....L. C. Barlow,
L. Grant Hamilton, C. Allison Monroe,
John S. Pingel, Donald C. Longyear, L.
James Schneider.

New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MURray Hill 6-1800

V.P., Mgr. Media Dept.....H. E. Pengel
Vice President.....William A. Walker
Radio Accounts: Int'l Breweries, Inc.;
Ferry-Morse Seed Co.
TV Accounts: The Ironite, Inc., Int'l
Breweries, Inc.

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250
AAAA—ANPA—ABP
ABC—NOAB—APA

President.....D. P. Brother
Executive Vice President...Guy S. Warren, Jr.
Vice Presidents.....F. E. Egan,
T. J. King, L. R. Mange, K. G. Manuel,
Walker Graham, Valentine Corradi, Shel-
don Moyer, David B. Rank, V. W. Canever
L. E. Dean, John J. Remillet, Jr., C. Watts
Wacker, Donald W. Walton.

Secretary-Treas.....C. J. Rudesill
Acct. Supvs...Guy S. Warren, Jr., T. J. King
Account Executives.....V. W. Canever,
Sherburne C. Brown, A. C. Cochrane, Jr.,
Robert M. Fitzgibbons, Jack R. Hendrick-
son, Richard H. Iiff, Thomas W. Jipson,
W. Neil Lewton, John J. Remillet, Jr.,
David D. Wines

V.P., Media Director.....C. Watts Wacker
Marketing Director.....J. J. Remillet, Jr.
Research Director.....V. H. Bergmann
Art Director.....L. R. Mange
Sales Promotion Dir.....Donald W. Walton
Publicity Director.....G. M. Williams
Radio & TV Dir.....Kenneth G. Manuel
Copy Chief.....David B. Rank
Art Buyer.....Frank E. Reschke

Branch Offices

3540 Wilshire, Los Angeles, Cal.
Phone: DUNkirk 5-8288
West Coast Mgr.....T. H. Moriarty
Pac. Coast Adv. Dir.....A. C. Cochrane, Jr.
720 Fifth Ave., New York, N. Y.
Phone: COLumbus 5-1004
V.P., Manager.....F. E. Egan
Radio Accounts: Oldsmobile Div., Gen.
Motors Corp. (Automobiles), Lansing, Mich.
TV Accounts: AC Spark Plug Div., Gen.
Motors Corp. (Spark Plugs Oil Filters, Fuel
Pumps, etc.), Flint, Mich.; Oldsmobile Div.,
Gen. Motors Corp. (Automobiles), Lansing,
Mich.; Harrison Radiator Div. (Radiators,
heaters, air conditioning systems, heat ex-
changers), Lockport, N. Y.; Hyatt Bearing
Div. (Hyatt Roller Bearings) Harrison, N. J.;
New Departure Div. (Ball Bearings, bicycle
safety brakes) Bristol, Conn.; Saginaw Steer-
ing Gear Div. GMC (Power Steering, Steer-
ing Gears, Propeller Shafts, Universal Joints,
Automotive Jacks, Aircraft & Diesel Engine
Parts) Saginaw, Mich.; Gen. Motors Corp.
(Institutional "Aim to Live") Detroit; Guide
Lamp Div. GMC (Automotive Lighting
Equipment, Autronic Eye) Anderson, Ind.;
Rochester Prod. Div., GMC (Steel Tubing,
Carburetors, Cigaret Lighters) Rochester,
N. Y.

Estimated Radio Billing: \$1,400,000.
Estimated TV Billing: \$7,600,000.

BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.
Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB
Owner.....E. H. Brown
Consultant.....Irving R. Allen
Art Dept...Melvin J. Beagle, Rudy L. Hajek
Production Mgr.....D. E. Meintzer
Copy Dept.....E. G. Brown,

» ATTENTION
GIVEN TV PRIZES AND
FASHION SHOW TIE-INS

miahati

high fashion parfums

a precious wardrobe of four famed blends



PRIZED HIGH FASHION FRAGRANCES:
BLUE FOX, MY FANCY, AUDACIOUS, JAUNTY

*advertised and featured on television —
national magazines and motion pictures*

As Shown—

In Bath Powder Sets (left)—cologne and scented bath powder combination fitted with silky lambs wool puff; in handsomely appointed gift package

In Perf-O-Mist (upper right)—ingenious patented single-motion dispenser—delightful lasting double-strength spray; no cap to remove or replace

In Cologne Foursome (lower right)—welcome all-occasion gift package

*Glamorously packaged Perfumes, Colognes, Bath Powders and Accessories
nationally distributed*



miahati INC.

377 Fourth Avenue, New York 16, N. Y.

ADVERTISING AGENCIES

John T. McManus
Media Buyer.....Eleanore Noble
Act. Execs.....J. B. Allen,
E. H. Brown, E. H. Brown, Jr., B. M. Camp-
bell, Jim Duffy, George Johnson, Paul J.
Johnson, C. S. Petersen, Jim Roe, Ray-
mond P. Wiggers, W. A. Vernon.

BUCHANAN & CO.

Div.: Lennen & Newell, Inc.
1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-7900
ABP—ANPA—APA—AAAA—NBP
ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.
Exec. Vice President.....William Dasheff
Vice Presidents.....Roy Winkler, John
McEvoy, George Richardson, W. D. Christ-
man

Media Director.....E. F. Moeller
Prod. Mgr.....Anthony Calanese
Sec'y-Treas.....A. Grace Barrett
Radio-TV Dir.....Nat Strom
Art Director.....Don DeMarco
Merchandising Director.....A. E. Freeman

Branch Offices

451 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLYmpia 2-0810

Vice Pres.....Fred Keith
Radio Accounts: Reynolds Metals Co.
(Farm Building Products, Aluminum Foil)
New York, N. Y.; Wilbur Clark's Desert
Inn (Resort) Los Angeles; Paramount Pic-
tures (Motion Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Alum-
inum) New York; Paramount Pictures, Los
Angeles, Calif.

BUCHANAN-THOMAS ADV. CO.

5010 Underwood Ave., Omaha 32, Nehr.
Phone: GLendale 6793
ABP—ANPA—APA—NOAB—NBP

Partner, Creative Dir.....Robert E. Savage
Ptnrs.....C. Harding, R. Dundis
Consultant.....C. Buchanan, L. Thomas
Copy Head.....R. R. Foster
Production Manager.....Marge Seaberg
Art Director.....Homer Frohardt

BUNTIN & ASSOC., INC.

203 Broadway Natl. Bank Bldg.
Nashville 3, Tenn.
Phone: ALpine 5-0000
SNPA—APA

President.....Sinclair Butin
Vice President.....Jas. Noel Brown
Radio-TV Dir.....Bettie J. McMillen
Accounts: General Electric Supply Co.,
Nashville, Tenn.; Martha White Bakeries,
Nashville, Tenn.

LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA—ABP—ANPA—AFA—ABC
NOAB

Chairman of Board.....Leo Burnett
Chmn. Exec. Comm.....Richard N. Heath
President.....W. T. Young, Jr.
Senior V.P.....DeWitt O'Kieffe
Treasurer.....E. Ross Gamble

Exec. V.P.'s.....Draper Daniels,
Jos. M. Greeley, Phillip Schaff, Jr.
V.P. Broadcasting.....William McIlvain
V.P., B'cstg. Prod. Div.....Lee Bland
V.P., B'cstg. Business Div.....David Dole
Adm. Vice Pres.....F. Strother Cary, Jr.
V.P., Radio-TV Dept.....Edw. M. Thiele
V.P. Chg. Media.....Thos. A. Wright
V.P., Research Director.....John Coulson
V.P., Chg. TV.....Don Tennant
V.P., TV Film Copy Supvr.....Nelson Winkless
V.P., Copy Director.....John Matthews
V.P.....Norman Levally
V.P., Mktg.....Leonard Matthews

Branch Offices

677 Fifth Ave., New York 22, N. Y.
Phone: MURray Hill 8-9480

V.P., N. Y.....Paul Louis
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 4-7374

V.P. Hollywood.....Wendell Williams
Buhl Bldg., Detroit 26, Mich.
Phone: WOODward 1-5959

Manager.....Robert Leonhard
Radio Accounts: Atchison, Topeka, Santa
Fe Rwy.; Pure Oil Co. (Gasoline, oil lub-
ricants, tires, batteries and accessories) Chi-
cago; Kellogg Co. (Cereals, Dog Food);
Bauer & Black Div., Kendall Co. (Curads,
Battle Ribbons, 5 First); Chas. Pfizer & Co.,
Inc. (Vigo Fac, T.E.F., T.A.F., Mastitis, Ter-
ramycin for Cattle); Campbell Soup Co.
(Frozen soups, Franco-American spaghetti)
Camden, N. J.; Philip Morris, Inc. (Marl-
boro, Mayfield, Philip Morris) New York;
Procter & Gamble Co. (Camay, Joy) Cincin-
nati, Ohio; Allstate Insurance Co. (Auto,
Home Owners') Chicago, Ill.; Chrysler Corp.;
Pure Oil Co.; Swift & Co. (Allsweet); U.S.A.
Tea Council, Inc.; Pillsbury Mills, Inc. (Cake
& Frosting Mixes, reg. & loaf sizes, Pudding
Cake Mixes) Minneapolis, Minn.

TV Accounts: Brown Shoe Co. (Buster
Brown) St. Louis, Mo.; Kellogg Co. (Cereals
and dog food) Battle Creek, Mich.; The
Pure Oil Co. (Gasoline, oil, lubricants, tires,
batteries and accessories) Chicago; Campbell
Soup Co. (Franco-American Macaroni, Spa-
ghetti, Spaghetti with Meatballs) Camden,
N. J.; Commonwealth Edison Co., Chicago;
The Hoover Co., N. Canton, Ohio; Chas.
Pfizer & Co. (Vigo Fac, T.E.F., T.A.F., Mas-
titis) Brooklyn, N. Y.; Philip Morris, Inc.
(Marlboro, Mayfield, Philip Morris) New
York, N. Y.; Procter & Gamble Co. (Camay,
Joy, Lava, Jiff, Secret, Pace) Cincinnati;
Atchison, Topeka & Santa Fe R. R., Chicago;
Tea Council of U.S.A., New York; Bissell
Carpet Sweeper Co. (Sweepers, Shampoo &
Upholstery Master, Rug Shampoo); Cracker
Jack Co. (Cracker Jack, Camp Fire Marshmal-
lows); Swift & Co. (Allsweet); Kendall Co.,
Bauer & Black Div. (Curads, Five First);
Allstate Insurance Co. (Automobile, Home
Owners' & Life); Pillsbury Mills, Inc. (Cake
& Frosting Mixes, reg. & loaf sizes; Ginger-
bread; Pancakes; Angel Food Cake, Cookie,
Brownie, & Pudding Cake Mixes).

Estimated Radio Billings: \$7,600,000.
Estimated TV Billings: \$44,000,100.

ADVERTISING AGENCIES

AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.
Phone: GARfield 3504

Pres., Media Dir. Addison F. Busch
TV Director William F. Nailos
Accounts: Aavid, Inc., Buffalo, N. Y.;
Beam-Cast Inc., Buffalo, N. Y.; WSAY-
WNIA, Rochester & Buffalo broadcasting
stations.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.
Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAAA
Partners Gus K. Bowman,
Joel Burghalter, Herbert Byer
Radio-TV Time Buyer John D. Metzger
Pub. Rel. Dir. Nick Pops
Controller Joe Hughes
TV Director Sandy Hallock
Creative Director William Arter
Art Dir., Prod. Mgr. Harold Graham
Radio Accounts: August Wagner Breweries;
City National Bank & Trust; Dollar
Federal Savings; T. Marzetti Co. (Salad
Dressings); all Columbus, Ohio.

TV Accounts: August Wagner Breweries;
Dollar Federal Savings; Auto Show; City
National Bank & Trust Co.; Yenkin Majestic
Paint Co., all Columbus, Ohio; Marzetti's,
Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HANcock 6-7600

AAAA—ANPA—NOAB—NBP—APA

Board Chairman Harold Cabot
President Edward F. Chase
Sr. V.P.'s William H. Ganick,
James I. Summers
V.P.'s Joseph R. Wallace, Eugene R.
MacArthur
Media Dir. David R. Williams
Radio-TV Dir. Harold Cabot, Jr.
Marketing Dir. Phillip W. Wenig
Secretary Edw. F. Glacy
Production Manager John B. Havey

Radio Accounts: New England Tel. & Tel.,
Boston, Mass.; New England Electric System
and Gas Division (Electricity, Gas), Boston;
Boston Gas Co., Boston, Mass.; Carling Black
Label Beer (N.E.), Cleveland; National Shaw-
mut Bank, Boston; S. S. Pierce Co. (Retail
Food Store) Boston.

TV Accounts: Carling Brewing Co. (N.E.);
New England Tel. & Tel. Co.; Rock of Ages
Corp. (Monuments), Barre, Vt.; Boston Gas
Co.; New England Elec. System Gas Div.
(Gas), Boston; S. S. Pierce Co. (Retail Food
Store), Boston.

CALDWELL, LARKIN & SIDENER- VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.
Phone: MElrose 2-6501

APB—ANPA—APA—NBP

Board Chairman Guernsey Van Riper

President Howard C. Caldwell
Exec. V.P. Storey M. Larkin
Radio-TV Dir. Don Howell
Accounts: Ajax Mfg. Corp., Racine, Wis.;
Electric Switch Corp., Indianapolis, Ind.;
WFBM & WFBM-TV, Indianapolis, Ind.

J. M. CAMP & COMPANY

213 W. Wesley, Wheaton, Ill.
Phone: MOnrose 8-8000
APA

President John M. Camp
Radio-TV Time Buyer Grace R. Jordan
Accounts: The Evangel Hour, Newark,
N. J.; HCJB, Quito, Ecuador; Youth On
the March TV Film, Philadelphia, Pa.

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200

AAAA—ANPA—NOAB—APA—ABP
Chairman of Board Henry G. Little
President Thomas B. Adams
Vice-Chmn. Bd., Sr. V.P. J. J. Hartigan
Chmn. of Exec. Comm., Sr. V.P. L. R.
Nelson
Exec. V.P.'s Colin Campbell,
Clarence Hatch, Jr.

Sr. V.P.'s Edward A. Schirmer, John H.
Forshev

Treasurer H. P. Cook
Secy. & Personnel Dir. S. J. Rozema
Comptroller & Asst. Treas. E. M. Talbert
Vice-Presidents Halsey Davidson,
George W. Davis, W. P. Stewart, W. H.
Gage, Jr., W. F. McCarthy, W. W. Selover,
J. L. Thornhill

V.-P., Radio & TV Dir. P. L. McHugh
J.P., Media Dir. Carl Georgi, Jr.
V.P., Copy Director Walter B. Booth
V.P., Art Director James N. Hastings
Vice President M. Craig Miller

Branch Offices

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-3400

V.-P. and Mgr. Frank W. Townshend
Space Buyer John A. Blomstrom

Radio & TV Dept. A. J. Miranda III
Art Director Kenneth T. Vincent

230 N. Michigan Avenue, Chicago 1, Ill.
Phone: CENtral 6-1946

V.P. and Mgr. Reginald G. Carey
Space Buyer John D. Varnier

3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 9-1334

V.P., West Coast Mgr. Richard C. Francis
Mgr. L.A. Angeles Office Richard W. Byrne

235 Montgomery St., San Francisco 4, Calif.
Phone: EXBrook 2-0145

V.-P. and Mgr. T. Milburn Johnston
11 Pryor St., S.W., Atlanta 3, Ga.

Phone: JACKson 4-3858

Manager Arthur T. Duhaime
1625 Eye St., N.W., Washington 6, D. C.

Phone: REpublic 7-0015

Manager Ross Lindsay
Bryan & Bullington Sts., Dallas 1, Texas

Phone: RVerSide 2-6889

Manager Lorne T. Denton
4010 Washington Ave., Kansas City 11, Mo.

ADVERTISING AGENCIES

Phone: Jefferson 1-5601

Manager.....Lawrence R. Amos
1750 N. Vine St., Hollywood, Calif.
Phone: HOLLYWOOD 9-2931

Manager.....Richard L Eastland
Account Exec. for Radio, TV...Willard Hanes
441 Vine St., Cincinnati 2, Ohio
Phone: MAIn 1-0500

Manager.....James E. Defebaugh
1700 Broadway, Denver 2, Colo.
Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl
Radio Accounts: Chevrolet Motor Div.,
General Motors Corp.; The Detroit Edison
Co.; General Motors Acceptance Corp.;
Goebel Brewing Co.; National Bank of De-
troit; Hertz Systems, Inc.; The Firestone
Tire & Rubber Co.; Stran-Steel Corp.; Gen-
eral Motors Corp. (Motorama).

Television Accounts: Chevrolet Motor Div.,
General Motors Corp.; The Detroit Edison
Co.; Goebel Brewing Co.; National Bank of
Detroit; The Firestone Tire & Rubber Co.;
General Motors Corp. (Motorama).

Estimated Radio Billings: \$9,000,000.

Estimated TV Billings: \$13,000,000

CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 9-7383

AAAA—ABP—ANPA—APA—NBP—NOAB
President.....Ray O. Mithun
Asst. to President.....Eugene A. Patterson
Media Director.....Harry M. Johnson
Research Director.....Leslie A. Beldo
Production Dept. Mgr.....Oliver H. Hangen
Radio-TV Bus. Mgr.....Richard L. Stevens
Exec. V.P.Albert R. Whitman,
Vice-Presidents.....Kenneth D. Ruble
B. E. Howard, R. L. Forrest, Arnold C.
Aslakson, E. W. Burke, G. P. MacGregor,
M. Oakley Bidwell, A. H. Lund, Charles R.
Strotz, E. W. Turner, R. F. Wittgraf

Branch Offices

Secretary.....E. Brugette Flynn
Treasurer.....Beatrice N. Sandquist
TV Creative Supvr.....Cleo W. Hovel

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7553

Exec. V.P.....Lee A. Terrill
420 Lexington Ave., N. Y. 17, N. Y.
Phone: OR 9-8744

V.P., Gen. Mgr.....M. Oakley Bidwell
1213 Hollywood-Taft Bldg., Hollywood 28,
Cal.

Phone: HOLLYWOOD 2-0715

V.P., Gen. Mgr.....Paul E. Morgan
Radio Accounts: Theo Hamm Brewing Co.
(Beer) St. Paul, Minn.; The Kroger Co.
(Grocery) St. Louis, Mo.; Land O'Lakes
Creameries (Dairy Products, Feeds) Minne-
apolis, Minn.; John Morrell & Co., Red
Heart Div. (Dog Food), Chicago; Nash Cof-
fee Co., St. Paul, Minn.; Nash-Finch Co.
(Grocery Products) St. Paul, Minn.; North-
ern States Power (Electric Power) Minne-

apolis, Minn.; Northwestern National Bk.
(Banking Service) Minneapolis, Minn.;
Pillsbury Mills, Inc. (Flour, Refrigerated
Products, Bakery Mixes, Ballard Products,
Feeds) Minneapolis; Top Value Enterprises
(Trading Stamps) Dayton, Ohio; American
Dairy Assoc. (Dairy) Chicago; Northwest
Orient Airlines (Passenger Cargo) Minneap-
olis; Malt-o-Meal Co. (Hot Wheat Cereal)
Minneapolis; Northwest Bancorporation,
Minneapolis.

TV Accounts: American Dairy Assn.
(Dairy) Chicago; Fenn Bros. (Candy) Sioux
Falls, S. Dak.; Gold Seal Co. (Glass Wax,
Snowy Bleach) Bismarck, N. Dak.; Theo
Hamm Brewing Co. (Beer) St. Paul, Minn.;
Kemps Ice Cream Co., Minneapolis; The
Kroger Co. (Grocery) Cincinnati, O.; Malt-
O-Meal Co. (Hot Wheat Cereal) Minneap-
olis, Minn.; Mishawaka Rubber & Woolen
Mfg. Co. (Tennis Shoes) Mishawaka, Ind.;
John Morrell & Co., Red Heart Div. (Dog
Food) Chicago; Nash Coffee Co., St. Paul,
Minn.; Nash-Finch Co. (Grocery Products)
St. Paul, Minn.; Northern States Power (Elec-
tric Power), Minneapolis; Food Sales, Inc.
(Combo Popcorn) Minneapolis; Northwest
Bancorporation (Banking Service) Minne-
apolis; Tecnique (Hair Rinse) Minneap-
olis; Top Value Enterprises (Trading Stamps),
Dayton, Ohio; Iowa-Des Moines National
Bank; Larsen Co. (Canned Vegetables),
Green Bay, Wis.; Northwest Orient Airlines
(Passenger, Cargo) St. Paul, Minn.; Pills-
bury Co. (Flour, Refrigerated Products, Bak-
ery Mixes, Ballard Products, Feeds) Minne-
apolis, Minn.

Estimated Radio Billings: \$4,000,000.

Estimated TV Billings: \$10,500,000.

THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.
Phone: SUperior 7-6016
ANPA—APA—NBP—NOAB

President.....R. N. Hartsing
Sr. V. P.....J. E. Erickson
Exec. V. P.....D. Powers, M. Martin
V. P., Sec. & Treas.....R. N. Hartsing, Jr.
Media Dir.....H. M. Taylor
Time Buyer.....M. Convery
Art Dir.....W. A. Aldrin
Prod. Mgr.....O. Gorrill
Acct. Execs.....J. E. Erickson,
R. A. Hansen, R. N. Hartsing, Jr., J. P.
Hotchkiss, E. J. Lewinski, M. T. Martin,
D. J. Powers

Branch Offices

10 E. 40th St., New York City
Phone: MUrray Hill 4-6800

V.P. in Chg.....Hudson F. Meyer
1504 Dodge St., Omaha 2, Neb.
Phone: JAckson 7795

V.P. in Chg.....L. M. Branch
301 S. Kingsley Dr., Los Angeles 5, Cal.
Phone: DUrkirk 7-4255

V.P. in Chg.....M. E. Welborn
519 S. 3rd Ave., Portland 4, Ore.
Phone: CApitol 6-2981

V.P. in Chg.....Robert J. Livingston

ADVERTISING AGENCIES

CASMIER ADVERTISING CO., INC.

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

Pres., Treas.....Marvin Casmier
Copy Ch., Radio Dir.....Nancy B. Wooten
Art Dir.....William E. Burgess
Radio Accounts: New York Allerton Corp.,
(Midston House, Allerton House) New
York
TV Accounts: D'amico Fifth Ave., (Beauty
Consultant)

CAYTON, INC.

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

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Media Dir.....Hy Crandall
Time Buyer.....Sally Luchs
Creative Director.....Fred Ladd
Merchandising Director.....Pat Croft
Media Director.....G. Lustig
Space Buyer.....Lee Dalia
Publicity Director.....Michael L. Cook
Research Director.....M. Brian
Radio Accounts: Charles Antell, Inc.
(Men's hair products) Baltimore, Md.
TV Accounts: Aldon Industries, Inc. (Skill
Games, Plastic Toys) Rego Park, N. Y.; Mor-
ris Plastics Corp. (Toys), N. Y. C.; Nat'l.
Games, Inc., Springfield, Mass.; Earl Ran-
dolph Corp. (Children's Furniture) New
Bedford, Mass.; Harwyn Pub. Corp. (Picture
Encyclopedia), N. Y. C.; J. A. Gray Co. (Toy
Trains) N. Y. C.

NELSON CHESMAN ADVERTISING

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

Pres., Media Dir.....Richard H. Leiper
Secy.-Treas.....John Goss
Time Buyer.....Vann Campbell
Radio & TV Accounts: Fleetwood Coffee
Co.; Adcox-Kirby Pontiac; Ray Moss Farms;
W. M. Cline Co.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
Phone: HANcock 6-7310
APA—SNPA—NOAB—BPA

Chairman.....James T. Chirurg
Treasurer.....Gilbert French
General Manager.....Scott Costello
Research Dir.....Prescott Winkley
Mgr. Plans Service Dept.....R. Gaeta
V.P., Mktg. Dir.....Howard G. Sawyer
Media Dir.....Jackson L. Parker
Copy Chief.....John Nazzaro
Radio-TV Dir.....E. T. Sullivan
Production Director.....R. D. Sisson

Branch Offices

1612 Chanin Bldg., New York 17, N. Y.
Phone: MU 7-5040
President.....W. L. Shepardson

V. P., Gen. Mgr.....D. W. Jackson
Radio Accounts: Martin L. Hall Co. (Cof-
fee, Tea) Boston; Waitt & Bond, Inc. (Ci-
gars: Yankee, Blackstone, Haddon Hall) New
York; Boston Herald Traveler.

TV Accounts: Martin L. Hall Co. (Coffee,
Tea); Herald Traveler; Vogue Dolls (Ginny
Dolls) all of Boston; Waitt & Bond, Inc.
(Cigars: Blackstone, Yankee, Haddon Hall);
Binney & Smith, Inc. (Crayola Crayons),
both New York.

CLEMENTS COMPANY, INC.

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

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Acct. Exec.....Robert H. Smith
V.P., Art Dir.....Stanley F. Squire
Treas. Dir. of TV.....David S. Roberts
Secy. & Space Buyer.....Katherine E. King
Production Manager.....C. Skilling
Time Buyer.....Alvin L. King

COHEN & ALESHIRE, INC.

41 East 42nd St., N. Y. 17, N. Y.
Phone: OX 7-0660
ABC—ABP—ANPA—NBP—APA
NOAB

Chairman.....Harry B. Cohen
President.....Edward Aleshire
Exec. V.P.....Francis X. Brady
V.P., Secy.....Harry B. Cohen, Jr.
Vice-President.....Edith S. Cohen
V.P. Chg. Art & Prod.....Oscar Fileppo
Head Space Buyer.....Jeanette Le Brecht
Art Director.....Dave Smiton
Research Director.....Don Johnstone
TV-Radio Production.....Robert Wahl
Head Time Buyer.....Beth Black
Time Buyer.....Emanuel Klein

Radio-TV Accounts: Grove Laboratories,
Inc. (Pazo, 4-Way Cold Tablets & Liquid;
Fitch Dandruff Remover Shampoo & Ideal
Hair Tonic) St. Louis, Mo.; Pharma-Craft
Co. (Ting) Cranbury, N. J.; Lydia E. Pink-
ham Med. Co. (Tablets & Veg. Compound)
Lynn, Mass.; Chattanooga Medicine Co.
(Black Draught & Syrup & Coated Tablets)
Chattanooga, Tenn.; Carter Products, Inc.
(Frenchette, Italianette—Mayonette Dyrid)
N.Y.C.; Dormin, Inc. (Dormin) N.Y.C.; Kiwi
Polish Co., Pty. Ltd. (Kiwi) Pottstown, Pa.;
Paradorm, Inc. (Paradorm) N.Y.C.; Low
Calorie Candy Co. (Magic Mints) Yonkers,
N. Y.

Estimated Radio-TV Billings: \$7,000,000.

COHON, HERBERT W., CO.

565 Fifth Ave., New York 17, N. Y.
Phone: OXFord 7-9277
APA—ABP

Pres., Media Dir.....Herbert W. Cohon
V.P., Art Dir.....Irving M. Cohon
Acct. Execs.....H. W. Cohon, I. M. Cohon
Space Buyer.....Sylvia Zambrowsky

COMPTON ADVERTISING, INC.

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

ADVERTISING AGENCIES

Phone: PLaza 4-1100

AAAA—ABP—ANPA—APA—NBP
NOAB—ABP

Bd. Chrmn., Dir.....Robert D. Holbrook
President, Director...Barton A. Cummings
Exec. V.P., Dir. & Creative Dir.....
Alfred Seaman, Jr.

Exec. V. Pres., Dir....C. James Fleming, Jr.
Sec., Asst. Treas.....Charles J. Gizerian
V.P., Research Dir.....Edward Battey
V.P., TV Commercials.....Frank Brendt
Head Time Buyer.....Bertrand Mulligan
Radio-TV Traffic Mgr.....Maria Sutherland
Vice Pres., Dir.....Henry R. Bankart,
Allen F. Flouton, William J. Heggen, Jack
P. Rees, Olin A. Saunders

V.P., Treas., Asst. Secy., Dir...Henry Haines
V.P. & Dir. Radio-TV

Programming.....Lewis H. Titterton
V.P. Chg. TV Comm'l.....G. W. Schloat, Jr.
V.P. & Dir. of Media.....Frank B. Kemp
Vice President.....Carvel Nelson
Publicity Dir.....Elle Kofler

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.

Phone: HARRISON 7-6935

V.P., Chg. Midwest Oper.....E. Dean Landis

V.P., Manager.....L. O. Holmberg
744 N. Fourth St., Milwaukee 3, Wisc.

Phone: BRoadway 1-9475

V.P. & Manager.....R. F. Gomber

6505 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 3-0100

V.P.Waldo H. Hunt

V.P., Radio & TV.....Alvin Kabaker

V.P.....Edward E. Keeler

703 Market St., San Francisco, Calif.

Phone: GARfield 1-4854

V.P., W. Coast Oper.....T. Santacroe

V.P., Manager.....Richard E. Goebel

1604 S.W. 10th Ave., Portland, Ore.

Phone: CAPitol 2-1821

ManagerCarvel Nelson

Radio & TV Accounts: The Allis-Chalmers
Mfg. Co.; American Can Co.; The Goodyear
Tire & Rubber Tire Co.; New York Life
Insurance Co.; Phelps-Dodge, Copper Prods.
Corp.; The Procter & Gamble Co.; Kelly-
Springfield Tire Co.; The Socony Mobil Oil
Co.; Standard Brands, Inc. (Chase & San-
born Coffee, Instant Chase & Sanborn
Coffee).

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: LIncoln 6187

ABP—ANPA—APA—NOAB—NBP—SNPA

Partners.....Henry W. Comstock,

H. Earl Close, Frank J. Hess

V.P., Mktg., Dir.,

Acct. Supvr.....T. Sloane Palmer

Media, Research Dir.....Herbert Moore

Art Dir.....William B. Cormier,

Prod. Mgrs.....A. H. Briggs,

Grant F. Hess, Otello A. Manna.

Exec. Dir. Radio-TV...Everett L. Thompson

Creative Dir.

TV-Radio.....Howard C. Schellenberg

Creative Writers TV-Radio.....Duane M.
Palmer, Payne Williams

TV Art Directors.....Joseph Petrino

TV Producer.....Stuart F. Levin

Asst. TV Producer.....Harvey F. Jeacock

Radio Accounts: Manufacturers and Traders
Trust Co. (Banking Services); Sterling
Amherst Farms Dairy, Inc. (Milk); Adam,
Meldrum & Anderson Co. (Dept. Store);
Buffalo Optical Co. (Prescription Opticians);
Cling-Surface Co. (Sta-Put Rug Spray);
Leous Furriers; Pritchard Pharmacy, all of
Buffalo; Fred Koch Brewery (Koch's Beer &
Ale) Dunkirk, N. Y.

TV Accounts: Frontier Oil Refining Co.
(Gasoline; Motor, Fuel & Range Oil) Buffa-
lo, N. Y.; Hospital Service Corp. of Western
N. Y. (Blue Cross, Blue Shield); Manufac-
turers & Traders Trust Co., American Stores
Co. (Nu-Way Supermkt.) Syracuse; Nation-
wide Insurance Co. (All Forms); Nu-Way
Supermkt., Inc.; 7-Up Bottling Co.; Pepsi-
Cola Bottling Co., Elmira, Buffalo, Syracuse,
Tonawanda, N. Y.; O'Keefe Brewing Co.
(Beer, Ale) Toronto.

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.

Phone: MURray Hill 2-5645

ABP—ANPA—NBP

President.....Robert S. Conahay

Secretary.....Robert Conahay III

V.P. & Copy Chief.....Frank Denman

V.P. Market Research..Benjamin B. Mitchell

Production Mgr.....John S. Wassmer

Media Dir., Space &

Time Buyer.....Marie Hughes

Vice President.....Joseph F. Beck

Art Director.....Achille Pelizzari

Radio Accounts: Chesapeake & Ohio Rail-
road, Cleveland, Ohio; Colonia, Inc. 4711
(Cologne), both New York, N. Y.

THE CONDON COMPANY

Perkins Bldg., 14th & A Sts., Tacoma 2, Wash.

Phone: MARKET 7-8155

ABP—ANPA—APA—AAAA—NOAB

NBP

Partners.....Roscoe A. Smith,

Victor Kaufman, Harold C. Dixon

Art Dir.....Daniel J. Snoop

Production Mgr.....Mildred Nelson

Act. Executives.....Roscoe A. Smith

Victor Kaufman, Kay Shinn, Harold C.

Dixon, Gordon Bennett, James Shulz

Accounts: Buckley-King Funeral Ser.;

Douglas Fir Plywood Assn.; Fuel Oil Service

Co.; KTNT-TV, Tacoma, Wash.; Northwest

Syndicate; Pacific First Federal Savings &

Loan Assn.; Puget Sound National Bank;

St. Paul & Tacoma Lmbr. Co.; United Pacific

Insurance Co.; Ward Smith, Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio 5, Texas

Phone: CA 7-3456

AAAA—ABP—ANPA—NPA—NBP—SNPA

President.....Thomas F. Conroy

Vice Pres.....Mrs. Thomas F. Conroy

ADVERTISING AGENCIES

V.P., Copy Chief.....Bill Holchak
 Art., Prod. Mgr.....Paul Van Tuyl
Radio Accounts: The Quaker Oats Co.,
 Chicago, Ill.; Studer's Inc. (Photography),
 San Antonio.

TV Accounts: La Vue Cosmetics, San Antonio;
 Studer's Inc. (Photography), all San Antonio.

CO-ORDINATED MARKETING AGENCY, INC.

16 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-2100
 ABP

President.....Lester L. Wolff
 Exec. V.P., Prod., Time Byr.....Irving Herz
 V.P.'s.....Louis DeNunzio, Arthur A. Peltz,
 Morris M. Winer

Secretary.....Philip F. Schneider
 Director.....Frederick Roselius
 TV Producer.....Lester L. Wolff
 Radio-TV Dir., Prod.....Arthur A. Peltz
 Asst. Prods.....Barbara R. Marks,
 George Mendoza

Radio Accounts: N. Dorman & Co. (Pack-
 aged Cheeses), New York; I. Rokeach &
 Sons, Inc. (Kosher Foods), New York City;
 Sunrise Supermarkets Corp., Hicksville,
 N. Y.; Associated Food Stores (Supermkt.
 Co-op) Jamaica, N. Y.; Pioneer Food Stores
 (Supermkt. Co-op.) N. Y. C.; Daitech Crystal
 Dairies (Supermkt. Chain) Bronx, N. Y.;
 Affiliated Food Stores (Supermkt. Group)
 Metropolitan, N. Y.; Dilbert Quality Stores
 (Supermkt. Chain) Brooklyn, N. Y.; A.
 Goodman & Sons (Matzos, Baked Goods)
 Long Island City, N. Y.

TV Accounts: General Baking Co., New
 York; Roselux Chemical Co. (Liquid Starch,
 Bleach) Brooklyn; N. Dorman & Co. (Pack-
 aged Cheeses) New York; Associated Food
 Stores (Supermkt. Co-op.) Jamaica, N. Y.;
 White Rock Corp. (Soft Drinks) Brooklyn,
 N. Y.; Affiliated Food Stores (Supermkt.
 Chains) Metropolitan N. Y.; Seabrook Farms
 Co. (Frozen Foods) Seabrook, N. J.; Brook-
 lyn Cheese Co. (Bread Crumb Mix) Brook-
 lyn, N. Y.; Acqua Lina Mfg. Co. (Liquid De-
 tergent) Brooklyn, N. Y.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
 Phone: RIttenhouse 6-7502

Owner.....Eugene R. Tanz
 TV Director.....J. Kirkconnell
 Continuity Director.....Paul Stern
 Art Director.....R. Rivers
 Prod. Mgr., Media Dir.....R. D. DiCarlo
 Research Director.....E. Field

Radio Accounts: ABC Chicks, Lancaster,
 Pa.; Jim Brady Shoes, Philadelphia; Badder
 & Snoke (Shoes); Philadelphia; M & M
 Auto Seat Cover Co., Philadelphia; Minit
 Man Car Wash Co., Philadelphia; Manches-
 ter Laundry, Philadelphia; Sunset Beach
 (Amusement Park) Almonesson, N. J.; Mort
 Co. (Hardware, Philadelphia; Tappins (Jew-
 elry) Newark, N. J.; Van Sciver Co. (Furni-
 ture) Philadelphia; Xcel Products Co.

(Metal Storm Sash, Metal Awnings) Phila-
 delphia; Crowl Chemical Co. (Cough Remedy),
 Shamokin, Pa.; Franklin Research Co.
 (Floor Wax), Philadelphia.

TV Accounts: Jim Brady Shoes, Phila-
 delphia, Pa.; Export Import Clothing, Ches-
 ter, Pa.; M & M Auto Seat Cover Co., Phila-
 delphia; Minit Man Car Wash Co., Phila-
 delphia; Tappins Jewelry Stores, Newark,
 N. J.; Thornton-Fuller Co. (Automobiles)
 Philadelphia, Pa.; Xcel Products Co., Phila-
 delphia; Crowl Chemical Co. (Cough Remedy),
 Shamokin, Pa.

Estimated Radio & TV Billings: \$350,000.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
 Phone: OLYmpia 5-6185
 ABP-ANPA-AAAA-APA-NBP

President.....J. Gorman Walsh
 Sec.-Treas.....Kathleen A. Walsh
 Vice Pres.....Ruth Craig
 Account Executives.....J. Gorman Walsh,
 Kathleen A. Walsh, William H. Gordy,
 Production Manager.....William H. Gordy
 Media Buyer.....Ralph R. Swann

Radio Accounts: Joseph Bancroft & Sons
 Co. (Textile Finishing) Delaware Power &
 Light Co., Wilmington, Del.; Diamond Ice
 & Coal Co. (Fuels, Home Products); Group
 Hospital Service, Inc. (Blue Cross) Wil-
 mington, Del.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.
 Phone: BRoadway 6-3500
 ABP-ANPA-APA-NBP-ABC
 AAAA-NOAB

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

V.P., Radio-TV.....Roger W. LeGrand
 Radio Time Buyer.....Loretta Mahar
 Radio-TV Acct. Execs.....K. Hegard,
 J. Pritchard

Dir. of Research.....H. V. Swenson
 Production Manager.....H. J. Fink
 Art Director.....A. H. Bierman

Radio-TV Accounts: Blue Cross-Blue
 Shield, for State of Wisconsin; First Federal
 Savings & Loan Assn. of Wis.; First Wiscon-
 in Nat'l Bank of Milwaukee, all Milwaukee;
 Milw. Gas Light Co.; Evinrude Motors (Out-
 board Motors); Wisconsin Telephone Co.,
 all Milwaukee; A. O. Smith Corp. (Perma-
 glas Water Heaters), Kankakee, Ill.

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
 Phone: MUrray Hill 3-4900
 AAAA-ANPA-ABP-APA-NBP-NOAB
 President.....Robert R. Newell
 Exec. V.P.....William M. Mulvey

ADVERTISING AGENCIES

Senior V.P.'s.....George S. Fowler,
Herbert S. Fox, Carl R. Giegerich, Conklin
Mann, Newman F. McEvoy, William
Revdell, Herbert Thwaite, Fred H. Welsh,
John S. Williams.

Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Edward H. Mahoney
V.P., Crea. Grp. Head.....Joe McDonough
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming.....Jerome Feniger
V.P., Mktg. Dir.....Stanley T. Peterson
Business Manager.....Edward F. Moore

Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.

Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill
Sr. V.P.....L. W. Scott
8721 Sunset Blvd., Hollywood 46, Calif.

Phone: OLYmpia 2-5690

Manager.....William Peterson
2301 W. Third St., Los Angeles 57, Calif.

Phone: DUUnkirk 8-2111

Exec. V.P.....Henry Mayers
Sr. V.P.....Sherman Slade
1660 Bush St., San Francisco 9, Calif.

Phone: PRospect 6-2600

Exec. V.P.....Franklin C. Wheeler
Sr. V.P., Gen. Mgr.....Jerome J. Cowen
Sr. V.P.....Robert Brisacher
2216 Penobscot Bldg., Detroit 26, Mich.

Phone: WO 3-6580

V.P. in Chg.....Bob Powell
Radio-TV Buyer.....Marian B. Athay
706 Melrose Bldg., Houston 2, Tex.

Phone: CApital 8-6143

Manager.....Thos. E. Graham

Radio Accounts: Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Decca Records, Inc. (Phonograph Records); Beatrice Foods Co.; Jaguar Cars, Inc. (Motor Cars); Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Wheeling Stl. Corp.; J. A. Folger & Co. (Coffee); Chase Brass & Copper Co., Inc. (Fabricators: Copper, Brass) George W. Helme Co. (Snuff); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Mosler Safe Co. (Safes, Safe Deposit Boxes); Narragansett Brewing Co.; New York News; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Geo. W. Helme Co. (Viking Snuff); Pharma-Craft Corp. (Proprietary Drugs); Thos. Cook & Son, Inc. (Travel Service); Conn. Gen. Life Ins. Co. (Life, Accident, Health, Group Insurance).

TV Accounts: American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; Chase Brass & Copper Company, Incorporated (Fabricators: Copper, Brass); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-

Anglo National Bank; American Machine & Foundry Company, AMF Pinstoppers Div.; Eversharp, Inc.; J. A. Folger & Co. (Coffee); Connecticut General Life Insurance Company (Life Accident, Health, Group Insurance); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; Geo. W. Helme Co. (Viking Snuff); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Walter Kidde & Co., Inc. (Fire Extinguishers); Mosler Safe Co.; Pharma-Craft Corp. (Proprietary Drugs); Stephan Distributing Corp. (Hair Lotion); Wheeling Steel Corp.; Western Electric Co. (Bell Phone Equipment).

Estimated Radio Billings: \$1,500,000.

Estimated TV Billings: \$17,000,000.

CURTIS ADVERTISING COMPANY

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

Phone: LE 2-2015

ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Coombs
Secy.Treas.....Rose Berg
Art Director.....Joseph Curtin
Prod. Mgr., Space Buyer.....A. Balstra
Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Copy Dir.....K. Groesbeck

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

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.

Phone: OREGon 9-0600

AAAA-ANPA-ABC-AFA

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
V.P., Sec'y.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Prog. Dir.....David O. Nyren
V.P., Radio-TV Comm.

Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,
G. H. Johnson, G. G. Torney.

Branch Offices

221 N. La Salle Street, Chicago 1, Ill.

Phone: FI 6-4700

Sr. Vice-Pres.....F. Sewall Gardner

ADVERTISING AGENCIES

1680 N. Vine St., Hollywood 28, Cal.

Phone: HOLLYWOOD 2-3256

V.P., Gen. Mgr. Betty O'Hara

920 Russ Bldg., San Francisco, Cal.

Phone: DO 2-5107

V.P., Gen. Mgr. Lawrence Dunham

200 St. Clair Ave. West, Toronto 7, Ontario

Phone WALnut 4-8425

V.P. & Mgr. Gilbert Nunns

333 W. 1st St., Dayton 2, O.

Phone: BALDwin 6-2492

Vice President. Clyde E. Rapp

Radio-TV Accounts: Alliance Mfg. Co.; American Chicle Co., Carey Salt, Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff International Corp.; Wine Growers Guild; Liggett & Myers Co.; The Borden Co.; Frigidaire Div. of GMC; Glenbrook Lab. Div. of Sterling Drug, Inc.; Procter & Gamble Co.; Riverview Park Co.; Siegler Corp.; Stokely-Van Camp of Canada, Ltd.; Swift & Co.; Tri-Valley Packing Assn.; U. S. Army & U.S.A. Reserve; Interstate Bakeries Corp.; McKesson & Robbins, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone: CENTral 1-6700

AFA—AAAA—ABP—ANPA—ABC

President. Harry W. Chesley, Jr.

Vice Pres. Marvin D. McQueen

Dir. Radio-TV. Harry K. Renfro

V.P., Treas. E. D. Cronk

V.P., Art Dir. Gene M. Kowall

Branch Offices

430 Park Ave., N. Y. 22, N. Y.

Phone: PLaza 8-2600

Chm. of Bd. Robt. M. Ganger

Vice-President. F. S. Ott

Terminal Tower Bldg., Cleveland 13, O.

Phone: TOWer 1-3911

Vice-President. Stanley P. Seward

75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President. G. P. Altenbernd

75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TRinity 2-8815

Vice-President. M. L. Boyd, Jr.

3540 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-3171

Vice President. Vern Eastman

Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President. W. C. Edwards

Mgr., Radio-TV Dept. Peter A. Cavallo, Jr.

Texas Nat'l Bank Bldg., Houston 2, Texas

Phone: CAPitol 4-9751

Vice-President. J. Bob Wilson

Radio Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Friedman-Shelby Div., Int'l Shoe Co., St.

Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Houston Lighting & Power Co., Houston, Texas; Reardon Paint Co., St. Louis, Mo.; Patterson Sargent Paint Co., Cleveland, Ohio; Banquet Canning Co., St. Louis, Mo.; Brooks Foods, Inc., St. Louis, Mo.; Consolidated Foods Corp., Chicago; Doyle Packing Co., (Strongheart Dog Food) Chicago; Fedders-Quigan Corp. (Air Conditioners) N. Y. C.; Krey Packing Co. (Meat Products) St. Louis; Missouri Pacific RR; Reddi-Wip, Inc. (Top-pings) Los Angeles; St. Louis Globe-Democrat Publishing Co., St. Louis; Colgate-Palmolive, N. Y.; Studebaker, N. Y.; Dixie Products, Atlanta; Nehi Corp., Atlanta.

TV Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Standard Oil Co. (Indiana), Chicago; Houston Lighting & Power Co., Houston, Tex.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Patterson-Sargent Paint Co.; Banquet Canning Co.; Brooks Foods, Inc.; Consolidated Foods Corp.; Doyle Packing Co.; Fedders-Quigan Corp.; Krey Packing Co.; Reddi-Wip, Inc.; Parti Day, Inc., Los Angeles; Colgate-Palmolive; Studebaker; Nehi Corp.

Estimated Radio Billings: \$2,500,000.

Estimated TV Billings: \$13,100,000.

DAVIS-HARRISON-SIMMONDS

6600 Lexington Ave., Hollywood 38, Calif.

Phone: HOLLYWOOD 3-6903

President. Don L. Davis

V.P.'s Murdon S. Davis,

Ralph A. Vaughn

Dawnelle M. Davis

Accounts: National Bargain Buyers Club of America, Inc., Los Angeles, Calif.; Radio Merchandisers, Ltd., Hollywood, Calif.; Toy of the Month Club, Los Angeles, Calif.

THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.

Phone: CIRCLE 7-1870

APA—ABP

Owner Irving Davis

HERSCHEL Z. DEUTSCH & CO., INC.

30 E. 60th St., New York 22, N. Y.

Phone: PLaza 3-1788

ABP—ANPA

President Herschel Z. Deutsch

Secty. M. A. Deutsch

Treas. Robert Stone

Merchandising Director. Ed. R. Rader

Media Director. Madeleine Allison

Time Buyer. Dorothy Glasser

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach Hair Pomade, Deodorant), New York; Household

Products, Inc. (Sulfur-8, Gloss 3), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

DEUTSCH & SHEA, INC.

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

Phone: LOnacre 4-5900

ABP—AAAA—ANPA

RadioJames Crawford

TVRobert Unger

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.

Phone: PE 5-1546

ANPA

Chairman.....H. M. Dittman

Pres., Treas., Radio-TV Dir....J. Jessie Kane

V.P., Acct. Exec.....Paul Kane

Sec'y., Copy Chief.....E. Horwitz

Art Dir.....Samuel Irving

Publicity Dir.....Phoebe Seigle

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: JUNiper 5-3193

ANPA—ABP

Acct. Execs.....Warwick Anderson,
D. Larry Barker, Richard R. Mau, Louis E. Schneider

Media Buyer.....Miss G. P. Wagner

Production Manager.....J. B. Peterkin

Art Director.....Joseph V. Rigsby

Radio Accounts: Federal Chemical Co.

(Fertilizer); Commonwealth Life Ins. Co.;

First National Bank (also TV); Brown Hotel Co., all Louisville, Ky.

Estimated Radio & TV Billings: \$54,400.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

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

Phone: YUkon 6-6500

AAAA—ABC—ABP—ANPA—APA—NOAB

Chr. of the Bd.....Donald K. Clifford

Pres., Secy.....William E. Steers

Treasurer.....Nelson O. Argueso

Asst. Secy.....Marie L. Brennan

Vice Presidents.....Francis J. Doherty,

Joel F. Jacobs, Harry M. Ireland, William

E. Holden, Robert Hayes, John H. Owen,

James R. Frankenberg, Robert M. Curtis,

Martin Oeschner.

V.P., Creative Dir.....James F. Egan

V.P., Art Dir.....Robert E. Shaw

V.P., Publicity Dir.....Richard Fehr

V.P., Dir. of Research..Lawrence J. Hubbard

V.P., Media Dir.....Donald H. Quinn

V.P., Dir. Radio-TV Programming,

Production.....Hal James

V.P., Dir. Radio-TV

Commercials.....Harry Bressler

V.P., Copy Superv.....Howard S. Foley

V.P., Production Mgr.....William Stollowitz

V.P.'s.....John Rockwell, Phillip Brooks

V.P., Radio-TV Time

Buyer.....Robert Widholm

Buyers...Robert Widholm, Samuel B. Vitt
Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Riacciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Anumens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Riacciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

Estimated Radio Billings: \$3,460,000

Estimated TV Billings: \$8,000,000.

RALPH L. DOMBROWER CO., INC.

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

Phone: MILton 3-1113

Pres.-Treas.....Ralph L. Dombrower, Sr.

V.P., Time Buyer..Ralph L. Dombrower, Jr.

Sec'y.....Malcolm B. Dombrower

Art Director.....Hobart Britton

Radio, TV Dir., Talent

Buyer.....T. Michaux Moody

Media Dir.....Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,

Washington, D. C.

Phone: REpublic 7-1420

Manager.....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,

Chesterfield Hat Corp.

DONAHUE & COE, INC.

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

Phone: COlumbus 5-2772

President.....E. J. Churchill

V.P., Chrmn. Plans Bd.....Wm. Schneider

Exec. V.P.....Walter Weir

V.P., Secy.....O. A. Kingsbury

Vice Pres.....Lewis F. Owen

V.P. Dir. Radio-TV.....Carl Rigrod

Media Dir.....Daniel M. Gordon

TV-Radio Dept. Bus. Mgr.....Evelyn Jones

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.

Phone: MUrray Hill 8-5662

Vice-President.....H. L. Morrill

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

Phone: WH 3-2133

President.....Arthur Grossman

3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUncirk 1-2221

Exec. V.P., Gen. Mgr.....Richard C. Moses

10 St. Catherine St., Montreal 2, Que.

Phone: UN 6-8851

Managing Dir.....Wilfred J. LaVigne

Radio Accounts: N. Y. Herald-Tribune;

Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. World-Telegram & Sun; River

ADVERTISING AGENCIES

Brand Rice Mills, Inc.; E. T. Babbitt, Inc.; MGM Pictures), all New York; Scholl Mfg. Co. (Foot Comfort Remedies), Chicago, Ill.; Chemway Corp. (Lady Esther), Mountain View, N. J.

TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery); N. Y. Herald-Tribune, both New York; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.; Corn Products Refining Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut Margarine), both New York; Chemway Corp. (Lady Esther), Mountain View, N. J.; Norge Corp. (Auto. Washers & Dryers), Chicago, Ill.; National Presto Ind., Inc. (Electric Housewares), Eau Claire, Wis.

Estimated Radio Billings: \$3,500,000.

Estimated TV Billings: \$3,600,000.

DONALL & HARMAN INC.

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

Phone: ELdorado 5-7270

Pres., Radio-TV Dept. Hd. Elihu E. Harris
Treasurer Leonard I. Kornblum
Art Director David Meranus
Copy Dept. Mgr. Elise Alberts
Media Director Florence Schwartz
Sales Prom. Coordinator Madeleine Migden
Prod. & Traffic Matthew Siegel

TV Account: Independent Television Corp. (TV Films), N. Y. C.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

President W. B. Doner
Exec. Vice-Pres. Charles F. Rosen
Treasurer Julian A. Grace
Vice-President Felix Hower
Secy., Art Director Ben Goldstein
Prod. Manager Heary Brenkus
Media Director Mrs. Ellen K. Dryer
Time Buyers Wilfred B. Doner,
Charles F. Rosen, Felix Hower, Julian A.
Grace, Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ANdover 3-7800

President Marvin H. Frank
1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WESt 3-9315

Account Exec. Gil Bremeister
2225 N. Charles St., Baltimore 18, Md.

Phone: BElmont 5-1212

Vice Pres. Herb Fried
Louis Tower Bldg., Philadelphia 2, Pa.

Phone: ENyapacker 5-6804

Exec. V.P. Murray Firestone
Radio Accounts: Charlie's Olds-Cadillac;
Detroit Creamery (Sealtest Milk & Ice Cream); The Detroit News; Federal Dept. Stores; Hygrade Food Products (Meat & Meat Products); Kessler Buick; Jerry McCarthy Chevrolet; Radio Distr. Co. (Norge & Zenith Appliances); Rox Masonry Paint; Manufacturers Nat'l Bank, all Detroit; Chicago Retail Furniture Assn.; Gingiss Bros., Inc. (Formal Wear Rental); Gordon Buick Co.; Kelley Paint Co.; Peter Pan Restaurants; Richards Drive-In Restaurants; Petroleum Heat & Power; Plastone Co. (Turtle

Wax Auto Polish); Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.; Coastal Foods, Phillips Div. (Canned Vegetables & Soups); Family Finance, both Baltimore, Md.; Holsum Products Co. (Food Processor), Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm. A. Lewis Co. (Women's Clothier); Lincoln Radio & TV, all Chicago, Ill.

TV Accounts: Charlie's Olds-Cadillac; Hygrade Food Products; Jerry McCarthy Chevrolet; Radio Distr. Co.; Manufacturers Nat'l Bank, all Detroit; Coastal Foods (Phillips Div.); Family Finance, both Baltimore, Md.; Holsum Products Co.; Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln Radio & TV; Petroleum Heat & Power; Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.

DONER & PECK, INC.

404 Madison Ave., New York 17, N. Y.

Phone: PLaza 3-0900

AAAA-ABP-ANPA-APA

Chairman of Board Harry Peck
President Sidney Garfield
Ex. V.P. Sanford Hirschberg
Secretary Marvin Frank
V.P., TV-Radio Sylvan Taplinger
Time Buyer Mary Franklin
Media Dir. Frieda Weiss

Radio Accounts: Andrea Radio Corp., Long Island City, N. Y.; Bilt-Rite Carriage Co., (Baby Carriages) Brooklyn; Metropolis Brewery of N. J. (Regent Beer & Champale), Trenton, N. J.; Gordon Baking Co. (Silver-Cup Bread), N. Y.; Casco Products Corp. (Electrical Appliances) Bridgeport, Conn.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; S. W. Farber, Inc. (Farberware) N. Y.; Manhattan Shirt Co. (Men & Women's Shirts) N. Y.; House of Worst Tex (Men's Clothes) Philadelphia, Pa.; Browning-King Co. (Men's Clothing, Haberdashery) N. Y.

DOREMY & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP-ANPA

Chairman of Board Wm. H. Long, Jr.
Vice-Board Chairman Walter H. Burnham
President Louis W. Munro
V.P., Secy., Treas. Richard E. Williams
V.P., Prod. Mgr. Dewey B. Holland
Exec. V.P. George Erickson
Radio & TV Dir. Vincent H. Coryell, Jr.

Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

Phone: CEntral 6-9132

V.P. & Res. Mgr. Chas. C. Greene
60 Batterymarch St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chge. W. J. Sheehan
425 Bush St., San Francisco 9, Cal.

Phone: YUkon 2-4080

V.P., Pacific Coast Mgr. Ronald Brindley

ADVERTISING AGENCIES

DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.

Phone: Kingsley 5-0700

V.P., Gen. Mgr. E. Howard York, III
Radio Accounts: Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hammill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

TV Accounts: Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all N.Y.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: Hubbard 2-8050

ANPA—NBP

President. John C. Dowd
 Exec., Asst. to Pres. Linus Travers
 Exec. V.P., Secy. Edward D. Parent
 V.P.'s. T. Frank Duffy.
 John T. Burke, Will A. Davenport, George E. Murphy

Radio & TV Dir. Joseph L. Tully
 Space Radio Time Buyer,

Media Dir. Wm. Monaghan
Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warwick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: Murray Hill 8-1275

APA—PPA—ABP—ANPA

President. John C. Dowd
 Secy., Treas. Edward D. Parent
 Controller, V.P. John K. Dahme
 V.P., Gen. Mgr. Michael A. Raymond
 V.P. Milton H. Raymond

Media Dir. Harry Torp
 Radio-TV Director. William Lyons

Radio and TV Accounts: Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Weavever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swance Paper Corp., both New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: LOngaere 5-7878

AAAA—ABC—ABP—ANPA—AFA

President William Bernbach
 Exec. Vice Pres. Ned Doyle
 V.P., Gen. Mgr. Maxwell Dane
 V.P. Ted H. Factor
 V.P., Art Director. Robert Gage
 V.P.'s. Joseph R. Daly,
 Edward Russell
 Plans, Director, V.P. Marvin Corwin
 Time Buyers. Jerry Sachs, Jeane Jaffe
 Media Director. Harry Parnas
 Radio-TV Producer. Don Trevor
 TV, Radio Business Mgr. John Walker

Branch Office

6399 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-8080

Vice President. T. H. Factor
 Media Dir., Space,
 Time Buyer. Claire Koren
 Radio-TV Prod. Bob Gips

Radio Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; N. Dorman Co. (Cheese Prod.) N. Y.; Thom McAn (Shoe) N. Y.; Sav-On Drugs, Los Angeles, Calif.; Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles; Northam Warren Corp. (Cosmetics) Stamford, Conn.

TV Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Northam Warren Corp. (Cosmetics) Stamford, Conn.; N. Dorman Co. (Cheese Products) N. Y.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Sav-On-Drugs, Los Angeles, Calif.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

Estimated Radio Billings: \$600,000

Estimated TV Billings: \$7,100,000

DURAND ADVERTISING

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

ADVERTISING AGENCIES

Phone: LAckawanna 4-8770

APA

Partner, Art Dir. Vincent Russo, Jr.
Partner, Copy Chief. Louis C. Goldman
Accounts: Circle Jewelry Products Co.;
Pickford Mills, Inc., N. Y.; Spec-toy-culars,
Inc.; WWRL, Radio Station, Woodside, N.Y.

ROY S. DURSTINE, INC.

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

Phone: TE 8-4600

AAAA-ABC-ANPA

President, Treas. Roy S. Durstine
Exec. V.P. C. W. MacKay
Secretary Virginia G. Durstine
Controller, Asst. Treas. May E. Madden
Vice-President Jack Kaduson
Executive Staff. Roy S. Durstine, Jr.,
E. C. Dolph, Donald McVickar
Account Executives. E. Bresett,
J. Roth, F. Dyson, R. Durstine, Robert
Neuser

Branch Offices

1736 Stockton St., San Francisco, Calif.

Phone: EXbrook 7-0456

Vice President. Neil Heard
TV Accounts: Wine Advisory Board of
California (Calif. Wine Industry) San Fran-
cisco; Alemite Co. of Northern California
(CD-2 Additive) San Francisco; Interstate
Bakeries (Roman Meal Bread) San Fran-
cisco; Parry Laboratories (Myomint) N. Y. C.;
Roman Meal Co. (Roman Meal Bread &
Cereal) San Francisco; Lady's Choice Foods,
Inc., San Francisco.

EDELSTEIN-NELSON ADV.

AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-5976

ABP-APA

President Edward Edelstein
Secretary Laura Edelstein
Art Dir. Raymond Raufeisen
Prod. Mgr., Radio. Robert Kanne
Copy Chief. Lanra Mantell

ELLINGTON & CO., INC.

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

Phone: MUrray Hill 7-4300

ANPA-APA-NOAB-PPA-ABC

Chairman. Jesse T. Ellington
President. Chauncy L. Landon
Exec. Vice Pres. William A. Bartel
Vice Presidents. Charles
Marshall, Mrs. Van Davis Odell, Hugh
Lewis, Howard Rigby, Geraldine Reed
Hodgson, Terence McGrath, Joseph Hoch-
reiter, James Kelly, Edward Cauley.
Treas. & Secy. Edward Lloyd
V.P., Dir. Radio & TV. A. Burke Crotty
Assoc. Media Dirs. Geo. J. Wallace,
Arthur Lime

Radio-TV Time Buyer. Oan Kane

Branch Office

20 N. Wacker Dr., Chicago 6, Ill.

Phone: FInancial 6-0097

Manager. John Jordan
Radio Accounts: Celanese Corporation of
America (Yarns, Fabrics, Plastics), New

York, N. Y.; Cunard Steamship Lines; Cities
Service Oil Co.; Springs Mills (Textiles);
Houbigant (Perfumes & Cosmetics), all New
York; Ambassador & Sherman Hotels; Man-
ger Hotel Chain; Ceribelli & Co. (Brioschi
Anti-Acid; Cheramyl (Fragrances, Cosmet-
ics); Pharmaco, Inc. (Pharmaceuticals, Cos-
metics); Mason Candies; Stroehmann Bros.
(Baked Goods); Wellington Sears (Martex
Towels, Textiles.).

TV Accounts: Celanese Corp. of America
(Yarns, fabrics, plastics); Cunard Steamship
Lines; Cities Service Oil Co.; Houbigant, all
New York; Cabin Crafts (Floor Coverings);
Pharmaco, Inc. (Pharmaceuticals, Cos-
metics); Mason Candies; Stroehmann Bros.
(Baked Goods); Cheramyl (Fragrances, Cos-
metics).

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CI. 6780

ABP-APA-ANPA-NOAB

NBP

Partners. Michael F. Ellis,
Jerome R. Ellis

Acct. Execs. Michael F. Ellis, Jr.,
Maxwell E. Ellis, Seymour Goodman, Karl
Manhardt

Radio Director. Gloria Clements

TV Director. Beatrice Haniford

Art Dir. James Howes

Prod. Mgr. Richard Joseph

Controller. Sanford Satuloff

Pub. Dir. Elizabeth Dribbin

Branch Offices

Exec. George McLean

65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-2323

President. Curt J. Mann

Hav-Nash & Assoc.

Pittsford, N. Y.

Phone: LU 6-4150

Manager. Hav Nash, Jr.

EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.

Phone: FRanklin 1-3621

ANPA-SNPA

President. T. H. Embry

V.P., Creative Dir. Gifford Thayer

Radio-TV Dir. Jack Buckholtz

Accounts: Metropolitan Bank; WCKT-TV,
both Miami.

EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.

Phone: PLaza 2-2393

ANPA-APA-NBP

President. Herbert C. Schuckle

Radio Director. Marshall Hawks

Accounts: Allied Research Products, A. K.
Robins & Co., St. James Savings Bank, Radio
Station WFBR, all Baltimore.

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

ABC-ANPA

ADVERTISING AGENCIES

President.....Robert J. Enders
 Exec. V.P.....Howard A. Enders
 Art Director.....Fred Waller
 V.P., Motion Picture Div.....Robt. L. Friend
 Production Manager.....Lester Miller

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.

Phone: OXford 7-4500

AAAA—ABC—ABP—ANPA

President.....David B. Williams
 Chrmn. of Board.....Robert M. Watson
 Chrmn. Finance Comm.....Howard D. Williams
 Exec. V.P.....James B. Briggs
 Exec. V.P., E. Div. Gen.

Mgr.....Frederick J. Wachter
 V.P., Secy.....J. Lewis Ames
 V.P., Treas.....Kenneth J. Worland
 V.P., Art Supvr.....Richard Cummins
 V.P., Copy Supvr.....Warren F. Donahue
 V.P., Internat'l. Dept. Dir.....John D. Hayes
 V.P., Dir. of Media.....Harry Way
 V.P., New Business.....I. Orrin Spellman
 V.P., Radio-TV Dir.....Rollo W. Hunter
 V.P., Art Dir.....Richard Diehl
 V.P., Client Pub. Rel.....Daniel J. Duffin
 Media Group Supvs.....William Hunter,
 Anthony Gee

Head Time Buyer.....Vincent De Luca
 Merchandising Director.....Charles F. Bennett
 Research Director.....Robert Aledort
 Production Manager.....Otto T. Maurer
 Librarian.....Mary Wilson
 Acct. Execs.....Frederick J. Burghard;
 K. Ralph Cocking; Robt. I. David; John
 F. Hogan; Edward Karthaus; John M.
 Keavey, V.P.; Arthur H. Laurence; John
 L. Lowden; Albert V. Lowe; Wm. Mathesis,
 Jr.; Basil M. Matthews, V.P.; Jos. Nash;
 Edwin Rooney, Jr.; Dr. Robt. A. Peter-
 man; J. Preston Selvage, Jr.; Wm. C. Stak-
 enburg; H. Sumner Sternberg; Albert Tilt
 III; Herbert A. Thompson; Thos. P.
 Wheelwright; Peter G. White.

Branch Offices

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

Phone: FInancial 6-1833

Exec. Comm. Chmn., Central Div.
 Gen. Mgr.....Roswell W. Metzger
 Exec. V.P.....Haakon B. Groseth
 Sr. V.P.'s.....Jack E. Fleisch,
 Wm. D. Watson
 V.P.....Lorry R. Northrup
 V.P., Radio-TV.....George B. Anderson
 V.P., Media.....John L. Gwynn
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Phone: WEster 1-1211

Exec. V.P., W. Div. Gen.
 Mgr.....Emmett C. McGaughey
 V.P., Media & Res. Dir.....Roger M. Johnson
 V.P., Radio-TV Dir.....Robert L. Redd
 Carew Tower, Cincinnati 2, Ohio
 Phone: GARfield 1-5800

V.P., Mgr.....John L. Magro
 Suite 515, Adolphus Tower, Dallas 2, Texas
 Phone: RIVerside 1-6453

V.P., Mgr.....Alex G. Pappas
 Suite 307, Old Nat'l Ins. Bldg., Houston 4,
 Texas

Phone: JACKson 4-7531

V.P., Mgr.....T. F. Keady
 3 Penn Center, Philadelphia 12, Pa.
 Phone: LOcust 4-3551

Vice President.....Norman W. Geare
 V.P., Mgr.....Horace D. Nalle
 Porter Bldg., Pittsburgh 19, Pa.
 Phone: GRant 1-5133

Manager.....Frederick C. Adams
 V.P., New Bus.....Frederick R. Ethen, Jr.
 2650 University Ave., St. Paul 14, Minn.
 Phone: MIDway 5-7711

Sr. V.P., Mgr.....James A. Walker
 140 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-4616

V.P., Mgr.....Frank A. Helton
 610 Church St., Toronto 5, Ont., Canada
 Phone: WALnut 1-5187

V.P., Man. Dir.....Ralph L. Lawson
 840 Nat'l Press Bldg., Washington 4, D. C.
 Phone: EXecutive 3-6730

V.P., Mgr.....Donald J. Wilkins
Radio Accounts: Albers Milling Co. (Ce-
 reals, Dog Foods, Cat Feeds), Los Angeles;
 Arizona Brewing Co. (A-1 Pilsner Beer, A-1
 Ale), Phoenix; Caloric Appliance Corp. (Gas
 Appliances), Philadelphia; Campana Sales
 Co. (Ayd's-Vitamin & Mineral Candy, Pur-
 settes, Tampons), Batavia, Ill.; Carnation
 Co. (Evaporated Milk, Fresh Milk Products,
 Ice Cream), Los Angeles; John H. Dulany &
 Son, Inc. (Frozen & Canned Foods), Fruit-
 land, Md.; First National Bank of St. Paul,
 Minn.; Frito Co., Western Div. (Fritos, Chee-
 tos, Ta-tos, Crispie Potato Chips), Los An-
 geles; Frito (Fritos, Chee-tos, Baken-ets,
 Jupiter Potato Chips, Jupiter Pretzels), Ma-
 maroneck, N. Y.; Indianapolis Water Co.
 (Municipal Water) Ind.; KLM Royal Dutch
 Airlines, N. Y.; Lanolin Plus (Cosmetics,
 Beauty Aids) Chicago; Joe Lowe Corp. (Ice
 Cream, Bakery Divs.) N. Y.; Kenton Phar-
 macal Co. (Sal-Fayne), Covington, Ky.; Min-
 nesota Hospital Service Assn. (Blue Cross,
 Blue Shield & Medical Plans), St. Paul; Pa-
 cific Finance Corp., (Auto & Personal Fi-
 nance), Los Angeles; Chilean Nitrate Educ.
 Bur. (Fertilizer) N. Y.; Rootes Motors (Hil-
 man Rover, Sunbeam, Humber Autos)
 L. I. C., N. Y.; Serta Associates, Inc. (Mat-
 tresses & Box Springs), Chicago; A. E. Staley
 Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch,
 Cube Starch, Cameo Starch, Cream Corn
 Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse),
 Decatur, Ill.; Strawbridge & Clothier (De-
 partment Store), Philadelphia; Texas State
 Optical Co. (Optometrists, Opticians), Hous-
 ton; Edward K. Tryon Co. (Hardware
 Wholesaler), Philadelphia; U. S. Air Force
 (Recruiting), Washington, D. C.; Waxed
 Paper Merchandising Council, Inc. Chicago;
 Western Savings Fund Society, Philadelphia;
 White King Soap Co. ("D." Liquid Detergent,
 "Sun," Water Softener, Cold Cream Com-
 plexion Soap, Sierra Pine Soap, Lemon
 Soap), Los Angeles; Wm. Wrigley, Jr. Co.
 (Doublemint Gum), Chicago; L. Rose & Co.,
 c/o Mailliard & Schmiedell (Lime Juice),
 Los Angeles, Seth Thomas Clocks, Div.;
 Gen. Time Corp. (S. T. Decorator & Ply-

ADVERTISING AGENCIES

mouth Clocks) La Salle, Ill.; Sun Oil Co. (Industr. Lubricants, Whlste.-Dept., Fuel Oils, LP Gas), Phila.; Tuborg Breweries Ltd., U. S.: Danisco (Tuborg Danish Beer), N. Y.; Van Camp Sea Food Co. (Chicken-o-the-Sea, White Star Tuna; Chicken-o-the-Sea Oysters, Oyster Stew; Genova "Tonno"; Sea Pep), Terminal Island, Cal.

TV Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Frito Co.; Western Div. (Fritos, Chee-tos, Tatos, Crispie Potato Chips), Los Angeles; Frito Eastern Div. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Dyna-Term Chem. Corp., Los Angeles; Gulf States Utilities Co., Houston, Tex.; KLM Royal Dutch Airlines, New York; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Serta Associates (Mattresses, Box Springs) Chicago; Tuborg Breweries Ltd., U. S. Danisco (Tuborg Danish Beer), N. Y.; TV Time Foods (Popcorn 'N Oil) Bremen, Ind.; Van Camp Sea Food Co. (Chicken of the Sea Tuna, Oyster Stew, Oysters; White Star Tuna, Genova "Tonno," Sea Pep) Terminal Island, Cal.; Waxed Paper Merch. Council, Chicago; White King Soap Co. ("D," Liquid Detergent, "Sun" Water Softener; Cold Cream Complexion, Sierra Pine & Lemon Soaps) Los Angeles; Kenton Pharmaceutical Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Texas State Optical Co. (Optometrists, Opticians), Houston; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

Estimated Radio Billings: \$5,500,000.

Estimated TV Billings: \$11,000,000

WILLIAM ESTY COMPANY, INC.

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

Phone: OXford 7-1600

AAAA—ANPA—APA

President.....James J. Houlahan
 V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
 V.P.'s.....James F. Behan,
 Will P. Booth, William Callender
 Treasurer.....E. H. Cummings
 V.P., TV Dir.....Mitchell Johnson
 V.P. Chg. TV, Radio
 Commercial.....Joseph Forest
 V.P., Chmn. Oper. Comm.....John Peace

V.P., Media Dir.....Mark F. Byrne
 Radio-TV Time Buyer.....Richard Grahl

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: H0llywood 2-6305

V.P., W. Cst. Mgr.....Arnold J. Webster
Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Paquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

TV Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Paquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

Estimated Radio Billings: \$7,100,000. . .

Estimated TV Billings: \$30,000,000.

ETTINGER ADVERTISING AGENCY INC.

320 Fifth Ave., New York, N. Y.

Phone: PE 6-0930

ABP—NBP

President.....Joel H. Ettinger
 Vice-Pres.Audrey Ettinger
 Prod. Mgr.....Gloria Abrams
 Art Dir.....Martin Stein
 Copy Chief.....Bill Stearns
 Media, Space Buyer.....Seth Diamond
 Television Dir.....Michael Lippert
 Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.

Phone: 2-8868

AAAA

President.....Clarence R. Evans
 Secy.-Treas.John Robert Work
 V.P., Art Dir.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.

Phone: REdwood 2-6109

ABP

President, Radio-TV Dir.. John T. Farquhar
 Vice-President.....Ted R. Darvoe
 Vice-President.....Robert F. MacFarland
 Treasurer.....Jay C. Anderson
 Secretary.....Roger H. Williams
 Media Director.....Eleanor Crimmins
 Prod. Mgr.....Kermit LaFave

Radio Accounts: Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Beer, Ale), Utica, N. Y.; Jean's Foods,

ADVERTISING AGENCIES

Inc., Utica, N. Y.; Enchanted Forest (Tourist Attraction), Old Forge, N. Y.; Savings Bank of Utica, N. Y.; Collinite Chemical Co. (Auto Wax) Utica, N. Y.; Adirondack Attractions, Inc. (Assn. of Attractions).

TV Accounts: Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines, Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Fort Schuyler beer, ale), Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Savings Bank of Utica, N. Y.

Estimated Radio Billings: \$50,000.

Estimated TV Billings: \$34,000.

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.
Salt Lake City 1, Utah
Phone: EMPire 3-2655

Owner, Mgr.....W. E. Featherstone
Accounts: Flint Distrib. Co., Salt Lake City; Radio Station KLO, Ogden, Utah; Sharp Electric Co., Salt Lake City, Utah.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.

Phone: NAtional 8-7713

President.....Courtland D. Ferguson
Secy.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Time Buyer.....Mrs. Nan Hannum
Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia; National Kashin Products (Orbit), Aiken, S. C.

LAWRENCE FERTIG & CO., INC.

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

Phone: MURray Hill 9-7100

ABP—ANPA—APA—NBP

President-Treasurer.....Lawrence Fertig
Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Joseph Cesare
V.P.'s.....Henry Bretzfeld, Robert E. Wolfe
Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President, Treas.....Robert G. Fields
Account Executive.....R. L. Fields
Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma);

Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas

Phone: LYric 2-0876

AAAA—ABP

Owner.....William F. Finn
Treas., Prod. Mgr.....Jean C. Boucher
Accounts: Citizens First Natl. Bank, KLTU, & Tyler Gas Serv. Co., all Tyler, Tex.

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.

Phone: HEnderson 2-8200

ANPA

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Director.....John Critelli
Media Research Dir.....Bernice Effinger
Traffic Manager.....Nicholas Rosse
Acct. Executives.....B. E. Geise,
William Prusan, William Bloomer, Robert Deveney, C. A. Clark

Radio & TV Accounts: Leslie Toy Co. (Stuffed Toys), Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Vigo Ham (Meat Products), Newark, N. J.; Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eqt.), Newark, N. J.

Estimated Radio & TV Billings: \$980,000.

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.

Phone: CEntral 6-6226

Owner.....Jack L. Fisher, Sr.
Co-Owner.....Jack L. "Bud" Fisher, Jr.
Art Director.....Harry Miller
Copy Chief.....Calvin Holmes
Space Buyer.....Barbara Bentley
Asst. Space Buyer.....Madalynne Maenza
Publicity Director.....Herb Carlin
Acct. Execs.....Jack L. Fisher, Sr. & Jr.;
A. D. Phillips; Ben Migdow; Philip R. Cane

Radio-TV Accounts: Ace Lumber & Construction Co., Chicago; Anderson Loan Assn., Indiana; Bell Savings & Loan Assn., Chicago; Golden Hamburger Drive-In Corp., Chicago; Kim Theatre (Movie Theatre Billboards), Chicago; Loop Theatre, Chicago; Nat'l. Foundation, N. Y., Chicago; N. American Mushroom Co. (Steak Sauce, Brown Gravy) Tinley Pk., Ill.; Oncrete, Inc. (Wilsolve Germ-Did, Pool Gard, Resurfacer), Evanston, Ill.; Paramount Pictures, Chicago & N. Y.; Sittler Bros., Chicago; Universal-International Pictures Corp., Chicago & N. Y.; VGV Sales (Food Products), Chicago, Ill.

ADVERTISING AGENCIES

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.
Phone: TULane 3131

AAAA

Officers..... Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wooten, Warren G. Posey, Donald
Halsey, Harley B. Howcott, Robert Carley
President..... Joseph L. Killeen
Exec. V.P..... Joseph H. Killeen
V.P., Chmn. of Plans Bd.... Roy M. Schwarz
V.P., Secy..... Leonard Gessner
V.P., Dir. Client Service.... Warren G. Posey
V.P., Exec. Art Dir.... E. W. Rector Wootton
V.P.'s Robert Carley,
Donald H. Halsey
V.P., Media Dir..... Harley B. Howcott
AM & TV Dir..... William H. Thomas
Treasurer..... Lee R. O'Pry

Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.
Phone: RIVerside 7-6335

Vice-President..... James P. Anderson
Radio Accounts: Alabama-Georgia Syrup
Company (Alaga Syrup), Montgomery, Ala.;
Blue Plate Foods, Inc. (Mayonnaise-Peanut
Butter-Preserves & Jellies, CDM Coffee),
New Orleans, La.; Jackson Brewing Company
(Jax Beer), New Orleans, La.; Wesson
Oil & Snowdrift Sales Co. (Wesson Oil, Snow-
drift, Seco and Crustene Shortening), New
Orleans, La.; La. Coca Cola Bottling Co.,
New Orleans, La.; La. Power & Light Co.,
Algiers, La.; McIlhenney Co. (Tabasco
Sauce), Avery Island, La.; Nat Buring Pack-
ing Co., Inc. ("King Cotton" Brand Pack-
aged Meats), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (May-
onnaise-Peanut Butter-Preserves & Jellies),
New Orleans, La.; Godchaux Sugars, Inc.
(Sugar), New Orleans, La.; Louisiana State
Rice Milling Co. (Mahatma, Water Maid),
Abbeville, La.; Jackson Brewing Company
(Jax Beer), New Orleans, La.; La. Coca Co-
la Bottling Co., New Orleans, La.; La. Power
& Light Co., Algiers, La.; Alabama-Georgia
Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson
Oil & Snowdrift Sales Co., New Orleans,
La.; Maisson Blanche Dept. store, New Or-
leans; Austex Foods, Inc. (Canned Meats),
Austin, Tex.; Jack's Cooky Co., Baton Rouge,
La.; Nat. Buring Packing Co., Inc. ("King
Cotton" Packaged Meats), New Orleans, La.;
Fant Milling Co. (Gladiola Flour) Sherman,
Tex.; Brown's Velvet Dairy Products (Dairy
Products & Ice Cream) New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.
Phone AD 5-5333

ABP—AFA

President..... Harold E. Flint
Secretary, V.P..... Richard Rosenthal
Treasurer, V.P..... Lee A. Holland
Art Dir..... Donald R. Nelson
Production Mgr..... Ray Stromswald
Account Executive..... Jerome C. Noack
Radio Accounts: Fargo Foundry Co. (Farm

Implements); Merchants Nat'l. Bank; Red
R. Valley Fair Assn., all Fargo; Melroe Mfg.
Co. (Farm Implements), Gwinner, N. D.;
Otter Tail Power Co. (Utilities), Fergus
Falls, N. D.

TV Accounts: North Dakota Farmers
Union (Institutional), Jamestown, N. D.;
North Dakota Hospital Service Assn. (Blue
Cross, Blue Shield), Fargo, N. D.; Otter Tail
Power Co. (Utilities), Fergus Falls, Minn.;
Leo Lumber Co. (Homes, Farm Bldgs.);
Merchants Nat'l. Bank; Red R. Valley Fair
Assn., all Fargo; Goldberg Feed & Grain
Co. (Livestock Feed), W. Fargo; Melroe
Mfg. Co. (Farm Implements) Gwinner, N. D.
Estimated Radio Billings: \$22,000.
Estimated TV Billings: \$72,450.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.

Phone: CHerry 1-1490

Pres., Art & Radio Dir..... Robert B. Foley
Radio Accounts: I. J. Fox, Inc. (Retail
Furrier), Nokes-Findlay Wallpaper & Paint
Co., Cleveland; Stanley Furniture Co. (Fur-
niture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB

President..... Charles H. Eyles
Senior V.P., Sec'y, Treas..... Lee E. Hood
Exec. V.P..... A. Edward Morgan
V.P.-Media Director..... Wesley Winning
V.P., Copy Dir..... Frank J. Corkery
Vice Presidents..... Earle Steiert,
Russell Gray, Jr.

Radio-TV Director..... Alice Mooney
Art Director..... William F. Hope

Radio Accounts: Abbotts Dairies, Inc.,
Philadelphia; Baltimore & Ohio Railroad
(Passenger Div.), Baltimore; Beneficial Sav-
ing Fund; Bornot, Inc. (Cleaners); Dela-
ware Steeplechase & Race Assn. (Delaware
Park), Wilmington, Del.; R. T. French Co.
(Atlantis Sales Co., Pet Foods Div.), Roches-
ter, N. Y.; Harford County Fair Assn. (Bel
Air Races), Bel Air, Md.; Inter-County Hos-
pitalization, Inc.; Reading Railroad (Passen-
ger Service), both Philadelphia; Mrs.
Smith's Pie Co., Pottstown, Pa.; John Wana-
maker, Philadelphia.

TV Accounts: Abbotts Dairies (ice cream,
milk), Philadelphia; Baltimore & Ohio
Railroad (passenger travel), Baltimore;
R. T. French Company (bird seed), Roches-
ter; Delaware Steeplechase & Race Assn.
(Horse Racing), Wilmington, Del.; Mrs.
Smith's Pies (Pies), Pottstown, Pa.; John
Wanamaker, Philadelphia.

FOOTE, CONE & BELDING

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

Phone: YUKon 6-8000

ANPA—AAAA—ABP—PPA—APA

NOAB

Chmn., Bd. of Directors... Robert F. Carney
President Rolland W. Taylor

ADVERTISING AGENCIES

Sr. V.P. Frank E. Delano
 Sr. V.P. Elwood Whitney
 V.P., Merchandising Everett F. Braden
 V.P., Dir. Research Cornelius DuBois
 V.P., Media & Research Paul E. J. Gerhold
 V.P., Radio & TV Roger Pryor
 V.P., Copy Dir. Ernest W. Eversz
 Group Media Dirs. Arthur Pardoll,
 Charles Hofmann
 Asst. Treas., Asst. Sec. C. H. Newbrand

Branch Offices

155 E. Superior Street, Chicago 11, Ill.
 Phone: Superior 7-4800

Chmn., Exec. Comm. Fairfax M. Cone
 Sr. V.P., Finance, Sec., Dir. A. Edward Rood
 Sr. V.P., Dirs. W. R. Forest,
 Robert J. Koretz, Milton H. Schwartz
 V.P., Outdoor Adv. John J. Lechner
 V.P., Exec. Art Dir. C. Marvin Potts
 V.P., Dir. Print Prod. Edward L. Tollefson
 Treas. & Asst. Sec. Jos. K. King
 V.P., Gen. Mgr. Richard W. Tully
 V.P., Dir. of Copy A. J. Bremner
 V.P., Dir. of Mer. W. Robert Eagan
 V.P., Media, Research John L. Rigotti
 V.P., Dir. Best. Prod. John B. Simpson
 Educational Dir. Leah Anderson
 Dir. Research Eugene C. Pomerance
 Best. Bus. Mgr. Harry Dieter
 Best. Time Buyer Genevieve Lemper
 V.P., Personnel Dir. M. R. Loehrke
 900 Wilshire Blvd., Los Angeles 17, Calif.

Los Angeles 17, Calif.
 Phone: MADison 9-3611

V.P., Chg. of L. A. Office Arthur A. Bailey
 Exec. V.P., Gen. Mgr. Nelson Carter
 Exec. Art Dir. Charles Porter
 V.P., Dir. of Media Gene Duckwall
 Dir. Print Prod. Charles Dennis
 Dir. Copy Glen Gladfelder
 Dir. of Broadcasting Stuart Minton
 V.P.'s Robert G. Beaumont,
 Charles B. Cooney

235 Montgomery St., San Francisco 4, Calif.
 Phone: SUTter 1-2355

V.P., Gen. Mgr. John R. Little
 V.P. & Art Dir. G. Frederick Cole
 V.P. & Creative Dir. Maurice Lesemann
 V.P. & Dir. Prod. Albert A. Sperisen
 Media Dir. Llew Jones
 Broadcasting Dir. Stuart Minton
 Time Buyer Helen Stenson
 1717 N. Highland Ave., Hollywood, Calif.

Phone: HOLlywood 9-6265

V.P., Mgr. Edmund Cashman
 806 Main St., Houston 2, Texas
 Phone: CApitol 8-0395

Radio Accounts: Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

TV Accounts: Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New

York; Ford Motor Co. (Edsel Automobile), Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothers Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

Estimated Radio Billings: \$6,500,000.

Estimated TV Billings: \$24,000,000

FORD & CO.

1839 Line Ave., Shreveport 24, La.

Phone: 3-0351

APA—ABP

Pres., Owner Oliver J. Ford, Jr.
 Accounts: Citizens Loan Corp., Pioneer Bank & Trust Co., Radio Station KENT, all Shreveport, La.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—NBP

ABC—AAAA

Pres., Bd. Chmn. Howard W. Calkins
 Sr. Vice-Pres. Victor J. Cevalco
 Exec. Vice-Pres. Richard A. Cullinan
 Vice-Pres. & Treas. S. A. Speake
 Vice-Pres. & Sec. E. G. McAdie
 Vice-Presidents Frank D. Cruikshank,
 Howard C. Allen

V.P., Radio & TV Robert W. Day
 V.P., Media Dir. Robert M. Jenove

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.

Phone: WHitehall 4-5900

AAAA—ABC—ABP—ANPA

NOAB—NBP

President, Treasurer Clinton E. Frank
 V.P., Radio-TV Dir. Buckingham Gunn
 V.P. Mkt. Div. William A. Sittig
 Vice Presidents Hill Blackett, Jr.,
 M. W. Grinstead, Philip E. Bash

Secretary Wayne R. West
 Media Director Jack L. Matthews
 Radio-TV Time Buyer Helen Davis
 1680 N. Vine St., Hollywood 28, Calif.

Phone: MU 5-3141

Managers Robert G. Nye, Richard Davis
 285 Madison Ave., New York 16, N. Y.

Managers Jack Miller, Lee Davis

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-5745

ABP—ANPA

President Jones B. Frankel
 Prod. Mgr. Richard A. Tajbl
 Account Executive Howard S. Stone
 Radio-TV Director Henry Sherry

ADVERTISING AGENCIES

FREDERICK-CLINTON CO., INC.

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

Phone: MURRAY Hill 2-7433

ABP—ANPA—APA—PPA

Chm. of Board.....F. C. Burger

Pres., Treas., Radio-TV Dir,

Time Buyer.....H. S. Rieff

Exec. V.P., Secretary.....R. S. Buckbinder

V.P., Art Director.....Edward Gambole

Prod. Mgr.....Dick Condal

Radio Accounts: Adler Shoes, New York; Vim Electric Co. (RCA, Thor, Hallicrafters), New York, WMGM, Radio, New York.

TV Accounts: Adler Shoes for Men, N. Y. C.; Empire Plastic; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.

Phone: ALPINE 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiburger

Vice President.....Anne Freiburger Robertson

Sec'y & Treas.....Fern Oakley

Prod. Mgr.....Leon E. Simpson

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Toner's, Inc. (peanut butter), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland 10, Calif.

Phone: OLYMPIC 4-3773

AFB—NBP

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

Radio & TV Time Buyer.....Lucy Reed

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

TV Art Dir.....Kay Bachrach

Prod. Dir.....Allison Clark

Radio Accounts: Agalite-Bronson Co.

(Glass Shower Doors), Oakland, Calif.;

American Upholstering Co. (Furniture Mfg.),

Oakland, Calif.; Biggie Furniture Stores,

Richmond, Calif.; Betty Elizabeth Shampoo

(Hair Formulas, etc.), Oakland, Calif.; Bowersmith Co. (Marine Switches), Oakland,

Calif.; Davi Miracle Foam (Rug & Uphol-

stery Cleaners), Oakland, Calif.; Elemin

Supreme Formula (Vitamins), Berkeley,

Calif.; E-Z Mincer (Household Item), Oak-

land, Calif.; Carter Lumber Co. (Redwood

Green Houses, etc.), Oakland, Calif.; Fruit-

vale Merchants Assn. (Shopping Area), East

Oakland, Calif.; Fox Oakland Theatres;

Grimshaw Nurseries (Dwarf Trees), Hay-

ward, Calif.; Mica-Seal Mfg. Co. (Water-

proofing Paints), Berkeley, Calif.; Intl. Typo-

graphical Union No. 597, Martinez, Calif.;

Rhodes & Jamieson, Ltd. (Ready-mix Concrete), Oakland, Calif.; Oakland Police & Firemen (Campaigns); Roto-Router of Bay Area, Oakland Calif.; Elysee Cosmetic Co., San Francisco, Calif.; Del-Tra Co. (Bakery Eqt.), Oakland, Calif.; Murphy Buick Co., Oakland, Calif.; Incon, Inc. (Rebar Benders), Hayward, Calif.

TV Accounts: Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Router of Bay Area (Sewage Service), Oakland-Richmond; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area); Del-Tra Co. (Bakery Eqt.), Oakland; Murphy Buick Co., Oakland; Simon Hdwe. Co. (Hdwe. Chain), Oakland, Calif.

FRIEND-REISS ADVERTISING, INC.

221 W. 3rd St., New York, N. Y.

Phone: PLAZA 7-8030

Chmn., Treasurer.....B. M. Reiss

Vice-Chmn., Secy.....Harold Reiss

President.....Lee Friend

V.P., Radio-TV.....Edward Ratner

Radio Accounts: Cameo Curtains, Inc.,

New York, N. Y.; Levolor Lorentzen, Inc.

(Venetian Blinds), New York, N. Y.; Krug

Baking Co., Jamaica, N. Y.; DeJur Amsco

Corp. (Photographic Equipment), Long

Island City, N. Y.; Shirtercraft Inc. (Shirts

and Airman jackets), New York, N. Y.;

Lafayette Radio, New York; Husco Shoe

Co.; C-D-R Rotors (TV Antenna Rotors);

Art Crayon Co. (Sargent Wash-Off Crayons);

Kurlash Co. (Beauty Aids); Marboro Book

Stores, all New York.

TV Accounts: Cameo Curtains, Inc. (Cur-

tains — Draperies); Levolor Lorentzen, Inc.;

DeJur Amsco Corp.; Shirtercraft Co.; Toy

Guidance Council, Inc. (Educator Toys),

New York; Husco Shoe Co.; C-D-R Rotors

(TV Antenna Rotors); Art Crayon Co.

(Sargent Wash-Off Crayons); Kurlash Co.

(Beauty Aids); Marboro Book Stores, all

New York; Maco Toys, Brooklyn; Bar-Zim

Toys, Jersey City; Spin-A-Hoop, Inc.

(Hoops) Chicago.

JIMMY FRITZ & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.

Phone: HO 3-3251

President.....Jimmy Fritz

Vice-Pres.....Ilona Sivad

Secretary, Media.....Marion Vaughn

Account Executive.....H. A. Helm

Radio-TV Dir.....Don Cordray

Radio Accounts: McDaniel's Markets,

(Food Mkts.), Los Angeles; Paine & Co.

(Potato Chips), Los Angeles; Bar Q's Bot-

ling (Soft Drinks); Continental Casualty

(Blue Seal Agency) Insurance; Mrs. Weber's

Egg Noodle Co.; Northland Foods (Pie Fill-

ing); O'Sunnee Boys, Inc. (Frozen Steaks);

ADVERTISING AGENCIES

L. A. Catering Co. (Presto Frozen Foods); Standard Fisheries (Frozen Fish) all L. A. Paine & Co. (Potato Chips), Los Angeles. *TV Accounts:* Paine & Co. (Kitchen Fresh Potato Chips); McDaniel's Mkts. (Food Stores), both L. A.

L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.
Phone: PLaza 9-1900
ANPA—APA—NBP

President.....L. W. Frohlich
Exec. V.P.....Julian Farren
TV, Film, Radio Dir.....Neil Brant
Accounts: Agfa, Inc., Gen'l Aniline & Film Corp., both N.Y.C.; Mead Johnson & Co., Evansville, Ind.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-6140
ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero,
Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager Harold E. Bessom
Radio & TV

Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner
Pub. Dir.....David Goldman
Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce) Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.; Cushman Bkg. Co. (Bakery Products), Lynn, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce), Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

FULLER & SMITH & ROSS, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
President.....R. E. Allen
V.P. & Mgr.....R. W. Nicholson
V.P. & Dir. Radio-TV.....A. E. Duram
V.P. (Media Dept.).....G. T. Arthur
V.P. & Dir. of Art.....J. M. Archer
V.P. & Copy Chief.....G. K. Zern
Creative Dir.....H. Slesar

Branch Offices

55 Public Square, Cleveland 13, O.
Phone: CHerry 1-6700

Chairman.....E. L. Andrew

V.P., Mgr.....K. C. Tuttle
V.P., Dir. Media.....W. G. Chalkley
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen
244 Pine St., San Francisco, Calif.
Phone: YUkon 6-5955

V.P. & Mgr.....W. P. Dumont
211 Oliver Ave., Pittsburgh 22, Pa.
Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven
8350 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240

Vice-Pres.....W. D. Tuttle
Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

Estimated Radio Bil'ings: \$850,000.
Estimated TV Bil'ings: \$7,750,000.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

Pres., Radio Time Buyer...Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw,
Rose Rodriguez

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.
Phone: PLaza 5-9141

President.....Harry J. Galland
V.P., Media Dir.....Fyat Raines
TV Account: Interstate Television Corp. (TV Film Shows) N. Y. & L. A.

GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424

ABP—ANPA—APA

Chairman.....Elmer O. Marshutz
Vice Chairman.....John A. H. Rehm
President.....Charles E. Claggett

Branch Office

915 Olive St., St. Louis 1, Mo.
Phone: CEntral 1-3200

Accounts: A & P; Anheuser-Busch; Cessna Aircraft; Eli Lilly Co.; Jack Daniels Distillery; Grove Labs; Monsanto Chemical; No-Cal; Pet Milk; Ralston Purina; Remington Rand; P & G; Silex.

Estimated Billings: \$35,000,000.

ADVERTISING AGENCIES

GAYNOR & DUCAS, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-5750
ANPA—ABP—NBP

President Paul Gaynor
Exec. Vice Pres. John J. Ducas
Senior V.P.'s. Kendall J. Mau, Steve Smoke
Treas. & Media Dir. Edwin J. Marra
Art Director. Charles Carl, Jr.
Publicity Director. F. D. Walker
Production Manager. George J. Cisneros
TV Director. Barbara Eckman

Branch Office

291 S. La Cienega, Beverly Hills, Calif.
Phone: OLeander 5-8191

V.P. Kendall J. Mau
Accounts: All American Engineering Co., Wilmington, Del.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Jaeger Co., New York; Lines Brothers, London; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Vertol Aircraft Corp., Morton, Pa.; Universal Lease-way System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York.

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.
Phone: PLaza 1-1730
APA—ABP—SNPA

Chairman. D. G. Bash
V.P., Radio-TV Dir. Otto Holbein
Accounts: Radio-TV Parts, U. S. Fiberglass Co., Ted Williams, all of Miami.

GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1228 H St., Sacramento, Calif.
Phone: Gilbert 2-2956
APA—SNPA

Pres., Radio Media Dir. Ralph K. Clark
Exec. V.P., Creative Dir. Fred Elkus, Jr.
V.P., TV Dir. Albert Hellenthal
Accounts: Gen'l Electric Co., Sacramento; Hires Bottling Co., Sacramento & Lodi, Calif.; KBET-TV, KCRA Radio, KGMS Radio, all Sacramento; KPAY Radio, Chico, Calif.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PL 8-1100

President Budd Getschal
Production Manager. Gerry Gilbert
Art Director. Leonard Steinberg
TV Prod. Mgr. Lee Polk
Radio and TV Accounts: Ludwig, Bau-

mann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Westinghouse Appliance Sales Corp., New York City; Toy Study Conference, N. Y.

GEYER, MOREY, MADDEN & BALLARD, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3300

Board Chairman. Sylvester M. Morey
President. Sam M. Ballard
Chmn. Exec. Comm. B. B. Geyer
Bd. Vice Chmn. Edward D. Madden
Acct. Supvr. Wright Nodine
Creative Director. W. M. Mitchell
Acct. Exec. Oliver Presbury
Time Buyers. Elizabeth Powell,
Ed Richardson, Tom Mason

Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio
Phone: BALdwin 8-4145

Manager. E. G. Frost
14250 Plymouth Rd., Detroit 32, Mich.
Phone: WEBster 3-5520

Manager. John F. Henry, Jr.
Accounts: American Motors; Kelvinator (Household Appliances); Oral Roberts (Evangelist); Boyle-Midway Div. of Amer. Home Products; Sinclair Oil.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: LUther 7-2444

ABP—ANPA—SNPA—APA—NOAB

President, Treas. J. Burr Gibbons
Vice President. John B. Gibbons
Secretary. Viola Neese
Radio-TV Dir. Mercedes (Dee) Freiday
Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfrg. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Finance Corporation (loans).

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Mitchell Mfrg. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp.; V-Chek, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

ADVERTISING AGENCIES

President.....Charles J. Basch, III
 Vice-President.....Leo Bernman
 Treasurer.....Clarence Schmidt
 Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott
 Radio-TV Div.....Ronald Dawson
Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories (No-Lax), New York; Economy Supply Co.

GILLHAM ADVERTISING AGENCY-INC.

500 Continental Bank Bldg., Salt Lake City
 1, Utah
 Phone: EM 4-5516
 ABP-ANPA-APA

President-Treasurer.....M. C. Nelson
 Senior Vice-President.....Lon Richardson
 Vice-President.....Robert F. Rohlfing
 Vice-President.....Wendell J. Ashton
 Vice President.....J. Y. Tipton
 Vice-President.....Heber G. Wolsey
 Secretary.....Richard H. Ogaard
 Art Director.....Clair Lindgren
 Prod. Mgr.....J. R. Furner
 Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, First Security Banks.

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.
 Phone: BR 6-5934
 ABP-ANPA-NOAB-NBP-APA

President.....Bert S. Gittins
 Prod. Dir.....Stewart Carlson
 Media Dir.....Esther Block
 Copy Dir.....Harold Nelson
 Dir. Ind. Markets.....James M. Costello
 Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.

GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.
 Phone: RI 1-9851
 ANPA-ABP-AAAA

President.....John H. Stewart
 Exec. Vice Pres.....Ward M. Wilcox
 Vice Presidents.....Merle W. Bell,
 Robert O. Holleron, Jr., Duke Burgess,
 Jack Schlichenmaier, Liener Temerlin

Branch Offices

304 First Life Bldg., Fort Worth 2, Tex.
 Vice President.....Merle Bell
 1505 Transit Tower, San Antonio, Tex.
 Phone: CA 7-6311
 Vice President.....J. Schlichenmaier
 803 Lovett Blvd., Houston, Texas
 Phone: JA 3-4714

Manager.....Keith Butler
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-9369

Manager.....Raymond Prochnow
 510 Electric Bldg., El Paso, Tex.
 Phone: KE 2-3606

Manager.....I. E. Carson
Radio Accounts: Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Sakrete (Concrete Products), Cincinnati; Oak Farms, Dallas; Centex, Dallas; Ft. Worth Natl. Bank; Groos Natl. Bank, San Antonio.

TV Accounts: Lone Star Brewing Co., San Antonio, Tex.; Fort Worth Nat'l Bank; Republic Nat'l Bank, Dallas, Tex.; Groos Nat'l Bank, San Antonio, Tex.; 7-11 Stores, Dallas, Tex.; National Car Rental, San Antonio, Tex.; Sterling Motors, Houston, Tex.; Fred Snider Pontiac, El Paso, Tex.

MAX GOLDBERG ADV. AGENCY

611 E & C Bldg., Denver 2, Colorado
 Phone: CHerry 4-5533
 ANPA-APA

Owner, Dir.....Max Goldberg
Accounts: Premium Beverage Co., TV Sta. KBTW, Western Novelty Co., all of Denver.

GOODMAN & ROUSE, INC.

250 S. LaCienega Blvd., Los Angeles, Calif.
 Phone: OLeander 5-8550

Pres., Treas.....Mort Goodman
 Vice President.....Art Rouse
Accounts: AB-PT Pictures Corp., Beverly Hills, Calif.; Cinerama, Los Angeles, Calif.; J. Arthur Rank Corp. of America; Republic Studio, N. Hollywood, Calif.; Radio Station KMLA-FM; United Artists, Los Angeles; Warner Bros., Burbank, Calif.; Stanley Warner, Los Angeles.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
 Phone: OXford 7-4300
 ABP-AFA-ANPA-AAAA

Chairman of Bd.....Irwin A. Vladimir
 Vice-Chmn. of Bd.....G. Ellsworth Harris
 Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
 President, Dir.....Arthur A. Kron
 Vice-Presidents.....Robert F. Kendall,

ADVERTISING AGENCIES

Daniel C. Kaufherr, Richard H. Hobbs,
C. G. Rourke, Frank Birdsall, Evelyn Ring-
rose, William V. Rieglane
Media Dir.....Robert J. Rieglane
Secretary.....Chester A. Priest
Dir. Radio & Television.....Sally Allen
Dir. Pub. Relations.....Kay Long

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.

Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs
251 Kearny St., San Francisco 8, Calif.

Phone: YUkon 6-0920

Vice-President.....Frank Birdsall
P. O. Box 8676, Fernandez Juncos Station,
Santurce, P. R.

Phone: San Juan 2-0780

Manager.....Andrew N. Vladimir
Radio and TV Accounts: Lutheran Lay-
men's League, St. Louis, Mo.; Japan Canned
Crabmeat Sales Co.; International Tuna Fish
Assn.; Japan External Trade Recovery Or-
ganization (Imported Canned Mandarin
Oranges), all Tokyo.

GOTTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.

Phone: MA 6755

ANPA

President.....Henry J. Weil
Secy., Treas.....Stephen Gotthelf
V.P., TV Dir.....Peter King
Accounts: Erie Cty. Savings Bank, RCA
Distrib. Corp., WBEN Inc. & WBEN-TV, all
of Buffalo, N. Y.

GRAND & WADSWORTH, INC.

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

Phone: PLaza 5-4082

ANPA—APA—ABP—NBP

President, Treasurer.....Ivan B. Romig
Vice Presidents.....Wm. Eichhorn, Wm.
Walker
Sec'y. Media Dir.....Blanche Jampol

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6500

ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant
Exec. V.P. Int'l.....Fred Spence
Vice-Presidents.....Valeria T. Feely,
Carl M. Post, W. R. Watson

Secretary.....Mary Waller Grant
Art Director.....Ken Boehnart
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....John G. Copeland
V.P., Media Dir.....Reginald L. Dellow
Dir. Bus. Analysis.....Glen E. Shears
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago)...Gail Michaels
Production Mgr.....Harry White
Chicago Art Dir.....Fleetwood Burt
V.P. Personnel.....Donald C. Turner

Branch Offices

711 Third Ave., New York 17, N. Y.

Phone: OXFord 7-5800

Exec. Comm. Chg. N. Y. Office...John Pinto,
Abbott Kimball

29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodward 3-9400

Exec. V.P.....Lawrence McIntosh
2003 Davis Bldg., Dallas 2, Tex.

Phone: Rlverside 1-3251

V.P. Chg. Dallas Office.....Joe K. Hughes
One Nob Hill Circle, San Francisco 5, Calif.

Phone: SUtter 1-8424

V.P. Chg. San. Fran. Off.....Alfred Ducato
120 Sixth Ave. N., Seattle 9, Wash.

Phone: MAin 4-3232

V.P. Chg. Seattle Office.....Wm. Burke
13th St. at Second Ave., S.W., Miami 36, Fla.

Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey
Taft Bldg., Hollywood 28, Calif.

Phone: HO 1-9231

V.P. Chg. Hollywood Off.....John M. Cody
Plans Bld. Chmn.....Robert L. Dellinger

Accounts: Airtemp Div. of Chrysler Corp.;
Warren Petroleum Co.; M. Pier Co.; Ply-
mouth Div., Chrysler Corp.; Comet Rice
Co.; Dodge Div., Chrysler Corp.; Douglas
Laboratories (Coppertone Dri-Gas Div.);
Excell Labs (New Plant Life); KVP Co.
(Paper Products); Meyer's Sanitary Dairy
(Div. Hawthorne-Mellody); Miller's Gold
Seal Dairy; Minneapolis-St. Paul Dodge
Dealers; Dr. Pepper.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA NBP—NOAB

Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter, William B. Edwards,
Atherton Seeley, David B. Arnold, Thelma
Beresin, Franklin P. Jones, Granville Wor-
rell, Albert R. Bochrach

Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine

Media Director.....James S. Reifsnnyder
744 Broad St., Newark, N. J.

Phone: MARket 3-7345

Manager.....Richard N. Gulick

Radio Accounts: The M. A. Hanna Com-
pany (Coal), Philadelphia, Pa.; Philadel-
phia Saving Fund Society (Banking Ser-
vices), Philadelphia, Pa.; American Chemi-
cal Paint Co. (Plant Foods), Ambler,
Pa.; Diamond State Telephone Company
(Services); Delaware; Lee Tire & Rubber
Co. (Tires), Conshohocken; Charles Mar-
chand Co. (Hair Rinses), N. Y., N. Y.;
Vogel-Ritt (Termite & Pest Control), Phil-
adelphia.

TV Accounts: Fidelity-Philadelphia Trust
Co. (Banking Services), Philadelphia, Pa.;
Philadelphia Saving Fund Society (Banking
Services), Philadelphia, Pa.; American
Chemical Paint Co. (Plant Foods), Ambler,
Pa.; The Bell Telephone Co. of Penna. (Ser-
vices), Philadelphia; Diamond State Tele-
phone Co. (Services), Delaware; Charles
Marchand Company (Hair Rinses), N. Y. C.;
Philadelphia; Lee Tire & Rubber Co.
(Tires).

ADVERTISING AGENCIES

MONROE GREENTHAL CO., INC.

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

Phone: PLaza 9-8640

President.....Monroe W. Greenthal
 V.P., Creative Dir.....David E. Diener
 Radio & TV Dir.....Harvey Schulman
 V.P., Media Dir.....Herb Hauser
 Copy Chief.....Dave Dember
 Prod. Mgr.....Joseph Bogiano
 Art Director.....Otto Luther
 Assoc. Art Dirs.....Ed Brodtkin,
 Lew Clayman, Robert Cohen

Radio Accounts: Gimbel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

TV Accounts: Efanbee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

Estimated Radio Billings: \$500,000.

Estimated TV Billings: \$400,000.

GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas

Phone: JAckson 6-1071

Partners.....Lloyd Gregory,
 Chas. J. Giezendanner, Jr.

Production Manager.....Dave Lemke
 Asst. Prod. Mgr.....Lynn Chesnar
 TV Time Buyer.....JoAnn Geis
 Publicity Director.....Maudeen Marks
 Publications Director.....Ted Sumerlin

GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.

Phone: PLaza 1-3500

AAAA—ABP—ANPA—APA—NOAB—PPA
 Bd. Chrmn., Head Exec. Comm...Lawrence
 Valenstein

President.....Arthur C. Fatt
 Exec. V.P., Acct. Sup.....Herbert D. Strauss
 Controller.....Elmer E. Feistel
 V.P. & Radio-TV Dir...Alfred L. Hollender
 V.P., Radio-TV.....Hal Davis
 V.P., Mgr. Prod.....Ralph Froelicher
 V.P. Media Dir.....E. L. Deckinger
 V.P., Radio-TV Copy

Chief.....Robert Kirchbaum
 V.P., Adm. Art Dir.....Guy Oring
 V.P., TV Prog.....William F. Craig
 V.P., Acct. Supvs.: Ralph Axthelm, Leroy
 Block, B. I. Brownold, Samuel Dalsimer,
 Theo. Kaufman, Joseph Lorin, Edward
 Meyer, David Rand, Edmund R. Richer,
 Jules Singer, Jerome Stolzoff, John A.
 Kuneau, Richard J. Martell.

Branch Offices

750 N. Vine St., Hollywood 28, Calif.
 Vice-Pres.....Robert D. Wolfe
 235 Montgomery St., San Francisco 4, Calif.
 Manager.....L. V. Bernardini

Radio Accounts: Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America

(RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Phillips-Jones Corp.; Radio Corp. of America; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

Estimated Radio Billings: \$5,500,000.

Estimated TV Billings: \$11,200,000.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.

Phone: TOWer 1-3232

AAAA—ABP—ANPA

Board Chairman.....John F. Davis
 President.....Charles Farran
 Chairman.....Kenneth W. Akers
 V.P.'s.....Robert L. Baumgardner,
 L. R. Canfield, V. C. Kenney, W. A.
 Weaver

V.P., Media Res. Dir.....W. A. Weaver
 V.P., P. R. Dir.....E. C. Powers
 Secy., Treas.....Louis F. Ruf
 Chairman.....Kenneth W. Akers
 Media Director.....H. A. Stadthagen
 TV, Radio, Films Dir.....Ralph A. Borzi
 Production Manager.....Frank J. Stastny
 Mktg., Res. Dir.....H. K. Jones
 Controller.....Ann Whittlesey
 Time Buyer.....George L. Young
 Art Dirs.....Wm. Root, F. Langel,
 Edw. Hecker, Jose Vasquez

Art Dirs., Collateral Material...J. P. Heck,
 Glenn Nelson, Wm. Root

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tires & Accessories), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio; Hotel Cleveland, Cleveland, O.; Alfred Nickles Bakery, Navarre, O.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires & Access.), Akron, Ohio; Alfred Nickles Bakery (Wholesale & Retail), Navarre, O.; Sears, Roebuck & Co. (Cleveland Stores) Cleveland, O.; Hotel Cleveland, Cleveland, O.; Industrial Vending Co. (Vending Machines) Cleveland, O.

Estimated Radio Billings: \$1,100,000

Estimated TV Billings: \$1,100,000.

CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.

Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross

ADVERTISING AGENCIES

Vice President.....Peter Finney
 V.P., Copy Chief.....Spencer Hill
 Secy., Media Dir.....Elinor Esser
 Art Directors....Chas. Bowea, Nate Machtey
 Publicity Director.....Gene Wood

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
 Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
 Secy., Space Buyer.....Libby Dunn
 Art Dir., Prod. Mgr.....Daniel Canter

GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.
 Phone: FLeeewood 6-3766
 ABP—APA—NBP

General Manager.....Robert F. Grubb
 Radio-TV Dir.....Dale Arvidson
 Accounts: Churchill Mfg. Co., Galesburg, Ill.; Hollywood Brands, Centralia, Ill.; P & H Electronics, Lafayette, Ind.; WCIA (TV) Champaign, Ill.

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.
 Phone: PA 1-1661

President.....Art Gruber
 Secretary.....E. M. Gruber
 Time Buyer.....Norman Vinitzky
 Radio Accounts: Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

TV Accounts: Bowlerama, Inc. (Bowling); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis-St. Paul; Midway Chevrolet, St. Paul; Orrin Thompson Construction Co.; Minnesota Bowling Proprietors Assn., both Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
 Phone: YUkon 2-6040
 AAAA—ABC—ABP—ANPA

President.....Walter Guild
 Bd. Chrmn.....David Bascom
 Exec. V.P.....Dante Bonfigli
 V.P., Gen. Mgr.....Gilbert Burton
 V.P., Secy-Treas.....W. I. Hoffine, Jr.
 V.P., Media Dir.....Rod Macdonald
 V.P., Dir. Copy-TV Depts....Courtney Moon
 V.P., Creative Dept.....Alex Anderson

Branch Offices

105 W. Adams St.
 Phone: STate 1-0253

Dir. of Marketing.....Richard D. Crisp
 515 Madison Ave., New York, N. Y.
 Phone: PLaza 1-3979

Aect. Exec.....Hank Buccello
 Dir. Network Rel.....Reggie Schuebel
 1750 N. Vine Capitol Tower,
 Hollywood 28, Calif.
 Phone: HO 9-8217

Admin. Head.....Karl Gruner
 603 Stewart St., Seattle 1, Wash.
 Phone MAin 4-3711

Account Executive.....Tom Killilea
 Radio and TV Accounts: Ralston Purina

Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter; Breast-O-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Distsrs. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

Estimated Radio Billings: \$1,500,000.
 Estimated TV Billings: \$7,000,000.

GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas
 Phone: JACkson 6-2111

President.....Adie Marks
 V.P., Treas.....Seymour Cohen
 Production Manager.....Shirley Rouse
 Copy Chief, Pub. Dir.....Mrs. Bess W. Scott
 Media Director.....Mrs. Fern Luker
 Radio-TV Dir., Time

Buyer.....Miss Irma Faerber

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 8-1717
 ABP—ANPA—ABC

Chairman.....Lawrence C. Gumbinner
 President.....Milton Goodman
 V.P., Radio-TV Dir.....Paul G. Gumbinner
 Exec. V.P.....Morton Freund
 Copy Supervisor.....Robert Goldsmith
 VP in Chg Prod.....Herman Kornblum
 V.P. in Chg. Art.....Hershel Bramson
 Vice President.....Graeme Macleod
 Vice President.....Summer Wyman
 Media Dir.....Henry J. Katz

Radio Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

TV Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem, Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.
 Phone: FRanklin 2-0492

Partners..John L. Halpin, Marion G. Halpin
 Copy Chief.....S. P. Levine

ADVERTISING AGENCIES

Production.....D. M. Scalise
 Art Director.....A. H. Hitchins
Radio-TV Accounts: Cobleskill Agricultural Soc. (County Fair) Cobleskill, N. Y.; Schenectady Savings & Loan Assn.; Mohawk Nat'l. Bank, Schenectady, N. Y.; Sacandaga Summer Theatre (Theatrical Productions) Northville, N. Y.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.

Phone: 2-3022

ABP—NBP—APA

Owner, Acct. Exec.Clem T. Hanson
 Prod. Mgr., Acct. Exec. W. R. Lievens
Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures. (Educational Films) Davenport, Ia.; The H-O-N Co., (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.

Phone: PEnnypacker 5-8477

President.....Ralph A. Hart
 Art Dir.....Leon Greenfield
 Prod. Mgr.....Theodore Barkus
 Copy Chief.....Murray Firestone
 Media Dir.....Vivian Friedman
 Acct. Execs.....R. Hart,
 T. Barkus, M. Firestone, M. Schwartz

HART-CONWAY CO., INC.

300 Triangle Bldg., Rochester 4, N. Y.

Phone: LOcust 2-3520

ANPA—ABP—AAAA

Pres., Treas.H. Lyman Hart
 Sr. Vice-President.....Harold E. Kennedy
 Exec. Vice-PresidentJoseph Brown
 Vice President.....John P. Street
 Vice-President.....E. Ward Phillips
 Secretary.....John M. Nixon
 Account Execs.....H. L. Hart,
 H. E. Kennedy, J. P. Brown, J. P. Street,
 J. M. Nixon, E. W. Phillips, Peter B. Whitcombe, John M. Giles

Production Manager...James V. Mannhardt
 Comptroller.....A. L. Kearns

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester,

N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Columbia Savings & Loan (Savings Bank), Rochester, N. Y.; Webco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

Additional Radio-TV Accounts: Koerner Motors (Ford Dealer), Rochester, N. Y.; Rochester Hockey Club, Rochester, N. Y.; Sears Roebuck (Dept. Store), Rochester, N. Y.; South Carolina Hospital Service (Blue Cross, Blue Shield), Columbia, S. C.; Speedy-Therm Service Corp., Rochester, N. Y.

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

ABP—ANPA

President.....George H. Hartman
 Exec. V. P.Rowland Laughlin
 V. P., Gen. Mgr.John T. Holloway
 Vice Pres....Thomas Kivlan, David R. Coey,
 William H. Aaron, Robert S. Cole
 V.P., Art Dir.....Alfred Festen
 SecretaryGeorge H. Hartman, Jr.
 TreasurerFrank R. Hartman
 Copy ChiefThomas Whitehead
 TV Time Buyer.....Jean Seaman
 Production Mgr.Philip Navigato
 Radio & TV Director John D. Berg
 Radio & TV Talent Buyer Jack Leonard

Branch Office

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

Phone: MUrray Hill 9-8637

Branch Office Mgr.....John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2944

APA—NBP

President.....Charles F. Ross
 Vice President.....Marvin Lockyear
Accounts: Kent Plastics Corp., Evansville, Ind.; Photocraft Color Laboratories, Tell City, Ind.; WFIE-TV & WTVW-TV, Evansville, Ind.

ADVERTISING AGENCIES

THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
V.P., Chmn. Plans Bd.....D. J. Leonard
Radio-TV Director, V.P.....R. D. Amos
Asst. Dir.....C. M. Harrison
Time Buyer.....E. Brown
Radio Prod.....S. Hannah
Media Mgr.....B. J. Keelor
Production Mgr.....C. A. Kellow

Branch Office

1510 Drummond St., Montreal, Que.
Phone: VI 5-0251

Manager.....J. B. Leupold
Radio Accounts: Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Cannery Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

TV Accounts: Canadian Cannery Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceries, all Toronto.

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave. New York 20, N. Y.
Phone: C1rle 7-7660
ABP

President.....Mort Heineman
Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld

V.P., Media Dir.....Julius Joseph, Jr.
Radio-TV Time Buyer.....Alice Ross
Vice Pres.....Joseph Shaw
TV Dir., Talent Buyer.....Allen Black

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOLlywood 3-1153

Manager.....Howard Blake
Radio Account: Artistic Cards, Inc. (Greeting Cards) Elmira, N. Y.

Radio & TV Accounts: Roosevelt Raceway (Trotting Races), Westbury, L. I., N. Y.; Rad Bleach Inc. (Bleaching & Cleaning Agents), N. Y. C.; Fashion Frocks, Inc. (Women's Dresses) Cincinnati, O.

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MADison 9-3181
AAAA-APA-ABP

President.....Robert P. Heintz
Radio-TV Dir.....Kenneth Higgins
Accounts: Regal Pale Brewing Co., San Francisco, Calif.; Standard Federal Savings & Loan Assn.; Sterling Electric Motors, Inc.; Westinghouse Appliance Sales, both Los Angeles.

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman,
S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
ABP-ANPA

President, Chmn., Treas.....Al J. Herr
Vice-President.....John Rock
V.P., Radio-TV.....Elton W. Kocian
Art Director.....Carl M. Ruppert
Production.....Gene M. Wrobel
Media, Radio Buyer.....Ruth Walter
Creative Director.....Allen Ballsieper
Research Director.....Howard Klatt
Radio Accounts: Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee; Economics Laboratory, Inc. (Detergent) New York.

TV Accounts: Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch.

ADVERTISING AGENCIES

Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners; Sealtest Dairy & Ice Cream, all Milwaukee.

Estimated Radio Billings: \$200,000.
Estimated TV Billings: \$275,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5600
ANPA—ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Radio-TV Dir...Theodore J. Grunewald
V.P., Treasurer.....K. A. Hamilton
Pub. Rel. Dir.....Irving S. Kogan
Time Buyers...Vincent J. Daraio, M. Reiner
Prod. Mgr.....Martin Rifkin

Radio Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.; V. La Rosa & Sons, Inc. (Frozen Foods, Spaghetti, Macaroni, Noodle Products), Brooklyn, N. Y.

TV Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.; V. La Rosa & Sons, Inc. (Noodle Products, Frozen Foods, Spaghetti, Macaroni), Brooklyn, N. Y.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXford 7-5600
ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas.Harry S. Cooper
Art DirectorM. Richard Kaufmann

Branch Office

1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: PLaza 1-3900
ANPA—NBP—NOAB

PresidentPeter Hilton
Exec. V.P.....Robert L. Haag
Vice PresidentsJames Williamson,
John G. Jones, F. I. Cahners

Art Director.....Jabez Williams
Time Buyer.....Maria Carayas
Production ManagerDaniel Casey

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyvan, New York City; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-7515
ABP—ANPA—APA—AAAA

President.....Paul Provandie
Treasurer.....Myron L. Eastwood
Exec. Vice-President.....Langley C. Keyes
Senior Vice President.....Thomas J. Bowen
Vice Presidents.....William Van N. Washburn, Edward W. Quinn
V.P., Art Dir.....Donald E. Clark
Asst. Treasurer.....M. Douglas Adamson
Prod. Mgrs.....Bertha L. Aldrich,
A. Stedman Murdy, Jr.

Assoc. Art Dir.....Leo Harrington,
George F. Wilson

Account Execs.....Paul H. Provandie,
Myron L. Eastwood, Thomas J. Bowen,
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Robert B. Ward,
Ruleffe F. Barbour, John P. Hoag, Jr.

Accounts: Laboratory for Electronics, Inc.; LaTouraine Coffee Co.; J. B. Malcolm Inc. (Costume Jewelry); Masury-Young Co. (Industrial Flr. Cng., Refinishing Compounds); Mr. Boston Distiller Inc. (Liquor Prod.); Nordblom Co. (Industrial Real Estate); Jno. P. Squire Co. (Swift & Co. Assoc. Plant, N. Eng.); New England Trust Co.; WHDH. WHDH-TV, all of Boston; Boston Woven Hose & Rubber Co. (Industrial Rubber Prod.); Brigham's (Candy, Ice Cream); Carter's Ink Co. (Inks, Adhesives, Carbons, Ribbons); Dorothy Muriel's (Bakery Prod.); Durand's (Pkgd. Candy); G. E. Co., Appl. & TV Rec. Div., N. Eng. Dist. (All GE Major Appliances); all of Cambridge, Mass.; Amer. Biltrite Rubber Co. Inc. (Rubber Heels & Soles) Chelsea, Mass.; Bay St. Macaroni Mfg. Co. ("Viva" Italian Spaghetti Prod.) Lawrence, Mass.; Boston Filter Co. (Air Filters, Comm. Air Cond., Water Coolers) Charlestown, Mass.; Citrus Fruit Juices Inc., Lynn, Mass.; L. B. Evans Son Co. (Men's Slippers, Casual Shoes) Wakefield, Mass.; Foster Grant Co. Inc. (Sunglasses) Leominster, Mass.; Gen. Ice Cream Corp. (Bushway Ice Cream) Somerville, Mass.; Gen. Elec. Co., Small Aircraft Eng. Dept. (Engineer Recruitment) Lynn, Mass.; J. W. Greer Co. (Hyv. Eqpt. for Bakery, Candy, Food Fields) Wilmington, Mass.; Hendrie's Ice Cream, Milton, Mass.; IGA Foodliners, Burlington & Malden, Mass.; Ludlow Papers Inc., Fine Papers Div. (Fine Papers, Tapes, Coarse Papers) Brookfield, Mass.; Nissen Bkg. Corp. (Old Home Bread) Lynn, Mass.; Pyrotex Co. Inc. (Plasti Lacings), Leominster, Mass.; Sprague & Carleton, Inc. (Solid Rock Marble Furniture) Keene, N. H.; Std. Duplicating Machines, Inc., Everett, Mass.; Swift & Co. Assoc. N. Eng. Plants; H. L. Handy Co., Springfield, Mass. & Speery Barnes Co., New Haven, Conn.; Table Talk Pastry Co. (Table Talk Pies) Worcester, Mass.; Dr. J. F. True (Elixir) Lynn, Mass.; Merrimac Valley Nat'l Bank, Lawrence-Haverhill, Mass.; New Bedford, Wood's Hole, Martha's Vineyard & Nantucket Steamship Authority (Ferry & Passenger Steamer Service).

ADVERTISING AGENCIES

HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.

Phone: OR 3-4469

AAAA-ABC-ABP-ANPA

President.....Louis Honig
 Bd. Chmn.....Eugene I. Harrington
 First V.P.....Fred Glauser
 Secy.-Treas.....John W. Davis
 V.P.'s.....Eric Bellingall,
 Alfred E. Smith
 Time Buyer.....C. McCreary
 Radio-TV Prod. Dir.....Charles Larrance
 Sec.-Treas.....John W. Davis

Branch Offices

Tower Bldg., Seattle 1, Wash.

Phone: MA 2-1800

V.P.....W. E. Kraft
 304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUNkirk 3-3301

Exec. V.P., Mgr.....Sherman R. Slade
 Time Buyers.....Sylvia Goodfriend,
 Jane Kirkpatrick

Radio Accounts: Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

TV Accounts: The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avoset Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (G & D Vermouth & Wines), New York.

Former Miner Co. Accts: American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

Estimated Radio Billings: \$1,000,000.

Estimated TV Billings: \$4,000,000.

HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.

Phone: VOLunteer 3-4524

ABP-ANPA

President.....Joseph J. Horan
 Exec. V.P.....Robert O. Scott
 Vice-President.....Jimm Daugherty
 Creative Art Director.....Bob G. Watkins
 Media Director.....Mary E. Johnson
 Radio-TV Dir.....Barbara Bloek
 Copy Chief.....C. R. Sides
 Executive Art Director.....J. W. Duke
 Production Manager.....Tom Thompson

Radio-TV Accounts: Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.

Radio Account: Vi-Jon Laboratories, Inc.

(Antiseptic Mouth Wash, Gargle, Hand Lotion) St. Louis, Mo.

TV Account: Velvet Freeze, Inc. (Ice Cream) St. Louis.

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.

Phone: DIAMond 2-3411

ABP-ANPA-APA-SNPA-AFA

President.....C. B. Houck
 Vice President.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Vice President.....William F. Downs
 Art Director, V.P.....Edwin R. Deady
 Production Mgr.....W. Leon Mitchell
 Research Media.....Jeannette G. Thorne
 Radio-TV Director.....Joseph D. Mastin
Radio & TV Accounts: Beamer Motors; High's Ice Cream; Hodges Lumber Co.; Lindsey-Robinson Co., Inc.; Mountain Trust Bank, all of Roanoke; Elk Refining Co. & Kanawha Valley Bank, Charleston, W. Va.; Crowgey Sausage Co., Kellysville, W. Va.
Radio Account: First Nat'l Bank of Martinsville & Henry City, Martinsville, Va.

TV Accounts: Adams Constr. Co.; Appalachian Pwr. Co.; Davidson's Clothiers; Fuel Oil & Eqpt. Co.; Hospital Service Assn. of Roanoke; 7-Up Bottling Co., all of Roanoke, Va.

BRYAN HOUSTON, INC.

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

Phone: PLaza 7-6400

ABP-ANPA-AAAA

Chairman of Board.....Bryan Houston
 President.....Wm. R. Hillenbrand
 V.P. Dir. Mehds.....Patrick Gorman
 V.P. Dir., Art.....Stanley Freeman
 V.P., Creative Dir.....Max Sapan
 V.P. Dir. Research.....Frederick L. Ryner
 V.P., Dir. Media.....John Ennis
 Assoc. Dir. Media.....Robert Boulware
 Mgr. Media Dept.....Richard Stevens
 V.P. Dir. Radio-TV.....Wm. B. Templeton
 Mgr., Radio-TV.....Roy Passman
 Ex. Prod., Film Com'l.....C. Kulesza

Radio Accounts: Laboratories, Inc. (Dristan Tablets); Wkly. Publications, Inc. (Newsweek); Heublein, Inc. (Andersen Soups & Sizz-L-Spray Barbecue Sauce).

TV Accounts: Nestle Co. (Nescafe Instant Coffee); Heublein (Maypo Cereal, Maltex Cereal, A-1 Sauce, Andersen Sizz-L-Spray Barbecue Sauce & Andersen Soups); Whitehall Laboratories, Inc. (Dristan Tablets & Nasal Mist, SMOOTHoL Antacid Wafers).

Estimated Radio Billings: \$700,000.

Estimated TV Billings: \$10,000,000.

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.

Phone: MURray Hill 2-2000

ANPA-APA-NBP-ABC-NOAB-AAAA
 President.....Everett W. Hoyt
 Chairman of Bd.....Winthrop Hoyt
 Vice Presidents.....A. W. Fargo,
 John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
 Secretary, V.P.....James R. Roberts

ADVERTISING AGENCIES

Treasurer.....F. J. Becker
 V.P., Dir. Radio-TV.....W. P. Smith
 V.P., Research.....Peter H. Nicholas
 V.P., Media Rel.....C. B. Donovan
 V.P., Prod. Mgr.....N. S. Lampert
 Radio-TV Time Buyer.....D. H. Humm

Branch Office

Chamber of Commerce Bldg., Miami 32, Fla.
 Phone: FR 1-2165

V.P. & Mgr.....John R. McAltee
Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida

Phone: FRanklin 9-8453

ANPA

President.....David Hume
 V.P.'s.....Wm. Mickelberry, Bob Smith
 Acct. Execs.....Jack Caesar, Geo. Smith
 Radio-TV Director.....George Smith

Radio Accounts: Carol City (Housing Devel.); Se aquarium (Tourist Attr.); Hector Supply Co. (Lawn & Garden Supplies) all of Miami, Fla.; Hialeah Race Course (Thoroughbred Racing) Hialeah, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.; Fla. Avocado & Limes, Homestead, Fla.

TV Accounts: Carol City (Housing Devel.) Miami, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

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

Phone: LEXington 2-3020

AAAA-ABP-ANPA

President.....Deane Uptegrove
 V.P., Media Dir., Secy.....Harry M. Billerbeck
 V.P., Radio-TV Dir.....Ransom P. Dunnell
 V.P.....Emmett Faison
 V.P.'s.....Harold O. Nadler,
 A. W. Sage

Prod. Mgr.....John B. Snyder

Branch Office

1235 Statler Bldg., Boston 16, Mass.

Phone: Liberty 2-6100

Chairman.....R. S. Humphrey
 Media, Research Dir.....E. Gerald Grey

Radio Accounts: John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curry Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

TV Accounts: John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.

Phone: REgent 6-5429

AAAA-APA-ANPA-SNPA

Pres., Treas.....Warren A. Humphrey
 V.P.'s.....Mitchell L. Williamson,
 Ellis G. Gibson

Secretary.....E. A. Hartman
 Production Manager.....Alyce Robnett
 Radio-TV Director.....H. C. Childs
 Public Rel. Dir.....Ray Scales
 Art Director.....Don Loewen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

Phone: HAmilton 6-1160

APA-ANPA-PPA-ABP-NOAB

Director.....Frank A. Hutchins
 Director.....F. Irving Hutchins

President.....Frank M. Hutchins

Vice-Presidents.....John P. McCarthy,
 William F. Lacey, Homer C. Scheck

Prod. Mgrs.....M. J. Leary, D. A. Meritt

Branch Office

33-35 Hayden St., Toronto, Ont., Canada

Phone: WALnut 4-3753

Manager.....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

ADVERTISING AGENCIES ~~~~~

JASTER & ASSOCIATES

637 Broad St., Beloit, Wis.
Phone: EMerson 2-8822
APA-ABP

Sole Owner.....Jack Jaster
Accounts: Electrol Specialties, South Beloit, Ill.; United Industries, Chicago; WCLO Radio, Janesville, Wis.; WGEZ Radio, Beloit, Wis.; WREX-TV, Rockford, Ill.

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.
Phone: BArcley 7-3337
APA-ANPA

President.....F. B. Johnston
Secy.....Wesley Edson
Art Dir., Prod. Mgr.....John Inglehart
Acct. Execs.....Morton S. Krieger,
John Caruso, Harry Carter

JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.
Phone: JE 1-2365
ANPA-NBP

President.....M. Frank Jones
V.P., Treas.....R. C. Hanger
Accounts: Postal Life & Casualty Insurance Co., Kansas City, Mo.; Pure Milk Producers Assn.; Quality Laboratories; WDAF Radio & TV, Kansas City, Mo.

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 1-2300
AAAA-NOAB-APA-PPA-NBP
ABP-ANPA

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
V.P., Adm. Printed Adv.....John Healy
V.P., Art.....Robert T. Hayes
Space Buyer.....Maurice Oshry
Prod. Mgr.....A. J. Lemperly
Radio-TV Director.....Ann Smith
Radio, TV Time Buyers.....Betty Derie,
Eula Reggin

Branch Office

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-5144

Mgr.....H. S. Lenz

JURNEY, ROSS & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah
Phone: EM 3-6758
APA

Partner, Gen. Mgr.....Miss Ross Journey
Partner, Sr. Acct. Ex.....A. H. Garrigues
TV Dir., Acct. Ex.....Wm. J. Brennan
Accounts: Blue Cross-Blue Shield, KLUB Radio, KSL-TV, Stokermatic, Westinghouse, all of Salt Lake City.

**KAL, EHRLICH & MERRICK
ADVERTISING, INC.**

2141 Wisconsin Ave. N.W. Wash. 7, D. C.
Phone: FEderal 7-5500
ANPA

Chrmn. of Board.....Norman C. Kal
President.....Harry L. Merrick

Exec. V. P.....Alvin Q. Ehrlich
V.P., Secretary.....Bernard R. Linkins
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

KAMENY ASSOCIATES

2 West 45th St., New York 36, N. Y.
Phone: OXFord 7-4840
APA-ANPA-ABP

Partner, Creative Dir.....Seymour Kameny
Partner, Acct. Supvr.....Nat Kameny
Merchandising Dir.....Ray Solomon
Mktg., Sales Div. Dir.....George Carroll
Sales Prom. Dir.....Russell Fradkin
Research, Media Dir.....Ruth Rose
Radio-TV Director.....Vernon Delston
Public Relations Dir.....Marvin Frank
Copy Chief.....Fred Newman
Art Director.....Alan Peers
Production Manager.....Bernard Fabian
Asst. Prod. Mgr.....William Egan

KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas
Phone: JAckson 6-1181
ANPA

President.....Lester Kamin
V.P., Radio-TV Time Buyer.....B. L. Blumberg
Art, Prod. Dir.....Bill Sims
Copy Chief, Talent Buyer.....Diana Muth
Film Director.....Billy Lazarus

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4120
ANPA-ABP

Chairman.....Robert H. Schaffer
President.....Lawrence Kane
V.P., Mdsq. Dir.....Eugene J. Cohn
V.P., Copy Dir.....Marvin D. Richwald
Art Director.....Murray Stein
Media Director.....Rowena Pearl
Pub. Rel. Dir.....Herbert Kaufman

**KASTOR, HILTON, CHESLEY,
CLIFFORD & ATHERTON, INC.**

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ABP-ANPA

Chairman.....H. Kastor Kahn
Vice Chairman.....C. E. J. Clifford
Chmn. Exec. Comm.....W. S. Chesley
President.....Peter Hilton
Chmn. Plans Bd.....J. William Atherton
Exec. Vice Pres.....L. G. Whitebrook
V.P., Media Dir.....Jack B. Peters
Radio, TV Dir.....J. P. Atherton
Radio-TV Time Buyer.....Beryl Seidenberg

Radio Accounts: American Molasses Co. (Grandma's Molasses) N.Y.C.; H. C. Brill Co. (Specialty Food Prods.) Newark, N. J.; Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Products, Inc. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen, Sustamin, Insta-Pep, Jandrex) N.Y.C.; Humphreys Medicine Co. (Humphreys #11) N.Y.C.; N.Y. St. Civil Defense Comm., N.Y.C.; Potter Drug & Chem Corp. (Cuticura) Malden, Mass.; F. Ad. Richter & Co. (Pain Expeller, 3XB) Staten Island,

ADVERTISING AGENCIES

N. Y.; Stop & Save Trading Stamp Corp. (Triple-S Blue Stamps) S. Hackensack, N. J.; Ar. Winarick Inc. & Subsidiaries (Jeris Hair Preps.) N.Y.C.

TV Accounts: Brownell & Field Co. (Automat Tea & Coffee) Providence, R. I.; Carter Prods. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen) N.Y.C.; A. S. Harrison Corp (Preen Flr. Waxes) So. Norwalk, Conn.; Potter Drug & Chem. Corp. (Cuticura Prods.) Malden, Mass.; Smith Bros. (Smokers Drops) Poughkeepsie, N. Y.; Ar. Winarick (Jeris Hair Preps.) N.Y.C.

Estimated Billings: \$18,000,000.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.

Phone: Central 6-5331

ABC—ANPA—APA—NOAB

President.....A. G. Kastor
 V.P. & Gen. Mgr.....Marvin Harms
 Vice-President.....Herman Kastor
 Vice Presidents.....John T. Urice,
 Dean Snow, W. O. Yocum
 V.P. & Copy Chief.....Ashley Belbin
 Media Dir.....Harvey Mann
 V.P., Radio-TV.....James H. West
Radio and TV Accounts: International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.; Campana Corp. (Bantrol).

THE BENJAMIN KATZ AGENCY

1820 Spruce St., Philadelphia 3, Pa.

Phone Kingsley 6-0803

President.....Benjamin J. Katz
 Prod. Mgr.....Philip L. Winson
 Media Dir.....Alice M. Miller
 Publicity Mgr.....Bernard Burt
 Research Mgr.....Rose Kibrick Katz
 Radio-TV Dir.....Leonard B. Stevens
 Acct. Execs.....B. J. Katz, P. L. Winson,
 S. Strassler

JOSEPH KATZ COMPANY

Amoco Bldg., 555 Fifth Ave., New York, N. Y.

Phone: MURray Hill 7-0250

AAAA—ANPA—ABP

Exec. Vice Pres.....Harry Kullen
 Sr. Vice President.....H. W. Bennett, Jr.
 V. P., Mktg.....C. W. Shugert
 Radio-TV Director.....Edward Kogan
 Asst. Radio-TV Director.....Alice Polver
 Vice President.....William V. Linn
 Media Director.....C. A. Brocker

Branch Offices

10 W. Chase St., Baltimore 1, Md.

Phone: LEXington 9-1500

V.P., Gen. Mgr.....Stanley E. Blumberg
 Media Dir.....Jean Mitchell
 Comptroller.....Lawrence M. Sims
 Time & Space Buyer.....Geraldine Rutkowski
 Radio-TV Dir.....James Miller
 Production Mgr.....M. Milstein
 Art Dir.....C. Fondersmith

Lee Circle Bldg., New Orleans, La.

Phone: EXpress 2274

Manager.....Hal Yockey
Radio-TV Accounts: Amer. Oil Co. (Amoco Gas.); Parry Laboratories (Myo-Mist Oral Spray) both N. Y. C.; Public Parking Systems; Weiss Motor Co. (Fords); Sherwood Feed Mills Inc. (Sherwood Dog Food); First Nat'l. Bank, all of Balto., Md.
Radio Account: S. & N. Katz, Inc. (Jewellers) Balto., Md.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.

Phone: District 7-7400

ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
 Radio-TV Dir.....Jeffrey A. Abel
 Art Dir.....Frank C. Huseman
 Prod. Mgr.....Bernard C. Schramm
 Copy Chief.....T.D. Mandelstam
 Public Rel. Dir.....Robert R. Denny

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: PA 1-310

Chmn. of Board, Treas.....P. R. Hume
 President.....J. T. Nolan, Jr.
 Secretary.....H. J. Darby
 Radio Time Buyer.....A. A. Radkey
 Prod. Mgr.....John Helmsderfer

KEILSON CO.

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

Phone: JUDson 2-1797

President.....Meyer Keilson
 Sec'y.-Treas.....P. Keilson
 Scripts & Commercials.....Janet Sternberg
 Production Mgr.....Phyllis Pion

KELLER-CRESCENT CO.

22-26 Riverside Ave., Evansville 8, Ind.

Phone: HARRison 5-5146

ABP—APA

President.....Ervin Weil
 Radio-TV Dir.....G. L. Freeman
Accounts: Mid-West Savings & Loan Assn., Peoples Savings Bank, Radio Station WGBF, United Enterprises, all of Evansville, Ind.

DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio

Phone: BALDwin 3-6216

AAAA—ABP—ANPA

President.....Don H. Kemper
 Vice President.....James D. Parker
 Media Director.....Cindy Hamberg
 Creative Director.....Betty McGonigle
 Art Director.....John H. Bach
 Production Manager.....Carl Deibel
 Marketing Director.....Howard Korman
 Research Director.....Mary Alice Whittington

Branch Offices

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

Phone: SUPERior 7-6746

Board Chairman.....Clyde M. Joice
 President.....Don H. Kemper
 Vice President.....Robert A. Hilton
 Media Director.....Kathrine Faleide
 350 Fifth Ave., New York 1, N. Y.
 Phone: LACKawanna 4-7730

ADVERTISING AGENCIES

President.....Don H. Kemper
 Media, Radio-TV Dir.....Adna Karns
Radio Accounts: Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Spring Hill Nurseries (Nursery Prod.), Tipp City, O.; Vaughan's Seed Co., Chi. & N. Y. C.

TV Accounts: Trylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Vaughan's Seed Co., Chi. & N.Y.C.; Spring Hill Nurseries, Tipp City, O.

KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.
 Phone: TEmplebar 6-2582
 ABP

President.....Helen A. Kennedy
 V.P.....Peter D. Hannaford
 Director.....Mary H. Falls
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co. (Income Property); Golden West Savings & Loan Assn.; Griffin Crafts Supplies (Crafts & Hobbies), all Oakland, Calif.; Chamber of Commerce (Community Development) Berkeley, Calif.; Wallpapers, Inc., Seattle, Wash.

TV Account: Golden West Savings & Loan, Oakland, Cal.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-9000
 AAAA-ABP-ANPA-PPA-ABC
 NOAB-APA

President.....William B. Lewis
 Chrmn. of Bd.....Edwin Cox
 Exec. V.P.....David C. Stewart
 Sr. V.P. Acct. Mgt.....Don Miller
 Sr. V.P. Acc. Mgt.....Anderson Hewitt
 Sr. V.P. Creative Services...Barrett Brady
 Vice Presidents.....Garth Montgomery, E. W. Newsom, William Green, Donald Maggini, Douglas Coyle, George Oswald, Norman Bertels, Robert Barker, William King, Budd Hemmick, William Rienecke, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, John Soughan, Douglas Keys, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Gerald Link, Lester Swenson, Robert Young, Alvin N. Sarasohn, Don O'Leary, J. Clarke Mattimore, W. Denning Harvey, James A. Dearborn, Bud Sherak, F. J. Hennessy, Alfred Tennyson, Howard Wilson, Philip Kenney, Robert Pasch, A. Combrinck-Graham, John Keeshan, William Martin, Louis Nicholas, Richard O'Reilly, Jack Petterson, C. Stuart Siebert, E. B. Feree, Richard McS. Kelly, Elsworth L. Timberman, Andrew J. Shepard.

Financial V.P., Dir. Corp.

Serv.....F. J. Hennessy

V.P., Art Dir.....Gerald Link
 V.P., Media Dir.....Joseph P. Braun
 V.P., Dir. of Radio-TV.....J. S. Bealle
 Sr. V.P., Mktg. Services.....G. Maxwell Ule
 V.P., Chg. Comm. Prod...John W. Murphy

Branch Offices

645 Griswold St., Detroit 26, Mich.
 Phone: WOODward 5-0300

Mgr., Vice Pres.....C. T. C. Fry
 620 Market St., San Francisco
 Phone: EXbrook 7-0900

Mgr., Vice Pres.....Sydney G. Walton
 321 Bloor St., E., Toronto, Ont.
 Phone: WALnut 4-9531

President.....W. B. Lewis
 550 Sherbrooke W., Mont., Que.
 Phone: VICTor 2-2534

Vice-Pres.....George B. Macgillivray
 Mgr., Vice Pres.....George B. Macgillivray
 (Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.
 Avenida Insurgentes Sur
 102 Mexico, D. F.
 Phone: 11-81-73

Mgr.....Burt S. Avedon
 Washington Bldg., 15th & N. Y. Ave.,
 Washington 5, D. C.

Phone: STerling 3-1191
 Equitable Bldg., Hollywood 28, Calif.
 Phone: HO: 3-2101

V.P., Mgr.....Bruce L. Altman
 795 Peachtree St. N. E., Atlanta 3, Ga.
 Phone: TRinity 5-7761
 334 Boylston St., Boston, Mass.
 Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian
 V.P., Mgr.....John Shannon
 221 N. LaSalle St., Chicago, Ill.
 Financial 6-4020

V.P., Mgr.....John L. Balwin
Radio Accounts: Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. 100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

TV Accounts: Same as above with the exception of Quaker State; Chase Bank.

Estimated Radio Billings: \$7,300,000

Estimated TV Billings: \$30,000,000.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
 Phone: MARket 3-0007

ANPA-APA-NBP

Owner, Pres.....J. M. Kesslinger
 Media Director.....H. C. R. Kesslinger
 Research Director.....Mitchell Krauss
 Account Executives.....Joseph M. Dietz,
 Morton Howard Roth, Paul Weisman
Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quicke Products, Inc. (Hand Cleaner) Yonkers, N.Y.

ADVERTISING AGENCIES

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COURT 1-5100
AAAA-ABP-ANPA

President George Ketchum
Exec. V.P., Administration... W. S. Redpath
V.P., Chmn. Oper. Comm..... Emil Hofsoos
V.P., P. R. Dir..... Howard B. Anderson
V.P.'s..... Robert C. Alberts,
Robert M. Browa

Vice Pres., Secy..... William R. Parker
V.P., Creative Dir..... W. E. Pensyl
Treasurer..... B. B. Jones
Exec. V.P., Service..... E. T. Parrack
V.P., Radio & TV Dir... Edgar J. Donaldson
Feature Film Buyer..... Donald L. Fox
Radio-TV Acct. Asst..... Kim B. Rotzoll
Radio-TV Time Buyer..... F. C. McCormack

Branch Offices

155 E. 44th St., New York, N. Y.
Phone: MURRAY Hill 7-5640

V.P., Mgr..... Marshall Clark
1000 Conn. Ave. N.W., Washington, D. C.
Phone: STERLING 3-6554

Manager..... J. William McIlhenny
Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc. (Water Conditioner); Fidelity Trust Co., Pittsburgh; Pittsburgh Provision & Packing Co. (Meat Products); Pittsburgh Brewing Co. (Beer); Ohio Fuel Gas Co. (Gas & Appliances); Reymer's (Candy, Soft Drink); Air Transport Assn. (Travel, Shipping).

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bestg. Co.; Peoples Natural Gas Co. (Gas & Appliances); Rieck Dairy Co. (Milk, Milk Prod.); Pittsburgh Provision & Packing Co. (Meat Prod.) all of Pittsburgh; Pittsburgh Brewing Co. (Beer); Pittsburgh Plate Glass Co. (Corporate); Reymer's (Candy, Soft Drink).

ADAMS & KEYES

3 E. 54th St., New York, N. Y.
Phone: PLaza 1-5630

AAAA-ABP-ANPA-ABC

President..... Stanley J. Keyes, Jr.
Vice-Pres.-Art Director... Alfred A. Anthony
Treas. Charles W. Schiess

Acct. Executives... Marshall Murphy, Sydney Huntley, John Lawton, Daniel G. Mac-Millan

Production Manager..... William Korcak
V.P., Media Dir..... James J. Freeman
V.P., Public Rel. Director.... Torrey Stearns

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966

Manager..... Kenneth E. Shepard
Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore, Md.; Fairfield Chemical Div. (Pesticide); Stauffer Chemical Co., Agricultural Chemicals Div., all N. Y. C.

TV Accounts: Davison Chemical Co., Div. of W. R. Grace & Co., Baltimore; Reverse Copper & Brass, Inc., N. Y. C.

KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)

919 No. Michigan Ave., Chicago 11, Ill.

Phone: WHITEhall 3-2133

ANPA-APA-NBP-NOAB

Chrmn. of Bd..... Freeman Keyes
President..... Howard A. Jones
Exec. Vice Pres.... Harry B. Goldsmith, Jr.
Sr. Vice President... Lee J. Marshall
V.P., Mktg. & Mdsq..... Fred Willson
V.P., Radio-TV..... Russell B. Young
V.P., Research, Media

Dir..... Dr. Jaye S. Niefeld
V.P., Art (N. Y.)..... Charles Chappell
V.P.'s Wm. L. Lavicka,
Geo. E. Filipetti, Pierre F. Marshall, Dale G. Mehrhoff

Comptroller..... Richard R. Davis
Time Buyers... Merle Myers, Virginia Russett

Branch Offices

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-1900

Sr. V.P., Gen. Mgr. David H. Halpern
121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361

Manager Paul Richie
1680 Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 9-3974

Manager Talcott Jones
Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabason), Fort Wayne, Ind.; Bond Clothes, New York; Florist's Tel. Delivery Assn., Inc. & Interflora, Inc., Detroit; Congoleum-Nairn Inc., Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York; Francis Pope & Sons, Chicago; Florist's Tel. Delivery Assn., & Interflora, Detroit; Congoleum-Nairn, Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

ADVERTISING AGENCIES

Estimated Radio Billings: \$600,000.
Estimated TV Billings: \$7,200,000.

LEW KING, VEHON & WOLF

1426 North 1st St., Phoenix, Arizona
Phone: ALpine 4-5548

President.....Lew King
V.P., Treas.....S. E. Vehon
Radio-TV Dir., Copy Ch.....Jack Beveridge
Time Buyer, Act. Exec.....James Silvius

Radio Accounts: Paul McCoy's Despatch (Laundry & Dry Cng.); Piggly-Wiggly Supermkt.s.; Dooley's Bldg. Materials (Block Wall, Redwood Fences) all of Phoenix, Ariz.; Stauffer Home Plan; Clover Club Foods; both Statewide.

TV Accounts: Shamrock Dairy; Lucky Boy Foods Co. (Restaurants); Trimmer Beverages; Piggly-Wiggly Supermkt.s.; all of Phoenix, Ariz.; Rimrock Development Corp. (Lake Montezuma Devel.); Stauffer Home Plan; Atomic Industries (Toys); all Statewide; Woudenberg Pontiac, Phoenix & Mesa, Ariz.

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WAlnut 3191
AAAA-ABP

Pres., Creative Dir.....Ralf C. Kircher
Senior V.P.....James M. Hadley
V.P.'s.....Norman Van Zant,
Jack J. Westerman

Exec. V.P.....Watson B. Metcalf
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons

Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio; F. N. Johnson Co. (Food Dist.), Biltmore Hotel, Lowe Bros. Co. (Paints), Gem City Ice Cream.

TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.

Estimated Radio & TV Billings: \$105,000.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: JAcKson 4-3682

APA-SNPA-ANPA-NBP-NOAB

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Production Manager.....T. J. Majors
Copy Chief.....Janet Foster
Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.
Phone: RI 6-7070

ANPA-ABP

Chairman.....Philip Klein

President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
TV Time Buyer.....Paul Philips
Art Director.....Burton I. Greenspan
Copy Chief.....Milton Feldman
Media Director.....Barbara N. Moore
Publicity Director.....Henry Klein
Act. Executives.....Herbert Ringold,
Harold Gilbert.

Radio-TV Accounts: Buten's Paint Stores; Lit Bros. (Dept. Store); Snellenburgs (Dept. Store) all Phila., Pa.; Wilbert's Wax Co. (Waxes); Fresh Pine (Household Cleaner) both N. Y. C.; Wearever Pen Co. (Pens, Pencils) N. Bergen, N. J.; Esther Williams Swimming Pools, Ephrata, Pa.

Radio Accounts: Admiral Travel Service; Frankford Groc. Co.; Geo. Gorsen Chrysler-Plymouth; Industrial Trust Co. (Bank); Quaker Moving, Storage Co.; Yellow Trading Stamp Co.; The Music Fairs (Theatres-in-the-Round); Drain-Flo (Plumbing Aid); Neo-Ped (Foot Aid) all of Phila., Pa.; Twin-Kiss, Inc. (Refreshment Drive-Ins) Ephrata, Pa.

Television Account: Sun Ray Drug Co. (Drug Chain) Phila., Pa.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646

ABP-ANPA-APA-SNPA

Pres., Treas.....Walter J. Klein
Radio-TV Dir.....Alan Burke
Prom. Dir.....Charles L. Moss
Creative Dir.....Tad Shell
Prod. Mgr.....Francis Jetton
Media Dir.....Bobbie Roberts
Photography Dir.....W. Lineberger
Act. Execs.....Charles L. Moss, Guy Zwahlen,
Alan Burke, Roy Thomas, Dave Anderson

Branch Offices

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

Phone: MUrray Hill 2-8877

Mgr.....Charles J. Basch III

602 W. Morgan St., Raleigh, N. C.

Phone: TEmple 4-2379

Manager.....A. M. Hughey

KOEHL, LANDIS & LANDAN, INC.

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

MUrray Hill 2-6600

ABP-ANPA-APA-NOAB-NBP

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landan,
Russell C. Rowan

Space Buyer.....A. Laity
Prod. Mgr.....Herb Harfenist

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.

Phone: JEFFerson 3-1723

ABP-ANPA-APA

President.....Sam Krupnick
Exec. V.P.....Tom Connelly
V. P., Creative Dir....Raymond Armbruster
Vice Pres.....A. Harvey Brown

ADVERTISING AGENCIES

Secretary-Treasurer Edgar Kluge
 Admin. V.P. Edward A. Cavanagh
 Prod. Mgr. Glenn A. Adair
 Media Mgr. Fred Wuellner

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
 Phone: MU 8-6700
 ABP—ANPA—APA—NBP—AAAA
 ABC—NOAB

President. C. M. Rohrabough
 Exec. V.P., Treas. Charles R. Hook, Jr.
 V.P., Exec. Art Dir. Robert W. Bode
 V.P.'s, Copy Chiefs. Donald S Gibbs,
 Robert M Haig
 Vice Presidents. William A McDonough,
 James F. Black, Andrew Diddell, Roger S.
 Harrison
 Secy., Asst. Treas. Carl Phares, Jr.
 Radio-TV Dir. Stuart Ludlum
 Production Mgr. William J. Diehl
 Media Dir. Hugh Johnson
 Mktg., Research Dir. Gerald Pickman

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec. Rep. John H. Sheldon
 Sheraton Bldg., 711 14th St.
 N. W. Washington 5, D. C.

Phone: NAtional 8-5506

Exec.-in-Charge. Mrs. Ida Getty
 TV Accounts: General Motors Corp.; The
 Goodyear Tire & Rubber Co., Inc.; Frigi-
 daire Div., Davton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.

Phone: TUXedo 9-1485

President. I. Harold Kuff
 Vice-President. Harry Feldstein
 Art Director. Stan Mossman
 Media Director. Dorothy Schwarz
 Accounts: Auto Clinic; Foster Bros. Mfg
 Co.; Gaxton Co.; Greber Distributors, Inc.;
 Greenebaum, M. & Sons; Gwynn Bldg.;
 Hearst Radio Inc., WBAL Baltimore, Md.
 Radio & TV; Heller, R. C. Co.; Hoffman
 Electric Co.; Lenderking Metal Products;
 Levenson & Klein; Nelson & Co.; Paul
 Brothers Cleaner & Dyers; Penn Upholster-
 ing Co.; Sehenuit Tire Co.; Southern Gal-
 vanizing Co.; Tru-Fit Clothes; Washington
 Lumber Co.

KUTTNER & KUTTNER, INC.

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

Phone: SUPERior 7-7940

ANPA

President. Harold E. Kuttner
 Vice Pres. F. S. Kuttner
 Exec. V.P., Sec., Treas. C. D. Kuttner
 V.P., Media Dir. S. C. Kuttner
 Vice Pres. S. S. Korshak
 Copy Chief. Martin Maller
 Art Directors. Forest Lightle, Jane Smith
 Radio Accounts: American Community
 Bldrs. (Home Builders) Park Forest, Ill.;
 Kimball Hill (Home Builders) Rolling
 Meadows, Ill.; Gottfried Motors (Chrysler-
 Plymouth Dealer) Chicago; Shoppers World
 (Discount Dept. Store) Chicago; Fidelity

Builders (Home Builders) Arlington Heights,
 Ill.; Ironite (Distributor) Chicago.

TV Accounts: Community Builders (Home
 Builders & Remodelers) Skokie, Ill.; Capitol
 Dairy, Chicago; Gottfried Motors (Chrysler-
 Plymouth Dealer) Chicago; Ironite (Auto-
 matic Ironer Distributor).

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: JACkson 5-5371

ANPA—ABP

President. Avron Spiro
 Secy-Treas. M. M. Shurman
 Radio-TV Time Buyers... Mrs. L. Simmons,
 Martin Hollinger
 Production Manager. Mrs. M. Ross
 Publicity Director. Al R. Capley
 Art Director. Leonard Crook
 Dir. Creative Work. Jane Zussman
 Act. Executives. David Davidson,
 Mrs. L. Cunningham, Courtney Shurman,
 Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Kelley-
 Clarke Co. (Canned Salmon), Seattle; Union
 Planters National Bank, Memphis; Pantaze
 Drug Stores, Memphis.

TV Accounts: Plough Inc., Memphis;
 Union Planters Nat'l Bank, Memphis, Tenn.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.

Phone: MURray Hill 8-6464

ANPA

President. Frank W. Mace
 V.P., Gen. Mgr. J. L. Johnston, Jr.
 V.P.'s, Account Supvrs. Merrell E. Boyee,
 G. Douglas Morris, John A. Waite
 V.P.'s. Gerald Blake II, Richard S.
 Bridgman, Frank Gangemi, G. Douglas
 Morris, Roy F. Segur, John A. Waite
 Treasurer. A. J. Mahoney
 V.P., Marketing Dir. J. J. Flood
 Copy Chiefs, V.P.'s. Richard S. Bridgman,
 John F. McKay
 Art Dirs. Park Berry, A. C. Derrick,
 E. Engler, W. R. Peters, Richard Johnson
 V.P. Chg. Radio-TV. John Bates
 Media Director. William B. Hinman
 Supvr., Traffic Prod. Edmund A. Zito
 Radio-TV Accounts: Phillips Petroleum
 Co. (Phillips 66 Gasoline, Motor Oil) Bartles-
 ville, Okla.; Richard Hudnut (Hair Pro-
 ducts) N. Y. C.; Family Products Div.,
 Warner-Lambert Phar. Co. (Listerine Anti-
 septic) Morris Plains, N. J.

LANDI, ERBERTO, ADV. CO.

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

Phone: JUdson 6-0588

Owner. Erberto Landi
 Media Dir. Rose Peters Gatto
 Radio Accounts: Aiello Dairy Farms Co.
 (Italian Dairy Products) Brooklyn, N. Y.;
 Alba Drug Products (Vitamin Capsules)
 New York City; Geo. A. Hormel & Co.
 (Meat Products-Italian Field) Austin, Minn.;
 Ferrara Conf. Co. (Italian Candy & Pastries)
 New York City; Etna Importing Co. (Ciclop
 Wine) Bronx, N. Y.; Corona Products (Cof-
 fee) South Ozone Park, N. Y.; Tolibia

ADVERTISING AGENCIES

& Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.

Phone: MURray Hill 2-5400

ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
V.P., Secy.-Treas......John D. Speirs
Sr. V.P., Creative Contact...Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs...C. L. Smith,
Walter M. Swertfager, Thos. H. Lane, Jackson Taylor, Gordon Cates, Henry W. Lowe, John Schneider, Phillip P. Hoffman, David N. Laux, L. E. Miller, Wm. F. Mueller, Wm. Dasheff, Elkin Kaufman, Jack Tarcher, Wm. Ziegfield.

V.P.'s, Mgmt. Acct. Supvrs....Frank Cambria, Edw. C. Simons, Parmelee Lyman, Fred Keith.

Sr. V.P., Creative Coord....Richard Mancini
Sr. V.P., Radio-TV Dir...Nicholas E. Keesely
V.P., Media Dir......Anthony DePierro
Sr. V.P., Mdse. Dir......Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept....Michael J. Madar
Sr. V.P., Dir. of

Research.....Christopher A. Sante
V.P., Radio-TV Business

Mgr......Francis C. Barton
Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
V.P., Mgmt. Acct. Supvr....Fred R. Keith
Vice President.....Elizabeth M. Williams

248 Battery St., San Francisco, Calif.
Sr. V.P., Mgr. W. Coast

Oper......Marshall J. Weigel
Vice President.....Robert G. Williams

Radio Accounts: American Airlines, Inc.; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; McCormick & Co., Inc.; Baltimore; Stokely-Van Camp, Inc., Indianapolis, Circle Line; Eastco; Paramount Picture Corp.; Reynolds Metals Co.; United Air Craft Corp.

TV Accounts: American Gas Assn., Inc., New York; Armstrong Rubber Co., West Haven, Conn.; Colgate-Palmolive Co., all New York; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; Stokely-Van Camp, Inc., Indianapolis; Am-Par Record Corp.; Borden Co.; Consolidated Cigar Corp.; Corn Products Co.; Eastco; McCormick & Co.; Paramount Pictures Corp.; Reynolds Metals Co.; United Aircraft Corp.; American Broadcasting-Paramount Theatres Inc.

LESCARBOURA ADVERTISING, INC.

County Trust Bldg., Ossining, N. Y.

Phone: WILson 1-1443

Pres......Austin C. Lescarbours
V.P., Treas......Stanley A. Lescarbours
Secretary.....Fred P. Donati
Art Director.....John Berryman
Prod. Mgr......Winifred Phillips

Publicity Dir......Frances Howe

Radio Accounts: Aerovox Corporation New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.

TV Accounts: Allan B. Dumont Labs (Cathode Ray Tubes), Clifton, N. J.

LEWIS, HORENSTEIN & FIELDS

15 Deer Park Ave., Babylon, L. I., N. Y.

Phone: MOhawk 9-8348

APA

Co-Owner, Radio-TV Dir....Joe Horenstein
Co-Owner, Media Dir......Bertine Fields

Accounts: Booth Chevrolet, Babylon, L. I., N. Y.; Leonard Electric Prod., Brooklyn, N. Y.; Radio Station WBAB, Babylon, L. I., N. Y.

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.

Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

Chairman.....C. K. Liller
President.....William W. Neal

Sr. Vice Pres......James L. Battle
V.P.'s.....Howard G. Axelberg,
John K. Ottley Jr., E. Clay Scofield

V.P., Prod......Sam W. Longino
Secy.-Treas......Oscar S. Lewis

Public Rel. Dir......Richard E. Hodges, Jr.
Media Dir......Pamela Tabberer

Branch Offices

8 N. Eighth St., Richmond 19, Va.

Phone: MILton 4-3065

V.P., Mgr......Dan W. Lindsey, Jr.
595 Madison Ave., New York 17, N. Y.

Phone: PLaza 9-6120

Manager.....Helen Gordon
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta;

Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem; Alabama Flour Mills; Armour Fertilizer Works; H. G. Hastings Seed Co.; H. W. Lay & Co. (Pot. Chips); Ashcraft-Wilkson (Fertilizer); Bank of Ga.; Pomona Products (Pimentos); G. E. Corp. (Portable Appliance Div.).

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta; Colonial Stores, Inc.; Armour Fertilizer Works; Pomona Products.

Estimated Radio & TV Billings: \$1,000,000.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.

Phone: WHitehall 3-1755

President.....Fred Livingston
Vice President.....Paul Faltyssek

ADVERTISING AGENCIES

Account Executives William J. O'Brien,
John Drieske
Mgr. Mechanical Dept. John Brecklin

W. E. LONG CO.

(Independent Bakers' Cooperative)
188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ANPA—NOAB

President.....C. Frank Summy, Jr.
Vice Pres.....Jodean P. Cash
Gen. Mgr.....E. E. Hanson
Dir. Operations.....Frank B. Leonard
Radio-TV Dir.....David R. Hayes
Asst. Radio-TV Dir.....John Pesich
Secy.-Treas.....William F. Cotton
Media, Research Dir.....Russell A. Gilbertz
Art Director.....Hall E. Beem

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; McGough Bakeries Corp., Birmingham, Ala.; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada.

TV Accounts: McGough Bakeries Corp., Birmingham; Fuchs Baking Co., So. Miami, Fla.; Amrheins Bakery, Springfield, Ill.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Franco-Superior Baking Co., San Diego, Cal.; Holsum Bakery Co., Ft. Wayne, Ind.; Old Homestead, Denver, Colo.; Phoenix Bakery, Phoenix, Ariz.

Estimated Radio Billings: \$150,000.

Estimated TV Billings: \$350,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 2-9694
AAAA—ABP—ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens

Vice President.....Jules Clyde Gerding
Art Director.....J. D. Hawkins
Production Mgr.....O. L. Shelley
Media Director.....Audrey Jones

Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Rob-

inson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

Estimated Radio-TV Billings: \$87,000.

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: WOODward 2-0707
ABP—ANPA—APA—NBP

President, Treas.....Louis H. Luckoff
Exec. V.P.....Leon S. Wayburn
Secy., Gen. Mgr.....Robert Goldfarb
Time Buyer.....Edward Allen
Media Dir.....Edith Rose
Prod. Mgr.....Curt Schever

Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, Mich.

TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., **Koolvent Awnings**, all Detroit.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888

AAAA—ABP—ANPA—APA—ABC
NOAB

Chairman, Treas.....Earle Ludgin
President.....Vincent R. Bliss
Exec. V.P., Creative Dir.....John H. Willmarth
V.P.'s, Acct. Execs.....George Rink,
Ralph Whiting.

V.P., Copy Dir.....J. E. Chapman
Secy., Prod. Mgr.....Edward Erinstein
V.P., Research Dir.....William Robinson
V.P., Radio-TV Dir.....Jane Daly
Head Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VALley 2-7182-3

ABP—ANPA—APA—NBP—NOAB

Owner, Acct. Exec.....S. C. B. Lynn
Creative Dir.....Donald A. Smith
Radio-TV & Media

Dir., Time Buyer.....W. P. McLaughlin
Copy Chief, Acct. Exec.....John L. Lewis

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-2451

AAAA—ABP—ANPA

President, Treas.....W. D. Lyon

ADVERTISING AGENCIES

Vice Pres., Secy.....R. B. Creswell
 Research, Media Dir.....Robert Ames
 Acct. Execs.....R. P. Zirbel, R. H. Schubert,
 Don Carlos

Radio-TV Time Buyer.....Eileen Burns
 Radio-TV Director.....Robert Colburn
 Prod. Mgr.....J. A. Rasley, Jr.
 Copy Chief.....John E. Fisher

Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank Sioux City, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) LeMars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Better Homes & Gardens Circulation Co. (Magazine) Des Moines; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Johnson Gas Appliance Co. (Farm Machinery) Cedar Rapids, Iowa; E. Iowa Co-operative (Dairy Coop) Cedar Rapids, Iowa; Nat'l. Council Oaks (Wholesale Grocery Distributor) Sioux City, Iowa; Speedy Mfg. Co. (Farm Machinery) Oelwein, Iowa; Roosevelt Hotel, Cedar Rapids, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Wells Blue Bunny (Dairy), LeMars, Iowa; Whink Products (Household Products; Cleansers, Rust Removers, etc.) Eldora, Iowa; Ames InCross (Hybrid Chicks); Better Homes & Gardens Circulation Co. (Magazine); Iowa Dairy Industry Commission, all of Des Moines, Iowa; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Ia.; Crescent Electric Supply (GE Distributor) Dubuque, Ia.; Johnson Gas Appliance Co. (Farm Machinery); E. Ia. Coop. (Dairy Coop) both Cedar Rapids, Ia.; Nat'l. Council (Wholesale Groc. Distrib.) Sioux City, Ia.; Speedy Mfg. Co. (Farm Machinery) Oelwein, Ia.; Roosevelt Hotel, Cedar Rapids, Ia.; Kav Dee Feeds (Farm Feeds) LeMars, Ia.; Turner Mortuary, Cedar Rapids, Ia.; Lundell Mfg. (Farm Mach.) Cherokee, Ia.; Lectron Co. (Vaporizers) Boone, Ia.

MacFARLAND, AVEYARD & CO.

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

Phone: RAndolph 6-9360

ANPA-ABP-AAAA-ABC

Chairman.....Hays McFarland
 President.....A. E. Aveyard
 Secretary.....Beryl Knobbe
 Treasurer.....J. Terry
 Exec. V.P., Gen. Mgr.....Walter C. Power
 V.P.....Norman A. Fox
 Vice-Presidents.....David W. Stotter,
 Robert Bullen, Robert Byars
 V.P., Art Dir.....Rom, Z. Rigotti

Radio-TV Time Buyer.....Dolores Starr
 Media Director.....A. S. Trude, Jr.
 V.P., Radio-TV Dir.....James C. Shelby
 V.P., Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemitte Div. (Automotive Prod.) Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer, Ale); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co. (Paint) Chicago; Carl Buddig & Co. (Smoked Sliced Beef) Chicago; Tar Gard Lab. (Cigarette Holder) Chicago.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemitte Division (Automotive Prod.) Chicago, Ill.; Martin-Senour Paints, Chicago; Zenith Radio Corp., Hearing Aid Div., Chicago; Amana Refrigeration (Refrigerators, Freezers, Air Conditioners) Amana, Ia.; Carl Buddig & Co. (Smoked Sliced Beef) Chicago.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario

Phone: EMpire 4-0321

President.....E. V. Rehnitzer
 V.P., Gen. Mgr.....C. E. Brown
 V.P.'s, Directors.....F. P. Gill,
 Scott Stockwell, G. G. Sinclair, W. G.
 Graham, F. H. Horler.

Treas. & Dir.....M. D. MacMahon
 Mgr. Media.....D. C. Linton
 Mgr. Creative....R.W. Pethick, G. M. Elliott
 Prod. Mgr.....H. Templar
 Mgr. Radio-TV.....F. Hugh Horler
 Time Buyer.....Mary Moran

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec

Phone: VI 5-1222

Vice Pres.....C. J. Chandler

911 Electric Railway Chambers

Winnipeg, Manitoba

Phone: WHitehall 2-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.

Phone: MUtual 5-6268

Manager.....W. D. M. Patterson
 635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb

Radio & TV Accounts: Aluminum Goods

Ltd., Canada Dry Limited, Canadian General

Electric Co., General Motors of Canada,

H. J. Heinz Co. of Canada, Ltd., Home Oil

Distributors, Imperial Oil Ltd., Javex Co.,

Ltd., The Arborite Company, Limited, Lever

Brothers Ltd., W. H. Malkin & Co., Ltd.,

Mutual Life Assurance Co. of Canada,

Standard Brands Ltd., Zero Manufacturing

Co., Ltd., Dominion Stores Ltd., The Glidden

Paint Co. Ltd., KLM Royal Dutch Airlines;

Molson's Brewery (Ontario); Harold F.

Ritchie & Co. Ltd., Kiwi Polish Company

(Canada) Ltd., Massey-Ferguson Ltd.; Wm.

Neilson Ltd.; Toronto Daily Star; Tuckett

Tobacco Co. Ltd.; F. W. Woolworth Co. Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.

Phone: MIwest 6-1000

ANPA-AAAA-ABC

ADVERTISING AGENCIES

President.....Ernest A. Jones
 V.P., Secy., Treas.....Leo A. Hillebrand
 Asst. to Pres., Adm. V.P....Darrell C. Roberts
 Exec. V. P.....Charles F. Adams
 Senior V.P.'s.....John R. MacManus,
 Hovey Hagerman, Paul Newman
 V.P. Mktg., Research.....Robt. E. Britton
 Vice President.....James H. Graham
 V.P., Prod. Mgr.....Kenneth H. MacQueen
 V.P., Public Rel.....Frank T. Skinner
 V.P. Commercial Prod.....Wm. B. Bachman
 V.P. Consumer Prod.....Robert L. Garrison
 Radio-TV Time Buyer.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.
 Media Director.....Henry Halpern
 V.P., Radio-TV Dir.....Mark Lawrence
 Sr. Vice President.....Vincent F. Aiello
 6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....Ralph Yambert
 MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.

Phone: EMpire 2-1366

V.P., Manager.....Leslie S. McMahon
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Dow Chemical Co., Mid-
 land, Mich.; Minnesota Mining & Mfg. Co.,
 St. Paul, Minn., Garrett & Co., Inc.; Good
 Humor Corp.; S. A. Schonbrunn & Co.;
 S. B. Thomas, Inc.; White Rock Corp., all of
 NYC; Squirt-Detroit Bottling Co.; S. S.
 Kresge Co.; Michigan Consolid. Gas Co., all
 Detroit.

TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Dow Chemical Co., Midland, Mich.;
 Minnesota Mining & Mfg. Co., St. Paul, Minn.;
 Good Humor Corp., N.Y.C.; Squirt-Detroit
 Bottling Co.; Mich. Consolid. Gas; S. S.
 Kresge Co.; Thermo-Fax Sales, all of Detroit.

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$8,450,000.

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP—ANPA

Owner.....Arthur M. Holland
 Account Executive.....H. A. Barkun,
 Max G. Holland
 Radio-TV Dept.....Edward Drucker,
 Bernard Berman, Fran Weiss
 Art Director.....Arthur Anderle
 Radio Time Buyer.....Maxine Ziv

Radio Accounts: Evans Fur Co.; Courtesy
 Motors; Mages Sports Stores; Hires Bottling
 Co.; Zip Bottling Co.; Sun-Times; Royal
 Lumber Co.; Roller Derby; Associated Hospi-
 tal Service; Square Deal Plumbing Co.

TV Accounts: Courtesy Motors; Evans Fur
 Co.; The Fair Dept. Stores; Hires Bottling
 Co.; Vernor's Bottling Co.; Mages Sports
 Stores; Royal Lumber Co.; Coral Stone Con-
 struction Co.; Sun-Times.

**J. GORDON MANCHESTER
 ADVERTISING, INC.**

1726 Pennsylvania Ave., N.W.,

Washington 6, D. C.

Phone: ME 8-0660

President.....J. G. Manchester
 Vice President.....Richard P. Ebst
 Radio-TV Dir.....Richard T. Williams
 Media Dir.....Barbara Tork
 P. R. Dir.....Walter Compton

Radio Accounts: American Sta-Dri Co.
 (Paint), Brentwood, Md.; Safeway Stores,
 Inc. (Groceries), Washington, D. C.; Capitol
 Frito Co. (Fritos, Lay Potato Chips) Bethes-
 da, Md.; Arthur Murray Studios (Dance
 Lessons) Washington, D.C.

TV Accounts: American Sta-Dri Co. (Ma-
 sonry Paint), Brentwood, Md.; Capitol Frito
 Co., (Fritos, Lay's Potato Chips) Bethesda,
 Md.; W. S. Pope & Sons, (Cheese, Coover),
 Philadelphia, Pa.; Safeway Stores, Inc. (Gro-
 ceries), Washington, D.C.; Arthur Murray
 Studios (Dance Lessons) Washington, D.C.

**ROBERT M. MARKS & COMPANY,
 INC.**

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks
 Media Dir.....M. J. Janos
 Art Dir.....Don Bearard
 Radio-TV Cons.....Sidney Walton
 Research Dir.....Werner Lob
 Pub. Cons.....Arthur Pine

Radio Accounts: Peerless Products Co.
 (Hair Preparations), Jersey City, N. J.;
 National Shirt Shops, Inc. (Men's Furnish-
 ings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry
 and Accessories), N. Y., N. Y.

MARSCHALK & PRATT

Division of McCann-Erickson

460 Park Ave., New York 22, N. Y.

Phone: OXford 7-4250

ABP—ANPA—ABC—AAAA

President.....S. L. Meulendyke
 Exec. Vice Pres.....Stuart D. Watson
 V.P., Gen. Mgr.....G. Lester Williams
 Vice Presidents.....Arthur J. Kemp, Roy
 Danish, Channing Barlow, Albert A. Som-
 mer, Charles A. Mittelstadt, Edward J.
 Whitehead.

V.P., Creative Dir.....Martin Koehring
 V.P., Mktg. Serv. Dir.....William C. Munro
 V.P., Media Dir.....Eugene J. Cogan
 Radio-TV Dir.....Glen Bammann

Branch Offices

795 Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman
 1900 N. Akard St., Dallas 1, Tex.

Phone: RIVERSide 1-4571

V.P., Manager.....Bill M. Sansing
 Commonwealth Bldg., 4th & Broadway,
 Louisville, Ky.

Phone: JUNiper 4-6178

V.P., Manager.....J. Mac Wynn

ADVERTISING AGENCIES

953 S.W. First St., Miami, Florida

Phone: FRanklin 9-2821

V.P., Manager.....Elroy Scrivener

Radio Accounts: International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., (Beer, Ale) Rochester, N. Y.; Sabena-Belgian World Airlines (Passenger, Air Freight) N.Y.C.; Nat'l Airlines (Passenger Service) Miami, Fla.; Cotton Bowl Athletic Assn., Dallas, Tex.; S.S.S. Co. (S.S.S. Tonic Liquid, Tablets) Atlanta, Ga.

TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" Paints) N. Y.; Genesee Brewing Company (Beer, Ale) Rochester, N. Y.; Downyflake Foods (Frozen Foods) N.Y.C.; Nat'l Airlines, Miami, Fla.

MARWEL ADV., INC.

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

Phone: JUdson 6-4270

ABP-ANPA

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
Secretary.....Gloria Marchin
Treasurer.....Ruth Weltman
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Norman Bradford
Media Dir.....Rose Hoanzl
Prod. Mgr.....Rose Miller

J. M. MATHES, INC.

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

Phone: LExington 2-7450

ABP-ANPA-AFA-ABC

President.....W. T. Okie
Treasurer.....A. E. Cox
Secretary.....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King,
Lester J. Loh, O. L. Tinklepaugh, Jan Meyer

Vice Presidents.....Thomas McCauley,
David Gibson, Harvey Rohde, Donald D. Halstead, Leonard Marshall, Edward J. Garvey.

V.P., Dir. of Radio & TV...Read H. Wight
Asst. Dir. Radio-TV....Richard S. Jackson
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway
1345 Russ Bldg., San Francisco 4, Cal.

Phone: YUkon 2-8944

Manager.....Robert Little
230 N. Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-2638

Manager.....John F. Sheahan
Radio Accounts: Pure Food Co. (Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Economics Lab. (Soil-Off, Liquid Soilax) St. Paul, Minn.; Chas. Pfizer & Co. (Eez) Brooklyn, N. Y.; Volkswagen of America (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Union Carbide Chemicals Co. (Anti-Freeze) N.Y.C.

TV Accounts: Economics Laboratory (Soil-Off, Liquid Soilax), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops),

Reading, Pa.; Pure Food Co. (Herb-Ox Bouillon Cubes), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Volkswagen of Amer. (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Whitehall Lab. (Triumph) N.Y.C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: BRoadway 6-7181

ABP-ANPA-NBP-NOAB

President.....C. A. Mathisson
Secretary.....Irving A. Puchner
Prod. Mgr.....John R. Weber
Pub. Rel. Dir.....H. Kendig Estou
V.P., Treas.....Ralph W. Henkel
Radio-TV Dir.....J. E. Severson
Asst. Radio-TV Mgr.....Robert Geary
Exec. Adm.....Walt E. Krueger
Space Buyer.....Dale D. Karstaedt

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
1065 International Bldg., Rockefeller Center,
New York 20, N. Y.

Phone: PLaza 7-2061

Manager.....Edgar E. Hinkle

JOSEPH MAXFIELD CO.

87 Webbosset St., Providence 3, R. I.

Phone: GAspee 1-4456-4457

ABP-ANPA-APA-NBP

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Dorothy M. Taipe
Production Mgr.....Richard D. Brugman
Art Dir.....Jeanette R. Brenner

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-5710

ANPA-ABC

President.....Lou R. Maxon
Treasurer.....John W. Bray
Secretary.....G. Reginald McKiel
Radio & TV Dir.....Edwin Wilhelm

Branch Offices

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

Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony
919 N. Michigan Ave., Chicago 11, Ill.

Phone: LO 7-5710

Vice President.....Raymond C. Stricker

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company, Pittsburgh, Pa.; General Electric Co. (Housewares, Radio Receiver Dept.) Bridgeport, Conn.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; D. L. Clark Co., Pittsburgh; Safeway Stores, N.Y.C.; LaChoy Food Prod., Div.; Beatrice Foods Co. (Chinese Foods) Archbold, O.; Lincoln Nat'l Life Ins. Co., Ft. Wayne, Ind.

Estimated Radio Billings: \$1,000,000.

Estimated TV Billings: \$16,000,000.

THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DÜnkirk 5-4011

AAAA—ABP—ANPA—APA—NBP—NOAB
President.....H. E. Cassidy
Exec. Vice President.....C. G. Davenport
V.P., Dir. Client Rel.....Walker Y. Brooks
V.P., Dir. Creative
Activities.....Wm. H. Geisler
V.P., Dir. Radio-TV.....Herbert C. Brown
Dir. Tech. Affairs.....Page B. Otero
V.P., Dir. Acct. Plng.....Arnold D. Duncan
V.P., Dir. Prod.....Jos. E. Hall
Media Director.....Alden K. Weis
Art Director.....Harry Franz

Branch Offices

122 East 42nd St., New York 17, N. Y.
Phone: OXFord 7-6090

President.....Howard Persons
V.P.'s.....Robt. Holley, Gene Thomas
V.P. Chg. Art.....Anthony Loscalzo
Secretary.....Lillian Jaffe
Treas., Asst. to Pres.....Jean O'Flaherty
Asst. Treas., Media Dir.....Ervin Rudick
116 New Montgomery St., San Francisco 5
Sr. V.P.....W. H. Wilde
520 N. Michigan Ave., Chicago 11, Ill.
V.P., Gen. Mgr.....Harry L. Bauer
1500 Jackson St., Dallas 1, Texas
V.P.....Russell Jurgens
1117 Second Ave., Seattle 1, Wash.
V.P., Gen. Mgr.....Harry S. Pearson
722 Realty Bldg., Spokane 1, Wash.
V.P.....Chas. R. Devine

WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLYmpia 2-4480

AAAA—ANPA—APA—NBP

Chm. Bd. & Pres.....Walter K. McCreery
Vice Pres.....Frank Bull
Secretary.....Walter Hadlich
Treasurer.....Elizabeth Stahle
Media Dir.....Patti Brainerd
Publ. Dir.....Mack Tuesley
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.

FLOYD F. MELLE advertising

514-518 Securities Bldg., Omaha, Neb.

Phone: AT 1025

ANPA—APA

Owner.....Floyd F. Mellen
Accounts: Blue Cross-Blue Shield, Radio Sta. KBON, Paramount Radio Shop, Scientific Radio Prod. Co., all of Omaha, Neb.

RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.

Phone: YUKon 2-5877

ABP—ANPA

President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Secretary.....Harold Shein
Treasurer.....Bertram Silver
Production Mgr.....Byron Hutchison
Vice Pres.....Richard Lemm
Media Dir.....Bern Ann Abbaduska

Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.

Phone: WEBster 8-2993

Art Director.....Wendell McBride
2360 E. Third Ave., Denver, Colo.

Phone: DUDley 8-1964

Manager.....Robert Lochrie

1656 National Bank Bldg.

Phone: WOODward 1-4310

Manager.....Newton Free

Radio Accounts: Herral's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rick-ey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Maintenance Co., San Francisco; GallenKamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

TV Accounts: Herral's Club, Reno, Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; GallenKamp Stores Co., Los Angeles; Citroen Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.

Estimated Radio Billings: \$180,000.

Estimated TV Billings: \$100,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.

Phone: KINGSley 6-1130

ABP—APA—NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....M. Hagerty

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.

Phone: UN 1-2634

ABP—ABC—ANPA—AFA

Chmn. Bd.....George T. Metcalf
President.....Walter Hyland
Exec. V.P., Secy.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Copy Chief.....Frank Jones
Media Dir.....John S. Kossak

Radio Accounts: Otto Seidner, Inc. (Mayonnaise), Westerly, R. I.

Estimated Radio Billings: \$5,000.

ARTHUR MEYERHOFF & CO.

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

Phone: DELaware 7-7860

ANPA—NBP—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff

ADVERTISING AGENCIES

Production Manager.....Allen Bethe
 Dir. of Radio & TV.....Roger J. Mohr
 Radio-TV Time Buyer.....Evelyn Vanderploeg
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone: BRoadway 1-3144

V.P., Manager.....George Grabin
 8467 Beverly Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-1633

Manager.....Joel Benton
 33 Bloor St., E. Toronto, Ont., Can.
 Phone: WALnut 3-3507

Manager.....John Ketter
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Wisconsin
 & Michigan SS Co., Wm. Wrigley Jr. Com-
 pany, Patricia Stevens Models' Finishing
 School, Chicago Transit Authority.

C. L. MILLER CO., INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-1010
 ABC—ANPA

President.....C. L. Miller
 V.P., Treas.....P. P. Hoffman
 Secy.....H. F. Renton
 V.P.....W. F. Mueller
 Prod. Mgr.....G. E. Van Cott
 Radio-TV Prod. Mgr.....C. D. Rogers, Jr.
 Time Buyers....F. P. Delaney, Rita Driscoll

Branch Office

333 N. Michigan Ave., Chicago, Ill.
 Phone: CEntral 6-1640

Radio and TV Accounts: E. W. Kneip, Chi-
 cago, Ill.; Lewis Research Lab., N. Y. C.;
 Piggly Wiggly Great Lakes, Sheboygan, Wis.;
 True Magazine, N. Y. C.; Karl Ehmer, Glende-
 ale, N. Y. (all Radio); Corn Products Refi-
 ning Co., N. Y. C.; Circle Line, N. Y. C.;
 Oral Roberts Evangelistic Assoc., Inc., Tulsa,
 Okla.; Lewis-Howe, Chicago, Ill. (TV).

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
 Phone: CA 4-7243
 ANPA—APA—NOAB

Pres., Gen. Mgr.....J. W. Miller
 Radio-TV Dir.....Edward J. Deane
Accounts: American Liquid Fertilizer Co.,
 Marietta, O.; Ohio Independent Telephone
 Assn., Springfield, O.; Sterling Baking Co.,
 Canton, O.; TV Sta. WTVN, Columbus, O.

MOGUL, LEWIN, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
 Phone: TEmpleton 8-7100

President.....Enil Mogul
 Board Chairman.....A. W. Lewin
 Executive Vice Pres...Sidney Matthew Weiss
 Sr. V.P.....Richard Lockman
 Sr. V.P., Chmn. Plans Review
 Board.....Seth D. Tobias
 Sr. V.P., Air Media Creative
 Director.....Myron A. Mahler
 V.P. Chg. Radio TV.....Leslie L. Dunier
 V.P., Dir. Mktng., Mchdsing.....Jules Lennard
 Sr. V.P.'s.....William Jacoby,

Milton Guttenplan, Charles L. Rot'schild,
 Walter Pollock, Alvin Kaplan
 Secy-Treas.....Mrs. Helene Mogul
 Asst. to Pres., Controller.....Norman Cohen
 Sr. V.P.....Alan Green
 Sr. V.P.....Edward Klein

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
 Phone: MITchell 3-3200

Accounts: Adam Hat Manufacturers, New
 York; Berolio Import Co. (Berio & Fran-
 cesconi Olive Oil) New York; Ferber Corp.
 (VU-writer Pens & Pencilettes (Englewood,
 N. J.; Gem Oil Corp. (Edible Oils) Brook-
 lyn, N. Y.; Gold Medal Candy Corp. (Bon-
 omo's Turkish Taffy, Bonomo's Peanut Brit-
 tle, Cocilana Cough Nips) Brooklyn, N. Y.;
 Gradiuz, Annis & Co. (Gold Label
 Cigars) Tampa, Fla.; Knomark Mfg. Co.
 Esquire Shoe Polishes) Brooklyn, N. Y.;
 Park & Tilford Distillers Corp. (P & T
 Reserve, P & T Reserve, P & T Private Stock,
 Peychaud Cordials, Dry Monopole Cham-
 pagne, Tintex, Winx) New York; Rayco Mfg.
 Co. (Auto Seat Covers) Paterson, N. J.;
 Revlon Products (Silken Net, Aquamarine
 Shampoo, Lotion, Spray Mist, Revlon
 Deodorant Stick) New York; Ronzoni Mac-
 aroni Co. (Spaghetti & Macaroni Products &
 Spaghetti Sauce) Long Island City, N. Y.;
 Stone-Tarlow Co. ("Elevators" Shoes) Brock-
 ton, Mass.; Barney's Clothes (Men's & Boys'
 Clothing) New York; National Shoes (Fam-
 ily Shoe Chain) New York; Rayco Auto
 Seat Covers (Auto Seat Covers) Paterson,
 N. J.; Bakers' Franchise Corp. Lite Diet
 Bread), N. Y. C.; Barricini Sandy Shops,
 L. I. C.; Field & Flint (Shoe), Brockton,
 Mass.; Pierce's Proprietaries (Golden Med-
 ical Discovery), Buffalo, N. Y.; Tintex Co.,
 N. Y. C.

Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$5,700,000.

CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.
 Phone: PArkway 1178
 ABP—ANPA

President, Treas.....Chester C. Moreland
 Secretary.....Walter H. Strauss
 Vice-President.....Carl H. Press
 Vice Presidents..B. L. Schurman, Carl Press,
 Mahlon Sheridan

Radio Accounts: Coney Island, Inc., Coca-
 Cola Bottling Co., Thomas Foods, Inc., Adam
 Wuest.

TV Accounts: Coney Island, Inc., Coca-
 Cola Bottling Co., Thomas Foods, Inc., Adam
 Wuest, Inc.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
 Phone: OXFord 7-2100
 APA—NOAB

President.....J. Patterson
 V.P.....R. A. Dearth
 Treasurer.....J. A. Riedell
 Media Dir.....O. E. Christy, Jr.
 Radio, TV Time Buyer.....R. A. McArdle
 Export Media Mgr.....Aurora Blando

ADVERTISING AGENCIES

Dir. of Radio-TV Prod.....S. Lyon
 Prod. Mgr.....Don Wheatley
 Group Art Director.....P. Zangas
Radio and TV Accounts: Vick Chemical
 Co. (Vick Products), Prince Matchabelli,
 Inc. Alfred D. McKelvy Co. (Seaforth Men's
 Toiletries).

MOSER & COTINS

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

(Division of Rumrill Co., Inc.)

ABP—ANPA—APA—PPA—NBP—NOAB
 Pres.....C. L. Rumrill
 V.P., Gen. Mgr.....L. B. Reigler
 V.P., Sec'y.....Harry T. Duffy
 Media Dir.....Mrs. L. B. Mang
 Radio-TV Director.....Richard C. Shepard
Radio-TV Accounts: Mohawk Valley In-
 vesting Co., Utica, N. Y.; Honey Butter Pro-
 ducts Corp. (Honey-Butter), Ithaca, N. Y.;
 Procino-Rossi Corp. (Macaroni, Spaghetti &
 Egg Noodles) Auburn, N. Y.; Agricultural
 Insurance Co. (Property Insurance) Water-
 town, N. Y.

MOSS ASSOCIATES, INC.

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

Phone: MUrray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss
 Art Director.....Sidney Fischer
 Prod. Mgr.....Al Beaver
 Copy Chief.....Gerald H. Bruce
 Media Director.....Ted Pynch
 TV Director.....E. Landau
TV Accounts: Freshrap Div., Badger Paper
 Mills (Waxed Paper), Peshtigo, Wis.; Balen-
 tine Packing Co. (Meat Products), Green-
 ville, S. C.; Bosch Brewing Co., Houghton,
 Mich.; Fox DeLuxe Foods, Inc. (Poultry &
 Meat), Chicago; Monarch Brewing Co., Chi-
 cago; Neuhoff Brothers Packers (Meat Pro-
 ducts), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

Phone: OXford 7-9292

President.....Thomas W. Hughes
 Vice-Presidents.....Joseph W. Madden,
 Walter Kelly
 Sec'y, Treas.....John D. Barone
 Prod. Mgr.....Richard Williams
 Art Director.....William Murphy
 Media Director.....Frank Bernarducci
 Radio & TV Director.....Jerome Kates
Radio and TV Accounts: Borden Co.,
 H. J. Heinz, Lever Brothers (U.S.), Quaker
 Oats Co.

NEEDHAM & GROHMANN, INC.

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

Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann
 V.P. & Sec'y.....Howard A. Heinsius
 V.P. & Art Dir.....H. Nelson Kent
 V.P.'s.....John M. Keil, Howard A. Heinsius
 Exec. Sec'y.....Kathryn Intemann

Copy Director.....Vera Mezei
 Prod. Mgr.....Samuel Boyd
 Media Dir.....Harry C. Ledingham
 Acct. Executives.....H. Victor Grohmann,
 John M. Keil, Alfred Burnham, Howard
 Heinsius

Accounts: America House; Centriline
 Corp.; Chatham Mfg. Co.; Cosby Brush &
 Import Co. Inc.; Flower City Charcoal Co.;
 Huffman & Boyle; Johnson, Arthur A.,
 Corp.; Chatham Mfg. Co.; Flower City
 Charcoal Co.; Huffman & Boyle; Johnson,
 Arthur A., Corp.; Kent of London; Lock-
 wood, A. N.; National Biscuit Co.; Raymond
 Concrete Pile Co.; Rockefeller Center, Inc.;
 Staunton Military Academy; Stillman, &
 Hoag, Inc.; Sussex County Planning Board;
 Thonet Industries Inc.; White Turkey; Zen-
 ith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3400

AAAA—ANPA—ABP—ABC

President.....Maurice H. Needham
 St. Vice President.....Melvin Brorby
 Exec. V.P.....Paul C. Harper, Jr.
 Vice President.....Arnold E. Johnson
 V.P., Acct. Supvr.....Granger F. Kenly
 Financial V.P.....John F. Whalley
 V.P. in Charge.....James G. Cominos
 V.P., Dir.....J. Scott Keck
 V.P., Programs.....Alan Wallace
 V.P., Comm. Prod.....Kenneth Snyder
 Prog. Prom., Merch. Mgr.....Harold A. Smith
 Business Affairs Mgr.....Walter Daspit, Jr.

Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-2073

V.P., Acct. Supv.....Harold L. Tuers

Mgr.Michael Gradle

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

Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell

121 Richmond St., W., Toronto 1, Canada

Phone: EMpire 4-1492

V.P. & Mgr.....John A. Willoughby

Radio Accounts: Campbell Soup Co. (Pork
 & Beans) Camden, N.J.; Campbell Soup Ltd.,
 New Toronto, Ont.; Hotpoint Co. (TV Re-
 ceivers) Bellwood, Ill.; Household Finance
 Corp. (Financial Loan Serv.) Chicago;
 Household Finance Corp. Ltd. (Financial
 Loan Serv.) Toronto, Ont.; Internat'l. Mine-
 rals & Chemical Corp. (Fertilizer) Skokie,
 Ill.; S. C. Johnson & Son Co. (Glo Coat,
 Export) Racine, Wis.; Kraft Foods Co.
 (Industrial, Oil, Parkay Margarine, Deluxe
 Margarine, Miracle Margarine, Kraylets)
 Chicago; Kraft Foods Ltd., Montreal, Que.;
 Lever Bros. Co. (Swan) N.Y.C.; Lever Bros.
 Ltd. (Toiletries Div.) Toronto, Ont.; Lipton
 Tea Ltd., Toronto, Ont.; Massey-Ferguson
 (Farm Eqpt.) Toronto, Ont.; Monsanto
 Chem. (Plastics, Toys) Springfield, Mass.;
 Morton Salt Co. (Blue Pkg., Ice Melting
 Salt; Oklahoma Oil Co. (Gas & Petroleum
 Prod.); Peoples Gas Light & Coke Co. (Gas
 Ranges, Whirlpool); Quaker Oats Co. (Ken-
 L-Meal, Ken-L-Ration), all of Chicago; Re-

ADVERTISING AGENCIES

nault (La Dauphine) Billancourt, Paris, France; State Farm Insurance Co., Bloomington, Ill.; State Farm Insurance Agencies Ltd., Toronto, Ont.; Wieboldt Dept. Stores (Mdse.) Evanston, Ill.; Wilson Co. (Ham) Chicago.

TV Accounts: Campbell Soup Co. (Pork & Beans, V-8) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Canadian Industries Ltd. (Paint) Montreal, Que.; Household Finance Corp. (Loans) Chicago; Household Finance Corp. Ltd. (Loans) Toronto, Ont.; S. C. Johnson & Son (Stride, Glo-Coat, Pride, Export) Racine, Wis.; S. C. Johnson & Son Ltd., Brantford, Ont.; Kraft Foods Co. (Industrial, Oil, Parkay Margarine, Deluxe Mar., Preserves, Miracle Mar.) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Condensed All, Export) N. Y.C.; Lever Bros. Ltd. (Detergents, Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Monsanto Chemical (Plastics) Springfield, Mass.; Morton Salt Co.; Oklahoma Oil Co. (Gasoline & Petroleum Prod.); Peoples Gas Light & Coke Co.; Quaker Oats Co. (Ken-L-Ration, Ken-L-Meal, Ken-L-Treats); Wilson Co. (Canned Meats, Ham, Bacon, Sausage) all of Chicago; Renault (La Dauphine) Billancourt, Paris, France; State Farm Insurance, Bloomington, Ill.

Estimated Radio Billings: \$3,000,000.
Estimated TV Billings: \$14,000,000.

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
Prod. Mgr.....Anderson F. Miller

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Hollister
TV Time, Space Buyer.....Tillie Reinig
Prod.....Alan Wallace

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Seal-test Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet

Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Radio Accounts (Time): William Lee & Co., N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721
ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
Exec. V.P.....David E. Robeson
Vice Pres.....John A. Bunker
Secy.-Treas.....Ned Hubbard
Radio-TV Dir., Time Buyer.....John Hopkins
Radio Accounts: Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900
ANPA

Chmn. of the Bd.....William H. Weintraub
President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kaplan
Exec. V.P., Treasurer.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Creative Dir.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Creative & Copy Dir.....Kay Daly
V.P.'s.....Warren Fales,
H. G. Bissinger, E. L. Whitney

Production Manager.....George Barrett
Dir., Print Media.....Eugenie C. Stamler
Fashion Coordinator.....Catherine D'Alessio
Comptroller.....Miss Rosalou Flanagan
Copy Supvr.....Adrian Bryan Courie
Mgr., Print Media Dept.....George Coleman
Acct. Execs.....B. Britt, W. Fales, Marion F. Gorman, M. Printz, Nat Kornfeld, Ronald R. Mullins, Thomas T. Stafford, Ernest L. Whitney, John M. White, David Pinkham
V.P., Gen. Mgr. Radio-TV.....Walter Tibbals
TV Art Dir.....William B. Weltman

Branch Offices

Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 3-0211

Office Mgr.....George Panef
Radio and TV Accounts: Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Savoy, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.;

ADVERTISING AGENCIES

Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co.

Estimated Radio Billings: \$4,200,000

Estimated TV Billings: \$10,600,000

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.

Phone: WHiteball 4-5030

ANPA-ABC

President.....Donald P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer.....Harold Rosenzweig

Branch Offices

16 E. 40th St., New York 16, N. Y.

Phone: ORegon 9-3100

Chairman.....Bert Goldsmith
V.P., Dir. Radio-TV.....Bruce Dodge
8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLympia 2-3770

Manager.....Edward Feldman

Radio & TV Accounts: Deep Magic Facial Cleansing Lotion, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent, Chicago; Englander Co., Inc. (Mattresses), Chicago; Columbus Canning Co., Columbus, Miss.; Gillette Laboratories, Chicago; Jewel Food Stores, Div.: Jewel Tea Co., Melrose Pk., Ill.; Pfaelzer Bros., Chicago; Pilsener Brew. Co., Cleveland; Schiffli Lace & Embroidery Institute, N. Y.; Weil & Co., N. Y.

Estimated Billings: \$15,000,000

NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 6, R.I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes
Vice Pres., Secy.....Carroll H. Rickard
Dir. Radio-TV.....Henry C. Hart, Jr.
Prod. Mgr.....D. S. Bailey

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R.I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Electrical League of R. I. (Electrical Merch.) Providence, R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.; Rustcraft Publishers (Greeting Cards) Dedham, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; White & Bagley Co. (Oils) Worcester, Mass.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.

R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merkler

Vice President.....George Miller
Prod. Mgr.....Harry Weiss
Art Director.....Jack Chatham
Radio-TV Dept.....J. Cunningham,
Radio Accounts: Pomatex Co., Inc. (Hair-dressing), New York, N. Y.; Johe Co. (Household Cleaner), Tenafly, N. J.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

PPA—NOAB—APA

President.....David Ogilvy
Exec. V.P.....E. Estey Stowell
Sr. V.P., Treas.....Shelby H. Page
Sr. V.P.....J. McCaffrey, J. Irish
V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
V.P., Research Div.....Stanley D. Canter
V.P.'s, Copy Supvrs.....Clifford D. Field,
Reva Korda
Media Supvrs.....Clifford Botway,
Ann Janowicz
Prod. Mgr.....Michael T. Winnow
V.P., Acct. Supvr.....David P. Crane
V.P., Radio-TV Comm.
Dev.....Everard W. Meade
Vice Presidents.....W. Bijur,
P. Caravatt, J. Heekin, D. Margaretten,
R. C. Smith
V.P., Media Dir.....Samuel L. Frey

Branch Office

Hollywood, California

Christy Walsh

Radio Accounts: Lever Bros. (Dove, Good Luck) New York, N. Y.; Pepperidge Farm (Bread) Norwalk, Conn.; Schweppes Quinine Water, New York, N. Y.; Tetley Tea Co. (Tea), New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.

TV Accounts: Lever Bros. (Dove, Good Luck, Lucky Whip) New York, N. Y.; Armstrong Cork (Cushiontone) Lancaster, Pa.; Helena Rubinstein (Reduce-Aids, Nudit, Colortone Shampoo, Naildress) New York, N. Y.; Melville Shoe Corp. (Thom McAn Shoes), New York, N. Y.; Pepperidge Farm, Inc.

Estimated Radio Billings: \$2,450,000.

Estimated TV Billings: \$7,800,000.

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary
Exec. V.P.....R. Wm. Gorman, Jr.
Radio-TV Time Buyer.....Sandra Newsam
Accounts: Ken-Lil Mfg. Co.; Radio Sta. WORL; Warner Bros. Picture Corp., N. E.; White Bros.

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.

Phone: FEderal 9-0441

AAAA—ABC—ABP—ANPA—AFA

President.....Ward H. Olmsted
Exec. V.P.....John T. Foley
V.P., Secretary.....G. C. Hellickson

ADVERTISING AGENCIES

Vice Pres. Ward W. Olmstead,
John K. Mortland
Media Dir. Warren T. Way
Production Mgr. Everett T. Olson
Radio-TV Accounts: Clover Leaf Creamery
Co.; 1st Nat'l Bank of Minneapolis; Hotel
Leamington (TV only); Northland Milk
Co.; The Waterbury Co. (TV only), all Min-
neapolis, Minn.; Marshall-Wells Co. (Paints-
Appliances), Duluth, Minn.; Owatonna Can-
ning Co. (Festal Products), Owatonna,
Minn.; Waterbury Htg. Supply Co. (Fur-
naces), Minneapolis, Minn.; North American
Life & Casualty Co. (Radio only); Sears
& Roebuck & Co. (Radio only).

PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.
Phone: VALley 2-7191, 3-8874

President. Phil A. O'Neill
Vice-Pres. Thomas J. O'Neill
Sec'y., Treas. Mary M. O'Neill
Accounts: Burschel Dairy Co., Scranton,
Pa.; First-Second National Bank & Trust Co.,
Wilkes-Barre; Fisher's Hatchery, Elysburg,
Pa.; Jordan the Hatter (Men's Furnishings),
Wilkes-Barre; Lane's (Furs), Wilkes-Barre;
McLaughlin Funeral Service, Wilkes-Barre;
Radio Stations WAZL, Hazleton, Pa.; WBRE,
Wilkes-Barre; WHLM, Bloomsburgh, Pa.;
WHOL, Allentown, Pa.; WIDE, Biddeford-
Saco, Me.; WVDA, Boston, Mass.; Station
WBRE-TV, Wilkes-Barre; Vaughn's Bakery,
Berwick, Pa.

W. WALLACE ORR, INC.

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

President. W. Wallace Orr
V.P. & Asst. to Pres. Bosh Pritchard
Sec'y & Treas. Willard W. Hughes
Art Dir. Wellington H. Kashner
Copy Chief. Barbara Kallick
Time, Space Buyer, Media
Director Greta Dunsmore
Radio Accounts: Atlantic City Racing
Assn., Pleasantville, N. J.; Beach Front Gar-
dens (Motel) Atlantic City, N. J.; Faulkland
Heights (Rl. Estate Devel.) Wilmington,
Del.; Brookview Apts. (Apt. Devel.) Clay-
mont Del.; Philadelphia Eagles (Professional
Football) Phila.
TV Accounts: Atlantic City Racing Assn.,
Pleasantville, N. J.; Beach Front Gardens,
Atlantic City, N. J.; Monte Carlo Beach
Motels, Atlantic City, N. J.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7250
ABP—ANPA—APA

President. Merritt Owens
Vice Pres. Frank Lisee
Art Dir., Prod. Mgr. Tom Horan
V.P., Radio-TV Dir. Frank Rickey
Account Execs. Merritt Owens, Frank Lisee
Radio-TV Accounts: Pearson-Ferguson;
Vesto TV; Zephyr Awning Co.; Thriftway

Food Stores; Home Savings Assn.; Peck's of
Kansas City (TV, Radio); Ashmore Pontiac
(TV only); Royal Crown Cola; Feld Chevro-
let Co.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
Phone: MUrray Hill 7-4090
ABP

President. Elias Schonberger
Exec. V.P. Peter Frenkel
Sec'y & Treas. Max Weintraub
Copy Chief. Dolf Franklin
Art Dir. Elmer Pfeffer
Prod. Mgr. Jack Weiner
Radio Time Buyer. Betty Silon
Media Dir., Space Buyer. Irving Krouse
Research Dir. Jay Dresner
Acct. Executives. Lawrence Nelson,
Aaron W. Davis, Jay Dresner, Betty Silon,
Peter Frenkel, Elias Schonberger
Accounts: Downs, Grace; Furniture Spe-
cialties Corp.; Klein & Teicholz; Overhead
& Modernfold Door; Seminole Furniture
Corp.; Warner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: MAIN 3-1401

AAAA—ANPA—APA—NBP—NOAB
Chrm. of Board. Wm. H. Horsley
President. Trevor Evans
V.P., Secretary. Frank Horsley
Prod. Co-ord. Monte Solkover
Vice President. Frederick D. Sprague
Prod. Mgr. James Leavitt
Treasurer. Calvin W. Franklin
Radio-TV Dir., Talent Buyer. Grant Merrill,
Media Dir., Time Buyer. Gertrude M. Nyman

Branch Offices

1115 West Broadway, Spokane, Wash.
Phone: FAirfax 7-9585

V.P., Manager. Martin Boss
829 N.W. 19th Ave., Portland 9.
Phone: CApital 2-1021

V.P., Manager. Milton A. Foland
Radio Accounts: Fisher Flouring Mills Co.
(Pancake Mix, Biskit Mix, Fisher's Blend
Flour, Zoom, etc.), Ivar's Acres of Clams
(Seafood Restaurant), Imperial Candy Co.
(Candy), Wash. State Fruit Commission,
Yakima, Wash.; Federal Old Line Insurance
Co. (Insurance); Nalley's, Inc., (Praise Salad
Dressing) Tacoma, Wash.; Oil Heat Institute
of Washington, Seattle.

TV Accounts: Fisher Flouring Mills Com-
pany; Ivar Haglund—Acres of Clams; Im-
perial Candy Company; Washington State
Fruit Commission; Carstens Packing Com-
pany; Montag, Inc.; Oil Heat Institute of
Washington; Nalley's (Potato Chips, Pickles,
Canned Foods, Salad Dressings; Crescent
Mfg. Co., Coffee Div.)

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
Phone: PLaza 1-6400

ADVERTISING AGENCIES

President Ted Bergmann
 Sec.-Treas. Florence Shapin
 V.P., Dir. Creative Copy Al Eichler
 Dir. TV-Radio Don Blauhut
 Production Director Sydney Reich
 Copy Supervisor David Grayson
 Copy Coordinator Alice Douglas
 Merch. Director Axel P. Gudmand
 Media Director Herbert Gruber
 TV Film Dir. Lloyd Durant
 Comm. Dir. Irving Ross
 Asst. Media Director Gerald Levey
 All-Media Buyer Ruth Bayer
 TV Oper. Mgr. Helen Lawin
 Art Director Sol Hyman
 Art Supervisor Erno Slovak
 Production Supervisor Jay Stuart
 Personnel Manager Pearl Sheridan
 Office Manager Milton Jurin

Radio-TV Accounts: Pharmaceuticals, Inc. (Geritol; Geritol, Jr.; Sominex, Zarumín, Serutan, Serutan Plus, R.D.X., Sedagel, Niron, Devarex, Banarin) Newark, N. J.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only); Federated Supply Corp. (Sundry Wholesale Distributors) N.Y.C.; The Harrison Co. (Plastics, Cameras) Long Island City, N. Y.; Liggett-Rexall Drug Co. (Retail Chain) N.Y.C.; N. Amer. Acc. Ins. of Chicago, Newark, N. J.; Universal Pen & Pencil Co., J. B. Williams Co. (Aqua Velva, Letric Shave, Golden Yellow, Conti, Kreml, Skol Preparations) N.Y.C.

Estimated Radio Billings: \$200,100.
Estimated TV Billings: \$15,900,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUKon 6-7795
 ANPA

President-Treasurer C. H. Pearson
 V.P., Secy. Cecilia H. Pearson
Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923
 ABP-ANPA-APA-NBP

President Earl R. Perrin
 Vice-President Donald L. Paus

Branch Office

730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401
 APA-NBP

Chairman W. L. Phillips
 President Charles C. Ramsey
 Vice Pres. James Holloway
 Sec'y.-Treas. Herbert Fredman
 Radio-TV Dir. Mrs. Orva W. Huff
 Media Director Thomas P. Rhodes
 Prod. Mgr. Al Sheahan
Radio-TV Accounts: First National Bank, Alysnyte Co. of America (Translucent Fiber-

glas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Hazard Concrete Product Co.; City Chevrolet Co.; Percy H. Goodwin Co. (Loans, Real Estate, Property Mgt.); Oscar's Restaurant Chain; TV Antenna Supply Co. (TV Egypt); Tri-W Builders; United Fund; Better Business Bureau; Milk Council (Milk Producers Group); Breier Sound Center (Sound Engrs.); H. L. Beubough Co. (Rtl. Furn.); all of San Diego; Mexicali Brewing Co.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: CApitol 3-6131

APA-NOAB-SNPA-ABP-ANPA

Pres., Acct. Exec. Jack N. Pitluk, Sr.
 V.P., Acct. Exec. Jack N. Pitluk, Jr.
 Vice Pres. Louis H. Pitluck
 P. R. Dir. J. M. Battersby
 Sam Riklin, Louis Pitluk

Copy Chief Harvey Christiansen
 Radio Director Margaret Morrison
 TV Director Don Zimmer
Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Riegelin Provision Company (Bacon, Sausages), San Antonio, Tex.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775

ANPA-NOAB-PPA-ABP

Chrm. of Board R. J. Potts
 President J. B. Woodbury
 Vice Pres. E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. McGill, C. E. Jones, R. K. Sanford, C. Stritzinger, P. N. Horstman

Secy., Treas. C. C. McMillan
 Prod. Mgr. Charles W. Wilson
 Radio-TV Dir. William J. Brewer
 Research Director Willard Young
 Film Buyer Al Christy
 Acct. Execs. J. Cahill, J. M. Gaughan, E. T. Marshall, G. L. Mosely, R. M. Robinson, E. White, Jr., W. Brooks, W. Cromwell, G. Hicks

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUKon 6-7725

President J. G. Proctor
 V.P. & Acct. Exec. Ray Hanna
 Secretary M. S. Proctor
 Art Dir. & Prod. Mgr. M. Sholle
Accounts: Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park.

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MURray Hill 7-0204

ADVERTISING AGENCIES

President.....Les L. Persky
 V.P., Gen. Mgr.....Frederick S. Fischer
 V.P., Acct. Supvr.....Harold L. Tuers
 TV Prod. Dir.....Harlan L. Davis
 Comm. Film Mgr.....Richard DeMaio
 Treasurer.....Robert S. Lewis
 Copy Dir.....Jack Schwartz
 Chief Time Buyer.....Doris Gould
 PR Director.....Ruth Davis

PROMOTION ASSOCIATES

120 North Pitt St., Alexandria, Va.
 Phone: TEmple 6-5483

President.....Arthur D. Stamler
 Executive V.P.....Bruce F. Johnson
 Vice President.....Alan W. Potter
 Art Director.....John W. Trotta
 Media Research Chief.....Suzanna O'Connor
 Broadcast Manager.....William Trumbull

Branch Offices

13 Summit Ave., Boston 49, Mass.
 Phone: DUmkirk 7-1981

Vice President.....A. W. Potter
 734 Fifteenth St. NW, Washington 5, D. C.
 Phone: DIstrict 7-1534

Vice President.....B. F. Johnson
 Heart Building, San Francisco 21, Calif.
 Phone: RAndolph 4-1500

S. J. Leavitt

Radio Accounts: Music Time (Retail Music Stores) Md., D. C., Va.; Johnson Tires (Retreading) Md., Va.; Holiday Devel. Corp. (Real Estate Developers) Alexandria, Va.; Tallahassee, Fla.; Silhouette Home Plan, Internat'l (Reducing Machines) Wash., D. C.

TV Accounts: Assoc. Health Studios, Arlington, Va.; Brenner's Fabulous Bakeries (Baked Goods) Washington, D. C.; Silhouette Home Plan, Int'l. (Home Reducing Units) Wash., D. C.

Estimated Radio Billings: \$235,000.

Estimated TV Billings: \$90,000.

CHARLES O. PUFFER ADVERTISING

430 N. Michigan, Chicago 11, Ill.
 Phone: WHitehall 4-1003

ABP—APA

President.....Charles O. Puffer
 Art Director.....Henry Garcia
 Prod. Mgr.....Glorya Bakken
 Copy Chief.....Howard Paul

Acct. Executives.....Charles O. Puffer,
Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co., Augsburg Beer, Curtis Lighting.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-8155

ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel
 President.....Richmond M. Lloyd
 Secy.....G. E. Bischoff
 Vice-President.....N. B. Langworthy
 Treasurer.....W. J. Henderson
 Art Director.....E. J. McCabe
 Prodn. Mgr.....Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 6-0157

Accounts: American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Station KGLO, WTAD; Rol-screen Co.; Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: JAcKson 7-1179

President.....Wilbur W. Randall
 Art Director.....Robert N. Berger
 Radio & TV Director.....Jack Reynolds

Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffmann Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.

TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, McCLINTON & CO., INC.

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

Phone: PLaza 1-7300

69 Washington St., Newark, N. J.

Phone: MArket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach
 President.....Harold L. McClinton
 Senior V.P., Pres. Asst.....Robert W. Robb

Exec. V.P., Art Dir.....Everett W. Sahrbeck
 Controller.....J. Allen Tuck
 Sr. V.P., Asst. Treas.....D. M. Bernheim

V.P., Copy Dir.....Alfred Goldman
 Sr. V.P., Mgr. Newark.....F. R. Risley
 V.P., Radio-TV.....Werner Michel
 V.P., Media.....Arthur E. Taylor

N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.
 Media Dir.....Mac Donald Dunbar
 Radio-TV Time Buyer.....Timothy O'Leary

Branch Offices

Prudential Bldg., Chicago 1, Ill.

Phone: DElaware 7-5664

V.P., Manager.....Philip M. White
 6434 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt
 750 Baker Bldg., Minneapolis 2, Minn.

Phone: FRanklin 4-1234

V.P., Manager.....George O. Ludcke, Jr.
 80 Federal St., Boston, Mass.

Manager.....Douglass Coady

Estimated Radio Billings: \$225,000.

Estimated TV Billings: \$5,900,000.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: VICTor 5269

APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 2, Minn.
 Minneapolis 2, Minn.
 Phone: FEderal 9-0071
 AAAA-ABP-ANPA-APA
 NOAB-PPA-ABC

Chmn. of Bd.....E. E. Sylvestre
 President.....Wayne Hunt
 Exec. V.P.....R. W. Stafford
 V.P., Secy., Oper. Dir.....Paul Phillips
 Treasurer.....L. J. Beltraid
 Vice-Presidents.....J. H. Sarles,
 R. H. Burbank, Elizabeth B. Gray, Loren
 P. Herder, Helen A. Brown, Dr. A. R. Root,
 Otis Winegar, Howard Wilson
 V.P., Radio & TV Dir.....R. E. Neff
 Radio-TV Prod. Mgr.....Wm. S. Shepherd
 Program Manager.....James Cooper
 Time Buyer.....Philip Archer
Radio Accounts: Art Instruction; General
 Mills (Cereals, Flour, etc.); Minneapolis
 Brewing Co. (Grain Belt Premium Beer) all
 of Minneapolis; Mars (Candy Bars) Chi-
 cago.

TV Accounts: Art Instruction; General
 Mills (Cereals, Flour, etc.); Minneapolis
 Brewing Co. (Grain Belt Premium Beer);
 Pacific Gamble Robinson Co. (Frozen
 Foods) all of Minneapolis; Mars (Candy
 Bars) Chicago.

Estimated Radio Billings: \$120,000.
Estimated TV Billings: \$5,250,000.

**REGAL ADVERTISING ASSOCIATES
 CORP.**

575 Lexington Ave., New York 22, N. Y.
 Phone: MURray Hill 8-8320
 V.P., Gen. Mgr.....Charles Weigert
 Vice President.....Sidney Barbet
 Station Rel. Dir.....Stanley Grayson

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHItEhall 4-7440
 ABP-ABC-ANPA-NOAB-APA-NBP
 President.....Wallace Meyer
 Vice-Pres. & Treas.....C. A. Reincke
 Vice-Pres. & Sec.....A. L. Reincke
 Radio-TV Director.....Lew Green
 Media Director.....John Priebe
 Space Buyer.....J. F. Brown
Radio Accounts: Chicago Burlington &
 Quincy (Railroad travel), Anderson Co.
 (Wipers), Gary, Ind.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
 Phone: TEmplebar 2-2408
 ABP-ANPA-APA-NOAB
 President.....Emil Reinhardt
 Time Buyer.....A. Leo Bowman
 TV & Radio Dir.....Cecil Webb, Jr.
 Space Buyer.....Lora Kass
 Acct. Exec.....Rodney Kling
Radio Accounts: W. Coast Macaroni Co.,
 Oakland, San Francisco; Spreckles-Russell
 Dairy, San Francisco.

TV Accounts: Spreckles-Russell Dairy Co.,
 San Francisco; Kilpatrick's Bakery (Bread),
 San Francisco, Calif.; Central Valley Nat.
 Bank, Cardinet Candy Co.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
 Phone: Empire 2-2381
 Chairman of Bd.....Edward W. Reynolds
 President.....C. Warren Reynolds
 Secy, Treas.....F. J. Banks
 Media Dir.....Helen Anderson
 Prod. Mgr.....M. F. Landman
 Vice Pres.....N. Stuart Walton
 V.P., Radio-TV.....H. E. Karpus
 V.P.'s.....L. G. Smith, Robert Platt,
 G. S. L. Anderson, R. I. P. Cameron, D.
 Newby
 Radio-TV Coordinators.....E. Yanush,
 A. Gaudier
 Time Buyer.....Vera Hopkins

Branch Office

1440 St. Catherine St. W., Montreal 1, P. Q.
 Phone: UN 6-1775

Manager.....K. Munro
Radio & TV Accounts: General Mills
 (Canada) Ltd. (Baking Products & Cereals);
 Nestle (Canada) Ltd. (Quik, Decaf); Ever-
 sharp, Inc. (Razors); R. M. Hollingshead Co.
 (Auto Additives); Hunt's Bakery Ltd.
 (Baked Goods); Mutual of Omaha (Insur-
 ance); Converted Rice, Inc.; Proctor &
 Gamble (Duz); Tea Council of Can.; Cities
 Service (Gasoline, Oil); Wampole Co.
 (Drugs).

**FLETCHER RICHARDS, CALKINS &
 HOLDEN, INC.**

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JUdson 6-5400
 President.....Fletcher D. Richards
 Board Chairman.....Bradley A. Walker
 Bd. Vice Chmn.....Paul R. Smith
 Chmn. Exec. Comm.....J. Sherwood Smith
 Exec. V.P.....Edmund Johnstone
 Senior V.P.'s.....Ernest A. Gray,
 Wm. A. Chalmers, Ellsworth D. Hill, Wal-
 ter B. Geoghegan, Maitland Jones, John
 Shepherd, Masis Seklemian, Sanford C.
 Smith, Donald Anderson, Sylvia Harris,
 Walter Lurie

Branch Offices

221 N. LaSalle St., Chicago 1, Ill.
 Phone: FInancial 6-3585
 Harris-Harlan-Wood Div., 58 Sutter St.,
 San Francisco 4, Calif.
 Phone: YUKon 6-6836
 V.P. Mgr.....Parker Wood
 Vice President.....Porter Anderson
 6233 Hollywood Blvd., Hollywood, Calif.
 Phone: HOLlywood 3-4194
 Exec. in Chg.....Robt. C. Temple
 V.P., Sr. Acct. Exec.....Jas. O. Thompson
Accounts: Eastern Airlines; J. A. Folger

ADVERTISING AGENCIES

Co.; U. S. Rubber Co. (& subsidiary, Dominion Rubber Co., Canada); Bavarian Brewing Co.; Abercrombie & Fitch, N.Y.C.; Boeing Airplane Co., Seattle, Wash.; Gulf Oil Corp., Pittsburgh, Pa.; Helms Olympic Bakeries, Los Angeles, Calif.; Industrial Bank of Commerce, N.Y.C.; Karastan Rug Mills, N.Y.C.
Estimated Billings: \$35,000,000

M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKIRK 2-6073

Pres., Radio Time
 Buyer.....M. Evans Richmond
 Production Mgr.....D. Blaine
 Art Director.....Frank Cartwright

Branch Offices

230 Boylston St., Boston 16, Mass.

Phone: CO 6-4491

Yucca-Vine Bldg., Hollywood 28, Calif.

Phone: HE 3517

TV-Radio Office.....M. K. Reiss

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

OwnerDan Rivkin
Radio-TV Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, John Kohler.

ROBERTS & REIMERS, INC.

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

Phone: MURRAY Hill 2-3175

ANPA—APA

President.....Robert Power Reimers
 Vice Presidents.....Leon Kelley, M. W. Nichols
 V.P., Media Dir.....John K. Lucken
 Secretary.....Jac M. Wolff
 Prod. Mgr.....Charles Murphy
 Art Director.....Hugh Ryan
 Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.

Phone: RITTENHOUSE 6-8763

ABP

President, Treas.....Wilmer S. Roberts
 Exec. V.P., Secy.....Franklin S. Roberts
 Prod. Mgr.....Leon Irngang
Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.

TV Accounts: General Electric Appliances Co.; Manuscript Records, Inc.

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson
 Secy.-Treas., Time Buyer.Mary A. Robertson
 V.P., Acct. Exec.....John Eby
 Radio Manager.....Margaret Pierson
 TV Manager.....Jack Helling
 Art Director.....Lavern Everson
 Account Executives.....R. W. McWilliams,
 James H. Briggs

Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Cottrell's Clothing Store, Dale Dance Studios, Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 8-5885

President.....Robert H. Adleman
 Vice President.....Anthony J. Walton
 Radio-TV Dir.....E. Uhler
Accounts: Bonded TV Film; Nu Products Co.; Radio Sta. WDAS, Philadelphia; Radio Sta. WIBG; TV Sta. WVUE.

ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: HUNtley 2-2050

ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
 Exec. Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Cass
 Vice Presidents.....David R. Fenwick,
 John Haynes
 TV Dir.....Lee Laufer
 Media Dir., Radio Time

Buyer.....R. C. Neuman
 Treasurer.....Robert C. Neuman
 Prod. Mgr.....James Kroll
Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan

ADVERTISING AGENCIES

Assn., Los Angeles, Calif.; Wilco Co. (Clear-ex Glass Cleaner), Los Angeles, Calif.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearax, Bif Insecticides); Tunies, Inc.; Mission Appliances.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd. John P. Roche
 President. C. E. Rickerd
 1st V.P. James M. Cleary
 Asst. to Pres. Al Bonk
 V.P. Chg. of Media. Frank Hakewill
 V.P. Chg. of Copy. R. A. L. Herweg
 V.P., Art Dir. George Lyman
 Vice Presidents. Lloyd Maxwell,
 E. C. Olson, William H. Savin, Stewart
 Weston, M. F. Williamson.

Sec.-Treas. C. W. Anderson
 Dir. Plans & Mds. W. S. Shartle
 Dir. Radio-TV. Kirby Roche
 Dir. Research. J. Durringer
 Media Buyer. Guy Dustman
 Account Executives. John P. Walker,
 (Bonk, Engelhardt, Gilmour, Herweg, Max-
 well, Olson, Roche, Shartle, Weston, Wil-
 liamson)

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific RR (The Milwaukee Road); Great China Food Prod. Co.; Hardware Mutuals Insurance; Kohler Co., Natl. Toilet Co. (Complexion Aids); John Puhl Prod. Co. (Ammonia, Bleach); Schulze & Burch Biscuit Co.; Sno Bol Corp. (Toilet Bowl Cleaner, Mop); Stewarts Private Blend Coffee Co.; Wilson & Co. (Dog Food).

TV Accounts: (Same as above).

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

President Irving Rocklin
 Controller Sidney Bernberg
 Copy Chief M. Lovinger
 Account Executives. Gerald Addis,

Edw. Lovinger, Jerrold Rocklin

Research Director. Trina Shuchat
 Publicity Dir. Robert Rocklin
 Prod. Mgr. Sue Wurtzburg
 Art Director. Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Chicago Furniture Mart; Kay-Den Beauty Salon; Berens Mercury (Automobiles); Roosevelt Chair & Supply; Treasure Chest (Magic, Games, Inc.); Vivian Verne Co. (Shampoo); Grecian Formula 16 (Hair Coloring); Keystone Chevrolet, Public Pontiac (Both Cars); all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; Chicago Furniture Mart; Alan Radio & Appliance Stores; Dy-Dee Wash; English Ford Dealers of Chicagoland; Public Pontiac, Slavin Edsel, Lewis Ford, Lee Nordic (All Cars); all Chicago.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres. Russell C. Ronalds
 Secy.-Treas. Peter Smith
 President. Frank deB. Walker
 Exec. V.P. Ray J. Avery
 Prod. Mgr. Leo Hastings
 Acct. Suprs. P. Golick, H. J. Ronalds
 Media Dir. D. C. Fowler

Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager. R. J. Avery
 Petroleum Bldg., Edmonton, Alberta, Canada
 Phone: 2-3356

Manager. G. C. Steeves

ROSE-MARTIN, INC.

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

Phone: JUdson 2-3550

ABP—ANPA

President Irl W. Rose, II
 V.P., Gen. Mgr. John A. Boule
 V.P., Media Director. G. M. Rundbaken
 V.P., Art Dir. Alec B. Kenne
 Production Manager. Ethel Whelan
 V.P., Radio-TV Dir. Channing Hadlock
 Copy Chief. Frank McCullough
 Comptroller. Joseph R. Anderer
 Account Executive. Lou Kashins

Radio Accounts: Morrisso Co. (Pudding, Pie Filling); Amer. Kitchen Prods. Co. (Steero Bouillon Cubes, Jellied Consomme, Spaghetti Sauce) both Jersey City, N. J.; E. Regensburg & Sons (Cigars) N. Y. C.

TV Accounts: Noxon (Silver & Metal Polish) Jersey City, N. J.; Bankers Trust Co. (Bank); Universal Spray Can Corp. (Aerosol Shoe Shine) both N. Y. C.

Estimated TV Billings: \$300,000.

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer. Irving Rosen
Radio Accounts: The Wenley Co., New York, N. Y.; Shopping News of the Air, New York.

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JACkson 7-4566

APA—ABP—AAAA—AFA

President Norton Rosengarten
 Exec. Vice Pres. Lynn Steinke
 Radio-TV Dir. Jay Scott

Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis,

ADVERTISING AGENCIES

Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

President Ross Roy
V.P., Asst. to Pres. Robert R. Roy
Exec. V.P. Thomas G. McCormick
Sr. V.P., Creative Dir. Maurice G. Vaughn
V.P. & Art Dir. John W. Hutton
V.P., Acct. Suprs. Wm. W. Shaul,
Joseph G. Mohl
Mgr., Radio-TV Dept. Ralph S. Freeman
Secretary. Erwin H. Haass
Treasurer. Lathrop P. Morse
Comptroller. Harry W. Mellen
V.P., Media Dir. Carl E. Hassel
Research Dir. Edward Simon
Production Director. William L. Miller
Publicity Dir. Robert V. Fancett
V.P., Dir. Prod. Analysis. Kenneth S. Loring
Personnel Dir. George Macier
Librarian Florence Armstrong

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-6263

Vice-Pres. Thomas F. Scott
Ross Roy of Canada, Ltd.

Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

Vice Pres. Harold J. G. Jackson
Accounts: Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800

Chairman of Board. William Ruder
President David Finn
Exec. V.P. Paul Zucker
Vice Presidents. Charles Lipton,
Chester Burger, Richard Weiner
Dir., Creative Services. Morton Yarmon
Dir., Radio-TV. Mildred Vigerhouse
Prod. Mgr. E. Brodsky

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
Phone: BRowning 1-2150

AAAA—ABC—ABP

President. C. L. Rumrill
Exec. V.P. J. R. Van Arsdale
Senior V.P.'s. G. R. Darcy,
N. A. Gallagher
Secy., Treas. H. R. Hanson
V.P.'s. J. G. Wells, L. B. Reigler

Division Offices

374 Delaware Ave., Buffalo, N. Y.
Phone: MA 6020

Manager. J. G. Wells
10 Hopper St., Utica, N. Y.

Phone: UTica 3-7544

Manager. L. B. Riegler

Radio and TV Accounts: Community Savings Bank, Rochester; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Genesee Brewery (Ale) Rochester, N. Y.; Amer. Household Storage (Movers), Jno. H. Brogan & Co. (Ins.); Buffalo Indust. Bank; Crystal Beach Transit Co. (Amusement Pk.); Dunlop Tire & Rubber Co. (Tires, Sptg. Gds.); First Fed. Sav. & Loan Co.; Home Show (Exhibits); Keebler Biscuit Co. (Baked Goods); Loretto Foods (Food Prod.); Milk for Health (Dairy Prod.); Niagara Frontier Transit System (Transportation); Red Wing (Food Prod.); all of Buffalo; Buffalo Raceway (Race Track) Hamburg, N. Y.; Kenmore Motor Co. (Autos); Kenmore, N. Y.; Procino Rossi Corp. (Food Prod.) Auburn, N. Y.

Estimated Radio-TV Billings: \$1,500,000.

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: REgent 6-3521

AAAA—ABP

President Lowe Runkle
Vice-Presidents Roger Pishny,
Howard Neumann, Monty Mann, Oscar Heuse

Comptroller. George A. Mitten
Radio, TV Director. Mack Fuller
Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Kerr-McGee Oil Industries, Okla. Gas & Electric Co.; Gunn Bros. Stamps, Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City; Colvert's Dairy Prod., Ardmore, Okla.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Local Federal Savings & Loan Association; Gunn Brothers Stamps (Trading Stamps); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co., Colvert's Dairy Prod., Ardmore, Okla.

Estimated Radio Billings: \$187,000.

Estimated TV Billings: \$350,000.

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President Ben Sackheim
Exec. Vice-Pres. George B. Pampel
V.P., Radio-TV. William Pitts
Time Buyer. Bob Glatzer
Copy Chief. Anne Green
Executive Art Dir. Arthur Singer
Creative Director. Matthew Cantillon
Prod. Coord. Irving Levine
Media Director. William Galker
Acct. Execs. Ted Briening, Vernon

ADVERTISING AGENCIES

Cooper, Hal Graves, Milton Mensch, George B. Pampel

Radio Accounts: Nationwide Insurance, Columbus, Ohio; Hess-Goldsmith (Fibreglas Fabrics) N. Y. C.; Peter Pan Foundations (Undergarments) N. Y. C.; Associated Homefinders (Consultant Realtors) N. Y. C.; Chauvin (Liqueur) Morrisville, Pa.

TV Accounts: Nationwide Insurance, Columbus, Ohio, Jacoby-Bender (Watchbands) Long Island City, N. Y.; Peter Pan Foundations (Undergarment) N. Y. C.; Tip Top Products (Hair Accessories) Omaha, Neb.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16, La.

Phone: Jackson 2-9212

ANPA—ABP—ABC

President Boatner Reily
V.P., Gen. Mgr. P. J. Stakelum, Jr.
Vice Presidents Joseph Shields, Jr.,
D. W. Ziegelasch, Irvine J. Vidacovich
Acct. Execs. Boatner Reily, P. J. Stakelum,
Jr., Joseph C. Shields, Jr., Dwight W.
Ziegelasch, I. J. Vidacovich, Sr., Dorothea
Schlesinger, John Browne, Peter A. Mayer,
I. J. Vidacovich, Jr.

Secretary Dorothea Schlesinger
Treasurer Alvin C. Camus
Radio-TV Dir. Peter A. Mayer
Radio-TV Time Buyer Diane Kramer

Radio Accounts: American Brewing Co. (Regal Beer); Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees) all New Orleans; L. A. Frey & Sons, (Meat Products) New Orleans & Lafayette, La.; Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F.I. Wines); Lichtenstein's Shoe Store, all New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer); Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), all of New Orleans, La.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.

Phone: Federal 9-7286

ABP—ANPA—ABC—AFA

Ch. of Board Addison Lewis
President Erle B. Savage, Jr.
Secretary Harvey R. Kruse
V.P. Wm. A. Dobson
Prod. Manager Sara Brenna
Research Mgr. Don N. Chamberlin
Copy Director Judd L. Meester
Vice President Robert L. Sturgis
Art Director John K. Henry

Radio Accounts: The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

TV Accounts: The Dayton Co. (General

Mdse., Minneapolis, Minn.; The Lavioris Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

FRANK B. SAWDON, INC.

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

Phone: PLaza 1-4646

President Frank B. Sawdon
V.P., Treas. Victor Sawdon
Prod. Coord. Tom Mannos
Radio-TV Producer Jack Wilcher

Branch Office

3633 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 4-3129

Office Manager Richard Westman
Radio-TV Accounts: Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

A. A. SCHECHTER & ASSOC.

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

Phone: MURray Hill 7-1150

President A. A. Schechter
V.P., Radio-TV Michael Roshkind
Acct. Exec. John L. Geunther

Branch Offices

Tribune Tower, Chicago 11, Ill.

Phone: SUperior 7-6670

Manager Charles Vance
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-0798

Manager Helen Bowman

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President Julius Scheck
V.P., Media Dir. E. Grant Scheck
V.P. Murray Hirsch
Secy. & Treas. Morris Scheck
Prod. Mgr., Art Dir. Marcus Santiago
Copy Chief E. Bimberg
Space Buyer Frank M. Craumer
Account Executives William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius
Scheck.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.

Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer

Sydney R. Raike

Vice-Pres. J. E. Schenker
Art Dir. M. Rickabaugh
Radio Time Buyer & Prod. Mgr.

Space Buyer C. D. Domin

Account Executives S. R. Raike,

J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante,

Jos. F., Co.; Howe Ice Machine Co.; Wallace,
J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.

Phone: MURray Hill 7-8294

President Joseph P. Schneider
Exec. V.P., Art Dir. Alfreda Walsh
Secretary Philip Nemiroff

ADVERTISING AGENCIES

Prod. Mgr. Anne Zambito
Space Buyer. Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-45

ABP—ANPA—APA—NBP—NOAB

President. Gordon Schonfarber, Jr.
V.P., Prod. Mgr. Russell C. Edwards
Vice-Pres., Copy Chief. John B. Swift
Secretary. Amanda C. J. Olsson
Radio-TV Dir. Richmond A. Patterson

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts), Providence; R. I. Provision Co. (Meat Packer), Johnston, R. I.; William H. Harris (Furrier), Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWAB & BEATTY, INC.

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

Phone: Murray Hill 8-3813

ABP—ANPA—NBP

President. Victor O. Schwab
Exec. V.P. Richard Porter
Vice President. John M. Jenks
Radio-TV Dir. George F. Perkins
Accounts: British Publications, Inc., N.Y.C.; Metropolitan Opera Record Club, N.Y.C.; Muzak Corp., N.Y.C.; RCA Victor-Book-of-the-Month Club.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA—ABP—NBP

President. Edward Shapiro
Secretary. H. Hyman Shapiro
Treasurer. Edward L. Frater

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

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

Phone: MOhawk 4-6323

ANPA

President & Treas. John W. Shaw
Exec. V.P. David E. Guerrant
Senior V.P. P. L. O. Smith

VP's. Sigmund T. Seaman,
Norman R. Anderson, Ralph Stewart
V.P., Secretary. Robert C. Milner
Media Dir. Richard L. Rogers
Radio-TV Dir. Hathaway C. Kemper

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Kemper Insurance; Quaker Oats Co. (Corn Goods); Webcor, Inc. (Fonographs, Tape Recorders) all Chicago; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; John Morrell & Co. (Meats) Ottumwa, Ia.

TV Accounts: Quaker Oats Co. (Aunt Jemima Easy-Mixes & Corn Goods); Kemper Insurance; Dormeyer Corp. (Power Tools, Appliances) all Chicago; Colgate-Palmolive Co. (Colgate Shave Cream) N. Y. C.; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph Mo.; Horlicks Corp. (Instant Malted Milk) Racine, Wis.

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—NBP

President. Myron L. Silton
Board Chairman. John N. Silton
Exec. V.P. Roman N. Silton
Senior V.P. Earle W. Hoffman
Treasurer. Morris Susman
Media Director. Marie Kachinski
Asst. Treasurer. Ruth B. Comerford

Radio Accounts: New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain) Adams & Swett (Rug Cleaning & Sales); Better Home Heat Council (Oil Heat Dirs. Assn.); Kasanof's Model Bakers; Metropolitan Transit Authority (Transportation), all Boston, Mass.; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

TV Accounts: New England Provision Co. (Frankforts, Prepared Meats) Barcolene Co. (Household Cng. Prod.); Adam & Swett (Rug Cng., Sales); Kasanof's Model Bakers, all of Boston; Atlantic Bakers, all of Boston; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

Partners. Milton Simon, H. N. Gwynn
Art Prod. Mgr. Carlos Gordon

Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods), American Tea & Coffee Co.; WMC, WMCT, Memphis, Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA-ANPA-ABP-APA-NBP

Partners.....Leonard N. Simons,
Lawrence J. Michelson

Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir.....Richard Hughes
Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Keoplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), (Pretzels), Marshall Drug
Company (Drugs), Cleveland, Ohio; Benja-
min Rich (Real Estate), Sealy Mattress Co.
(Mattresses), Taylor's Inc. (Dodge-Ply-
mouth), Detroit, Mich.; Velvet Peanut Pro-
ducts (Peanut Butter); E & B Brewing Co.
Dossins Food Products (Pepsi-Cola); Guard-
ian Savings & Loan; Lasky Furniture; City
Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-
Plymouth); Mohawk Lumber Co., Detroit,
Mich.; Stone's Jewelers, Detroit; Wrigley's
Super Markets, Detroit; Arkay (Prepared
Foods); Wrigley Markets; Gold Bell (Gift
Stamps); Epps Four Great Stores (Sporting
Goods).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Keoplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Peanut
Butter); E & B Brewing Co.; Leo Adler
Co. (DeSoto-Plymouth), Mohawk Lumber
Co.; Wrigley's Super Markets; City Bank,
Detroit, Mich.

SMITH/GREENLAND COMPANY

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

Phone: Circle 6-6161

ANPA-PPA

President.....Leo Greenland
Exec. V.P.....Martin L. Smith
Vice President.....Peter G. Weinberg
Controller.....Oscar Hafner
Production Mgr.....Harold Franklin
Radio Accounts: Sau-Sea Shrimp; Flora-
banica; Roman Products; My Lady's.

TV Accounts: Melnor Industries, Osrow
Products Co., Seabrook Farms Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: Atlantic 1-9312

ABP-ANPA-APA

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
V.P., Secretary.....Leo M. Pillon
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor,
Robert E. Quaid, W. C. Sutherland, R. M.
Jenkins, E. V. Hudson, P. J. Matelan, R. K.
Pearson, John Angus

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.

JUNiper 4-2163

APA-SNPA-ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith

Vice-Pres. & Secy.....G. B. Smith

Media Dir. & Copy Chief.....H. D. Peltier

Account Executives.....P. M. Shaughnessy,

H. D. Peltier, W. J. Smith

Radio Account: Peerless Mfg. Co.

**SON DE REGGER ADV. AGENCY
INC.**

321 Eleventh St., Des Moines 9, Ia.

Phone: 3-3185

ANPA-APA-ABP-NBP

President, Space Buyer, Radio Time

& Acct. Exec. Treas....Les Son De Regger

Secretary.....A. H. Son De Regger

Art Dir.....D. D. Neal

Prod. Mgr.....Joseph Daniels

Copy Chief.....W. E. Juhre

Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: Pleasant 3-1789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Secretary.....H. H. Hartwell

Art Director.....Harvey Ball

Prod. Mgr.....Charles Rice

Media Dir.....Theresa Degermajian

Acct. Exec.....Robert F. Hayward

Radio Accounts: Peoples Savings Bank,

Mechanics Natl. Bank, Smith & Fyfe, Inc.

(Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY,
INC.**

445 Park Ave., New York 22, N. Y.

Phone: MURray Hill 8-4407

ABP-ANPA-APA-NBP

President, Treas.....Raymond Spector

Client Service.....Bert Schwartz

Art Director.....Irving Trabich

Production Manager.....Bernard Ludin

Radio Director.....Charles Goldberg

Controller.....Stella E. Koenigsberg

Radio-TV Account: Hazel Bi-hop, Inc.

(Lipstick and Complexion Glow), New York,
N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.

Phone: 9-5581

ABP-ANPA

Owner, Acct. Exec.....William Spitz

Art Director.....Frederic Berg

Copy Chief.....Madeline Clark

Radio-TV Dir.....Patricia Montfor

MediaConnie Katronis

Radio Accounts: Elmira Card Co., Inc.

(Greeting Cards), Elmira, N. Y.; Fair City

Savings & Loan Ass'n, Syracuse; Gardner &

North Roof & Siding Corp., Syracuse; Grange

Silo Co., Inc., Red Creek, N. Y.; Henry

Frank Leather Co., Syracuse; Hotel Syracuse

P & C Markets, Syracuse & Auburn, N. Y.;

Pilgrim Packing Co. (Meat Products), Syra-

ADVERTISING AGENCIES

cuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Timerson Canning Co., Inc. (Timeco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

TV Accounts: Besdin Furniture Supermarket (Furniture), Syracuse; Elmira Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Onondaga Supply Co., Inc. (Appliances), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Timerson Canning Co., Inc. (Timeco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

Estimated Radio-TV Billings: \$125,000.

SPITZER & MILLS LIMITED

Phone: EMpire 6-2811

ABC

50 King St., West, Toronto, Ontario
 Board Chairman.....G. F. Mills
 Vice Chmn. of Bd.....J. W. Spitzer
 President.....W. H. Reid
 V.P.'s....E. Aikin, F. J. Collins, T. R. Hart,
 D. McCrimmon, W. F. Nugent, J. H.
 Randle, W. G. Wallace
 Radio-TV Manager.....R. A. Stevenson
 Time Buyer.....M. E. McCullagh
 Montreal Media Dir.....F. Harbinson
 Radio TV Director.....T. R. Hart
 Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec
 Phone: HU 1-0344
 Co-Mgrs.....J. H. Randle, D. McCrimmon
Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Canada Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coult's Co., Ltd. (Greeting Cards) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; McCormicks Limited (Biscuits, Candy) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; Canadian Co-op. Wool Growers (Institutional) Toronto, Ont.; O. Gauthier Ltd. (Old London Prods.) Montreal, Que.; Lehn & Fink—Canada—Ltd. (Lysol) Toronto, Ont.; Martin-Senour Co. Ltd. (Paints) Montreal, Que.; Office General des Grandes Marques (Wines) Montreal, Que.; Sunkist Growers (Oranges, Lemons) Los Angeles, Cal.; United Co-ops. of Ontario (Gay-Lea Butter) Weston, Ont.

STEBBINS & COCHRAN, ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins
 Exec. V. P.....Burt Cochran
 Secy., Treas.....Dorothy M. Elliott
 Director.....William A. Dyer, Jr.
 Production Assistant.....Jane Catlin
 Time Buyer.....John Cochran
Radio Accounts: Anita Shops (Ready-to-wear) Los Angeles; Broadway-Orange City Center (Shopping Ctr. Devel.) Anaheim, Cal.; South Bay Shopping Center (Shopping Ctr. Devel.) Redondo Beach, Cal.

TV Accounts: Certified Grocers of Calif.; Signal Oil Co. (Gasoline), Los Angeles, Calif.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: RIchmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins
 Secretary.....Winifred Graham
 Art Dirs.....Jack Eipper, Jack Vibber
 Prod. Mgr.....Al Schuknecht
 Act. Execs.....Michael Corcoran,
 Jones Hawley

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.

Phone: OREGon 9-6767

ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun
 Vice Pres.....Harold Strauss
 Prod. Mgr.....Harry Fleischmann
 Sec., Comptroller.....Morton S. Sirotta
Radio Accounts: Miliun Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.
TV Accounts: Miliun Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
 Honorary Chmn.....William Z. Burkhardt
 Pres., Treas.....C. Thomas Martin
 Chmn. of Bd.....Ranald S. West
 V.P., Media, Time Buyer....R. A. McDowell
 V.P.Robert Helmich
 Television Production.....Gary Lee
 Prod. Mgr.....Richard Thompson

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hude-

pohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: BAKER 5-9140, 9149
V.P., Treas., Media Dir.....Morry Storm
V.P., Radio & TV Dir. &
Acct. Ex. Time Buyer.....Jean Schantz
V.P., Art Dir.....Vincent Marcone
Vice Pres.....Gordon E. Cole
Prod. Mgr.....Barbara Belmont
Copy Chief.....Mark A. Van Liew
Asst. to Pres.....Barbara Harmon

Radio and TV Accounts: Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

Branch Office

4971 Maryland Ave., St. Louis, Mo.
Manager.....Jean E. Schantz

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HANcock 6-7644
AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Art Dir., Prod. Mgr.....J. J. McCabe
Media Dir.....Walter K. Munroe
Controller.....James G. Hajjar
Treas., Space Buyer.....William H. Sullivan
Publicity Dir.....William McMorro
Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman.....Raymond F. Sullivan
Vice Chmn...Donald D. Stauffer, S. Heagen Bayles
President.....Brown Bolte
V.P. Operations.....Ralph Smith
Vice-Pres., Secy.....John P. Cohane
Sr. V.P.....Clifford Spiller
Vice-Pres. & Treas...T. Newton Weatherby
V.P. & Media Dir.....Francis Minehan
V.P., Media Dept. Mgr.....Lloyd Harris
V.P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitriol

Vice-Pres.....Luther H. Wood
Vice-Pres.....Ida S. Raishack
Vice-Pres.Barrett Welch
Vice-Pres.....Horacc Hagedorn
V.P.'s.....Frank Henderson,
Richard R. Uhl, Thomas F. Victor, Eugene F. Whclan, L. Brooks Elms, Alfred E. Hanser, James Tennyson, I. Emory Ward,
Horace E. Curtis
V.P., Research Dir.....Timothy J. Healy
V.P. & Head Art Dir.....Robert West
V.P., Creative Dir.....R. D. Wyly
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Vice President.....Robert W. Ballin
W. Cst. Film Prod. Dir.....John G. Cole
Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour RIT Tints & Dyes, Easter Egg Dyes, Shinola Shoe Polishes); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Py-co-pay Tooth Brushes); Carter Products (Arrid Cream Deodorant, Rise Instant Lather, Snow White Toothpaste); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum, Breeze), Noxzema Chemical Co. (Noxzema Skin Cream, Skin Lotion, First Aid Cream, High Noon Suntan Lotion); Smith Brothers (Cough Drops); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Laboratories, Div.: Amer. Home Prods. Corp. (BiSoDol Mints & Powder, Resdan, Duplexin, Psorex, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products, Jellies, Ciders, Vinegars, Sunsweet Prune Juice, Clapp's Baby Foods); Salada-Shirriff-Horsey (Salada Tea Bags, Packaged Tea, "Junket"; Sea Brand Frozen Shrimp).

Estimated Radio Billings: \$6,500,000
Estimated TV Billings: \$23,800,000

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HARRison 7-3700

AAAA—ABP—ANPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary.....Mary Kyak
Copy Chief.....John H. Jameson
Market Res. Dir.....Arthur A. Simon
Media Director.....George A. Bolas
Asst. Media Director.....W. J. McEdwards
Prog. Asst.....John R. Allen
Media Supervisors.....Jack Ragel
Roy A. Boyer, John Singleton

ADVERTISING AGENCIES

Broadcast Media Mgrs. Donald Grasse,
John Deacon, Philip L. Gore
Radio, TV Dir., Comm. Prod. Dan Ryan
Merchandising Director. M. J. O'Connor
Production Manager. Eldon Rohrsen
Creative Research Director. Dr. Don Kanter

Branch Offices

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4680

Exec.-in-Charge John Masterson
1680 Vine, Hollywood 28, Calif.
Phone: Hollywood 1-9228

Exec.-in-Charge Vic Hunter
Accounts: Abbott Laboratories (Sucaryl),
Chicago; Armour & Co. (Ham, Bacon, Sausage
Products, Canned Meats), Chicago;
General Mills, Inc., Kix, Trix, Surechamp),
Minneapolis; Parker Pen Co. (Parker "51,"
"21," Jotter Ball Point Pens, Liquid Lead
Pencils, Desk Sets, Supercrome Inks and
Quink), Janesville, Wis.; C. A. Swanson
& Sons (canned chicken & turkey, frozen
chicken, chicken, beef and turkey pies, TV
dinners, frozen fruit pies), Camden, N. J.;
The Toni Co. (White Rain Lotion Shampoo,
Bobbi Pin Curl Permanent, Viv-Soft
Touch Lipstick), Chicago; The Wander
Co. (Ovaltine), Chicago; Wiedemann, Geo.,
Brewing Co. (Wiedemann's Beer), New-
port, Ky.; Procter & Gamble (Fluffo Short-
ening, American Family Products), Cincin-
nati, Ohio.

Estimated Radio Billings: \$600,000.

Estimated TV Billings: \$10,600,000.

TELESALES COMPANY, TELEVISION ADVERTISING

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-1150

President. Robert L. Zimler
TV Prod. Dir. Dorothy Wagman
Accounts: Abraham & Straus, Brooklyn,
N. Y.; Electronuclear Devices, N.Y.C.; Gim-
bel Bros., N.Y.C.; WQXR & WRCA-TV, both
N.Y.C.

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5875 N. Lincoln Ave., Chicago, Ill.
Phone: LOngbeach 1-4428

President Ron Terry
Treasurer Marvin Gray
Vice President. George J. Harris
Secretary Gloria Lynn
Art Director. John J. McGlasson
Office Manager. Ramona Darlak

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
Phone: Circle 6-6543

ANPA—APA—NBP

Pres., Art Dir. Wilbur L. Thomas
Secretary George F. Reid
V.P.'s. Lawrence H. Douglas,
G. Douglas Bogart
Treas., Space Buyer. C. Vitaliano
Account Exec. Lawrence H. Douglas
Accounts: American District Telegraph Co.
(Automatic Electrical Protection Equip.),
New York Automatic Fire Alarm Co., New

York; D'Bari Salon, New York; Fortune
Cravats, Inc., New York; Hans Hinrichs, Inc.
(Malt & Hops), New York; Rahr Malting
Co., Manitowoc, Wis.; Reeve Electrical Co.,
New York; Smith, Kirkpatrick & Co., Inc.
(Export, Import, Finance), New York; Times
Facsimile Corp. (Facsimile Communica-
tions), New York; WINS, New York; Adam
Young, Inc. (TV Station Reps), New York.

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-7000

AAAA—ABP—ANPA

Chairman Stanley Resor
Vice Chairman. Henry C. Flower, Jr.
Vice Chairman. Samuel W. Meek
President. Norman H. Strouse
Dir., Radio-TV. Dan Seymour
V.P. & Dir. of Media. Arthur A. Porter
Dir. of Research. Dr. D. R. Longman
Admn., Radio-TV. John F. Devine
Assoc. Dir. Radio-TV. H. Bart McHugh
Media Dept. Manager. Richard Jones
TV Group Heads. Robert E. Buchanan,
Storrs Haynes, Woodrow Benoit
Associate Media Dirs. James O. Luce,
Anne Wright, Ruth Jones, Jack Green,
Robert Lilien, Philip Birch

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700

Vice Pres., Mgr. George C. Reeves
Radio-TV Mgr. John E. Mosman
Media Dir. John de Bevec
535 Griswold St., Detroit, Mich.

Phone: WO 2-8390

V.P., Mgr. John L. McQuigg
Radio-TV Rep. Eldon Hazard
6505 Wilshire Blvd., Los Angeles, Calif.
Phone: OL 3-0300

V.P., Manager. Tom Cooper
V.P., Prog. Dir. Charles Vanda
220 Miracle Mile, Coral Gables, Fla.
Phone: HIGHLand 3-4629

Manager Albert Cameron
320 California St., San Francisco, Calif.
Phone: GA 1-3510

V.P., Mgr. Harry A. Lee
TV Group Head. Forrester Mashbir
Time Buyer. Frances Austin

Radio Accounts: Joseph Schlitz Brewing
Co., Pharma-Craft Corp.; Mentholatum, Shell
Oil Co., Chun King Sales, Inc., Scott Paper
Co., Murine, Panagra; Ford Div., Ford Motor
Co., Ward Baking Co.; Weeco Products

TV Accounts: Shell Oil Company, Incor-
porated, Pan American, Johns-Manville, Alu-
minium, Ltd., Lever Bros., Standard Brands,
Inc., Mentholatum, Blue Cross, Blue Shield,
Scott Paper Co., Chesebrough-Pond's, East-
man Kodak, Kraft Foods, Div. Natl. Dairy
Products; Ford Div., Ford Motor Co., Brillo,
Seven-Up, Joseph Schlitz Brewing Co., At-
lantis Sales, Boyle-Midway, Inc., Sylvania
Electric Products, Church & Dwight, Quaker
Oats Co., Libby McNeill Libby, Johnsons
Motors.

Estimated Radio Billings: \$12,100,000.

Estimated TV Billings: \$101,000,000.

ADVERTISING AGENCIES

TRACY, KENT & CO., INC.

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
 Pres.....Frank S. Kent
 Treas., Secy.....George M. Pease
 Prod. Mgr.....H. V. Kelly
 Vice-Pres. & Art Dir.....Hugh F. Donnell
 Vice-Pres.....F. Haas, F. Nye

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.; Hafnia Ham Co., Inc., New York.

TV Accounts: Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Gristede Bros., Inc. (Grocers), New York, N. Y.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAAA—ABP—ANPA—NOAB—SNPA

NBP—ABC

President.....Morris Hite
 V.P., Treas.....John H. Wellenkamp
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.
 Prod. Mgrs.....W. H. Muessig,
 Thomas E. Daley

Media Dir.....Ernestine Parker,
 Helen J. Sanford

Radio, TV Director....Lawrence E. DuPont

Branch Office

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-8352

Radio Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.

Phone: Market 3-8487

ABP

Pres., Treasurer.....Jay Victor
 V.P., Secretary.....Beatrice Victor

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
 V.P.'s.....Peter J. McKenna,
 Joseph N. Sirone, Edward N. Hoffman
 Copy Chief.....Otto Riess
 Secy-Treas.....Anthony T. Sarnataro
 Prod. Mgrs....Nathan Cohen, S. Duane Lyon
Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Hacuser Shellac Co. Inc.; Jadow, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.

WABE, INCORPORATED

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

Phone: COLUMbus 5-3530

President.....Charles Bernard
 Asst. to Pres.....Rita Hughes
 Art Dir.....Leonard Kessler

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.

Phone: FInancial 6-2100

ABC—ANPA

President.....Albert G. Wade II
 General Manager.....Paul McCluer
 Group Svprs.....Robert E. Dwyer,
 Hal H. Thurber

Research Dir.....Gordon Norberg
 Art Director.....J. B. Hoopes
 Media Dir.....David S. Williams
 Marketing Director.....Louis J. Nelson
 Dir. of Radio-TV.....Jack Farnell
 Dir. of TV Film Dept.....Booth Luck

Branch Offices

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

Phone: OXFord 7-9261

Mgr.....Henry J. Opperman
 Wade Advertising Agency, Inc.

6381 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-7457

Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Albert-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc., Los Angeles.

Estimated Radio Billings: \$1,600,000.

Estimated TV Billings: \$17,000,000.

ADVERTISING AGENCIES

HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEMlock 5542
ABP—APA

President.....H. Wagenseil
Exec. V.P.....Paul B. Willis
Vice Pres.....W. H. Ford
V.P., Creative Dir.....Harley Case
Radio Dir.....F. R. Harwood

W. S. WALKER ADV. INC.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Grant 1-1900
ABP—ANPA

President.....C. P. Richardson
Exec. V. P.....F. L. Newmeyer, Jr.
Vice President.....G. Norman Burk
Radio-TV Dir.....Robert B. Stevens
Radio and TV Accounts: Aunt Hannah's Bakery (Food Prods.) Pittsburgh; Sterling Oil Div. of Quaker St. Oil Refin. Corp. (Gasoline, Oil) Emlenton, Pa. & St. Mary's, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Ice Cream, Milk) Uniontown, Pa.; Chemagro Corp. (Ag. Chem. Prods.) NYC; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh; Blackstone Corp. (Lndry. Eqpt.) Jamestown, N.Y.
Radio Account: Niagara of Pittsburgh (Massage Eqpt.).

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: Judson 6-0350
ABP—APA—ANPA

Partners.....Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Pub. Rela. Dir.....Dorothy Stevens
Radio-TV Prod. Dir.....Harry Allevan,
Account Executives.....S. P. Jackson,
Ed O'Brien, Harry Alleva, Robert Schier
J. C. Silverman, Jack Wilson.

Radio Accounts: Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacior Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study; Burnham Securities; Devage Stores; Korvette Stores.

TV Accounts: Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacior; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.; Burnham Securities; Devaga Stores; Korvette Stores.

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4700

President.....H. Paul Warwick
Vice-PresidentsHenry Legler,
Arthur Deerson, Thomas H. Shanley,
Eleanor Dean, R. A. MacDonnell, L. H. Russell, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson, Leonard V. Colson, Gene McMasters, Thos. J. Murray, N. Leslie Silvas, John P. Warwick
V.P., TV-Radio Dir.....William P. Warwick
V.P., Media.....H. H. Dobberteen
V.P., Copy Chief.....Robert L. Edens
Exec. Producer-TV.....Andrew Christian
Prod., Dir-TV.....Sheldon Platt
TV Art Director.....Benjamin Colarossi
Fashion Coordinator.....Pat Reynolds

Branch Office

83-50 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLIVE 3-0240

Mgr.....Willson M. Tuttle
Radio and TV Accounts: Warner-Lambert Pharmaceutical Co., Family Products Div. (Bromo Seltzer) Morris Plains, N. J.; Ex-Lax, Brooklyn, N. Y.; Mennen Co. (Skin Bracer, Cologne for Men, Spray Deodorant, "Speed Stick" Deodorant, Gold Crest Prods.) Morristown, N. J.

TV Account: Revlon (Lipsticks, Futurama, Nail Enamel, Touch & Glow Prods., Eye Makeup, Gift Sets, Silicare, Clean and Clear, Wonder Base) NYC

Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$5,600,000.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570
AFA

President.....G. S. Wasser
Exec. Vice Pres.....L. Cook Thompson
Treasurer.....John R. Kersch
Media Director.....Harry Anderson
Film Mgr.....William R. Esch
Radio, Television Director.....Alvin Roth
Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products) Pittsburgh; Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; United Dairy Co., Barnesville, Ohio; Nu-Life Chem. Co. (Steam Aid); Mark Laboratories (Diapersol) Pittsburgh.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ANPA—NBP—ABP

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres
Secretary.....Elaine L. Waters
Production Mgr.....Jack E. Louden
Office Manager.....Sheldon Edelman
General Manager.....Sydney L. Baron
Media Research.....William Segal
Account Execs.....Norman Waters,
Bliss Woodward, Marvin Sherres, Sheridan Sands

Branch Office

Paris, France, 1 Ave. Franco-Russe
ManagerFaith Shipway

ADVERTISING AGENCIES

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: Diamond 3-8108
AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger,
Don Dyer, Jack Buchman
Production Mgr.....Steve Snyder
Secy., Radio-TV Dir.....Don S. Mitchell
TV Director.....Larry Bettis
Radio-TV Traffic.....Betty Schellhaas
Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, General Acceptance Company (Loans), Brown-Dunkin Dept. Store; BSB Laboratories (20/20 Eye Medication), Chili Bowl Seasoning, Dumas Milner Pontiac (Car & Car Servicing), Burts Ice Cream, Bryan & Sons (Beer Distrib.), Chili Bowl (Seasoning) all of Tulsa, Okla.
TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Jitney Jungle, (Grocery Chain); Brown-Dunkin (Dept. Store), Dumas Milner Pontiac, Pepsi-Cola Bottling Co., BSB Laboratories (20/20 Eye Medication), Greenlease Ledterman (Olds., Cadillac), General Acceptance Co. (Loans) all of Tulsa, Okla.

Estimated Radio Billings: \$275,000.
Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

President.....M. A. Weiss
Sec'y., Treas.....Andrew Weiss
Controller.....Anne Raskin
Art Director.....Norbert Haber
Production Mgr.....Fred Lida
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss,
L. Sturms
TV Accounts: Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glen-
oit Mills; Donnybrook (Coats), all N. Y. C.

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-2300
ABC—ANPA—APA

President.....Bernard Weinberg
General Manager.....William Krauch
Accounts: Fidelity Bank, Los Angeles;
Hollywood Turf Club, Inglewood, Calif.;
KCOP-TV; Pacific Savings & Loan; both
Los Angeles.

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
Phone: CEntal 6-7252

President.....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim

V.P.....Bernard J. Gross
Dir. Motivation
Research.....Mary Jane Grunsfeld
V.P.....Robert Harris
Prod. Mgr.....Leo Sikes
V.P.....Jerome Joss
V.P., Creative Dir.....N. Lee King
V.P., Secy., Radio-TV Dir.....Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
V.P., Treas.....Ernest Stern

Branch Office

460 Park Ave., New York 22, N. Y.
Phone: PLaza 3-0992

Director.....Marvin L. Mann
Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavored Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Lenthric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

Estimated Radio Billing: \$750,000.
Estimated TV Billing: \$4,900,000.

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4070
ANPA

President.....Max A. Geller
Exec. V.P., Media Dir.....Max Tendrich
Sr. V.P., Creative Dir.....Lawrence Wisser
Time Buyer.....Jack Geller
Prod. Mgr.....Sally Green
Radio Accounts: Nedick's Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

TV Accounts: Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

WERMEN & SCHORR, INC.

1922 Spruce St., Philadelphia 3, Pa.
Phone: LOcust 7-1466
ABC-ANPA

President.....David Wermen
Vice President.....J. Leonard Schorr
Radio-TV Director.....Morton Yanow
Director Graphic Arts.....Allen Greenfield
Art Director.....Edward Schorr
Production Manager.....Marvin Wermen
Time Buyer.....Lois Seiffert
Radio-TV Copy Supv.....Betty Silberman

ADVERTISING AGENCIES

Acct. Execs.....David Wermen,
Leonard Schorr, Jay Beneman
Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Penn Federal; Second National Bank; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillis Cigars.
TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Yankee Maid Meat Products; Phillis Cigars; Webster Cigars; Westinghouse Appliance Sales., E. Pa., N. J., Del., E. Md.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MURray Hill 4-7545
Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
Phone: JUdson 2-8050
ABP—ANPA—NBP—NOAB
President.....Leland G. Wesley
Sr. V.P.....Atherton Pettingell
Exec. V.P.....John N. Jackson
V.P., Chmn. Plans Bd.....Harold Breitner
Vice President.....LeGrand L. Redfield
Creative Art Dir.....G. Heller
Prod. Mgr.....Ed Fitzgerald
Radio-TV Mgr.....Jos. D. Knap, Jr.

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MU 8-4050
President.....Larry Schwartz
Exec. V.P.....Martin Solow
Vice Presidents.....Ed Greenberg,
George Gilbert, Adrian Price, Jack Spiro,
Martin Solow

Secy.-Treas.....Howard Wechsler
Prod. Mgr.....Lou Savad
Radio-TV Dir.....John Eckstein
Radio Accounts: Lewis Research Labs. (Drain Aid, Septi-Kleen) Englewood, N. J.; Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Reeves Soundcraft Corp. (Recording Tapes) Danbury, Conn.; Rek-O-Kut (Turntables) Corona, N. Y.; Harman Kardon (Amplifiers, Tuners) Westbury, N. Y.; Takashimaya (Dept. Store) NYC.

TV Accounts: Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Takashimaya (Dept. Store) NYC; Govt. of India Tourist Bur., NYC.

Estimated Radio Billings: \$150,000.
Estimated TV Billings: \$250,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—APA—ABP—ANPA—NBP
President.....Larry Wherry
Secy., Treas.....Dorothy Steitz
Radio-TV Mgr.....George J. Jarrett

Prod. Mgr.....H. Gardner
Vice Presidents.....Bruce A. Baker,
Louis E. Tilden, Clifford Bolgard
Dir. of Radio & TV.....Louis E. Tilden
Media Director.....Clifford Bolgard
Media Buyer.....Harold A. Bennett
Accounts: American Aberdeen-Angus Assn., Chicago, Ill.; Kartridg-Pak Machine Co., Chicago, Ill.; Mayer, Oscar & Co., Madison, Wis.; Quaker Oats Co., Chicago, Ill.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHEstnut 1-6380
AAA—ABP—ANPA—APA—NBP
President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
V.P., Creative Dir.....James D. Nevins
Vice-President, Treas.....W. L. Sanborn
Prod. Mgr.....Andrew J. Turina
Media Dir.....George R. Bishop
Radio-TV Dir., Time

Buyer.....Herbert P. Halpern
Acct. Exec.....Walter Winius
Radio Accounts: Am. Investment Co.; Authorized Brake Co.; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.
TV Accounts: Am. Investment Co.; Boatmen's Nat. Bank; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Ettman Specialty Co.; Hip-O-Lite Co.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

G. WINSTON & COMPANY

550 Fifth Ave., New York, N. Y.
Phone: CIrcle 5-4880
President.....George V. Bleier
Radio-TV Prod. Dir.....Albert Tedaldi
Accounts: G. Schirmer; Automobile Motor Sports Show; both N. Y.

VAN LEAR WOODWARD ASSOC. INC.

50 W. State St., Westport, Conn.
Phone: CApital 7-9554
ABC—ABP
Pres., Treas., Media
Director.....Van Lear Woodward
V.P., Gen. Mgr.....Royal Whitman II
V.P.'s....Edw. R. Wade, Fritz Kruse, John S. Kemble

Secretary.....Leo Nevas
V.P., Product Mgr.....W. C. Olmsted
Art Dir.....Gerald Clarkson
Copy Chief.....Bruce Millar
V.P., Chg. Radio-TV....Thomas F. Cosgrove
Vice Pres.....E. R. Wade
Accounts: Libner Grain Co.

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA
Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Media Dir.....Patricia Porter
Radio-TV Dir.....Julia Payne
Prod. Mgr.....Robert Johnson
Acct. Execs.....Tim Collins,
Tom Holbrook

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 9-5000

AAAA

Board Chairman.....Sigurd S. Larmon
 Chmn., Exec. Comm.....Louis N. Brockway
 President.....George H. Gribbin
 Sr. V.P., Co-Chmn. Plans Bd.....A. V. B. Geoghegan

Exec. V.P.....Frank Fagan
 V.P., Art Director....Frederick S. Sergenian
 Sr. V.P., Contact Dept.....Harry Harding
 Sr. V.P., New Business..William H. Howard
 V.P., Radio-TV.....Peter J. Lavathes
 V.P., Mgr., Radio-TV Pub.....Harry Rauch
 Sr. V.P. Copy Dept.....George H. Gribbin
 V.P., Dir. Int'l Div.....Harry H. Enders
 V.P., Gen. Counsel.....David Miller
 V.P., Merchandising Dir.....Eldon E. Smith
 V.P., Dir. Research.....Dr. Peter Langhoff
 Mgr. of Radio-TV Oper.....D. Y. Bradshaw
 Controller.....M. Wray Witten
 V.P. Art Dept.....Walter P. Glenn
 V.P., Asst. to Pres.....Thomas Lapham
 V.P., Mgr. Contact Dept....Edward L. Bond
 V.P., Acct. Supvrs.....Milford Baker, Jesse O. Bickmore, Harry B. Carpenter, Thos. W. Clark, Robt. E. Clayton, Thos. R. Cox, Jr., Geo. B. Dippy, Wilson H. Kierstead, Alexander Kroll, A. Gardiner Layng, Layng, Martine, Randolph T. McKelvey, G. Montagu Miller, Douglas J. Murphey, Walter K. Nield, Bernard Pagenstecher, Wm. D. Thompson, Edgar B. Van Winkle II, Walter B. C. Washburn, Luis G. Weil, Jas. P. Wilkerson, Frank Yahner, Chas. T. Young.

V.P., Dir. Mech. Prod.....John F. Aldinger
 V.P., Exec. Supvr. Art....Jack M Anthony
 VP., Exec. Copy Dir.....Charles Feldman
 V.P., Copy Dirs...William J. Colihan, Jr., Hanley M. Norins, Mary E. O'Meara, Robt. D. Work

V.P., P.R., Pub. Dir.....Henry F. Woods, Jr.
 V.P., Radio-TV Assoc. Dir.....David Levy
 V.P., Radio-TV Acct. Supvr...Norman Glenn
 V.P., Media Rel. Dir.....Wm. E. Matthews

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.

Phone: FInancial 6-0750

Vice Pres. in Charge..Hobert H. Binkerhoff
 645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

V.P., Mgr.....Aldis P. Butler
 6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYwood 9-2731

V.P., Hollywood TV Div. Dir...Walter H. Bunker

120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1838

V.P., Mgr.....George B. Richardson
 611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock
Radio Accounts: Thomas J. Lipton, Inc.;

Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Products, Inc.; Metropolitan Life Insurance Co., Bristol-

Myers Co.; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; American Bakeries Co.; Johnson & Johnson; Simmons Co.; Goodyear Tire & Rubber; Manufacturers Trust Co.; Intl. Harvester Co.; Gen. Electric Appliances Co. of Mich.; Kaiser Aluminum & Chemical Corp.; United Vintners, Inc., Chrysler Division.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; American Home Products, Inc.; Drackett Co.; Sperry-Rand, Inc.; American Bakeries; Time, Inc.; Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.; Intl. Harvester Co.; Simoniz Co.; Manufacturers Trust Co.; Royal McBee Corp.; Chrysler Division.

Estimated Radio Billings: \$13,400,000.

Estimated TV Billings: \$82,000,000.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President.....M. A. Yount
 Acct. Execs.....M. John Yount, R. A. Lewandoski

Production Mgr.....Ann Di Nicola
Radio Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat. Bank; IGA Div.; Jacob Haller Co.; Pa. Gas Co.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat'l Bank; IGA Div.; Jacob Haller Co.; J. F. Anthony Dry Clnr.; Howard Shoes; Dailey Chevrolet

THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.

Phone: MU 4-0630

ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg
 Secretary.....Gwynn Meden
 Treasurer.....Sam Stern
 Production Manager.....Harold Franklin
 Copy Chief.....Joan Hart

PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.

Phone: OX 7-6996

ABP

Radio and TV Accounts: The Katz Agency.

ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.

Phone: WOODward 1-9151

AAAA—NBP—APA

President.....R. E. Keller, Sr.
 Exec. V.P.....H. W. Calvert
 Vice President.....A. H. Ritter

Accounts: American Broadcasting Company—Stations WXYZ & WXYZ-TV; The Michigan Bank; Reo Div. of White Motor Co.; Young, Spring & Wire Corp.

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	HUnter 5-6544	W. C. Townsend	W. C. Townsend
Atherton & Currier, Inc.	37 James St. S.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	100 Adelaide St. W.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
Batten, Barton & Dursline & Osborne Inc.	610 Bayonne Ave.	Toronto	HU 7-1511	J. Powell (Radio & TV)	Miss I. Neve (Rad. & TV)
Bennett & Northrop, Inc.	660 St. Catherine St. W.	Montreal	UN 6-3049	Louis Larocque	
Bingham, John McMenney, Ltd.	160 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	
	Sovereign Bldg.	Halifax	3-8164		
	32 Front St. W.	Toronto	EM 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4645 Cavendish Blvd.	Montreal	HU 1-5032	McCrae J. Cooper	
	541 William St.	Preston	OL 3-4464	S. Lorrinan	S. Lorrinan
	257 Osborne St.	Winnipeg	42-2564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE 4154	Ranald A. Kearns	Ranald A. Kearns
Bleasdale Advertising, Ltd.	1104 Douglas St.	Victoria	2-6741	Robt. M. Ellis	Phyllis McKinney
Bradley, Venning & Hilton Ltd.	11 Yorkville Ave.	Toronto	WA 2-3138	Laura F. Baker	Roy Partridge
Breithaupt, Milson Ltd.	44 Eglinton Ave.	Toronto	HU 1-5251	J. E. Palmer	F. Irene Wray
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	John G. Service	Donald M. DeMike
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	James B. McRae	
Burns Advertising Agency, Ltd.	1247 Guy St.	Montreal	WE 5-5257	Jean Paul Champagne	
	96 Bloor St.	Toronto	WA 4-117	John Rodkin	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	G. F. Keeble (Radio)	
	1454 Mountain St.	Montreal	VI 2-8061	Claus Hobe (TV)	
Canadian Advertising Agency	80 King St., West	Toronto	EM 3-3051	M. Fontaine (Radio)	
	403 Electric Ry.	Winnipeg	WH 2-6923	Irving Teitel	
	1137 W. Hastings St.	Vancouver	MU 4-4151	R. D. Waugh	
Cardon, Rose, Ltd.	1411 Crescent St. W.	Montreal	VI 2-9581	K. L. Johnson	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Norman Cardon	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg.	MTL	UN 1-1771	Bob Howe	
	185 Bloor St., E.	Toronto	WA 4-5492	R. W. Harwood (TV)	
	804 Electric Ry.	Winnipeg	WH 2-3538	E. W. Box (Radio & TV)	P. C. Logan
	1222 Burrard Bldg.	Vancouver	MU 1-1111	J. A. Savage (Radio & TV)	M. Tierney
				H. G. Gibson	
				W. E. Belman	

CANADIAN ADVERTISING AGENCIES

(Continued from Page 213)

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481		
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221		M. R. Woodward & R. McRory Miss O. Jennings
	800 Bay St.	Toronto	WA 1-1121	J. Weston John McCuaig	
Lovick, James, & Co., Ltd.	307 Power Bldg.	Winnipeg	WH 3-0623	Miss Nora Thorvaldson	
	629 7th Ave., S.W.	Calgary	AM 2-6161	June Duncan	Doris Urch
	401 Kerr Block	Regina	LA 3-7570	Helen Martenson	
	623 Dominion Sq. Bldg.	MTL	UN 6-8391	D. G. McMaster	Miss Gabrielle Gagnier
MacLaren Advertising Co., Ltd.	111 Richmond St., W.	Toronto	EM 4-0321	F. H. Horler	Miss M. Moran G. L. Trudel & R. Saucier
	550 Sherbrooke St., W.	MTL	VI 5-1222	Miss L. Henuset Mrs. Norman Wood	
	911 Electric Ry. Bldg.	Winnipeg		J. W. Hoyland	
	1240 W. Pender St.	Vancouver		Miss Pauline Farnsworth	G. J. Munro & Hal C. Sparkman L. Heford & G. P. Paul W. G. Munro
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	G. G. Fowler	
	2055 Peel St.	Montreal	VI 9-8341	C. S. Bowie	
McConnell, Eastman & Co., Ltd.	Huron & Erie Bldg.	London, Ont.	4-4528	Austin Moran	Craig Muir & J. Lyons
	147 University Ave.	Toronto	EM 3-7004	W. T. Blakely	
	Dominion Sq. Bldg.	Montreal	UN 6-7941	Miss Shirley Stevens	
	382 Portage Ave.	Winnipeg	WH 3-7406	Mrs. R. J. Emery	
	1198 Pender St.	Vancouver	MU 3-2161	Wilfred A. McCracken	
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-721		
McGregor Deaville Advertising	1775 Bay St.	Toronto	WA 4-6681	W. L. Charland	B. F. Johnson F. C. Church
McKim Advertising, Ltd.	1510 Drummond St.	Montreal	VI 9-4152	P. H. Boutbee	
	1407 Yonge St.	Toronto	WA 4-0981	D. D. Davison	
	250 Portage Ave.	Winnipeg	WH 2-3491	R. Bruce Walker	
	1030 West Georgia St.	Vancouver	MU 3-8121	E. Gould	Mrs. Phyllis L. Scott
Muter, Culmer, Frankfurter & Gould, Ltd.	1121 Bay St.	Toronto	WA 4-5736	Mrs. P. McVean	
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary	4-4910	Mrs. A. E. Nightingale	
	Civic Block	Edmonton		J. C. McCauley	
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver	MU 1-9174	Michael Jackson	
Orr, William R., Ltd.	464 Yonge St.	Toronto	WA 4-3708	Mrs. W. M. Ross	
Otto, Robert, & Co. (Canada) Ltd.	355 King St., W.	Toronto	EM 6-9266	T. Reid	G. P. Vale
Paul-Phelan, Ltd.	380 Victoria St.	Toronto	EM 3-6047	Gaston Tessier (TV)	
Payeur-Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322		

Pennell, Margaret, Advertising Plant, Elton M., Co. Purkis, Thornton, Ltd.	81 Queen St., W. 303 Bartlett Bldg. 330 Bay St.	Toronto Windsor, Ont. Toronto	EM 4-2079 CL 4-1159 EM 3-3762	Miss M. Pennell Elton M. Plant Miss G. Race	Miss M. Barrer
Quebec Advertising Agency	1520 Mountain St.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave. 1440 St. Catherine St., W. 550 Sherbrooke St., W.	Montreal Toronto Montreal	EM 2-2381 UN 6-1775	E. Leslie J. Tougas	V. Hopkins M. A. McLeod
Richards, Fletcher D., Inc. Ronalds Advertising Agency, Ltd.	Keefe Bldg. 108 Peter St. 218 Tegler Bldg. Canada Trust Bldg.	Montreal Toronto Edmonton Windsor, Ont.	UN 6-9471 EM 3-0237 2-8356	T. A. Deans D. C. Fowler & Eug. Cote Jerry Lodge Bernice Waite Carl E. Hassel	A. Weinthal O. J. Sinclair
Ross Roy of Canada, Ltd.	1236 Crescent St. 1224 St. Catherine St., W. 137 Wellington St., W.	Montreal Montreal Toronto	UN 6-7355 UN 1-4764 EM 8-6434	Guy Sauviat Marie Heroux Mrs. N. McAvoy	R. A. Stevenson, Radio Dept.
Sauviat, G. R., & Assoc. Schneider Carton Ltd. Sills, Allan R., & Co. Smith, R. C., & Son, Ltd. Spitzer & Mills, Ltd.	380 Victoria St. 50 King St. 3405 St. Catherine St., W. Dominion Sq. Bldg. 255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St.	Toronto Montreal Montreal Montreal Toronto Montreal Toronto Toronto Vancouver	EM 6-2811 HU 1-0344 UN 6-8741 WA 4-8481 UN 6-9361 EM 3-5773 MU 3-5696	T. R. Hart Henry Harbison B. A. C. Quill R. Campbell Sheldon Lodge S. C. Young Sherill Adair	J. P. O'Flaherty W. R. Ross
Stanfield, Johnson & Hill, Ltd.	20 Carlton St. 602 Dominion Square Bldg.	Toronto Montreal	EM 3-6362 UN 6-6771	A. C. Haight T. A. Deans	A. A. Pape
Tandy Advertising Agency, Ltd. Thompson, J. Walter, Co., Ltd. Thompson-Petersen Advertising Agency Ltd.	600 University Ave. 215 Victoria St. 913 Sun Life Bldg.	Toronto Toronto Montreal	EM 2-3471 EM 8-8091 UN 6-9745	Frank Flint E. W. Bowman L. R. LeBel	G. Johnson
Vamplew Advertising Vickers & Benson, Ltd.	1175 Bay St. Keefe Bldg. 110 Church St.	Toronto Montreal Toronto	WA 3-5589 UN 6-7701 EM 4-6391	T. F. L. Camplew L. Jodoin Mrs. Laura Jensen	V. Prysdale Mrs. J. Guerin D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd. Bank of Nova Scotia Bldg.	Windsor, Ont. Toronto	CL 6-2671 EM 3-3053	R. T. Hawkins Miss Mary Poirier	T. S. Lawton Miss M. McLeod & Mrs. Muriel Murray
Whitehall Broadcasting Ltd. Willis Advertising, Ltd.	Shell Tower Bldg. 1510 Drummond St. 220 Richmond St., W.	Montreal Montreal Toronto	UN 6-8921 VI 9-4152 EM 3-2073	Yves Bourassa W. Charland W. A. Willis	
Yaness, Chris, Ltd. Young & Rubicam, Ltd.	85 Grenville St. 1255 University St. Bank of Nova Scotia Bldg.	Toronto Montreal Toronto	WA 1-3376 UN 6-8941 EM 2-3931	J. J. Jorgensen F. Collins D. Curran	I. Campbell W. Francis



News Is Preferred...

... by **Stations** . . . *because it adds both profits and prestige.*

... by **Sponsors** . . . *because it insures a day-to-day association with quality.*

... by **Listeners** . . . *because it is dependable as well as interesting.*



Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

RADIO DAILY
TELEVISION DAILY

presents

TIME
BUYERS



**BIOGRAPHICAL SKETCHES
OF LEADING TIME BUYERS AT
MAJOR ADVERTISING AGENCIES**

1959

INDEX TO BIOGRAPHIES ADVERTISING AGENCY TIME BUYERS

Name	Page	Name	Page	Name	Page
Abbaduska, Bern Ann...	227	Harabadian, Larry N....	234	Prigozy, Ruth M.....	223
Allen, A. Kenneth.....	222	Harris, Winnifred T.....	232	Prose, Evon L.....	222
Allen, Polly	235	Hart, Rita	227	Randall, Alexander J....	234
Amos, Donald P.....	220	Hartigan, John T.....	224	Rasmussen, Bernard G...	224
Backus, Mildred	233	Hay, Graham	230	Reilly, Thomas P.....	222
Bardach, Peter M.....	229	Hollingshead, Thomas J..	224	Renfro, Harry K.....	231
Barry, Aileen M.....	219	Houghey, Dorothy T.....	219	Riemenschneider, Robt. R.	226
Bean, Richard S.....	235	Howard, Mary G.....	226	Ritter, Val, C.....	234
Boulware, R. H.....	230	Hudack, Joseph J.....	225	Roffis, Murray	229
Brady, Don	220	Hughes, John T.....	225	Rutman, Joan M.....	235
Branch, Philip A.....	225	Jackman, Norman G.....	234	Sachs, Jerome M.....	221
Branigan, Richard L....	227	Johnson, Hugh H.....	223	Sanno, Alfred R.....	228
Bray, John T.....	222	Jones, Evelyn Lee.....	232	Scanlan, Marjorie C.....	226
Brouwer, Patricia J....	232	Kearns, Ken	234	Schinzing, Pat	223
Burbeck, Joseph	235	Keegan, David D.....	234	Schoenfeld, Jay B.....	231
Bushway, William A....	225	Kelly, Robert W.....	220	Scott, Samuel S., Jr.....	229
Butner, Lawrence	234	Kelly, Thaddeus S.....	221	Scotto, Marie	220
Campbell, C. N.....	228	Kennedy, Louis J.....	231	Seydell, Victor	221
Conway, Virginia M....	228	Kerwin, Lucy H.....	227	Simmons, Penelope A....	235
Crandall, John B.....	225	Kobza, Edward A.....	231	Sprague, Jeremy D.....	222
Crooker, Robert H., Jr..	221	Kriete, John C.....	221	Staff, Dorothy B.....	235
Cummings, John T.....	222	Lamkin, Robert	233	Stark, Joan G.....	222
Dargel, Gwendolyn	223	Leighton, Ben	222	Stenson, Helen C.....	228
Davidson, John M.....	228	Lemper, Genevieve M....	228	Stevens, Richard A.....	233
Dekker, William C.....	227	Liddell, Robert	230	Stewart, Warren H.....	220
DeLuca, Vincent	229	Lieberman, T. Herbert...	219	Stott, Herbert D.....	235
Diamond, Lynn	224	MacDonald, Rod	230	Suren, Stephen M.....	226
Dunier, Leslie L.....	233	Marshall, Frank J.....	229	Swick, Thomas F.....	224
Dwyer, Mary J.....	227	Marsich, John P.....	224	Taboloff, Vera	224
Elliman, D. Trowbridge, Jr.	232	Marti, Rudolph O.....	219	Tashjian, Edward	233
Ennis, John J.....	230	Martinez, Hope	230	Tendrich, Max	223
Ferriter, Mary C.....	235	McAulay, Peg A.....	226	Thulin, Katherine A....	219
Firestone, Jerry	221	Morena, John M.....	231	Tyler, Richard F.....	223
Fischer, Richard E.....	219	Morris, William	227	Vitt, Sam B.....	232
Flanagan, John L.....	219	Morton, Robert S.....	231	Vorce, Richard J.....	220
Flanagan, Thomas F....	225	Mulligan, Bertrand F....	228	Waller, Richard J.....	232
Fleri, Edward C., Jr....	227	Napoli, Jo	220	Wallower, Theodore P...	230
Fricke, William A.....	226	Neugebauer, Ralph J....	226	Walsh, Dolan J.....	231
Gardiner, Anna	223	Ochs, Malcolm B.....	234	Widholm, Robert	232
Georgi, Carl, Jr.....	228	Palmer, Robert J.....	231	Wieder, Ethel	233
Goldis, Seymour	221	Pardoll, Arthur S.....	229	Wilbur, Helen M.....	220
Gore, Philip L.....	229	Passmore, John J.....	221	Willard, Charles B.....	226
Gould, Doris	223	Pellenz, William D.....	233	Wilson, Edwin F.....	225
Grealish, Eugene J.....	233	Pettick, Ben	230	Zipprich, Andrew C.....	219
Halpern, Henry	225	Plotkin, Beverly R.....	229	Zozula, Ruth R.....	232
				Zuver, Dick	224

AGENCY TIME BUYERS

FLANAGAN, JOHN J., Vice President & Associate Media Director—McCann-Erickson, Inc. Accounts—Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.



ZIPPRICH, ANDREW C., Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company—Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



BARRY, AILEEN M., Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetics, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



TULIN, KATHERINE A., Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.



FISCHER, RICHARD E., Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



LIEBERMAN, T. HERBERT; Grey Advertising Agency; accounts—Block Drug Company, Polident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.



HOUGHNEY, DOROTHY T., Grey Advertising Agency; accounts—Procter & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghney, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in NYC.



MARTI, RUDOLPH O., Campbell-Mithun, Inc.; accounts—Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.



AGENCY TIME BUYERS.....

NAPOLI, JO, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N.Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.



SCOTTO, MARIE, Grey Advertising Agency; accounts—Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.



WILBUR, HELEN M., Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, VanHeusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B. A. Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



BRADY, DON, D'Arcy Advertising Company; accounts—Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.



AMOS, DONALD P., D'Arcy Advertising Company; accounts—Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department—radio and television.



VORCE, RICHARD J., J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.



KELLY, ROBERT W., Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children—Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J.D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.



STEWART, WARREN H., broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Lyso, Fertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B. A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N.J.



AGENCY TIME BUYERS

SEYDELL, VICTOR, Anderson & Cairns, vice president in charge of radio and television; member of the board of directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile fibers division of Union Carbide, Dow Corning Corp., Waring Blenders, Shavex electric shavers, Kinney shoes, and Abhorn's coffee.



SACHS, JEROME M., who is a timebuyer for Doyle, Dane, Bernbach was born Aug. 25, 1928. After attending elementary and high school in New York, he went to CCNY, where he got his B.A.A. degree in 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945 as an office boy. He has also been with Cecil & Presbrey and Franklin Bruck.



CROOKER, ROBERT H., Jr., Campbell-Ewald Company. Accounts: Chevrolet Motor division, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. Born, 1915, Detroit, Mich. Attended University of Michigan; M: Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor dept., C-E. He also managed media department, New York branch.



PASSMORE, JOHN J., Campbell-Ewald Company; advertising accounts; Firestone Tire & Rubber Co., Goebel Brewing Co. B., 1915, McKeesport, Pa. University of Detroit. Entered agency business in 1948. C-E, Detroit as manager of magazine scheduling department. Space and time buyer, C-E, Chicago, 1952-53. Same capacity New York office, 1953-54. Returned to home office in 1955.



KRIETE, JOHN C., Grey Advertising; accounts: Greyhound Corp., Dan River Mills, Kleinert Rubber Co. B. New York, 1932. Attended CCNY and later married Elizabeth Peters in 1957. Entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-55, then rejoined Geyer. Joined Grey in 1955.



FIRESTONE, JERRY, Grey Advertising. Grey Advertising accounts: Esquire Apparel Arts, Ronson Corp., Shwayder Bros., Inc., Spiegel, and Union Underwear. B. Brooklyn, N. Y. 1930. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered business in 1951 with Dancer-Fitzgerald-Sample as research assistant.



GOLDIS, SEYMOUR, with McCann-Erickson handles the Esso Standard Oil Co., Enjay Company, Gilbert & Barker, and Penola. He was born Oct. 14, 1928. He attended New York University, and received his B.S. degree in 1951. He first entered the advertising field with National Screen Service Corp. as a production assistant. He has also been associated with L & N and JWT.



KELLY, THADDEUS S., McCann-Erickson, handles the National Biscuit Company, Trans-Canada Airlines, and Talon, Inc. accounts. He was born on Jan. 23, 1924. He started his career in the advertising agency business with BBDO in 1940 as a mail boy. He has, in his career, also been associated with Cecil & Presbrey, Inc. Married to former Anne Fisher and has two children.



AGENCY TIME BUYERS

STARK, JOAN G., Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.



BRAY, JOHN T., Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.



CUMMINGS JOHN T., Grey Advertising; accounts—G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College. He married Lena Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.



REILLY, THOMAS P., Grey Advertising Agency; accounts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lampport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.



PROSE, EVON L., Campbell-Mithun, Inc.; accounts—Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Walsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.



ALLEN, A. KENNETH, Grey Advertising; accounts—Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.



LEIGHTON, BEN, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B. A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-O-Meal.



SPRAGUE, JEREMY D., Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.



AGENCY TIME BUYERS

TENDRICH, MAX, executive vice president Weiss & Geller B. 1917, New York City, BBA City College; M. Mary Finkelstein 1945; children, Robert, Joanne. Entered advertising in 1942 in charge of accounting department, Weiss & Geller. He entered the service 1953, was discharged a Master Sergeant. Returned to Weiss & Geller as space buyer.



GOULD, DORIS, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. LaRoche as chief timebuyer.



PRIGOZY, RUTH M., MacManus, John & Adams, Inc. Advertising; accounts — Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. — Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company—Zefran. B. A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company.



JOHNSON, HUGH H., director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944; became media director in 1954.



SCHINZING, PAT, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the position of assistant media group supervisor and buyer.



GARDINER, ANNA, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue & Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan).



DARGEL, GWENDOLYN, Foote, Cone & Belding, Chicago; accounts — Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company — Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Now assistant time buyer.



TYLER, RICHARD F., Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts—Skippy Peanut Butter, Nucoa Margarine, Breast-0'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined McCann Erickson in 1946.



AGENCY TIME BUYERS

TABOLOFF, VERA, Foote, Cone & Belding, Chicago, Illinois, accounts — Kimberly Clark, Kleenex, Kleenex Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she joined the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.



HARTIGAN, JOHN T., MacManus, John and Adams, Inc.; accounts — Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.



SWICK, THOMAS F., McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co., Born 1920, Brooklyn, N.Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



ZUVER, DICK, Compton Advertising Inc.; accounts — Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



MARSICH, JOHN P., assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U., B. S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



DIAMOND, LYNN, Mogul, Lewin, Williams & Saylor; accounts — Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



RASMUSSEN, BERNARD G., Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Powder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John, Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



HOLLINGSHEAD, THOMAS J., recently switched from McCann-Erickson to Dancer - Fitzgerald - Sample. Broadcast timebuyer. He was born in 1929 in Jersey City, N. J. and received an AB from the University of Missouri. He was married to Laura Bogert in 1953. They have one child—Linda. He entered the agency field in 1950 and became associated with McCann-Erickson as broadcast buyer in 1956.



AGENCY TIME BUYERS

HALPERN, HENRY, vice president in charge of media and research, MacManus, John & Adams. The broadcast accounts with the New York office that Halpern serves are Noxema Shaving Cream, Good Humor, Medaglia D'Oro Coffee, Thomas Bread Products, and White Rock Beverages. Halpern received his bachelor of science degree from Columbia University.



BUSHWAY, WILLIAM A., MacManus, John & Adams, accounts: Dow Chemical and Minnesota Mining & Manufacturing Co. B. 1926, Detroit, Mich. Entered agency field 1942, office service, Campbell-Ewald. Entered armed services 1945-46, 1947 media department radio and television, outdoor advertising buyer, screen advertising, Campbell-Ewald. Joined MacManus John & Adams in 1952.



HUGHES, JOHN T., McCann-Erickson, Inc., time-buyer. B. 1928 in Astoria, N. Y. B.B.A., 1949 from Manhattan College. M. Anne O'Callaghan, 1952. They have two children. After two years service in U. S. Army, joined Kelly-Nason in charge of production billing. Went in 1953 to Cunningham & Walsh as timebuyer on food and travel accounts. In 1956 joined Warwick & Legler, Inc.



HUDACK, JOS. J., Warwick & Legler, Inc. is in charge of all accounts. B. 1911, Shenandoah, Pa. Attended Albright College and St. John's University. M. Katherine Donlan in 1930. Associated with Franklin Simon, Chief IBM section and budget officer, U. S. Government, 1934. Joined ABC 1943, organized original billing dept., then TV network budget supervisor and liaison between sales and finance.



FLANAGAN, THOMAS F., Grey Advertising. Accounts: Mennen Co., General Electric, National Broadcasting Co., Firestone Industrial Products, Easy Glamur, French Government Tourist Office and Gruen Watch Co. B. 1920, New York. Attended NYU. M. Marjorie Tock in 1941. Entered advertising agency field in 1946 as an assistant buyer, then as a buyer. Went with Peck Advertising in 1946.



BRANCH, PHILIP, A., Grey Advertising. Accounts: American Toy promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perrequeux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum. He obtained his B.S. from Seton Hall University.



CRANDALL, JOHN B., associate media director, McCann - Erickson. Accounts: Chesebrough-Pond's, The Mennen Company, National Cash Register, The Nestle Co., Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, United States Potash Co., and the Victaulic Company. He was associated with Benton & Bowles in 1935. Then with Kudner in 1946.



WILSON, EDWIN F., vice president and associate media director, McCann-Erickson. Accounts: Atlas Supply Co., Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc. and Trans Canada Airlines, joined the media dept. of A. W. Erickson Company in 1920. Media director of McCann - Erickson, Inc., from 1930 to 1945; associate media director, 1952.



AGENCY TIME BUYERS

FRICKE, WILLIAM A., Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Co., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.



SCANLAN, MARJORIE C., Kudner Agency, Inc.; the accounts Miss Scanlan handles are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.



SUREN, STEPHEN M., Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arird, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauter, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.



WILLARD, CHARLES, B., broadcast buyer; accounts—The Mennen Co., Chesebrough-Pond's Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



McCann-Erickson, Inc.,

McAULAY, PEG A., J. Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



RIEMENSCHNEIDER, ROBERT R., Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.



HOWARD, MARY G., Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally time-buyer. Miss Howard lives in Kirkwood, Mo.



NEUGEBAUER, RALPH J., Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of time-buyer. Neugebauer lives presently in St. Louis, Missouri.



AGENCY TIME BUYERS

BRANIGAN, RICHARD L.—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborn. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson in 1957.



KERWIN, LUCY H., Kenyon & Eckhardt, Inc.; accounts —National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



DWYER, MARY J., Kenyon & Eckhardt, Inc.; The accounts she handles are Lever Brothers (Spry —Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



HART, RITA, Foote, Cone & Belding, Chicago. The accounts Miss Hart works on are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods. Miss Hart was with Esquire Magazine in 1944. In 1950 she joined Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitors, then ass't time buyer & time buyer.



MORRIS, WILLIAM, Compton Advertising, Inc.; accounts—Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean Ann Rappe, 1955; children—William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies — photography, reading, swimming.



DEKKER, WILLIAM C., McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office — all accounts; B. 1909 Sault St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien, Conn.



ABBADUSKA, BERN ANN, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



FLERI, EDWARD C., JR., Batten, Barton, Durstine & Osborn, Inc.; accounts—F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children—Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.



AGENCY TIME BUYERS

MULLIGAN, BERTRAND F., Compton Advertising, Inc.; head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Thelda Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.



CONWAY, VIRGINIA M., McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.



DAVIDSON, JOHN M., Gardner Advertising. Time-buyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.



CAMPBELL, C. N., MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S. S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.



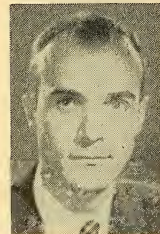
STENSON, HELEN C., Foote, Cone & Belding, San Francisco, accounts—Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.



LEMPER, GENEVIEVE M., Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since 1948.



SANNO, ALFRED R., McCann-Erickson, Inc. Media Group Supervisor; accounts—Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura. R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948—outdoor and print media buyer 1948-51 Young & Rubicam; print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.



GEORGI, CARL, JR., Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.



AGENCY TIME BUYERS

DeLUCA, VINCENT, Erwin Wasey, Ruthrauff & Ryan is manager of the media timebuying division. He was born in 1926 in Rye, N. Y. Received his B.B.A. from Manhattan College. Married to the former Ann Harnaga. Entered agency field in 1951 with Kenyon & Eckhardt. Was also a timebuyer at Foote, Cone & Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobby is opera.



GORE, PHILIP L., Tatham-Laird, Inc. Accounts: General Mills (Kix Muffin Mix, Sugar Jets, Sure-champ, Trix), Parker Pen and Swanson products. Born, 1928 in Chicago. B.S. in journalism, U. of Ill., Entered agency field in 1949 as copywriter for Spiegels, Inc., also was employed by Zenith Hearing Aids. He started with T-L in October, 1953 as account service manager. Presently timebuyer.



PARDOLL, ARTHUR S., Foote, Cone & Belding. Group media supervisor. Accounts: Clairol, Edsel Dealers Advertising Association, Eastern region, Lever Bros., Imperial Margarine, Pepsodent paste, antiseptic and brushes, Sprez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn. B.A. Yale University. Married Mary Kikoin 1947 and they have three children.



BARDACH, PETER M., Foote, Cone & Belding. Accounts: Liebmam Breweries, and special campaigns. Born 1929 in Detroit. B.A. from Hobart College. Entered broadcast field in 1947. Entered agency field in 1952 with Dancer-Fitzgerald-Sample as a timebuyer. Joined Foote, Cone & Belding in 1954 as a broadcast buyer and as business manager.



MARSHALL, FRANK J., Walter Thompson. Accounts: Aluminum, Eastman Kodak, Shell, Francis I. DuPont, and W. F. Young. Born, 1924 in Paterson, N. J. B.S. from Holy Cross College. Married to Lois Metcalfe and they have two children. Entered agency field at JWT in 1951 as a timebuyer. Lives in White Plains, N. Y. Hobbies are bridge, reading and television. Member of RTES.



SCOTT, SAMUEL S., JR., J. Walter Thompson. Accounts: Lever Bros. He was born in 1925 in Scarsdale, N. Y. He obtained his B.A. from Princeton and is married to the former Deborah Flagg. They have three children. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His favorite hobbies are sailing and skiing.



PLOTKIN, BEVERLY R., Carson Roberts Advertising. Accounts: Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette and KFVB Radio. She was born in 1926 in Chicago. B.A. degree from UCLA. She was formerly circulation manager of Arts & Architecture Magazine. She has been associated with Carson Roberts since 1949. Her favorite hobby is bridge playing.



ROFFIS, MURRAY, with McCann-Erickson, handles the Ajax Cleanser, Coca-Cola, and Westinghouse accounts. He was born March 5, 1926 and attended Cornell University, where he got his B.A. degree in 1948. He started in the agency business with Compton Advertising as a print buyer. He has also been associated with Maxon, Inc. He is married to the former Adele Jacobs.



AGENCY TIME BUYERS

WALLOWER, THEODORE, P., BBDO-accounts: Penik and Ford, du Pont, Zerex-Zerone, United Fruit. B. Webb City, Mo., attended University of Missouri and Washington University. Started his agency career with Birmingham, Castleman & Pierce, time-buying department. He later moved into the timebuying department of Morey, Humm and Johnstone. After that he joined B B D O.



MARTINEZ, HOPE, BBDO-accounts: Lucky Strike and Hit Parade cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and they have one child. She entered the agency business in 1945 with the accounting department at BBDO, and still later the media department of the same agency. In 1946 she became an assistant time-buyer.



MacDONALD, ROD, Guild, Bascom & Bonfigli is vice president in charge of media and media director. Accounts-Ralston Cereals & Ry-Krisp, and Heidelberg Brewing Co. B., 1917, San Francisco. B.S. University of Calif. Entered agency field in 1941, then Columbia Steel Division of U. S. Steel production planning, office management, Botsford, Constantine & Gardner, Biow, FC&B, then GB&B.



PETTICK, BEN, Product Services Advertising, accounts-Bymart Tintair, Continental Wax and Roto Broil. Pettick was born in 1916 in Brooklyn, N. Y. He is married and has three children. Entered agency field in 1954 with the research dept. at P-S. Later he moved into the area of time-buying with the firm. He presently resides in Fresh Meadows, N. Y. with his wife and children.



LIDDEL, ROBERT, Compton Advertising; accounts: Blue Dot Duz detergent, Drene Shampoo, Chase & Sanborn coffee, and Chase & Sanborn Instant. B. 1929, Washington, D. C. B.A. University of Virginia. M. Virginia Sheaff, 1952 and they have one child. Entered agency field in 1952 in media detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming.



HAY, GRAHAM, Compton Advertising—accounts: Canada and Crisco Shortening. B., Richmond Hill, N. Y. B.A. & B.J., University of Missouri. M. Norma Erickson. Entered agency field, 1950, research dept., Biow Company. Joined Compton as assistant buyer in 1952, and became a timebuyer in 1953. He lives in Flemington, N. J. His hobbies are golf, tennis and classical music.



BOULWARE, R. H., Bryan Houston is vice president and associate media director for the agency. He was born Feb. 21, 1914 and attended Ohio University. He received his B.S. in 1937, majoring in commerce. He started in advertising with Procter & Gamble in 1937 in the advertising department. He also has been associated with WSAI Radio, and WLW-TV. He handles all accounts.



ENNIS, JOHN J., Bryan Houston Advertising, is vice president and media director for the ad shop. He was born July 7, 1921, and graduated from Columbia University in 1947. He formerly was associated with Benton & Bowles; he joined that agency in 1945 as a trainee. He is married to the former Ann Flood and they have two children. His favorite hobbies are golf and fishing.



AGENCY TIME BUYERS

KENNEDY, LOUIS J., Kenyon & Eckhardt, handles the following accounts: Mercury Division of Ford Motor Co., Brylcreem, Eno, and Ford institutional advertising. He was born in 1925 in Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising in Philadelphia. He started in the field during 1950 in Philadelphia. Joined K&E in 1953.



KOBZA, EDWARD A., Kenyon & Eckhardt, handles the following accounts: RCA Radio "Victrola" and television set divisions, Whirlpool Corp., Quaker State Oil and A-S-R-Products. He was born in 1927 on Long Island. Holds B.S. from New York University. He is married and has one child. He entered agency field in 1953 in media dept. at K&E. Rejoined K&E in 1956.



WALSH, DOLAN J., D'Arcy Advertising is in St. Louis office. He handles Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe, and other accounts. He is a native of St. Louis and attended St. Louis University. He is married and has one daughter. Entered agency field in January, 1951 in the outdoor dept. In 1954 he joined the radio-TV department.



RENFRO, HARRY K., director of Radio & Television for D'Arcy Advertising in St. Louis. Accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuay Norris Mfg. Co., Missouri Pacific R.R. Co. and the Reardon Co. Born 1915 St. Louis. He entered the advertising agency business in 1951. He is married and has one child.



MORENA, JOHN M., of McCann-Erickson handles the Liggett and Myers Tobacco account. He was born August 17, 1929 and is a graduate of Manhattan College. He received his BBA degree from that school in 1951. He started his career in the agency business with Cunningham & Walsh in 1950. He is married to the former Theresa O'Connell and has two children.



SCHOENFELD, JAY B. with McCann-Erickson handles accounts as follows: Avis; Corn Products (Nu Soft); Esso (Flit); and Lehn & Fink and Pertussin. He was born on April 16, 1930 and attended the City College of New York for two years. Entered ad business with Ted Bates in 1949 in mail room. Started with M-E Feb. '56 as a time buyer, presently a broadcast supervisor.



MORTON, ROBERT S., Cunningham & Walsh, accounts: Sunshine Biscuits, Narragansett Brewing, and Smith-Corona. He was born in Philadelphia in 1925. B.S. From University of Pa., Wharton School. He started his broadcast career in 1950 with WCAU (TV) in Philadelphia. Entered agency business at Benton & Bowles in 1955. He later joined C&W.



PALMER, ROBERT J., Cunningham & Walsh, accounts: American Cyanamid, George W. Helme. He was born in 1930 in Forest Hills, N. Y. Attended Fordham University. Entered agency field in 1953 as a TV producer for Albright Associates. Joined K&E in 1954. Came to C&W in 1956. He lives in Queens Village, L. I. His hobbies are golf, tennis and bowling.



AGENCY TIME BUYERS

WIDHOLM, ROBERT, Doherty, Clifford, Steers & Shenfield. Accounts: Bristol-Myers, The Borden Co., McCormick Co., Noxema Chemical Co. and Eastman Chemical Co. He was born Mar. 21, 1924. He received his A.B. degree from Dartmouth College in 1947. He entered the advertising agency field in 1948 as a trainee at Lennen & Mitchell. He is single.



VITT, SAM B., Doherty, Clifford, Steers & Shenfield. Media supervisor. Accounts: Bristol-Myers, Grove Laboratories, Paton McCormick, Borden, Sonotone, Chemway, Cigar Institute, Noxema and Standard-Triumph. He was born Oct. 23, 1926. Received his A.B. degree in 1950 from Dartmouth College. He entered advertising field with CBS, Inc., as a trainee in 1950. He has also been associated with B & B.



JONES, EVELYN LEE, Donahue & Coe. Head supervisor on all radio and television accounts for the advertising agency. She attended the University of Rochester and Columbia University. Entered advertising business in 1943 as a copy writer for Donahue & Coe. She has also held positions with various motion picture companies, both independent and the majors. Married to Charles Reed Jones.



WALLER RICHARD J., Donahue & Co. Accounts: MGM, Inc., Southland Coffee and the New York Herald Tribune. He was born Feb. 23, 1933 in New York City. Attended New York University. He first entered the advertising agency business with Donahue & Coe as a trainee. He started with the ad firm in 1956. Since that time he has had many positions with the concern.



ELLIMAN, D. TROWBRIDGE, JR. Batten, Barton, Durstine & Osborn. Accounts: Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France and United States Steel. B. 1927, N.Y.C. B.A. Yale University. M. Claudia Wright 1954. Entered agency field 1950, research then media departments, J. Walter Thompson.



HARRIS, PEG (WINIFRED T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.



BROUWER, PATRICIA J., Campbell-Mithun, Inc., accounts—Anderson Windows, General Dairy Equipment, Gold Seal Company, Kemps - Crescent, Malt-O-Meals, and Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University. Entered agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer.



ZOZULA, RUTH R., Grey Advertising Agency, Inc., account—the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pa. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer and finally she became a buyer. Miss Zozula lives in N. Y.



AGENCY TIME BUYERS

LAMKIN, ROBERT, Compton Advertising handles the following accounts: Knickerbocker Beer, American Can and Sterling Beer. He was born in New York City in 1928. Has a B.S. from U. of Virginia. M.B.A. From U. of Pa. Went into sales with MMM in 1950. Entered agency field in 1956 with Compton. Lamkin lives in Manhattan. His hobbies are boats and sailing.



GREALISH, EUGENE J., Bryan Houston. Accounts: Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, and DeWitt's Pills. He received his B.A. from Queens College in N. Y. Entered broadcast field in 1954 with NBC in the area of sales development. After further experience as an assistant production manager, Grealish joined Bryan Houston in 1957. He likes all sports.



PELLENZ, WILLIAM D., McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



DUNIER, LESLIE L., is vice president and director of Radio and Television at Emil Mogul Co. He was born in 1924 in New York City. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered agency field with Reiss Advertising in 1945. He has also been an account executive with Sterling Advertising, and president of L. L. Dunier, 1951-53.



WIEDER, ETHEL, Compton Advertising. Accounts: Gleem Toothpaste, Ivory Flakes and Ivory Soap. She was born in New York City and entered agency field in 1939 as a secretary at Brown & Tarcher. She joined WNEW Radio in 1941, moved to Foote Cone & Belding a year later. She joined Compton in 1956. She resides in New York, and her hobbies are reading and sewing.



STEVENS, RICHARD A., Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently makes his home on Long Island, New York.



BACKUS, MILDRED (Fulton), a broadcast media supervisor with McCann-Erickson handles the Bulova Watch, Westinghouse Electric Corp; B. F. Goodrich, Look Magazine and Columbia Records accounts. She was born Feb. 22, 1922. She has formerly been associated with Free & Peters. She joined that firm as a secretary in 1945. She also was associated with Biow Co. as a timebuyer.

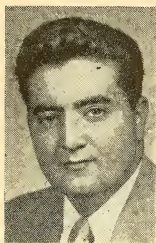


TASHJIAN, EDWARD, Mogul, Lewin, Williams, Saylor. Accts: Esquire Shoe Polishes, Park & Tilford, Tintex and Revlon. Born in Brooklyn in 1930. Attended NYU and married Louise Ayzavian in 1954. They have one child. Entered agency field in 1950 in production dept., E-M. After that he was associated in estimating, media research, timebuying and assistant to Radio-TV director.



AGENCY TIME BUYERS

HARABADIAN, LARRY N., Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



JACKMAN, NORMAN G., Campbell-Ewald Company; accounts—United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1926 in Detroit, Michigan. He attended Wayne University; and M. Helen Van DenBrouck during 1948. He has four children—Marilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



BUTNER, LAWRENCE, Albert Frank-Guenther Law, Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field, 1945, accounting dept., Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



RANDALL, ALEXANDER J., Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.



KEEGAN, DAVID D., Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborn, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.



OCHS, MALCOLM B., Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Necchi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.



KEARNS, KEN, Grey Advertising Agency; accounts—Procter & Gamble; Lilt, Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 he joined Grey.



RITTER, VAL C., Cunningham and Walsh, Inc.; accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer; Cunningham and Walsh in 1957, again as time buyer.



STOTT, HERBERT, D., media manager, Kenyon & Eckhardt, L. A. Accounts Max Factor & Co., Los Angeles Lincoln Mercury Dealers Assn., and RCA Victor Distributing Corporation of Southern California. Started his media career with Colgate-Palmolive Company in 1947. After that he was associated with Carl S. Brown. He has also been with Henry B. Cohen advertising, and Lennen & Newell in New York.



STAFF, DOROTHY B., Lennen & Newell, timebuyer. Los Angeles office; Accounts—media buying for Paramount, Warner Bros., and merchandising for the Stardust and Desert Inn Hotels in Los Vegas, plus the E. F. Hutton and Reynolds Decorative Foil accounts. Started in the agency business in 1944. In 1948 she joined the advertising department of the Los Angeles Times as assistant to the national advertising manager.



ALLEN, POLLY, J. Walter Thompson Company; the accounts Miss Allen handles are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



RUTMAN, JOAN M., Grey Advertising Agency, Inc.; accounts — Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills.



SIMMONS, PENELOPE, A., Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairrol, Inc.; children—John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



BEAN, RICHARD S. Recently switched from McCann-Erickson to Warwick & Legler. He was born in 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd Roy; entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director; and 1956, to McCann-Erickson, Inc.



BURBECK, JOSEPH, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S., from Dartmouth College; 1955; he entered the advertising agency field at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



FERRITER, MARY C., media director; Guild, Bascom & Bonfigli, Inc.; Accounts: Breast-O'-Chicken Tuna Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B.S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco—1953, media director at Richard N. Meltzer Advtg.; 1955, media mgr., Botsford, Constantine & Gardner.



“Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.

 **WJAR-TV** CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



TELEVISION DAILY

presents

***RADIO
NETWORKS***



**O & O STATIONS
AFFILIATED OUTLETS
EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK**

1959

THE "DON'T DO IT YOURSELF" FAD

... Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network



"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners,

and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.

A M E R I C A N BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

Board of Directors

Earl E. Anderson	Robert L. Huffines, Jr.
A. H. Blank	Sidney M. Markley
John A. Coleman	Walter P. Marshall
E. Chester Gersten	H. Hugh McConnell
Leonard H. Goldenson	James G. Riddell
Robert H. Hinckley	Simon B. Siegel
	R. B. Wilby

American Broadcasting Company
(A Division of American
Broadcasting-Paramount Theatres,
Inc.)

Officers

Leonard H. Goldenson	President of American Broadcasting-Paramount Theatres, Inc. and Acting President of American Broadcasting Co.
Simon B. Siegel	Finan. Vice President
Oliver Treyz	President, TV Network
Julius Barnathan	Vice President
James W. Beach	Vice President
Alfred Beckman	Vice President
Slocum Chapin	Vice President
Giraud Chester	Vice President
Donald W. Coyle	Vice President
Sanford Cummings	Vice President
John Daly	Vice President
Edward De Gray	Vice President
Theodore H. Fetter	Vice President
Michael J. Foster	Vice President
Henry Hede	Vice President
Robert H. Hinckley	Vice President
Earl Hudson	Vice President
Frank Marx	Vice President
John H. Mitchell	Vice President
Thomas W. Moore	Vice President
William P. Mullen	Vice President
Sterling C. Quinlan	Vice President
James G. Riddell	Vice President
Stephen Riddleberger	Vice President
Selig Seligman	Vice President
Joseph Stampler	Vice President
Thomas Velotta	Vice President
Mortimer Weinbach	Vice President
Omar Elder	Sect. & Asst. Gen. Counsel
Michael P. Boland	Asst. Treasurer
J. Russell Gavin	Asst. Treasurer

NEW YORK

**American Broadcasting Company
Radio Network, Inc.**

Edward DeGray	Vice President
S. William Aronson	Admin. Asst.

Engineering

Frank Marx	Vice President in Charge
John Bourcier	Operations Supervisor
	Engineering, Radio
G. Edward Hamilton	Dir. of Engr. Oprs.
Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager

Finance, Personnel & General Services

Simon B. Siegel	Financial V.P. of AB-PT and V.P. & Treas. of ABC
George Ast	Purchasing Agent
Michael P. Boland	Assistant Treasurer
Joseph Fitzpatrick	Internal Auditor
J. Russell Gavin	Assistant Treasurer
Edward Graesse	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services

Legal & Labor Relations

Mortimer Weinbach	V.P. & General Counsel
Omar Elder	Secy. & Asst. General Counsel
Richard L. Freund	Dir. of Labor Relations

News, Special Events & Public Affairs

John Daly	Vice President in Charge of News
Donald Coe	Director of Special Events & Operations
Catharine Lynch	Librarian
Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs

Program

Walter A. Gustafson	Supr. of Sound Effects
Charles Manno	Eastern Prog. Dir.
James McConnochie	Mgr. of Announcing Office

(Continued on Page 244)



Washington throwing dollar across Rappahannock - J. Dunne '59

Nobody could ever make a dollar go farther



(till ABC Radio thought up its 4-Most Plan)

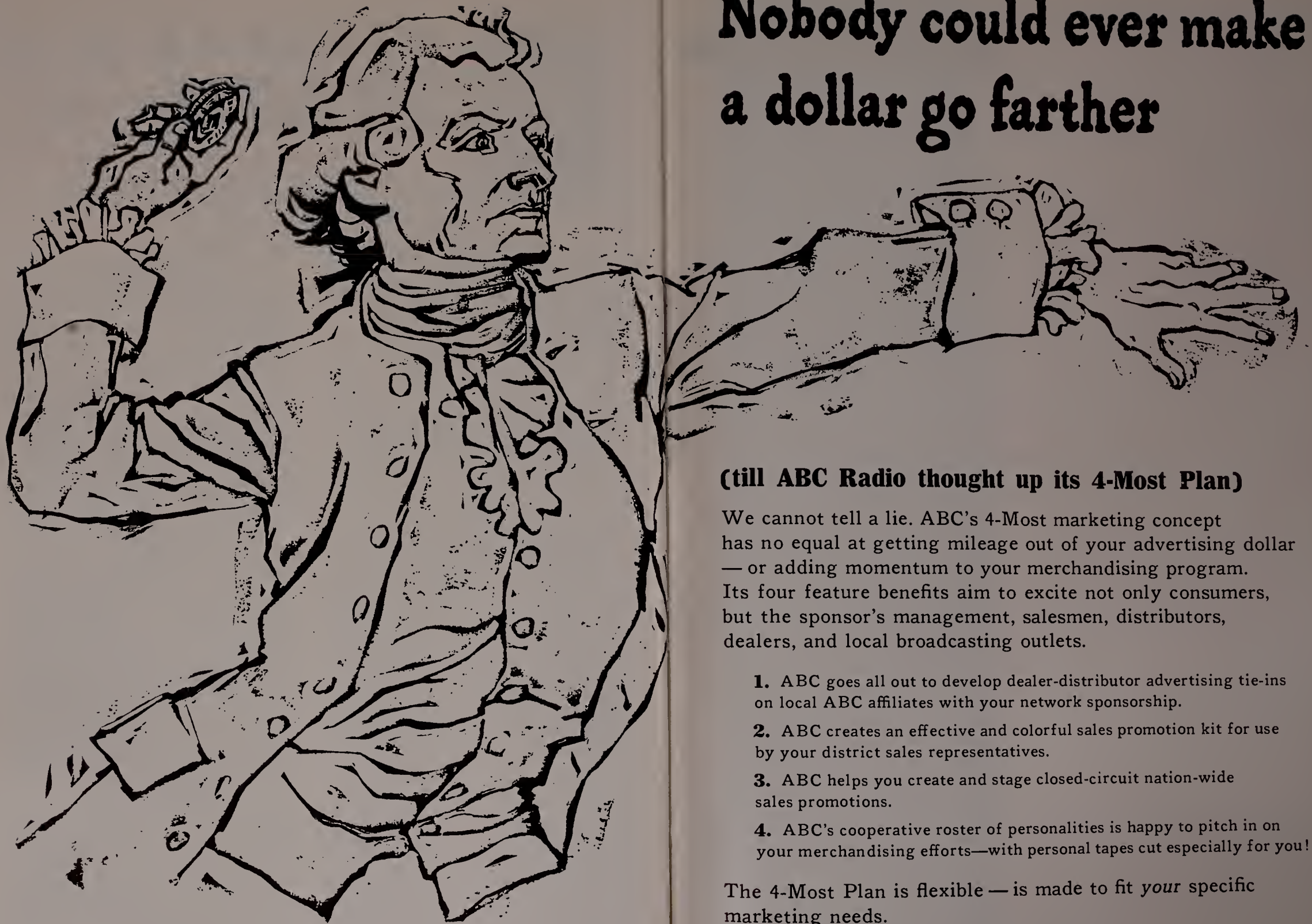
We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

1. ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
2. ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
3. ABC helps you create and stage closed-circuit nation-wide sales promotions.
4. ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

Isn't this a chance you can't throw away?

ABC RADIO NETWORK



Washington throwing dollar across Rappahannock - J. Dunne '59

Nobody could ever make a dollar go farther

(till ABC Radio thought up its 4-Most Plan)

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

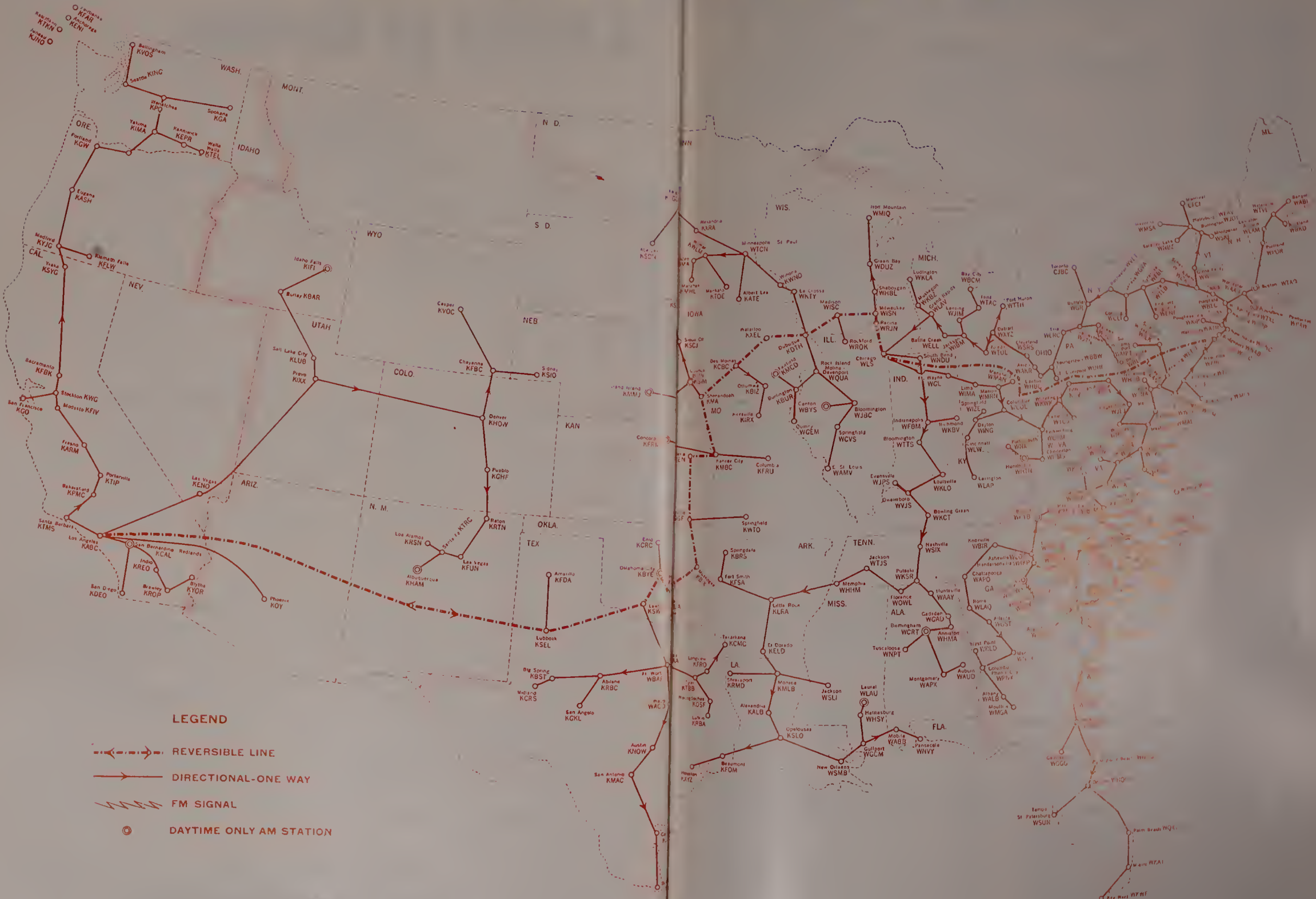
1. ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
2. ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
3. ABC helps you create and stage closed-circuit nation-wide sales promotions.
4. ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

Isn't this a chance you can't throw away?

ABC RADIO NETWORK

AMERICAN BROADCASTING NETWORK



- LEGEND**
- REVERSIBLE LINE
 - DIRECTIONAL-ONE WAY
 - FM SIGNAL
 - DAYTIME ONLY AM STATION

(Continued from Page 239)

George Sax.....National Dir. of Program Operations & Cooperative Program Mgr.
Ruth Smith...Supr. of Production, Control Unit
Frank Vagnoni.....Manager of Music Division

Press Information

Michael J. Foster...Vice President in Charge
Stephen Strassberg.....Dir. Press Information

Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

Research

Hal Cranton...Dir. of Sales Devel. & Research

Sales

Robert Pauley.....Eastern Sales Mgr.
Elizabeth Boucher Kelley...Dir. of Sales Service

Station Relations

Earl Mullin.....Nat. Mgr. & Reg. Mgr.
Frank C. Atkinson.....Regional Manager

CHICAGO

190 North State Street

Chicago, Illinois

Clar Heider.....National Spot Sales Mgr.
Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
James Duffy.....Dir. of ABC Radio Network for Central Div.
Manuel Fingerhut...Comptroller of Central Div.

DETROIT

1700 Stroh Building

Detroit 26, Michigan

Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V.P. in Charge of Merchandising & Research
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio
Robert Baldrice.....Asst. Radio Sales Mgr.

HOLLYWOOD

1539 N. Vine Street

Hollywood 28, California

James G. Riddle.....V.P. in charge W.D.
Earl Hudson.....V.P. Advisory
J. Clifford Anderson...Director of Labor Relations
Dorothy L. Brown...Continuity Acceptance Mgr., Western Division
Dresser Dahlstead.....Prog. Mgr., Network & KABC, Western Div.
Ralph C. Denechand.....Mgr. of Engineering Operations, Western Division
Milt Fishman.....Dir. Radio-TV News, W.D.

Theodore Grenier.....Chief Engineer, Western Division
Jon Meyers.....Asst. Network Prog. Mgr. Production Mgr., KABC Radio
Courtney McLeod.....Dir. of Network Traffic, TV & Radio, West. Div.
Robert P. Myers....Pacific Coast Counsel—ABC
Daniel P. O'Reilly.....Dir. News Dept.
John H. Pace.....General Manager of KABC
Florence T. Schiro.....Personnel Director
John C. Wagner.....Controller, Western Division
Harry Woodworth.....Western Sales Mgr., ABC Network

PITTSBURGH

411 Seventh Avenue

Pittsburgh 19, Pa.

Ralph Beaudin.....Gen. Mgr., KQV

SAN FRANCISCO

277 Golden Gate Ave.

San Francisco 2, California

John H. Mitchell.....V.P. in Charge of San Francisco Office
George Rice.....Program Director
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Arthur Abell.....Merchandising Mgr.
Robert Cooper.....Prog. Mgr.
Chandler Meloy.....KGO Natl. Spot Sales Mgr.
Lorraine Pederson...Continuity Acceptance Editor
Henry Saroyan...Comptroller & Purchasing Agent
Edward Smith.....Dir. of Operations, KGO

WASHINGTON

1735 DeSales Street, N.W.

Washington, D. C.

Robert H. Hinckley.....Vice President in Charge of Washington Office

NEW YORK

7 West 66th Street

New York 23, New York

Ben Hoberman.....General Manager
Paul Kasander.....Program Director
Barrett Geoghegan.....Sales Manager

ABC RADIO STATIONS AFFILIATES ADVISORY BOARD

District 1...Simon Goldman, WJTN, Jamestown, N. Y.
District 2...J. P. Williams, WING, Dayton, Ohio
District 3...Phil Hoffman, WTCN, Minneapolis
District 4...T. B. Lanford, KRMD, Shreveport, La.
District 5...C. B. Locke, KFDM, Beaumont, Tex.
District 6...William Grove, KFBC, Cheyenne, Wyoming
District 7...James Wallace, KPQ, Wenatchee, Washington
District 8...J. S. Younts, WEEB, Southern Pines, N. C.

THE CHALLENGE OF NETWORK RADIO, '59

... Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the
Columbia Broadcasting System



IS there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another “modern” approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium’s economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio’s top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after

PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over \$4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contiguous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

PC



CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.^① Where listeners find most of the programs they most want to hear.^② Where critics favor more programs than on the other three networks combined.^③ Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

CBS RADIO NETWORK

1 *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

2 *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

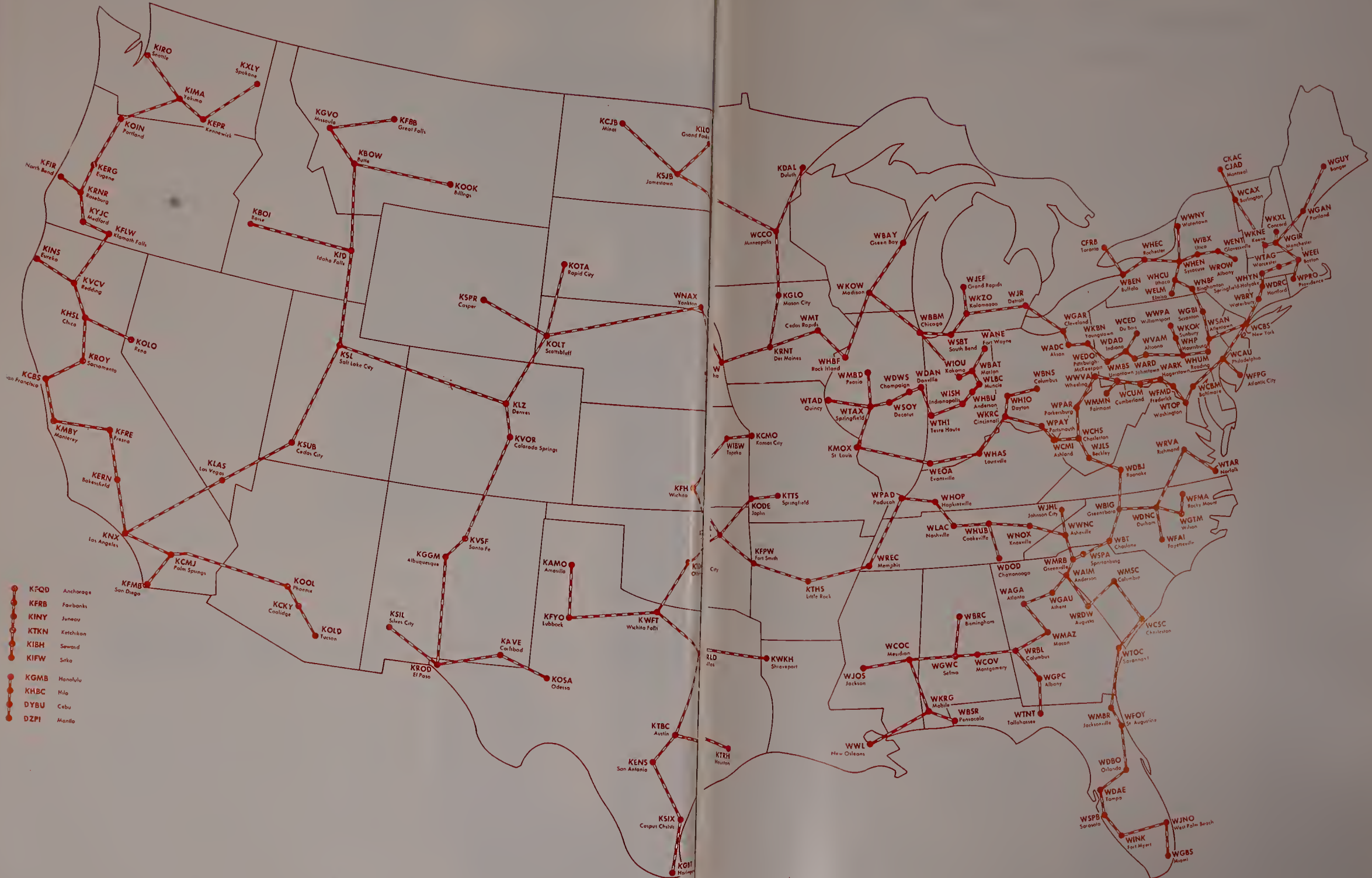
3 *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*



NETWORK



CBS RADIO NETWORK



COLUMBIA

BROADCASTING SYSTEM, INC.

CBS RADIO DIVISION

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS CBS, INC.

William S. Paley.....	Chairman
Leon Levy.....	Arthur Hull Hayes
Samuel Paley.....	Henry C. Bonfig
J. A. W. Iglehart.....	Millicent C. McIntosh
Ralph F. Colin.....	Goddard Lieberson
Frank Stanton.....	Merle S. Jones
Robert A. Lovett.....	Arthur L. Chapman
Louis G. Cowan	

OFFICERS

William S. Paley.....	Chairman of the Board
Frank Stanton.....	President
James T. Aubrey, Jr.....	Vice President
Henry C. Bonfig.....	Vice President
Arthur L. Chapman.....	Vice President
L. Byron Cherry.....	Vice President
Louis G. Cowan.....	Vice President
William C. Fitts, Jr.....	Vice President
Peter C. Goldmark.....	Vice President
Lewis Gordon.....	Vice President
Arthur Hull Hayes.....	Vice President
Clarence H. Hopper.....	Vice President
Merle S. Jones.....	Vice President
Goddard Lieberson.....	Vice President
Lawrence W. Lowman.....	Vice President
E. K. Meade, Jr.....	Vice President
Sig Mickelson.....	Vice President
Joseph H. Ream.....	Vice President
Richard S. Salant.....	Vice President
Julius F. Brauner.....	Secretary
Samuel R. Dean.....	Treasurer
Harold C. Lang.....	Controller
Thomas K. Fisher.....	Assistant Secretary
Walter J. Hungerford.....	Assistant Secretary
Richard W. Jencks.....	Assistant Secretary
Milton R. Neaman.....	Assistant Secretary
Geraldine B. Zorbaugh.....	Assistant Secretary

CBS RADIO DIVISION

Officers

Arthur Hull Hayes.....	President
James M. Seward.....	Executive Vice President
Howard G. Barnes.....	Vice President in Charge of Network Programs
I. S. Becker.....	Vice President in Charge of Business Affairs
Jules Dundes.....	Vice President in Charge of Station Administration
Lucian Davis.....	Executive Producer of Network Programs, Hollywood
Horace R. Guillotte.....	Vice President in Charge of Operations
Louis Hausman.....	Vice President in Charge of Advertising and Promotion
George J. Arkedis.....	Vice President in Charge of Network Sales
John Karol.....	Vice President in Charge of Planning and Development
William A. Schudt, Jr.....	Vice President in Charge of Affiliate Relations
Geraldine B. Zorbaugh.....	Vice President and General Attorney
Walter P. Rozett.....	Director of Financial and Administrative Operations

Accounting

George B. Stadtmuller.... Director of Accounting

Business Affairs, Network Programs

I. S. Becker.....	Vice President in Charge
Preston Pumphrey.....	Asst. to V.P.
Frank Crowley.....	Asst. Dir., Hollywood
Anne Nelson.....	Director of Business Affairs, Hollywood

Editing

Don Ball..... Director

Phil Hillman.....Promotion Manager
John Beck.....News Director

WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11

H. Leslie Atlas.....Vice President in Charge
of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
William Connelly, Jr.....Sales Manager
Arthur Thorsen.....Program Director
Loren Hallenbaeck.....Promotion Manager
C. W. Doebler.....Executive Assistant
William Garry.....News Director

WCAU and WCAU-FM

City & Monument Aves., Phila. 31

Joseph Connolly.....General Manager
John S. deRussy.....Sales Manager
Fred Birnbaum.....Promotion Manager
Charles Shaw.....News Director

WEEI and WEEI-FM

182 Tremont St., Boston 11

Thomas Korman.....General Manager
Robert Sinnett.....Sales Manager
Ken Oviden.....Program Director
Joseph Cullinane.....Promotion Manager
Arthur King.....Director of News and
Public Affairs

HOUSEWIVES' PROTECTIVE LEAGUE

Edward W. Wood Jr.....General Manager

CBS RADIO SPOT SALES

Milton F. Allison.....General Manager
of Radio Spot Sales
George Swearingen.....Eastern Sales Manager
Edward O'Berst.....Research Manager
Henry Poster.....Sales Promotion Manager

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson.....Sales Manager
Gilbert Christeon.....Sales Development

Atlanta Office, 800 Peachtree St.

George R. Swearingen, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager
John S. Logan.....Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion
Research Manager
Howard Miller.....Manager, Coverage and
Marketing Research

Sales Promotion and Advertising

Louis Dorfsman.....Director of Art, Advertising
and Promotion
William S. Brower.....Manager of Program,
Promotion & Merchandising
Robert Rafelson.....Director, Station Promotion
Service
Leon Luxenberg.....Director, Network Sales
Presentations
Edward Kaylin.....Assoc. Director of Network
Sales Presentations
Naomi Andrews.....Network Copy Chief
Joseph Tole.....Production Manager

Affiliate Relations

William A. Schudt, Jr.....Vice President in Charge
Eric Salline.....Manager

CBS Inc., Broadcast Service Dept. Building Operations—Ticket Div.

James Swenson.....Manager, Building Operations
John L. Page.....Manager, Building Services
Laurette Banks.....Manager, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward C. Drewes.....Purchasing Agent

Office Services Department

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing

Personnel Relations

Robert Kalaidjian.....Director
Dr. Jack Nelson.....Director of Medical Office
Charles Burt.....Salary and Policy Administrator
John Anderson.....Manager of Employee Benefits
Richard Stanley.....Employment Manager

Photographic

Walter I. Seigal.....Manager

Special Projects Department of CBS News

William C. Ackerman.....Director
May Dowell.....Manager
Esther Dobbins.....Manager, Program Information
Dorothy Boyle.....Manager, Program Statistics

THE PRESENT STATE OF LOCAL RADIO

... It's Enjoying Robust Health

By SIDNEY J. WOLF

President, Keystone Broadcasting System, Inc.



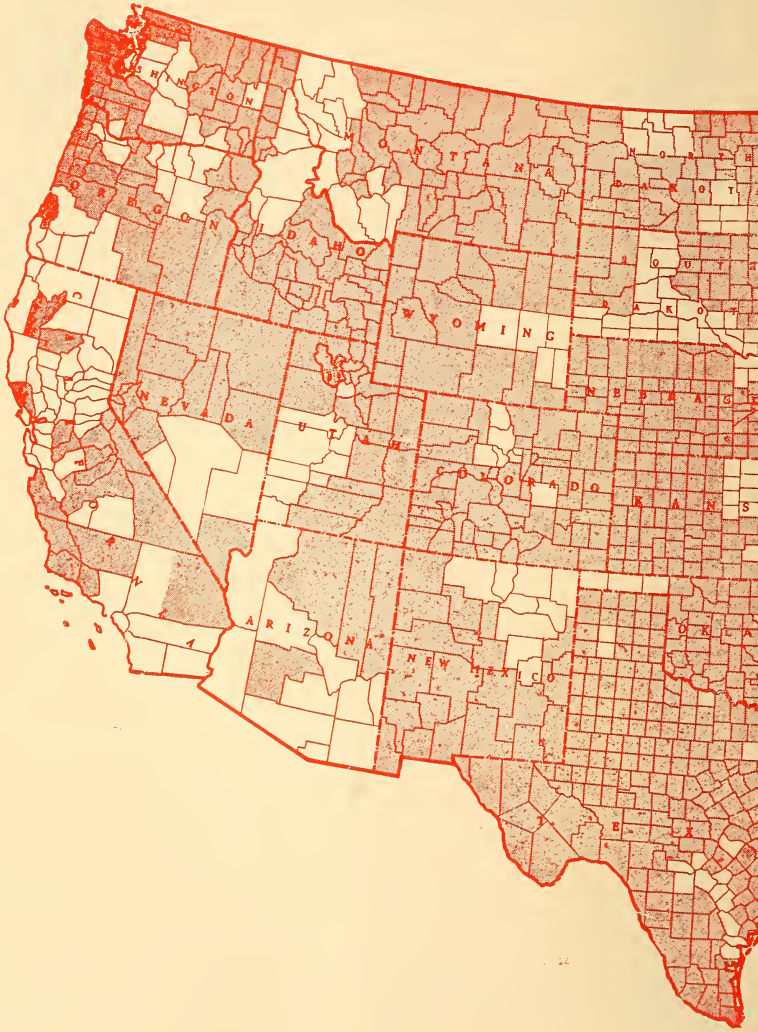
FOR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been

there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.

KEYSTONE BROAD



CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

KEYSTONE ROAD

ALABAMA

WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WBCA Bay Minette
 WEDR Birmingham
 WEBJ Brewton
 WHAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WWSL Decatur
 WXAL Demopolis
 W00F Dothan
 WRB Entorprise
 WULA Eufaula
 WBLD Evergreen
 WWF Fayette
 WJ01 Florence
 WZ0B Fort Payne
 WET0 Gadsden
 WGEA Geneva
 WGVY Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHF Huntsville
 W00B Jackson
 WWB Jasper
 WJAM Jaxson
 WMOZ Mobile
 W0FC Monroeville
 WRU Oneonta
 WJHO Opelika
 WPID Piedmont
 WELR Roanoke
 WWWR Russellville
 WR0S Scotsboro
 WHBB Selma
 WFB Sylacauga
 WHTB Talladega
 WJDB Thomajville
 WTBF Troy
 WR0 Tuscaloosa
 WTUS Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KDJ Holbrook
 KNOJ Nogales
 KPH Phoenix
 KZ0K Prescott
 KVCN Winslow
 KOFA Yuma

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KTLN Berryville
 KAMD Camden
 KCON Conway
 KAGH Crossett
 KDQN De Queen
 KCLD El Dorado
 KJKJ Forrest City
 KETS Fort Smith
 KH0Z Harrison
 KFFA Helena
 KXAR Hope
 KBHS Hot Springs
 KSTM Jonesboro
 KGH1 Little Rock
 KB0K Malvern
 KTML Marked Tree
 KVSQ McGehee
 KENA Mena
 KBHM Monticello
 KTL0 Mountain Home
 KOSE Osceola
 KORS Paragould
 K01 Pine Bluff
 KP0C Pheasantton
 KXRJ Russellville
 KWCB Searcy
 KU0A Siloam Springs
 KBR5 Springdale
 KWAK Stuttgart
 KRLW Walnut Ridge
 KWRF Warren
 KWYN Wynne

CALIFORNIA

KAH1 Auburn
 KIBS Bishop
 KBX0 Coalinga
 K010 Dinuba
 K00 EL Centro
 KDAC Fort Bragg
 KGST Fresno
 KPER Gilroy
 K010 King City
 KCVR Lodi
 KNEZ Lompoc

KY0S Merced
 KV0N Napa
 KSTF Needles
 K0ES Palm Springs
 KIBE Palo Alto
 KPRL Paso Robles
 KAFP Petaluma
 KKK3 Riegercrest
 K110 San Bernardino
 KHER San Diego
 (Tijuana, Mexico)
 K00S Sonoma
 KSUE Susanville
 K1KR Taft
 KGEN Tulare
 K10R Turlock
 KWSD Wasco
 KAGR Yuba City

COLORADO

KGIW Alamosa
 KGLN Canon City
 KYSN Colorado Springs
 KVFC Cortez
 KKA1 Craig
 KLRJ Denver
 K1UP Durango
 KFTM Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLMR Lamar
 KLCV Leadville
 KLUV Loveland
 KSLV Monte Vista
 KUBC Montrose
 K0ZA Pueblo
 KKRH Salida
 K0LB Sterling
 KCR1 Trinidad

FLORIDA

WAPG Arcadia
 WTRL Bradenton
 WKTS Brooksville
 W1AN Clearwater
 WKKO Cocoa
 WCNU Crestview
 WDFC Dade City
 WDSP De Funiak Springs
 W000 Deland
 WDBF Delray Beach
 W0FB Fernandina Beach
 W1NK Fort Myers
 WARN Fort Pierce
 WGGG Gainesville
 WGMA Hollywood
 WZRO Jacksonville Beach
 W0WF Key West
 WRWB Kissimmee
 WDSR Lake City
 W1PC Lake Wales
 WLBE Leesburg
 WJER Live Oak
 WMAF Madison
 W1YS Marianna
 WNOG Naples
 WBSB New Smyrna Beach
 W1MC Ocala
 WKIS Orlando
 W0PF Palatka
 WDLF Panama City
 WFA Pensacola
 WPRY Perry
 WPLA Plant City
 WFOY St. Augustine
 WTRR Sanford
 WKYK Sarasota
 WJCM Sebring
 WRGU Starke
 W1U0 Stuart
 W1EN Tallahassee
 W0TB Tampa
 W01R Titusville
 WAUC Wauchoula

GEORGIA

WAAG Adel
 WJAZ Albany
 WQ0S Alma
 WDEC Americus
 WD0L Athens
 W1BA Augusta
 WMGR Bainbridge
 WHAB Baxley
 WM0G Brunswick
 WDMF Buford
 W1RA Cairo
 W0CB Camilla
 WCHK Canton
 WLBB Carrollton
 WBHF Cartersville
 W0GA Cedartown
 W010 Chattahoochee
 WMJM Carlede
 WGSV Covington

WBLJ Dalton
 W0WD Dawson
 W0MG Douglas
 WML1 DuBinn
 WTH1 East Point
 W010 Eastman
 W010 Fitzgerald
 W0FM Fort Valley
 W0GA Gainesville
 WK0E Griffin
 W0CH Hawkinsville
 W010 Jessup
 W0FA Layayette
 WLAG La Grange
 WYTH Madison
 W0FR Manchester
 W010 Marietta
 W0AX McRae
 W0MV Millen
 W010 Millen
 W010 Monroe
 W010 Moultrie
 W010 Perry
 W0FB Quitman
 W010 Rome
 W010 Sandersville
 W010 Savannah
 W010 Statesboro
 W010 Sylva
 W010 Thomason
 W010 Thomson
 W010 Tifton
 W010 Teococ
 W010 Valdosta
 W010 Vidalia
 W010 Waycross
 W010 Waynesboro
 W010 West Point
 W010 Windsor

HAWAII

K1LA Hilo
 K1AM Honolulu

IDAHO

K0EM Boise
 WK0R Burley
 K010 Caldwell
 K010 Coeur d'Alene
 K010 Grangeville
 K1FL Idaho Falls
 K010 Harlan
 K010 Ketchikan
 K010 Moscow
 K010 Payette
 K010 Pocatello
 KPST Preston
 KR0K Rexburg
 K010 Sandpoint
 K010 Soda Springs
 K010 Twin Falls

ILLINOIS

W010 Canton
 W010 Charleston
 W010 Duquoin
 W010 Fairfield
 W010 Harrisburg
 W010 Herrin
 W010 Jacksonville
 W010 Kewanee
 W010 Lincoln
 W010 Macomb
 W010 Metropolis
 W010 Murphysboro
 W010 Robinson

INDIANA

W010 Anderson
 W010 Booneville
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart
 W010 Elkhart

IOWA

KLGA Algona
 KAS1 Ames
 KJAN Atlantic
 KW0G Boone
 K00G Centerville
 K010 Charles City
 K010 Cherokee
 K010 Council Bluffs
 K010 Creston
 K010 Decorah
 K010 Estherville
 K010 Fort Madison
 K010 Grinnell

KXIC Iowa City
 KLEM Le Mars
 KSMN Mason City
 K010 Okmawa
 KAYL Storm Lake
 K010 Webster City

KANSAS

KARE Atchison
 K010 Chanute
 K010 Concordia
 K010 Emporia
 K010 Fort Scott
 K010 Garden City
 K010 Goodland
 K010 Hays
 K010 Independence
 K010 Junction City
 K010 Leavenworth
 K010 Manhattan
 K010 Marysville
 K010 McPherson
 K010 Newton
 K010 Parsons
 K010 Pittsburg
 K010 Pratt
 K010 Russell
 K010 Topeka

KENTUCKY

W010 Albany
 W010 Barrettsown
 W010 Benton
 W010 Bowling Green
 W010 Campbellsville
 W010 Central City
 W010 Columbia
 W010 Corbin
 W010 Covington
 W010 Cincinnati, Ohio
 W010 Cumberland
 W010 Cynthia
 W010 Danville
 W010 Elizabethtown
 W010 Eminence
 W010 Frankfort
 W010 Franklin
 W010 Glasgow
 W010 Harlan
 W010 Harrodsburg
 W010 Hazard
 W010 Henderson
 W010 Hopkinsville
 W010 Lebanon
 W010 Leitchfield
 W010 Lexington
 W010 Madisonville
 W010 Manchester
 W010 Mayfield
 W010 Mayfield
 W010 Middletown
 W010 Monticello
 W010 Morehead
 W010 Neely
 W010 Owensboro
 W010 Paintsville
 W010 Paris
 W010 Pikeville
 W010 Prestonsburg
 W010 Princeton
 W010 Richmond
 W010 Russellville
 W010 Scottsville
 W010 Somerset

LOUISIANA

K010 Alexandria
 K010 Bastrop
 W010 Baton Rouge
 W010 Bogalusa
 W010 Covington
 K010 Crowley
 K010 De Ridder
 K010 Golden Meadow
 W010 Hammond
 K010 Homer
 K010 Houma
 K010 Jennings
 K010 Jonesville
 K010 Lake Providence
 K010 Leesville
 K010 Mansfield
 K010 Marksville
 K010 Monroe
 K010 Morgan City
 K010 Natchitoches
 K010 New Iberia
 K010 Okauda
 K010 Opelousas
 K010 Rayville
 K010 Ruston
 K010 Springville
 K010 Sulphur
 K010 Tallulah

KVPI Ville Platte
 KEVL White Castle
 KVCL Winnfield
 KMAR Winnsboro

MAINE

WRUM Rumford
 WGHM Skowhegan

MARYLAND

WABW Annapolis
 W010 Baltimore
 W010 Cambridge
 W010 Lexington Park
 W010 Salisbury
 W010 Westminster
 W010 Wheaton

MASSACHUSETTS

W010 Holyoke
 W010 Springfield
 W010 Pittsfield
 W010 Springfield
 W010 Ware

MINNESOTA

W010 Alberton
 W010 Bad-Axe
 W010 Bay City
 W010 Big Rapids
 W010 Flint
 W010 Fremont
 W010 Hancock
 W010 Hastings
 W010 Hillsdale
 W010 Iron River
 W010 Ironwood
 W010 Ishpeming
 W010 Ludington
 W010 Manistee
 W010 Marquette
 W010 Menominee
 W010 Mt. Pleasant
 W010 Muskegon
 W010 Muncie
 W010 Niles
 W010 Port Huron

MINNESOTA

K010 Albany
 K010 Alexandria
 K010 Anoka
 K010 Bemidji
 K010 Benson
 K010 Breckenridge
 K010 Cloquet
 K010 Duluth-Superior
 K010 Crookston
 K010 Detroit Lakes
 W010 Ely
 W010 Evelev
 K010 Grand Rapids
 K010 Hutchinson
 K010 International Falls
 K010 Little Falls
 K010 New Ulm
 K010 Owatonna
 W010 Pine City
 K010 Pipestone
 K010 St. Cloud
 W010 Stillwater
 K010 Winona

MISSISSIPPI

W010 Amory
 W010 Bayou Vista
 W010 Biloxi-Gulfport
 W010 Booneville
 W010 Brookhaven
 W010 Canton
 W010 Centerville
 W010 Clarksdale
 W010 Cleveland
 W010 Columbia
 W010 Columbus
 W010 Corinth
 W010 Forest
 W010 Greenville
 W010 Greenwood
 W010 Grenada
 W010 Hattiesburg
 W010 Hazlehurst
 W010 Houston
 W010 Indianola
 W010 Kosciusko
 W010 Laurel
 W010 Lawton
 W010 Magee
 W010 McComb
 W010 Meridian
 W010 Natchez
 W010 New Albany
 W010 Oxford
 W010 Pascagoula

CASTING SYSTEM

WHOC Philadelphia
 WRJW Piquayne
 WSSO Starkville
 WELO Tupelo
 WQBC Vicksburg
 WABO Waynesboro
 WR0B West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KGMO Cape Girardeau
 KDMO Carthage
 K0RV Caruthersville
 KCHR Charleston
 KCHH Chillicothe
 KBIA Columbia
 KDEX Dexter
 KREI Farmington
 KWOS Jefferson City
 KIRX Kirksville
 KLWT Lebanon
 KTOB Malden
 KNIM Maryville
 KNOC Moberly
 KRMC Moberly
 KLRS Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KWOC Poplar Bluff
 KTRR Ralia
 KSGM St. Genevieve
 KRES St. Joseph
 KSMO Salem
 KDRO Sedalia
 KIKG Springfield
 KALN Kirksville
 KTTN Trenton
 KLWP Union
 KOKO Warrensburg
 KWRE Warrington
 KWPM West Plains

MONTANA

KBMY Billings
 KBMN Bozeman
 KBOW Butte
 KUDI Great Falls
 KOJM Havre
 KXLJ Helena
 KGEZ Kalispell
 KOLL Libby
 KOLK Livingston
 KATL Miles City
 KBTK Missoula
 KVCK Wolf Point

NEBRASKA

KCD W Alliance
 KCSR Chappin
 KJCK Columbus
 KHUB Fremont
 KHAS Hastings
 KUVR Holdrege
 KGC Kearney
 KLMS Lincoln
 KBRL McCook
 KODY North Platte
 KOGA Ogallala
 KODO Omaha
 KBRX O'Neill
 KSID Sidney
 KAWL York

NEVADA

KPTL Carson City
 KVLV Fallon
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE

WKXL Concord
 WLNH Laconia

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSVP Artesia
 KAVE Carlsbad
 KLVN Clayton
 KCLV Clovis
 KOTS Deming
 KMIN Grants
 KKWV Hobbs
 KQBC Las Cruces
 KRSN Los Alamos
 KENN Portales
 KR TN Raton
 KBIM Roswell
 KSHH Silver City
 KSRC Socorro

KCHS Truth or
 Consequences
 KTNM Tucumcari

NEW YORK

WMBO Auburn
 WBRY Boonville
 (Home-Utica)
 WFLR Dundee
 WDOE Dunkirk
 WOSC Fulton
 WJOJ Jamestown
 WLPH Little Falls
 WICY Malone
 WIRY Plattsburgh
 WGGZ Salamanca
 WBSZ Saranac Lake
 WRSA Saratoga Springs
 WDLA Walton

NO. CAROLINA

WRCS Asheville
 WABZ Albemarle
 WGW R Asheville
 WBBB Burlington
 WEGD Concord
 WCKB Dunn
 WCDJ Edenton
 WCNC Elizabeth City
 WBLA Elizabethtown
 WFAI Fayetteville-
 Fort Bragg
 WBSO Forth City
 WFGS Franklin
 WFBG Fuquay Springs
 (Raleigh)
 WLTC Gastonia
 WFMG Goldsboro
 WKDX Hamlet
 WHNC Henderson
 WHKP Hendersonville
 WHPH High Point
 WJPC Jacksonville
 WELS Kinston
 WVEW Laurinburg
 WLOE Leaksville
 WJRI Lenoir
 WBUY Lexington
 WTSB Lumberton
 WMMH Marshall
 WMAP Monroe
 WHIP Mooresville
 WRLI Morehead City
 WNNC Morriston
 WPAQ Mount Airy
 WRNB New Bern
 WNNC Newton
 WKBC No. Wilkesboro
 WJCF Reidsville
 WCBT Roanoke Rapids
 WCCE Rocky Mount
 WSTP Salisbury
 WGGP Sanford
 WSHS Shelby
 WEEB Southern Pines
 WMSI Sylva
 WTSN Trvon
 WADE Wadesboro
 WJCF Wallburg
 W00W Washington
 WHCC Waverneville
 WENC Whiteville

NORTH DAKOTA

KDLR Devils Lake
 KDIX Dickinson
 KNDC Hettinger
 KEYJ Jamestown
 KOVC Valley City

OHIO

WATG Ashland
 WILE Cambridge
 WREX Chillicothe
 WIER Dover
 WJRH Gallipolis
 WSRW Hillsboro
 WIRD Ironton
 WJMJ Jackson
 WTIQ Massillon
 WPTW Piqua
 WCHO Washington
 Court House
 WKOY Wellston
 WWST Wooster

OKLAHOMA

KADA Ada
 KHHW Altus
 KVSD Ardmore
 KLTR Blackwell
 KWCD Chickasha
 KWPR Claremore
 CWOE Clinton
 KUSH Cushing
 CRHD Duncan

KASA Elk City
 CCRC Enid
 KTAT Frederick
 KKRW Guthrie
 KGVN Guymon
 KTJS Hobart
 KIHN Hugo
 KTMC McAlester
 KGCL Miami
 KBIX Muskogee
 KNOR Norman
 KEYE Oklahoma City
 KHBB Okmulgee
 KVLH Pauls Valley
 KLDO Poteau
 KYSR Pryor
 KTLQ Tahlequah
 KWST Tri-City
 (Wewoka-Seminole-
 Holdenville)

OREGON

KWIN Ashland
 KAST Astoria
 KWCH Baker
 KBND Bend
 KRNS Burns
 KWRO Coquille
 KPLK Dallas
 KSHB Eugene
 KUIK Hillsboro
 (Portland)
 KFJJ Klamath Falls
 KLBH La Grande
 KLIK Lakeview
 KRAL Lebanon
 KMCM McMinnville
 KBOY Medford
 KNPT Newport
 KBCH Oceanlake
 KWCV Ontario
 KWRC Pendleton
 KLIQ Portland
 KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
 WBFD Bedford
 WBRX Berwick
 WLOA Braddock
 (Pittsburgh)
 WRLI Butler
 WCOL Carbonade
 (Scranton)
 WHYI Carlisle
 WESA Charleroi
 WJVI Conellsville
 WOTR Corry
 WFAF Farrell
 (Youngstown, Ohio)
 WHUN Huntingdon
 WDAO Indiana
 WADP Kane
 WACB Kittanning
 WAKU Latrobe
 WITT Lewisburg
 WGWV Meadville
 WKRZ Oil City
 WPAZ Pottstown
 WPME Punxsutawney
 WKMC Roaring Spring
 WATS Sayre
 WMAJ State College
 WJLZ Waynesboro
 WLYC Williamsport

SO. CAROLINA

WABV Abbeville
 WAKN Aiken
 WAIM Anderson
 WBAW Barnwell
 WBLR Batesburg
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WHAN Charleston
 WCRE Cheraw
 WGED Chester
 WGTN Clinton
 WDSO Dillon
 WELP Easley
 WOLS Florence
 WFGN Gaffney
 WGTN Georgetown
 WGSW Greenwood
 WEAB Greer (Greenville)
 WBHC Hampton
 WJSC Hartsville
 WJCO Inman
 WLCM Lancaster
 WYMB Manning
 WJAY Mullins
 WMYB Myrtle Beach
 WKDK Newberry
 WTND Orangeburg

WRHI Rock Hill
 WSNW Sumner
 WTAT Spartanburg
 WFIG Sumter
 WBCU Union
 WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
 KBKR Brookings
 KOBH Hot Springs
 KJLV Huron
 KJWB Midbridge
 KGLF Pierre
 KISD Sioux Falls
 MWAT Water town
 KWYR Winner
 KYNT Yankton

TENNESSEE

WEAG Alcoa
 WLAR Athens
 WFHG Bristol
 (Bristol, Tenn.-Va.)
 WNF5 Chattanooga
 WJCH Church Hill
 WJZM Clarksville
 WDEC Cleveland
 WKRM Columbia
 WHUB Cookeville
 KWSB Copperhill
 WKBL Covington
 WAEV Crossville
 WDNT Dayton
 WDKN Dickson
 WDSG Dyersburg
 WEMB Evans
 WEKR Fayetteville
 WAGG Franklin
 WHIN Gallatin
 WGRV Greeneville
 WHBT Harpnot
 WJRI Humboldt
 WDXI Jackson
 WCLC Jamestown
 WKXX Knoxville
 WLEF La Follette
 WDXE Lawrenceburg
 WCOR Lebanon
 WLII Lenoir City
 WJLV Lewisburg
 WDXL Lexington
 WMMT McMinnville
 WHEY Millington
 WKRC Morristown
 WGNB Murfreesboro
 WNAH Nashville
 WLII Newport
 WOKE Oak Ridge
 WTPR Paris
 WORM Savannah
 WEPG South Pittsburg
 WDBL Springfield
 WDEW Sweetwater
 WJTG Tullahoma
 WENC Union City
 WJGT Winchester

TEXAS

KVLF Alpine
 KZIP Amarillo
 KACT Andrews
 KBUD Athens
 KALT Atlanta
 KRUN Ballinger
 KIOX Bay City
 KREL Baytown
 KBLT Big Lake
 KBVG Big Spring
 KBNB Bonham
 KBBB Borger
 KNEL Brady
 KSTB Breckenridge
 KWHI Brenham
 KBOR Brownsville
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs
 KGAS Carthage
 KCTX Childress
 KCBV Cisco
 KVLB Cleveland
 KSTA Coleman
 KVMC Colorado City
 KAND Corsicana
 KLVJ Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KJCS Dumas
 KEPS Eagle Pass
 KERC Eastland
 KPSO Fairburn
 KFLD Floydada
 KSPK Ft. Stockton
 KNAF Fredericksburg

KBRZ Freeport
 KGAF Gainesville
 KCTI Genetates
 KSWA Graham
 KBCC Grand Prairie
 KGLV Greenville
 KCLW Hamilton
 KWFD Henderson
 KPAN Herdotee
 KHBR Hillsboro
 KSAM Huntsville
 KEBE Jacksonville
 KTKJ Jasper
 KMBL Junction
 KAML Kenedy
 KARNES City
 KERB Kermitt
 KERR Kerrville
 KOKA Kilgore
 KLEN Killeen
 KPET Lamesa
 KWQZ Laredo
 KLVY Levelland
 KWOW Littlefield
 KTDT Livingston
 KFRO Longview
 KHL Lubbock
 KRBA Lufkin
 KMMH Marshall
 KCMR McComme
 KBUS Mexia
 KJBC Midland
 KCMR Mineral Wells
 KTRT Mission
 KIKM Monahans
 KIMP Mt. Pleasant
 KZOL Muleshoe
 KNSD Nacatoches
 KGNB New Braunfels
 KRIG Odessa
 KOGT Orange
 KHEE Palestine
 KHHH Pampa
 KFTV Paris
 KIUN Pecos
 KVOP Plainview
 KGOP Pleasanton
 KPOS Postville
 KOLJ Quanah
 KTXL San Angelo
 KBAL San Saba
 KSMI Seminole
 KNEE Seymour
 KEVA Shamrock
 KDSX Sherman
 (Denison)
 KSNY Snyder
 KDW Stamford
 KSTT Stephenville
 KSSJ Sulphur Springs
 KXOX Sweetwater
 KTAE Taylor
 KWB Texasarkona
 KTLW Texas City
 KTLU Tulia
 KTVB Tyler
 KWVC Uvalde
 KWVC Vernon
 KVIC Victoria
 KBEC Waxahachie

UTAH

KBNA Brigham City
 KVVN Logan
 KNKO Ogdan
 KOAL Price
 KTVY Provo
 KDXU St. George
 KSOP Salt Lake City
 KTUT Tooele City
 KVEL Vernal

VIRGINIA

WKLV Blackstone
 WINA Charlottesville
 WBCR Christiansburg
 WKCY Covington
 WCVL Culpeper
 WEVA Emporia
 WFGF Falls Church
 WPCG Franklin
 WFVA Fredericksburg
 WFRF Front Royal
 WBOB Galax
 WDDY Gloucester
 WVA Martinsville
 WHAP Hopewell
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WTVF Martinsville
 WSGM Mount Jackson
 WNVN Norton
 WJMA Orange
 WPAV Petersburg
 WPTV Staunton
 (Continued on Next Page)

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

KEYSTONE BROADCASTING SYSTEM

ALABAMA
 WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WBCA Bay Minette
 WEDR Birmingham
 WEBJ Brewton
 WKAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WWSL Decatur
 WXAL Demopolis
 WODF Dothan
 WIRB Enterprise
 WULA Eufaula
 WBL0 Evergreen
 WWVF Fayette
 WJ01 Florence
 WZDB Fort Payne
 WETO Gadsden
 WGEA Geneva
 WGVV Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHP Huntsville
 WPBB Jackson
 WWWB Jasper
 WJAM Marion
 WMOZ Mobile
 WMFC Monroeville
 WCRL Oneonta
 WJHO Opelika
 WPID Piedmont
 WERL Roanoke
 WWRB Russellville
 WHOS Scottsboro
 WHBB Selma
 WFE6 Sylacauga
 WHTB Talladega
 WJDB Thomasville
 WTBV Troy
 WTBC Tuscaloosa
 WTUS Tuskegee
 WETU Wetumpka

ARIZONA
 KCKY Coolidge
 KAWT Douglas
 KOLS Flagstaff
 KDJJ Holbrook
 KNOG Nogales
 KRIZ Phoenix
 KZOK Prescott
 KVNC Winslow
 KOFA Yuma

ARKANSAS
 KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KTCN Berryville
 KAMD Camden
 KCCN Conway
 KAGH Crossett
 KQDN De Queen
 KELD El Dorado
 KJKJ Forrest City
 KTC5 Fort Smith
 KHZD Harrison
 KFFA Helena
 KXAR Hope
 KBHS Hot Springs
 KBTM Jonesboro
 KGH1 Little Rock
 KBOK Malvern
 KTML Marked Tree
 KASA McGehee
 KENA Mena
 KHBM Monticello
 KTL0 Mountain Home
 KCE0 Osceola
 KDRS Paragould
 KOTN Pine Bluff
 KPC9 Pocahontas
 KXRJ Russellville
 KWCB Searcy
 KUOA Siloam Springs
 KBRS Springdale
 KWAK Stuttgart
 KRLW Walnut Ridge
 KWRF Warren
 KWYN Wynne

CALIFORNIA
 KAH1 Auburn
 KIBS Bishop
 KBMX Coalinga
 KROU Dinuba
 KX0 El Centro
 KDAC Fort Bragg
 KGST Fresno
 KPER Gilroy
 KRKC King City
 KCVR Lodi
 KNEZ Lompoc

COLORADO
 KGVV Alamosa
 KRLN Canon City
 KYSN Colorado Springs
 KVCU Cortez
 KKA1 Craig
 KCLR Denver
 KIUP Durango
 KFTM Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLMH Lamar
 KLVG Leadville
 KLVU Loveland
 KSLV Monte Vista
 KUBC Montrose
 KJLA Pueblo
 KVRH Salida
 KOLR Sterling
 KCRT Trinidad

FLORIDA
 WAPG Arcadia
 WTRL Bradenton
 WKTS Brooksville
 WYAN Clearwater
 WKKO Cocoa
 WVCU Crestview
 WDCP Dade City
 WJSP De Funiak Springs
 WDDD Deland
 WDBF Delray Beach
 WFBF Fort Myers
 WINK Fort Myers
 WARM Fort Pierce
 WGGG Gainesville
 WGMA Hollywood
 WZRD Jacksonville Beach
 WKWF Key West
 WWRB Kissimmee
 WDSR Lake City
 WIPR Lake Wales
 WLBE Leesburg
 WNER Live Oak
 WMAF Madison
 WTSY Marianna
 WNOG Naples
 WSSB New Smyrna Beach
 WTMOC Ocala
 WKIS Orlando
 WWPJ Palatka
 WDLF Panama City
 WPPA Pensacola
 WPRY Perry
 WPLA Plant City
 WFOY St. Augustine
 WTRR Sanford
 WTKY Sarasota
 WJGM Sebring
 WWRG Starke
 WSTU Stuart
 WMEN Tallahassee
 WWTB Tampa
 WAXE Vero Beach
 WAUC Wauchula

GEORGIA
 WAAG Adel
 WJAZ Albany
 WQCS Alma
 WDEC Americus
 WDDL Athens
 WBLA Augusta
 WMGR Bainbridge
 WHAB Baxley
 WMOG Brunswick
 WDMF Buford
 WGRA Cairo
 WCLB Camilla
 WCHK Canton
 WLBB Carrollton
 WBHF Cartersville
 WGA A Cedartown
 WCLA Claxton
 WMMJ Cordele
 WGFS Covington

IDAHO
 KGEM Boise
 KBAR Burley
 KCOI Caldwell
 KVCN Coeur d'Alene
 KURT Grandeville
 KIFI Idaho Falls
 KRPL Moscow
 KPJO Payette
 KYTE Pocatello
 KPST Proton
 KRXK Rexburg
 KSPT Sandpoint
 KBRV Soda Springs
 KEEP Twin Falls

ILLINOIS
 WBYS Canton
 WEIC Charleston
 WDNQ Duquoin
 WFIW Fairfield
 WEBQ Harrisburg
 WJPF Herrin
 WLDS Jacksonville
 WKEI Kewanee
 WPRC Lincoln
 WKAI Macomb
 WMOK Metropolis
 WINI Murphysboro
 NTAY Robinson

IOWA
 KLGA Algon
 KASI Ames
 KJAN Atlantic
 KWBG Boone
 KCOG Centerville
 KCHA Charles City
 KCHE Cherokee
 KSWI Council Bluffs
 KSI6 Creston
 KOEC Decatur
 KLIL Estherville
 KXGI Fort Madison
 KGRN Grinnell

KANSAS
 KARE Atchison
 KCRB Chanute
 KNCU Concordia
 KVOE Emporia
 KLD0 Fort Scott
 KLDG Garden City
 KBLR Goodland
 KAYS Hays
 KWBW Hutchinson
 KIND Independence
 KJCK Junction City
 KJRT Riley
 KCLD Leavenworth
 KMAN Manhattan
 KNDY Marysville
 KNEK McPherson
 KJRG Newton
 KLCG Parsons
 KSEK Pittsburg
 KWSK Pratt
 KRSL Russell
 KTOP Topeka

KENTUCKY
 WANY Albany
 WBHT Barstow
 WBLB Benton
 WLBJ Bowling Green
 WTCO Campbellsville
 WNES Central City
 WAIN Columbia
 WCTT Corbin
 WZP Covington
 WZPO (Cincinnati, Ohio)
 WCPM Cumberland
 WCYN Cynthiana
 WHIR Oanville
 WIEL Elizabethtown
 WSTL Eminence
 WFKY Frankfort
 WFKN Franklin
 WKAY Glasgow
 WHLN Harlan
 WHBN Harrodsburg
 WKIC Hazard
 WSDN Henderson
 WKDA Hopkinsville
 WLBK Lebanon
 WMTL Leitchfield
 WBLG Lexington
 WFMW Madisonville
 WXXL Manchester
 WNGD Mayfield
 WFTM Maysville
 WMIK Middlesboro
 WFLW Monticello
 WMOR Morehead
 WNKY Neon
 WOMI Owensboro
 WSPJ Paintsville
 WKXX Paris
 WPKI Pikeville
 WVRT Protonsborg
 WPKY Princeton
 WEKY Richmond
 WRRS Russellville
 WLGC Scottsville
 WSFC Somerset

KY
 WBLJ Oalton
 WWD Dawson
 WDMG Douglas
 WMLL Dubin
 WTJH East Point
 WSCU Eubank
 WBBB Fitzgerald
 WFFM Fort Valley
 WGGG Gainessville
 WLCU Gann
 WCEH Hawkinsville
 WBGK Josup
 WLF A Lafayette
 WLAG La Grango
 WYTH Madison
 WFRD Manchester
 WFOU Marietta
 WDAV McRao
 WMOV Milledgeville
 WGRS Millon
 WIRE Monroe
 WIGA Moultrie
 WIGN Milledgeville
 WSEB Quitman
 WGRA Rome
 WSNT Sandersville
 WFRP Savannah
 WWSN Statesboro
 WSYL Sylvania
 WSFT Thomaston
 WTTA Thomson
 WWSG Tifton
 WLET Tocepa
 WJEM Valdosta
 WVDP Vidalia
 WYXK Waycross
 WWRB Waynesboro
 WLD West Point
 WIMD Winder

LOUISIANA
 KBBS Alexandria
 KTRY Bastrop
 WEND Baton Rouge
 WIKC Bogalusa
 WARB Covington
 KSIJ Crowley
 KDLA De Ridder
 KLFT Golden Meadow
 WFRP Hammond
 KVHL Homer
 KCIL Houma
 KJEF Jennings
 KANV Jonesville
 KLLP Lake Providence
 KLLA Leesville
 KDDB Mansfield
 KAPB Marksville
 KLIC Monroe
 KMRC Morgan City
 KNOC Natchitoches
 KANE New Iberia
 KREH Oakdale
 KSL0 Delousas
 KCLP Rayville
 KRUS Ruston
 KBSF Springhill
 KIKS Sulphur
 KTL0 Tallulah

MAINE
 WRUM Rumford
 WGHM Skowhegan

MASSACHUSETTS
 WREB Holyoke
 WMRM Milford
 WBEC Springfield
 WTYM Pittsfield
 WARE Ware

MICHIGAN
 WALM Albion
 WQWE Allegan
 WLEW Bad-Axe
 WBCM Bay City
 WBRN Big Rapids
 WMRP Flint
 WFCO Fremont
 WMPL Hancock
 WAHL Hastings
 WBSB Hillsdale
 WKIB Iron River
 WJMS Ironwood
 WJPO Ishpeming
 WKLA Ludington
 WMT E Marquette
 WDMJ Marquette
 WAGN Monominee
 WCEN Mt. Pleasant
 WMAA Musking
 WMUS Muskegon
 WNIL Niles
 WHLS Port Huron

MINNESOTA
 KASB Albany
 KXRA Alexandria
 KANO Anoka
 KBUN Bemidji
 KBMO Benson
 KBMW Breckenridge
 WKLK Cloquet
 (Ouluth-Superior)
 KR0X Crookston
 KDLM Detroit Lakes
 WELY Ely
 WEVE Eveleth
 KDZY Grand Rapids
 KBDZ Hutchinson
 CFOB International Falls
 KLTJ Little Falls
 KNUJ New Uim
 KRFO Owatonna
 WCRP Pine City
 KLOH Pipestone
 KFAM St. Cloud
 WAVN Stillwater
 KAGE Winona

MISSISSIPPI
 WAMY Amory
 WBLE Batesville
 WGMG Biloxi-Gulfport
 WBJB Booneville
 WDBB Canton
 WGLC Centerville
 WROX Clarksdale
 WCLD Cleveland
 WCJU Columbia
 WCB1 Columbus
 WOMA Corinth
 WMAF Forest
 WJPR Greenville
 WGRM Greenwood
 WNA6 Grenada
 WFOR Hattiesburg
 WMDC Hazlehurst
 WCPC Houston
 WNL A Indianola
 WKOZ Kosciusko
 WAML Laurel
 WMBC Macon
 WSJC Magee
 WAPF McComb
 WMOX Meridian
 WMS1 Natchez
 WNAU New Albany
 WSUH Oxford
 WPMF Pascagoula

MISSOURI
 KBHM Branson
 KCMO Cape Girardeau
 KDMO Carthage
 KCRV Caruthersville
 KCHR Charleston
 KCHJ Chillicothe
 KBLA Columbia
 KQEX Dexter
 KREI Farmington
 KWOS Jefferson City
 KIRX Kirksville
 KLWT Lebanon
 KTOB Maldon
 KNIM Maryville
 KNCM Moberly
 KRMO Monett
 KRLS Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KWDC Poplar Bluff
 KTRR Rola
 KSGM Ste. Genevieve
 KRES St. Joseph
 KSMO Salem
 KIRO Sedalia
 KICK Springfield
 KALM Thayer
 KTTN Trenton
 KLPW Union
 KDKO Warrensburg
 KWBE Warronton
 KWPM West Plains

NEBRASKA
 KCOW Alliance
 KCSR Chadron
 KJSH Columbus
 KHUB Fremont
 KHAS Hastings
 KUVR Holdrege
 KGFV Kearney
 KLMS Lincoln
 KBR1 McCook
 KODY North Platte
 KOGA Ogallala
 KOD0 Omaha
 KBRX O'Neill
 KSID Sidney
 KAWL York

NEVADA
 KPTL Carson City
 KVLV Fallon
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE
 WKXL Concord
 WLNH Laconia

NEW JERSEY
 WNNJ Newton

NEW MEXICO
 KALG Alamogordo
 KHAM Albuquerque
 KSPV Artesia
 KAVE Carlsbad
 KLXV Clayton
 KCLV Clovis
 KOTS Deming
 KMIN Grants
 KWEE Hobbs
 KOBE Las Cruces
 KRSN Los Alamos
 KENM Portales
 KRNT Raton
 KBIM Roswell
 KSL Silver City
 KSR0 Socorro

NEW YORK
 WMBD Auburn
 WBRV Bohnville
 KHM Hugo
 KTMK Me Alesor
 KGLC Miami
 KBIX Muskogee
 KNDR Norman
 KBYE Oklahoma City
 KHBG Okmulgee
 KVLH Pauls Valley
 KLCD Poteau
 KOLS Pryor
 KTLQ Tahlequah
 KWSH Tri-City
 (Wewaka-Seminole-Holdenville)
 KVIN Vinita

NO. CAROLINA
 WRCS Ashoka
 WABZ Albemarle
 WGRV Asheboro
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WCDJ Edenton
 WCNC Elizabeth City
 WBLA Elizabethtown
 WFA1 Fayetteville
 Fort Bragg
 WBB0 Forest City
 WFCJ Franklin
 WFGV Fuquay Springs
 (Raleigh)
 WLT0 Gastonia
 WFCM Goldsboro
 WKDX Hamlet
 WHNC Henderson
 WHKP Hendersonville
 WHPE High Point
 WJNC Jacksonville
 WELS Kinston
 WVEW Laurinburg
 WLOE Leaksville
 WJRI Lenoir
 WBUY Lexington
 WTSB Lumberton
 WMMH Marshall
 WMAP Monroe
 WHIP Morehead City
 WMRL Morgantown
 WMNC Morgantown
 WPAQ Mount Airy
 WRNB New Bern
 WNNC Newton
 WKBC No. Wilkesboro
 WFCR Reidsville
 WCBT Roanoke Rapids
 WCEC Roekv Mount
 WSTP Salisbury
 WGGP Sanford
 WSHS Shelby
 WEEB Southern Pines
 WMSI Sylva
 WTSY Tryon
 WADE Wadesboro
 WISE Wallace
 WDOE Washington
 WHCG Waxhville
 WENC Whiteville

NORTH CAROLINA
 KOLR Oevels Lake
 KDIX Dickinson
 KNOG Hettering
 KEYJ Jamestown
 KOVC Valley City

OHIO
 WATG Ashland
 WILE Cambridge
 WBEX Chillicothe
 WJER Dover
 WJEH Gallipolis
 WSRW Hillsboro
 WIRD Ironton
 W1MJ Jackson
 WTIG Massillon
 WPTW Piqua
 WCHO Washington
 Court House
 WKOV Wellston
 WWST Wooster

OKLAHOMA
 KA0A Ada
 KWHW Aultus
 KVS0 Ardmore
 KLTR Blackwell
 KWCO Chickasha
 KWPR Claremore
 KW0E Clinton
 KUSH Cushing
 KRHD Duncan

OREGON
 KWIN Ashland
 KAST Astoria
 KBKR Baker
 KBND Bend
 KRNS Burns
 KWRO Coquille
 KPLK Dallas
 KASH Eugene
 KUIK Hillsboro
 (Portland)
 KJII Klamath Falls
 KLBW La Grande
 KQIK Lakeview
 KGAL Lebanon
 KCMC McMinnville
 KB DY Medford
 KNPT Newport
 KBCH Oceanlake
 KSRV Ontario
 KWRC Pendleton
 KLIQ Portland
 KOOL The Dalles

PENNSYLVANIA
 WNCC Barnesboro
 WFLD Bedford
 WBRX Berwick
 WLD A Bradock
 (Pittsburgh)
 WISR Butler**
 WC0L Carbondale
 (Scranton)
 WHYL Carlisle
 WKXV Knoxville
 WLAJ La Fayette
 WDXE Lawrenceburg
 WCDR Lebanon
 WLIL Lenoir City
 WJMJ Lewisburg
 WDXL Lexington
 WMMT McMinville
 WHEY Millington
 WCRK Morristown
 WGSN Murfreesboro
 WNAH Nashville
 WLIK Newport
 WKKE Oak Ridge
 WTPR Paris
 WTRB Ripley
 WORM Savannah
 WEPG South Pittsburg
 WBLP Springfield
 WDEH Sweetwater
 WJIG Tullahoma
 WENK Union City
 WCOT Winchester

TEXAS
 KYLF Alpine
 KZIP Amarillo
 KACT Andrews
 KBUO Athens
 KALT Atlanta
 KRUN Ballinger
 KIOX Bay City
 KREL Baytown
 KBLT Big Lake
 KBYG Big Spring
 KFFN Bonham
 KBBB Borger
 KNNL Brady
 KSTB Breckenridge
 KWHI Brenham
 KQDR Brownsville
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs
 KGAS Carthage
 KCTX Childress
 KCAR Clarksville
 KVLB Cleveland
 KSTA Coleman
 KVMC Colorado City
 KANO Corsicana
 KIVY Crockett
 KXIT Oalhart
 KDLK Oel Rio
 KDNT Denton
 KDDD Dumas
 KERS Eagle Pass
 KERC Eastland
 KPSO Fairbairns
 KFLO Florida
 KFST Ft. Stockton
 KNAF Fredericksburg

UTAH
 KBUH Brigham City
 KVVU Logan
 KKOG Ogden
 KOAL Price
 KEYY Provo
 KDXU St. George
 KSDP Salt Lake City
 KTUT Tooele City
 KVEL Vernal

VERMONT
 WVTG Ferrisburgh
 WVTM Ferrisburgh
 WVTM Ferrisburgh
 WVTM Ferrisburgh

VIRGINIA
 WKLV Blackstone
 WINA Charlottesville
 WBCR Christiansburg
 WKEY Covington
 WCVA Culpeper
 WEVA Emporia
 WFAH Falls Church
 WYSR Franklin
 WFVA Fredericksburg
 WFRF Front Royal
 WBOB Galax
 WDDY Gloucester
 WMAA Gretna
 WHAP Hopewell
 WREL Lexington
 WBRG Lynchburg
 WMEV Marlton
 WMVA Martinsville
 WSGM Mount Jackson
 WNV A Norton
 WJMA Orange
 WPVA Petersburg
 WPIV Prialski
 (Continued on Next Page)

WEST VIRGINIA
 WVAH Charleston
 WVAH Charleston
 WVAH Charleston

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

WISCONSIN
 WISN Milwaukee
 WISN Milwaukee
 WISN Milwaukee

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

Officers and Directors

Sidney J. Wolf (Director).....	President
Noel A. Rhys.....	Executive Vice-President
Edwin R. Peterson.....	Senior Vice-President
Joseph Bayer (Director).....	Vice-President
William Bayer.....	Vice-President
Charles A. Hammarstrom.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

New York

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

Phone: ELdorado 5-3720

Noel A. Rhys.....	Executive Vice-President
Charles A. Hammarstrom.....	Vice-President
Eve Waldo.....	Office Manager
Martin Mills.....	Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-8900

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Senior Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
William Wolf, E. Richard Peterson, Jr.....	Account Executives
Blanche Stein.....	Director of Station Relations
Anita Larie.....	Auditor
Jane C. McFadgen.....	Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUtter 1-7440

J. Holtman.....	Account Executive
-----------------	-------------------

(Cont. from Page 257)

WRIC Richlands
WHYE Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WBOF Virginia Beach
WEER Warrenton
WNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted
(St. Croix)

WASHINGTON

KXRO Aberdeen
KAGT Anacortes

KPUG Bellingham
KELA Centralia
KCLX Colfax
KCVL Colville
KXLE Ellensburg
KNBX Kirkland
(Seattle)
KEDO Longview
KSEM Moses Lake
KGY Olympia
KRSC Othello
KPKW Pasco
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston

WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WKYR Keyser
WVOV Logan
WEPM Martinsburg
WHIC Matewan
WAJR Morgantown**
WMOD Moundsville
(Wheeling)
WETZ New Martinsville
WCEF Parkersburg
WLOH Princeton
WROB Rouseverte
WELC Welch
WHAW Weston

WISCONSIN

WHBY Appleton
WATW Ashland
WBEL Beloit
(Rockford, Illinois)

WWIS Black River Falls
WECL Eau Claire
WDUJ Green Bay
WTKM Hartford
WHSM Hayward
WLCC La Crosse
WLDY Ladysmith
WIGM Medford
WMNE Menomonie
WOSH Oshkosh
WPFP Park Falls
WSWW Platteville
WPLY Plymouth
(Sheboygan)
WIBU Poynette
WRDB Reedsburg
WJMC Rice Lake
WRCO Richland Center
WTCB Shawano
WCOW Sarta
WSPT Stevens Point**
WDOR Sturgeon Bay
WTRW Two Rivers

WTTN Watertown
WDUX Waupaca
WHVF Wausau

WYOMING

KBBS Buffalo
KATI Casper
KVOO Cheyenne
KWIV Douglas
KLUK Evanston
KIML Gillette
KOVE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRB Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

THE RADIO NETWORKING PATTERN, '59-69

... Will Crystalize During This Year

By BLAIR A. WALLISER

Executive Vice President
Mutual Broadcasting System



THE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

ALABAMA
 WEZB Birmingham
 WMSL Decatur
 WXAL Doanopolis
 WDIG Dothan
 WULA Eufaula
 WDOI Florence
 WJBB Haleville
 WBHP Hunterville
 WAEX Montgomery
 WJEO Opelika
 WFER Sylacauga
 WTBF Troy
 WTBC Tuscaloosa

ARIZONA
 KRUN Bisbee
 KRYA Flagstaff
 KRWB Globe
 KOY Phoenix
 KGLU Safford
 KTUC Tucson
 KVCN Winslow
 KVOY Yuma

ARKANSAS
 KAMD Camden
 KFAY Fayetteville
 KFSB Fort Smith
 RFFA Helena
 KBLO Hot Springs
 KBTM Jonesboro
 KGHJ Little Rock
 KVMA Magnolia
 KOTN Pine Bluff
 KUOA Siloam Springs

CALIFORNIA
 KMAF Bakersfield
 KPAY Chico
 KXO El Centro
 RIEM Eureka
 KYOK Fresno
 KHJ Los Angeles
 KMYO Marysville
 KYOS Merced
 KPBL Paso Robles
 KRDG Redding
 KGMS Sacramento
 KSBW Salinas-Monterey
 KITO San Bernardino
 KOB San Diego
 KPBC San Francisco
 KVEG San Luis Obispo
 KTMK Santa Barbara
 KWG Stockton
 KCOK Tulare-Visalia
 KVEN Ventura

COLORADO
 KIMN Denver
 KGIN Glenwood Springs
 KRFX Grand Junction

CONNECTICUT
 WNAB Bridgeport
 WPOP Hartford
 WNLC New London
 WTOK Torrington
 WWCO Waterbury

DISTRICT OF COLUMBIA
 WOL Washington

FLORIDA
 KWFP Key West
 WPEG Jacksonville
 WDBR Lake City
 WONN Lakeland
 WIBE Leesburg
 WTTM Marianna
 WMXB Melbourne
 WKAT Miami
 WMLP Milton-Pensacola
 WBBB New Smyrna Beach
 WHOO Orlando
 WTCP Panama City
 WCNH Quincy
 WTSP St. Petersburg-Tampa
 WSTU Stuart
 WTAL Tallahassee
 WTRK West Palm Beach
 WSIR Winter Haven
 WTTB Vero Beach

GEORGIA
 WTZE Atlanta
 WBBQ Augusta
 WBTP Carterville
 WGBA Columbus
 WMMJ Cordele
 WFLJ Dalton
 WBHB Fitzgerald
 WGGG Gainesville
 WKEU Griffin
 WLAG La Grange
 WNEK Macon
 WMYG Milledgeville
 WCOH Newnan
 WAGA Rome
 WRCB Savannah
 WTWA Thompson
 WCOV Valdosta
 WATX Waycross
 WTTM Madison

IDAHO
 KGEM Boise

ILLINOIS
 WLS Chicago
 WJPF Herrin
 WIRL Peoria

INDIANA
 WASK Lafayette
 WSAL Logansport
 WJVA South Bend
 WAOV Vincennes

IOWA
 KCRG Cedar Rapids
 KRON Clinton
 KSWI Council Bluffs, Ia.
 (Omaha, Neb.)
 KNTT Davenport
 KWDM Des Moines
 WDBQ Dubuque
 KYFD Fort Dodge
 KWWL Waterloo

KANSAS
 KPRM Concordia
 KXNO Dodge City
 KBLR Goodland
 KIND Independence
 KSNL Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY
 WLBE Bowling Green
 WTTT Corbin
 WHHR Danville
 WPKY Frankfort
 WYLK Lexington
 WTMT Louisville
 WPTM Maysville
 WDMI Owensboro
 WKYB Paducah
 WSP Paintsville
 WTKE Pikeville
 WPKY Richmond
 WSFC Somerset

LOUISIANA
 WIBC Bogalusa
 KEUN Eunice
 KVHL Homer
 KLFM Lafayette
 KAOK Lake Charles
 KLIC Monroe
 KXOC Natchitoches
 WJNY New Orleans
 KENT Shreveport

MAINE
 WFAU Augusta
 WABI Bangor
 WIDE Biddeford
 WJUN Houlton
 WCOU Lewiston-Auburn
 WPOR Portland
 WAGM Presque Isle

MARYLAND
 WWIN Baltimore
 WJEF Hagerstown

MASSACHUSETTS
 WNAC Boston
 WALE Fall River
 WEM Fitchburg
 WHAI Greenfield
 WLJH Lowell-Lawrence
 WIMP Northampton
 WBRK Pittsfield
 WMAS Springfield
 WARE Ware
 WORC West Yarmouth
 WAAB Worcester

MICHIGAN
 CKLW Detroit
 WDBC Escanaba
 WBBU Flint
 WFLV Grand Rapids
 WKHM Jackson
 WDMJ Marquette
 WMI N Muskegon
 WISW Saginaw-Bay City

MINNESOTA
 KAT'S Austin
 KBN-N Bemidji
 WDSM Duluth-Superior
 WEVE Eveleth
 KGBE Fargo Falls
 KOZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WVEW Hibbs
 WLAG La Grange
 WNEK Macon

MISSISSIPPI
 WAXY Anory
 WJBL Biloxi-Gulfport
 WJBR Brookhaven
 WRON Clarkdale
 WCB Columbus
 WJFR Greenville
 WNAG Grenada

WMOX Meridan
 WNAT Natchez
 WLEO Tupelo
 WQBC Vicksburg
 WROB West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI
 KWOS Jefferson City
 WMBH Joplin
 KMBK Kansas City
 KKEO Mexico
 KRES St. Joseph
 WEW St. Louis

MONTANA
 KROR Butte
 KGXC Sidney
 KVC Wolf Point

NEBRASKA
 KGFV Kearney
 KLMN Lincoln
 KBRM McCook
 Omaha (see Council Bluffs, Iowa)

NEVADA
 KORK Las Vegas
 KATO Reno

NEW JERSEY
 WLDL Atlantic City

NEW MEXICO
 KALG Alamogordo
 KRAM Albuquerque
 KSPV Artesia
 RWVE Hobbs
 WCB Columbus
 KCHS Truth or Consequences
 KTNM Tucuman

NLW YORK
 WCLJ Corning
 WOKO Albany
 WMBO Auburn
 WPTA Batavia
 WKOP Binghamton
 WEBR Buffalo
 WLEA Elmira
 WEHH Horseheads-Elmira Heights

WIOG Jamestown
 WKNY Kingston
 WICY Malone
 WOR New York
 WSLB Ogdensburg
 WBRV Plattsburg
 WKAL Rome-Utica
 WNDR Syracuse

NORTH CAROLINA
 WGBI Elizabeth City
 WBBB Burlington
 WCGC Belmont-Charlotte
 WWTT Canton
 WENC Fayetteville
 WFGV Fuquay Springs
 WFGG Greensboro
 WBNK Henderson
 WJNC Jacksonville
 WLOB Leaksville
 WTSB Lumberton
 WJRI Lenoir
 WSTD Mt. Airy
 WHTT New Bern
 WRJX Raleigh
 WCBT Roanoke Rapids
 WSTP Salisbury
 WOLTS Shelby
 WGNJ Wilmington
 WTOB Winston-Salem

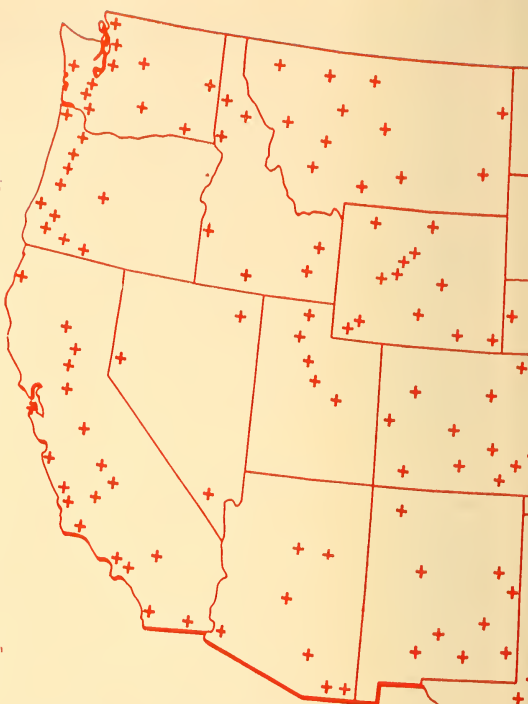
NORTH DAKOTA
 KDJR Devils Lake
 KVOX Fargo (Moorhead, Minn.)

KNOX Grand Forks
 KEYJ Jamestown
 KLPJ Minot
 KOVC Valley City

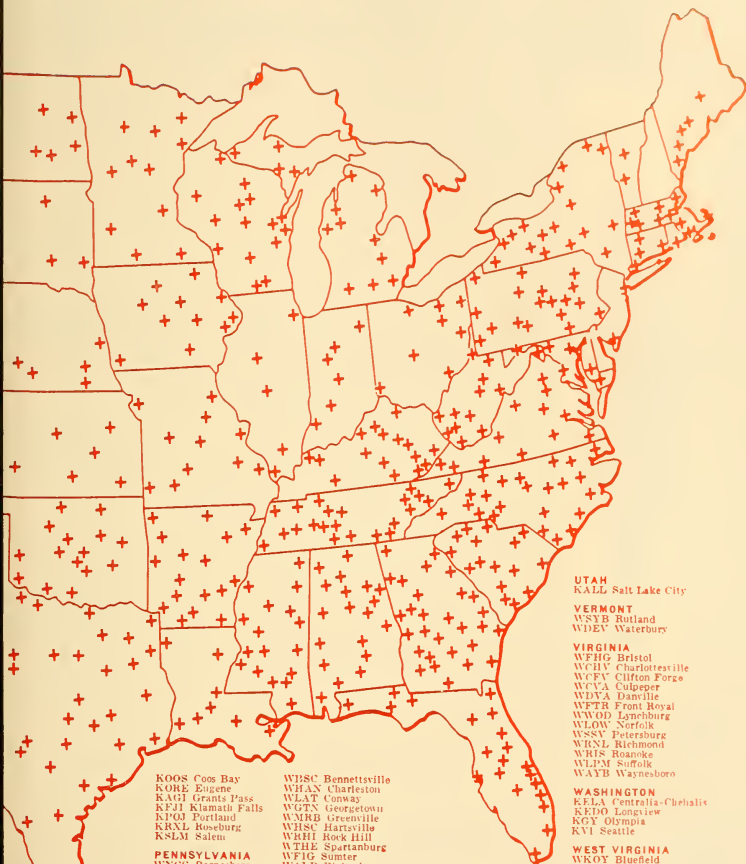
OHIO
 WNCO Ashland
 WPKK Akron
 Boltaire (see Wheeling, W. V.)
 WAND Canton
 WBEX Chillicothe
 WZIP Cincinnati
 WDOK Cleveland
 WTVN Columbus
 WRO Hionton
 WMOA Marietta
 WLEC Sandusky
 WBBW Youngstown
 WSTV Steubenville
 WOTD Toledo
 WIER Dover

OKLAHOMA
 WBN Bartlesville
 WBBZ Ponca City
 KGFF Shawnee
 KTOVO Oklahoma City

OREGON
 KWIL Albany
 KWVN Ashland
 KAST Astoria
 KBNB Bend



CASTING SYSTEM



KOOS Coos Bay
KORE Eugene
KAGI Grants Pass
KEJI Klamath Falls
KPOJ Portland
KRXL Roseburg
KSLM Salem

PENNSYLVANIA
WNCB Barnesboro
WHLM Bloomsburg
WCPA Clearfield
WCMB Harrisburg
WAZL Hazleton
WCRO Johnstown
WLAN Lancaster
WAKI Latrobe
WBZF Lock Haven
WKST New Castle
WIP Philadelphia
WMCK Pittsburgh-
 McKeesport
WPPA Pottsville
WKBI St. Mary's
WMAJ State College
WTRN Tyrone-Altoona
WJFA Washington
WNBT Wellsboro
WBAX Wilkes-Barre

RHODE ISLAND
WEAN Providence
WERI Westerly

SOUTH CAROLINA
WANS Anderson

WIHC Bennettsville
WHAN Charleston
WLAT Conway
WGTN Georgetown
WMBR Greenville
WHSC Hartsville
WRHI Rock Hill
WTHE Spartanburg
WFIG Sumter
WALD Walterboro

SOUTH DAKOTA
KORN Mitchell
KWAT Watertown

TENNESSEE
WLAR Athens
WAGC Chattanooga
WZAJ Clarkesville
WBAC Cleveland
WEKR Fayetteville
WHBT Harriman
WRTB Johnson City
WJMI Lewisburg
WLIV Livingston
WMMT McMinnville
WHBQ Memphis
WCRK Morristown
WGNS Murfreesboro
WNCB Nashville
WATO Oak Ridge

TEXAS
KWKC Abilene
KAMQ Amarillo
KVET Austin

RIOX Bay City
KHEZ Borger
KBWD Brownwood
FORA Bryan
WRH Dallas-Ft. Worth
KSET El Paso
KTHH Houston
KEBE Jacksonville
KLEN Killeen
KVOZ Laredo
KLLL Lubbock
KTRF Lufkin
KRIO McAllen
KVKM Monahans
KECK Odessa
KPDN Pampa
KEYE Perryton
KVOP Plainview
KPAC Fort Arthur-Beaumont
KMAC San Antonio
KRRY Sherman-Denison
KSNY Snyder
KOSY Texarkana
KVIC Victoria
KWTX Waco
KSYD Wichita Falls

UTAH
KALL Salt Lake City

VERMONT
WSYB Rutland
WDEV Waterbury

VIRGINIA
WPHG Bristol
WCHV Charlottesville
WCYF Clifton Forge
WCVA Culpeper
WDVA Danville
WFTR Front Royal
WVOD Lynchburg
WLOW Norfolk
WSSV Petersburg
WRNL Richmond
WHIS Roanoke
WLPJ Suffolk
WAYB Waynesboro

WASHINGTON
KFLA Centralia-Chehalis
KEDO Longview
KGY Olympia
KVI Seattle

WEST VIRGINIA
NKCY Bluefield
WTIP Charleston
WBAR Clarksburg
WTN Fairmont
WHLI Huntington
WLOG Logan
WMOX Montgomery
WTRX Wheeling, Belleaire, O.
WBTH Williamson

WISCONSIN
WJTG Green Bay
WHBY Appleton
WGEZ Beloit
WBIZ Eau Claire
KFIZ Fond du Lac
WHSM Hayward
WLLO Janesville
WISC Madison
WOMT Manitowish
WBFI Poynette
WRFB Reedsburg
KFIC Rice Lake
WFHR Wisconsin Rapids
WFOX Milwaukee

WYOMING
KWYO Cheyenne

MUTUAL BROADCASTING SYSTEM

ALABAMA
 WZLW Birmingham
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan
 WZLW Dothan

ARIZONA
 KUNN Bisbee
 KUNN Flagstaff
 KUNN Globe
 KUNN Phoenix
 KUNN Safford
 KUNN Tucson
 KUNN Winslow
 KUNN Yuma

ARKANSAS
 KAMD Camden
 KFAY Fayetteville
 KFOS Fort Smith
 KFSA Helena
 KBLO Hot Springs
 KBTM Jonesboro
 KQHI Little Rock
 KUMA Magnolia
 KOTN Pine Bluff
 KUOA Siloam Springs

CALIFORNIA
 KMAP Bakersfield
 KPAY Chico
 KXG El Centro
 KEM Eureka
 KYNQ Fresno
 KHL Los Angeles
 KMYO Marysville
 KYOS Merced
 KPRL Paso Robles
 KRDP Redding
 KRMS Sacramento
 KSBW Salinas-Monterey
 KITO San Bernardino
 KOB San Diego
 KFRS San Francisco
 KVEC San Luis Obispo
 KMS Santa Barbara
 KWG Stockton
 KOK Tulare-Visalia
 KVEN Ventura

COLORADO
 KLMN Denver
 KGLN Glenwood Springs
 KRFX Grand Junction

CONNECTICUT
 WNAH Bridgeport
 WPOP Hartford
 WNLG New London
 WTOR Torrington
 WWCW Waterbury

DISTRICT OF COLUMBIA
 WOL Washington

FLORIDA
 WKVP Key West
 WPEG Jacksonville
 WDSR Lake City
 WQNN Lakeland
 WBE Leesburg
 WTS Marianna
 WMMB Melbourne
 WKAT Miami
 WERY Milton-Pensacola
 WSRR New Smyrna Beach
 WHOO Orlando
 WPCF Panama City
 WCNH Quincy
 WTSP St. Petersburg-Tampa
 WSTU Stuart
 WTAL Tallahassee
 WTRK West Palm Beach
 WSTR Winter Haven
 WTRV Yero Beach

GEORGIA
 WYZE Atlanta
 WRQB Augusta
 WBIW Cartersville
 WGBA Columbus
 WMM Cordele
 WBLJ Dalton
 WRRB Fitzgerald
 WRGA Gainesville
 WKEI Griffin
 WLAG La Grange
 WLEX Macon
 WMYG Milledgeville
 WCOH Newnan
 WRGA Rome
 WCCP Savannah
 WTWA Thompson
 WGOV Valdosta
 WATX Waycross
 WYTH Waynesville

MINNESOTA
 KMPN Anckerly
 KBBN Bemidji
 WDSM Duluth-Superior
 WEVE Ely
 KGDE Fergus Falls
 KOZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WNSK St. Paul
 KWAD Waadena

MISSISSIPPI
 WAMY Ansony
 WLOX Biloxi-Gulfport
 WJMR Brookhaven
 WLOX Clarksville
 WCIH Columbus
 WJPR Greenville
 WJAG Grenada

IDAHO
 KGEM Boise

ILLINOIS
 WLS Chicago
 WJPF Herrin
 WIRL Peoria

INDIANA
 WASK Lafayette
 WSAL Logansport
 WJVA South Bend
 WAOV Vincennes

IOWA
 KCRG Cedar Rapids
 KBOS Clinton
 KSWI Council Bluffs, Ia.
 (Omaha, Neb.)
 KSTT Davenport
 KWDM Des Moines
 WDRQ Dubuque
 KFVD Fort Dodge
 RWWL Waterloo

KANSAS
 KFRM Cozworth
 KGNQ Dodge City
 KBLL Goodland
 KINQ Independence
 KSMJ Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY
 WLBH Bowling Green
 WUTT Corbin
 WHIR Danville
 WPKY Frankfort
 WTLK Lexington
 WTMH Louisville
 WFTM Maysville
 WQMI Owensboro
 WKYB Paducah
 WSHF Paintsville
 WPKS Pikeville
 WBEY Richmond
 WSEF Somerset

LOUISIANA
 WKCC Bogalusa
 KEIN Eunice
 KPHL Homer
 KPEL Lafayette
 KAOK Lake Charles
 KLIC Monroe
 KNOC Natchitoches
 WTPS New Orleans
 KENT Shreveport

MAINE
 WFAU Augusta
 WABI Bangor
 WIDE Biddeford
 WABM Houlton
 WCOU Lewiston-Auburn
 WFOR Portland
 WAGM Presque Isle

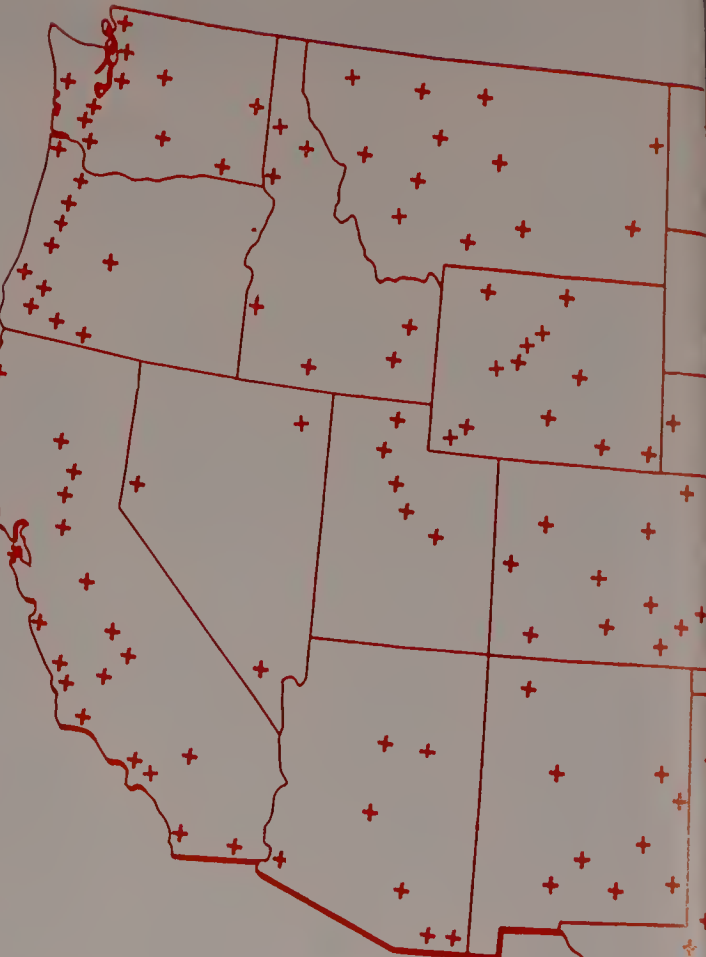
MARYLAND
 WWIN Baltimore
 W4EI Hagerstown

MASSACHUSETTS
 WNAE Boston
 WALE Fall River
 WEIM Fitchburg
 WHAI Greenfield
 WLLH Lowell-Lawrence
 WHMP Northampton
 WRRK Pittsfield
 WMAS Springfield
 WARE Ware
 WOCB West Yarmouth
 WWAH Worcester

MICHIGAN
 CKLAW Detroit
 WDRB Escanaba
 WBBE Flint
 WLAJ Grand Rapids
 WKHM Jackson
 WPMI Marquette
 WMTS Muskegon
 WSGW Saginaw-Bay City

MINNESOTA
 KMPN Anckerly
 KBBN Bemidji
 WDSM Duluth-Superior
 WEVE Ely
 KGDE Fergus Falls
 KOZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WNSK St. Paul
 KWAD Waadena

MISSISSIPPI
 WAMY Ansony
 WLOX Biloxi-Gulfport
 WJMR Brookhaven
 WLOX Clarksville
 WCIH Columbus
 WJPR Greenville
 WJAG Grenada



WMOX Meridan
 WNAI Natchez
 WLEO Tupelo
 WQBC Vicksburg
 WROB West Point
 WONA Winona
 WAZP Yazoo City

MISSOURI
 KWOS Jefferson City
 WMBH Joplin
 KMBR Kansas City
 KXKO Mexico
 KRES St. Joseph
 WRW St. Louis

MONTANA
 KOPB Butte
 KGCN Sidney
 KVKR Wolf Point

NEBRASKA
 KGFV Kearney
 KLMS Lincoln
 KRLL McCook
 Omaha (see Council Bluffs, Iowa)

NEVADA
 KORK Las Vegas
 KATO Reno

NEW JERSEY
 WLDB Atlantic City

NEW MEXICO
 KALG Alamogordo
 KHAM Albuquerque
 KVP Artesia
 KWFW Hobbs
 KGLF Roswell
 KCHS Truth or Consequences
 KTMJ Tucuman

NEW YORK
 WCLJ Corning
 WOKO Albany
 WMBO Auburn
 WETA Bataavia
 WKOP Binghamton
 WBRB Buffalo
 WLEA Hornell
 WEHI Horseheads-Elmira Heights

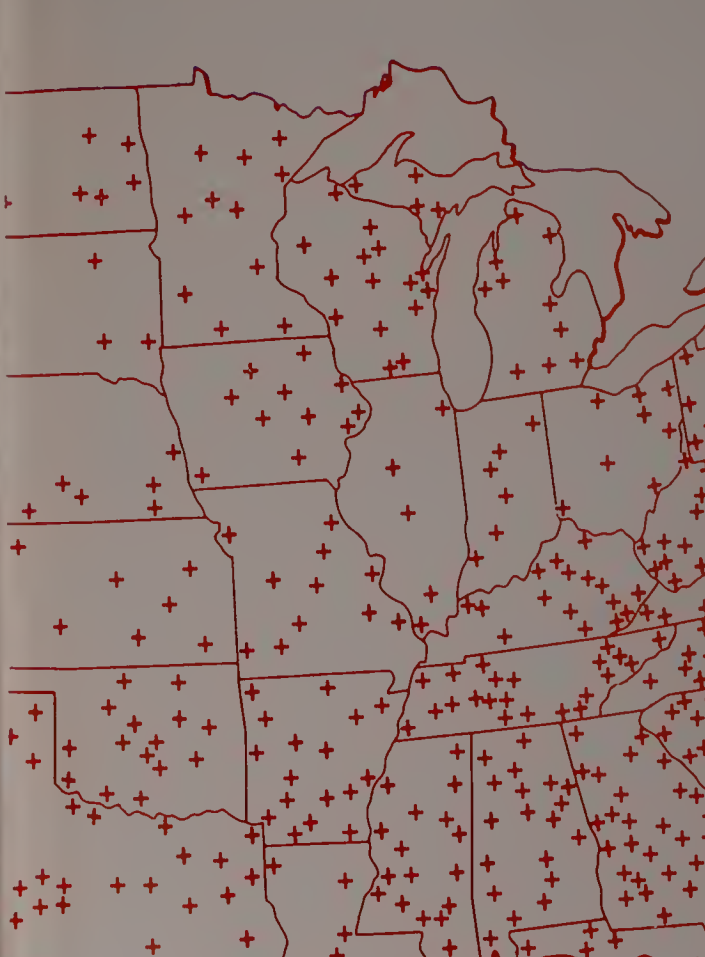
NEW YORK
 WJOC Jamestown
 WKNY Kingston
 WICY Malone
 WOR New York
 WSLB Ogdensburg
 WBY Plattsburg
 WKAL Rome-Utica
 WNDR Syracuse

NORTH CAROLINA
 WGAJ Elizabeth City
 WRBB Burlington
 WCGC Belmont-Charlotte
 WWTI Canton
 WENC Fayetteville
 WFGV Fuquay Springs
 WGBG Greensboro
 WHNC Henderson
 WJNC Jacksonville
 WLOE Leaksville
 WTSB Lumberton
 WRI Lenoir
 WSYD Mt. Airy
 WHIT New Bern
 WKIX Raleigh
 WBT Roanoke Rapids
 WSTP Salisbury
 WSHS Shelby
 WGNJ Wilmington
 WTOR Winston-Salem

OHIO
 WNCO Ashland
 WHKK Akron
 Bollaire (see Wheeling, W. Va.)
 WAND Canton
 WBEX Chillicothe
 WZJP Cincinnati
 WDOK Cleveland
 WTVN Columbus
 WBO Ironton
 WMOA Marietta
 WLEC Sandusky
 WBBW Youngstown
 WSTY Steubenville
 WTD Toledo
 WIER Dover

OKLAHOMA
 KWON Bartlesville
 WBBZ Ponca City
 KGF Shawnee
 KPOW Oklahoma City

OREGON
 KWIL Albany
 KWLN Ashland
 KAST Astoria
 KBNB Bend



KOOS Coos Bay
 KOBE Eugene
 KAME Grants Pass
 KFBI Klamath Falls
 KFOI Portland
 KRXL Roseburg
 KSLM Salem

PENNSYLVANIA
 WXPZ Barnesboro
 WBLM Bloomsburg
 WPA Clearfield
 WCMB Hazleton
 WAZL Hazleton
 WCRO Johnstown
 WLAN Lancaster
 WAKU Latrobe
 WPKZ Lock Haven
 WKST New Castle
 WIP Philadelphia
 WMOK Pottsville
 McKeesport
 WPA Portville
 WKBI St. Mary's
 WPAJ State College
 WTRN Tyrone-Altoona
 WJPA Washington
 WNET Wellsboro
 WBAX Wilkes-Barre

RHOODE ISLAND
 WEAN Providence
 WEBI Westerly

SOUTH CAROLINA
 WANS Anderson

TENNESSEE
 WLAB Athens
 WAGC Chattanooga
 WJZM Clarksville
 WBAC Cleveland
 WEKB Fayetteville
 WHBT Hartmann
 WFTB Johnson City
 WJLM Lewisburg
 KECK Odessa
 KPDN Paducah
 KEK Perryton
 KYOP Plainview
 KPAU Port Arthur-Beaumont
 KMAC San Antonio
 KRIV Sherman-Denison
 KSNY Snyder
 KOSY Texarkana
 KVIC Victoria
 KSVD Wichita Falls

TEXAS
 KRWC Abilene
 KAMQ Amarillo
 KVET Austin

KOOS Coos Bay
 KOBE Eugene
 KAME Grants Pass
 KFBI Klamath Falls
 KFOI Portland
 KRXL Roseburg
 KSLM Salem

WESC Bennettsville
 WLAT Conway
 WGTN Georgetown
 WMRB Greenville
 WHSC Hartsville
 WGHJ Rock Hill
 WTHE Spartanburg
 WFIG Sumter
 WALD Waltherboro

SOUTH OAKOTA
 WHTB Mitchell
 KWAT Watertown

TENNESSEE
 WLAB Athens
 WAGC Chattanooga
 WJZM Clarksville
 WBAC Cleveland
 WEKB Fayetteville
 WHBT Hartmann
 WFTB Johnson City
 WJLM Lewisburg
 KECK Odessa
 KPDN Paducah
 KEK Perryton
 KYOP Plainview
 KPAU Port Arthur-Beaumont
 KMAC San Antonio
 KRIV Sherman-Denison
 KSNY Snyder
 KOSY Texarkana
 KVIC Victoria
 KSVD Wichita Falls

RHOODE ISLAND
 WEAN Providence
 WEBI Westerly

SOUTH CAROLINA
 WANS Anderson

TENNESSEE
 WLAB Athens
 WAGC Chattanooga
 WJZM Clarksville
 WBAC Cleveland
 WEKB Fayetteville
 WHBT Hartmann
 WFTB Johnson City
 WJLM Lewisburg
 KECK Odessa
 KPDN Paducah
 KEK Perryton
 KYOP Plainview
 KPAU Port Arthur-Beaumont
 KMAC San Antonio
 KRIV Sherman-Denison
 KSNY Snyder
 KOSY Texarkana
 KVIC Victoria
 KSVD Wichita Falls

UTAH
 KALL Salt Lake City

VERMONT
 W5MB Rutland
 WDEW Waterbury

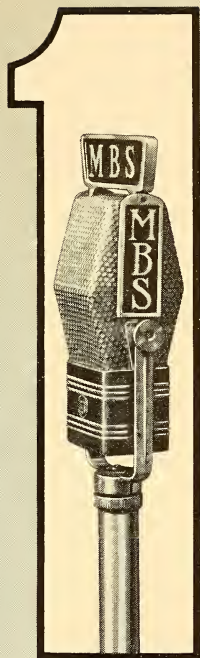
VIRGINIA
 WEHO Bristol
 WCHV Charlottesville
 WBEV Clifton Forge
 WCYA Culpeper
 WDAV Danville
 WETR Front Royal
 WWOD Lynchburg
 WLOW Norfolk
 WSSV Petersburg
 WRNL Richmond
 WRIS Roanoke
 WLPM Suffolk
 WAYB Waynesboro

WASHINGTON
 KELA Longview
 KEOO Olympia
 KBY Seattle

WEST VIRGINIA
 WKDY Bluefield
 WTPH Charleston
 WHAR Clarksburg
 WTOP Fairmont
 WPHJ Huntington
 WLOK Logan
 WMOH Montgomery
 WTRX Wheeling, Bellaire, O.
 WTBH Williamson

WISCONSIN
 WJFG Green Bay
 WBBY Appleton
 WGRZ Beloit
 WRIZ Eau Claire
 KFIZ Fond du Lac
 WBSM Hayward
 WGLD Janesville
 WJSC Madison
 WQMT Manitowish
 WBIJ Poyntelle
 WDRR Reedsburg
 WMCB Rice Lake
 WPHH Wisconsin Rapids
 WPOX Milwaukee

WYOMING
 KYWO Cheyenne



st

..... in modern radio network programming — News, Sports, Special Events — essentially non-competitive with TV. Mutual wins powerful listener-loyalty — and station acceptance — with the kind of shows that radio *and only radio* can do best.

..... in delivering listeners at the lowest cost per thousand of any network — Radio or Television. Ask us for proof!

..... in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network — now 453 stations.

*With more and more agencies, advertisers and stations
the feeling of confidence*

is

MUTUAL

BROADCASTING SYSTEM, INC. • WORLD'S LARGEST RADIO NETWORK

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill.

USEFULNESS IS KEY TO WEB RADIO

... An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President
in charge of the NBC Radio Network



THERE is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide,

will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

BOARD OF DIRECTORS

David C. Adams	Charles B. Jolliffe
John L. Burns	Robert E. Kintner
John T. Cahill	Paul M. Mazur
Elmer W. Engstrom	Edward F. McGrady
Frank M. Folsom	Andre Meyer
Harry C. Hagerty	David Sarnoff
Mrs. Douglas Horton	Robert W. Sarnoff
Harry C. Ingles	Walter Bedell Smith
	John K. West

OFFICERS

Robert W. Sarnoff	Chairman of the Bd.
Robert E. Kintner	President
David C. Adams	Senior Exec. Vice President
Kenneth W. Bilby	Executive Vice President
J. M. Clifford	Executive Vice President
P. A. Sugg	Executive Vice President
Matthew J. Culligan	Exec. Vice President
Walter D. Scott	Exec. Vice President
Harry Bannister	Vice President
Hugh M. Beville, Jr.	Vice President
Albert L. Capstaff	Vice President
Jerry A. Danzig	Vice President
William N. Davidson	Vice President
James E. Denning	Vice President
Don Durgin	Vice President
Sydney H. Eiges	Vice President
Thomas E. Ervin	Vice President
George A. Graham, Jr.	Vice President
Richard H. Graham	Vice President
Andrew L. Hammerschmidt	Vice President
William S. Hedges	Vice President
Jules Herbeuoux	Vice President
Edward R. Hitz	Vice President
B. Lowell Jacobsen	Vice President
Thomas E. Knode	Vice President
David Levy	Vice President
Robert F. Lewinc	Vice President
Alan W. Livingston	Vice President
George D. Matson	V.P. & Treasurer
William R. McAndrew	Vice President
Thomas C. McCray	Vice President
William K. McDaniel	Vice President
Thomas B. McFadden	Vice President
Thomas W. Sarnoff	Vice President
Carleton D. Smith	Vice President
James A. Stabile	Vice President
Robert L. Stone	Vice President
Raymond W. Welpot	Vice President
John K. West	Vice President
Lloyd E. Yoder	Vice President
John Q. Cannon	Secretary
William A. Williams	Assistant Treasurer
Paul B. Lynch	Assistant Secretary
John V. Shute	Assistant Secretary
Raymond E. Simonds	Assistant Secretary

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....Chairman of the Bd.
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford...Exec. Vice Pres., Administration
Central Division
Merchandise Mart, Chicago 54, Ill.
Jules Herbeuoux.....Vice Pres. Central Div.

TREASURER'S

George D. Matson.....Vice Pres. & Treasurer
Aaron Rubin.....Controller
Dick T. Hollands.....Director, Budgets &
Financial Planning
Robert H. Barnaby.....Mgr., Capital Budgets
Helen Davis.....Mgr., General Office Service
Anthony J. Dente.....Mgr., Operating Budgets &
Financial Evaluation
St. Clair Marshall.....Dir. Tax Administration
Harry F. McKeon.....Dir., Tax Office
John McDermott.....Manager, Audits
Richard J. Raburn, Jr.....Director, Accounting
James Jurist.....Chief Accountant
Charles J. Ochsenreiter.....Manager, Systems
Randall R. McMillin....Dir., Pchsg. & Materials
Albert E. Walker.....Manager, Transportation
William A. Williams.....Asst. Treasurer

Engineering & Facilities

Administration

Andrew L. Hammerschmidt...V.P., Engineering
& Facilities Administration
William A. Clarke.....Dir., Facilities Adm.
Joseph J. Arnone....Mgr., Design & Construction
Edward M. Lowell.....Manager, Administration
George M. Nixon.....Dir., Engineering Dev.
Chester A. Rackey....Dir., Facilities Engineering
William S. Duttera....Mgr., Allocations Engin'g
Raymond F. Guy.....Sr. Staff Engineer
James L. Wilson....Mgr., Engineering Adm. & Svcs.
Albert Humbert.....Mgr., Bldg. Maintenance
John L. Seibert.....Mgr., Construction Co-ord.

Law

Thomas E. Ervin.....V.P. & General Attorney
John V. Shute.....Asst. General Attorney
Benjamin D. Raub.....Asst. General Attorney

Personnel

B. Lowell Jacobsen.....V.P., Personnel
Richard Connell.....Manager, Organization
Planning & Mgt. Development
H. O. Lumb.....Director, Personnel

(Continued on Page 270)



COMPLETE ON-THE-SPOT COVERAGE



THE NBC RADIO NETWORK

keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's **NEWS OF THE HOUR** presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's **HOT LINE** is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.





...ALL
YEAR
LONG



THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

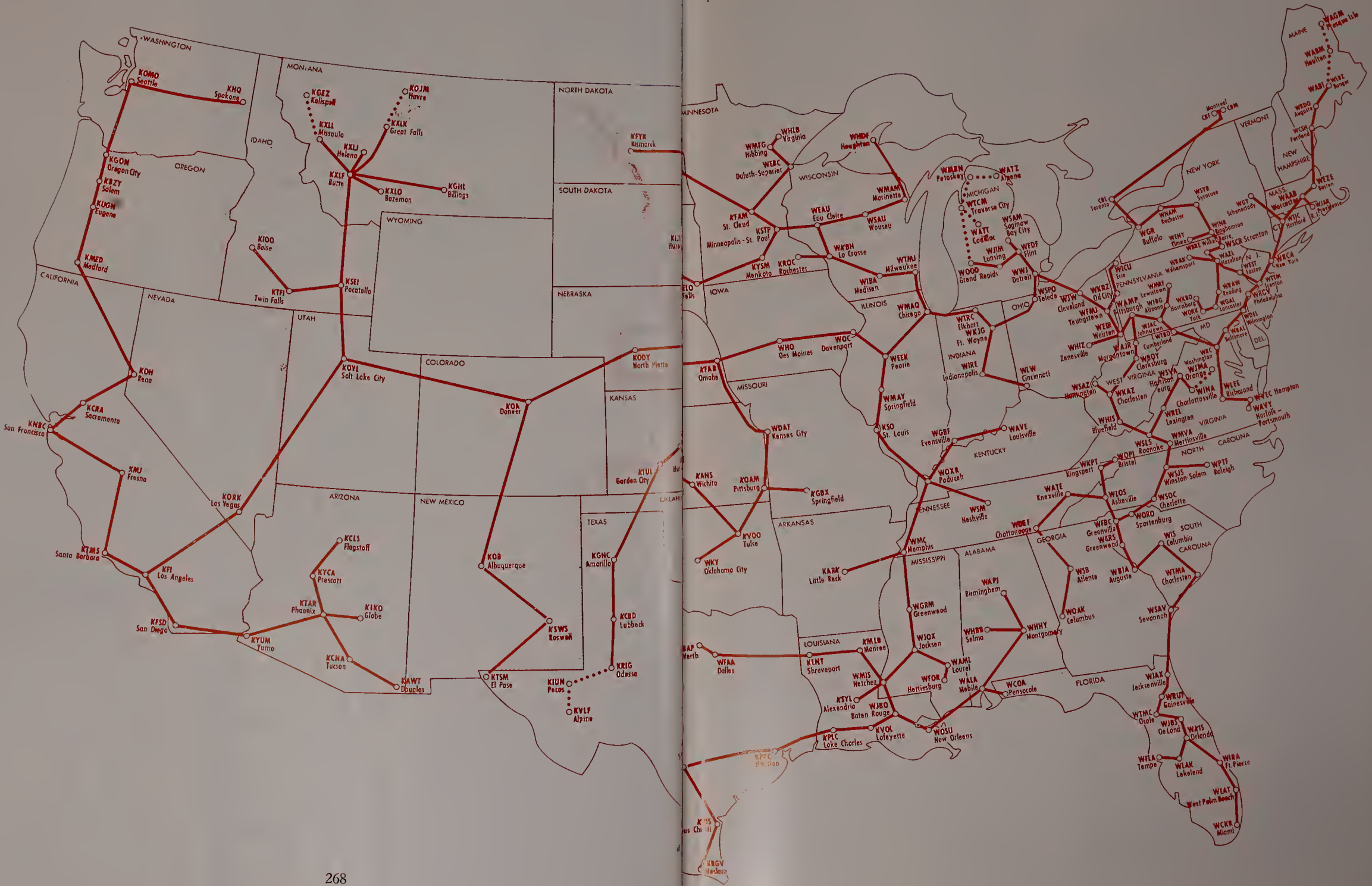
For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

NBC RADIO



NBC RADIO NETWORK



(Continued from Page 265)

George H. Fuchs.....Director, Labor Relations
 Dr. Bernard J. Handler.....Company Physician
 Charles J. Boylan.....Mgr., Employ. Benefit
 and Services
 William H. Craig.....Mgr., Employment

Talent & Program Contract

James A. Stabile.....Vice President,
 Program Contract Adm.
 Thomas H. Belviso.....Mgr., Music &
 Literary Rights

International Operations

Alfred Stern.....Dir., Int'l Operations
 Richard L. Berman.....Mgr., Facilities,
 Int'l Operations
 Alvin Ferleger.....Mgr., Administration &
 Sales Development
 William J. Schmitt.....Business Mgr.

**California National Productions,
 Inc.**

633 Fifth Ave., New York 22, N. Y.
 (Wholly-owned Subsidiary)

Earl Rettig.....President

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
 THornwald 5-7000

John K. West.....V.P., Pacific Division
 Alan W. Livingston...V.P., TV Network Programs
 Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs
 Richard Graham.....Vice President, Law
 John E. Burrell.....Mgr., Tech. Operations
 Sheldon B. Hickox, Jr....Dir., Station Relations
 Blake Chatfield.....Mgr., Bcst. Promotion
 Fenton Coe.....Director, Film Production
 Maurice J. Corwin.....Mgr., Bcst. Facilities &
 Operations
 Gino Conte.....Manager, Unit Manager
 Frank V. Dellelt.....Asst. Treasurer, Pac. Div.
 Paul Gale.....Manager, Traffic
 Frank Gertz.....Mgr., Business Affairs Network
 Programs & Production
 Helen Hall.....Manager, Adv. & Prom.
 Harold Kemp.....Director, Nighttime Programs
 John R. Kennedy.....Liaison Engineer
 Joseph L. Kubin.....Asst. Controller, Pac. Div.
 Henry Maas.....Mgr., Sales & Program Services
 John W. Nelson.....Director, Daytime Programs
 Fred Hamilton.....Dir., Film Programs
 Edward A. Rosenberg.....Mgr., Contract
 Administration
 Fred Jacobs.....Attorney
 Scott Shott.....Attorney
 Ralph F. Shawhan.....Dir., Press & Publicity
 John H. Thompson...Mgr., News & Spec. Events
 Robert D. Thompson.....Mgr., General Services
 Malcolm E. Madden.....Mgr., Prod. Services
 Oscar C. Turner...Mgr., Personnel & Labor Rel.
 Richard C. Welsch.....Director, Production
 and Business Affairs
 Robert Wood.....Mgr., Continuity Acceptance

CORPORATE RELATIONS

David Adams.....Senior Exec. V.P.

Planning and Research

Hugh M. Beville.....V.P., Planning & Research
 Marvin W. Baiman.....Mgr., Research Studies
 Dr. Thomas E. Coffin.....Director, Research
 Jack B. Landis.....Mgr., Research Devel.
 Allen R. Cooper.....Dir., Corporate Planning
 Charles M. Kinsolving, Jr.....Mgr., Plans Devel.
 Barry Rumble.....Mgr., Rates & Affil.
 William S. Rubens.....Mgr., Audience
 Measurement

Station Relations

Harry Bannister.....V.P. for Station Rel.
 Thomas E. Knode.....V.P., Station Relations
 Donald J. Mercer.....Dir. of Station Rel.

**NBC OWNED STATIONS &
 NBC SPOT SALES**

P. A. Sugg...Exec. V.P., NBC Owned Stations &
 NBC Spot Sales
 Thomas S. O'Brien.....Dir., Business Affairs
 Anthony C. Krayner.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
 George Dietrich.....Dir., Radio Spot Sales
 Frank DeRosa.....Mgr., Radio Spot Sales
 Central Office
 William Buschgen.....Mgr., Radio Spot Sales
 Detroit
 Frederick Lyons...Mgr., Eastern Radio Spot Sales
 Edward H. Macaulay.....Mgr., Western Radio
 Spot Sales
 Dave Scott.....Mgr., New England Spot Sales
 Morton Gaffin.....Dir., New Bus. & Prom.

NBC Owned Stations

WRCA, WRCA-FM, New York

William N. Davidson.....V.P. & General Mgr.
 Arthur Hamilton.....Station Manager
 Michael A. Lannon.Mgr., Aud. & Sales Promotion
 Herman Maxwell.....Mgr., National Sales
 Bill Kreitner.....Mgr., Local Sales
 Joseph Murphy.....Manager, Merchandising
 Steve White.....Program Manager
 John O'Keefe.....Mgr., Publicity & Exploit.
 Earl Harder.....Traffic Mgr.
 Fred E. Acker.....Mgr., Business Affairs
 & Operations

WKNB, Hartford-New Britain

Peter B. Kenny.....Gen. Manager
 Robert W. Bray.....Program Manager
 John McHale.....Business Affairs Mgr.
 Gustave Nathan.....Mgr., Sales Devel.
 Howard Wry.....Promotion, Publicity Mgr.

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Manager
 Joseph Goodfellow.....Station Manager
 Harry Karr.....Sales Manager
 Ralph McCawley.....Adv. & Prom. Manager
 William C. Grayson.....Program Mgr.
 Edwin Peterson.....Publicity Manager
 Pat May.....Traffic
 Jack Lavan.....Business Mgr.

WAMP, WFMP, Pittsburgh

H. W. Shepard.....General Manager
 Martin Pollins.....Sales Manager
 Tom Tyson.....Promotion Mgr.
 John Hierlihy.....Program Manager
 Pat Schwade.....Traffic

WMAQ, WMAQ-FM, Chicago

Lloyd Yoder.....V.P. & General Mgr.
 Robert Lemon.....General Executive
 William Decker.....Sales Mgr.
 John Keys.....Dir. of Adv. & Prom.
 Stephen J. Krasula.....Merchandising Mgr.
 Richard Johnson.....Program Manager
 Chet Campbell.....Publicity Manager
 Terry DeZanek.....Traffic
 Alfred L. Lewis.....Business Mgr.

WRCV, Philadelphia

Raymond W. Welpott.....V.P. & Gen. Mgr.
 Harold Pannepacker.....Station Mgr.
 Robert Fillmore.....Dir. Adv. & Publicity
 Mary Doyle.....Merchandising Mgr.
 Lewis Johnson.....Sales Mgr.
 Robert C. Benson.....Program Manager
 George Lenfest.....Dir. of Operations
 Rita Loftus.....Traffic
 George M. Mathews.....Business Mgr.

KNBC, KNBC-FM, San Francisco

George W. Fuerst.....General Manager
 Richard H. Gravett.....Sales Manager
 Mrs. Jane Morrison.....Mgr. of Adv., Prom.
 & Publicity
 William Cancilla.....Merchandising Mgr.
 Jack Wagner.....Program Manager
 Joe Hanrahan.....Sales Traffic Superv.
 Bert Medar.....Business Manager

PUBLIC RELATIONS

Kenneth W. Bilby.....Exec. Vice President,
 Public Relations
 Lester Bernstein.....Dir., Information

Continuity Acceptance

Stockton Helffrich..Dir., Continuity Acceptance
 Carl Watson.....Mgr., Continuity Acceptance

Advertising

John H. Porter.....Director, Advertising
 J. Donald Foley.....Mgr., Trade & NBC Owned
 Stations Advertising
 John Graham.....Art Director
 Edwin Vane.....Mgr., Audience Adv. & Prom.

Exploitation

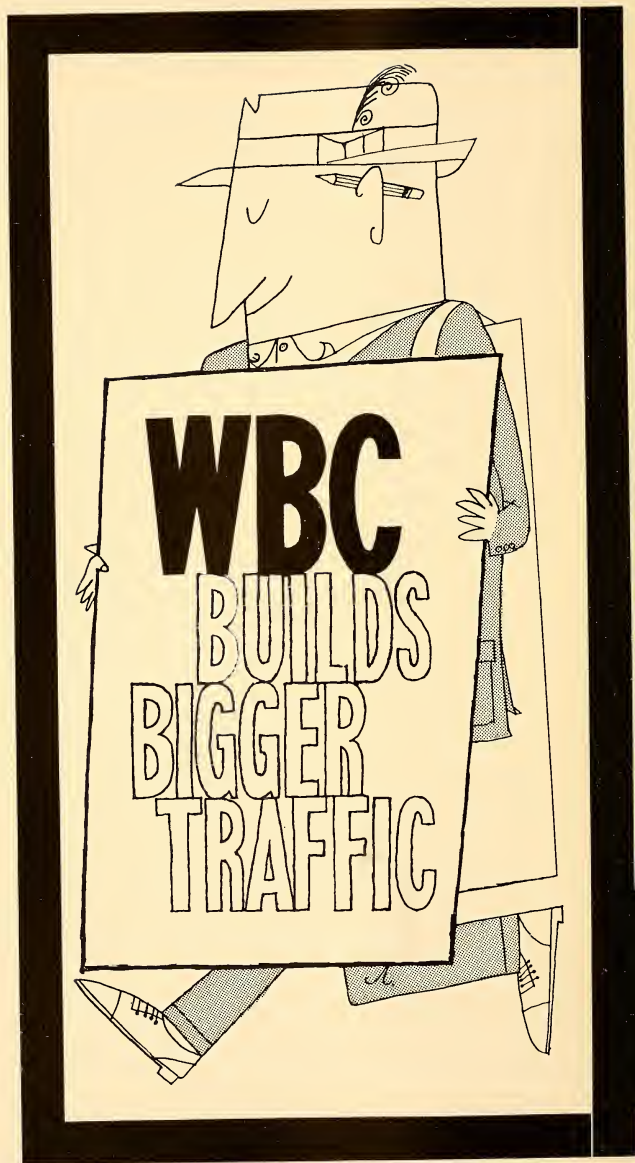
Alexander S. Rylander.....Dir., Exploitation
 Peter M. Tintle.....Mgr., Guest Relations
 John Scuoppo.....Mgr., Exploitation

Press and Publicity

Sydney H. Eiges.....V.P., Press & Publicity
 Ellis Moore.....Dir., Press Department
 Milton Brown.....Mgr., Program Publicity
 Sidney Desfor.....Mgr., Photo Unit
 Charles A. Henderson.....Mgr., Publicity, Radio
 Net. Owned Stations & NBC Spot Sales
 Joseph A. Ryan.....Mgr., Bus. & Trade Publicity
 Kathryn Cole.....Manager, Information
 Cornelius K. Sullivan.....Mgr., Services & Info.
 William B. Miller.....Night Executive Officer

RADIO NETWORK

Matthew J. Culligan...Exec. V.P., Radio Network
 Albert L. Capstaff.....V.P., Radio Network
 Programs
 George A. Graham.....V.P., Sales Planning
 Norman S. Livingston....Dir., Radio Prog. Sales
 William K. McDaniel....V.P., Radio Net. Sales
 William F. Fairbanks.....National Sales Mgr.
 George Diefenderfer.....Mgr., Central Sales
 David A. Engles.....Mgr., Western Sales
 Harry E. Hobbs.....Mgr., Eastern Sales
 Frederic L. Horton.....Gen. Sales Executive
 Howard Gardner.....Mgr., Sales Development
 Robert C. Hitchens.....Mgr., Radio Sales
 Presentations
 Paul Mensing.....Mgr. Sales, Detroit
 Ludwig W. Simmel.....Mgr., Radio Sales
 Service & Traffic
 Theodore Zaer.....Dir., Bus. Affairs
 Robert Wogan.....Mgr., Program Operations
 Murray Heilweil.....Marketing Director





RADIO

Boston-Springfield	WBZ + WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

**No selling campaign is complete
without the WBC stations**



Westinghouse Broadcasting Company, Inc.

Reps: WJZ-TV: Blair-TV... KPIX: The Katz Agency... WIND:
AM Radio Sales . . . All others: Peters, Griffin, Woodward, Inc.

Effective July 1, 1959 all WBC radio stations will be represented
by AM Radio Sales; all WBC television stations by Television
Advertising Representatives, Inc.

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.

Phone: Decatur 2-9300

Officers

President, Chmn. of the Bd.—Harold E. Fellows

*Everett E. Revercomb
Secretary-Treasurer*

*John F. Meagher
V.P. in Charge of Radio*

*Thad H. Brown
V.P. in Charge of Television*

DEPARTMENT EXECUTIVES

*Howard H. Bell, Assistant to the Pres.
in Charge of Joint Affairs*

*Donald N. Martin, Assistant to the Pres.
in Charge of Public Relations*

Louise K. Aldrich, Librarian

*Richard M. Allerton, Manager of Re-
search*

*William Carlisle, Manager of Station Re-
lations*

*Frederick H. Garrigus, Manager of Or-
ganizational Services Department*

*Edward H. Bronson, Director of Tele-
vision Code Affairs*

*Charles H. Tower, Manager, Broadcast
Personnel and Economics Depart.*

Douglas A. Anello, Chief Attorney

La Rue M. Courson, Production Manager

A. Prose Walker, Mgr. of Engineering

*Vincent T. Wasilewski, Mgr. of Govern-
ment Relations*

RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Daniel W. Kops..... WAVZ, New Haven, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
Simon Goldman WJTN, Jamestown, N. Y.	2	New York and New Jersey.
John S. Booth..... WCHA, Chambersburg, Pa.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Jack S. Younts..... WEEB, Southern Pines, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Hugh M. Smith..... WCOV, Montgomery, Ala.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
F. C. Sowell..... WLAC, Nashville, Tenn.	6	Arkansas, Louisiana, Mississippi and Tennessee.
Robert T. Mason..... WMRN, Marion, Ohio	7	Kentucky and Ohio.
J. M. Higgins..... WTHI, Terre Haute, Ind.	8	Indiana and Michigan.
William Holm WLPO, LaSalle, Illinois	9	Illinois and Wisconsin.

Director	District	States Comprising District
Ben Sanders	10	Iowa, Missouri and Nebraska.
KICD, Spencer, Iowa Raymond V. Eppel.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KORN, Mitchell, S. D.		
Robert L. Pratt.....	12	Kansas and Oklahoma.
KGGF, Coffeyville, Kans. Alex Keese	13	Texas.
WFAA, Dallas, Texas George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
Joe D. Carroll.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KMYC, Marysville, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KBIG, Avalon, Calif.		
Thomas C. Bostic.....	17	Alaska, Oregon and Washington.
KIMA, Yakima, Wash.		

DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John H. DeWitt, Jr.
WSN, Nashville, Tenn.

Medium Stations

J. Frank Jarman
WDNC, Durham, North Carolina
Frederick A. Knorr
WKMh, Dearborn, Mich.

Small Stations

William C. Grove
KFBC, Cheyenne, Wyoming
J. R. Livesay
WLBH, Mattoon, Illinois

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Merrill Lindsay
WSOY-FM, Decatur, Illinois

Network

E. J. DeGray
ABC Radio, New York, N. Y.
Arthur Hull Hayes
CBS-Radio, New York

Charles W. Godwin
MBS, New York, N. Y.
P. A. Sugg
NBC-Radio, New York, N. Y.

TELEVISION BOARD OF DIRECTORS

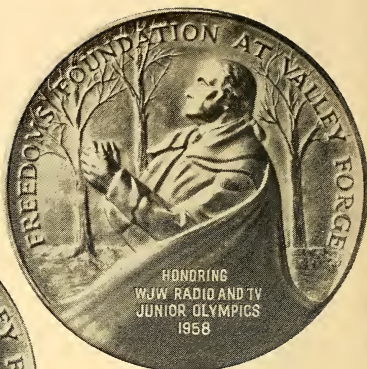
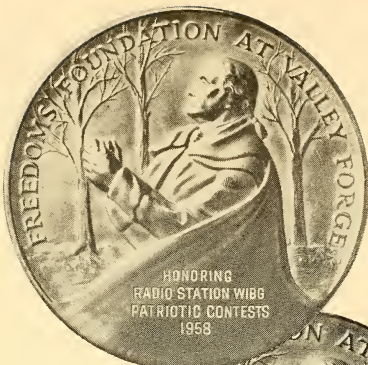
Joseph E. Baudino
Westinghouse Broadcasting Co., Inc.
Washington, D. C.
John E. Fetzer
WKZO-TV, Kalamazoo, Mich.
Payson Hall
Meredith Publishing Co.
Des Moines, Iowa
C. Howard Lane
KOIN-TV, Portland, Oregon
Dwight W. Martin

WAFB-TV, Baton Rouge, La.
G. Richard Shafto
WIS-TV, Columbia, S. Car.
James D. Russell
KKTU, Colorado Springs, Colo
Joseph J. Bernard
KTVI-TV, St. Louis, Mo.
Henry B. Clay
KTHV, Little Rock, Ark.
C. Wrede Petersmeyer
Corinthian Broadcasting Corp., N. Y.

Willard E. Walbridge
KTRK-TV, Houston, Texas

Network

Alfred Beckman
ABC-TV, New York, N. Y.
William B. Lodge
CBS-TV, New York, N. Y.
David C. Adams
New York, N. Y.



Famous on the local scene . . .



WIBG (First Place) — "PATRIOTIC CONTESTS"
WJW-TV AND RADIO — "JUNIOR OLYMPICS"
WJBK — "COLLEGE CAMPUS PROGRAM"



honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

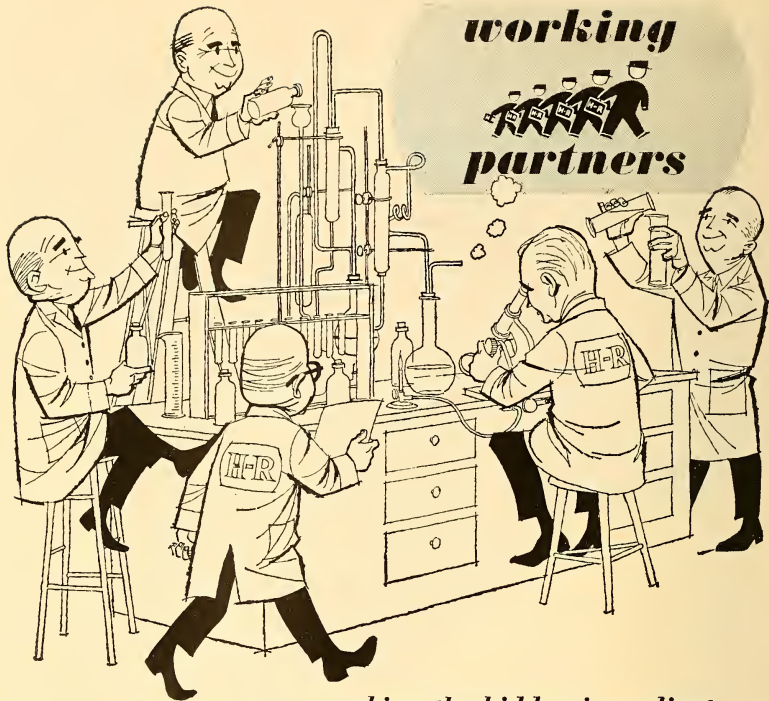
WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WAGA-TV Atlanta	WITI-TV Milwaukee
WSPD Toledo	WJW Cleveland	WJBK Detroit	WIBG Philadelphia	WWVA Wheeling
			WAGA Atlanta	WGBS Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

working



partners



... seeking the hidden ingredient

We have never been content to provide buyers with *only* the obvious facts and figures about our stations and the markets in which they operate.

From the day H-R was started by a group of Working Partners, we have sought for the "hidden ingredient" that distinguishes each station and makes it a more logical selection for important schedules.

The value of this persistent research and continuing market study takes on added significance at H-R, because all of

the Working Partners and the men on our staff, have the experience and ability to interpret these findings into *extra* service for time buyers and into *extra sales* for our stations.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"



NEW YORK
CHICAGO
HOLLYWOOD

SAN FRANCISCO
DALLAS
DETROIT

ATLANTA
HOUSTON
NEW ORLEANS

TELEVISION DAILY

presents

***STATION
REPRESENTATIVES***

**EXECUTIVE PERSONNEL
KEY & BRANCH OFFICES**

**AM & TV STATION REPS
AFFILIATIONS LISTED
UNDER EACH STATION**

1959



E X P E R I E N C E

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 13 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

A V E R Y - K N O D E L

I N C O R P O R A T E D

RADIO-TV STATION REPRESENTATIVES

AIRSPOT SALES

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

Gen. Mgr. Joseph Kapps

ALASKA RADIO & TV SALES

c/o Weed Television
579 Fifth Ave., New York 17, N. Y.

ALL-CANADA RADIO & TELEVISION

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

President. H. R. Carson
V.P., Mgr. Dir. J. S. MacKay
Prom. Mgr. P. N. Harricks

Radio Division

Mgr., Station Time Div. W. M. Brennan
Mgr., Program Division. D. C. S. Murray

TV Division

Manager Reo Thompson
Mgr., Station Time Div. Ross McCreath

Branch Offices

922 Dominion Square Bldg., Montreal, Que.
Phone: UNiversity 6-9868

Manager K. A. Baker
706 Electric Railway, Chamber Bldg.

Winnipeg, Manitoba

Phone: WHitehall 2-6861

Manager B. Pirie
Taylor, Pearson & Carson Bldg.

Calgary, Alberta

Phone: 2-7691

Manager J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.

Phone: MUtual 4-7461

Manager J. E. Baldwin

AM RADIO SALES COMPANY

666 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4567

President. Ralph L. Atlas
Vice Pres. & Gen. Mgr. W. H. Losee

Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.

Phone: MOhawk 4-6555

Exec. in charge. Jerry Glynn
5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 5-0695

Exec. in charge. Robert Block
950 California St., San Francisco 9, Calif.

Exec. in charge. Kenneth R. Carey

AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536

President. Lewis H. Avery
Exec. Vice-President. J. W. Knodel

Vice-President. Charles C. Coleman, Jr.
Secy., Treas. Philip Schloeder, Jr.

Assistant Treasurer. John J. Tormey

Branch Offices

3125 Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-6869

Exec. V. P. J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.

Phone: YUkon 2-2053

Executive David B. Melbin
3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 5-6394

Executives. Douglas MacLachrie,
W. E. Moore

41 Marietta St., N.W., Atlanta 3, Ga.

Phone: JACkson 3-2545

Vice President. Charles C. Coleman, Jr.
320 Fidelity Life Bldg., Dallas 1, Texas

Phone: RIVERSide 7-7761

Exec. in Charge. Wallis Ivy
1446 Nat. Bank Bldg., Detroit 26, Mich.

Phone: WOODward 1-9607

JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.

Phone: JACkson 5-0459

President James S. Ayers
Branch Office

S. Church St. Bldg., Charlotte, N. C.

Phone: FRanklin 5-6146

Manager Guy Vaughn
WILLIAM A. AYRES CO.

233 Sansome St., San Francisco, Calif.

Phone: YUKon 6-2981

Owner, Mgr. William A. Ayres
Branch Offices

5880 Hollywood Blvd., Hollywood, Calif.

Phone: HO 2-1133

Manager Jack DeBar Smith
ELISABETH M. BECKJORDEN

235 East 46th St., New York 17, N. Y.

Phone: PLaza 5-4262

CHARLES BERNARD CO.

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

Phone: CIRCLE 6-7242

President Charles Bernard
Asst. to President. Rita Hughes

Promotion Director. Leonard Kessler
Branch Offices

New Howard Hotel, Baltimore 1, Md.

Phone: LEXington 9-1680

General Manager. Miss L. Wentworth
1000 Main St., Dallas, Texas

Phone: RIVERSide 1-9217

Gen. Mgr. Diane Spiegel
HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.

Phone: WOODward 2-7298

President. Hil F. Best
Vice-Pres. Michael Best

Gen. Mgr. Tom Corlett
Branch Offices

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

Phone: LEXington 2-3783

Geo. T. Hopewell, Joseph Cannon

STATION REPRESENTATIVES

205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
Executives-in-chargeHooper Jones,
Phyl Duncan
111 N. LaCienega Blvd., Beverley Hills, Cal.
Phone: Al 5-8326
681 Market St., San Francisco, Calif.
Phone: EXbrook 7-0544
Executive-in-ChargeJames Walsh
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084
Executive-in-chargeTom Atkinson

WALTER BIDDICK COMPANY

1046 So. Olive St., Los Angeles 15, Calif.
Phone: RIchmond 9-8800
ManagerGuy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burt Zoul

JOHN BLAIR & COMPANY

415 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-4250
President.....John P. Blair
Exec. Vice-Pres.....Arthur H. McCoy
Stations Oper. Mgr.....Wells Barnett
Vice-President.....Ward Dorrell
Secretary-TreasurerBlake Blair

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-2300
Vice-President.....Clifford J. Barborka, Jr.
2502 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.
155 Sansome St., San Francisco, Calif.
Phone: DUmkirk 7-1333
Vice-President.....Carleton E. Coveny
937 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5686
ManagerCarlos Reese
617 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030
ManagerCharles Fritz
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIVERSide 1-4228
ManagerFrank Carter
118 Newbury St., Boston, Mass.
Phone: KE 6-1472
Manager.....Ernest W. Kitchen
101 Marietta St., Atlanta, Ga.
Phone: JA 5-6482
Vice-President.....Charles Dilcher
3319 White-Henry-Stuart, Seattle, Wash.
Phone: ELLIott 6270
Manager.....John Burr

BLAIR-TV, INC.

415 Madison Ave., New York 17, N. Y.
Phone: TEMpleton 8-5800
President.....John P. Blair
Exec. Vice-Pres.....Edward P. Shurick
Vice Pres., E. Sales Mgr...John P. Denninger
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-2300
V. P., Manager.....Harry Smart
2504 Russ Bldg., San Francisco 4, Calif.

TVAR

TELEVISION ADVERTISING REPRESENTATIVES, INC.

*Effective July 1, representing
the Westinghouse Broadcasting Company TV stations*

WBZ-TV—Boston . . . Channel 4 . . . NBC

WJZ-TV—Baltimore . . . Channel 13 . . . ABC

KDKA-TV—Pittsburgh . . . Channel 2 . . . CBS

KYW-TV—Cleveland . . . Channel 3 . . . NBC

KPIX—San Francisco . . . Channel 5 . . . CBS

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

Offices in Detroit, Chicago, San Francisco, and Los Angeles

Phone: YUkon 2-7068

ManagerNed Smith
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811

ManagerDavid Lundy
937 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5686

ManagerRichard Quigley
617 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030

ManagerGabe Dype
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIVERSide 1-4228

ManagerSteve Beard
1402 Barnett Bank, Jacksonville, Fla.
Phone: ELgin 6-5770

Manager.....Harry E. Cummings
118 Newbury St., Boston, Mass.
Phone: KENmore 6-1472

ManagerBruce Pattyson
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: MAIn 3-6270

Manager.....John Burr

BLAIR TELEVISION ASSOCIATES, INC.

415 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1922

PresidentJohn F. Blair
Exec. V.P.....Richard L. Foote
V.P. & Research Dir.....W. Ward Dorrell
Dir. Sales Develop.....Martin Katz

Branch Offices

333 Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-3819

Vice-Pres., Mgr.....Arthur C. Stringer
3460 Wilshire Blvd., Los Angeles, Cal.
Phone: DUNkirk 1-3811

ManagerDavid Lundy
2504 Russ Bldg., San Francisco, Cal.
Phone: YUkon 2-7068

ManagerEdward Smith
617 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6030

ManagerGabriel Dype
937 Paul Brown Bldg., St. Louis, Mo.
Phone: CHestnut 1-5686

ManagerRichard Quigley
Rio Grande Nat'l. Bldg., Dallas, Tex.
Phone: RIVERSide 1-4228

ManagerSteve Beard
118 Newbury St., Boston 16, Mass.
Phone: KENmore 6-1472

ManagerBruce Pattyson
1402 Barnett Bank Bldg., Jacksonville, Fla.
Phone: ELgin 6-5770

ManagerHarry Cummings
White-Henry-Stuart Bldg., Seattle, Wash.
Phone: MAIn 3-6270

ManagerJohn Burr

BOGNER & MARTIN

295 Madison Ave., New York 17, N. Y.
Phone: MU 9-2586

AM

AM RADIO SALES CO.

Effective July 1, representing
the Westinghouse Broadcasting Company radio stations

WBZ—Boston

KDKA—Pittsburgh

KYW—Cleveland

WOWO—Fort Wayne

KEX—Portland

Also representing

WMCA—New York WCKY—Cincinnati

WLOL—Minneapolis (Midwest-West Coast only)

KOOL—Phoenix KMPC—Los Angeles

WIND—Chicago KSFO—San Francisco

WCAR—Detroit KOLD—Tucson

666 Fifth Avenue, New York 19, N. Y.
Offices in Chicago, San Francisco, and Los Angeles

STATION REPRESENTATIVES

Exec. in Charge.....P. Bogner

Branch Offices

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....J. Whitehead

435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.

GUY BOLAM

American Sales and Servicing Agency

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

Phone: MURray Hill 5-1300

PresidentGuy Bolam

Branch Offices

3 Place de Valois, Paris 1, France

General Mgr.....P. G. Duprat

38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt

11 rue de Fiel, Boulogne-Billancourt, France

Manager.....J. C. Henriot

79 Blvd. Haussmann, Paris 8e, France

ManagerG. Scheye

THE BOLLING COMPANY, INC.

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

Phone: YUKon 6-4545

President.....George W. Bolling

Vice Pres. (Radio).....Robert H. Bolling

Vice-President (TV).....G. Richard Swift

Sales Develop. Dept.....Morton A. Barrett

Branch Offices

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

Phone: WH 3-2040

Mgr., V. P.....John D. Stebbins

Sales Manager.....Gale Blocki

204 S. Beverly Dr., Beverly Hills, Calif.

Phone: BR 2-0544

Manager.....George W. Bolling, III.

5 Third St., San Francisco, Calif.

Phone: GA 1-6740

Mgr.....John T. Coy

80 Boylston St., Boston 16, Mass.

Phone: HU 2-0346

Manager.....Richard A. Keating

Vaughn Bldg., Dallas 1, Tex.

Phone: RI 8-2172

Manager.....Thomas R. Murphy

THE BRANHAM COMPANY

360 North Michigan Avenue, Chicago 1, Ill.

Phone: CENtral 6-5726

President.....Eugene F. Corcoran

Vice President.....Lewis S. Greenberg

ManagerJohn Murphy

Branch Offices

99 Park Avenue, New York 16, N. Y.

Phone: MURray Hill 2-4606

Executive-in-Charge.....Joseph F. Timlin

6-235 General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 1-0440

Executive-in-Charge.....Fred A. Weber

1005 Fidelity Union Life Bldg., Dallas 3, Tex.

Phone: RIVerside 8-5831

Executive-in-ChargeGeorge Harding

Rhodes-Haverty Bldg., Atlanta 3, Ga.

Phone: JACkson 2-3025

OUR CALLING CARD



RESPECT • For the teamwork of a job well done.

SERVICE • Conscientious skill has won high acceptance in ad agencies.

VITALITY • With alert, dynamic sales force — hard-hitting research analysis.

PROFIT • Experienced sales executives insure major budgets.



Gill-Perna

Radio & Television Station Representatives.

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • BOSTON

Executive-in-Charge.....Horace L. Ralls
706 Chestnut St., St. Louis 1, Miss.
Phone: CHestnut 1-6192

Executive-in-ChargeJohn Henderson
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: JAcKson 6-2344

Executive-in-Charge.....Sidney L. Nichols
2001 Liberty Life Bldg., Charlotte 2, N. C.
Phone: EDison 2-8839

Executive-in-Charge.....Bertram C. Finch
703 Market Street, San Francisco 3, Calif.
Phone: YUkon 2-1582

ManagerPeter Childs
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 1-1551

Executive-in-Charge.....Norman E. Noyes
496 N.E. 29th Terrace, Miami, Fla.
Phone: FRanklin 9-4685

Executive-in-ChargeDan Gattoni

BREEN & WARD

400 Madison Avenue, New York 17, N. Y.
Phone: PLaza 1-5075

Branch Offices

330 S. Wells St., Chicago 6, Ill.

Phone: WAbash 2-5236

2449 Larkin St., San Francisco, Cal.

Phone: PRospect 5-2725

ManagerFrank Crennan
Terminal Sales Bldg., Portland 5, Ore.

Phone: CApital 8-5191

ManagerQuenton Cox

BROADCAST TIME SALES

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

Phone: MU 4-6740

Pres., Man. Dir.....Carl L. Schuele
Sales Dir.....Sam Brownstein, Geo. Beavers, Norman Flynn, Peter Arnstein
Finance Director.....David Lieberman
Research Director.....Miss Joan Rogers

Branch Offices

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

Phone: State 2-1405

ManagerEarl Glickman
681 Market St., San Francisco 11, Calif.

Phone: SUtter 1-8656

ManagerPaul Kinsley
286 Penobscot Bldg., Detroit, Mich.

Phone: WOODward 5-7618

Mid-West Manager.....John Hartigan
1540 N. Highland, Los Angeles 28, Cal.

Phone: HO 5-1755

ManagerCharles Hughes

CLARKE BROWN COMPANY

416 Rio Grande National Bldg., Dallas 2, Texas

Phone: RIverside 2-5148

President.....Clarke R. Brown

Vice-president.....Robert E. Stuart

Vice-pres., Treas.....Andrew E. Peranni

Branch Offices

1182 West Peachtree N.W., Atlanta, Ga.

Phone: TRinity 5-9539

Exec. Vice President.....Bill McRae

3520 Montrose, Houston, Tex.

Phone: JAcKson 8-1601

ManagerJack Eisele

910 Royal St., New Orleans, La.

RAMBEAU • VANCE • HOPPLE, INC.

**RADIO'S FIRST EXCLUSIVE
NATIONAL REPRESENTATIVE**

Established in 1931

The only station representative organization that proves year after year that spot radio can be SOLD as an ADVERTISING MEDIUM against any and all competition, including newspapers!

NEW YORK

Chrysler Building
405 Lexington Ave.
Oxford 7-0890

SAN FRANCISCO

511 Merchants Exchange Bldg.
Exbrook 2-4073

CHICAGO

185 No. Wabash Ave.
Andover 3-5566

LOS ANGELES

1350 No. Highland Ave.
Hollywood 4-6017

STATION REPRESENTATIVES

Phone: JAcKson 2-3917

ManagerThomas J. Craig
233 Guaranty Bank Bldg., Denver, Colo.
Phone: CH 4-8191

ManagerJohn McGuire

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5

Vice Pres.-Eastern Mgr....C. Stanley Bailey

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4437

Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200

Mgr.Harlan G. Oakes
110 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1-7971

ManagerWilliam E. Gilmore

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.
Phone: Circle 7-8224

President.....A. M. Martinez
Vice Pres.....Juan J. Cerna
Sec., Treas.....Mildred R. Chafey

CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

Gen. Mgr.....Gordon F. Hayes
Sales Manager, N.Y.....Milton F. Allison
Research Manager.....Edward Oberst
Client Relations Mgr.....George Arnold

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.
Phone: Whitehall 4-6000

Sales Manager.....Thomas H. Peterson
932 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500

Sales Manager.....Ralph Patt, Jr.
Sheraton-Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000

Sales Manager.....Byron Nelson
6121 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-1212

Sales Manager.....Roland McClure
805 Peachtree St. N.E., Atlanta 8, Ga.
Phone: TRinity 4-4407

Sales Manager.....George Swearingen
9th & Sidney Sts., St. Louis 4, Mo.
Phone: PRospect 3-1120

Sales Manager.....Eugene Myers

CBS TELEVISION SPOT SALES

Service of CBS Television
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

Vice-Pres. in Charge.....Craig Lawrence
General Manager.....Bruce R. Bryant
Eastern Sales Mgr.....Arthur C. Elliott
Business Manager.....Ben Margolis

Betty Luster Assocs., Inc.

150 West 55th St., N.Y.C.

Circle 6-1952-3

Television Station Representative for:

WESH-TV—Orlando, Florida WSBA-TV—York, Pa.

KNTV —San Jose, Calif. KXGN-TV—Glendive, Montana

Representative for:

Elliot, Unger, & Elliot — Film & Video Tape Commercials
All-Florida Magazine

NATIONAL KINESCOPE SERVICE
AIR CHECKS ANYWHERE
IN THE U. S. A.

STATION REPRESENTATIVES

Dir., Sales Devel.....Frank Elliott, Jr.
Prom. Mgr.....W. Thomas Dawson
Research Manager.....Robert F. Davis

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.
Phone: Whitehall 4-6000

Midwestern Sales Mgr.....John H. White
805 Peachtree Bldg. N.E., Atlanta, Ga.
Phone: TRinity 5-6677

Manager.....H. H. Holtshouser
932 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500

Manager.....Howard H. Marsh
Sheraton-Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000

Manager.....Richard R. Loftus
1313 N. Vine St., Los Angeles 28, Calif.
Phone: OLive 1-2345

Manager.....Edward A. Larkin

HENRY I. CRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 8-4414

President.....Henry I. Cristal
Vice-President.....Irvin Gross

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6357

Manager.....Neil D. Cline
Russ Building, San Francisco 4, Calif.
Phone: YU 2-1204

Manager.....Richard E. Green
2107 Book Building, Detroit 26, Mich.
Phone: WOODward 3-2365

Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180

Manager.....Robert N. Cloutier
972 Peachtree St. N.E., Atlanta, Ga.
Phone: TR 5-9311

Manager.....Kirk Munroe

THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-1622

Pres., Mgr.....Thomas F. Clark
Assistant Manager.....Madeleine E. Miklos

Branch Office

35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663

Manager.....Paul Elsberry
1928 Guardian Bldg., Detroit, Mich.
Phone: WOODward 1-6036

Manager.....Paul Pequinot
1021 William-Oliver Bldg., Atlanta, Ga.
Phone: JACkson 4-7088

Manager.....Harry Cannon
166 Geary St., San Francisco, Cal.
Phone: YUkon 6-0621

Manager.....Don Pickens

COLLEGE RADIO CORPORATION

135 E. 42nd St., New York 17, N. Y.
Phone: OXFord 7-0890

President.....Edwards R. Hopple
Vice-president.....Robert R. Vance, Jr.

Branch Office

(Rambeau, Vance, Hopple, Inc.)
185 N. Wabash Ave., Chicago 1, Ill.
Phone: ANdover 3- 5566

CONTINENTAL RADIO SALES

545 Fifth Ave., New York, N. Y.
Phone: MUrray Hill 7-6865

Manager.....R. Butche
21st & Panama St., Philadelphia 3, Pa.

Phone: RIitenhouse 6-8139

Manager.....S. Marshall
228 No. La Salle St., Chicago, Ill.

Phone: FRanklin 2-2095

Manager.....R. Olson

DONALD COOKE INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-2727

President.....Donald Cooke
Asst. to Pres.....Dorothy McLaughlin

Branch Offices

205 W. Wacker Dr., Chicago 1, Ill.
Phone: State 2-5096

Manager.....Hooper Jones
111 N. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLYmpia 2-1313

Manager.....Lee O'Connell
166 Geary St., San Francisco, Cal.
Phone: YUkon 6-1681

Manager.....Donald Pickens

F. T. CRENNAN & ASSOCIATES

249 Larkin St., San Francisco 9, Calif.
Phone: PRospect 5-2725

Exec. in Charge.....F. T. Crennan

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.

MORTON LOWENSTEIN

Station Representative

310 Glen Echo Rd.
Philadelphia, Penn.
Phone: CH. 7-4510

Phone: ELgin 6-5770
 Owner.....Harry E. Cummings

DEVNEY INCORPORATED

366 Madison Ave., New York 17, N. Y.
 Phone: YUkon 6-4390

President.....E. J. Devney

Branch Office

185 N. Wabash Ave., Chicago, Ill.
 Phone: STate 2-5282

Manager.....John K. Markey
 612 S. Serrano Ave., Los Angeles 5, Calif.
 Phone: DUmkirk 4-7352

Manager.....Fred E. Crawford, Jr.
 233 Sansome St., San Francisco 3, Calif.
 Phone: YUkon 6-2981

Manager.....William A. Ayres

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
 Phone: JACkson 5-7841

Operators....Dora C. Cosse, Clayton J. Cosse

BOB DORE ASSOCIATES

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-8370

N. Y. Office.....Robert Dore

Branch Offices

360 N. Michigan, Chicago, Ill.
 Phone: FInancial 6-6828

Bob Alexander

4214 Cole Ave., Dallas, Tex.
 Phone: LAKeside 3-6368

E. Howard Goodwin

319 Broadway Mkt. Bldg., Detroit, Mich.
 Phone: WOODward 3-2590

James Panagos

5880 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYwood 2-1133

Manager.....Jack Smith
 233 Sansome St., San Francisco 4, Calif.
 Phone: YUkon: 6-2981

Manager.....William A. Ayres
 434 Balter Bldg., New Orleans 12, La.
 Phone: MAgnolia 4582
 Guy Banister

ROBERT E. EASTMAN & CO., INC.

527 Madison Ave., New York 22, N. Y.
 Phone: PLaza 9-7760

President.....Robert E. Eastman
 V.P., N. Y. Mgr.....Morton G. Bassett
 V.P., Midwest.....Richard C. Arbuckle
 Secy., Treas.....Irene Bolline

Branch Offices

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

Phone: FInancial 6-7640

Midwest Manager.....Richard C. Arbuckle
 1043 Russ Bldg., San Francisco 4, Cal.
 Phone: YUkon 2-9760

West Coast Manager.....Richard H. Schutte
 1601 Two Eleven N. Ervay Bldg., Dallas, Tex.
 Phone: RIVerside 7-2417

Manager.....Al Carrell
 915 Olive St., St. Louis, Missouri
 Phone: CENtral 1-6055

Manager.....Ken Atwood

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
 Phone: PLaza 3-9332

President.....Max M. Everett

Secretary.....M. Jane Callahan

Vice Pres.....Powell H. Ensign

Branch Offices

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

Phone: SUperior 7-9052

Vice President.....John B. Shelton
 111 La.Cienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Exec-in-Charge.....Lee F. O'Connell
 166 Geary St., San Francisco, Cal.

Phone: YU 6-0621

Exec-in-Charge.....Don Pickens

HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.

Phone: MAIn 3-1868

Owner.....Hugh M. Feltis

Assocs.....John Mowbray, Doug Dove

Branch Office

806 Wilcox Bldg., Portland 4, Ore.

Phone: CApitol 3-0151

Exec-in-Charge.....Howard S. Jacobson

FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.

Phone: MUrray Hill 7-7040

Vice President.....J. P. Fairfax

FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.

Phone: SUperior 7-5262

President.....Charles Kline

Vice-President.....Edward L. Merritt, Jr.

FORJOE & COMPANY, INC.**& FORJOE-TV**

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

Phone: JUdson 6-3100

President.....Joseph Bloom

Vice President.....Lawrence Krasner

Sales Manager.....Douglas Brown

Asst. Sales Mgr.....Edward Argow

Branch Offices

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

Phone: DELaware 7-3504

General Manager.....Robert Lazar

451 N. LaCienega Blvd., Los Angeles, Calif.

Phone: OLeander 5-7755

V. P., Gen. Mgr.....Lawrence Krasner

681 Market St., San Francisco, Cal.

Phone: SUTter 1-7569

General Manager.....Charles Haddix

1371 Peachtree St., N.E., Atlanta, Ga.

Phone: TRinity 5-0404

General Manager.....Bernard Ochs

310 W. Glen Echo Rd., Philadelphia, Pa.

Phone: CHEstnut 7-4510

General Manager.....Mort Lowenstein

FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.

STATION REPRESENTATIVES

PresidentWilliam A. Creed
 Treasurer.....Robert C. Foster

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 8-4740

PresidentHelen Gill
 Exec. Vice-Pres.....John J. Perna, Jr.

Branch Offices

75 E. Wacker Drive, Chicago, Ill.
 Phone: FRanklin 2-8665

Midwest Sales Mgr.....Walter Beadell
 2915 Book Bldg., Detroit 26, Moch.

Phone: WO 2-7022

Daniel W. Bowen

730 S. Western Ave., Los Angeles, Calif.
 Phone: DUmkirk 7-4388

Bambie C. Herrington

Manager.....R. W. Walker
 57 Post St., San Francisco, Calif.

Phone: Sutter 1-5568

Allan S. Young

80 Boylston St., Boston, Mass.

Phone: Liberty 2-6481

ManagerHarry Wheeler

GOOD MUSIC BROADCASTERS, INC.

8200 Ridge Ave., Philadelphia 28, Pa.
 Phone: IVyridge 2-6000

President.....Raymond S. Green

Branch Office

52 Vanderbilt Ave., New York 16, N. Y.
 Phone: MUrray Hill 3-2295

Nat. Sales Mgr.....Roy H. Holmes

W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.
 Phone: EXbrook 2-6685

President, General Mgr.....Sam Elkins
 Secy., Treas.....Herb Stiller

Branch Offices

7 East 48th St., New York 17, N. Y.

Phone: PLaza 3-1433

ManagerJohn Rooney
 15485 Jas. Couzens Blvd., Detroit 38, Mich.

Phone: UNiversity 4-1074

ManagerMax Goldblatt

75 East Wacker Dr., Chicago 1, Ill.

6606 Selma Avenue, Hollywood 28, Calif.

Phone: HOLlywood 3-7194

ManagerNed Costa

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
 Phone: CIrcle 7-0624

PresidentMelchor Guzman

H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.
 Phone: PLaza 9-6800

Pres. & Treas.....Frank M. Headley
 Vice-Pres. & Sec.....Frank E. Pellegrin

V.P.'s.....Dwight S. Reed, Jas. Alspaugh

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Phone: FIancial 6-6440

Vice-President.....Dwight S. Reed

155 Montgomery St., San Francisco 4, Calif.
 Phone: YUKon 2-5837

General Manager.....James Alspaugh
 Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453

V.P.-Gen. Mgr.....Harold Lindley
 DeGeorge Bldg., Houston, Texas

Phone: JACkson 8-1601

ManagerJack Eisele
 1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 5-9539

Manager.....Bill McRae
 416 Rio Grande Bldg., Dallas 2, Texas

Phone: RIVERSide 2-5148

Gen. Manager.....Clarke Brown
 10 Royal St., New Orleans, La.

Phone: JACkson 2-3917

ManagerThomas J. Craig
 1065 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 1-4148

Manager.....Andrew M. Gent

ARTHUR H. HAGG & ASSOCIATES

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

Phone: CEntal 6-7553

President.....A. H. Hagg
 Manager.....K. W. Hagg

Branch Offices

366 Madison Ave., New York 17, N. Y.
 Phone: MU 2-8665

Exec. in Charge.....P. Broderick
 P. O. Box 182, Kansas City, Mo.

Phone: COlfax 2-4694

Exec. in Charge.....R. J. Anderson

HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: MU 8-7050

President.....John E. Harrington, Jr.
 Vice Pres., Treas.....Volney Righter

Vice Pres., Secy.....James O. Parsons, Jr.

Branch Office

Tribune Tower, Chicago, Ill.

Phone: WHitehall 4-0510

Executive-in-charge.....Carroll R. Layman
 235 Montgomery St., San Francisco, Calif.

Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty
 1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRinity 5-8458

Executive-in-Charge.....Frank B. Rice
 80 Boston St., Boston 16, Mass.

Phone: LIberty 2-7537

Executive-in-Charge.....Carter Knight
 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3- 0910

Executive-in-Charge.....William Snyder

HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.

Phone: YUKon 6-5800

PresidentSterling Beeson
 Chrm. of Board.....F. W. Miller, Sr.

Exec. Vice-Pres.....John H. Wrath
 V.P., Radio-TV.....Robert A. Schmid

Director.....Frank W. Miller, Jr.
 V.P., Sls. Mgr. TV-Radio..Jack Hardingham

STATION REPRESENTATIVES

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-4686
Executive V.P.-in-Charge.....John H. Wrath
300 Peachtree St. Bldg., Atlanta 3, Ga.
Phone: TRinity 4-2736
Exec-in-Charge.....George P. Crumbley, Jr.
110 Sutter St., San Francisco, Cal.
Phone: YUkon 2-4912
Executive-in-Charge.....Fred B. Adair, Jr.
Taft Bldg., Hollywood & Vine, Hollywood,
Cal.
Phone: HOllywood 4-8248
Executive-in-Charge.....Arthur Astor
Phila. National Bank Bldg., Philadelphia, Pa.
Phone: LOcust 4-6027
Executive-in-charge.....Robert S. Dome
915 Olive St., St. Louis, Mo.
Phone: CEntal 1-9151
Executive-in-Charge.....William H. Shaw

GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery
Vice-chairman.....F. E. Spencer, Jr.
President (Radio).....Fred Hague
President (TV).....Harry Wise, Jr.

Branch Offices

307 North Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-6060
Executive-in-Charge ..George P. Hollingbery
V. P. Radio.....Frank McCarthy
Sales Manager TV.....Warren Nelson
500 Fifth Ave., New York 36, N. Y.
Phone: OXFord 5-5560
Executive-in-Charge.....F. E. Spencer, Jr.
President, Radio.....Fred F. Hague
President, TV.....Harry H. Wise, Jr.
V.P., Television.....John I. Peterson
Director Research.....Edward R. Eadeh
134 Peachtree St., Atlanta 3, Georgia
Phone: JAckson 4-8081
V.P., Exec-in-Chg.....Richard N. Hunter
1967 Guardian Building, Detroit 26, Mich.
Phone: WOOdward 1-3555
Executive-in-Charge....Joseph D. Payne, Jr.
3325 Wilshire Blvd., Los Angeles, Calif.
Phone: DUmkirk 5-2071
Executive-in-Charge.....Roy Edwards
417 Montgomery St., San Francisco 4, Calif.
Phone: DOuglas 2-2541
V.P., Exec.-in-Chg.....George Lindman
Tower Building, Seattle 1, Wash.
Phone: FEderal 3-0519
Executive-in-Charge.....Hugh Feltis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner.....Hal Holman
Branch Offices
366 Madison Ave., New York 17, N. Y.
Phone: YUkon 6-4390
Manager.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOllywood 2-2351
Manager.....Tracy Moore
260 Kearney St., San Francisco 8, Calif.
Phone: EXbrook 2-6444
Manager.....John Funk

GEORGE T. HOPEWELL, INC.

101 Park Ave., New York 17, N. Y.
Phone: LE 2-3783
President.....George T. Hopewell
General Manager.....Joseph S. Cannon

Branch Offices

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOOdward 2-7298
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
111 N. LaCienega Blvd., Beverly Hills, Cal.
Phone: OL 5-8326
1021 William Oliver Bldg., Atlanta, Ga.
Phone: JAckson 4-7088

HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.
Phone: FEderal 9-7179
President.....Harry S. Hyett

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4813
President.....Jack Koste

Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLEander 5-8326
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOOdward 2-7298
P. O. Box 6102, Atlanta, Ga.
Phone: EXchange 1490

INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0884
President.....Angel Ramos
Vice-President.....Jose Oviedo

INTERCONTINENTAL SERVICES, LTD.

15 East 48th St., New York 17, N. Y.
Phone: PLaza 3-7930
President.....Harry M. Engel
Vice-President.....Walter Staskow
Treas.-Gen. Mgr.....Stephen A. Mann

THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-9200
Chr. of Board.....G. R. Katz
President.....Eugene Katz
Treasurer.....Morris J. Beck
V.P., Client Relations.....Edward Codel
V.P., TV Sales.....Scott Donahue
V.P., Research, Prom.....Dan'l Denenholz
V.P., Radio Sls.....Morris Kellner
TV Sales Mgr.....Walter Nilson

Branch Offices

Prudential Plaza, Chicago 1, Ill.
Phone: MOhawk 4-7150
Vice President.....Roy Miller
V.P., TV Sales.....Wm. W. Joyce
Penobscot Bldg., Detroit 26, Mich.
Phone: WOOdward 3-8420
Manager.....Arthur J. Underwood

STATION REPRESENTATIVES

1321 Fulton Bank Bldg., Atlanta 3, Ga.
*Phone: J*ackson 5-1637
 ManagerKeith Byerly
 2006 Bryan St., Dallas 1, Texas
*Phone: R*iverside 1-4036
 ManagerD. Rutledge
 Russ Bldg., San Francisco 4, Calif.
*Phone: D*Ouglas 2-7628
 ManagerStanley J. Ruelman
 3325 Wilshire Blvd., Los Angeles 5, Calif.
*Phone: D*Unkirk 5-6284
 ManagerRichard Hasbrook
 915 Olive St., St. Louis 1, Mo.
*Phone: C*entral 1-1868
 ManagerAlan Axtell

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.
*Phone: W*atkins 4-6599
 PresidentBob Keller
Branch Office
 205 W. Wacker Dr., Chicago 6, Ill.
*Phone: S*Tate 2-5096
 ManagerHooper Jones

KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.
*Phone: H*ighland 3779
 PresidentHarry McTigue

KETTEL-CARTER, INC.

118 Newbury St., Boston 16, Mass.
*Phone: K*enmore 6-1966
 PresidentElmer Kettell
 Secy.-Treas.Marjorie Carter

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
*Phone: M*urray Hill 2-8276
 PresidentA. Lewis King

NONA KIRBY CO.

507 Statler Bldg., Boston 16, Mass.
*Phone: H*ubbard 2-6117
 PresidentNona Kirby
 Vice PresidentKay Chille

BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.
*Phone: T*Rinity 6-3726
 PresidentBomar A. Lowrance
 Vice PresidentWilliam M. Scruggs

Branch Offices

Fidelity Union Bldg., Dallas, Tex.
*Phone: R*andolph 8206
 Vice PresidentRobert F. Keefe
JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.
*Phone: P*Laza 3-8571
 PresidentJack Masla
Branch Offices

435 N. Michigan Ave., Chicago, Ill.
*Phone: S*uperior 7-6048
 ManagerClem G. O'Neil
 111 LaCienega Blvd., Los Angeles, Calif.
*Phone: O*lympia 2-1313
 ManagerLee F. O'Connell
 166 Geary St., San Francisco, Calif.
*Phone: Y*Ukon 6-0621
 ManagerDon R. Pickens

McGAVREN-QUINN CORP.

110 Sutter St., San Francisco, Cal.
*Phone: Y*ukon 6-4112
 PresidentDarcu F. McGavren
 Exec. Vice PresidentDonald J. Quinn
 V.P., Sales Mgr.Ralph Guild
 Dir. Sales Devel.Robert E. Galen

Branch Offices

60 East 56th., New York 22, N. Y.
*Phone: P*Laza 1-4650
 Exec. V.P.Donald J. Quinn
 35 E. Wacker Dr., Chicago, Ill.
*Phone: F*Ranklin 2-1370
 ManagerWilliam T. Heaton
 2338 Dime Bldg., Detroit, Mich.
*Phone: W*oodward 1-1675
 ManagerWendell Parmelee
 1471 Ivar Ave., Los Angeles, Cal.
*Phone: H*ollywood 4-6146
 ManagerWalter Lake
 101 Jones Bldg., Seattle, Wash.
*Phone: M*Aine 4-8133
 ManagerFred Siegner

JOSEPH HERSHEY MCGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
*Phone: M*urray Hill 2-8755
 PresidentJoseph H. McGillvra
 General ManagerE. J. Devney

Branch Office

P.O. Box 127, Bedford, Indiana
*Phone: B*EDford 9194
 PresidentJoseph H. McGillvra

MEDIA REPRESENTATIVES

120 E. 56th St., New York 22, N. Y.
*Phone: M*U 8-4777
 Exec. in ChargeEdwin Seymour

MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
*Phone: M*urray Hill 2-2170
 PresidentBob Meeker
 V.P., Sales Dir.Edgar B. Filion
 Eastern TV Sales Mgr.Chuck Standard
 Acct. ExecutivesGeorge Olsen, Bob
 Dudley, Claude Piano
 Sales Prom. Dir.Vic Piano
 Research DirectorMimi von Zelowitz
 Office ManagerDottie Phillips

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
*Phone: C*E 6-1742
 Vice-presidentCarl Jewett
 Acct. Execs.Chas. Compton, Robt. Manning
 Office ManagerPeggy Heaton
 928 Russ Building, San Francisco 4, Calif.
*Phone: Y*U 6-4940
 West Coast Mgr.Don Pontius
 Office ManagerLucille Riggs
 6362 Hollywood Blvd., Los Angeles 28, Cal.
*Phone: H*ollywood 2-6501
 ManagerDon Palmer
 Office ManagerJudy Merryman

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.
*Phone: R*iverside 8-5239
 Pres.Clyde Melville

STATION REPRESENTATIVES

MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.

Phone: Tiffany 6-2362

President.....Charles J. Sitta

MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: WEStport 1-3322

Owners.....N. E. Paton, Jr., Ralph Meador
Sales.....Norman Jack Smith

ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President.....Art Moore

Branch Office

Cascade Bldg., Portland 4, Ore.

Phone: CA 8-7284

Manager.....Ed Henry

TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

Owner.....Tracy Moore

Manager.....Jerome A. Moore

Branch Office

260 Kearny St., San Francisco, Cal.

Phone: EXbrook 2-6444

Manager.....John Funk

NATIONAL TIME SALES

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

Phone: MUrray Hill 5-1300

Radio and TV Department

Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alpert

Asst. Sales Mgr.....Warren Shuman

Branch Offices

672 LaFayette Park Pl., L. A. 57, Calif.

Phone: DU 2-3200

Exec-in-Charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUtter 1-7971

Exec-in-Charge.....William Gilmore

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

Phone: SU 8-8177

Executive-in-Charge.....Bert Sears

NBC SPOT SALES

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

Phone: Circle 7-8300

Vice President.....Thomas McFadden

Business Mgr.....Anthony C. Krayer

East. Radio Sales Mgr.....Fred T. Lyons

Director, Radio Sales.....George Dietrich

Dir. Represented Stas.....Richard Close

Adv., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Dir. New Bus., Prom.....Mort Gaffin

Sales Service Mgr.....Caroline Wynkoop

Sales Dev., Research Mgr.....Daniel Lissance

Director, TV Sales.....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa

Central TV Sales Mgr.....John Mulholland

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrel Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen....R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sls. Reps.....Wm. Buschges, Bob

Anderson

TV Sales Representative....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.

Phone: ELgin 3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSide 2-8206

Sales Representative.....Robert Keefe

1422 New Britain Ave., W. Hartford 10, Conn.

Phone: JACKson 5-0801

New Eng. Sls. Rep.....David Scott

HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.

Phone: DU 2-3200

Manager.....Harlan Oakes

110 Sutter St., San Francisco 4, Cal.

Phone: SU 1-7971

William E. Gilmore

370 Lexington Ave., New York, N. Y.

Phone: MURray Hill 5-1300

Manager.....Arthur Gordon

LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

Branch Office

166 Geary St., San Francisco 8, Cal.

Phone: YUKon 6-0621

Don R. Pickens

RICHARD O'CONNELL INC.

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

Phone: PLaza 5-7161

President.....Richard O'Connell

Vice-President.....Ralph Myers

Treasurer.....Grace O'Connell

Branch Office

55 E. Washington St., Chicago, Ill.

Phone: ANdover 3-6137

Representative.....William J. Reilly, Inc.

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Representative.....Lee F. O'Connell

OHIO STATIONS

REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerbach

PAN AMERICAN BROADCASTING

CO.

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

Phone: MURray Hill 5-1300

Manager.....Eugene Bernald

Sales Prom.....Al Alpert

Branch Offices

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: DU 2-3200

Executive-in-charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

STATION REPRESENTATIVES

Phone: SUtter 1-7971

Executive-in-Charge William Gilmore

JOHN E. PEARSON CO.

405 Park Ave., New York 22, N. Y.

Phone: PLaza 1-3366

Owner.....John E. Pearson
Account Executives.....Russel Walker,
William M. Wilson, Ray Henze, Jerry
Smilo, Mort Coley

John E. Pearson Television, Inc.

President.....John E. Pearson
Vice Presidents.....Russel Walker,
William M. Wilson, Frank Reed, James
Bowden, Robert Baird, Raymond F. Henze,
Jr.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.

Phone: State 2-7494

Vice Pres. & Mgr.....James Bowden
3242 W. 8th St., Los Angeles 5, Calif.

Phone: Dunkirk 5-5084

ManagerClark Barnes
58 Sutter St., San Francisco 4, Calif.

Phone: DOuglas 2-7159

ManagerJohn Palmer
432 Des Moines Bldg., Des Moines 9, Iowa

Phone: CHerry 4-7143

ManagerFrank Frost
Fidelity Union Bldg., Dallas, Texas

Phone: RIVERSide 7-3723

ManagerRalph Widman
508 Glenn Bldg., Atlanta, Ga.

Phone: JACkson 5-2912

Vice Pres., Mgr.....Robert Baird

PETERS, GRIFFIN, WOODWARD, INC.

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

Phone: YUKon 6-7900

President.....H. Preston Peters
Exec. V.P.....Russel Woodward

V.P.-Radio.....Robert H. Teter

Vice Pres.-TV.....Lloyd Griffin

V.P., Treas.....Jones Seovern

V.P., Dir. Sales Dev.....Geo. C. Castleman

ManagerOtis P. Williams

V.P., TV.....John B. Sias

Vice Pres.....William J. Tynan

Asst. V.P., TV Prom. Mgr.....Lon King

Asst. Sales Mgrs.....Arthur E. Muth,
Chas R. Kinney

Radio Department

V.P., Sales Mgr.....John A. Thompson

Sales Dev.....C. Lud Richards

Prom., Research Dir....Frank B. Woodruff

TV Department

V.P., Sales Dev.....George C. Castleman

Branch Offices

Prudential Plaza, Chicago 1, Illinois

Phone: FRanklin 2-6373

Vice Pres.....John A. Cory

Midwest Sales Mgr. (Radio)..Arthur Bagge

Midwest Sales Mgr. (TV)..William Tynan

Glenn Bldg., Atlanta 4, Ga.

Phone: MURray 8-5667

Radio Sales.....Barton C. Isbell, Jr.

TV Sales Mgr.....William J. Stubbs

Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 1-4255

Vice Pres.....William W. Bryan

TV Sales.....Louis J. Hummel, Jr.

406 West 7th St., Forth Worth, Texas

Phone: Edison 6-3349

TV Sales.....W. Hal Thompson

335 Merchandise Mart, Dallas, Tex.

Phone: RIVERSide 7-2398

Executive-in-Charge.....Charles F. Payne

1750 North Vine St., Hollywood 28, Cal.

Phone: HOLLYwood 9-1688

V.P., West Coast Mgr.....Hal W. Hoag

TV Sales.....John P. Haskell

Russ Bldg., San Francisco 4, Cal.

Phone: SUtter 1-3798

Radio Sales.....Frank A. Tessin, Jr.

TV Sales Mgr.....Joseph L. Scanlan

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.

Phone: MURray Hill 8-0200

Radio Department

Board Chairman.....Edward Petry

President.....Edward E. Voynow

Exec. Vice-Pres.....Martin L. Nierman

V.P., Asst. Bd. Ch....Ernest L. Jahneke, Jr.

Vice-Pres.....William B. Mailefert

Eastern Sales Mgr.....E. E. Eshleman

Sales Prom. Mgr.....William Steese

TV Department

V.P., Eastern Sales Mgr..Martin L. Nierman

Sales Prom. Mgr.....Robert L. Hutton, Jr.

Asst. Sales Mgr.....Edward C. Page

Research Mgr.....George Johannessen

Branch Offices

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

Phone: WHitehall 4-0011

Exec. V.P.....Edward E. Voynow

Sales Mgr. (Radio).....William P. Pipher

Sales Mgr. (TV).....Louis A. Smith

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)

Bruce Mayer (TV)

101 Marietta St., Atlanta 3, Ga.

Phone: Lamar 8-861

Sales Mgrs.....Joseph Sierer (AM)

Richard Hughes (TV)

Russ Bldg., San Francisco 4, Cal.

Phone: YUKon 2-3631

Sales Managers....Lloyd McGovern (AM)

George Ledell (TV)

530 W. Sixth St., Los Angeles 14, Calif.

Phone: TUCKer 3171

Sales Mgrs.....Garry Hollihan (AM)

L. D. Larimer (TV)

915 Olive St., St. Louis 3, Mo.

Phone: CHEstnut 1-7191

Sales Mgrs.....Bill Oldham (AM)

Fred Johnson (TV)

801 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-6440

Sales Mgrs.....Frank Howard (AM)

William D. Walsh (TV)

211 N. Ervay Bldg., Dallas 1, Tex.

Phone: RIVERSide 1-9454

Sales Mgrs.....David C. Milan (AM)

Hugh O. Kerwin (TV)

STATION REPRESENTATIVES

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.

Phone: MU 8-4340

Board Chairman.....Harry Goodman

President.....Peggy Stone

Vice President.....Thomas Carroll

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.

Phone: FI 6-0982

Vice-President.....Edward Nickey

111 No. LaCienega Blvd., Beverly Hills, Calif.

Phone: OL 5-7597

Manager.....Lee O'Connell

110 Sutter St., San Francisco, Calif.

Phone: GARfield 1-6936

Manager.....John Palmer

217 Glenn Bldg., Atlanta, Ga.

Phone: JACKson 2-3872

Manager.....Gene Tibbett

Statler Office Bldg., Boston 16, Mass.

Phone: HUBbard 2-4845

Managers.....Foster, Creed

Tower Bldg., Seattle 1, Wash.

Phone: ELLiott 1868

Managers.....Hugh Feltis & Assoc.

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario

Phone: Empire 6-6680

General Manager.....N. D. Brown

Sales Mgr.....Alex E. Bedard

Traffic Mgr.....Merleen Wilson

RAMBEAU, VANCE, HOPPLE, INC.

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

Phone: OXFord 7-0890

President.....Robert R. Vance, Jr.

Vice President.....Edwards R. Hopple

Sales Manager.....Don C. Waterbury

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.

Phone: And. 3-5566

Asst. Executive.....Mary Rudd

2449 Larkin St., San Francisco, Cal.

Frank Crennan

PAUL H. RAYMER COMPANY, INC.

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

Phone: Plaza 9-5570

President.....Paul H. Raymer

Executive V.P.....F. C. Brokaw

V.P., TV.....Stuart M. Kelly

Promotion & Research.....Mitchell DeGroot

Branch Offices

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

Phone: Superior 7-4473

Executive V.P.....Fred C. Brokaw

V.P., Radio Sales Mgr.....Clay E. Forker

Penobscot Bldg., Detroit 26, Mich.

Phone: Woodward 3-0764

Executive-in-Charge.....Robert B. Rains

1680 Vine St., Hollywood 28, Calif.

Phone: HOLlywood 2-2376

Manager.....John D. Gale

Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 2-8909

Manager.....Ray Rhodes

Glenn Bldg., Atlanta 3, Ga.

Phone: JACKson 5-6508

Manager.....Edward D. Brandt

Mercantile Securities Bldg., Dallas, Tex.

Phone: RIVERSide 5663

Manager.....John H. Hicks

WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.

Phone: ANDover 3-6137

Exec. in Charge.....William J. Reilly

W. DONALD ROBERTS

35 E. Wacker Dr., Chicago 1, Ill.

Phone: DEARborn 2-2448

Manager.....Don Roberts

DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.

Phone: GARfield 1-7950

Owner.....D. A. Scott

Branch Offices

1901 W. 8th St., Los Angeles 57, Calif.

Phone: DUNKirk 8-4151

Exec. in Charge.....P. Schulz

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-8177-8

President.....B. H. Sears

Secretary.....G. E. Allison

Branch Offices

110 Sutter St., San Francisco, Calif.

Phone: YUKon 6-4112

Exec.-in-Charge.....Daren McGavren

1741 Ivar Ave., Los Angeles, Calif.

Phone: HOLLYwood 4-2856

Executive-in-Charge.....Donald J. Quinn

316 N. 8th St., St. Louis, Mo.

Phone: CEntral 2391

SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.

Phone: PLaza 8-1850

Exec. in Charge.....Z. Golob

Branch Offices

7 E. Lexington St., Baltimore 3, Md.

Phone: LEXington 9-7805

Manager.....G. Shaffer

6200 Broad Street Rd., Richmond 28, Va.

Phone: ATLantic 8-2835

Exec. in Charge.....Larry Slon

SIMMONS ASSOCIATES INC.

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

Phone: MURray Hill 8-2821

President.....D. N. Simmons

Branch Offices

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

Phone: DEARborn 2-2375

Exec. in Charge.....G. Blocki, Jr.

681 Market St., San Francisco 5, Calif.

Phone: YUKon 2-7758

STATION REPRESENTATIVES

Manager.....T. B. Hall
1315 N. Highland Ave., Los Angeles, Calif.
Phone: HOLlywood 7-6492

ManagerJ. Gates

TV Sales Mgr.....J. L. Raeburn
Branch Offices
608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-3392

RadioF. Calder
TVJ. R. Genin
325 Portage Ave., Winnipeg, Manitoba
Phone: WHitchall 2-5097

ManagerD. Robertson
615 West Pender St., Vancouver 2, B. C.
Phone: MU 4-4831

Manager.....J. W. Stovin

SKYLINE ADVERTISERS' SALES, INDEX

1275 E. 17th St., Idaho Falls, Idaho
Phone: JACKson 3-4567

PresidentA. W. Schwieder
General Manager.....C. N. Layne
Assistant Manager.....Myrtle Asper

SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.
Phone: ATLantic 7535

President.....Harold A. Soderlund

STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-0555

PresidentBenard Howard
Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: CEntral 6-2136

ManagerAlan Bress
6381 Hollywood Blvd., Los Angeles, Calif.
Phone: 2-2351

ManagerJerry Moore
260 Kearney St., San Francisco, Calif.
Phone: EXbrook 2-6444

Manager.....John E. Funk

STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.
Phone: UNion 6-0211

Pres. Bd. Chmn.....George B. Storer
Senior V.P.....J. Harold Ryan
Executive V.P.....Lee B. Wailes
V.P. Operations.....Stanton P. Kettler
V.P. Radio Oper.....William E. Rine
V.P. TV Oper.....George B. Storer, Jr.
V.P. Plan., Fin., Secy.....John E. McCoy
TreasurerHarry A. Steensen
V.P. Engineering.....Glenn G. Boundy
V.P., Prog. Dir.....Ewald Kockritz
V.P. Adv. Sales Prom.....Arthur C. Schofield
Asst. Secys.....Bertha C. Prestler, Abiah
A. Church

Branch Offices

625 Madison Ave., New York, N. Y.
Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray
230 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 2-6498

Mid-West TV Sales Mgr...Floyde E. Beaston

STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 4-5766

Chmn. of Bd.....H. N. Stovin
President.....W. D. Byles
Vice President.....Mrs. Brickee Stovin

TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUDson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel
Eastern Sales Manager.....Jack Mohler
Business Manager.....R. M. Smith
Dir. of Marketing,
Research.....Robert M. Hoffman
Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Mid West Mgr.....Lamont L. Thompson
Penobscot Bldg., Detroit 26, Mich.

UNITED BROADCASTING CO.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.
Phone: MU 8-1088

President.....Lloyd George Venard
Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ST 2-5260

Vice President.....Howard B. Meyers
1901 W. 8th St., Los Angeles 57, Calif.
Phone: DU 8-4151

Exec-in-Charge.....Peter Schulz
85 Post St., San Francisco 4, Calif.
Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott
1915 Elm St., Dallas 1, Tex.
Phone: RIVERSide 8-5239
Clyde Melville

WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-5830

PresidentJ. Wythe Walker
Vice-president.....C. Otis Rawalt
Account Executive.....Lionel Colton

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-5771

Manager.....Norbert J. Cavanagh
100 Boylston St., Boston, Mass.
Phone: HUBbard 2-4370

STATION REPRESENTATIVES

- Manager.....George C. Bingham
672 S. LaFayette Park Place, L. A., Calif.
Phone: DUnkirk 2-3200
- Manager.....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-5820
- Manager.....William Gilmore
Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: JAcKson 5-7841
Clayton Cosse

WAYNE-EVANS & ASSOCIATES

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 8-7017

- President.....Evans A. Nord
Exec. V.P., Gen. Mgr.....Calden P. Stitt
Secy., Treas.....Larry Bentson
Vice President.....Wayne H. Williams

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-7550

- President.....Grant Webb
Manager.....Jack Baker

Branch Offices

25 E. Washington St., Chicago 2, Ill.
Phone: STate 2-3155

- Manager.....Mabel Lucas
605 Market St., San Francisco 5, Cal.
Phone: YUkon 2-3954

- Manager.....Bob Babcock
1350 N. Highland Ave., Los Angeles 28, Cal.
Phone: HOLlywood 2-0967

- Manager.....Jim Lucas

WEED AND COMPANY

579 Fifth Ave., New York 17, N. Y.
Phone: PL 9-4700

- President.....Joseph J. Weed
V.P., Sales.....E. J. Fitzsimmons
East. Sales Mgr.....F. T. Lyons
Salesmen (Radio).....Peter McGurk,
William Codus, Winston L. Kirby, Philip
D'Antoni, Joseph Alely
Sales Prom. Mgr.....Winifred Schaefer
Research Dir.....Edward R. Eadeh

Branch Offices

Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3434

- Executive-in-Charge.....C. C. Weed
1707 Book Bldg., Detroit 26, Mich.
Phone: Woodward 1-2685

- Executive-in-Charge.....Bernard P. Pearse
Glenn Bldg., Atlanta 3, Ga.
Phone: JAcKson 3-4081

- Exec-in-Charge.....George Griesbauer
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-2066

- Executive-in-Charge.....Edwin C. Metcalfe
625 Market St., San Francisco 5, Calif.
Phone: DOuglas 2-1451

- Executive-in-Charge.....Boyd Rippey
Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-5677

- Executive-in-Charge.....Robert R. Reardon
1001 Tower Bldg., Seattle, Wash.
President.....William J. Wagner

WEED TELEVISION CORP.

- 579 Fifth Avenue, New York 17, N. Y.
Exec. V.P.....Edwin J. Fitzsimmons
V.P.'s.....Neal Weed, Bernard P. Pearse
Sales Staff.....Bates Halsey, Joseph R.
Miller, Walter Newton, Mathias O'Gorman,
Joseph Well, Sheldon Van Dolen, William
Bee
Mgr. Sta. Rel.....David L. O'Shea
Traffic.....Florence Eimer
Sales Promotion.....Winifred Schaefer
Prudential Plaza, Chicago 1, Ill.
Staff.....George Lindsay, Robert
Lethbridge, Samuel Eadie, Joseph M.
Fisher, Jr., Ed Podolinsky, Andrew Mur-
phy, Joseph Hogan
(Other Branches same as Weed & Co.)

HARRY WHEELER & COMPANY

- Little Bldg., 80 Boylston St., Boston, Mass.
Phone: Liberty 2-6481
Owner-Manager.....Harry Wheeler
Office Manager.....Gay Swankin

ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.
Phone: PLaza 1-4848

- President.....Adam J. Young
Executive V.P.....Stephen A. Machcinski, Jr.
V.P., Pub., Asst. to Pres. William B. Crumley
V.P., Chg. Research, Prom.....Frank G. Boehm
Eastern Sales Mgr.....Harold M. Parks

Branch Offices

Prudential Plaza, Chicago 1, Ill.
Phone: MIchigan 2-6190

- Manager.....Richard J. Kelliher
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 2-2289

- Exec-in-Charge.....William L. Wallace
317 North Eleventh St., St. Louis, Mo.
Phone: MAIn 1-5020

- Manager.....John B. Hetherington
Russ Bldg., San Francisco, Calif.
Phone: YUkon 6-6769

- Manager.....Frank A. Waters
1182 W. Peachtree St., Atlanta, Ga.
Phone: TRinity 3-2564

2940 Book Bldg., Detroit 26, Mich.

Phone: WOODward 3-6919

- Manager.....R. John Stella

YOUNG TV CORP.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848

- President.....Adam Young
Exec. V.P.....James F. O'Grady
V.P. Pub., Asst. to Pres. William B. Crumley
V.P. Research, Prom.....Frank G. Boehm
Eastern Sales Mgr.....Harold M. Parks
Branch Offices & Personnel
(Same as Adam Young, Inc.)

YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848

- President.....Adam Young
Vice-President.....Thomas F. Malone
Branch Offices & Personnel
(Same as Adam Young, Inc.)

FEDERAL COMMUNICATIONS COMMISSION

HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.
Phone: EXecutive 3-3620

Commissioners Chairman

JOHN C. DOERFER

(Term Expires June 30, 1961)

Administrative Assistant: PAUL C. MCDONOUGH

Legal Assistant: EVELYN F. EPPLEY

Engineering Assistant: JAMES B. McELROY

ROSEL H. HYDE

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

T. A. M. CRAVEN

(Term Expires June 30, 1963)

Legal Assistant—ROBERT M. KOTEEN

Engineering Assistant—
WILLIAM H. WATKINS

ROBERT T. BARTLEY

(Term Expires June 30, 1965)

Legal Assistant—Vacant
Engineering Assistant—
HORACE E. SLONE

FREDERICK W. FORD

(Term Expires June 30, 1964)

Engineering Assistant—
DANIEL JACOBSON

Legal Assistant—
GEORGE REVERCOMB

ROBERT E. LEE

(Term Expires June 30, 1960)

Legal Assistant—
THOMAS J. DOUGHERTY
Engineering Assistant—
ROBERT G. WESTON

JOHN S. CROSS

(Term Expires July 1, 1962)

Legal Assistant—
LEONIDAS EMERSON
Engineering Assistant—
BRUCE S. LONGFELLOW

Office Of The Secretary

MARY JANE MORRIS

Secretary

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

MAIL, FILES & MESSENGER DIVISION

Clara A. Fairall, *Chief*

DOCKETS DIVISION

Jessie R. Blaine, *Chief*

TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

MINUTE DIVISION

Annette Hutterly, *Chief*

LIBRARY DIVISION

Helen A. Clark, *Chief*

MESSENGER DIVISION

John W. Brown, *Chief*

Lawrence P. Dent

Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

EXAMINERS

J. D. Bond
Basil P. Cooper
Thomas H. Donahue
Annie N. Huntting
Hugh B. Hutchison
Isadore Honig
Forest McClenning

H. Gifford Irlon
Herbert Sharfman
Elizabeth C. Smith
Charles J. Frederick
Millard F. French
Temporary—Horace Stern

(Continued on next page)

(Continued from preceding page)

Office of Opinions and Review

DONALD BERKEMEYER, Chief
WALTER W. GUENTHER, Asst. Chief (Engineering)

Reviewing Attorneys

Edward J. McCormick
Robert W. Geweke
David Warren

Attorneys

Raymond L. Hodges
Sarah Ann Mobley
Wallace E. Hutton
Edward C. McKenzie

William Gershuny
Richard Goldberg
Roland K. Mundy
Chester Naumowicz

Gerald F. Hadlock
Walter Reitz, Jr.
Robert Jacobi
James Hudgins
Howard C. Equitz

Engineers

George K. Ashenden
Hideyuki Noguchi

Accountant

Charles S. Borum

Office of Administration

Executive Officer and Acting Budget Officer

ROBERT W. COX

Richard F. Solan, Administrative Assistant

ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, Chief

ORGANIZATION AND METHODS DIVISION

Lavelle Hughes, Chief

BUDGET AND FISCAL DIVISION

(Vacant)

PERSONNEL DIVISION

Gilbert H. Hatfield, Personnel Officer

Office of Reports and Information

GEORGE O. GILLINGHAM, Chief

Salina M. Lindo, Asst. Chief & Chief of Information Branch

REPORTS BRANCH

Eva O. Melton, Chief
Lily M. Marshall

Office of Chief Engineer

EDWARD W. ALLEN, JR., Chief Engineer
Ralph J. Renton, Associate Chief Engineer
Ruby Caldwell, Assistant Chief Engineer

FREQUENCY ALLOCATION & TREATY DIVISION

Albert L. McIntosh, Chief

LABORATORY DIVISION

Edward W. Chapin, Chief

TECHNICAL RESEARCH DIVISION

Arnold G. Skrivseth, Acting Chief

CONTROL OF ELECTROMAGNETIC RADIATION GROUP (CONELRAD)

Kenneth W. Miller, U. S. Supervisor

Broadcast Bureau

HAROLD G. COWGILL, Chief
John C. Harrington, Assistant Chief
Estelle J. Bunn, Administrative Assistant

BROADCAST FACILITIES DIVISION

Wallace E. Johnson, Chief
Aural New & Changed Facilities Branch
(Vacant), Chief
Existing Facilities Branch
Harold L. Kassens, Chief
Technical & Allocations Branch
Bruce S. Longfellow, Chief
TV Applications Branch
Martin I. Levy, Chief
Hearing Branch
Robert J. Rawson, Chief
Record Unit
Vernald E. Kley, Chief

RULES AND STANDARDS DIVISION

Hart S. Cowperthwait, Chief
(Vacant), Asst. Chief

ECONOMICS DIVISION

Irwin Fine, Economist
James B. Sheridan, Economist

RENEWAL AND TRANSFER DIVISION

Joseph N. Nelson, Chief
Transfer Branch
Robert H. Alford, Chief
Renewal Branch
Edward J. Brown, Chief
Compliance Branch
LeRoy Schaaff, Chief
Control Section
Melba Z. Templeman, Chief
Ownership Section
Mildred K. Roberts, Chief

FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

LICENSE DIVISION

Clara M. Iehl, Chief
Marguerite F. Hubbard,
Asst. Chief
TV Branch
Marie W. Warren, Chief
AM & FM Branch
Quentin S. Proctor, Chief

Miscellaneous Services Branch
David Tau, Jr., Chief
Records & Files
Lillian T. Ricker, Chief

OFFICE OF NETWORK STUDY

Warren Baum, Chief

Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief
Frank M. Kratokvil, Assistant Chief
John H. McAllister, Attorney-Advisor
Francis Keefe, Adm. Asst.

FIELD OPERATING DIVISION

Frank M. Kratokvil, Chief

INSPECTION & EXAMINATION DIVISION

Paul H. Herndon, Jr., Chief

ENGINEERING DIVISION

Floyd W. Wickenkamp, Chief

MONITORING DIVISION

Irving L. Weston, Chief

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN

1600 Customhouse
Boston 9, Massachusetts
HUBbard 2-6200

2. WILLIAM D. JOHNSON (Acting)

748 Federal Building
New York 14, New York
WATkins 4-1000

3. ROGER E. PHELPS

1005 U. S. Customhouse
Philadelphia 6, Pennsylvania
MARket 7-6000

4. HYMAN A. COHEN

400 McCawley Bldg.
Baltimore 2, Maryland
PLaza 2-8460

5. EDWARD BENNETT

Room 402, Federal Building
Norfolk 10, Virginia
MADison 2-4963

6. ARTHUR T. CLINE, JR.

718 Atlanta Nat'l Bldg.
Atlanta 3, Georgia
WALnut 4121

Sub-Office

JOHN W. CREWS
214 P. O. Building
Savannah, Georgia
SAVannah 2-7602

7. ARTHUR G. GILBERT

312 Federal Building
Miami 1, Florida
MIAMI 9-3900

Marine Office

ALFRED L. RITTER
409-410 P. O. Building
Tampa 2, Florida
TAMpa 2-1773

8. WALTER M. HAMMOND

608 Federal Building
New Orleans 12, Louisiana
EXpress 2411

Sub Office

LEWIS E. TERRY
419 U. S. Court House & Customhouse Bldg.
Mobile 10, Alabama
MOBILE 2-3641

9. EVERETT H. MARSHALL

324 U. S. Appraisers Building
Houston 11, Texas
WOODcrest 1906

Sub-Office

ERIC D. COBURN
301 P. O. Building
Beaumont, Texas
TERminal 2-8141

10. GERALD M. HOWARD

500 Terminal Annex Building
Dallas 22, Texas
STERling 5611

11. BERNARD H. LINDEN

1425 U. S. P. O. and Court House Building
Los Angeles 12, California
MADison 5-7411

Sub-Office

VERGNE L. HOKE
15-C U. S. Customhouse
San Diego 1, California
BELmont 4-6211

Marine Office

WILLIAM E. CLYNE
Room 326, U. S. P. O. and Courthouse
San Pedro, California
TERminal 2-2389

12. FRANCIS V. SLOAN

323-A Customhouse
San Francisco 26, California
YUKon 6-4141

13. JOSEPH H. HALLOCK

New U. S. Courthouse
Portland 5, Oregon
ATwater 6171

14. HERBERT H. ARLOWE

806 Federal Office Building
Seattle 4, Washington
MUTual 3300

(Continued on next page)

FEDERAL COMMUNICATIONS COMMISSION

15. ANDREW BAHLEY
521 Customhouse
Denver 2, Colorado
KEystone 4-4151
16. DONALD A. MURRAY
208 Uptown P. O. and Federal Bldg.
St. Paul 2, Minnesota
CApital 2-8011
17. HAROLD W. BOURELL
3100 Federal Office Bldg.
Kansas City 6E, Missouri
BAltimore 1-7000
18. HAROLD D. HAYES
826 U. S. Court House
Chicago 4, Illinois
HArrison 7-4700
19. EDWIN S. HEISER
1029 New Federal Building
Detroit 28, Michigan
WOodward 3-9330
20. GEORGE E. FRANKLIN
328 P. O. Building
Buffalo 3, New York
WAshington 1744
21. PAUL R. FENNER
502 Federal Bldg.
Honolulu 13, Hawaii
HOlonulu 5-2931
22. EUGENE W. KLEIN
322 Federal Bldg.
San Juan 13, P. R.
SA n Juan 2-4562
23. HAROLD D. DeVOE
Room 53, U. S. P. O. and Court House
Anchorage, Alaska
ANchorage 2-5501
24. ALFRED H. KLEIST
Briggs Building
415 22nd St., N. W., Washington D. C.
EXecutive 3-3620, ext. 229, 230

Safety and Special Radio Services Bureau

CURTIS B. PLUMMER, *Chief*
Marshall S. Orr, *Assistant Chief*
(Vacant), *Administrative Assistant*

LAW, ENFORCEMENT AND PROCEDURES OFFICE

Irving Brownstein, *Chief*

AVIATION DIVISION

John R. Evans, *Chief*

INDUSTRIAL DIVISION

Daniel H. Arnold, *Chief*

MARINE DIVISION

William N. Krebs, *Chief*

PUBLIC SAFETY AND AMATEUR DIVISION

John McCue, *Chief*

LAND TRANSPORTATION DIVISION

Glen E. Nielsen, *Chief*

Office of General Counsel

JOHN L. FITZGERALD, *General Counsel*
HILBURT SLOSBERG, *Asst. General Counsel*
EDGAR W. HOLTZ, *Associate General Counsel*
JAMES T. GRENNEN, *Associate General Counsel*

LITIGATION DIVISION

Max D. Paglin, *Asst. General Counsel*

RULES & ENFORCEMENT

Dee W. Pincock, *Asst. General Counsel*

LEGISLATION DIVISION

Charles E. Smoot, *Asst. General Counsel*

ADMINISTRATIVE LAWS & TREATIES

Charles R. Escola, *Asst. General Counsel*

Common Carrier Bureau

JOHN J. NORDBERG, *Chief*
BERNARD STRASSBURG, *Assistant Chief*
Irene M. Durgin, *Administrative Assistant*
Charles R. Makela, *Field Coordinator*
Robert E. Stromberg, *Chief, Office of Accounting Systems*
Betty Ferro, *Chief, License Bureau*

TELEPHONE DIVISION

Bernard Strassburg, *Acting Chief*

TELEGRAPH DIVISION

John R. Lambert, *Chief*

INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*

DOMESTIC RADIO FACILITIES DIVISION

Arthur A. Gladstone, *Chief*

COMMON CARRIER FIELD OFFICES

New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, *Chief*
St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*

BROADCASTERS' PROMOTION ASSOCIATION, INC.

State-Lake Building, 190 N. State St., Chicago 1, Ill.

Phone: ANdover 3-0800

OFFICERS

President

Charles A. Wilson
WGN, Inc., Chicago

1st Vice-President

Gene Godt
WCCO-TV, Minneapolis

2nd Vice-President

Burt Toppan
WTVJ, Miami, Fla.

Secretary-Treasurer

William E. Pierson
WBKB, Chicago

DIRECTORS

Janet Byers
KYW, Cleveland, O.

Harvey M. Clarke
London, Ont. Can.

Austin Heywood
KNXT, Los Angeles

L. Walton Smith
Transcontinental TV Corp.,
Rochester, N. Y.

James M. Kiss
WPEN, Philadelphia, Pa.

Ken McClure
KENS-TV, San Antonio, Tex.

Don Curran
KTVI, St. Louis, Mo.

John F. Hurlbut
WFBM, WFBM-TV, Indianapolis, Ind.

Bruce Wallace
WTMJ, WTMJ-TV, Milwaukee, Wisc.

Haywood Meeks
WMAL-TV, Washington, D. C.

Roy C. Pedersen
WDAY, WDAY-TV, Fargo, N. Dak.

Samuel Elber
WGBS, Miami Beach, Fla.

Elliott W. Henry
ABC, Chicago

ROSTER OF VOTING MEMBERS

ALABAMA

Chenoweth, James B.
WAPI & WABT,
Birmingham

CALIFORNIA

Ireton, Margaret
KERO-TV, Bakersfield

Heywood, Austin
KNXT, Los Angeles

Hillman, Philmour B.
KNX-CBS, Los Angeles

Bellus, Dan
KFMB & KFMB-TV,
San Diego

Sunday, Bill
KFSD-KFSD-TV,
San Diego

Goldman, George
KPIX, San Francisco

COLORADO

Taft, Harold
KBTB, Denver

Faulkner, Dean
KOA-TV, Denver
Atteberry, Ellis
KCOL, Fort Collins

CONNECTICUT

Gallagher, Peter F.
WNHC-TV, New Haven

DISTRICT OF COLUMBIA

Adams, Robert M.
WTOP-TV, Washington

BROADCASTERS' PROMOTION ASS'N

Meeks, Haywood
 WMAL-TV,
 Washington, D. C.

Miller, Duncan
 WMAL, Washington

Wilson, Jo, Miss
 WWDC, Inc.,
 Washington 6, D. C.

FLORIDA

Maitlen, D. J.
 WESH-TV,
 Daytona Beach

McMahon, Phil
 WJXT, Jacksonville

Walker, William G.
 WFGA-TV, Jacksonville

Schofield, Arthur C.
 Storer Bestg.,
 Miami Beach

Elber, Samuel
 WGBS, Miami Beach

Toppan, Burt
 WTVJ, Miami

Taggart, Byron
 WFLA & WFLA-TV
 Tampa

GEORGIA

Paschall, Walter G.
 WSB, WSB-TV, Atlanta

Hertz, Louis O., Jr.
 WAGA-TV, Atlanta

Jenkins, George
 WRBL, Columbus

Cook, George B.
 WGAF, Valdosta

IDAHO

Winters, Evelyn
 KIDO, Boise

ILLINOIS

Carey, John
 WIND, Chicago

Hanlon, James G.
 WGN, Chicago

Haviland, Thomas E.
 WCFL, Chicago

Peterson, Edwin R.
 Keystone Bestg Co.,
 Chicago

Wiedenkeller, L. O.
 WTVP, Decatur

Biggar, Geo. C.
 WLBK, De Kalb

Henry, Ell
 ABC-WBKB, Chicago

Hohmann, William R.
 WBBM-TV, Chicago

Keys, John M.
 WMAQ-WNBQ, Chicago

Sack, Ronald L.
 WLS, Inc., Chicago

Krasula, Stephen J.
 WMAQ, Chicago

Young, Donald
 WBBM, Chicago

Wilson, Charles A.
 WGN, WGN-TV,
 Chicago

Knapp, Albert E.
 WEEK, WEEK-TV,
 East Peoria

Sebastian, Charles
 WTAQ, La Grange

Noyes, Stan
 WOPA, Oak Park

Amyx, Andy
 WTVH, Peoria

Mugge, Clarence S.
 WMBD, WMBD-TV,
 Peoria

Olson, Chuck
 WREX-TV, Rockford

Darton, Heber E.
 WHBF, WHBF-TV,
 Rock Island

INDIANA

Brines, Paul C.
 WSJV-TV, Elkhart

Pindell, Georgia L.
 WTVW, Evansville

Keefe, Robert
 WANE-TV, Fort Wayne

Schroeder, Wilson
 WKJG-AM & TV,
 Fort Wayne

Woehrmeyer, Hilda
 WOWO, Fort Wayne

March, Thomas B.
 WWCA, Gary

Hurlbut, John F.
 WFBM, WFBM-TV,
 Indianapolis

Wilson, H. Keith
 WTTV, Indianapolis

Reisinger, Ray
 WISH, WISH-TV,
 Indianapolis

Halpin, Jim
 WSBT, WSBT-TV
 South Bend

IOWA

Bowermaster, James H.
 WMT Stations,
 Cedar Rapids

Upp, Richard W.
 WOC-TV, Davenport

Hudgens, Joe G.
 KRNT, KRNT-TV,
 Des Moines

Schambow, John L.
 KVTV, Sioux City

KANSAS

Larsen, M. Dale
 KTVH, Wichita

KENTUCKY

Loader, William F.
 WHAS, Inc., Louisville

LOUISIANA

Annenberg, Marion
 WDSU, WDSU-TV,
 New Orleans

Drum, Hughes
 WWL-TV, New Orleans

Vinson, Carol
 KSLA-TV, Shreveport

Briggs, James T.
 KWKH, Shreveport

MAINE

Joyce, Robert M.
 WMTW, Poland Spgs.

Stone, Melvin
 WLOB, Portland

Pitman, Linwood T.
 WCSH-AM & TV,
 Portland

MARYLAND

Picha, Anton G.
 WMAR-TV, Baltimore

Christensen, A. H.
 WJZ-TV, Baltimore

Hines, Henry F.
 WBAL, WBAL-TV,
 Baltimore

Roeder, Charles A.
 WCBM, Baltimore

MASSACHUSETTS

Cheyne, Robert B.
 WHDH, Boston

Colvin, W. B.
 WBZ-TV, Boston

Williams, Jack
 WBZ, Boston

MICHIGAN

Edell, Robert
 WJBK-TV, Detroit

Kirvan, Bud
 WXYZ, Inc., Detroit

Kyker, A. Glenn
 WWJ, WWJ-TV, Detroit

Levinson, H. Y.
 WCAR, Inc., Detroit

BROADCASTERS' PROMOTION ASS'N

Joseph, Michael
WTAC, Flint
Sumner, Thomas M.
WNEM-TV, Flint
Grant, Clark
WOOD, WOOD-TV,
Grand Rapids

MINNESOTA

Olson, Martin A.
WDSM, WDSM-TV,
Duluth
Halligan, V. L.
KSUM, Fairmont
Kaufman, Clayton
WCCO, Minneapolis
Godt, Gene
WCCO-TV, Minneapolis
Lord, George
WTCN, WTCN-TV,
Minneapolis
Holmes, Genevieve
KROC-TV, Rochester

MISSOURI

Harned, William
KODE, KODE-TV,
Joplin
Davis, Don
KMBC, KMBC-TV,
Kansas City
Curran, Don
KTVI, St. Louis
Koch, Alice, Mrs.
KMOX, St. Louis
Mueller, Fred J.
KSD, KSD-TV, St. Louis
Stanton, Tom
KMOX-TV, St. Louis
McKibben, William T.
Balaban Station,
St. Louis
Ruppe, Michael, Jr.
KWK, St. Louis

MONTANA

May, Conna G.
KOOK-AM and TV,
Billings
Nyberg, Gertrude C.
KGHL-TV, Billings

NEBRASKA

Wallick, Bud
KOLN-TV, Lincoln
Meier, Evans
WJAG, Norfolk
Eastridge, Amos
KMTV, Omaha
Seitzer, Robert E.
WOW, WOW-TV,
Omaha

NEW YORK

Schweitzer, William A.
WEBR, Inc., Buffalo
Meyer, Ruth
WMCA, New York
Lannon, Mike
WRCA-TV, New York
Stahlberger, R. L.
WCBS, New York
Sullivan, R. J.
Corinthian Bcstg., N. Y.
Linger, Dean D.
ABC TV, New York
Partridge, David E.
Westinghouse Bcstg.,
New York
Patt, Robert
WCBS-TV, New York
Wattenberg, Morris
WABC, WABC-TV,
New York
Smith, L. Walton
WROC-TV, Rochester
Garland, Arthur R.
WGY, Schenectady
Peel, Robert G.
WHEN-AM & TV,
Syracuse

NORTH CAROLINA

Winters, Jack
WLOS, WLOS-TV,
Asheville
Dillon, John P.
WBT, Charlotte
Evans, James W.
WSOC, Charlotte
Mosier, David W.
WNCT, Greenville
White, Worth
WPTF-Radio, Raleigh
Barron, Richard
WSJS-TV,
Winston-Salem

NORTH DAKOTA

Blackstead, Connie
N. Dak. Bcstg. Fargo
Pedersen, Roy C.
WDAY, WDAY-TV,
Fargo

OHIO

Elliot, Jean
WCUE, Akron
Fleming, R. M.
WCKY, Cincinnati
Frazier, Jack K.
WLW, Cincinnati
Byers, Janet
KYW, Cleveland
Elber, Samuel
WERE, Cleveland

Mertens, Bud
WJW-TV, Cleveland
Nashick, Robert
KYW-TV, Cleveland
Sague, S. R., Pres.
WSRS, Inc., Cleveland
Dorr, Jack
WBNS-TV, Columbus
Hardin, Donald
WTVN Television,
Columbus
Kavanagh, Jack
WLW-C, Columbus
Gay, Chuck
WHIO-TV & AM,
Dayton
Sanders, Dorothy
WLW-D, Dayton
Lynch, Virginia, Mrs.
WMRN-AM & FM,
Marion
Wester, William C.
WOHO, Toledo
Osborne, Deane D.
WSPD, Toledo
Harris, Robert B.
WSTV, Steubenville

OKLAHOMA

Larkins, Charles E.
KTUL, KTUL-TV,
Muskogee
Sherry, Jack
WKY-TV,
Oklahoma City
Tjaden, Montez
KWT, Oklahoma City
Freeland, Robert V.
KOTV, Tulsa
Gerhardt, Gordon E.
KVOO-AM & TV, Tulsa

OREGON

Kelsey, Clark B., Jr.
KEX, Portland

PENNSYLVANIA

Woodland, Paul I.
WGAL, WGAL-TV,
Lancaster
Kiss, James M.
WPEN, Philadelphia
Birnbaum, Fred
WCAU, Philadelphia
Pryor, Robert N.
WCAU-TV,
Philadelphia
Krauss, Mitchell
WIP, Philadelphia

(Continued on next page)

BROADCASTERS' PROMOTION ASS'N

Scheuer, John D., Jr.
Triangle Publications,
Inc., Philadelphia

Wiley, John P.
WRCV, WRCV-TV,
Philadelphia

Augustine, Caley E.
WIIC, Pittsburgh

Buzzelli, June L.
KDKA, Pittsburgh

Lewis, David N.
KDKA-TV, Pittsburgh

Tannen, Ernie
WILY, Pittsburgh

Holcomb, Douglas
WGBI & WDAU-TV,
Scranton

SOUTH CAROLINA

Smith, Whitefoord, Jr.
WBTW, Florence

SOUTH DAKOTA

Townsend, Jack
KELO, KELO-TV,
Sioux Falls

TENNESSEE

Sheftall, J. P.
WJZM, Clarksville

Cash, Charles H., Jr.
WSM-TV, Nashville

Knott, Al
WLAC-TV, Nashville

TEXAS

Portwood, Winona, Mrs.
WFAA, WFAA-TV,
Dallas

Brazier, Roland
KGUL-TV, Houston

Chapman, John G.
KTRK-TV, Houston

Harriss, Kirt
KPRC, KPRC-TV,
Houston

Shipley, W. H.
KDUB, Lubbock

McClure, Ken
KENS-TV, San Antonio

Yancy, Bill N.
WOAI-TV, San Antonio

VIRGINIA

Heyne, Donald G.
WINA, Charlottesville

Hydrick, Daniel E., Jr.
WGH, Norfolk, Va.

Schaffer, Mike
WAVY, WAVY-TV,
Portsmouth

Stone, John L., Jr.
WRVA-TV, Richmond

Corstaphney, Fred L.
WSLS, Roanoke

Barnes, Art
McCollum, Thomas F.
WXEX-TV, Richmond

WASHINGTON

Lyte, Robert
KTNT, KTNT-TV,
Tacoma

Morrissey, Edward M.
KIMA, KIMA-TV,
Yakima

WEST VIRGINIA

Willis, Robert D.
WHTN-TV, Huntington

Greenwood, George
WSAZ, Inc., Huntington

Meagle, Howard W.
WVVA, Wheeling
Jackson, C. Kirk
WTRF-TV, Wheeling

WISCONSIN

Moran, Robert O.
WBEL, Beloit

Meister, Robert
WBAY, WBAY-TV,
Green Bay

Anderson, Leonard G.
WKBH-WKBT,
La Crosse

Barnes, Art
WISN, WISN-TV,
Milwaukee

Van Roo, Robert H.
WXIX, Milwaukee

Wallace, Bruce
WTMJ-WTMJ-TV,
Milwaukee

CANADA

Mannix B.
CFAC, Calgary, Alberta

McNabb, W. E.
CJCA, Edmonton,
Alberta

Baldwin, Phil
CKWX, Vancouver,
B. C.

Allen, William S.
CJVI, Victoria, B. C.

Walker, Gordon N.
CKRC, Winnipeg, Man.

Clark, Harvey M.
CFPL, London, Ontario

Brickenden, Jack
CBC, Toronto, Ontario.

Marsden, Kenneth C.
CFRB, Toronto, Ontario.

ROSTER OF AFFILIATE MEMBERS

Anthony, Ted
WJW-TV, Cleveland

Daly, Thomas
CFPL-TV, London, Ont.

Chernin, Kenneth
Radio & TV Division,
Triangle Publications,
Inc., Philadelphia 39, Pa.

Downing, Bert
KYW, Cleveland

Gerity, James, Jr.
WNEM-TV, Flint, Mich.

Armstrong, William
Balaban Stations
St. Louis, Mo.

Hansen, Bob
WCCO-TV, Minneapolis

Henderson, C. George
WSOC, Charlotte, N. C.

Hollembaek, Loren
WBBM-CBS, Chicago

Gohring, R. A.
WNEM, Flint, Mich.

Box, John F., Jr.
Balaban Stations
St. Louis, Mo.

Kenney, Robert R.
WMT, WMT-TV, Cedar
Rapids, Iowa

Kibby, George
WHEN, AM-TV,
Syracuse, N. Y.

Henneberry, James M.
KMOX-TV, St. Louis

Rowland, Ida Mae
KTVI, St. Louis, Mo.

Gzebb, L.
CKRC, Winnipeg

THE MAKERS OF TELEVISION SERIES

... Never Have They Been More Vital

By FREDERIC W. ZIV

President, Frederic W. Ziv Co.



THE most important single ingredient in the production of a successful TV series is people. The creativity and skill of those contributing to the film making process are the most vital resource of any TV producing organization.

Never have they been more vital than they will be in television's second decade. Now that television has achieved maturity as a medium with national saturation, we can no longer rely on the momentum of a new and growing communications force to carry us forward. The success of each new program will be accomplished on the basis of its merits, on the strength and uniqueness of its concept and the know-how and imagination with which it is produced.

In the coming year, we at Ziv will expand our corps of creative people. We have sought out the most talented men in all entertainment media. We have offered them the opportunity to conceive and develop their own program ideas. We have always sought to attract top creative people; we will now put even more emphasis on this effort. Our goal is to win and maintain the interest of the most brilliant men in the field, men who have created new series for us in 1958 such as Frank Pittman, Andy White, Ivan Tors, Mort Friedkin and David Fine. Among those joining this outstanding group of Ziv producers this year are Doug Heyes, Seton I. Miller

and Steve Fisher.

We will add more new names to this roster during the months ahead—names that are recognized as being the best in their field.

Each year, we at Ziv have increased our production facilities and the number of new programs in production. During 1958, we had nine new series before the camera. For 1959, the number will be even greater.

The significance of this growth is not merely quantitative. It bespeaks high advertiser interest in, and audience enthusiasm for, quality programming. Further, it signifies the arrival of an era in which our talent resources are strengthened to the point where we can move forward successfully on many new projects. Developing a new program is an expensive, time-consuming process. It takes months, and often years, to develop and test a program concept.

We need the right men, and the right climate—a climate which encourages creativity by welcoming new ideas and providing ample time and facilities for working them out. To have the men but not the climate is insufficient. There must be both.

Ziv will continue this search for talent for all phases of operation. We seek men of outstanding merit among actors, producers, directors and writers. This, we are convinced, is the key to the presentation of powerful and exciting new programs.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 3394

OFFICERS FOR 1959 YEAR

President

William Harley, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin

1st Vice President

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

2nd Vice President

Robert Schenkkan, Station KUT-FM, University of Texas, Austin, Texas

3rd Vice President

Graydon Ausmus, Director, Broadcasting Services, University of Alabama, University, Alabama

Treasurer

Robert Coleman, 453 Rosewood, East Lansing, Michigan

Secretary

Dr. Keith Engar, Station KUED, University of Utah, Salt Lake City, Utah

DIRECTORS

Region I

E. A. Hungerford, Jr., Metropolitan ETV Association, 345 E. 46th St., New York 17, N. Y.

Region II

Raymond D. Hurlbert, Alabama Ed. TV Comm., 807 Protective Life Bldg., Birmingham, Alabama

Region III

James S. Miles, Station WBAA, Purdue University, Lafayette, Ind.

Region IV

John Schwarzwalder, Twin City Area Ed. TV Corp., University of Minnesota, St. Paul, Minn.

Past President

Frank E. Schooley, Stations WILL AM-FM-TV, University of Illinois, Urbana, Illinois

Region V

Duff Browne, Gen. Mgr. Station WYES, Greater New Orleans Ed. TV Foundation, 916 Navarre Ave., New Orleans, Louisiana

Region VI

Kenneth Harwood, Dept. of Telecommunications, University of So. California, Los Angeles, California

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

Associate Director

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.

Director at Large

Mrs. Gertrude Broderick, Radio-TV Section, Office of Educ., U. S. Dept. of Health, Education & Welfare, Washington 25, D. C.

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
ALABAMA			
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director
ARKANSAS			
State College	KASU (FM)	Ark. State College	Leland W. Plunkett, Head of Journ.
CALIFORNIA			
Berkeley	KPFA (FM)	Pacific Foundation	Harold Winkler, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Chairman
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Chas. H. Parker, Program Director
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Sacramento	KVII (TV)	Central Calif. TV, Inc.	John C. Crabbe, Gen. Mgr.
Stockton	KCVN (FM)	College of the Pacific	Richard B. Elliott, Director
COLORADO			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir., Radio
Colo. Springs	KSHS (FM)	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
FLORIDA			
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WTUN (FM)	University of Tampa	John Von Szelski, Dir.
Tampa	WEDU (TV)	Fla. West Coast ETV	Dan H. Smith, Gen. Mgr.
Winter Park	WPRK (FM)	Rollins College	M. P. Frutehey, Director of Radio
GEORGIA			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir.
ILLINOIS			
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bestg.
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois Univ.	Robert Esmond, Dir., Radio
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chairman
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir.
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
INDIANA			
Bloomington	WFIU (FM)	Indiana University	Elmer Sulzer, Dir.
Evansville	WEVC (FM)	Evansville College	V. O. Logan, Chairman
Evansville	WPSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supervisor
Greencastle	WGRE (FM)	DePauw University	Herold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Naney Hendricks, Dir., Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal and Dir.
New Albany	WNAS (FM)	New Albany City Sch.	Vernon McKown, Director Audio-Visual Instr
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
IOWA			
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM) and (TV)	Des Moines Public Schools	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
KANSAS			
Emporia	KSTE (FM)	Kansas State Teachers	Tex Smiley, Dir., Radio-TV

(Continued on next page)

NAEB ACTIVE MEMBERS

(Continued from page 307)

City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Head
Manhattan	KSDB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Leonard Press, Acting Director
Louisville	WFPK (FM-TV)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
LOUISIANA			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
New Orleans	WNPS (AM)	Orleans Parish Sch. Bd.	Jeanne Minge, Sta. Mgr.
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College	Clarence T. DeHaven, Faculty Mgr.
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Amherst	WEDK (FM)	U. of Mass.	Will Lewis, Sta. Mgr.
Boston	WBUR (FM)	Boston University	David Mackey, General Manager
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
MICHIGAN			
Ann Arbor	WUOM (FM-TV)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne St. Univ.	Lee Dreyfus, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found.	Franklin Bouwsma, Executive Secretary
East Lansing	WKAR (AM)	Michigan State Univ.	Lawrence Frymlre, Manager
East Lansing	WKAR (FM)	Michigan State Univ.	Lawrence Frymlre, Mgr.
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan Univ.	Robert Dye, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
MINNESOTA			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Sheldon Goldstein, Acting Dir.
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
MISSOURI			
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Commission	Henry F. Chadeayne, Exec. Director
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
NEBRASKA			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
NEW JERSEY			
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
NEW MEXICO			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
Albuquerque	KNAE (TV)	U. of New Mexico & Albuquerque Bd. of Educ.	C. P. Mitchell, Co-Ord.
NEW YORK			
Albany	WAMC (FM)	Albany Med. College	Frank Woosley, Jr. Assoc., Dean
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Elnira	WECV (FM)	Elmira College	David M. Crossman, Aud. Dir.
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WICB (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Best. Sys.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Best. Sys.	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
Troy	WRPI (FM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Univ. of North Carolina	Wesley Wallace, Act. Chairman, Radio
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Donald Knoepfer, Manager
Greensboro	WGFS (FM)	Greensboro Public Sch.	R. Thorpe Jones, Dir. Audio-Visual Educe.
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Sta. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Prncipal

NAEB ACTIVE MEMBERS

City	Call Letters	NORTH DAKOTA Licensee	Executive
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
OHIO			
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir., Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bestg.
Athens	WOUB (AM)	Ohio University	Archie Greer, Supv. of Bestg.
Bowling Green	WBGU (FM)	Bowling Green State U.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cinci. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Ednc., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDG (FM)	Toledo Public Schools	Harry D. Lamb, Dir., Radio-TV
Yellow Springs	WYSO (FM)	Antioch College	Harold A. Roeth, Mgr.
OKLAHOMA			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Dr. Robert Shultz, Dir., Radio-TV
Stillwater	KAMC (FM)	Okla. State University	Robert M. Johnson, Chairman
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
OREGON			
Corvallis	KOAC (AM-TV)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KBYM (FM)	Eugene Pub. Schools	Roger J. Hougham, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfling
Philadelphia	WHYY (FM-TV)	Metro. Phila. Educ. Radio & TV Corp.	William J. McCarter, Jr., Prod. Mgr.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Alice Wyman, Dir.
SOUTH DAKOTA			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Mgr.
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV	Ernest C. Ball, Dir.
TEXAS			
Austin	KUT (FM)	Univ. of Texas	Robert Schenkan, Dir.
Dallas	KERA (TV)	Area ETV Foundation	M. Campbell, Exec. Dir.
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	John Meaney, Dir.
Houston	KUHT (TV)	Univ. of Houston	John Meaney, Dir.
UTAH			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Chairman
Salt Lake City	KUED (TV)	University of Utah	Dr. Keith Engar, Mgr.
VIRGINIA			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Norfolk	WMTI (FM)	William-Mary College	B. C. Dickerson, Head of Elec. Dept.
Richmond	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
WASHINGTON			
Pullman	KWSC (AM)	State College of Wash.	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Mgr.
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
WISCONSIN			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, Director
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Paul K. Taff, Station Mgr.
HAWAII			
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
PUERTO RICO			
San Juan	WIPR (AM)	Oficina de Radlo-emision Publica	Francisco Arrivi, Manager
	WIPR (TV)		Francisco Arrivi, Manager

THE ROLE OF MUSIC TRANSCRIPTIONS

... Keeps Growing For Radio Stations

By JOHN D. LANGLOIS

President, Lang-Worth Feature Programs, Inc.



IN recent weeks Lang-Worth has published as a service to its subscriber stations the second edition of a booklet called "Profitunes". The title naturally supports our contention that jingles such as L-W's "Radio Hucksters" service are profit-making tunes for the modern radio station. But as a handbook on the sales, production and promotion-merchandising techniques we have found most effective, it points out the many opportunities offered the station by a concept we might call "Radio Add-vertising".

These are the added ingredients of imagination and showmanship, of smartly competitive selling, of the creation of opportunities that so often distinguish the leader from the pack. It is radio's good fortune, with its human personality, to be more exploitable and merchandiseable than most other media, and we have found this true in the use of our own product "Radio Hucksters" jingles. What are some of the aspects of this local "Radio Add-vertising"? First, helping the sponsor merchandise his advertising. The radio station can take the driver's seat by suggesting coordination of advertising around the air theme, such as the punch line of a jingle. Its jingle service can serve as the base of planned Special Promotions for either an important local sponsor or group of stores allied by location and kindred interest in attracting customers.

In this way a jingle campaign could aim to encourage customers to deal at several stores and businesses in one area. To shop, for instance, at

a particular men's wear store; attend a particular motion picture theater a block or so away; and, finally, to select a late supper to carry home from a delicatessen right next to the theater. In this way, then, stores and businesses in one part of town will realize they have a potential stake in each other from this promotion standpoint.

The station, additionally, can become active in not only the local sponsors' copy problems (most do not have skilled admen or agencies) but in his week-to-week sales problems and opportunities.

Local advertising agencies, too, would have a ready-made production arm in a local station which maintains an extensive library of jingle transcriptions. A complete sound or musical effect, for instance, could be at the disposal of the agency to do a particular job for his client.

The station can and should keep an advanced eye on the calendar by which business and industry lives. It can romance the medium and the particular commercials series to the buyers at the department store, or the salesmen of branded merchandise lines which are franchised in town.

That the overall contribution of these services to stations, sponsors and advertising agencies is a material and growing one is evident from the increasing use of the services from recent year to year.

So says "Profitunes," which is more or less our Lang-Worth "Radio Hucksters" service's voice of experience in sales, production and merchandising.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association

P.O. Box 6174, University, Alabama

Meetings: March and October
Elections: March meeting
Members: 68 Active, 18 Assoc.
Pres.....Wm. A. Mapes, WOWL, Florence
Vice-Pres.....John C. Cooper, WJRD,
Tuscaloosa
Secy.-Treas..Wm. S. Baskerville, Jr., WKRG,
Mobile
Exec. Secy.....Mrs. Angie M. Youngson

Arizona Broadcasters Association

c/o President or Exec. Secy.

Meetings: November
Elections: November
Members: 41
Pres.....Arlo Woolery, KSUN, Bisbee
Vice Pres.....John Hogg, KOY, Phoenix
Secy., Treas.....Fred Vance, KVOA-TV,
Tucson
Exec. Secy.....Lucy Krug, KPHO, Phoenix

Arkansas Broadcasters Association

Box 271, Stuttgart, Ark.

Meetings: March and August
Elections: August
Members: 50
President...C. R. Horne, KXRJ, Russellville
Vice-Pres.....Kermit Richardson, KBOK,
Malvern
Secy., Treas....Julian Haas, KGAH, Crossett
Stuttgart
Exec. Secy.....Mrs. June Spann, KWAK,

California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28, Cal.

Meetings: November (and on special call)
Elections: November
Members: 77
President.....George Whitney, KFMB,
San Diego
Vice-Pres. (Radio).....Lloyd Sigmon,
KMPC, Los Angeles
Vice-Pres. (TV)....Joe Drilling, KJEO-TV,
Fresno
Sec'y.-Treas.....Robert J. McAndrews,
KBIG, Hollywood
Exec. Secy.....Eleanor Henshaw

Colorado Broadcasters Association

c/o President

Meetings: Semi-annual
Elections: June
Members: 49
Pres.....Harry Hoth, KRDO-AM-TV, Colo.
Springs

Vice Pres.....Al Ross, KGEK, Sterling
Secy.....Robt. S. Hix, KOA, Denver
Treas.....Ed Koepeke, KDEN, Denver
Directors...Dennis Behand, KLMR, Lamar;
Robt. D. Ellis, KGHF, Pueblo; Abbott
Tessman, KEXO, Grand Junction

Connecticut Broadcasters Association

c/o President

Meetings: Periodically
Elections: June
Members: 30
Pres.....Julian Schwartz, WSTC, Stamford
Vice-Pres.....Walter C. Johnson, WTIC,
Hartford
Secy.-Treas.....Peter B. Kenney, WNBC,
New Britain

Delaware Association of Broadcasters

c/o President

Meetings: October
Elections: Annually
Members: 11
President.....Harvey C. Smith, WDEL,
Wilmington
Vice Pres.....Wayne Rollins, WAMS,
Wilmington
Secy., Treas.....Gordon MacIntosh,
WTUX, Wilmington

Florida Association of Broadcasters

214 Center Bldg., Tallahassee

Meetings: Annually, plus regional
Elections: Annual
Members: 90
Pres....Chas. J. Fernandez, WKXY, Sarasota
1st Vice-Pres....Lawrence A. Rollins, WSIR,
Winter Haven
2nd Vice-Pres.....Tom S. Gilchrist, Jr.,
WESH-TV, Daytona Beach
Secy.-Treas....Frank W. Hazeltou, WTNT,
Tallahassee
Exec. Secy., Gen. Counsel.....J. Kenneth
Ballinger

Georgia Association of Broadcasters

c/o President

Meetings: August and January
Elections: August
Members: 65
Pres.....Frank Gaither, WSB, Atlanta
1st Vice-Pres....Ralph N. Edwards, WWGS,
Tifton
2nd Vice-Pres.....Geo. Patton, WBML,
Macon
Secy., Treas.....Paul Reid, WBHB,
Fitzgerald
Pub. Rel. Dir.....John Outler, 1601 W.
Peachtree St., Atlanta 9

STATE BROADCASTERS ASSN. ~~~~~

Hawaiian Association of Broadcasters

P. O. Box 3110, Honolulu, Hawaii
Meetings: First Fri. each month
Elections: December
Members: 10
President.....Arthur Sprinkle, KONA-TV, Honolulu
Vice Pres.....Harry En Chu, KAHU, Waipahu
Secy., Treas.....Wm. O. Paine, KGU, Honolulu

Idaho Broadcasters Association

c/o President
Meetings: Annual (September)
Elections: Annual
Members: 28 Radio; 6 TV
President...Gene Shumate, KRXK, Rexburg
Vice-Pres.....Mervin Ling, KAYT, Rupert
Sec.-Treas.....G. W. Mix, KRPL, Moscow

Illinois Broadcasters Association

c/o President or Secy.-Treas.
Meetings: May & October
Elections: October
Members: 68 Active; 8 Assoc.
President.....R. Karl Baker, WLDS, Jacksonville
Vice-Pres.....Vernon Nolte, WJBC, Bloomington
Secy.-Treas.....M. H. Stuckwisch, WSOY, Decatur

Indiana Broadcasters Association

c/o Executive Secretary
Meetings: 3 times a year
Elections: March
Members: 57 Radio; 16 TV
President.....Carl W. Vandagriff, WOWO, Ft. Wayne
Vice Pres. (AM)....Dee Coe, WWCA, Gary
Vice Pres. (FM)....Elmer Snelzer, WFIU, Bloomington
Vice Pres. (TV)....Neal Welch, WSBT-TV, South Bend
Secy., Treas....Roy L. Hickox, WLRP, New Albany
Exec. Secy.....Mrs. Helen B. Huber, WIRE, Indianapolis
Directors.....Lester G. Spencer, WKBV, Richmond; Daniel C. Park, WIRE, Indianapolis; Paul S. Brines, WSJV-TV, Elkhart; E. Berry Smith, WFIE-TV, Evansville; Robt. Harris, WLOI, Laporte; Neal B. Welch, WSBT, South Bend; W. C. Fowler, WBAT, Marion; R. McConnell, WISH, Indpls.; E. Campbell, WFBM, Indpls.; E. Jackson, WCNB, Connorsville; J. Douglas, WCSI, Columbus.

Iowa Broadcasters Association

c/o President or Secy.-Treas.
Meeting: Annual
Elections: Annual

Members: 33
President.....Geo. J. Volger, KWPC, Muscatine
Vice-Pres...Wm. White, KFJB, Marshalltown
Secy.-Treas...Glen Stanley, KBOE, Oskaloosa
Directors.....Ernie Sanders, WOC, Davenport; Gene Claussen, KXIC, Iowa City; Ken Gordon, KDTH, Dubuque; Don Sullivan, KVTU, Sioux City

Kansas Association of Radio Broadcasters

c/o President
Meetings: May
Elections: May
Members: 38
President...Arden Booth, KLWN, Lawrence
Vice-Pres...Max Falkenstien, WREN, Topeka
Secy., Treas....Tom Bashaw, KFH, Wichita

Kentucky Broadcasters Association

c/o Dee Huddleston, Secy.-Treas.
WIEL, Elizabethtown
Meetings: October and March
Elections: October
Members: 55
President.....Al Temple, WKCT, Bowling Green
First Vice-Pres.....Francke Fox, WHLN, Harlan
2nd Vice-Pres.....Don Horton, WVLK, Lexington
Secy.-Treas.....Dee Huddleston, WIEL, Elizabethtown
Exec. Comm.....Jim Caldwell, WAVE, Louisville; W. T. Issac, WHIR, Danville; Katherine Peden, WHOP, Hopkinsville

Louisiana Association of Broadcasters

Box 379, Baton Rouge, La.
Meetings: September
Elections: September
Members: 75
President...Clarence Faulk, KRUS, Ruston
Radio Vice-Pres.....Tom Pears, KVOL, Lafayette
TV Vice-Pres....Paul Goldman, KNOE-TV, Monroe
Treasurer...Gene Jones, KSLO, Opelousas
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

Maine Assoc. of Broadcasters

c/o Secretary-Treasurer
Meetings: Annual (November)
Elections: November
Members: 23 Radio; 6 TV
President...Donald Powers, WCSH, Portland
Vice-Pres.....Elby Stevens, WFST, Caribou
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

Maryland-D. C. Broadcasters Association

c/o President or Secy.-Treas.
Meetings: June and October
Elections: October
Members: 34 Active; 44 Assoc.
President...R. C. Embry, WTHH, Baltimore
Vice Pres.....Jason Pate, WASA, Havre

Massachusetts Broadcasters Association, Inc.

c/o President

Meetings: Annual
Elections: Annual
Members: 36
President.....W. C. Swartley, WBZ, Boston
Vice-Pres...Herb Krueger, WTAG, Worcester
Treasurer.....Richard Adams, WKOX, Framingham
Secretary...Thos. Y. Gorman, WEEL, Boston

Michigan Association of Broadcasters

c/o Executive Secretary

Meetings: May-September
Elections: September
Members: 69
President.....James Quello, WJR, Detroit
Vice-Pres.....Willard Schroeder, WOOD-AM-TV, Grand Rapids
Secy.-Treas.....Elmer Knopf, WFDF, Flint
Exec. Secy.....Robt. J. Coleman, 453 Rosewood, E. Lansing
Directors.....Gene Cahill, WBCK, Battle Creek; John Pomeroy, WILS, Lansing; Jas. Sumbler, WMTE, Manistee; Robt. Phillips, WSGW, Saginaw

Minnesota Association of Broadcasters

c/o Secretary-Treasurer

Meetings: Board, bi-annually; spec. mtgs. subj. to call by President
Elections: Annually
Members: 53
President...J. Thayer, WDGY, Minneapolis
1st Vice Pres.....Robt. DeHaven, KYSM, Mankato
2nd Vice Pres.....James Hambacher, KBUN, Bemidji
Secy., Treas.....Sherman Headley, WCCO-TV, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: April & September
Elections: Spring meeting
Members: 59
President...John E. Bell, WCMA, Corinth
Vice-Pres....Joe Carson, WOKK, Meridian
Vice-Pres....Joe Carson, WOKK, Meridian
Secy.-Treas....Harold B. McCarley, WBLE, Batesville

Missouri Broadcasters Association

c/o Executive Secretary

Meetings: Spring & Fall
Elections: Fall
Members: 76
President...A. E. Dahl, KLIK, Jefferson City
Vice-Pres.Clarence Breazeal, KCMO, Kansas City
Secy.-Treas.....Harold Douglas, KMMO, Marshall
Exec. Secy.....Eugenia Collins, WEW, St. Louis
Directors.....Bruce Barrington, Don Daily,

F. L. Donze, Bob Hyland

Montana Broadcasters Association

c/o President

Meetings: August
Elections: Annual
Members: 23
President.....John Lyon, K1YI, Shelby
Vice Pres.....Mrs. Charlotte Brader, KOJM, Havre
Secy., Treas.....Robert Warner, KMON, Great Falls

Nebraska Broadcasters Association

c/o President

c/o KFOR, Lincoln, Nebraska
Mtgs., Election: May 14-15
Members: 34
President...David W. Young, KSID, Sidney
Vice Pres.....Jack Gilbert, KHOL-TV, Holdrege
Secy.-Treas....Dick Chapin, KFOR, Lincoln

New Hampshire Association of Broadcasters, Inc.

c/o President or Secretary

Meetings: October
Elections: October
Members: 10
President...Frank B. Estes, WKXL, Concord
Vice Pres.....Bernie Mack, WGIR, Manchester
Secy., Treas.....Bill Visser, WLNH, Laconia

New Jersey Broadcasters Association

c/o President

Meetings: Semi-annually
Elections: October
Members: 28
Pres.....Fred E. Walker, WTTM, Trenton
Vice-Pres.....Kenneth A. Croy, WMTR, Morristown
Secy.-Treas.....Francis J. Matrangola, WCMC, Wildwood
Exec. Board.....Paul Alger, WSNJ, Bridgeton; Howard Green, WOND, Pleasantville; John Struckell, WKDN, Camden; James Vodges, WTOA, Trenton; Everett Rudloff, WJLK, Asbury Park.

New Mexico Broadcasters Association

c/o President

Meetings: April & August
Elections: April
Members: 28 Active; 4 Assoc.
Pres.....Jas. H. Duncan, KSIL, Silver City
Vice-Pres.....A. E. Mickel, KGGM, Albuquerque
Secy., Treas.....Virgil Parker, KRSN, Los Alamos
Leg. Chairman...Ivan Head, KVSE, Santa Fe

New York State Association of Radio and Television Broadcasters

Address: c/o President or Secretary

STATE BROADCASTERS ASSN.

Meetings: April & Fall
Elections: Fall
Members: 100
President.....Robt. J. Leder, WOR-AM-TV,
N. Y. C.
1st Vice-Pres.....Paul Adanti, WHEN-AM-
TV, Syracuse
2nd Vice-Pres.....H. Stillwell Brown, Rural
Radio Network, Ithaca
Secretary.....Elliott Stewart, WIBX, Utica
Treasurer.....George Dunham, WNBF,
Binghamton

North Carolina Association of Broadcasters Inc.

c/o Secretary-Treasurer

Meetings: Spring & Fall
Elections: October
Members: 117
Pres.....Jack P. Hankins, WELS, Kinston
V.P., Radio.....Robt. Hilker, WCGC,
Belmont
V.P.-TV.....T. H. Patterson, WITN,
Washington
Secy., Treas.....Cecil B. Hoskins, WWNC,
Asheville

North Dakota Broadcasters Association

c/o Secretary-Treasurer

Meetings: October
Elections: October
Members: 24
President...Bob Ingstad, KOVC, Valley City
Vice-Pres.....John Boler, KXJB, Fargo
Secy.-Treas.....Les Maupin, KPLM, Minot

Ohio Association of Broadcasters

33 N. High St., Columbus

Meetings: Spring & Fall
Elections: Spring meeting
Members: 83
Pres.....Jay Wagner, WLEC, Sandusky
Vice-Pres. (Radio).....Tom Rogers, WCLT,
Newark
Vice-Pres. (TV).....Allan Land, WHIZ-TV,
Zanesville
Secy., Treas.....Carlton Dargusch, Jr.

Oklahoma Broadcasters' Association

c/o President

Meetings: January and August
Elections: January
Members: 49
President.....Pat Murphy, KCRC, Enid
Secy., Treas.....Bill Brubaker, KRHD,
Duncan
Board of Directors.. Bill Brubaker, KRHD
Duncan; Jim Bellatti, KSPI, Stillwater;
Eddie Peake, KLPR, Oklahoma City; John
Mahoney, KWPR, Claremore; Bill Morgan,
KNOR, Norman; Jack Pink, KWCO,
Chickasha; Ray Van Hooser, KNED, Mc-
Alester; Frank Lane, KRMG, Tulsa

Oregon State Broadcasters Association

Mgr.: James W. Frost, Box 5025, Eugene

Meetings: November & April
Elections: April
Members: 47 Radio; 4 TV; 4 Assoc.
President.....Carl Fisher, KUGN, Eugene
Vice-Pres.....Ray Johnson, KMED, Medford
Secy.-Treas.....C. S. Shulda, KERK, Eugene
Leg. Chairman.....R. M. Brown, KPOJ,
Portland

Pennsylvania Association of Broadcasters

Box 606, Harrisburg

Meetings: May
Elections: May
Members: 106 Active; 25 Assoc.
Pres.....Geo. A. Koehler, WFIL, Phila.
1st Vice-Pres.....Cecil Woodland, WEJL,
Scranton
2nd Vice-Pres.....Milton Bergstein, WMAJ,
State College
Secy....Thomas Metzger, WMRF, Lewistown
Exec. Secy.....Miss Kaye Witmer, Box 606,
Harrisburg
Treas....J. Robt. Gulick, WGAL, Lancaster

Puerto Rican Association of Broadcasters

Box 1072, San Juan, Puerto Rico

Meetings: July & as called
Elections: July
Members: 20
President.....Ralph Perez Perry, WKVM,
San Juan
Vice Pres.....Manuel Pirallo, WMIA,
Arecibo
Secretary.....Felix Bonnet Velez, WABA,
Aguadilla
Treasurer.....Julio Morales, WRIO,
Rio Piedras
Exec. Secy.....Carlos J. Pont

Rhode Island Broadcasters Association

c/o WADK, Newport, R. I.

Meetings: Quarterly
Elections: June
Members: 13
Pres.....Milton E. Mitler, WADK, Newport
Vice-Pres.....Edward Bogoshian, WJAR,
Providence
Secy.-Treas..Zel Levin, WWON, Woonsocket

South Carolina Broadcasters Association

c/o Secretary-Treasurer

Meetings: January & Summer
Elections: January
Members: 52 Radio; 7 TV
President.....H. Moody McElveen, Jr.,
WNOK-TV, Columbia
Vice-Pres.....Edward L. B. Osborne, WBCU,
Union
Secy.-Treas....T. Doug Youngblood, WFIG,
Sumter
Directors.....John T. Cashion, WGCD; W.
Frank Harden, WIS; Ross M. Holmes,
WSPA; McElveen; Louis M. Neale, Jr.,
WBEU; Osborne; Youngblood; W. Ran-
dall Davidson, WAKN, Ex-officio

South Dakota Broadcasters Association

c/o President or Secy.-Treas.

Meetings: Annual
Elections: Annual
Members: 15

President... Ross E. Case, KWAT, Watertown
Vice-Pres.... Don Sullivan, WNAX, Yankton
Secy., Treas.... Jas. Slack, KUSD, Vermillion

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28

Meetings: 3rd Thursday each month
Elections: May

Members: 63 (including 4 Networks)
Chrmn. Bd..... Fred Ruegg, KNX
Vice-Chairman... Ernest L. Spencer, KWIZ
Secretary..... Herbert Comstock, KAVL
Treasurer..... Cliff Gill, KBIG
Managing Dir..... Robert M. Light

Tennessee Association of Broadcasters

14 Ayres Hall

Univ. Tennessee, Knoxville, Tenn.

Meetings: November
Elections: November

Members: 68 Active; 3 Assoc.
President.... F. C. Sowell, WLAC, Nashville
Vice Pres..... Frank S. Proctor, WTJS,
Jackson
Secy., Treas..... Chas. Brewer, WHIN,
Gallatin
Exec. Secy..... Kenneth Wright, WUOT,
Knoxville

Texas Association of Broadcasters

Box 8038, Univ. Sta., Austin, Tex.

Meetings: Semi-annual
Elections: Fall

Members: 173
President.... Albert D. Johnson, KENS-AM-
TV, San Antonio
Vice-Pres..... Joe Leonard, Jr., KGAF,
Gainesville
Sec.-Treas.... Geo. Tarter, KCBF-TV, Lub-
bock
Office Manager..... Mrs. Shirley Austin,
TAB, Univ. Sta., Austin
Directors.... Jim Hairgrove, Dave Morris,
Chas. Jordan, Leo Hackney, Gene Hendryx,
Tony Bridge

Utah Broadcasters Association

c/o President

145 Social Hall Ave., Salt Lake City, Utah

Meetings: Annual
Elections: Annual

Members: 15
President.... J. Wright, KSL, Salt Lake City
Vice-Pres..... Reed Bullen, KVNU, Logan
Secy.-Treas.... Arch G. Webb, KVOG, Ogden

Vermont Association of Broadcasters

c/o President

Meetings: June
Elections: June

Members: 14

President... Stuart Martin, WCAX, Burlington
Vice-Pres.... Carlo Zezza, WCFR, Springfield
Secy., Treas.... Craig S. Parker, WDEV,
Waterbury

Virginia Association of Broadcasters

c/o Secretary-Treasurer

Meetings: June
Elections: June

Members: 62 Active; 7 Assoc.
President..... Milton B. Henson, WREL,
Lexington
Vice-Pres..... Thos. C. Chisman, WVEC-
AM-TV, Hampton
Secy.-Treas..... Robt. C. Walker, WCHV,
Charlottesville
Leg. Chairman..... C. T. Lucy, WRVA,
Richmond

Washington State Association of Broadcasters

White-Henry-Stuart Bldg., Seattle

Meetings: April and October
Elections: April

Members: 48 Radio; 10 TV; 6 Assoc.
President..... James W. Wallace, KPQ,
Wenatchee
Vice-Pres.... W. W. Warren, KOMO-AM-TV,
Seattle
Secy.-Treas.... Allen Miller, KWSC, Pullman
Mng. Dir., Counsel..... Ronald A. Murphy

West Virginia Broadcasters Association

c/o President or Secy.-Treas.

Meetings: Spring and fall
Elections: Spring

Members: 44
Pres..... Robt. Ferguson, WTRF-TV,
Wheeling
Vice-Pres..... C. Leslie Goliday, WEPM,
Martinsburg
Sec.-Treas.... John Shott, WHIS, Bluefield

Wisconsin Broadcasters Association

c/o President

Meetings: October & May
Elections: October

Members: 48
President..... Mig Figi, WAUX, Waukesha
Vice-Pres.... Donald Wirth, WNAM, Neenah
Secy., Treas.... Carl Kolata, WTTN,
Watertown
Exec. Secy..... Mrs. Jeanne Donald, WTCH,
Shawano
Attorney..... Henry Buslee, 202 Monona
Ave., Madison

Wyoming Association of Broadcasters

c/o Secretary-Treasurer

Meetings: Annually
Elections: Annually

Members: 18
President... Wm. C. Grove, KFBC, Cheyenne
Vice Pres.... Roy Marsh, KASL, Newcastle
Secy., Treas.... Mildred V. Ernst, KRTR,
Thermopolis

"CULTURAL EXCHANGE"—HOME-STYLE

... Could Hypo Public Service Programs

By DONALD H. MCGANNON

President, Westinghouse
Broadcasting Company, Inc.



IN the past year, we have heard much about cultural exchange between the United States and the Soviet Union, and our broadcast entertainment has been enriched by the interchange of performing talent between East and West.

Perhaps this international exchange, undertaken for reasons of diplomacy, may serve a purpose beyond its original intention by suggesting another kind of cultural exchange—among broadcasters in the U. S. A.

In two industry-wide conferences on local public service programming, held under our company's auspices, we have been impressed by the great quantity and variety of excellent imaginative public service programming being done by radio and television stations across the country. At the same time, we have been concerned by the thought that many of these fine programs were seen and heard only within the coverage areas of the stations that originated them, though their messages had universal value and their method of presentation had general appeal.

Why don't broadcasters set up an inter-station exchange of good public service programming? The thought seems especially valid when you consider that many stations would like to schedule more informational and inspirational programming, but are limited by the amount that can be developed by their own production facilities. Given the opportunity to broadcast other stations' service efforts in return for permitting added exposure of their own programs, we think most stations would participate

gladly.

The mechanical means for interchange are available, and at moderate cost. Radio stations all have equipment for handling audio tape. Television programs can be exchanged on tape or on film.

The Westinghouse Broadcasting Company has practiced this idea to some extent, making its public service programming available without cost to educational and non-commercial stations. We'd like to explore the possibility of mutual exchanges with other radio and television stations.

Such a project would have far-reaching values, in increasing our audiences' familiarity with other communities, their problems and their points of pride. The east could learn more of the historical and cultural heritage of the west; the north might achieve a richer appreciation for the folklore of the south; people in urban areas would learn more about life in smaller communities, and vice versa.

Moreover, we as broadcasters would learn much from such an exchange. If, on a regular basis, we saw and heard what other stations in other cities were doing, we would find ideas and techniques we could adapt to our own uses, and perhaps in adapting improve on them. We would find new subjects for exploration, new yardsticks to apply to our own efforts. At the same time, there is a good chance we would provide similar help to others.

Perhaps cultural exchange, like charity, can make a good beginning at home.

TELEVISION DAILY

presents

***AM RADIO
STATIONS***

**KEY PERSONNEL
ADDRESSES & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES**

1959

RADIO AND TV HOMES BY STATE

POPULATION, NUMBER OF STATIONS BY STATE

STATE	Population	Families	Radio Homes	TV Homes	* Li-censed Radio Stations	* Li-censed TV Stations
ALABAMA	3,345,000	864,000	819,000	614,000	106	11
ALASKA	221,000	64,000	63,000	42,000	13	5
ARIZONA	1,215,000	339,000	330,000	267,000	47	9
ARKANSAS	1,929,000	548,000	541,000	362,000	61	6
CALIFORNIA	14,899,000	4,799,000	4,761,000	4,169,000	183	36
COLORADO	1,729,000	523,000	484,000	408,000	56	9
CONNECTICUT	2,425,000	724,000	706,000	658,000	30	9
DELAWARE	445,000	130,000	122,000	117,000	9	1
DIST. OF COLUMBIA	921,000	274,000	270,000	247,000	6	5
FLORIDA	4,241,000	1,238,000	1,208,000	954,000	148	23
GEORGIA	3,809,000	1,003,000	999,000	744,000	124	13
IDAHO	666,000	201,000	194,000	145,000	33	6
ILLINOIS	10,175,000	3,095,000	3,035,000	2,779,000	94	25
INDIANA	4,639,000	1,475,000	1,421,000	1,315,000	61	18
IOWA	2,875,000	884,000	876,000	776,000	65	12
KANSAS	2,275,000	724,000	672,000	571,000	47	10
KENTUCKY	3,209,000	883,000	865,000	617,000	78	9
LOUISIANA	3,221,000	889,000	843,000	666,000	79	14
MAINE	959,000	279,000	270,000	242,000	23	7
MARYLAND	3,030,000	842,000	795,000	731,000	35	6
MASSACHUSETTS	5,125,000	1,559,000	1,529,000	1,418,000	58	12
MICHIGAN	8,099,000	2,329,000	2,289,000	2,095,000	95	19
MINNESOTA	3,325,000	969,000	946,000	814,000	63	11
MISSISSIPPI	2,259,000	585,000	569,000	334,000	72	11
MISSOURI	4,531,000	1,359,000	1,321,000	1,169,000	77	17
MONTANA	674,000	211,000	197,000	122,000	32	10
NEBRASKA	1,519,000	461,000	450,000	373,000	33	11
NEVADA	286,000	96,000	87,000	88,000	17	6
NEW HAMPSHIRE	584,000	174,000	170,000	155,000	16	2
NEW JERSEY	5,865,000	1,745,000	1,731,000	1,539,000	26	5
NEW MEXICO	904,000	249,000	240,000	172,000	40	7
NEW YORK	17,125,000	5,359,000	5,285,000	4,829,000	125	32
NORTH CAROLINA	4,740,000	1,224,000	1,198,000	905,000	135	17
NORTH DAKOTA	696,000	189,000	183,000	128,000	19	9
OHIO	9,749,000	2,925,000	2,845,000	2,661,000	88	28
OKLAHOMA	2,378,000	739,000	718,000	676,000	55	14
OREGON	1,879,000	596,000	587,000	447,000	71	9
PENNSYLVANIA	11,788,000	3,829,000	3,746,000	3,409,000	147	39
RHODE ISLAND	881,000	267,000	249,000	243,000	13	3
SOUTH CAROLINA	2,510,000	623,000	605,000	454,000	70	11
SOUTH DAKOTA	732,000	205,000	198,000	129,000	20	9
TENNESSEE	3,695,000	1,009,000	976,000	738,000	105	15
TEXAS	9,695,000	2,789,000	2,720,000	2,149,000	238	49
UTAH	861,000	239,000	232,000	206,000	26	5
VERMONT	390,000	113,000	109,000	96,000	14	1
VIRGINIA	3,897,000	1,009,000	959,000	787,000	93	15
WASHINGTON	2,872,000	886,000	866,000	716,000	80	14
WEST VIRGINIA	2,095,000	562,000	537,000	416,000	48	11
WISCONSIN	4,015,000	1,156,000	1,147,000	1,004,000	75	16
WYOMING	341,000	100,000	96,000	54,000	22	5
TOTAL	179,738,000	53,335,000	52,059,000	44,750,000	3,271	647

* Does not include CP's.
* FCC Figures.

**Because it works,
more advertisers
use WOR radio
than any other
New York radio
or TV station.**

Broadcast Advertisers Report, National Spot and Local Advertisers

WOR-1440 Broadway, New York 18, N. Y.

A Division of **RK**  *Teleradio Pictures, Inc.*

AM RADIO STATIONS

Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page	Station	City	State	Page
CKLW	Detroit, Mich.		479	KASL	Newcastle, Wyo.		669
KAAA	Kingman, Ariz.		361	KASM	Albany, Minn.		486
KABC	Los Angeles, Calif.		373	KASO	Minden, La.		459
KABI	Ketchikan, Alaska		359	KAST	Astoria, Ore.		577
KABQ	Albuquerque, N. M.		520	KASY	Auburn, Wash.		650
KABR	Aberdeen, S. D.		605	KATE	Albert Lea, Minn.		487
KACE	Riverside, Calif.		378	KATI	Casper, Wyo.		669
KACT	Andrews, Tex.		616	KATL	Miles City, Mont.		510
KACY	Port Hueneme, Calif.		377	KATO	Reno, Nev.		515
KADA	Ada, Okla.		572	KATR	Corpus Christi, Tex.		619
KADO	Marshall, Tex.		630	KATT	Pittsburg, Calif.		377
KADY	St. Charles, Mo.		505	KATY	San Luis Obispo, Calif.		381
KAFP	Petaluma, Calif.		377	KATZ	St. Louis, Mo.		505
KAFY	Bakersfield, Calif.		369	KAUS	Austin, Minn.		487
KAGE	Winona, Minn.		491	KAVE	Carlsbad, N. M.		520
KAGH	Crosett, Ark.		364	KAVI	Rocky Ford, Colo.		389
KAGR	Yuba City, Calif.		383	KAVL	Lancaster, Calif.		373
KAGT	Anacortes, Wash.		650	KAVR	Apple Valley, Calif.		369
KAHI	Auburn, Calif.		369	KAWL	York, Neb.		514
KAHU	Waipahu, Hawaii		421	KAWT	Douglas, Ariz.		360
KAIM	Honolulu, Hawaii		419	KAYE	Puyallup, Wash.		653
KAIR	Tucson, Ariz.		362	KAYL	Storm Lake, Iowa		444
KAJO	Grants Pass, Ore.		578	KAYO	Seattle, Wash.		654
KAKC	Tulsa, Okla.		576	KAYS	Hays, Kan.		446
KAKE	Wichita, Kan.		448	KAYT	Rupert, Idaho		423
KAKI	San Antonio, Tex.		634	KBAL	San Saba, Tex.		635
KALB	Alexandria, La.		455	KBAM	Longview, Wash.		652
KALE	Richland, Wash.		654	KBAR	Burley, Idaho		421
KALG	Alamogordo, N. M.		520	KBBA	Benton, Ark.		364
KALI	Pasadena, Calif.		376	KBBB	Borger, Tex.		618
KALL	Salt Lake City, Utah		640	KBBC	Centerville, Utah		639
KALM	Thayer, Mo.		508	KBBS	Buffalo, Wyo.		668
KALT	Atlanta, Tex.		616	KBCH	Oceanlake, Ore.		580
KALV	Alva, Okla.		572	KBCL	Bossier City, La.		457
KAMD	Camden, Ark.		364	KBCS	Grand Prairie, Tex.		626
KAML	Kenedy, Tex.		628	KBEC	Waxahachie, Tex.		638
KAMO	Rogers, Ark.		368	KBEE	Modesto, Calif.		375
KAMP	El Centro, Calif.		371	KBEL	Idabel, Okla.		574
KAMQ	Amarillo, Tex.		616	KBEN	Carrizo Springs, Tex.		619
KANA	Anacanda, Mont.		508	KBHM	Branson, Mo.		499
KAND	Corsicana, Tex.		621	KBHS	Hot Springs, Ark.		365
KANE	New Iberia, La.		459	KBIA	Columbia, Mo.		499
KANI	Kaneohe, Oahu, Hawaii		420	KBIF	Fresno, Calif.		372
KANN	Sinton-Corpus Christi, Tex.		636	KBIG	Avalon, Calif.		369
KANO	Anoka, Minn.		487	KBIM	Roswell, N. M.		522
KAOK	Lake Charles, La.		458	KBIS	Bakersfield, Calif.		369
KAPA	Raymond, Wash.		653	KBIX	Muskogee, Okla.		574
KAPB	Marksville, La.		459	KBIZ	Ottumwa, Iowa		443
KAPR	Douglas, Ariz.		360	KBKC	Kansas City, Mo.		503
KARE	Atchison, Kan.		444	KBKR	Baker, Ore.		577
KARK	Little Rock, Ark.		366	KBKW	Aberdeen, Wash.		650
KARM	Fresno, Calif.		372	KBLA	Burbank, Calif.		370
KARS	San Antonio, Tex.		634	KBLF	Red Bluff, Calif.		377
KART	Jerome, Idaho		422	KBLI	Blackfoot, Idaho		421
KARY	Prosser, Wash.		653	KBLO	Hot Springs, Ark.		365
KASA	Elk City, Okla.		573	KBLT	Big Lake, Tex.		617
KASH	Eugene, Ore.		578	KBMI	Henderson, Nev.		514
KASI	Ames, Iowa		439	KEMN	Bozeman, Mont.		509
KASK	Ontario, Calif.		376	KBMO	Benson, Minn.		487

When Stations Change Hands —

Knowing where the buyers are solves half the problem for a seller.

Knowing where the sellers are solves half the problem for a buyer.

Those are the halves that we know.

The other half depends on telling us your situation so we can go to work for you.

ALLEN KANDER AND COMPANY

**Negotiators for the Purchase and Sale of Important
Radio and Television Stations**

WASHINGTON 1625 Eye Street N.W. **National 8-1990**
NEW YORK 60 East 42nd Street **Murray Hill 7-4242**

Station	City	State	Page	Station	City	State	Page
KBMW	— Breckenridge,	Minn.	487	KCKC	— San Bernardino,	Calif.	378
KBMX	— Coalinga,	Calif.	371	KCKN	— Kansas City,	Kan.	446
KBMY	— Billings,	Mont.	508	KCKY	— Coolidge,	Ariz.	360
KBND	— Bend,	Ore.	577	KCLA	— Pine Bluff,	Ark.	367
KBNZ	— La Junta,	Colo.	387	KCLE	— Cleburne,	Tex.	619
KBOA	— Kennett,	Mo.	504	KCLF	— Clifton,	Ariz.	350
KBOE	— Oskaloosa,	Iowa	443	KCLN	— Clinton,	Iowa	440
KBOI	— Boise,	Idaho	421	KCLO	— Leavenworth,	Kan.	447
KBOK	— Malvern,	Ark.	366	KCLP	— Rayville,	La.	460
KBOL	— Boulder,	Colo.	384	KCLS	— Flagstaff,	Ariz.	360
KBOM	— Bismarck-Mandan,	N. D.	561	KCLV	— Clovis,	N. M.	521
KBON	— Omaha,	Neb.	513	KCLW	— Hamilton,	Tex.	626
KBOP	— Pleasanton,	Tex.	633	KCLX	— Colfax,	Wash.	651
KBOR	— Brownsville,	Tex.	618	KCMC	— Texarkana,	Tex.	637
KBOW	— Butte,	Mont.	509	KCMJ	— Palm Springs,	Calif.	376
KBOX	— Dallas,	Tex.	622	KCMO	— Kansas City,	Mo.	503
KBOY	— Medford,	Ore.	579	KCMR	— McCamey,	Tex.	630
KBRC	— Mount Vernon,	Wash.	653	KCMS	— Manitou Spring,	Colo.	387
KBRK	— Brookings,	S. D.	605	KCNA	— Tucson,	Ariz.	362
KBRL	— McCook,	Neb.	512	KCNI	— Broken Bow,	Neb.	511
KBRO	— Bremerton,	Wash.	651	KCNO	— Alturas,	Calif.	368
KBR5	— Springdale,	Ark.	368	KCNY	— San Marcos,	Tex.	635
KBRV	— Soda Springs,	Idaho	423	KCOB	— Newton,	Iowa	443
KBRX	— O'Neill,	Neb.	513	KCOG	— Centerville,	Iowa	440
KBRZ	— Freeport,	Tex.	626	KCOH	— Houston,	Tex.	627
KBSF	— Springhill,	La.	461	KCOK	— Tulare,	Calif.	382
KBST	— Big Spring,	Tex.	617	KCOL	— Ft. Collins,	Colo.	396
KBTA	— Batesville,	Ark.	364	KCON	— Conway,	Ark.	364
KBTM	— Missoula,	Mont.	510	KCOR	— San Antonio,	Tex.	634
KBTN	— Jonesboro,	Ark.	366	KCOW	— Alliance,	Neb.	511
KBTN	— Neosho,	Mo.	504	KCOY	— Santa Maria,	Calif.	382
KBTO	— El Dorado,	Kan.	445	KCRA	— Sacramento,	Calif.	378
KBUC	— Corona,	Calif.	371	KCRB	— Chanute,	Kan.	445
KBUD	— Athens,	Tex.	616	KCRC	— Enid,	Okl.	573
KBUH	— Brigham City,	Utah	638	KCRE	— Crescent City,	Calif.	371
KBUN	— Bemidji,	Minn.	487	KCRG	— Cedar Rapids,	Iowa	440
KBUR	— Burlington,	Iowa	439	KCRS	— Midland,	Tex.	631
KBUS	— Mexia,	Tex.	631	KCRT	— Trinidad,	Colo.	389
KBUZ	— Phoenix,	Ariz.	361	KCRV	— Caruthersville,	Mo.	499
KBVM	— Lancaster,	Calif.	373	KCSJ	— Pueblo,	Colo.	387
KBWD	— Brownwood,	Tex.	618	KCSR	— Chadron,	Neb.	511
KBYE	— Oklahoma City,	Okl.	574	KCTI	— Gonzales,	Tex.	626
KBYG	— Big Spring,	Tex.	618	KCTX	— Childress,	Tex.	619
KBYR	— Anchorage,	Alaska	359	KCUB	— Tucson,	Ariz.	363
KBZY	— Salem,	Ore.	583	KCUE	— Red Wing,	Minn.	490
KCAL	— Redlands,	Calif.	377	KCUL	— Fort Worth,	Tex.	625
KCAP	— Helena,	Mont.	510	KCVL	— Colville,	Wash.	651
KCAR	— Clarksville,	Tex.	619	KCVR	— Lodi,	Calif.	373
KCBC	— Des Moines,	Iowa	441	KCYL	— Lampasas,	Tex.	629
KCBD	— Lubbock,	Tex.	630	KDAC	— Fort Bragg,	Calif.	372
KCBQ	— San Diego,	Calif.	379	KDAL	— Duluth,	Minn.	487
KCBS	— San Francisco,	Calif.	379	KDAN	— Eureka,	Calif.	371
KCCO	— Lawton,	Okl.	574	KDAV	— Lubbock,	Tex.	629
KCCT	— Corpus Christi,	Tex.	621	KDAY	— Hollywood,	Calif.	373
KCEE	— Tucson,	Ariz.	362	KDB	— Santa Barbara,	Calif.	381
KCFH	— Cuero,	Tex.	621	KDBC	— Mansfield,	La.	458
KCHA	— Charles City,	Iowa	440	KDBM	— Dillon,	Mont.	509
KCHE	— Cherokee,	Iowa	440	KDBS	— Alexandria,	La.	455
KCHI	— Chillicothe,	Mo.	499	KDDD	— Dumas,	Tex.	623
KCHJ	— Delano,	Calif.	371	KDDW	— Kingstree,	S. C.	603
KCHR	— Charleston,	Mo.	499	KDEC	— Decorah,	Iowa	441
KCHS	— Truth or Consequences,	N. M.	523	KDEF	— Albuquerque,	N. M.	520
KCHV	— Coachella,	Calif.	370	KDEN	— Denver,	Colo.	385
KCID	— Caldwell,	Idaho	421	KDEO	— El Cajon,	Calif.	371
KCIJ	— Shreveport,	La.	461	KDES	— Palm Springs,	Calif.	376
KCIL	— Houma,	La.	458	KDET	— Center,	Tex.	619
KCIM	— Carroll,	Iowa	440	KDEX	— Dexter,	Mo.	501
KCJB	— Minot,	N. D.	562	KDGO	— Durango,	Colo.	386

“we’re going great with Radio Press”

This quote is from only one of many complimentary letters received from our subscriber stations; in this case Duncan Mounsey, Executive Vice President and General Manager of WPTR, Albany.

And these stations have come to recognize the advantages of **exclusive-in-the-market RADIO PRESS** service:

- Complete foreign, national and Washington coverage... at low cost... all in one quality package.
- Seven-days-a-week service, with round-the-clock standby for fast breaks; top quality transmission.
- Highest professional standards, backed by full-time news bureaus and experienced correspondents around the world.
- Stability of operation and policy in the face of an uncertain period in radio.

Here's what some other RADIO PRESS subscribers say:

“We have made capital... not only of spot news but also of your recent interviews with Errol Flynn and Ernest Hemingway... the sponsors of our newscasts have commented quite favorably... we freely credit the excellent service you are giving us.”

WWDC, Washington, D. C.

“...your excellent ‘voiced’ news service has gained favorable comment among our listeners.”

WGN, Chicago, Ill.

For free audition record and further details, call, write or wire:

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y., PL 3-3822 • George Hamilton Combs, Pres.; Stewart Barthelmess, Vice-Pres.

Station	City	State	Page	Station	City	State	Page
KL	Faribault,	Minn.	488	KEAP	Fresno,	Calif.	372
CO	Ortonville,	Minn.	490	KEBE	Jacksonville,	Tex.	628
DK	Dickinson,	N. D.	561	KECK	Odessa,	Tex.	632
HO	Holbrook,	Ariz.	360	KEDO	Longview,	Wash.	652
PA	Pittsburgh,	Pa.	594	KEED	Springfield,	Ore.	583
CD	Clinton,	Mo.	499	KEEL	Shreveport,	La.	461
DR	DeRidder,	La.	457	KEEN	San Jose,	Calif.	380
DK	Del Rio,	Tex.	623	KEEP	Twin Falls,	Idaho	423
DM	Detroit Lakes,	Minn.	487	KELA	Centralia-Chehalis,	Wash.	651
DR	Devils Lake,	N. D.	561	KELD	El Dorado,	Ark.	364
MA	Montevideo,	Minn.	489	KELK	Elko,	Nev.	514
IO	Carthage,	Mo.	499	KELO	Sioux Falls,	S. D.	606
IS	El Dorado,	Ark.	364	KELP	El Paso,	Tex.	624
TD	Denton,	Tex.	623	KELY	Ely,	Nev.	514
TK	Tyler,	Tex.	637	KENA	Mena,	Ark.	367
SN	Salinas,	Calif.	378	KENE	Toppenish,	Wash.	656
TR	Reno,	Nev.	515	KENI	Anchorage,	Alaska	359
OV	Medford,	Ore.	580	KENL	Arcata,	Calif.	369
DN	De Queen,	Ark.	364	KENM	Portales,	N. M.	522
OO	Sedalia,	Mo.	506	KENN	Farmington,	N. M.	521
PS	Paragould,	Ark.	367	KENO	Las Vegas,	Nev.	514
WD	Deadwood,	S. D.	605	KENS	San Antonio,	Tex.	634
NI	Denison,	Iowa	441	KENT	Shreveport,	La.	461
DK	Denison-Sherman,	Tex.	623	KENY	Bellingham,	Wash.	651
HA	Delta,	Colo.	384	KEPR	Kennewick,	Wash.	652
HD	Dubuque,	Iowa	441	KEPS	Eagle Pass,	Tex.	624
LB	Lubbock,	Tex.	629	KERB	Kermit,	Tex.	628
ZH	Hutchinson,	Minn.	488	KERC	Eastland,	Tex.	624
VT	Stamford,	Tex.	636	KERG	Eugene,	Ore.	578
US	St. George,	Utah	640	KERN	Bakersfield,	Calif.	369
SL	Salt Lake City,	Utah	640	KERV	Kerrville,	Tex.	628
PA	Pueblo,	Colo.	387	KETX	Livingston,	Tex.	629
BN	Brownwood,	Tex.	618	KEUN	Eunice,	La.	457

HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS
RADIO STATIONS • TELEVISION STATIONS

*More than a decade
of Constructive Service
to Broadcasters and
the Broadcasting Industry*

50 East 58 Street
New York 22, N. Y.

Eldorado 5-0405

Station	City	State	Page
KEVA	— Shamrock, Tex.		636
KEVE	— Minneapolis, Minn.		489
KEVL	— White Castle, La.		463
KEVT	— Tucson, Ariz.		333
KEX	— Portland, Ore.		580
KEXO	— Grand Junction, Colo.		386
KEYE	— Perryton, Tex.		633
KEYJ	— Jamestown, N. D.		562
KEYS	— Corpus Christi, Tex.		621
KEYV	— Provo, Utah		639
KEYZ	— Williston, N. D.		562
KFAB	— Omaha, Neb.		513
KFAC	— Los Angeles, Calif.		374
KFAL	— Fulton, Mo.		591
KFAM	— St. Cloud, Minn.		490
KFAR	— Fairbanks, Alaska		359
KFAY	— Fayetteville, Ark.		364
KFBB	— Great Falls, Mont.		509
KFBC	— Cheyenne, Wyo.		639
KFBI	— Wichita, Kan.		448
KFBK	— Sacramento, Calif.		378
KFDA	— Amarillo, Tex.		616
KFDM	— Beaumont, Tex.		617
KFDR	— Grand Coulee, Wash.		652
KFEL	— Pueblo, Colo.		389
KFEQ	— St. Joseph, Mo.		505
KFFA	— Helena, Ark.		365
KFGO	— Fargo, N. D.		561
KFH	— Wichita, Kan.		448
KFHA	— Lakewood, Wash.		652
KFI	— Los Angeles, Calif.		374
KFIR	— North Bend, Ore.		580
KFIV	— Modesto, Calif.		375

Station	City	State	Page
KFIZ	— Fond du Lac, Wis.		662
KFJB	— Marshalltown, Iowa		442
KFJI	— Klamath Falls, Ore.		579
KFJZ	— Fort Worth, Tex.		625
KFKA	— Greeley, Colo.		386
KKFK	— Bellevue, Wash.		650
KFLD	— Floydada, Tex.		625
KFLJ	— Walsenburg, Colo.		389
KFLW	— Klamath Falls, Ore.		579
KFLY	— Corvallis, Ore.		578
KFMA	— Davenport, Iowa		441
KFMB	— San Diego, Calif.		379
KFMJ	— Tulsa, Okla.		576
KFML	— Denver, Colo.		385
KFMO	— Flat River, Mo.		501
KFNF	— Shenandoah, Iowa		443
KFNY	— Ferriday, La.		457
KFOR	— Lincoln, Neb.		512
KFOX	— Long Beach, Calif.		373
KFPW	— Fort Smith, Ark.		365
KFQD	— Anchorage, Alaska		359
KFRB	— Fairbanks, Alaska		359
KFRC	— San Francisco, Calif.		380
KFRD	— Rosenberg, Tex.		633
KFRE	— Fresno, Calif.		372
KFRM	— Concordia, Kan.		445
KFRO	— Longview, Tex.		629
KFRU	— Columbia, Mo.		501
KFSA	— Fort Smith, Ark.		365
KFSB	— Joplin, Mo.		501
KFSC	— Denver, Colo.		385
KFSD	— San Diego, Calif.		379
KFST	— Ft. Stockton, Tex.		625

SEND FOR THIS DEMO RECORD . . .

"SOUNDS"

BY SANDE & GREENE



The successful . . .
exciting MUSICAL STATION
PROMOTIONS that helped
in a BIG BIG way to
SKYROCKET radio KFWB,
Los Angeles, to its
NUMBER ONE SPOT.
Topping the town. . .

BE THE FIRST IN YOUR
TOWN WITH THE MODERN
SOUND . . . CUSTOM TAILORED
FOR YOUR STATION . . . TO
CAPTIVATE YOUR AUDIENCE.



sande & greene

, creative consultants

sunset tower west
8400 sunset blvd.
hollywood 46, calif.
oldfield 6-0300

Station	City	State	Page	Station	City	State	Page
M	Fort Morgan	Colo.	386	KGFX	Pierre	S. D.	606
V	Paris	Tex.	632	KGGF	Coffeyville	Kan.	445
N	Las Vegas	N. M.	522	KGGM	Albuquerque	N. M.	520
S	Cape Girardeau	Mo.	499	KGHF	Pueblo	Colo.	389
VB	Hollywood	Calif.	373	KGHI	Little Rock	Ark.	366
D	Nampa	Idaho	422	KGHL	Billings	Mont.	508
M	San Bernardino	Calif.	379	KGHM	Brookfield	Mo.	499
N	Bonham	Tex.	618	KGIL	San Fernando	Calif.	379
O	Lubbock	Tex.	630	KGIW	Alamosa	Colo.	384
R	Bismarck	N. D.	561	KGKB	Tyler	Tex.	637
A	Spokane	Wash.	655	KGKL	San Angelo	Tex.	634
CF	Gainesville	Tex.	626	KGKO	Dallas	Tex.	622
AK	Gallup	N. M.	521	KGLC	Miami	Okla.	574
L	Lebanon	Ore.	579	KGLN	Glenwood Springs	Colo.	386
N	Bastrop	La.	456	KGLO	Mason City	Iowa	443
AS	Carthage	Tex.	619	KGLU	Safford	Ariz.	362
Y	Salem	Ore.	583	KGMB	Honolulu	Hawaii	419
	San Diego	Calif.	379	KGMC	Englewood	Colo.	386
C	Galveston	Tex.	626	KGMO	Cape Girardeau	Mo.	499
T	Harlingen	Tex.	626	KGMS	Sacramento	Calif.	378
X	Springfield	Mo.	507	KGNB	New Braunfels	Tex.	631
EX	Sidney	Mont.	511	KGNC	Amarillo	Tex.	616
E	Fergus Falls	Minn.	488	KGNO	Dodge City	Kan.	445
N	Edmonds	Wash.	651	KGO	San Francisco	Calif.	380
E	Bakersfield	Calif.	369	KGOL	Golden	Colo.	386
K	Sterling	Colo.	389	KGON	Oregon City	Ore.	580
M	Boise	Idaho	421	KGOS	Torrington	Wyo.	670
N	Tulare	Calif.	383	KGPC	Grafton	N. D.	561
R	Long Beach	Calif.	373	KGRI	Henderson	Tex.	626
Z	Kalispell	Mont.	510	KGRN	Grinnell	Iowa	442
F	Shawnee	Okla.	575	KGRO	Gresham	Ore.	579
J	Los Angeles	Calif.	374	KGRT	Las Cruces	N. M.	521
L	Roswell	N. M.	522	KGST	Fresno	Calif.	372
W	Kearney	Neb.	512	KGU	Honolulu	Hawaii	419



The magic word is.... FREE!

... and the magic formula is Free Prizes . . . to stimulate the imagination, and add action and excitement to your station promotions or give-away shows. Supplying prizes to radio and television stations for station promotions and give-aways, is a vital part of our business . . . a job we have been performing for the past 12 years. During that period, we have furnished the nation's top-rated stations with over \$10,000,000 in top-quality, brand-name merchandise that has kept them way out in front of their competition.

You pay nothing for the prizes, simply a modest service fee. And we attend to all details including delivery of the prizes prepaid to your station or the winning contestants. May we show you how we can help keep you ahead of your competition.

Write, wire or call:

155 Mineola Blvd., Mineola, N. Y.
Pioneer 7-5300

Twelve Years in Business
Twelve Years of Dependability



Station	City	State	Page
KGVL	Greenville, Tex.		626
KGVO	Missoula, Mont.		510
KGW	Portland, Ore.		581
KGWA	Enid, Okla.		573
KGYN	Olympia, Wash.		653
KGYN	Guymon, Okla.		573
KHAM	Albuquerque, N. M.		520
KHAS	Hastings, Neb.		512
KHAT	Phoenix, Ariz.		361
KHBC	Hilo, Hawaii		419
KHBG	Okmulgee, Okla.		575
KHBM	Monticello, Ark.		367
KHBR	Hillsboro, Tex.		627
KHCD	Clifton, Ariz.		360
KHEM	Big Spring, Tex.		618
KHEN	Henryetta, Okla.		574
KHEP	Phoenix, Ariz.		361
KHEY	El Paso, Tex.		624
KHFH	Sierra Vista, Ariz.		362
KHHH	Pampa, Tex.		632
KHIL	Brighton, Colo.		384
KHIT	Walla Walla, Wash.		656
KHJ	Los Angeles, Calif.		374
KHMO	Hannibal, Mo.		501
KHOB	Hobbs, N. M.		521
KHOG	Fayetteville, Ark.		365
KHON	Honolulu, Hawaii		419
KHOT	Madera, Calif.		374
KHOW	Denver, Colo.		385
KHOZ	Harrison, Ark.		365
KHQ	Spokane, Wash.		655
KHSL	Chico, Calif.		370
KHUB	Fremont, Neb.		511
KHUZ	Borger, Tex.		618
KHVH	Honolulu, Hawaii		419
KIBE	Palo Alto, Calif.		376
KIBH	Seward, Alaska		359
KIBL	Beeville, Tex.		617
KIBS	Bishop, Calif.		370
KICA	Clovis, N. M.		521
KICD	Spencer, Iowa		444
KICK	Springfield, Mo.		507
KICO	Calexico, Calif.		370
KID	Idaho Falls, Idaho		422
KIDD	Monterey, Calif.		375
KIDO	Boise, Idaho		421
KIEM	Eureka, Calif.		371
KIEV	Glendale, Calif.		372
KIFI	Idaho Falls, Idaho		422
KIFN	Phoenix, Ariz.		361
KIFW	Sitka, Alaska		359
KIHN	Hugo, Okla.		574
KIHO	Sioux Falls, S. D.		606
KIHR	Hood River, Ore.		579
KIJV	Huron, S. D.		606
KIKI	Honolulu, Hawaii		420
KIKK	Bakersfield, Calif.		369
KIKO	Globe-Miami, Ariz.		360
KIKS	Sulphur-Lake Charles, La.		461
KILA	Hilo, Hawaii		419
KILO	Grand Forks, N. D.		561
KILT	Houston, Tex.		627
KIMA	Yakima, Wash.		657
KIML	Gillette, Wyo.		669
KIMM	Denver, Colo.		385
KIMO	Independence, Mo.		501
KIMP	Mount Pleasant, Tex.		631
KIND	Independence, Kan.		446

Station	City	State	Page
KINE	Kingsville, Tex.		629
KING	Seattle, Wash.		654
KINS	Eureka, Calif.		371
KINY	Juneau, Alaska		359
KIOA	Des Moines, Iowa		441
KIOX	Bay City, Tex.		617
KIPA	Hilo, Hawaii		419
KIRO	Seattle, Wash.		654
KIRT	McAllen-Mission, Tex.		630
KIRX	Kirksville, Mo.		504
KISD	Sioux Falls, S. D.		606
KIST	Santa Barbara, Calif.		381
KIT	Yakima, Wash.		657
KITE	San Antonio, Tex.		634
KITI	Chehalis-Centralia, Wash.		651
KIUN	Olympia, Wash.		653
KITO	San Bernardino, Calif.		379
KIUL	Garden City, Kan.		445
KIUN	Pecos, Tex.		633
KIUP	Durango, Colo.		386
KIVY	Crockett, Tex.		621
KIWW	San Antonio, Tex.		634
KIXL	Dallas, Tex.		622
KIXX	Provo, Utah		639
KIYI	Shelby, Mont.		511
KJAN	Atlantic, Iowa		439
KJAY	Topeka, Kan.		448
KJBC	Midland, Tex.		631
KJBS	San Francisco, Calif.		380
KJCF	Festus, Mo.		501
KJCK	Junction City, Kan.		446
KJEF	Jennings, La.		458
KJET	Becomont, Tex.		617

RICHARD P. DOHERTY

TELEVISION-RADIO MANAGEMENT CORP.

Supplying All or Any Part of a Total
Broadcast Management Consulting Service
to Both Radio and Television Stations In-
cluding: Station Operations, Diagnosis of
Station Operations & Problems, Operating
Efficiency, Programming, Sales Planning,
Personnel and Labor Relations, Financial
Problems, Appraisals

*Specialist in Broadcast Economics and
Station Operating Efficiency*

*Broadcast Management Service
with an Industry Wide Reputa-
tion and Recognition*

**1816 Jefferson Place, N. W.
Washington 6, D. C.
District 7-1957-58**

Station	City	State	Page
JFJ	Webster City,	Iowa	444
JIM	Fort Worth,	Tex.	625
JLT	North Platte,	Neb.	513
JNO	Juneau,	Alaska	359
JOE	Shreveport,	La.	461
JOY	Stockton,	Calif.	382
JR	Seattle,	Wash.	654
JRG	Newton,	Kan.	447
JSK	Columbus,	Neb.	511
KEY	Vancouver,	Wash.	656
KOG	Ogden,	Utah	639
LAC	Hollywood,	Calif.	373
LAD	Klamath Falls,	Ore.	579
LAK	Lakewood,	Colo.	387
LAM	Cordova,	Alaska	359
LAN	Renton,	Wash.	654
LAS	Las Vegas,	Nev.	514
LBM	La Grande,	Ore.	579
LCB	Libby,	Mont.	510
LCN	Blytheville,	Ark.	364
LCO	Poteau,	Okla.	575
LEA	Lovington,	N. M.	522
LEC	Jonesville,	La.	458
LEE	Otumwa,	Iowa	443
LEM	Le Mars,	Iowa	442
LEN	Killeen,	Tex.	629
LEO	Wichita,	Kan.	448
LER	Orofino,	Idaho	422
LEX	Lexington,	Mo.	504
LFI	Golden Meadow,	La.	457
LGA	Algona,	Iowa	439
LGN	Logan,	Utah	639
LGR	Redwood Falls,	Minn.	490
LIC	Monroe,	La.	459
LIE	Galveston,	Tex.	626
LIF	Dallas,	Tex.	622
LIK	Jefferson City,	Mo.	501
LIL	Estherville,	Iowa	442
LIN	Lincoln,	Neb.	512
LIQ	Portland,	Ore.	581
LIR	Denver,	Colo.	385
LIX	Twin Falls,	Idaho	423
LIZ	Brainerd,	Minn.	487
LKC	Parsons,	Kan.	447
LLA	Leesville,	La.	458
LLL	Lubbock,	Tex.	690
LMO	Longmont,	Colo.	387
LMR	Lamar,	Colo.	387
LMS	Lincoln,	Neb.	512
LMX	Clayton,	N. M.	521
LO	Ogden,	Utah	639
LOG	Kelso,	Wash.	652
LOH	Pipestone,	Minn.	490
LOK	San Jose,	Calif.	381
LOO	Corvallis,	Ore.	578
LOQ	Yakima,	Wash.	657
LOS	Albuquerque,	N. M.	520
LOU	Lake Charles,	La.	458
LOV	Loveland,	Colo.	387
LPL	Lake Providence,	La.	458
LPM	Minot,	N. D.	562
LPR	Oklahoma City,	Okla.	575
LPW	Union,	Mo.	508
LRA	Little Rock,	Ark.	366
LRS	Mountain Grove,	Mo.	504
LTF	Little Falls,	Minn.	498
LTI	Longview,	Tex.	629
LTR	Blackwell,	Okla.	573

Station	City	State	Page
KLTZ	Glasgow,	Mont.	509
KLUB	Salt Lake City,	Utah	640
KLUE	Shreveport,	La.	461
KLUK	Evanston,	Wyo.	669
KLUV	Haynesville,	La.	458
KLVC	Leadville,	Colo.	387
KLVI	Vivian,	La.	463
KLVL	Pasadena,	Tex.	633
KLVT	Levelland,	Tex.	629
KLWN	Lawrence,	Kan.	447
KLWT	Lebanon,	Mo.	504
KLX	Oakland,	Calif.	375
KLYD	Bakersfield,	Calif.	369
KLYK	Spokane,	Wash.	655
KLYN	Amarillo,	Tex.	616
KLYR	Clarksville,	Ark.	364
KLZ	Denver,	Colo.	385
KMA	Shenandoah,	Iowa	443
KMAC	San Antonio,	Tex.	635
KMAE	McKinney,	Tex.	631
KMAK	Fresno,	Calif.	372
KMAM	Tularosa,	N. M.	523
KMAN	Manhattan,	Kan.	447
KMAP	Bakersfield,	Calif.	369
KMAQ	Maquoketa,	Iowa	442
KMAR	Winnesboro,	La.	463
KMBC	Kansas City,	Mo.	503
KM3L	Junction,	Tex.	628
KMBY	Monterey,	Calif.	375
KMCD	Fairfield,	Iowa	442
KMCM	McMinnville,	Ore.	579
KMCO	Conroe,	Tex.	619
KMDO	Fort Scott,	Kan.	445
KMED	Medford,	Ore.	580
KMEL	Wenatchee,	Wash.	657
KMHL	Marshall,	Minn.	488
KMHT	Marshall,	Tex.	630
KMIL	Cameron,	Tex.	619
KMIN	Grants,	N. M.	521
KMJ	Fresno,	Calif.	372
KMLB	Monroe,	La.	459
KMLW	Marlin,	Tex.	630
KMMJ	Grand Island,	Neb.	512
KMMO	Marshall,	Mo.	504
KMNS	Sioux City,	Iowa	444
KMO	Tacoma,	Wash.	656
KMCN	Great Falls,	Mont.	509
KMOP	Tucson,	Ariz.	363
KMOR	Oroville,	Calif.	376
KMOX	St. Louis,	Mo.	505
KMPC	Los Angeles,	Calif.	374
KMRC	Morgan City,	La.	459
KMR3	Morris,	Minn.	490
KMUR	Murray,	Utah	639
KMUS	Muskogee,	Okla.	574
KMVI	Wailuku-Maui,	Hawaii	420
KMYC	Marysville,	Calif.	374
KMYR	Denver,	Colo.	385
KNAF	Fredericksburg,	Tex.	625
KNAK	Salt Lake City,	Utah	640
KNAL	Victoria,	Tex.	637
KNBA	Vallejo,	Calif.	383
KNBC	San Francisco,	Calif.	380
KNBX	Kirkland,	Wash.	652
KNBY	Newport,	Ark.	367
KNCK	Concordia,	Kan.	445
KNCM	Moberly,	Mo.	504
KNCO	Garden City,	Kan.	446

Station	City	State	Page	Station	City	State	Page
KNDC	—	Hettinger, N. D.	562	KOMB	—	Cottage Grove, Ore.	578
KNDY	—	Marysville, Kan.	447	KOME	—	Tulsa, Okla.	576
KNEA	—	Jonesboro, Ark.	366	KOMO	—	Seattle, Wash.	655
KNEB	—	Scottsbluff, Neb.	513	KOMW	—	Omak, Wash.	653
KNED	—	McAlester, Okla.	574	KOMY	—	Watsonville, Calif.	383
KNEL	—	Brady, Tex.	618	KONE	—	Reno, Nev.	515
KNEM	—	Nevada, Mo.	505	KONG	—	Visalia, Calif.	383
KNET	—	Palestine, Tex.	632	KONI	—	Phoenix, Ariz.	361
KNEW	—	Spokane, Wash.	655	KONO	—	San Antonio, Tex.	634
KNEX	—	McPherson, Kan.	447	KONP	—	Port Angeles, Wash.	653
KNEZ	—	Lompoc, Calif.	373	KOOK	—	Billings, Mont.	508
KNGS	—	Hanford, Calif.	372	KOOL	—	Phoenix, Ariz.	361
KNIM	—	Maryville, Mo.	504	KOOO	—	Omaha, Neb.	513
KNIT	—	Abilene, Tex.	615	KOOS	—	Coos Bay, Ore.	577
KNLR	—	North Little Rock, Ark.	367	KOPR	—	Butte, Mont.	509
KNOC	—	Natchitoches, La.	459	KOPY	—	Alice, Tex.	616
KNOE	—	Monroe, La.	459	KORA	—	Bryan, Tex.	618
KNOG	—	Nogales, Ariz.	361	KORC	—	Mineral Wells, Tex.	631
KNOK	—	Fort Worth, Tex.	625	KORD	—	Pasco, Wash.	653
KNOR	—	Norman, Okla.	574	KORE	—	Eugene, Ore.	578
KNOT	—	Prescott, Ariz.	362	KORK	—	Las Vegas, Nev.	514
KNOW	—	Austin, Tenn.	616	KORN	—	Mitchell, S. D.	606
KNOX	—	Grand Forks, N. D.	561	KORT	—	Grangeville, Idaho	421
KNPT	—	Newport, Ore.	580	KOSA	—	Odessa, Tex.	632
KNUJ	—	New Ulm, Minn.	490	KOSE	—	Osceola, Ark.	367
KNUZ	—	Houston, Tex.	627	KOSF	—	Nacogdoches, Tex.	631
KNX	—	Los Angeles, Calif.	374	KOSI	—	Denver, Colo.	385
KOA	—	Denver, Colo.	385	KOSY	—	Texarkana, Ark.	368
KOAL	—	Price, Utah	639	KOTA	—	Rapid City, S. D.	606
KOAM	—	Pittsburg, Kan.	447	KOTN	—	Pine Bluff, Ark.	367
KOB	—	Albuquerque, N. M.	520	KOTS	—	Deming, N. M.	521
KOBE	—	Las Cruces, N. M.	521	KOVC	—	Valley City, N. D.	562
KOBH	—	Hot Springs, S. D.	605	KOVE	—	Lander, Wyo.	669
KOBY	—	San Francisco, Calif.	380	KOVO	—	Provo, Utah	639
KOCA	—	Kilgore, Tex.	628	KOWB	—	Laramie, Wyo.	669
KOCY	—	Oklahoma City, Okla.	575	KOWH	—	Omaha, Neb.	513
KODE	—	Joplin, Mo.	501	KOWL	—	Bijou, Calif.	370
KODI	—	Cody, Wyo.	669	KOWN	—	Escondido, Calif.	371
KODL	—	The Dalles, Ore.	583	KOXR	—	Oxnard, Calif.	376
KODY	—	North Platte, Neb.	513	KOY	—	Phoenix, Ariz.	361
KOEL	—	Oelwein, Iowa	443	KOYE	—	El Paso, Tex.	624
KOFA	—	Yuma, Ariz.	363	KOYL	—	Odessa, Tex.	632
KOFE	—	Pullman, Wash.	653	KOYN	—	Billings, Mont.	509
KOFI	—	Kalispell, Mont.	510	KOZE	—	Lewiston, Idaho	422
KOFO	—	Ottawa, Kan.	447	KOZI	—	Chelan, Wash.	651
KOFY	—	San Mateo, Calif.	381	KOZY	—	Grand Rapids, Minn.	488
KOGA	—	Ogallala, Neb.	513	KPAC	—	Port Arthur, Tex.	633
KOGT	—	Orange, Tex.	632	KPAL	—	Palm Springs, Calif.	376
KOH	—	Reno, Nev.	515	KPAM	—	Portland, Ore.	581
KOHU	—	Hermiston, Ore.	579	KPAN	—	Hereford, Tex.	627
KOIL	—	Omaha, Neb.	513	KPAS	—	Banning, Calif.	370
KOIN	—	Portland, Ore.	581	KPAY	—	Chico, Calif.	370
KOJM	—	Havre, Mont.	510	KPBA	—	Pine Bluff, Ark.	367
KOKA	—	Shreveport, La.	461	KPBM	—	Carlsbad, N. M.	520
KOKE	—	Austin, Tex.	617	KPDN	—	Pampa, Tex.	632
KOKO	—	Warrensburg, Mo.	508	KPDQ	—	Portland, Ore.	581
KOKX	—	Keokuk, Iowa	442	KPEG	—	Spokane, Wash.	655
KOKY	—	Little Rock, Ark.	366	KPEL	—	Lafayette, La.	458
KOL	—	Seattle, Wash.	655	KPEP	—	San Angelo, Tex.	634
KOLD	—	Tucson, Ariz.	363	KPER	—	Gilroy, Calif.	372
KOLE	—	Port Arthur, Tex.	633	KPET	—	Lamesa, Tex.	629
KOLJ	—	Quannah, Tex.	633	KPHO	—	Phoenix, Ariz.	361
KOLO	—	Reno, Nev.	515	KPID	—	Payette, Idaho	422
KOLR	—	Sterling, Colo.	389	KPIG	—	Cedar Rapids, Iowa	440
KOLS	—	Pryor, Okla.	575	KPIK	—	Colorado Springs, Colo.	384
KOLT	—	Scottsbluff, Neb.	513	KPIN	—	Casa Grande, Ariz.	360
KOLY	—	Mobridge, S. D.	606	KPKW	—	Pasco, Wash.	653
KOMA	—	Oklahoma City, Okla.	575	KPLC	—	Lake Charles, La.	458

Station	City	State	Page	Station	City	State	Page
PLK	Dallas, Ore.		578	KRLC	Lewiston, Idaho		422
PLT	Paris, Tex.		633	KRLD	Dallas, Tex.		623
PMC	Bakersfield, Calif.		369	KRLN	Canon City, Colo.		384
POA	Honolulu, Hawaii		420	KRLW	Walnut Ridge, Ark.		368
POC	Pocahontas, Ark.		368	KRMD	Shreveport, La.		461
POJ	Portland, Ore.		581	KRMG	Tulsa, Okla.		576
POK	Scottsdale, Ariz.		362	KRMO	Monett, Mo.		504
POL	Los Angeles, Calif.		374	KRMS	Osage Beach, Mo.		505
POP	Los Angeles, Calif.		374	KRMW	The Dalles, Ore.		583
POR	Quincy, Wash.		653	KRNO	San Bernardino, Calif.		379
POS	Post, Tex.		633	KRNR	Roseburg, Ore.		581
POW	Powell, Wyo.		670	KRNS	Burns, Ore.		577
PQ	Wenatchee, Wash.		657	KRNT	Des Moines, Iowa		441
PRB	Redmond, Ore.		581	KRNY	Kearney, Neb.		512
PRC	Houston, Tex.		627	KROC	Rochester, Minn.		490
PRK	Livingston, Mont.		510	KROD	El Paso, Tex.		624
PRL	Paso Robles, Calif.		377	KROF	Abbeville, La.		455
PRO	Riverside, Calif.		378	KROG	Sonora, Calif.		382
PRS	Kansas City, Mo.		503	KROP	Brawley, Calif.		370
PSO	Fallurrias, Tex.		625	KRCS	Clinton, Iowa		440
POST	Preston, Idaho		423	KROW	Oakland, Calif.		375
PTL	Carson City, Nev.		514	KROX	Crookston, Minn.		487
PUG	Bellingham, Wash.		651	KROY	Sacramento, Calif.		378
PVA	Camas, Wash.		651	KRPL	Moscow, Idaho		422
QDI	Bismarck, N. D.		561	KRRV	Sherman-Denison, Tex.		636
QDY	Minot, N. D.		562	KRSC	Othello, Wash.		653
QEO	Albuquerque, N. M.		520	KRSD	Rapid City, S. D.		606
QIK	Lakeview, Ore.		579	KRSI	Minneapolis, Minn.		489
QTY	Everett, Wash.		652	KRSL	Russel, Kan.		447
QV	Pittsburgh, Pa.		594	KRSN	Los Alamos, N. M.		522
RAC	Alamogordo, N. M.		520	KRTN	Raton, N. M.		522
RAI	Craig, Colo.		384	KRTR	Thermopolis, Wyo.		670
RAK	Stockton-Sacramento, Calif.		382	KRUN	Ballinger, Tex.		617
RAL	Rawlins, Wyo.		670	KRUS	Ruston, La.		460
RAM	Las Vegas, Nev.		515	KRUX	Phoenix, Ariz.		362
RAY	Amarillo, Tex.		616	KRVN	Lexington, Neb.		512
RBA	Lufkin, Tex.		630	KRWC	Forest Grove, Ore.		578
RBC	Abilene, Tex.		615	KRXX	Rexburg, Idaho		423
RBI	St. Peter, Minn.		491	KRXL	Roseburg, Ore.		581
RBO	Las Vegas, Nev.		515	KRYS	Corpus Christi, Tex.		621
RCK	Ridgecrest, Calif.		378	KSAL	Salina, Kan.		448
RCO	Prineville, Ore.		581	KSAM	Huntsville, Tex.		628
RCT	Pasadena, Tex.		633	KSAN	San Francisco, Calif.		380
RDG	Redding, Calif.		377	KSAY	San Francisco, Calif.		380
RDO	Colorado Springs, Colo.		384	KSBW	Salinas, Calif.		378
RDU	Dinuba, Calif.		371	KSCB	Liberal, Kan.		447
RE	Berkeley, Calif.		370	KSCJ	Sioux City, Iowa		444
REH	Oakdale, La.		460	KSCO	Santa Cruz, Calif.		381
REI	Farmington, Mo.		501	KSD	St. Louis, Mo.		505
REL	Baytown, Tex.		617	KSDA	Redding, Calif.		377
REM	Spokane, Wash.		655	KSDN	Aberdeen, S. D.		605
REO	Indio, Calif.		373	KSDO	San Diego, Calif.		379
RES	St. Joseph, Mo.		505	KSEI	Pocatello, Idaho		423
REW	Sunnyside, Wash.		656	KSEK	Pittsburg, Kan.		447
REX	Grand Junction, Colo.		386	KSEL	Lubbock, Tex.		630
RFO	Owatonna, Minn.		490	KSEM	Moses Lake, Wash.		652
RGI	Grand Island, Neb.		512	KSEO	Durant, Okla.		573
RGV	Weslaco, Tex.		638	KSET	El Paso, Tex.		625
RHD	Duncan, Okla.		573	KSEW	Sitka, Alaska		359
RIB	Mason City, Iowa		443	KSEY	Seymour, Tex.		636
RIC	Beaumont, Tex.		617	KSFA	Nacogdoches, Tex.		631
RIG	Odessa, Tex.		632	KSFE	Needles, Calif.		375
RIO	McAllen, Tex.		630	KSFO	San Francisco, Calif.		380
RIZ	Phoenix, Ariz.		361	KSGM	Ste. Genevieve, Mo.		505
RKC	King City, Calif.		373	KSIB	Creston, Iowa		440
RKD	Los Angeles, Calif.		374	KSID	Sidney, Neb.		514
RKO	Everett, Wash.		652	KSIG	Crowley, La.		457
RKS	Ridgecrest, Calif.		378	KSIJ	Gladewater, Tex.		626

Station	City	State	Page
KSIL	Silver City	N. M.	522
KSIM	Sikeston	Mo.	507
KSIR	Wichita	Kan.	448
KSIS	Sedalia	Mo.	507
KSIW	Woodward	Okla.	577
KSIX	Corpus Christi	Tex.	621
KSJB	Jamestown	N. D.	562
KSJO	San Jose	Calif.	381
KSKY	Dallas	Tex.	623
KSL	Salt Lake City	Utah	640
KSLM	Salem	Ore.	583
KSLO	Opelousas	La.	460
KSLV	Monte Vista	Colo.	387
KSMA	Santa Maria	Calif.	382
KSML	Seminole	Tex.	635
KSMN	Mason City	Iowa	443
KSMO	Salem	Mo.	506
KSNY	Snyder	Tex.	636
KSO	Des Moines	Iowa	441
KSOK	Arkansas City	Kan.	444
KSON	San Diego	Calif.	379
KSOO	Sioux Falls	S. D.	606
KSOP	Salt Lake City	Utah	640
KSOX	Raymondville	Tex.	633
KSPA	Santa Paula	Calif.	382
KSPI	Stillwater	Okla.	576
KSPL	Diboll	Tex.	624
KSPR	Casper	Wyo.	669
KSPT	Sandpoint	Idaho	423
KSRC	Socorro	N. M.	522
KSRO	Santa Rosa	Calif.	382
KSRV	Ontario	Ore.	580
K SST	Sulphur Springs	Tex.	636
KSTA	Coleman	Tex.	619
KSTB	Breckenridge	Tex.	618
KSTL	St. Louis	Mo.	506
KSTN	Stockton	Calif.	382
KSTP	St. Paul-Minneapolis	Minn.	491
KSTR	Grand Junction	Colo.	386
KSTT	Davenport	Iowa	441
KSTV	Stephenville	Tex.	636
KSUB	Cedar City	Utah	638
KSUE	Susanville	Calif.	382
KSUM	Fairmont	Minn.	488
KSUN	Bisbee	Ariz.	360
KSVL	Richfield	Utah	640
KSVP	Artesia	N. M.	520
KSWA	Graham	Tex.	626
KSWI	Council Bluffs	Iowa	440
KSWO	Lawton	Okla.	574
KSWs	Roswell	N. M.	522
KSYC	Yreka	Calif.	383
KSYD	Wichita Falls	Tex.	638
KSYL	Alexandria	La.	456
KTAC	Tacoma	Wash.	656
KTAE	Taylor	Tex.	636
KTAR	Phoenix	Ariz.	362
KTAT	Frederick	Okla.	573
KTBB	Tyler	Tex.	637
KTBC	Austin	Tex.	616
KTCB	Malden	Mo.	504
KTCN	Berryville	Ark.	364
KTCS	Fort Smith	Ark.	365
KTEE	Carmel	Calif.	370
KTEL	Walla Walla	Wash.	656
KTEM	Temple	Tex.	636
KTER	Terrell	Tex.	637
KTFI	Twin Falls	Idaho	423

Station	City	State	Page
KTFs	Texarkana	Tex.	637
KTFY	Brownfield	Tex.	618
KTHE	Thermopolis	Wyo.	670
KTHS	Little Rock	Ark.	366
KTIHT	Houston	Tex.	628
KTIIB	Thibodaux	La.	461
KTIL	Tillamook	Ore.	583
KTIM	San Rafael	Calif.	381
KTIP	Porterville	Calif.	377
KTIIX	Seattle	Wash.	655
KTIJS	Hobart	Okla.	574
KTKN	Ketchikan	Alaska	359
KTKR	Taft	Calif.	382
KTKT	Tucson	Ariz.	363
KILD	Tallulah	La.	461
KILN	Denver	Colo.	385
KILO	Mountain Home	Ark.	567
KILQ	Tablequah	Okla.	576
KILU	Rusk	Tex.	634
KILW	Texas City	Tex.	637
KIMC	McAlester	Okla.	574
KTML	Marked Tree	Ark.	366
KTMS	Santa Barbara	Calif.	381
KTNC	Falls City	Neb.	511
KTNM	Tucumcari	N. M.	523
KTNT	Tacoma	Wash.	656
KTOE	Mankato	Minn.	488
KTOH	Lihue	Kauai, Hawaii	420
KTOK	Oklahoma City	Okla.	575
K-TOO	Henderson	Nev.	514
KTOP	Topeka	Kan.	448
KTOW	Oklahoma City	Okla.	575
KTRB	Medesto	Calif.	375
KTRC	Santa Fe	N. M.	522
KTRE	Lufkin	Tex.	630
KTRF	Thief River Falls	Minn.	491
KTRH	Houston	Tex.	628
KTRI	Sioux City	Iowa	444
KTRM	Beaumont	Tex.	617
KTRN	Wichita Falls	Tex.	638
KTRY	Bastrop	La.	456
KTSM	El Paso	Tex.	625
KTTN	Trenton	Mo.	508
KTTR	Rolla	Mo.	505
KTTs	Springfield	Mo.	507
KTUC	Tucson	Ariz.	363
KTUE	Tulia	Tex.	637
KTUL	Tulsa	Okla.	576
KTUR	Turlock	Calif.	383
KTUT	Tooele City	Utah	641
KTW	Seattle	Wash.	655
KTXJ	Jasper	Tex.	628
KTXL	San Angelo	Tex.	634
KTXO	Sherman	Tex.	636
KTYL	Mesa	Ariz.	361
KTYM	Inglewood	Calif.	373
KUAM	Agana	Guam	670
KUBA	Yuba City	Calif.	383
KUBC	Montrose	Colo.	387
KUBE	Pendleton	Ore.	580
KUDE	Oceanside	Calif.	376
KUDI	Great Falls	Mont.	509
KUDL	Kansas City	Mo.	503
KUDU	Ventura	Calif.	383
KUDY	Littleton	Colo.	387
KUEN	Wenatchee	Wash.	657
KUEQ	Phoenix	Ariz.	362
KUGN	Eugene	Ore.	578

Station	City	State	Page	Station	City	State	Page
KUIK	Hillsboro,	Ore.	579	KVRH	Salida,	Colo.	389
KUIN	Grants Pass,	Ore.	579	KVRS	Rock Springs,	Wyo.	670
KUJ	Walla Walla,	Wash.	656	KVSA	McGehee,	Ark.	366
KUKI	Ukiah,	Calif.	383	KVSF	Santa Fe,	N. M.	522
KUKU	Willcox Springs,	Mo.	508	KVSO	Ardmore,	Okl.	572
KULA	Honolulu,	Hawaii	420	KVWC	Vernon,	Tex.	637
KULE	Ehohata,	Wash.	652	KVWM	Show Low,	Ariz.	362
KULP	El Campo,	Tex.	624	KVWO	Cheyenne,	Wyo.	669
KUMA	Pendleton,	Ore.	580	KWAD	Wadena,	Minn.	491
KUNO	Corpus Christi,	Tex.	621	KWAK	Stuttgart,	Ark.	368
KUOA	S'loam Springs,	Ark.	368	KWAL	Kellogg-Wallace,	Idaho	422
KUPI	Idaho Falls,	Idaho	422	KWAT	Watertown,	S. D.	606
KURA	Moab,	Utah	639	KWBB	Wichita,	Kan.	448
KURV	Edinburg,	Tex.	624	KWBE	Beatrice,	Neb.	511
KURY	Brookings,	Ore.	577	KWBG	Boone,	Iowa	439
KUSH	Cushing,	Okl.	573	KWBR	Oakland,	Calif.	376
KUSN	St. Joseph,	Mo.	505	KWBW	Hutchinson,	Kan.	446
KUTI	Yacima,	Wash.	657	KWBV	Colorado Springs,	Colo.	384
KUTY	Pa'mdale,	Calif.	376	KWCB	Searcy,	Ark.	368
KUVR	Holdrege,	Neb.	512	KWCL	Oak Grove,	La.	460
KV'ZN	West Monroe,	La.	463	KWCO	Chickasha,	Okl.	573
KVAN	Vancouver,	Wash.	656	KWDM	Des Moines,	Iowa	441
KVAS	Astoria,	Ore.	577	KWEB	Rochester,	Minn.	490
KVCK	Wolf Point,	Mont.	511	KWED	Seguin,	Tex.	635
KVCL	Winnfield,	La.	463	KWEI	Weiser,	Idaho	423
KVCV	Redding,	Calif.	377	KWEL	Midland,	Tex.	631
KVEC	San Luis Obispo,	Calif.	381	KWEM	Memphis,	Tenn.	612
KVEI	Vernal,	Utah	641	KWEW	Hobbs,	N. M.	521
KVEN	Ventura,	Calif.	383	KWFC	Hot Springs,	Ark.	365
KVET	Austin,	Tex.	617	KWFR	San Angelo,	Tex.	634
KVFC	Cortez,	Colo.	384	KWFT	Wichita Falls,	Tex.	638
KVFD	Fl. Dodge,	Iowa	442	KWGW	Stockton,	Calif.	382
KVGB	Great Bend,	Kan.	446	KWGB	Goodland,	Kan.	446
KVHL	Homer,	La.	458	KWHI	Brenham,	Tex.	618
KVI	Seattle,	Wash.	655	KWHK	Hutchinson,	Kan.	446
KVIC	Victoria,	Tex.	638	KWHN	Fort Smith,	Ark.	365
KVIM	New Iberia,	La.	459	KWHO	Salt Lake City,	Utah	641
KVIN	Vinita,	Okl.	576	KWHW	Altus,	Okl.	572
KVIP	Redding,	Calif.	377	KWIC	Salt Lake City,	Utah	641
KVRM	Monahans,	Tex.	631	KWIK	Pocatello,	Idaho	423
KVLR	Cleveland,	Tex.	619	KWIL	Albany,	Ore.	577
KVLC	Little Rock,	Ark.	366	KWIN	Ashland,	Ore.	577
KVLF	Alpine,	Tex.	616	KWIP	Merced,	Calif.	375
KVLH	Pauls Valley,	Okl.	575	KWIV	Moses Lake,	Wash.	652
KVLV	Fallon,	Nev.	514	KWIV	Douglas,	Wyo.	669
KVMA	Magnolia,	Ark.	366	KWIZ	Santa Ana,	Calif.	381
KVMC	Colorado City,	Tex.	619	KWJB	Globe,	Ariz.	360
KVNA	Flagstaff,	Ariz.	360	KWJJ	Portland,	Ore.	581
KVNC	Winslow,	Ariz.	363	KWK	St. Louis,	Mo.	506
KVNI	Coeur d'Alene,	Idaho	421	KWKC	Abilene,	Tex.	615
KVNU	Logan,	Utah	639	KWKH	Shreveport,	La.	461
KVOC	Casper,	Wyo.	669	KWKW	Pasadena,	Calif.	376
KVOF	Emporia,	Kan.	445	KWIM	Willmar,	Minn.	491
KVOG	Ogden,	Utah	639	KWMT	Ft. Dodge,	Iowa	442
KVOL	Lafayette,	La.	458	KWNA	Winnemucca,	Nev.	515
KVCM	Morrilton,	Ark.	367	KWNO	Winona,	Minn.	491
KVON	Nava,	Calif.	375	KWOA	Worthington,	Minn.	491
KVCO	Tulsa,	Okl.	576	KWOC	Poplar Bluff,	Mo.	505
KVOP	Plainview,	Tex.	633	KWOE	Clinton,	Okl.	573
KVOR	Colorado Springs,	Colo.	384	KWON	Bartlesville,	Okl.	573
KVCS	Bellingham,	Wash.	651	KWOR	Worldand,	Wyo.	670
KVOU	Uvalde,	Tex.	637	KWOS	Jefferson City,	Mo.	501
KVOX	Littlefield,	Tex.	629	KWOW	Pomona,	Calif.	377
KVOY	Moorhead,	Minn.	489	KWPC	Muscateine,	Iowa	443
KVOZ	Yuma,	Ariz.	363	KWPM	West Plains,	Mo.	508
KVPI	Loredo,	Tex.	629	KWPR	Claremore,	Okl.	573
KVRC	Ville Platte,	La.	463	KWRC	Pendleton,	Ore.	580
KVRC	Arkadelphia,	Ark.	364	KWRD	Henderson,	Tex.	626

Station	City	State	Page	Station	City	State	Page
KWRE	Warrenton,	Mo.	508	KZEE	Weatherford,	Tex.	638
KWRF	Warren,	Ark.	368	KZEY	Tyler,	Tex.	637
KWRL	Riverton,	Wyo.	670	KZIP	Amarillo,	Tex.	616
KWRO	Coquille,	Ore.	578	KZOK	Prescott,	Ariz.	362
KWRT	Boonville,	Mo.	499	KZOL	Muleshoe,	Tex.	631
KWRW	Guthrie,	Okla.	573	KZUM	Farmington,	N. M.	521
KWSD	Mt. Shasta,	Calif.	375	KZUN	Spokane,	Wash.	656
KWSH	Wewoka,	Okla.	577	WAAA	Winston-Salem,	N. C.	560
KWSK	Pratt,	Kan.	447	WAAB	Worcester,	Mass.	475
KWSO	Wasco,	Calif.	383	WAAF	Chicago,	Ill.	425
KWTC	Barstow,	Calif.	370	WAAG	Adel,	Ga.	408
KWTO	Springfield,	Mo.	507	WAAY	Huntsville,	Ala.	355
KWTX	Waco,	Tex.	638	WABA	Aguadilla,	P. R.	671
KWVY	Waverly,	Iowa	444	WABB	Mobile,	Ala.	355
KWWL	Waterloo,	Iowa	444	WABC	New York,	N. Y.	531
KWYK	Farmington,	N. M.	521	WABG	Greenwood,	Miss.	493
KWYN	Wynne,	Ark.	368	WABI	Bangor,	Me.	463
KWYO	Sheridan,	Wyo.	670	WABJ	Adrian,	Mich.	475
KWYR	Winner,	S. D.	606	WABL	Amite,	La.	456
KXA	Seattle,	Wash.	655	WABM	Houlton,	Me.	464
KXAR	Hope,	Ark.	365	WABO	Waynesboro,	Miss.	497
KXEL	Waterloo,	Iowa	444	WABR	Winter Park,	Fla.	408
KXEO	Mexico,	Mo.	504	WABV	Abbeville,	S. C.	599
KXGI	Ft. Madison,	Iowa	442	WABY	Albany,	N. Y.	524
KXGN	Glendive,	Mont.	509	WABZ	Albemarle,	N. C.	549
KXIC	Iowa City,	Iowa	442	WACA	Camden,	S. C.	600
KXIT	Dalhart,	Tex.	622	WACE	Kittanning,	Pa.	589
KXJK	Forrest City,	Ark.	365	WACE	Chicopee-Springfield,	Mass.	471
KXL	Portland,	Ore.	581	WACK	Newark,	N. Y.	528
KXLA	Pasadena,	Calif.	377	WACL	Waycross,	Ga.	418
KXLE	Ellensburg,	Wash.	651	WACO	Waco,	Tex.	638
KXLF	Butte,	Mont.	509	WACR	Columbus,	Miss.	493
KXLJ	Helena,	Mont.	510	WACT	Tuscaloosa,	Ala.	358
KXLK	Great Falls,	Mont.	510	WADA	Shelby,	N. C.	558
KXLL	Missoula,	Mont.	511	WADC	Akron,	Ohio	562
KXLO	Lewiston,	Mont.	510	WADE	Wadesboro,	N. C.	559
KXLQ	Bozeman,	Mont.	509	WADK	Newport,	R. I.	598
KXLR	North Little Rock,	Ark.	367	WADP	Kane,	Pa.	589
KXLW	St. Louis,	Mo.	506	WADS	Ansonia-Derby,	Conn.	389
KXLY	Spokane,	Wash.	656	WAEB	Allentown,	Pa.	583
KXO	El Centro,	Calif.	371	WAEL	Mayaguez,	P. R.	671
KXOA	Sacramento,	Calif.	378	WAEW	Crossville,	Tenn.	608
KXOK	St. Louis,	Mo.	506	WAFC	Staunton,	Va.	649
KXOL	Fort Worth,	Tex.	625	WAGA	Atlanta,	Ga.	409
KXOX	Sweetwater,	Tex.	636	WAGC	Chattanooga,	Tenn.	607
KXRA	Alexandria,	Minn.	487	WAGE	Leesburg,	Va.	645
KXRJ	Russellville,	Ark.	368	WAGF	Dothan,	Ala.	353
KXRO	Aberdeen,	Wash.	650	WAGG	Franklin,	Tenn.	609
KXRX	San Jose,	Calif.	381	WAGM	Presque Isle,	Me.	465
KXXX	Colby,	Kan.	445	WAGN	Menominee,	Mich.	484
KXYZ	Houston,	Tex.	628	WAGR	Lumberton,	N. C.	555
KYA	San Francisco,	Calif.	380	WAGS	Bishopville,	S. C.	600
KYCA	Prescott,	Ariz.	362	WAHL	Hastings,	Mich.	482
KYES	Roseburg,	Ore.	583	WAHR	Miami Beach,	Fla.	401
KYJC	Medford,	Ore.	580	WAIL	Baton Rouge,	La.	456
KYME	Boise,	Idaho	421	WAIM	Anderson,	S. C.	599
KYNG	Coos Bay,	Ore.	577	WAIN	Columbia,	Ky.	449
KYNO	Fresno,	Calif.	372	WAIP	Prichard,	Ala.	357
KYNT	Yankton,	S. D.	607	WAIR	Winston-Salem,	N. C.	560
KYOK	Houston,	Tex.	628	WAIT	Chicago,	Ill.	425
KYOR	Blythe,	Calif.	370	WAJF	Decatur,	Ala.	353
KYOS	Merced,	Calif.	375	WAJR	Morgantown,	W. Va.	660
KYOU	Greeley,	Colo.	386	WAKE	Atlanta,	Ga.	409
KYSM	Mankato,	Minn.	488	WAKN	Aiken,	S. C.	599
KYSN	Colorado Springs,	Colo.	384	WAKO	Lawrenceville,	Ill.	429
KYTE	Pocatello,	Idaho	423	WAKR	Akron,	Ohio	562
KYUM	Yuma,	Ariz.	363	WAKU	Latrobe,	Pa.	590
KYW	Cleveland,	Ohio	567	WALA	Mobile,	Ala.	355

Station	City	State	Page	Station	City	State	Page
WALB	Albany, Ga.		408	WAUG	Augusta, Ga.		410
WALD	Walterboro, S. C.		605	WAUX	Waukesha, Wis.		668
WALE	Fall River, Mass.		471	WAVE	Louisville, Ky.		452
WALK	Patchogue, N. Y.		544	WAVI	Dayton, Ohio		568
WALL	Middletown, N. Y.		528	WAVL	Apollo, Pa.		585
WALM	Albion, Mich.		475	WAVN	Stillwater, Minn.		491
WALT	Tampa, Fla.		406	WAVO	Avondale Estates, Ga.		410
WALY	Herkimer-Ilion, N. Y.		527	WAVP	Avon Park, Fla.		395
WAMD	Aberdeen, Md.		466	WAVU	Albertville, Ala.		351
WAME	Miami, Fla.		400	WAVY	Portsmouth, Va.		647
WAMI	Opp, Ala.		356	WAVZ	New Haven, Conn.		391
WAML	Laurel, Miss.		495	WAWK	Kendallville, Ind.		436
WAMM	Flint, Mich.		480	WAXE	Vero Beach, Fla.		407
WAMO	Homestead-Pittsburgh, Pa.		589	WAXX	Chippewa Falls, Wis.		662
WAMP	Pittsburgh, Pa.		593	WAYB	Waynesboro, Va.		650
WAMS	Wilmington, Del.		393	WAYE	Dundalk, Md.		467
WAMV	East St. Louis, Ill.		428	WAYN	Rockingham, N. C.		558
WAMW	Washington, Ind.		439	WAYS	Charlotte, N. C.		550
WAMY	Amory, Miss.		492	WAYX	Waycross, Ga.		418
WANA	Anniston, Ala.		351	WAYZ	Waynesboro, Pa.		597
WANB	Waynesburg, Pa.		597	WAZA	Bainbridge, Ga.		410
WAND	Canton, Ohio		563	WAZF	Yazoo City, Miss.		499
WANE	Ft. Wayne, Ind.		434	WAZL	Hazleton, Pa.		589
WANN	Annapolis, Md.		466	WBAB	Babylon, N. Y.		524
WANS	Anderson, S. C.		599	WBAC	Cleveland, Tenn.		608
WANT	Richmond, Va.		647	WBAL	Baltimore, Md.		466
WANY	Albany, Ky.		449	WBAM	Montgomery, Ala.		356
WAOK	Atlanta, Ga.		409	WBAP	Fort Worth, Tex.		625
WAOV	Vincennes, Ind.		439	WBAR	Bartow, Fla.		395
WAPA	San Juan, P. R.		672	WBAT	Marion, Ind.		437
WAPE	Jacksonville, Fla.		398	WBAW	Barnwell, S. C.		600
WAFP	McComb, Miss.		496	WBAX	Wilkes-Barre, Pa.		597
WAPG	Arcadia, Fla.		394	WBAY	Green Bay, Wis.		663
WAPI	Birmingham, Ala.		351	WBBA	Pittsfield, Ill.		432
WAPL	Appleton, Wis.		662	WBBC	Burlington, N. C.		550
WAPO	Chattanooga, Tenn.		607	WBBC	Flint, Mich.		480
WAPX	Montgomery, Ala.		356	WBBF	Rochester, N. Y.		544
WAQE	Towson, Md.		469	WBBI	Abingdon, Va.		642
WARA	Attleboro, Mass.		469	WBBM	Chicago, Ill.		425
WARB	Covington, La.		457	WBBN	Perry, Ga.		416
WARC	Milton, Pa.		591	WBBO	Forest City, N. C.		552
WARD	Johnstown, Pa.		589	WBBQ	Augusta, Ga.		410
WARE	Ware, Mass.		475	WBBW	Youngstown, Ohio		572
WARF	Jasper, Ala.		355	WBBZ	Ponca City, Okla.		575
WARK	Hagerstown, Md.		468	WBCA	Bay Minette, Ala.		351
WARL	Arlington, Va.		642	WBCE	Levittown-Fairless Hills, Pa.		590
WARM	Scranton, Pa.		595	WBCK	Battle Creek, Mich.		477
WARN	Fort Pierce, Fla.		397	WBCM	Bay City, Mich.		477
WARU	Peru, Ind.		438	WBCC	Christianburg, Va.		643
WASA	Havre De Grace, Md.		468	WBCU	Union, S. C.		605
WASK	Lafayette, Ind.		436	WBEC	Pittsfield, Mass.		473
WATA	Boone, N. C.		550	WBEE	Chicago, Ill.		425
WATC	Gaylord, Mich.		481	WBEJ	Elizabethton, Tenn.		609
WATE	Knoxville, Tenn.		611	WBEL	Beloit, Wis.		662
WATH	Athens, Ohio		563	WBEN	Buffalo, N. Y.		525
WATK	Antigo, Wis.		661	WBET	Brockton, Mass.		471
WATM	Atmore, Ala.		351	WBEU	Beaufort, S. C.		600
WATN	Watertown, N. Y.		549	WBEV	Beaver Dam, Wis.		662
WATO	Oak Ridge, Tenn.		614	WBEX	Chillicothe, Ohio		565
WATP	Marion, S. C.		603	WBFC	Fremont, Mich.		481
WATR	Waterbury, Conn.		392	WBFD	Bedford, Pa.		585
WATS	Sayre, Pa.		595	WBGR	ChIPLEY, Fla.		395
WATT	Cadillac, Mich.		477	WBGR	Jesup, Ga.		414
WATW	Ashland, Wis.		662	WBHB	Fitzgerald, Ga.		413
WATZ	Alpena, Mich.		477	WBHC	Hampton, S. C.		603
WAUB	Auburn, N. Y.		524	WBHF	Cartersville, Ga.		411
WAUC	Wauchula, Fla.		407	WBHP	Huntsville, Ala.		355
WAUD	Auburn, Ala.		351	WBIA	Augusta, Ga.		410

Station	City	State	Page	Station	City	State	Page
WBIE	Marietta, Ga.		415	WBUZ	Fredonia, N. Y.		526
WBIG	Greensboro, N. C.		553	WBVL	Barbourville, Ky.		449
WBIL	Leesburg, Fla.		399	WBVP	Beaver Falls, Pa.		585
WBIP	Booneville, Miss.		492	WBYS	Canton, Ill.		424
WEIR	Knoxville, Tenn.		610	WBZ-WBZA	Boston-Springfield, Mass.		469
WBIS	Bristol, Conn.		390	WBZY	Torrington, Conn.		392
WBIW	Bedford, Ind.		433	WCAE	Pittsburgh, Pa.		594
WBIZ	Eau Claire, Wis.		662	WCAM	Camden, N. J.		518
WBKH	Hattiesburg, Miss.		494	WCAO	Baltimore, Md.		467
WBKN	Newton, Miss.		497	WCAP	Lowell, Mass.		473
WBKV	West Bend, Wis.		668	WCAR	Detroit, Mich.		479
WBLA	Elizabethtown, N. C.		552	WCAS	Gadsden, Ala.		354
WBLE	Batesville, Miss.		492	WCAT	Orange, Mass.		473
WBLF	Bellefonte, Pa.		585	WCAU	Philadelphia, Pa.		591
WBLG	Lexington, Ky.		451	WCAW	Charleston, W. Va.		658
WBLI	Dalton, Ga.		412	WCAX	Burlington, Vt.		641
WBLO	Evergreen, Ala.		353	WCAY	Cayce, S. C.		600
WBLR	Batesburg, S. C.		600	WCAZ	Carthage, Ill.		424
WBLT	Bedford, Va.		642	WCBA	Corning, N. Y.		526
WFLU	Salem, Va.		649	WCBC	Anderson, Ind.		433
WBLY	Springfield, Ohio		571	WCBD	Zion, Ill.		433
WBMA	Beaufort, N. C.		550	WCBG	Chambersburg, Pa.		586
WBMC	McMinnville, Tenn.		612	WCBI	Columbus, Miss.		493
WBMD	Baltimore, Md.		467	WCBL	Benton, Ky.		449
WBMK	West Point, Ga.		418	WCBM	Baltimore, Md.		467
WBML	Macon, Ga.		414	WCBS	New York, N. Y.		537
WBNC	Conway, N. H.		516	WCBT	Roanoke Rapids, N. C.		558
WBNL	Boonville, Ind.		434	WCBY	Cheboygan, Mich.		479
WBNS	Columbus, Ohio		567	WCCO	Hartford, Conn.		390
WBNX	New York, N. Y.		535	WCCM	Lawrence, Mass.		472
WBNY	Buffalo, N. Y.		525	WCCN	Neillsville, Wis.		656
WBOB	Galax, Va.		644	WCCO	Minneapolis, Minn.		488
WBOC	Salisbury, Md.		469	WCCT	Savannah, Ga.		416
WBOF	Virginia Beach, Va.		649	WCDJ	Edenton, N. C.		551
WBOK	New Orleans, La.		459	WC DL	Carbondale, Pa.		586
WBOP	Pensacola, Fla.		403	WC DT	Winchester, Tenn.		615
WBOS	Boston, Mass.		471	WCEC	Rocky Mount, N. C.		558
WBOW	Terre Haute, Ind.		438	WCED	Dubois, Pa.		587
WBOY	Clarksburg, W. Va.		658	WCEF	Parkersburg, W. Va.		660
WBPD	Orangeburg, S. C.		604	WCEH	Hawkinsville, Ga.		414
WBPZ	Lock Haven, Pa.		590	WC EM	Cambridge, Md.		467
WERB	Mount Clemens, Mich.		485	WC EN	Mt. Pleasant, Mich.		485
WBRC	Birmingham, Ala.		351	WC ER	Charlotte, Mich.		479
WB RD	Bradenton, Fla.		395	WC FL	Chicago, Ill.		425
WB RE	Wilkes-Barre, Pa.		597	WC FV	Cifton Forge, Va.		643
WB RG	Lynchburg, Va.		645	WC GA	Calhoun, Ga.		411
WB RK	Pittsfield, Mass.		474	WC GC	Belmont, N. C.		550
WB RM	Marion, N. C.		556	WC HA	Chambersburg, Pa.		586
WB RN	Big Rapids, Mich.		477	WC HB	Inkster, Mich.		482
WB RO	Waynesboro, Ga.		418	WC HI	Chillicothe, Ohio		565
WB RT	Bardstown, Ky.		449	WC HJ	Brookhaven, Miss.		492
WB RV	Boonville, N. Y.		525	WC HK	Canton, Ga.		411
WB RX	Berwick, Pa.		585	WC HL	Chapel Hill, N. C.		550
WB RY	Waterbury, Conn.		392	WC HN	Norwich, N. Y.		543
WB SC	Bennettsville, S. C.		600	WC HO	Washington Court House, Ohio		571
WB SE	Hillsdale, Mich.		482	WC HS	Charleston, W. Va.		658
WB SM	New Bedford, Mass.		473	WC HV	Charlottesville, Va.		643
WB SR	Pensacola, Fla.		403	WC IL	Carbondale, Ill.		424
WB T	Charlotte, N. C.		550	WC IN	Cincinnati, Ohio		565
WB TA	Batavia, N. Y.		524	WC JU	Columbia, Miss.		493
WB TH	Williamson, W. Va.		661	WC KB	Dunn, N. C.		551
WB TM	Danville, Va.		643	WC KI	Greer, S. C.		603
WB TN	Bennington, Vt.		641	WC KR	Miami, Fla.		400
WB TO	Linton, Ind.		437	WC KY	Cincinnati, Ohio		565
WB UD	Trenton, N. J.		519	WC LA	Claxton, Ga.		411
WB UT	Butler, Pa.		586	WC LB	Camilla, Ga.		411
WB UX	Doylestown, Pa.		587	WC LC	Jamestown, Tenn.		610
WB UY	Lexington, N. C.		555	WC LD	Cleveland, Miss.		492

Station	City	State	Page	Station	City	State	Page
WCLE	Cleveland,	Tenn.	608	WCTA	Andalusia,	Ala.	351
WCLG	Morgantown,	W. Va.	660	WCTC	New Brunswick,	N. J.	519
WCLI	Corning,	N. Y.	526	WCIT	Corbin,	Ky.	450
WCLO	Janesville,	Wis.	663	WCUB	Manitowoc,	Wis.	664
WCLS	Columbus,	Ga.	411	WCUE	Akron,	Ohio	563
WCLT	Newark,	Ohio	570	WCUM	Cumberland,	Md.	467
WCLW	Mansfield,	Ohio	570	WCVA	Culpeper,	Va.	643
WCMA	Corinth,	Miss.	493	WCVI	Connellsville,	Pa.	587
WCMB	Harrisburg,	Pa.	588	WCVP	Murphy N. C.		556
WCMC	Wildwood,	N. J.	519	WCVS	Springfield,	Ill.	432
WCME	Brunswick,	Me.	464	WCWC	Ripon,	Wis.	667
WCMI	Ashland,	Ky.	449	WCYB	Bristol,	Va.	643
WCMN	Arecibo,	P. R.	671	WCYN	Cynthiana,	Ky.	450
WCMP	Pine City,	Minn.	490	WDAD	Indiana,	Pa.	589
WCMR	Elkhart,	Ind.	434	WDAE	Tampa,	Fla.	406
WCMS	Norfolk,	Va.	646	WDAF	Kansas City,	Mo.	503
WCMT	Martin,	Tenn.	611	WDAK	Columbus,	Ga.	412
WCMW	Canton,	Ohio	565	WDAL	Meridian,	Miss.	496
WCMY	Ottawa,	Ill.	431	WDAN	Danville,	Ill.	427
WCNB	Connersville,	Ind.	434	WDAS	Philadelphia,	Pa.	591
WCNC	Elizabeth City,	N. C.	552	WDAT	South Daytona,	Fla.	405
WCNG	Canonsburg,	Pa.	586	WDAX	McRae,	Ga.	415
WCNH	Quincy,	Fla.	404	WDAY	Fargo,	N. D.	561
WCNR	Bloomsburg,	Pa.	585	WDBC	Escanaba,	Mich.	480
WCNT	Centralia,	Ill.	424	WDBF	Delray Beach,	Fla.	396
WCNU	Crestview,	Fla.	396	WDBJ	Roanoke,	Va.	648
WCNX	Middletown,	Conn.	390	WDBL	Springfield,	Tenn.	615
WCOA	Pensacola,	Fla.	403	WDBM	Statesville,	N. C.	559
WCOC	Meridian,	Miss.	496	WDBO	Orlando,	Fla.	402
WCOG	Greensboro,	N. C.	553	WDBQ	Dubuque,	Iowa	442
WCOH	Newnan,	Ga.	415	WDCF	Dade City,	Fla.	396
WCOJ	Coatesville,	Pa.	587	WDCL	Tarpon Springs,	Fla.	407
WCOL	Columbus,	Ohio	568	WDCR	Hanover,	N. H.	516
WCOM	Parkersburg,	W. Va.	660	WDDT	Greenville,	Miss.	493
WCON	Cornelia,	Ga.	412	WDDY	Gloucester,	Va.	644
WCOP	Boston,	Mass.	469	WDEC	Americus,	Ga.	408
WCOR	Lebanon,	Tenn.	611	WDEF	Chattanooga,	Tenn.	607
WCOS	Columbia,	S. C.	601	WDEH	Sweetwater,	Tenn.	615
WCOU	Lewiston,	Me.	464	WDEL	Wilmington,	Del.	393
WCOV	Montgomery,	Ala.	356	WDEV	Waterbury,	Vt.	642
WCOW	Sparta,	Wis.	667	WDEW	Westfield,	Mass.	475
WCOY	Columbia,	Pa.	587	WDGY	Minneapolis,	Minn.	489
WCPA	Clearfield,	Pa.	586	WDIA	Memphis,	Tenn.	612
WCPC	Houston,	Miss.	494	WDIG	Dothan,	Ala.	353
WCPH	Etowah,	Tenn.	609	WDIX	Orangeburg,	S. C.	604
WCPM	Cumberland,	Ky.	450	WDKN	Dickson,	Tenn.	609
WCPO	Cincinnati,	Ohio	565	WDLA	Walton,	N. Y.	547
WCPS	Tarboro,	N. C.	559	WDLB	Marshfield,	Wis.	664
WCQS	Alma,	Ga.	408	WDLG	Port Jervis,	N. Y.	544
WCRA	E'fingham,	Ill.	428	WDLP	Panama City,	Fla.	403
WCRB	Boston,	Mass.	470	WDMF	Buford,	Ga.	411
WCRE	Cheraw,	S. C.	601	WDMG	Douglas,	Ga.	413
WCRF	Springfield,	Vt.	642	WDMI	Marquette,	Mich.	484
WCRI	Scottsboro,	Ala.	357	WDNC	Durham,	N. C.	551
WCRK	Morristown,	Tenn.	613	WDNE	Elkins,	W. Va.	658
WCRL	Oneonta,	Ala.	356	WDNG	Anniston,	Ala.	351
WCRO	Johnstown,	Pa.	589	WDNT	Dayton,	Tenn.	608
WCRR	Corinth,	Miss.	493	WDOB	Canton,	Miss.	492
WCRS	Greenwood,	S. C.	603	WDCC	Prestonsburg,	Ky.	454
WCRT	Birmingham,	Ala.	352	WDOD	Chattanooga,	Tenn.	607
WCRV	Washington,	N. J.	519	WDOE	Dunkirk,	N. Y.	526
WCRW	Chicago,	Ill.	425	WDOG	Marine City,	Mich.	484
WCRY	Macon,	Ga.	414	WDOK	Cleveland,	Ohio	566
WCSC	Charleston,	S. C.	600	WDOL	Athens,	Ga.	408
WCSH	Portland,	Me.	465	WDON	Wheaton,	Md.	469
WCSE	Columbus,	Ind.	434	WDOR	Sturgeon Bay,	Wis.	667
WCSS	Amsterdam,	N. Y.	524	WDOS	Oneonta,	N. Y.	543
WCST	Berkeley Springs,	W. Va.	657	WDOT	Burlington,	Vt.	641

Station	City	State	Page	Station	City	State	Page
WDOV	Dover, Del.		393	WELL	Battle Creek, Mich.		477
WDQN	Du Quoin, Ill.		428	WELM	Elmira, N. Y.		526
WDRC	Hartford, Conn.		390	WELQ	Tupelo, Miss.		497
WDRF	Chester, Pa.		586	WELP	Easley, S. C.		602
WDSC	Dillon, S. C.		601	WELR	Roanoke, Ala.		357
WDSG	Dyersburg, Tenn.		609	WELS	Kinston, N. C.		555
WDSK	Cleveland, Miss.		493	WELY	Ely, Minn.		488
WDSM	Superior, Wis.		667	WEMB	Erwin, Tenn.		609
WDSP	De Funiac Springs, Fla.		396	WEMP	Milwaukee, Wis.		664
WDSR	Lake City, Fla.		399	WENA	Bayamon, P. R.		671
WDSU	New Orleans, La.		459	WENC	Whiteville, N. C.		560
WDUN	Gainesville, Ga.		413	WEND	Baton Rouge, La.		456
WDUX	Waupaca, Wis.		668	WENE	Binghamton, N. Y.		524
WDUZ	Green Bay, Wis.		663	WENK	Union City, Tenn.		615
WDVA	Danville, Va.		644	WENN	Birmingham, Ala.		352
WDVH	Gainesville, Fla.		397	WENO	Nashville, Tenn.		613
WDVL	Vineland, N. J.		519	WENT	Gloversville, N. Y.		527
WDVM	Pocomoke City, Md.		468	WENY	Elmira, N. Y.		526
WDWD	Dawson, Ga.		413	WEOA	Evansville, Ind.		434
WDWS	Champaign, Ill.		424	WEOK	Poughkeepsie, N. Y.		544
WDXB	Chattanooga, Tenn.		607	WEOL	Elyria-Lorain, Ohio		569
WDXE	Lawrenceburg, Tenn.		611	WEPG	So. Pittsburg, Tenn.		615
WDXI	Jackson, Tenn.		609	WEPM	Martinsburg, W. Va.		659
WDXL	Lexington, Tenn.		611	WERC	Erie, Pa.		588
WDXN	Clarksville, Tenn.		608	WERD	Atlanta, Ga.		409
WDXR	Paducah, Ky.		454	WERE	Cleveland, Ohio		566
WDZ	Decatur, Ill.		428	WERH	Hamilton, Ala.		354
WEAB	Greer, S. C.		603	WERI	Westerly, R. I.		599
WEAG	Alcoa, Tenn.		607	WESA	Charleroi, Pa.		586
WEAM	Arlington, Va.		642	WESB	Bradford, Pa.		585
WEAN	Providence, R. I.		598	WESC	Greenville, S. C.		602
WEAS	Decatur, Ga.		413	WESO	Southbridge-Webster, Mass.		474
WEAT	West Palm Beach, Fla.		407	WESR	Tasley, Va.		649
WEAU	Eau Claire, Wis.		662	WEST	Easton, Pa.		587
WEAV	Plattsburg, N. Y.		544	WESX	Salem, Mass.		474
WEAW	Evanston, Ill.		428	WESY	Leland-Greenville, Miss.		495
WEBB	Baltimore, Md.		467	WETB	Johnson City, Tenn.		610
WECB	Duluth, Minn.		488	WETC	Wendell-Zebulon, N. C.		560
WEBJ	Brewton, Ala.		352	WETO	Gadsden, Ala.		354
WEOB	Owego, N. Y.		543	WETU	Wetumpka, Ala.		358
WEBQ	Harrisburg, Ill.		429	WETZ	New Martinsville, W. Va.		660
WEBR	Buffalo, N. Y.		525	WEUP	Huntsville, Ala.		355
WEBY	Milton, Fla.		402	WEVA	Emporia, Va.		644
WECL	Eau Claire, Wis.		662	WEVD	New York, N. Y.		541
WEDC	Chicago, Ill.		425	WEVE	Eveleth, Minn.		488
WEDO	McKeesport, Pa.		590	WEW	St. Louis, Mo.		506
WEDR	Birmingham, Ala.		352	WEWO	Laurinburg, N. C.		555
WEEB	Southern Pines, N. C.		559	WEXL	Ferndale, Mich.		480
WEED	Rocky Mount, N. C.		558	WEYE	Sanford, N. C.		558
WEEL	Boston, Mass.		470	WEZB	Birmingham, Ala.		352
WEEK	Peoria, Ill.		431	WEZE	Boston, Mass.		471
WEEP	Pittsburgh, Pa.		594	WEZL	Richmond, Va.		647
WEER	Warrenton, Va.		650	WEZN	Elizabethtown, Pa.		587
WEEU	Reading, Pa.		595	WEZY	Cocoa, Fla.		395
WEEX	Easton, Pa.		587	WFAA	Dallas, Tex.		621
WEGO	Concord, N. C.		551	WFAH	Alliance, Ohio		563
WEHH	Elmira Heights-Horseheads, N.Y.		526	WFAI	Fayetteville, N.C.		552
WEIC	Charleston, Ill.		425	WFAK	Farrell, Pa.		588
WEIM	Fitchburg, Mass.		472	WFAS	White Plains, N. Y.		547
WEIR	Weirton, W. Va.		661	WFAU	Augusta, Me.		463
WEJL	Scranton, Pa.		595	WFAX	Falls Church, Va.		644
WEKR	Fayetteville, Tenn.		609	WFBC	Greenville, S. C.		602
WEKY	Richmond, Ky.		455	WFBB	Fernandina Beach, Fla.		397
WEKZ	Monroe, Wis.		666	WFBG	Altoona, Pa.		584
WELC	Welch, W. Va.		661	WFBL	Syracuse, N. Y.		546
WELD	Fisher, W. Va.		659	WFBM	Indianapolis, Ind.		435
WELI	New Haven, Conn.		391	WFBR	Baltimore, Md.		467
WELK	Charlottesville, Va.		643	WFBS	Ft. Walton Beach, Fla.		397

Station	City	State	Page	Station	City	State	Page
WFCR	Fairfax, Va.		644	WGAL	Lancaster, Pa.		589
WDFD	Flint, Mich.		480	WGAN	Portland, Me.		465
WFDR	Manchester, Ga.		415	WGAP	Maryville, Tenn.		611
WFEA	Manchester, N. H.		517	WGAR	Cleveland, Ohio		566
WFEB	Sylacauga, Ala.		357	WGAU	Athens, Ga.		409
WFEC	Miami, Fla.		400	WGAV	Amsterdam, N. Y.		524
WFGM	Fitchburg, Mass.		472	WGAW	Gardner, Mass.		472
WFGN	Gaffney, S. C.		602	WGAY	Silver Spring, Md.		469
WFHG	Bristol, Va.		643	WGBA	Columbus, Ga.		412
WFHK	Pell City, Ala.		356	WGBB	Freeport, N. Y.		526
WFHR	Wisconsin Rapids, Wis.		668	WGBF	Evansville, Ind.		434
WFIG	Sumter, S. C.		605	WGBG	Greensboro, N. C.		553
WFIL	Philadelphia, Pa.		591	WGBI	Scranton, Pa.		595
WFIN	Findlay, Ohio		569	WGBR	Goldsboro, N. C.		553
WFIS	Fountain Inn, S. C.		602	WGBS	Miami, Fla.		400
WFIW	Fairfield, Ill.		428	WGCB	Red Lion, Pa.		595
WFKN	Franklin, Ky.		450	WGCD	Chester, S. C.		601
WFKY	Frankfort, Ky.		450	WGCM	Gulfport, Miss.		494
WFLA	Tampa, Fla.		406	WGEA	Geneva, Ala.		354
WFLB	Fayetteville, N. C.		552	WGEE	Indianapolis, Ind.		435
WFLN	Philadelphia, Pa.		593	WGEM	Quincy, Ill.		432
WFO	Farmville, Va.		644	WGES	Chicago, Ill.		427
WFLR	Dundee, N. Y.		525	WGET	Gettysburg, Pa.		588
WFLW	Monticello, Ky.		453	WGEZ	Beloit, Wis.		662
WFMC	Goldsboro, N. C.		553	WGFS	Covington, Ga.		412
WFMD	Frederick, Md.		468	WGGA	Gainesville, Ga.		413
WFMH	Cullman, Ala.		353	WGGG	Gainesville, Fla.		398
WFMJ	Youngstown, Ohio		572	WGGH	Marion, Ill.		430
WFMO	Fairmont, N. C.		552	WGGO	Salamanca, N. Y.		545
WFMW	Madisonville, Ky.		452	WGH	Norfolk-Newport News, Va.		646
WFNC	Fayetteville, N. C.		552	WGHM	Skowhegan, Me.		466
WFNM	De Funiak Springs, Fla.		396	WGHN	Grand Haven, Mich.		481
WFNS	Burlington, N. C.		550	WGIG	Brunswick, Ga.		411
WFOB	Fostoria, Ohio		569	WGIL	Galesburg, Ill.		428
WFOM	Marietta, Ga.		415	WGIR	Manchester, N. H.		517
WFOR	Hattiesburg, Miss.		494	WGIW	Charlotte, N. C.		550
WFOX	Milwaukee, Wis.		664	WGKA	Atlanta, Ga.		409
WFOY	St. Augustine, Fla.		404	WGL	Ft. Wayne, Ind.		434
WFP	Ft. Payne, Ala.		354	WGLC	Centerville, Miss.		492
WFPG	Atlantic City, N. J.		517	WGLI	Babylon, N. Y.		524
WFPM	Fort Valley, Ga.		413	WGMA	Hollywood, Fla.		398
WFR	Hammond, La.		457	WGML	Hinesville, Ga.		414
WFR	Franklin, Pa.		588	WGMS	Washington, D. C.		393
WFR	Reidsville, N. C.		557	WGN	Chicago, Ill.		427
WFR	Freeport, Ill.		428	WGNC	Gastonia, N. C.		552
WFRM	Coudersport, Pa.		587	WGNI	Wilmington, N. C.		560
WFR	Fremont, Ohio		569	WGNS	Murfreesboro, Tenn.		613
WFRP	Savannah, Ga.		416	WGNV	Newburgh, N. Y.		528
WFRX	West Frankfort, Ill.		433	WGOA	Winter Garden, Fla.		408
WFSC	Franklin, N. C.		552	WGOL	Goldsboro, N. C.		553
WFST	Caribou, Me.		464	WGOR	Georgetown, Ky.		450
WFTC	Kinston, N. C.		555	WGOV	Valdosta, Ga.		418
WFTG	London, Ky.		452	WGPA	Bethlehem, Pa.		585
WFTL	Fort Lauderdale, Fla.		397	WGPC	Albany, Ga.		408
WFTM	Maysville, Ky.		453	WGR	Buffalo, N. Y.		525
WFR	Front Royal, Va.		644	WGRA	Cairo, Ga.		411
WFTW	Ft. Walton Beach, Fla.		397	WGRC	Louisville, Ky.		452
WFUL	Fulton, Ky.		450	WGRD	Grand Rapids, Mich.		481
WFUN	Huntsville, Ala.		355	WGRM	Greenwood, Miss.		493
WFR	Grand Rapids, Mich.		481	WGRO	Lake City, Fla.		399
WFVA	Fredericksburg, Va.		644	WGRV	Greeneville, Tenn.		609
WFG	Fuquay Springs, N. C.		552	WGRY	Gary, Ind.		435
WFYC	Alma, Mich.		477	WGSA	Ephrata, Pa.		587
WGAA	Cedartown, Ga.		411	WGSM	Huntington, N. Y.		527
WGAC	Augusta, Ga.		410	WGSR	Millen, Ga.		415
WGAD	Gadsden, Ala.		354	WGST	Atlanta, Ga.		409
WGAF	Valdosta, Ga.		418	WGSV	Guntersville, Ala.		354
WGAI	Elizabeth City, N. C.		552	WGSW	Greenwood, S. C.		603

Station	City	State	Page	Station	City	State	Page
WGTA	Summerville, Ga.		417	WHIR	Danville, Ky.		450
WGTC	Greenville, N. C.		554	WHIS	Bluefield, W. Va.		658
WGTL	Kannapolis, N. C.		555	WHIT	New Bern, N. C.		556
WGTM	Wilson, N. C.		560	WHYI	Orlando, Fla.		402
WGTN	Georgetown, S. C.		602	WHIZ	Zanesville, Ohio		572
WGTO	Cypress Gardens, Fla.		396	WHJB	Greensburg, Pa.		588
WGUS	North Augusta, S. C.		604	WHJC	Matewan, W. Va.		659
WGUY	Bangor, Me.		463	WHK	Cleveland, Ohio		566
WGVA	Geneva, N. Y.		527	WHKK	Akron, Ohio		563
WGVN	Greenville, Miss.		493	WHKP	Hendersonville, N. C.		554
WGWC	Selma, Ala.		357	WHKY	Hickory, N. C.		554
WGWR	Asheboro, N. C.		549	WHLB	Virginia, Minn.		491
WGY	Schenectady, N. Y.		545	WHLD	Niagara Falls, N. Y.		543
WGYV	Greenville, Ala.		354	WHLF	South Boston, Va.		649
WHAB	Baxley, Ga.		410	WHLI	Hempstead, N. Y.		527
WHAI	Greenfield, Mass.		472	WHLL	Wheeling, W. Va.		661
WHAK	Rogers City, Mich.		486	WHLM	Bloomsburg, Pa.		585
WHAL	Shelbyville, Tenn.		615	WHLN	Harlan, Ky.		451
WHAM	Rochester, N. Y.		545	WHLP	Centerville, Tenn.		607
WHAN	Charleston, S. C.		600	WHLS	Port Huron, Mich.		495
WHAP	Hopewell, Va.		645	WHLT	Huntington, Ind.		435
WHAR	Clarksburg, W. Va.		658	WFMA	Anniston, Ala.		351
WHAS	Louisville, Ky.		452	WHMI	Howell, Mich.		482
WHAT	Philadelphia, Pa.		593	WHMP	Northampton, Mass.		473
WHAV	Haverhill, Mass.		472	WHMS	Charleston, W. Va.		658
WHAW	Weston, W. Va.		661	WHNC	Henderson, N. C.		554
WHAY	New Britain, Conn.		390	WHNY	McComb, Miss.		495
WHB	Kansas City, Mo.		503	WHO	Des Moines, Iowa		441
WHBB	Selma, Ala.		357	WHOA	San Juan, P. R.		672
WHBC	Canton, Ohio		565	WHOC	Philadelphia, Pa.		497
WHBF	Rock Island, Ill.		432	WHOX	Lancaster, Ohio		569
WHBG	Harrisonburg, Va.		645	WHOL	Allentown, Pa.		583
WHBI	Newark, N. J.		518	WHOM	New York, N. Y.		531
WHBL	Sheboygan, Wis.		667	WHOO	Orlando, Fla.		402
WHBN	Harrodsburg, Ky.		451	WHOP	Hopkinsville, Ky.		451
WHBO	Tampa, Fla.		406	WHOS	Decatur, Ala.		353
WHBQ	Memphis, Tenn.		612	WHOT	Campbell, Ohio		563
WHBT	Harriman, Tenn.		609	WHOW	Clinton, Ill.		427
WHBU	Anderson, Ind.		433	WHP	Harrisburg, Pa.		588
WHBY	Appleton, Wis.		662	WHPB	Belton, S. C.		670
WHCC	Waynesville, N. C.		559	WHPE	High Point, N. C.		554
WHCO	Sparta, Ill.		432	WHRT	Hartselle, Ala.		355
WHCU	Ithaca, N. Y.		527	WHRV	Ann Arbor, Mich.		477
WHDF	Houghton, Mich.		482	WHSC	Hartsville, S. C.		603
WHDH	Boston, Mass.		470	WHSM	Hayward, Wis.		663
WHDL	Olean, N. Y.		543	WHSY	Hattiesburg, Miss.		494
WHDM	McKenzie, Tenn.		611	WHTB	Talladega, Ala.		357
WHEB	Portsmouth, N. H.		517	WHTC	Holland, Mich.		482
WHEC	Rochester, N. Y.		545	WHTG	Asbury Park, N. J.		517
WHED	Washington, N. C.		559	WHTN	Huntington, W. Va.		659
WHFE	Martinsville, Va.		645	WHUB	Cookeville, Tenn.		608
WHFN	Syracuse, N. Y.		546	WHUC	Hudson, N. Y.		527
WHFP	Foley, Ala.		354	WHUM	Reading, Pa.		595
WHFR	Memphis, Tenn.		612	WHUN	Huntingdon, Pa.		589
WHEY	Millington, Tenn.		612	WHVF	Wausau, Wis.		668
WHFB	Benton Harbor-St. Joseph, Mich.		477	WHVH	Henderson, N. C.		554
WHFC	Chicago, Ill.		427	WHVR	Hanover, Pa.		588
WHGB	Harrisburg, Pa.		588	WHWB	Rutland, Vt.		641
WHGR	Houghton Lake, Mich.		482	WHXY	Bogalusa, La.		457
WHHH	Warren, Ohio		571	WHYE	Roanoke, Va.		648
WHHM	Memphis, Tenn.		612	WHYL	Carlisle, Pa.		586
WHHY	Montgomery, Ala.		356	WHYN	Springfield, Mass.		474
WHIE	Griffin, Ga.		414	WHYS	Ocala, Fla.		402
WHIL	Medford-Boston, Mass.		473	WIAC	San Juan, P. R.		673
WHIM	Providence, R. I.		599	WIAM	Williamston, N. C.		560
WHIN	Gallatin, Tenn.		609	WIBA	Madison, Wis.		663
WHIO	Dayton, Ohio		568	WIBB	Macon, Ga.		414
WHIP	Mooresville, N. C.		556	WIBC	Indianapolis, Ind.		435

Station	City	State	Page	Station	City	State	Page
IBG	Philadelphia, Pa.		593	WIS	Columbia, S. C.		601
IPM	Jackson, Mich.		483	WISC	Madison, Wis.		664
IBR	Baton Rouge, La.		456	WISE	Asheville, N. C.		549
IBU	Poynette, Wis.		666	WIEH	Indianapolis, Ind.		436
IBV	Belleville, Ill.		424	WISK	St. Paul, Minn.		491
IBW	Topeka, Kan.		448	WISL	Shamokin, Pa.		596
IBX	Utica, N. Y.		547	WISN	Milwaukee, Wis.		665
ICA	Ashtabula, Ohio		563	WISO	Ponce, P. R.		671
ICC	Bridgeport, Conn.		389	WISP	Kinston, N. C.		555
ICE	Providence, R. I.		599	WISR	Butler, Pa.		586
ICH	Norwich, Conn.		391	WIST	Charlotte, N. C.		550
ICK	Scranton, Pa.		595	WISV	Viroqua, Wis.		668
ICO	Salisbury, Md.		469	WITA	San Juan, P. R.		673
ICU	Erie, Pa.		588	WITH	Baltimore, Md.		467
ICY	Malone, N. Y.		528	WITT	Lewisburg, Pa.		590
IDE	Biddeford, Me.		464	WITY	Danville, Ill.		427
IEL	Elizabethtown, Ky.		450	WIIZ	Jasper, Ind.		436
IFM	Elkin, N. C.		552	WIVI	Christiansted, V. I.		673
IGM	Medford, Wis.		664	WIVK	Knoxville, Tenn.		610
IIN	Atlanta, Ga.		409	WIVY	Jacksonville, Fla.		398
IKB	Iron River, Mich.		483	WIZE	Springfield, Ohio		571
IKC	Bogalusa, La.		457	WIZZ	Streator, Ill.		433
IKE	Newport, Va.		641	WJAC	Johnstown, Pa.		589
IKY	Evansville, Ind.		434	WJAG	Norfolk, Neb.		512
IL	St. Louis, Mo.		506	WJAK	Jackson, Tenn.		609
ILA	Danville, Va.		643	WJAM	Marion, Ala.		355
ILD	Boston, Mass.		470	WJAR	Providence, R. I.		559
ILE	Cambridge, Ohio		563	WJAT	Swainsboro, Ga.		417
ILI	Williamantic, Conn.		392	WJAX	Jacksonville, Fla.		398
ILK	Wilkes-Barre, Pa.		597	WJAY	Mullins, S. C.		604
ILM	Wilmington, Del.		393	WJAZ	Albany, Ga.		408
ILO	Frankfort, Ind.		435	WJBB	Haleyville, Ala.		354
ILS	Lansing, Mich.		484	WJBC	Bloomington, Ill.		424
ILZ	St. Petersburg Beach, Fla.		404	WJBD	Salem, Ill.		432
IMA	Lima, Ohio		569	WJBK	Detroit, Mich.		479
IMO	Winder, Ga.		418	WJBL	Holland, Mich.		482
IMS	Michigan City, Ind.		437	WJBO	Baton Rouge, La.		457
INA	Charlottesville, Va.		643	WJBS	DeLand, Fla.		396
INC	Winchester, Va.		650	WJBW	New Orleans, La.		459
IND	Chicago, Ill.		427	WJCD	Seymour, Ind.		438
INE	Buffalo, N. Y.		525	WJCM	Sebring, Fla.		405
INF	Manchester, Conn.		390	WJDA	Quincy, Mass.		474
ING	Dayton, Ohio		568	WJDB	Thomasville, Ala.		358
INI	Murphysboro, Ill.		431	WJDX	Jackson, Miss.		494
INK	Fort Myers, Fla.		397	WJDY	Salisbury, Md.		469
INN	Louisville, Ky.		452	WJEF	Grand Rapids, Mich.		481
INR	Binghamton, N. Y.		524	WJEH	Gallipolis, Ohio		569
INS	New York, N. Y.		533	WJEJ	Hagerstown, Md.		468
INT	Winter Haven, Fla.		408	WJEM	Valdosta, Ga.		418
INX	Rockville, Md.		468	WJER	Dover, Ohio		568
INZ	Miami, Fla.		400	WJET	Erie, Pa.		588
IOD	Sanford, Fla.		405	WJHB	Talladega, Ala.		358
ION	Ionia, Mich.		483	WJHL	Johnson City, Tenn.		610
IOS	Tawas City, Mich.		486	WJHO	Opelika, Ala.		356
IOU	Kokomo, Ind.		436	WIIG	Tullahoma, Tenn.		615
IP	Philadelphia, Pa.		593	WJIM	Lansing, Mich.		484
IPA	Annapolis, Md.		466	WJIV	Savannah, Ga.		416
IPC	Lake Wales, Fla.		399	WJJC	Commerce, Ga.		412
IPS	Ticonderoga, N. Y.		547	WJJD	Chicago, Ill.		427
IRA	Fort Pierce, Fla.		397	WJIL	Niagara Falls, N. Y.		543
IRB	Enterprise, Ala.		353	WJJM	Lewisburg, Tenn.		611
IRC	Hickory, N. C.		554	WJLB	Detroit, Mich.		479
IRE	Indianapolis, Ind.		436	WJLD	Birmingham, Ala.		352
IRJ	Humboldt, Tenn.		609	WJLK	Asbury Park, N. J.		517
IRK	West Palm Beach, Fla.		407	WJLS	Beckley, W. Va.		657
IRL	Peoria, Ill.		431	WJMA	Orange, Va.		647
IRO	Ironton, Ohio		569	WJMB	Brookhaven, Miss.		492
IRY	Plattsburg, N. Y.		544	WJMC	Rice Lake, Wis.		667

Station	City	State	Page	Station	City	State	Page
WJMJ	Philadelphia,	Pa.	593	WKHM	Jackson,	Mich.	484
WJMO	Cleveland,	Ohio	567	WKIC	Hazard,	Ky.	451
WJMR	New Orleans,	La.	460	WKID	Champaign-Urbana,	Ill.	425
WJMS	Ironwood,	Mich.	483	WKIK	Leonardtown,	Md.	468
WJMW	Athens,	Ala.	351	WKIN	Kingsport,	Tenn.	610
WJMX	Florence,	S. C.	602	WKIP	Poughkeepsie,	N. Y.	544
WJNC	Jacksonville,	N. C.	554	WKIS	Orlando,	Fla.	402
WJNO	West Palm Beach,	Fla.	407	WKIT	Garden City,	N. Y.	526
WJOB	Hammond,	Ind.	435	WKIX	Raleigh,	N. C.	557
WJOC	Jamestown,	N. Y.	527	WKJB	Mayaguez,	P. R.	671
WJOE	Ward Ridge,	Fla.	407	WKJG	Ft. Wayne,	Ind.	435
WJOI	Florence,	Ala.	354	WKKO	Cocoa,	Fla.	395
WJOL	Joliet,	Ill.	429	WKKS	Vanceburg,	Ky.	455
WJON	St. Cloud,	Minn.	490	WKLA	Ludington,	Mich.	484
WJOT	Lake City,	S. C.	603	WKLC	St. Albans,	W. Va.	661
WJOY	Burlington,	Vt.	641	WKLE	Washington,	Ga.	418
WJPA	Washington,	Pa.	597	WKLF	Clanton,	Ala.	352
WJPD	Ishpeming,	Mich.	483	WKLK	Cloquet,	Minn.	487
WJPF	Herrin,	Ill.	429	WKLM	Wilmington,	N. C.	560
WJPG	Green Bay,	Wis.	663	WKLO	Louisville,	Ky.	452
WJPR	Greenville,	Miss.	493	WKLV	Blackstone,	Va.	643
WJPS	Evansville,	Ind.	434	WKLX	Paris,	Ky.	454
WJQS	Jackson,	Miss.	494	WKLY	Hartwell,	Ga.	414
WJR	Detroit,	Mich.	480	WKLZ	Kalamazoo,	Mich.	484
WJRD	Tuscaloosa,	Ala.	358	WKMC	Roaring Spring,	Pa.	595
WJRI	Lenoir,	N. C.	555	WKMF	Flint,	Mich.	480
WJSB	Crestview,	Fla.	396	WKMH	Detroit-Dearborn,	Mich.	479
WJTN	Jamestown,	N. Y.	528	WKMI	Kalamazoo,	Mich.	484
WJUN	Mexico,	Pa.	591	WKMT	Kings Mountain,	N. C.	555
WJVA	South Bend,	Ind.	438	WKNB	New Britain,	Conn.	391
WJW	Cleveland,	Ohio	567	WKNE	Keene,	N. H.	516
WJWL	Georgetown,	Del.	393	WKNX	Saginaw,	Mich.	486
WJWS	South Hill,	Va.	649	WKNY	Kingston,	N. Y.	528
WJXN	Jackson,	Miss.	495	WKOA	Hopkinsville,	Ky.	451
WJZM	Clarksville,	Tenn.	608	WKOK	Sunbury,	Pa.	596
WKAB	Mobile,	Ala.	355	WKOP	Binghamton,	N. Y.	525
WKAI	Macomb,	Ill.	430	WKOV	Wellston,	Ohio	571
WKAL	Rome,	N. Y.	545	WKOW	Madison,	Wis.	664
WKAM	Goshen,	Ind.	435	WKOX	Framingham,	Mass.	472
WKAN	Kankakee,	Ill.	429	WKOY	Bluefield,	W. Va.	658
WKAP	Allentown,	Pa.	584	WKOZ	Kosciusko,	Miss.	495
WKAQ	Santurce,	P. R.	673	WKPA	New Kensington,	Pa.	591
WKAT	Miami Beach,	Fla.	401	WKPT	Kingsport,	Tenn.	610
WKAY	Glasgow,	Ky.	450	WKRC	Cincinnati,	Ohio	565
WKAZ	Charleston,	W. Va.	658	WKRG	Mobile,	Ala.	355
WKBC	North Wilkesboro,	N. C.	557	WKRR	Murphy,	N. C.	556
WKBH	La Crosse,	Wis.	663	WKRM	Columbia,	Tenn.	608
WKBI	St. Marys,	Pa.	595	WKRO	Cairo,	Ill.	424
WKBJ	Milan,	Tenn.	613	WKRS	Waukegan,	Ill.	433
WKBK	Covington,	Tenn.	608	WKRT	Cortland,	N. Y.	526
WKBN	Youngstown,	Ohio	572	WKRZ	Oil City,	Pa.	591
WKBO	Harrisburg,	Pa.	589	WKSB	Milford,	Del.	393
WKBR	Manchester,	N. H.	517	WKSR	Pulaski,	Tenn.	614
WKBV	Richmond,	Ind.	438	WKST	New Castle,	Pa.	591
WKBW	Buffalo,	N. Y.	525	WKTC	Charlotte,	N. C.	551
WKBZ	Muskegon,	Mich.	485	WKTF	Warrenton,	Va.	650
WKCB	Berlin,	N. H.	516	WKTG	Thomasville,	Ga.	417
WKCT	Bowling Green,	Ky.	449	WKTL	Sheboygan,	Wis.	667
WKDA	Nashville,	Tenn.	613	WKTO	South Paris,	Me.	466
WKDK	Newberry,	S. C.	604	WKTX	Atlantic Beach,	Fla.	395
WKDL	Clarksdale,	Miss.	492	WKTY	La Crosse,	Wis.	663
WKDN	Camden,	N. J.	518	WKUL	Cullman,	Ala.	353
WKDX	Hamlet,	N. C.	554	WKVA	Lewistown,	Pa.	590
WKEI	Kewanee,	Ill.	429	WKVM	San Juan,	P. R.	673
WKEN	Dover,	Del.	393	WKWF	Key West,	Fla.	399
WKEU	Griffin,	Ga.	414	WKWK	Wheeling,	W. Va.	661
WKEY	Covington,	Va.	643	WKXL	Concord,	N. H.	516
WKGN	Knoxville,	Tenn.	610	WKXV	Knoxville,	Tenn.	610

Station	City	State	Page
KXY	Sarasota, Fla.		405
KY	Oklahoma City, Okla.		575
KYB	Paducah, Ky.		454
KYR	Keyser, W. Va.		659
KYW	Louisville, Ky.		452
KZO	Kalamazoo, Mich.		484
LAB	Gainesville, Ga.		414
LAC	Nashville, Tenn.		613
LAD	Danbury, Conn.		390
LAF	Lafollette, Tenn.		611
LAG	La Grange, Ga.		414
LAK	Lakeland, Fla.		399
LAM	Lewiston, Me.		465
LAN	Lancaster, Pa.		590
LAP	Lexington, Ky.		451
LAQ	Rome, Ga.		416
LAR	Athens, Tenn.		607
LAS	Jacksonville, N. C.		554
LAT	Conway, S. C.		601
LAU	Laurel, Miss.		495
LAV	Grand Rapids, Mich.		482
LAY	Muscle Shoals, Ala.		356
LBB	Carrollton, Ga.		411
LBC	Muncie, Ind.		437
LBE	Leesburg, Fla.		400
LBG	Laurens, S. C.		603
LBH	Mattoon, Ill.		430
LBJ	Bowling Green, Ky.		449
LBK	De Kalb, Ill.		428
LBN	Lebanon, Ky.		451
LBR	Lebanon, Pa.		590
LBS	Birmingham, Ala.		352
LBZ	Bangor, Me.		463
LCK	Scottsville, Ky.		455
LCM	Lancaster, S. C.		603
LCO	Eustis, Fla.		397
LCS	Baton Rouge, La.		457
L CX	La Cross, Wis.		663
LDB	Atlantic City, N. J.		518
LDS	Jacksonville, Ill.		429
LDY	Ladysmith, Wis.		663
LEA	Hornell, N. Y.		527
LEC	Sandusky, Ohio		571
LEE	Richmond, Va.		648
LEM	Emporium, Pa.		587
LEO	Ponce, P. R.		672
LET	Toccoa, Ga.		417
LEU	Erie, Pa.		588
LEW	Bad Axe, Mich.		477
LFA	Lafayette, Ga.		414
LFH	Little Falls, N. Y.		528
LIB	New York, N. Y.		535
LII	Newport, Tenn.		614
LIL	Lenoir City, Tenn.		611
LIP	Kenosha, Wis.		663
LIS	Old Saybrook, Conn.		391
LIV	Livingston, Tenn.		611
LLH	Lowell-Lawrence, Mass.		473
LLY	Richmond, Va.		647
LMJ	Jackson, Ohio		569
LNA	Peekskill, N. Y.		544
LNH	Laconia, N. H.		517
LOA	Braddock, Pa.		585
LOB	Portland, Me.		465
LCC	Munfordville, Ky.		453
LOE	Leaksville, N. C.		555
LOF	Orlando, Fla.		403
LOG	Logan, W. Va.		659
LOH	Princeton, W. Va.		660

Station	City	State	Page
WLOI	La Porte, Ind.		436
WLOK	Memphis, Tenn.		612
WLOL	Minneapolis, Minn.		489
WLON	Lincolnton, N. C.		555
WLOS	Asheville, N. C.		549
WLOU	Louisville, Ky.		452
WLOW	Norfolk, Va.		646
WLOX	Biloxi-Gulfport, Miss.		492
WLPM	Suffolk, Va.		649
WLPO	La Salle, Ill.		429
WLRP	New Albany, Ind.		437
WLS	Chicago, Ill.		427
WLSC	Leesville, S. C.		603
WLSD	Big Stone Gap, Va.		642
WLSE	Wallace, N. C.		559
WLSH	Lansford, Pa.		590
WLSI	Pikeville, Ky.		454
WLSM	Louisville, Miss.		496
WLSV	Wellsville, N. Y.		549
WLTC	Gastonia, N. C.		552
WLVA	Lynchburg, Va.		645
WLW	Cincinnati, Ohio		565
WLYC	Williamsport, Pa.		597
WLYN	Lynn, Mass.		473
WMAB	Munising, Mich.		485
WMAF	Madison, Fla.		400
WMAG	Forrest, Miss.		493
WMAJ	State College, Pa.		596
WMAK	Nashville, Tenn.		613
WMAL	Washington, D. C.		394
WMAM	Marinette, Wis.		664
WMAN	Mansfield, Ohio		570
WMAP	Monroe, N. C.		556
WMAQ	Chicago, Ill.		427
WMAS	Springfield, Mass.		474
WMAX	Grand Rapids, Mich.		482
WMAY	Springfield, Ill.		433
WMAZ	Macon, Ga.		415
WMBA	Ambridge, Pa.		585
WMBC	Macon, Miss.		496
WMBD	Peoria, Ill.		431
WMBG	Richmond, Va.		647
WMBH	Joplin, Mo.		503
WMBL	Morehead City, N. C.		556
WMBM	Miami Beach, Fla.		401
WMBN	Petoskey, Mich.		485
WMBO	Auburn, N. Y.		524
WMBR	Jacksonville, Fla.		398
WMBS	Uniontown, Pa.		596
WMC	Memphis, Tenn.		612
WMCA	New York, N. Y.		537
WMCD	Welch, W. Va.		661
WMCH	Church Hill, Tenn.		608
WMCK	McKeesport, Pa.		590
WMCP	Columbia, Tenn.		608
WMCW	Harvard, Ill.		429
WMDC	Hazlehurst, Miss.		494
WMDD	Fajardo, P. R.		671
WMDF	Mount Dora, Fla.		402
WMDN	Midland, Mich.		484
WMEG	Eau Gallie, Fla.		397
WMEN	Tallahassee, Fla.		405
WMET	Miami Beach, Fla.		401
WMEV	Marion, Va.		645
WMEX	Boston, Mass.		470
WMFC	Monroeville, Ala.		356
WMFD	Wilmington, N. C.		560
WMFG	Hibbing, Minn.		488

Ap News Is Preferred...

... by **Stations** . . . *because it adds both profits and prestige.*

... by **Sponsors** . . . *because it insures a day-to-day association with quality.*

... by **Listeners** . . . *because it is dependable as well as interesting.*

Ap
Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

Station	City	State	Page
WMFJ	Daytona Beach, Fla.		396
WMFR	High Point, N. C.		554
WMFS	Chattanooga, Tenn.		608
WMFT	Terre Haute, Ind.		439
WMGA	Moultrie, Ga.		415
WMGM	New York, N. Y.		539
WMGR	Bainbridge, Ga.		410
WMGW	Meadville, Pa.		591
WMGY	Montgomery, Ala.		356
WMIA	Arecibo, P. R.		671
WMIC	Monroe, Mich.		485
WMID	Atlantic City, N. J.		518
WMIE	Miami, Fla.		400
WMIK	Middlesboro, Ky.		453
WMIL	Milwaukee, Wis.		665
WMIN	St. Paul, Minn.		491
WMIQ	Iron Mountain, Mich.		483
WMIS	Natchez, Miss.		496
WMIX	Mt. Vernon, Ill.		431
WMJM	Cordele, Ga.		412
WMLF	Pineville, Ky.		454
WMLS	Sylacauga, Ala.		357
WMLT	Dublin, Ga.		413
WMMA	Miami, Fla.		401
WMMB	Melbourne, Fla.		400
WMMH	Marshall, N. C.		556
WMMN	Westport, Conn.		392
WMMN	Fairmont, W. Va.		659
WMMS	Bath, Me.		464
WMMT	McMinnville, Tenn.		612
WMMW	Meriden, Conn.		390
WMNA	Gretna, Va.		644
WMNB	New Bedford, Mass.		473
WMNC	Morgantown, N. C.		556
WMNE	Menomonie, Wis.		664
WMNF	Richwood, W. Va.		660
WMNI	Columbus, Ohio		568
WMNS	Clean, N. Y.		543
WMOA	Marietta, Ohio		570
WMOD	Moundsville, W. Va.		660
WMOG	Brunswick, Ga.		411
WMOH	Hamilton, Ohio		569
WMOK	Metropolis, Ill.		430
WMON	Montgomery, W. Va.		659
WMOP	Ocala, Fla.		402
WMOR	Morehead, Ky.		453
WMOV	Ravenswood, W. Va.		660
WMOX	Meridian, Miss.		496
WMOZ	Mobile, Ala.		356
WMPA	Aberdeen, Miss.		492
WMPL	Hancock, Mich.		482
WMPM	Smithfield, N. C.		558
WMPS	Memphis, Tenn.		612
WMPT	South Williamsport, Pa.		596
WMRB	Greenville, S. C.		602
WMRC	Milford, Mass.		473
WMRE	Monroe, Ga.		415
WMRF	Lewistown, Pa.		590
WMRI	Marion, Ind.		437
WMRN	Marion, Ohio		570
WMRO	Aurora, Ill.		424
WMRP	Flint, Mich.		480
WMSA	Massena, N. Y.		528
WMSC	Columbia, S. C.		601
WM3J	Sylva, N. C.		559
WMSL	Decatur, Ala.		353
WMSN	Raleigh, N. C.		557
WMSR	Manchester, Tenn.		611

Station	City	State	Page
WMST	Mt. Sterling, Ky.		453
WMT	Cedar Rapids, Iowa		440
WMTA	Central City, Ky.		449
WMTB	Vanleve, Ky.		455
WMTD	Manistee, Mich.		484
WMTL	Leitchfield, Ky.		451
WMTM	Moultrie, Ga.		415
WMTN	Morristown, Tenn.		613
WMTR	Morristown, N. J.		518
WMTS	Murfreesboro, Tenn.		613
WMUS	Muskegon, Mich.		485
WMUU	Greenville, S. C.		602
WMVA	Martinsville, Va.		645
WMVB	Millville, N. J.		518
WMVG	Milledgeville, Ga.		415
WMVO	Mt. Vernon, Ohio		570
WMYB	Myrtle Beach, S. C.		604
WMYN	Madison, N. C.		556
WMYR	Ft. Myers, Fla.		397
WNAB	Bridgeport, Conn.		389
WNAC	Boston, Mass.		471
WNAE	Warren, Pa.		597
WNAG	Grenada, Miss.		494
WNAH	Nashville, Tenn.		613
WNAK	Wilkes-Barre, Pa.		597
WNAM	Neeah, Wis.		666
WNAR	Norristown, Pa.		591
WNAT	Natchez, Miss.		496
WNAU	New Albany, Miss.		496
WNAV	Annapolis, Md.		466
WNAX	Yamton, S. D.		607
WNBF	Binghamton, N. Y.		525
WNBH	New Bedford, Mass.		473
WNBP	Newburyport, Mass.		473
WNBS	Murray, Ky.		453
WNBT	Wellsboro, Pa.		597
WNBZ	Saranac Lake, N. Y.		545
WNCA	Silver City, N. C.		558
WNCC	Barnsboro, Pa.		585
WNCO	Ashland, Ohio		563
WNDB	Daytona Beach, Fla.		396
WNDR	Syracuse, N. Y.		546
WNDU	South Bend, Ind.		438
WNEB	Worcester, Mass.		475
WNEG	Toccoa, Ga.		417
WNEL	Caguas, P. R.		671
WNER	Live Oak, Fla.		400
WNES	Central City, Ky.		449
WNEW	New York, N. Y.		541
WNEX	Macon, Ga.		415
WNGO	Mayfield, Ky.		453
WNHC	New Haven, Conn.		391
WNIA	Buffalo, N. Y.		525
WNIL	Niles, Mich.		485
WNJR	Newark, N. J.		518
WNKY	Neon, Ky.		453
WNLA	Indianola, Miss.		494
WNLC	New London, Conn.		391
WNLK	Norwalk, Conn.		391
WNMP	Evanston, Ill.		428
WNNC	Newton, N. C.		557
WNNJ	Newton, N. J.		519
WNNT	Warsaw, Va.		650
WNOR	New Orleans, La.		460
WNOG	Naples, Fla.		402
WNOK	Columbia, S. C.		601
WNOP	Newport, Ky.		453
WNOR	Norfolk, Va.		646

Station	City	State	Page	Station	City	State	Page
WNOS	— High Point,	N. C.	554	WPAC	— Patchogue,	N. Y.	544
WNOW	— York,	Pa.	598	WPAD	— Paducah,	Ky.	454
WNOX	— Knoxville,	Tenn.	610	WPAG	— Ann Arbor,	Mich.	477
WNPT	— Tuscaloosa,	Ala.	358	WPAL	— Charleston,	S. C.	600
WNRG	— Grundy,	Va.	644	WPAM	— Pottsville,	Pa.	594
WNRI	— Woonsocket,	R. I.	599	WPAQ	— Mt. Airy,	N. C.	556
WNRV	— Narrows,	Va.	660	WPAR	— Parkersburg,	W. Va.	660
WNSL	— Laurel,	Miss.	495	WPAT	— Paterson,	N. J.	519
WNSM	— Valparaiso,	Fla.	407	WPAW	— Pawtucket,	R. I.	598
WNTA	— Newark,	N. J.	518	WPAX	— Thomasville,	Ga.	417
WNVA	— Norton,	Va.	646	WPAY	— Portsmouth,	Ohio	570
WNXT	— Portsmouth,	Ohio	570	WPAY	— Portsmouth,	Ohio	570
WOAI	— San Antonio,	Tex.	635	WPB	— Pottstown,	Pa.	594
WOAP	— Owosso,	Mich.	485	WPBB	— Jackson,	Ala.	355
WOAY	— Oak Hill,	W. Va.	660	WPBC	— Minneapolis,	Minn.	489
WOBS	— Jacksonville,	Fla.	398	WPCC	— Clinton,	S. C.	601
WOBT	— Rhinelander,	Wis.	667	WPCF	— Panama City,	Fla.	403
WOC	— Davenport,	Iowa	441	WPCO	— Mount Vernon,	Ind.	437
WOCB	— West Yarmouth,	Mass.	475	WPCT	— Putnam,	Conn.	392
WOCH	— North Vernon,	Ind.	438	WPDM	— Potsdam,	N. Y.	544
WOHI	— East Liverpool,	Ohio	569	WPDQ	— Jacksonville,	Fla.	398
WOHO	— Toledo,	Ohio	571	WPR	— Portage,	Wis.	666
WOHP	— Bellefontaine,	Ohio	563	WPDX	— Clarksburg,	W. Va.	658
WOHS	— Shelby,	N. C.	558	WPEG	— Jacksonville,	Fla.	398
WOIA	— Saline,	Mich.	486	WPEL	— Montrose,	Pa.	591
WOIC	— Columbia,	S. C.	601	WPEN	— Philadelphia,	Pa.	593
WOKE	— Oak Ridge,	Tenn.	614	WPEO	— Peoria,	Ill.	432
WOKJ	— Jackson,	Miss.	495	WPEP	— Taunton,	Mass.	475
WOKK	— Meridian,	Miss.	496	WPET	— Greensboro,	N. C.	554
WOKO	— Albany,	N. Y.	524	WPFA	— Pensacola,	Fla.	404
WOKY	— Milwaukee,	Wis.	665	WPFB	— Middletown,	Ohio	570
WOKZ	— Alton,	Ill.	424	WPF	— Darlington,	S. C.	601
WOL	— Washington,	D. C.	394	WPF	— Park Falls,	Wis.	666
WOLF	— Syracuse,	N. Y.	547	WPGC	— Washington,	D. C.	394
WOLS	— Florence,	S. C.	602	WPGW	— Portland,	Ind.	438
WOMI	— Owensboro,	Ky.	453	WPHB	— Philipsburg,	Pa.	593
WOMT	— Manitowoc,	Wis.	664	WPIC	— Sharon,	Pa.	596
WOND	— Pleasantville,	N. J.	519	WPID	— Piedmont,	Ala.	357
WONE	— Dayton,	Ohio	568	WPIK	— Alexandria,	Va.	642
WONG	— Oneida,	N. Y.	543	WPIN	— St. Petersburg,	Fla.	404
WONN	— Lakeland,	Fla.	399	WPIT	— Pittsburgh,	Pa.	594
WONW	— Defiance,	Ohio	568	WPKE	— Pikeville,	Ky.	454
WOOD	— Grand Rapids,	Mich.	482	WPKO	— Waverly,	Ohio	571
WOOF	— Dothan,	Ala.	353	WPKY	— Princeton,	Ky.	454
WOOK	— Washington,	D. C.	394	WPLA	— Plant City,	Fla.	404
WOOO	— DeLand,	Fla.	396	WPLH	— Huntington,	W. Va.	659
WOPA	— Oak Park,	Ill.	431	WPLM	— Plymouth,	Mass.	474
WOPI	— Bristol,	Tenn.	607	WPLY	— Plymouth,	Wis.	666
WOR	— New York,	N. Y.	539	WPME	— Punxsutawney,	Pa.	594
WORA	— Mayaguez,	P. R.	671	WPMP	— Pascagoula,	Miss.	497
WORC	— Worcester,	Mass.	475	WPNC	— Plymouth,	N. C.	557
WORD	— Spartanburg,	S. C.	604	WPNF	— Brevard,	N. C.	550
WORK	— York,	Pa.	598	WPNX	— Phenix City,	Ala.	357
WORL	— Boston,	Mass.	471	WPOM	— Pompano Beach,	Fla.	404
WORM	— Savannah,	Tenn.	614	WPON	— Pontiac,	Mich.	485
WORX	— Madison,	Ind.	437	WP	— Hartford,	Conn.	390
WOSA	— Wausau,	Wis.	668	WPOR	— Portland,	Me.	465
WOSC	— Fulton,	N. Y.	526	WPOW	— New York,	N. Y.	541
WOSH	— Oshkosh,	Wis.	666	WPPA	— Pottsville,	Pa.	594
WOTR	— Corry,	Pa.	587	WPRA	— Mayaguez,	P. R.	671
WOTW	— Nashua,	N. H.	517	WPRC	— Lincoln,	Ill.	429
WOV	— New York,	N. Y.	541	WPRE	— Prairie Du Chien,	Wis.	666
WOW	— Omaha,	Neb.	513	WPRO	— Providence,	R. I.	598
WOWL	— Florence,	Ala.	354	WPRP	— Ponce,	P. R.	672
WOWO	— Ft. Wayne,	Ind.	435	WPRS	— Paris,	Ill.	431
WOXF	— Oxford,	N. C.	557	WPR	— Prestonsburg,	Ky.	454
WOZK	— Ozark,	Ala.	356	WPRY	— Manassas,	Va.	645
WPAB	— Ponce,	P. R.	672	WPRY	— Perry,	Fla.	404
				WPTF	— Raleigh,	N. C.	557

Station	City	State	Page	Station	City	State	Page
WPTR	Albany, N. Y.		523	WRKH	Rockwood, Tenn.		614
WPTS	Pittston, Pa.		594	WRLD	West Point, Ga.		418
WPTW	Piqua, Ohio		570	WRMA	Montgomery, Ala.		356
WPTX	Lexington Park, Md.		468	WRMF	Titusville, Fla.		407
WPUV	Pulaski, Va.		647	WRMN	Elgin, Ill.		428
WPVA	Petersburg, Va.		647	WRNB	New Bern, N. C.		556
WPVL	Painesville, Ohio		570	WRNL	Richmond, Va.		647
WQAM	Miami, Fla.		401	WROA	Gulport, Miss.		494
WQBC	Vicksburg, Miss.		497	WROB	West Point, Miss.		497
WQIC	Meridian, Miss.		496	WROD	Daytona Beach, Fla.		396
WQIK	Jacksonville, Fla.		398	WROK	Rockford, Ill.		432
WQOK	Greenville, S. C.		602	WROM	Rome, Ga.		416
WQSN	Charleston, S. C.		601	WRON	Ronceverte, W. Va.		661
WQUA	Moline, Ill.		430	WROS	Scottsboro, Ala.		357
WQUB	Galesburg, Ill.		429	WROV	Roanoke, Va.		649
WQXI	Atlanta, Ga.		409	WROW	Albany, N. Y.		523
WQXQ	Ormond Beach, Fla.		403	WROX	Clarksdale, Miss.		492
WQXR	New York, N. Y.		543	WROY	Carmi, Ill.		424
WQXT	Palm Beach, Fla.		403	WRPB	Warner Robbins, Ga.		418
WRAC	Racine, Wis.		666	WRR	Dallas, Tex.		622
WRAD	Radford, Va.		647	WRRF	Washington, N. C.		559
WRAG	Carrollton, Ala.		352	WRRR	Rockford, Ill.		432
WRAJ	Anna, Ill.		424	WRRZ	Clinton, N. C.		551
WRAK	WilliamSPORT, Pa.		597	WRSa	Saratoga Springs, N. Y.		545
WRAL	Raleigh, N. C.		557	WRSW	Warsaw, Ind.		439
WRAM	Monmouth, Ill.		431	WRTA	Altoona, Pa.		584
WRAP	Norfolk, Va.		646	WRUF	Gainesville, Fla.		398
WRAW	Reading, Pa.		595	WRUM	Rumford, Me.		465
WRAY	Princeton, Ind.		438	WRUN	Utica, N. Y.		547
WRBC	Jackson, Miss.		495	WRUS	Russellville, Ky.		455
WRBL	Columbus, Ga.		412	WRVA	Richmond, Va.		648
WRBS	Tuscaloosa, Ala.		358	WRVK	Renfro Valley, Ky.		454
WRC	Washington, D. C.		394	WRVM	Rochester, N. Y.		545
WRCA	New York, N. Y.		541	WRWB	Kissimmee, Fla.		399
WRCD	Dalton, Ga.		412	WRWJ	Selma, Ala.		357
WRCO	Richland Center, Wis.		667	WRXO	Roxboro, N. C.		558
WRCS	Ahoscie, N. C.		549	WSAC	Ft. Knox, Ky.		450
WRCV	Philadelphia, Pa.		593	WSAI	Cincinnati, Ohio		565
WRDB	Reedsburg, Wis.		666	WSAL	Logansport, Ind.		437
WRDO	Augusta, Me.		463	WSAM	Saginaw, Mich.		486
WRDW	Augusta, Ga.		410	WSAN	Allentown, Pa.		584
WREB	Holyoke, Mass.		472	WSAR	Fall River, Mass.		472
WREC	Memphis, Tenn.		612	WSAT	Salisbury, N. C.		558
WREL	Lexington, Va.		645	WSAU	Wausau, Wis.		668
WREM	Remsen, N. Y.		544	WSAV	Savannah, Ga.		416
WREN	Topeka, Kan.		448	WSAY	Rochester, N. Y.		545
WREV	Reidsville, N. C.		557	WSAZ	Huntington, W. Va.		659
WRFB	Tallahassee, Fla.		405	WSB	Atlanta, Ga.		409
WRFC	Athens, Ga.		409	WSBA	York, Pa.		598
WRFD	Worthington, Ohio		572	WSBB	New Smyrna Beach, Fla.		402
WRFS	Alexander City, Ala.		351	WSBC	Chicago, Ill.		427
WRGA	Rome, Ga.		416	WSBS	Great Barrington, Mass.		472
WRGR	Starke, Fla.		405	WSBT	South Bend, Ind.		438
WRGS	Rogersville, Tenn.		614	WSCR	Scranton, Pa.		596
WRHC	Jacksonville, Fla.		399	WSDB	Homestead, Fla.		398
WRHI	Rock Hill, S. C.		604	WSDR	Sterling, Ill.		433
WRIB	Providence, R. I.		598	WSEN	Baldwinsville, N. Y.		524
WRIC	Richlands, Va.		647	WSEV	Sevierville, Tenn.		615
WRIG	Wausau, Wis.		668	WSFB	Quitman, Ga.		416
WRIM	Pahokee, Fla.		403	WSFC	Somerset, Ky.		455
WRIO	Rio Piedras, P. R.		672	WSFT	Thomaston, Ga.		417
WRIP	Rossville, Ga.		416	WSGA	Savannah, Ga.		416
WRIS	Roanoke, Va.		649	WSGC	Elberton, Ga.		413
WRIT	Milwaukee, Wis.		665	WSGN	Birmingham, Ala.		352
WRIV	Riverhead, N. Y.		544	WSGW	Saginaw, Mich.		486
WRJN	Racine, Wis.		666	WSIC	Statesville, N. C.		559
WRJW	Picayune, Miss.		497	WSID	Baltimore, Md.		467
WRKD	Rockland, Me.		465	WSIG	Mount Jackson, Va.		646

Station	City	State	Page	Station	City	State	Page
WSIP	Paintsville, Ky.		454	WTAD	Quincy, Ill.		432
WSIR	Winter Haven, Fla.		408	WTAG	Worcester, Mass.		475
WSIV	Pekin, Ill.		431	WTAL	Tallahassee, Fla.		406
WSIX	Nashville, Tenn.		613	WTAN	Clearwater, Fla.		395
WSIZ	Douglas, Ga.		413	WTAO	Boston, Mass.		471
WSJC	Magee, Miss.		496	WTAQ	La Grange, Ill.		429
WSJM	Saint Joseph, Mich.		486	WTAR	Norfolk, Va.		646
WSJS	Winston-Salem, N. C.		560	WTAW	Bryan, Tex.		619
WSKI	Montpelier, Vt.		641	WTAX	Springfield, Ill.		433
WSKN	Saugerties, N. Y.		545	WTAY	Robinson, Ill.		432
WSKP	Miami, Fla.		401	WTBC	Tuscaloosa, Ala.		358
WSKY	Asheville, N. C.		549	WTBF	Troy, Ala.		358
WSLB	Ogdensburg, N. Y.		543	WTBO	Cumberland, Md.		467
WSLI	Jackson, Miss.		495	WTCB	Flomaton, Ala.		353
WSLM	Salem, Ind.		438	WTCB	Shawano, Wis.		667
WSLS	Roanoke, Va.		649	WTCJ	Tell City, Ind.		438
WSM	Nashville, Tenn.		614	WTCM	Traverse City, Mich.		486
WSMB	New Orleans, La.		460	WTCN	Minneapolis, Minn.		489
WSME	Sanford, Me.		466	WTCO	Campbellsville, Ky.		449
WSMI	Litchfield, Ill.		430	WTCR	Ashland, Ky.		449
WSMN	Nashua, N. H.		517	WTCS	Fairmont, W. Va.		659
WSMT	Sparta, Tenn.		615	WTCW	Whitesburg, Ky.		455
WSNJ	Bridgeton, N. J.		518	WTCL	Philadelphia, Pa.		593
WSNT	Sandersville, Ga.		416	WTHE	Spartanburg, S. C.		604
WSNW	Seneca, S. C.		604	WTHI	Terre Haute, Ind.		439
WSNY	Schenectady, N. Y.		546	WTHR	Panama City, Fla.		403
WSOC	Charlotte, N. C.		551	WTIC	Hartford, Conn.		390
WSOH	Henderson, Ky.		451	WTIF	Tifton, Ga.		417
WSOO	Sault Ste. Marie, Mich.		486	WTIG	Massillon, Ohio		570
WSOY	Decatur, Ill.		428	WTIK	Durham, N. C.		551
WSPA	Spartanburg, S. C.		605	WTIL	Mayaguez, P. R.		671
WSPB	Sarasota, Fla.		405	WTIM	Taylorville, Ill.		433
WSPD	Toledo, Ohio		571	WTIP	Charleston, W. Va.		658
WSPN	Saratoga Springs, N. Y.		545	WTIV	Titusville, Pa.		596
WSPR	Springfield, Mass.		474	WTIX	New Orleans, La.		460
WSPT	Stevens Point, Wis.		667	WTJH	East Point, Ga.		413
WSRA	Milton, Fla.		402	WTJS	Jackson, Tenn.		610
WSRC	Durham, N. C.		551	WTKM	Hartford, Wis.		663
WSRO	Marlborough, Mass.		473	WTKO	Ithaca, N. Y.		527
WSRS	Cleveland Heights, Ohio		567	WTLB	Utica, N. Y.		547
WSRW	Hillsboro, Ohio		569	WTLG	Bowling Green, Ohio		563
WSSB	Durham, N. C.		551	WTLS	Tallassee, Ala.		358
WSSC	Sumter, S. C.		605	WTMA	Charleston, S. C.		600
WSSO	Starkville, Miss.		497	WTMC	Ocala, Fla.		402
WSSV	Petersburg, Va.		647	WTMJ	Milwaukee, Wis.		665
WSTA	St. Thomas, V. I.		673	WTMP	Tampa, Fla.		407
WSTC	Stamford, Conn.		392	WTMT	Louisville, Ky.		452
WSTL	Eminence, Ky.		450	WTNC	Thomasville, N. C.		559
WSTN	St. Augustine, Fla.		404	WTND	Orangeburg, S. C.		604
WSTP	Salisbury, N. C.		558	WTNJ	Trenton, N. J.		519
WSTR	Sturgis, Mich.		486	WTNS	Coshocton, Ohio		568
WSTU	Stuart, Fla.		405	WTNT	Tallahassee, Fla.		406
WSTV	Steubenville, Ohio		571	WTOB	Winston-Salem, N. C.		560
WSUB	Groton, Conn.		390	WTOC	Savannah, Ga.		417
WSUH	Oxford, Miss.		497	WTOD	Toledo, Ohio		571
WSUN	St. Petersburg, Fla.		404	WTOE	Spruce Pine, N. C.		559
WSUX	Seaford, Del.		393	WTOL	Toledo, Ohio		571
WSUZ	Palatka, Fla.		403	WTON	Staunton, Va.		649
WSVA	Harrisonburg, Va.		645	WTOP	Washington, D. C.		394
WSVS	Crewe, Va.		643	WTOR	Torrington, Conn.		392
WSWN	Belle Glade, Fla.		395	WTOT	Marianna, Fla.		400
WSWW	Platteville, Wis.		666	WTPR	Paris, Tenn.		614
WSYB	Rutland, Vt.		642	WTPS	New Orleans, La.		460
WSYD	Mount Airy, N. C.		556	WTRA	Latrobe, Pa.		590
WSYL	Sylvania, Ga.		417	WTRB	Ripley, Tenn.		614
WSYR	Syracuse, N. Y.		547	WTRC	Elkhart, Ind.		434
WTAB	Tabor City, N. C.		559	WTRL	Bradenton, Fla.		395
WTAC	Flint, Mich.		480	WTRN	Tyrone, Pa.		596

Station	City	State	Page	Station	City	State	Page
WTRO	— Dyersburg,	Tenn.	609	WWCO	— Waterbury,	Conn.	392
WTRP	— La Grange,	Ga.	414	WWDC	— Washington,	D. C.	394
WTRR	— Sanford,	Fla.	405	WWES	— New Rochelle,	N. Y.	528
WTRU	— Muskegon,	Mich.	485	WWEZ	— New Orleans,	La.	460
WTRW	— Two Rivers,	Wis.	657	WWGP	— Sanford,	N. C.	558
WTRX	— Bellaire-Wheeling,	Ohio	563	WWGS	— Tifton,	Ga.	417
WTRY	— Troy,	N. Y.	547	WWHG	— Hornell,	N. Y.	527
WTSB	— Brattleboro,	Vt.	641	WWIL	— Fort Lauderdale,	Fla.	397
WTSB	— Lumberton,	N. C.	555	WWIN	— Baltimore,	Md.	467
WTSB	— Hanover,	N. H.	516	WWIS	— Black River Falls,	Wis.	662
WTSN	— Dover,	N. H.	516	WWIT	— Canton,	N. C.	550
WTSP	— St. Petersburg,	Fla.	404	WWJ	— Detroit,	Mich.	480
WTSV	— Claremont,	N. H.	516	WWJB	— Brookville,	Fla.	395
WTB	— Vero Beach,	Fla.	407	WWKY	— Winchester,	Ky.	455
WTH	— Port Huron,	Mich.	485	WWL	— New Orleans,	La.	460
WTL	— Madisonville,	Ky.	452	WWNC	— Asheville,	N. C.	549
WTM	— Trenton,	N. J.	519	WWNH	— Rochester,	N. H.	517
WTN	— Watertown,	Wis.	658	WWNS	— Statesboro,	Ga.	417
WTR	— Westminster,	Md.	489	WWNY	— Watertown,	N. Y.	549
WTS	— Bloomington,	Ind.	434	WWOD	— Lynchburg,	Va.	645
WTUC	— Union City,	Tenn.	615	WWOK	— Charlotte,	N. C.	551
WTUP	— Tupelo,	Miss.	497	WWOL	— Buffalo,	N. Y.	525
WTUS	— Tuskegee,	Ala.	358	WWON	— Woonsocket,	R. I.	599
WTUX	— Wilmington,	Del.	393	WWNR	— Beckley,	W. Va.	657
WTVB	— Coldwater,	Mich.	479	WWPA	— Williamsport,	Pa.	597
WTVL	— Waterville,	Me.	466	WWPF	— Palatka,	Fla.	403
WTVN	— Columbus,	Ohio	568	WWRI	— West Warwick,	R. I.	599
WTWA	— Thomson,	Ga.	417	WWRL	— New York,	N. Y.	543
WTWB	— Auburndale,	Fla.	395	WWSC	— Glens Falls,	N. Y.	527
WTWN	— St. Johnsbury,	Vt.	642	WWSR	— St. Albans,	Vt.	642
WTXL	— West Springfield,	Mass.	474	WWST	— Wooster,	Ohio	572
WTYC	— Rock Hill,	S. C.	604	WWSW	— Pittsburgh,	Pa.	594
WTYM	— Springfield,	Mass.	474	WWTB	— Tampa,	Fla.	407
WTYN	— Tryon,	N. C.	559	WWVA	— Wheeling,	W. Va.	661
WTYS	— Marianna,	Fla.	400	WWWB	— Jasper,	Ala.	355
WULA	— Eufaula,	Ala.	353	WWWF	— Fayette,	Ala.	353
WUSJ	— Lockport,	N. Y.	528	WWWR	— Russellville,	Ala.	357
WUST	— Washington,	D. C.	394	WWWW	— Rio Piedras,	P. R.	672
WVAM	— Altoona,	Pa.	584	WWXL	— Manchester,	Ky.	453
WVCG	— Coral Gables,	Fla.	395	WWYO	— Pineville,	W. Va.	660
WVCH	— Chester,	Pa.	586	WXAL	— Demopolis,	Ala.	353
WVEC	— Hampton,	Va.	644	WXGI	— Richmond,	Va.	648
WVET	— Rochester,	N. Y.	545	WXLI	— Dublin,	Ga.	413
WVIM	— Vicksburg,	Miss.	497	WXLV	— Indianapolis,	Ind.	436
WVIP	— Mt. Kisco,	N. Y.	528	WXOK	— Baton Rouge,	La.	457
WVJP	— Caguas,	P. R.	671	WXRF	— Guayama,	P. R.	671
WVJS	— Owensboro,	Ky.	453	WXXX	— Hattiesburg,	Miss.	494
WVKO	— Columbus,	Ohio	568	WXYX	— Detroit,	Mich.	480
WVLK	— Lexington,	Ky.	451	WYCL	— York,	S. C.	605
WVLN	— Olney,	Ill.	431	WYDE	— Birmingham,	Ala.	352
WVMC	— Mount Carmel,	Ill.	431	WYLD	— New Orleans,	La.	460
WVMI	— Biloxi,	Miss.	492	WYMB	— Manning,	S. C.	603
WVNA	— Tuscumbia,	Ala.	358	WYNN	— Florence,	S. C.	602
WVNJ	— Newark,	N. J.	518	WYOU	— Newport News,	Va.	646
WVOK	— Birmingham,	Ala.	352	WYRN	— Louisville,	N. C.	555
WVOL	— Nashville,	Tenn.	614	WYSE	— Lakeland,	Fla.	399
WVOP	— Vidalia,	Ga.	418	WYSR	— Franklin,	Va.	644
WVOS	— Liberty,	N. Y.	528	WYTH	— Madison,	Ga.	415
WVOT	— Wilson,	N. C.	560	WYTI	— Rocky Mount,	Va.	649
WVOW	— Logan,	W. Va.	659	WYVE	— Wytheville,	Va.	650
WVPO	— Stroudsburg,	Pa.	595	WYZE	— Atlanta,	Ga.	410
WVSC	— Somerset,	Pa.	596	WZIP	— Cincinnati,	Ohio	566
WVVW	— Grafton-Fairmont,	W. Va.	659	WZKY	— Ahoskie,	N. C.	549
WWBC	— Bay City,	Mich.	477	WZOB	— Ft. Payne,	Ala.	354
WWBD	— Bamberg,	S. C.	600	WZOK	— Jacksonville,	Fla.	399
WWBZ	— Vineland,	N. J.	519	WZRO	— Jacksonville Beach,	Fla.	399
WWCA	— Gary,	Ind.	435	WZYX	— Cowan,	Tenn.	608
WWCC	— Bremen,	Ga.	410				

DEE-JAY Grapevine

WE SUPPLY THE GIFTS — YOU BUILD AUDIENCES!

Here you see a facsimile of the format of the *Dee-Jay Grapevine*, a publication begun in January, 1959, by Al Petker, the Contest Man, Beverly Hills, California.

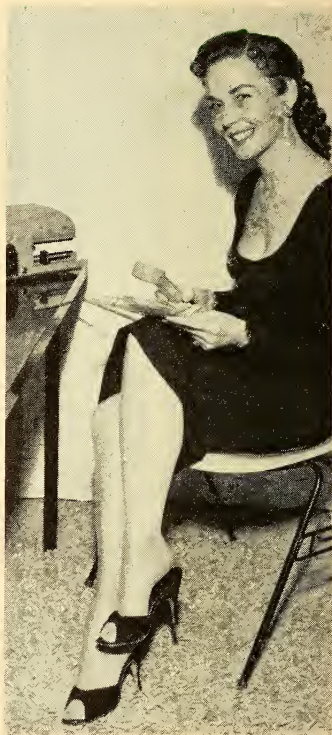
It is dedicated to the Disc-Jockey, the "Dee-Jay," and it goes to more than 7500 of them each month. It is *their* paper. And you can make it *your* free medium in which you can exchange views, ideas and opinions — contest plans, boners, and even advertise — at no cost — for a new job or a new transmitter.

In its first month, the *Dee-Jay Grapevine* was so fantastically accepted that it tripled its circulation. Thus, in the "Contest Man's" office, we feel we have fulfilled a need.

We also feel that we fulfill a few other needs. We supply gifts whereby Dee-Jays build their audiences — build them for profit to themselves and their stations.

Dee-Jays might also feel a need for the young lady to our right, here. But that's something we can't fulfill. They're on their own as far as she is concerned. That's Miss Georgia Clancy, our Executive V.P. But she'll gladly correspond with you and fulfill all your needs in *Gifts For Listeners*.

Write her in care of Al Petker, The Contest Man, Beverly Hills, California.



THE
CONTEST
MAN



GIFTS for LISTENERS



Pop.: 3,345,000
Families: 864,000
Radio Homes: 819,000

Alabama

Stations in State: 106
TV Homes: 614,000
TV Stations: 11

WAVU—Albertville—1947

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By. Sand Mt. Bcstg. Service
Business-Studio Address. P. O. Box 411
Tel.: 830 Independent
Pres., Gen. Mgr. Pat M. Courington
Comm. Prom. Mgr. Bill Hagler
Chief Engineer. James B. Hartling

WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By. Piedmont Service Corp.
Business-Studio Address. 138 Main St.
Tel.: Adams 4-2566 KBS
Representative. Sears & Ayers, Dixieland
General Mgr. Jim Whatley

WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By. Andalusia Bcstg. Co., Inc.
Address. Sanford Rd., P. O. Box 29
Tel.: 1340 KBS
Pres., Gen. Mgr. J. Dige Bishop
Sales Comm. Mgr. Donald Cooke
Program Director. Jeanette Powell

WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned. Gadsden Radio Co.
Address. Box 509
Tel.: AD 7-1627 KBS
Representative. McGillvra, Inc.
Owner. C. L. Graham
General Mgr. Mac M. Thomas

WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts
Owned By. Southland Bcstg Co.
Address. Box 1280
Tel.: Adams 6-8291 Independent
General Mgr. Ralph M. Allgood
Promotion Mgr. Jim Shackelford
Program Dir. Beattie R. Ferguson
Chief Engineer. R. G. Olm

WHMA—Anniston—1938

Frequency: 1390 Kc. Pw: 5000 d.; 1000 Kw. n.
Owned-Operated By. Anniston Bcstg. Co., Inc.
Business-Studio Address. Radio Bldg.
Tel.: AD 6-7545 ABC
Newspaper Affil. Anniston Star
Representative. Walker-Rawalt Co.
President. Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Manager. George Rutledge
Program Director. Rosamond Ponder
Publicity Director. E. Cody Hall
Sales Prom. Mgr. Hall Wray
Chief Engineer. James A. Hudson

WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By. Athens Bcstg. Co., Inc.
Business-Studio Address. P.O. Box 386
Tel.: 565 Independent
Pres.-Gen. Mgr. Homer F. Dunnivant
Program Dir. Robt. V. Dunnivant
Chief Eng. William G. Mitchell

WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By. Southland Bcstg. Co.
Address. P. O. Box 59
Tel.: 50 Independent
Gen. Mgr., Ch. Eng. T. C. Miniard
Comm. Mgr. Julia Miniard
Program Director. Jimmie Crews

WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Auburn Bcstg. Co.
Address. Box 391
Tel.: 1240 ABC
Pres., Gen.-Sta. Mgr. Elmer G. Salter
Sales Prom. Mgr. Bonn Sanders
Program Director. Jean Jetton
Publicity Director. Elmer Salter
Chief Engineer. George Murphy

WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.
Owned. SW Alabama Bcstg. Co., Inc.
Address. Box 426
Tel.: 2281 KBS
Newspaper Affiliation. Baldwin Times
Representative. Continental
President. J. H. Faulkner
Gen. Mgr. Jim Stewart
Prog. Dir. Al Perkins
Chief Engineer. R. A. Switzer

WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50,000 Watts
Oper. By. Alabama Bcstg. Sys. Inc.
Address. P. O. Box 2553
Tel.: FAirfax 3-6141 ABC-NBC
Newspaper Affil. Birmingham News
Representative. Henry I. Christal
V.P., Gen. Mgr. Charles F. Grisham
Program Director. Ray A. Furr
Sales Dir. Albert J. Gillen
Promotion Director. James Chenoweth
Chief Engineer. J. V. Sanderson

WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By. WBRC, Inc.
Address. 1729 2nd Ave., N.
General Manager. Lloyd Taft
Sales Manager. W. O. Mogge

ALABAMA

Merchandising Mgr. Rena Webb
Nat. Sales Mgr. G. O. Privett
Prog. Dir. Fox Lightfoot
Chief Engineer. Robert L. DuPriest

WCRT—Birmingham—1953

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Chapman Radio-TV Co.
Business Address. 725 S. 22nd St.
Tel.: AL 2-3019. ABC
General Commercial Manager. W. R. Kennedy
Sta. Prog. Dir. G. K. Chapman
Publicity Director. Frances Coyle
Chief Engineer. Ben Nixon

WEDR—Birmingham—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By. Edwin H. Estes
Business Address. 1417 Fourth Ave. N.
Tel.: 4-0925. KBS
Representative. Dore
Owner. Edwin H. Estes
Gen. Mgr. Joe E. Osborn

WENN—Birmingham—1949

Frequency: 1450 Kc. Power: 250 d.; n.
Owned By. John McLendon & Assoc.
Business Address. Box 1469
Tel.: HAmilton 5-344. Independent
Representative. John E. Pearson Co.
President, General Manager. John McLendon
Station Manager. William Anderson
Commercial Manager. Cy Steiner
Sales Promotion Manager. Patsy Hartley
Program Director. Erskine Faush
Chief Engineer. Carl Martens

WEZB—Birmingham—1953

Frequency: 1320 Kc. Power: 1 Kw. d.
Owned: Gene Newman Radio, Inc.
Address. Dinkler-Tutwiler Hotel
Tel.: FA 2-4641. Independent
Pres. Gen. Mgr. Gene Newman
Commercial Mgr. Gaines Allen
Chief Engineer. V. Cicero

WJLD—Birmingham—1942

Frequency: 1400 Kc. Power: 250 Watts
Owned By. Johnston Bcstg. Co.
Business Address. P.O. Box 5767
Tel.: FA 4-3466. Independent
Representative. Forjoe
President. George Johnston, Jr.
Gen. Manager. James Connolly
Program Director. Mary Vall
Sales Prom., Comm. Mgr. Otis Dodge
Pub. Dir. Nell Pitts
Chief Engineer. Cliff Goggans

WLBS—Birmingham—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By. WLBS, Inc.
Address. 710 S. 22nd St.
Tel.: FA 4-2541. Independent
Representative. Walker
Pres. Faye N. Puett
Gen., Comm. Mgr. Bob Bingham

Pub. Dir. W. L. Steadman
Program Dir. Grady Puett
Chief Eng. Gordon Bishop

WSGN—Birmingham—1927

Frequency: 610 Kc. Power: 5Kw. d., 1 Kw. n.
Owned. Winston-Salem Broadcasting Co.
Address. 2320 7th Avenue South
Tel.: FA 2-3434. Independent
Rep. Venard, Rintoul & McConnell; Ayer
President. James W. Coan
Gen. Mgr. Ben K. McKinnon
Prog. Dir. Horace D. Pumphrey
Chief Engineer. Emmett J. Smith

WVOK—Birmingham—1947

Frequency: 690 Kc. Power: 50,000 Watts d.
Owned-Oper. By. Voice of Dixie, Inc.
Address. P. O. Box 2468
Tel.: ST 7-2601. Independent
Representative. Radio-TV Reps., Inc.
Pres., Gen. Sta. Mgr. Iralea W. Benns
Comm., Sales Mgr., Prog., Pub. Dir. Ira Leslie
Chief Engineer. R. G. Blaskow

WYDE—Birmingham—1946

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.
Owned-Oper By. Bartell Broadcasters, Inc.
Address. 1901 Montgomery Hi-Way
Tel.: FAirfax 2-4511. Independent
Representative. Adam Young
President. Gerald A. Bartell
General Manager. Morton J. Wagner
Station Manager. Tom Whitley
Program Director. Dick Deason
Publicity Director. Danny Martin
Chief Engineer. James Gray

Owners of: WOKY, Milwaukee; WAKE,
Atlanta; KCBQ, San Diego, Calif.; KYA, San
Francisco.

WEBJ—Brewton—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Brewton Bcstg. Co.
Business Address. Brewton, Ala.
Tel.: 1000. KBS
Representative. Dora Clayton
Gen. Mgr. Chief Eng. J. Wesley Gardner
Program Director. Catherine C. Gardner

WRAG—Carrollton—1951

Frequency: 590 Kc. Power: 1000 Watts d.
Owned-Oper. By. Pickens County Bcstg. Co.
Address. Box 71
Tel.: 2364. KBS
Representative. Continental
President. R. E. Hook
General Mgr. J. C. Sauceman

WKLF—Clanton—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By. Southeastern Bcstg. Co.
Address. P. O. Box 110
Tel.: 448. KBS
Representative. Continental Radio Sales
General Mgr. L. L. Hudson
Program Director. Helen Parrish

WFMH—Cullman—1949

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By... The Voice of Cullman
 Address... 206 Second Ave. West
 Tel.: 910... Independent
 General Commercial Manager... B. C. Eddins
 Program Director... V. E. Waters

WKUL—Cullman—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Hudson C. Millar, Jr.
 Address... Drawer 620
 Tel.: 864... KBS
 Pres., Gen., Sta. Mgr... Hudson C. Millar, Jr.
 Program Director... Charles Richard
 Chief Eng... Art Bachman

WAJF—Decatur—1953

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... J. B. Falt, Jr.
 Business Address... 112 Grant St.
 Tel.: Elgin 3-9231... Independent
 Station Representative... Dixieland
 Owner... J. B. Falt, Jr.
 Gen. Comm. Mgr... E. Williford

WHOS—Decatur—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned... John H. & Jeffie Jones
 Address... Box 1127
 Tel.: EL 3-1810... Independent
 Representative... T. F. Clark
 General Station Manager... Louis C. Blizard
 Commercial Manager... Ross Hawkins
 Program Director... Mime Jones
 Chief Engineer... Ed. Buxton

WMSL—Decatur—1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned... Tennessee Valley Bcstg. Co.
 Address... 701 Banks St.
 Tel.: 802... KBS-MBS
 Representative... Masla-Clark
 Pres. Gen. Mgr... Frank Whisenant
 Program Director... Elice Mullican
 Chief Engineer... Alvin Millwood

WXAL—Demopolis—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Demopolis Bcstg. Co.
 Address... Radio Bldg., U.S. Hwy. 80
 Tel.: 1400... MBS-KBS
 Pres. Gen. Mgr... W. M. Jordan
 Chief Engineer... B. W. Collins

WAGF—Dothan—1933

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By... Dothan Bcstg. Co.
 Address... 204½ E. Main Street
 Pres., Gen. Mgr... Frank Whisenant
 Tel.: 2-9100... Independent
 Representative... Sears & Ayer
 General Manager... Julian C. Smith
 Station Manager... Fred C. Moseley

WDIG—Dothan—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Houston Bcasters.
 Business-Studio Address... 208 N. Oates St.
 Tel.: 3-4100... MBS
 Representative... Hil F. Best
 Gen. Mgr... Jess Swicegood
 Prog. Dir... M. McGowen

WOOF—Dothan—1946

Frequency: 560 Kc. Power: 5000 Watts d.
 Owned-Oper. By... The WOOF Trust
 Business-Studio Address... Columbia Hi-Way
 Tel.: 3-0560... KBS
 Representative... Thomas F. Clark
 General Manager... R. A. Dowling
 Program Director... Truman Duckett
 Chief Engineer... Jim Rutledge

WIRB—Enterprise—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... The Wiregrass Bcstg. Co.
 Address... Dothan Highway
 Tel.: Enterprise... KBS
 Gen. Mgr... R. E. James
 Comm. Mgr... Fred S. Watson

WULA—Eufaula—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned By... Dixie Radio Inc.
 Address... Box 301
 Tel.: 744-5... MBS-KBS
 Representative... Bob Dore Assoc.
 President... Charles A. McClure
 Station Commercial Manager... Ray Butts
 Sales Promotion Manager... Johnny Lingo
 Chief Engineer... Jack Collinsworth

WBLO—Evergreen—1957

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned... Clayton W. Mapoles
 Address... Box 187
 Tel.: 500... KBS
 Sta. Program Dir... J. M. Raines, Jr.
 Chief Engineer... James Street

WWF—Fayette—1949

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By... Bankhead Bcstg. Co., Inc.
 Address... 505 Temple Ave.
 Tel.: Fayette... KBS
 Gen. Mgr... Jack Black
 Chief Engineer... P. Slotton

WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.
 Owned... Tri-City Broadcasting Co., Inc.
 Address... P. O. Box 386
 Tel.: 246... Independent
 Representative... Hil F. Best
 President... Andrew J. Lee
 General Manager... Ben Haskew
 Commercial Manager... Fred L. Higgins
 Chief Engineer... Hoyt Bonds

ALABAMA**WJOI—Florence—1945**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Florence Bcstg. Co., Inc.
 Address... 624 S. Chestnut
 Tel.: AT 2-8121... MBS-KBS
 Pres., Comm. Mgr.... Joe T. Van Sandt
 Prog. Dir.... G. Manush
 Chief Engineer... Paul Shannon

WOWL—Florence—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Muscle Shows
 Business Address... 840 Cypress Mill Rd.
 Tel.: AT 2-7711... ABC
 Representative... Rambeau, Vance, Hopple
 President... Richard B. Biddle
 General Mgr.... R. S. Walker, Sr.
 Program Director... Bill Wynne
 Sales Prom. Public... Pat Bradley
 Chief Engineer... Mel G. Hunt

WHEP—Foley—1953

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Southwest Ala. Bcstg. Co., Inc.
 Address... P. O. Drawer F
 Tel.: WH 3-7131... Independent
 Newspaper Alliliation... Baldwin Times
 Representative... Continental
 President... J. H. Faulkner
 General Manager... Jim Stewart

WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts
 Owned... Gothberg Community Bdcstg.
 Address... Box 391
 Tel.: 643... Independent
 Representative... Hil F. Best
 Pres.... George Gothberg
 Gen. Mgr.... Ozelle Gothberg
 Sta. Mgr.... W. D. Holderfield
 Program Director... Robert Pardua

WZOB—Ft. Payne—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By... Glenn M. Gravitt
 Address... P. O. Box 126
 Tel.: 1250... KBS
 General Manager... Glenn M. Gravitt
 Comm. Mgr.... N. B. Haston
 Program Dir.... Jack C. Dobbs
 Chief Engineer... Jess R. Moore

WCAS—Gadsden—1947

Frequency: 570 Kc. Power: 5 Kw., d.
 Owned-Oper. By... Etowah Bdcstrs., Inc.
 Address... 750 Forest Ave.
 Tel.: LI 6-6301... MBS
 Representative... Raimbeau, Vance, Hopple
 Gen. Mgr.... E. F. MacLeod

WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By... Gadsden Radio Co.
 Address... 722 S. 12th St.
 Tel.: Liberty 6-9201... KBS

Representative... McGillvra
 Owner... Cary L. Graham
 General Mgr.... Mac Thomas
 Program Director... William Davis
 Chief Engineer... Calvin C. Williamson

WGAD—Gadsden—1947

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.
 Owned-Oper. By... Coosa Bcstg. Co., Inc.
 Address... Box 351
 Tel.: LI 6-1611... ABC
 Representative... Walker-Rawalt-D. Clayton
 President, General Manager... Ed. Z. Carrell
 Comm. Sales Prom. Mgr.... Jack Kirby
 Prog. Public Dir.... Bob Main
 Chief Engineer... H. Williams

WGEA—Geneva—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned... Radio South Alabama, Inc.
 Address... P. O. Box S
 Tel.: Murray 4-2271... KBS
 Representative... Cont. Radio Sales, D. Clayton
 President... Howard Pill
 Gen. Mgr.... Emery Evans
 Program, Pub. Dir.... Jimmy Helms

WGYV—Greenville—1948

Frequency: 1390 Kc. Power: 1000 Kw., d.
 Owned-Oper. By... Greenville Bcstg. Corp.
 Business Address... P. O. Box 227
 Tel.: 585... KBS
 Representative... Sears and Ayer
 Station Manager... W. H. Miller

WGSV—Guntersville—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Guntersville Bcstg. Co.
 Address... P. O. Box 32
 Tel.: JU 2-4131... KBS
 Representative... Dora Clayton
 President... H. E. Moore
 Gen. Comm. Ch. Eng.... Lavelle Jackson
 Sales Promotion Manager... Myles Leach

WJBB—Haleyville—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Haleyville Bcstg. Co.
 Address... Box 191
 Tel.: HU 6-3720... MBS-KBS
 Representative... Dixieland
 President... W. P. Theilens
 Gen. Sta. Mgr.... J. L. Slatton
 Comm. Mgr.... Otis Williams
 Program Director... Pat Slatton
 Chief Engineer... Paul E. Kelly

WERH—Hamilton—1950

Frequency: 970 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Hugh J. Fite
 Address... P. O. Box 187
 Tel.: 3481... KBS
 Representative... Hill F. Best Co.
 Pres. Gen. Mgr.... Kate F. Fite
 Comm. Mgr.... Kermit Minga
 Publ. Prog. Dir.... Edgar L. Clayton
 Chief Engineer... Johnnie Lott

WHRT—Hartselle—1956

Frequency: 860 Kc. Power: 250 Watts; d.
Owned By..... Dorsey E. Newman
Address..... Radio Bldg.
Tel.: Spruce 3-7370..... Independent
Pres. Gen. Mgr..... D. G. Newman
Chief Engineer..... F. D. Boster

WAAY—Huntsville—1947

Freq.: 1550 Kc. Power: 5000 W. d.; 500 W. n.
Owned By..... Smith Bcstg. Inc.
Business Address..... P. O. Box 986
Tel.: JEfferson 2-8471..... ABC
Representative..... Walker-Rawalt
President..... M. D. Smith III
General Station Manager..... M. D. Smith III
Program Director..... Dewey Webb
Chief Engineer..... Richard Esner

WBHP—Huntsville—1937

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Wilton H. Pollard
Bus.-Studio Address..... Fifth Avenue
Tel.: Huntsville..... KBS
Manager..... Fred Still
Program Dir..... Mary A. Wheatly

WEUP—Huntsville—1958

Frequency: 1600 Kc. Power: 1000 Watts
Owned By..... Garratt Broadcasting
Business Address..... 902 Oakwood Ave.
Tel.: JEfferson 6-8538..... Independent
President Station Manager..... Leroy Garrett
Program Director..... Viola Garrett
Chief Engineer..... Euple Palmer

WFUN—Huntsville—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Huntsville Bcstg. Co., Inc.
Address..... 410 W. Holmes
Tel.: JE 2-5641..... Independent
President..... J. B. Falt, Jr.
Sta. Mgr. Ch. Eng..... John Garrison

WPBB—Jackson—1950

Frequency: 1290..... Power: 1000 Watts d.
Owned-Operated By..... Jackson Bcstg. Co.
Address..... Jackson, Ala.
Tel.: 2413..... KBS
Representative..... Sears & Ayer
Pres., Gen. Mgr..... T. H. Gaillard, Jr.

WARF—Jasper—1956

Frequency: 1240 Kc. Power: 250 Watts
Owned..... Walker County Bcstg. Co.
Address..... 1409B 4th Ave.
President..... Hudson C. Millar, Jr.
General Manager..... Jim Atkins
Program Ch. Eng..... Wayne Sims
Promotion Dir..... B. Clark

WWWB—Jasper—1946

Frequency: 1360 Kc. Power: 1 Kw. d.
Owned-Operated By..... Bankhead Bcstg. Co., Inc.
Address..... Bankhead-Long Bldg.

Tel.: FU 4-3461..... KBS
Representative..... Hil F. Best
President..... W. W. Bankhead
Gen. Mgr..... William C. Edgemon
Program. Ch. Eng..... C. C. Watts, Jr.

WRLD—Lanett—1940

(See West Point, Ga.)

WJAM—Marion—1951

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Oper. By..... Neely Bcstg. Co.
Address..... Marion, Ala.
Tel.: MU 3-7111..... Independent
Representative..... Keller
President..... Elizabeth H. Neely
Gen. Mgr..... George B. Warren
Sta. Mgr. Chief Eng..... Lamar Mangham
Comm. Mgr..... Joe Richardson
Program Director..... Mrs. Lamar Mangham

WABB—Mobile—1948

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By..... Northern Virginia Bcstg. Inc.
Business Address..... P. O. Box 1476
Tel.: Glendale 6-7686..... ABC
Representative..... Branham Co.
President..... C7 Blumenthal
General Manager..... Robert E. Cobbins
Program Director..... Tom Reeder
Chief Engineer..... Stephen J. Hart

WALA—Mobile—1930

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By..... Pape TV Co., Inc.
Bus.-Studio Address..... 210 Government St.
Tel.: HE 3-3754..... NBC
Representative..... H-R
President..... W. O. Pape
General Station Manager..... W. B. Pape
Commercial Manager..... Jim McNamara
Sales Promotion Publicity..... Chuck Thompson
Pgm. Dir..... Dick McMullen
Chief Engineer..... Raymond Hurley

WKAB—Mobile—1947

Frequency: 840 Kc. Power: 1000 Watts
Owned..... Pursley Broadcasting Service, Inc.
Address..... 525 Donald Street
Tel.: GR 7-6345..... Independent
Representative..... Venard, Rintoul & McConnell
President..... John Hopkinson
Sta. Mgr..... George Hopkinson
Nat. Sales Mgr..... Quentin C. Sturm
Program Director..... J. T. Jackson

WKRK—Mobile—1946

Freq.: 710 Kc. Power: 1000 Kw. d.; 500 W. n.
Owned-Operated By..... WKRK-TV, Inc.
Address..... 162 St. Louis St.
Tel.: HE 2-6789..... CBS
Newspaper Affiliation..... Mobile Press Register
Representative..... Avery-Knodel
President..... Kenneth R. Giddens
Gen. Mgr..... W. S. Baskerville, Jr.

WMOZ—Mobile—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Edwin H. Estes
 Address.....St. Stephen Road
 Tel.: GA 6-3456.....KBS
 Representative.....John E. Pearson
 Pres. Gen. Mgr.....Edwin H. Estes
 Prog. Dir.....Dorothy F. Benjamin
 Chief Engineer.....Vernon Floyd

WMFC—Monroeville—1952

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Monroe Bdcstg. Co.
 Address.....Monroeville, Ala.
 Tel.: 1360.....KBS
 Newspaper Affiliation.....Monroe Journal
 Representative.....Keystone
 President, General Manager.....W. M. Stewart
 Commercial Manager.....Al Goree
 Chief Engineer.....Harold Harris

WAPX—Montgomery—1947

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southland Bcstg. Co.
 Business, Studio Address.....118 Catoma St.
 Tel.: AM 3-7569.....ABC-MBS
 Representative.....Walker Co.
 Pres., Gen., Sta. Mgr.....Thomas E. Martin
 Commercial Mgr.....W. W. Hunt
 Program Dir.....Lee Gooch
 Chief Engineer.....David Morris

WBAM—Montgomery—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
 Owned.....Deep South Bcstg. Co.
 Address.....Montgomery, Ala.
 Tel.: AMherst 2-3851.....Independent
 Representative.....Radio-TV Reps.
 President, General Manager.....W. J. Brennan
 Commercial Manager.....Felix Robinson, Jr.
 Chief Engineer.....C. G. Brennan

WCOV—Montgomery—1939

Freq.: 1170 Kc.....Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Southern Bcstg. Co.
 Address.....Adrian Lane
 Tel.: AMherst 5-3561.....CBS
 Representative.....Venard, Rintoul & McConnell
 President.....Oscar P. Covington
 General Manager.....Hugh M. Smith
 Commercial Manager.....Charles Gardner
 Program Director.....Wes Britt
 Chief Engineer.....W. D. Weatherly

WHY—Montgomery—1930

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Bcstg. Serv. of Montgomery
 Business Address.....Box 1841
 Tel.: AM 4-2288.....NBC
 Representative.....Headley-Reed
 Manager.....Robert Robinson
 Program Mgr.....Tom Doron
 Comm. Mgr.....Bill Stewart

WMGY—Montgomery—1946

Frequency: 800 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Radio Montgomery Inc.
 Address.....358 N. Capitol Pkwy.
 Tel.: AM 2-5245.....Independent
 Rep.....Clark, Stars National
 General Mgr.....L. D. Hargreaves
 Commercial Mgr.....Joe Petranka

WRMA—Montgomery—1953

Frequency: 950 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....WRMA Bcstg. Co.
 Business Address.....135 Commerce St.
 Tel.: AM 4-6440.....Independent
 Representative.....Everett-McKinney
 Exec. V.P. & Gen. Mgr.....Gene Tibbett
 Commercial Mgr.....Ed Creech
 Chief Engineer.....C. E. Bryan

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc.....Power: 250 Watts
 Owned Oper. By.....Latham, Watson & Thomas
 Business Address.....Box 230, Sheffield
 Tel.: EV 3-2525.....Independent
 Rep.....Hil F. Best
 Pres., Gen. Mgr.....John M. Latham
 Sales Mgr.....Jerry Watson

WCRL—Oneonta—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper.....Blount County Bcstg. Serv., Inc.
 Address.....H'way 75
 Tel.: CB 4-2289.....KBS
 General Mgr.....L. D. Bentley, Jr.
 Commercial Mgr.....Max G. Bynum
 Program Dir.....Annette King

WJHO—Opelika—1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned Oper. By.....Opelika-Auburn Bcstg. Co.
 Address.....1400 Auburn Road
 Tel.: AU 1800.....MBS-KBS
 Representative.....Indie Sales
 Gen. Mgr., Ch. Eng.....John E. Smollon
 Comm. Mgr.....Lurline M. Smollon
 Program Director.....Gene Gray
 Sales Prom. Mgr.....Bernard Barker
 Publicity Dir.....Jimmy Kilpatrick

WAMI—Opp—1953

Frequency: 860 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....Opp Bcstg. Co.
 Business Address.....Box 169
 Tel.: 659.....Independent
 Gen. Mgr.....Bert F. Moore
 Chief Engineer.....R. Page

WOZK—Ozark—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....Ozark Bcstg. Corp.
 Address.....Box 742
 Tel.: 655.....Independent
 President.....Douglas Brown
 General Mgr.....Howard Parrish, Jr.
 Commercial Mgr.....Wade Sullivan
 Program Dir.....Miriam B. Miller
 Chief Eng.....H. Parrish, Jr.

WFHK—Pell City—1956

Frequency: 1430 Kc.....Power: 1Kw; d.

Owned By..... Clair Bcstg. System
 Address..... P. O. Box 68
 Tel.: Edgewood 8-2238..... Independent
 President..... F. L. Gossett
 Sta. Comm. Mgr..... F. Blackwood
 Program Dir..... F. L. Kelley

WPNX—Phenix City—1952

Freq.: 1460 Kc... Power: 5000 W. d.; 1000 W. n.
 Owned-Oper. By..... Community Bcstg. Co.
 Address..... P. O. Box 831
 Tel.: CY 8-8787..... ABC
 Representative..... Clark
 President, General Manager..... Roy M. Greene
 Station Commercial Manager..... Sam W. Keel
 Program Director..... J. Ralph Burgess
 Chief Engineer..... Arnold White

WPID—Piedmont—1952

Frequency: 1280 Kw... Power: 1000 watts d.
 Owned-Oper. By..... C. L. Graham
 Address..... Atlanta Hwy.
 Tel.: Piedmont..... KBS
 President..... C. L. Graham
 Gen. Comm. Mgr..... Hank Smith
 Program Director..... Frances Howren

WAIP—Prichard—1954

Frequency: 1270 Kc... Power: 1000 Watts d.
 Owned-Operated By..... Prichard Bcstg. Co.
 Address..... 74 Main St., P. O. Box 3065
 Tel.: GL 2-2202..... Independent
 Representative..... Walker-Rawalt
 President..... G. V. Dismukes
 General Station Manager..... Eugene Miller
 Comm. Sales Prom. Mgr..... John C. Smith
 Program Director..... Henry T. Bailey
 Publicity Director..... Hubert Grant
 Chief Engineer..... Jack H. Cowart

WELR—Roanoke—1949

Frequency: 1360 Kc... Power: 1000 Watts d.
 Owned-Operated By..... Roanoke Bcstg. Co.
 Address..... 801 N. Main St.
 Tel.: Roanoke..... KBS
 Pres., Gen. Mgr..... J. W. Buttram
 Chief Eng..... G. Worth Jordan

WWR—Russellville—1949

Frequency: 920 Kc... Power: 1000 Watts d.
 Owned-Oper. By..... Bankhead Bcstg. Co., Inc.
 Address..... P. O. Box 47
 Tel.: 647..... KBS
 Rep..... Hil F. Best
 President..... W. W. Bankhead
 Gen. Mgr..... Hal Kirby
 Publicity Dir..... Mable Hyde
 Prog. Dir. Ch. Eng..... Jim Elliott

WCRI—Scottsboro—1950

Frequency: 1050 Kc... Power: 250 Watts d.
 Owned-Operated By..... Pat M. Courington
 Address..... Lee Hwy., U.S. No. 72
 Tel.: 123..... Independent
 Gen. Mgr..... Jim Thompson
 Program Director..... Larry Garner
 Chief Engineer..... Charles Wann

WROS—Scottsboro—1952

Frequency: 1330 Kw... Power: 1000 Watts d.
 Owned-Oper. By..... Rose M. Kirby
 Business Address..... 717 Scott St.
 Tel.: 156..... KBS
 Gen., Com. Mgr..... Rose M. Kirby
 Program Dir..... Jerry Gentle
 Comm. Ch. Eng..... Bill Prickett, Jr.

WGWC—Selma—1946

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Oper. By..... Dallas Broadcasters, Inc.
 Address..... Box 686
 Tel.: TR 4-6687..... CBF
 Representative..... Hal Holman, Ayers
 President..... Judge W. E. Farrar
 Station Manager..... W. L. Rowland, Sr.
 Commercial Manager..... R. L. Ware
 Program Director..... Dorothy Herzog
 Chief Eng..... Stanley Smith

WHBB—Selma—1935

Frequency: 1490 Kc... Power: 250 Watts
 Owned-Operated By..... Selma Bcstg., Inc.
 Business Address..... P. O. Box 26
 Tel.: Selma..... KBS
 Representative..... Dixieland
 Pres., Gen. Mgr..... John F. Townshend

WRWJ—Selma—1956

Frequency: 1570 Kc... Power: 1 Kw. d.
 Owned..... Central Alabama Bcstg. Co.
 Address..... Hotel Albert Bldg.
 Tel.: TR 4-9062..... Independent
 Representative..... Clark
 Owned & Mgr..... Roland Jordan, Jr.
 Comm. Mgr..... John Frasier

WFEB—Sylacauga—1945

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By..... Alabama Bcstg. Co.
 Address..... 527 No. Broadway
 Tel.: Chapel 5-3281..... MBS-KBS
 President..... J. M. Forbes
 Gen. Mgr..... G. W. Carr
 Commercial Manager..... Paul Helms
 Program Director..... Kit Carson
 Chief Engineer..... Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc... Power: 1000 Watts d.
 Owned-Oper. By..... Marble City Bcstg. Co., Inc.
 Business Address..... P. O. Box 511
 Tel.: CH 5-4354..... Independent
 Representative..... Best
 Pres., Gen. Manager..... Curtis O. Liles
 Commercial Manager..... Marion W. McEwen
 Chief Engineer..... Walter Welch

WHTB—Talladega—1945

Frequency: 1230 Kc... Power: 250 Watts
 Owned-Operated By..... Voice of Talladega, Inc.
 Address..... Fort Lashley Ave.
 Tel.: Emerson 2-2205..... KBS
 Newspaper Affiliation..... Talladega Daily Home
 Representative..... Continental

General Mgr. Cecil Hornady
 Sta. Comm. Mgr. David Karlhom
 Chief Engineer Lamar Mangham

WJHB—Talladega—1956

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned. Confederate Broadcasting Co., Inc.
 Address. 104 West Battle Street
 Tel.: EM 2-4965. Independent
 Representative. McGillvra
 Pres., General Mgr. Ned Butler
 Station Manager. James Hemphill
 Commercial Manager. W. K. Johnston
 Program Director. Wallace Hobgood

WTLS—Tallassee—1954

Frequency: 1300 Kc. Power: 1 Kw. d.
 Owned. Confederate Bcstg. Co.
 Address. Hwy 14
 Tel.: 8535. Independent
 Gen. Mgr. Ned Butler

WJDB—Thomasville—1956

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned. WJDB Radio Inc.
 Address. Box 757
 Tel.: 3438. KBS
 Pres., Gen. Mgr. Cecil Goodreau
 Chief Engineer. Virgil Moore

WTBF—Troy—1946

Freq.: 970 Kc. Power: 5 Kw. d., 500 W., n.
 Owned-Operated By. Troy Bcstg. Corp.
 Address. College Drive
 Tel.: 980. MBS-KBS
 Pres. J. Roy Crow
 Gen. Mgr. Jess Jordan
 Comm. Mgr. Robert Tolbert
 Prod. Mgr. Asa Dudley
 Ch. Eng. Joe Gilchrist

WACT—Tuscaloosa—1958

Frequency: 1420 Kc. Power: 5,000 W zits
 Owned By. New South Radio
 Business Address. P. O. Box 112
 Tel.: PLaza 9-5786. Independent
 Station Representation. Grant Webb
 President. F. E. Holladay
 General Manager. Joseph W. Carson
 Station Manager. A. N. Kitchens
 Commercial Manager. Jo Stephens
 Program Director. H. Hollman
 Chief Engineer. Boyd Cagel

WJRD—Tuscaloosa—1936

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By. Wilhelmina Echols
 Business-Studio Address. 2216½ Broad St.
 Tel.: PL 4-4464. Independent
 Representative. Dore
 Owner. Wilhelmina Echols
 General Manager. John C. Cooper Jr.
 Station Manager. Mercer L. King
 Chief Engineer. Percy Sexton

WNPT—Tuscaloosa—1951

Freq.: 1280 Kc. Power: 5000 Kw. d.; 500 W. n.

Owned-Oper. By. W. Alabama Bdcstg. Co.
 Address. P. O. Box 487
 Tel.: PL 8-3311. ABC
 Representative. Rambeau
 President, General Manager. Ruth Harris
 Commercial Mgr. Lehman M. Mayer
 Station Manager. Joe Langston
 Sales Promotion Manager. Clyde Price
 Program Director. Herbert Rosenblum
 Publicity Director. James Allday
 Chief Engineer. William G. Harris

WRBS—Tuscaloosa—1958

Frequency: 790 Kc. Power: 500 Watts; d.
 Owned By. Better Radio Sta. Co.
 Address. P. O. Box 33
 Tel.: Plaza 2-0293. Independent
 Station Rep. Walker-Rawalt
 General Mgr. Kermit E. Tullos
 Station Mgr. F. M. Rosemore
 Commercial Mgr. V. Banks
 Promotion Mgr. James Knox
 Chief Engineer. W. R. Pruitt

WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned By. Tuscaloosa Bcstg. Co.
 Address. Radio Center
 Tel.: PL 8-5523. MBS-KBS
 Representative. Sears & Ayer, Forjee
 General Station Manager. Bert Bank
 Comm. Mgr. E. E. Manning, Jr.
 Program Director. Stan Siegal
 Chief Engineer. Alvin D. Sisk

WVNA—Tuscumbia—1955

Frequency: 1590 Kc. Power: 5 Kw. d.
 Owned-Oper. By. Elton H. Darby
 Address. 112 S. Main St.
 Tel.: EV 3-2727. Independent
 Representative. Masla
 Gen. Manager. Eulus O. Whitehead
 Sales Manager. Stanley Walters
 Promotion Manager. Jean Pollard

WTUS—Tuskegee—1952

Frequency: 580 Kc. Power: 500 Watts d.
 Owned-Oper. By. Andalusia Bcstg.
 Address. Union Springs Road
 Tel.: 580. KBS
 Representative. Cont. Radio Sales
 General Station Manager. J. A. Bowers
 Commercial Program Director. Mac McNair
 Sales Promotion Manager. Don Mitchell
 Publicity Director. Bud Reynolds
 Chief Engineer. Oscar E. Lanman

WETU—Wetumpka—1954

Frequency: 1250 Kc. Power: 1000 Watts
 Owned. Elmoro Service Corp.
 Address. Rockford Road
 Tel.: 7369. KBS
 Station Rep. Sears & Ayers, Dixieland
 President. Lem Coley
 General Mgr. Ed Morgan
 Sales Director. James W. Whatley
 Chief Engineer. David Conley

Pop.: 221,000
Families: 64,000
Radio Homes: 63,000

Alaska

Stations in State: 13
TV Homes: 42,000
TV Stations: 5

KBYR—Anchorage—1948

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By. Radio Anchorage, Inc.
Business-Studio Address. P. O. Box 1960
Tel.: 5-8211 Independent
Representative. Pan-American Bcstg. Co.
President. J. C. Gordon
General Manager. E. Pournelle

KENI—Anchorage—1948

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By. Midnight Sun Bcstg. Co.
Address. Box 1160
Tel.: 2-0301 MBS-ABN-NBC
Representative. James Fletcher, Del Day
President. Harry J. Hill
General Manager. Alvin Bramstedt
Comm. Mgr. Jim Lawson
Program Dir. Ty Clark
Chief Engineer. Charles Gray

KFQD—Anchorage—1924

Frequency: 730 Kc. Power: 10,000 Watts
Owned. Anchorage Broadcasters, Inc.
Address. Box 1040
Tel.: 2-4101 CBS
Representative. Weed-Alaska R-TV Sales
President. Ken A. Sheppard
Gen., Comm. Mgr. Ernest Spink
Program Director. Edward R. Mack
Chief Engineer. William E. Duck

KLAM—Cordova—1954

Frequency: 1450 Kc. Power: 250 Watts
Owned. Northern Light Broadcasting Corp.
Address. Box 278
Representative. Del Day
Pres., Gen., Sta. Charles L. Buck
Program Director. Dona Buck

KFAR—Fairbanks—1939

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By. Midnight Sun Bcstg. Co.
Business-Studio Address. Box 910
Tel.: 2125 MBS-NBC-ABC
Representative. Fletcher, Del Day
President. Harry J. Hill
Manager. Alvin O. Bramstedt
Comm. Mgr. Ralph L. Crider

KFRB—Fairbanks—1948

Frequency: 900 Kc. Power: 10,000 Watts
Owned-Oper. By. Fairbanks Radio Bcstrs, Inc.
Business Address. 556 2nd Ave.; Box 950
Tel.: 2155 CBS
Station Representative. National Time Sales
President. J. Chester Gordon
General Manager. E. "Doc" Pournelle
Station Mgr. Richard H. Garvin
Commercial Manager. Cathy Abbee
Program Director. Elmer "Buck" Emery
Chief Engineer. Richard Shoup

KINY—Juneau—1934

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By. Alaska Bcstg. System
Business Address. 231 S. Franklin St.
Tel.: 6-1800 CBS
Station Rep. Alas. Radio TV Sales; Weed
President. William J. Wagner
Station Manager. Jerry McKinley
Sales Promotion Manager. Frank Shannon
Program Director. Richard Peter
Chief Engineer. Franklin Butte

KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By. Baranof Bcstrs. Inc.
Address. Box 2231
Tel.: 6-3630 ABC-MBS-NBC
Representative. Day, Fletcher
Pres., Gen. Mgr. Joe Mangan
Program Director. Dave Vincent
Publicity Director. Dodie Wheeler
Chief Engineer. Roderick Hughes

KABI—Ketchikan—1952

Freq: 580 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By. Midnight Sun Bcstg. Co.
Representative. Day, Fletcher
President. Harry J. Hill
Manager. George Placentia

KTNN—Ketchikan—1942

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By. Robert C. Mehan
Address. Box 1308
Tel.: 2191 CBS
Representative. Alaska Radio-TV Sales
Gen. Mgr. Robert C. Mehan

KIBH—Seward—1949

Frequency: 1340 Kc. Power: 250 watts
Owned-Operated By. Seward Bcstg. Corp.
Address. Box 575
Representative. Alaska Radio-TV Sales
Pres. Robert Baumgartner
Sta. Mgr. Donald Lowell
Comm. Mgr. M. Gilliland

KIFW—Sitka—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Sitka Broadcasting
Business Address. 7th & Olive, Seattle
Tel.: SE 6333 CBS
Representative. Alaska Radio-TV Sales
Pres., Gen. Mgr. William J. Wagner
Sta. Mgr., Ch. Engr. Harry C. Lanz
Program Director. Alvin B. Larson
Publicity Director. Rex King

KSEW—Sitka—1954

Frequency: 1400 Kc. Power: 260 Watts
Owned-Oper. Voice of Sheldon Jackson, Inc.
Address. Box 258
Tel.: 67 Independent
Rep. Midnight Sun Bcstg. Co.
President. Brian Cleworth

Pop.: 1,215,000
Families: 339,000
Radio Homes: 330,000

Arizona

Stations in State: 47
TV Homes: 267,000
TV Stations: 9

KSUN—Bisbee—1933

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Carleton W. Morris
Address..... Drawer C, Lowell St.
Tel.: HE 2-2277..... MBS
Representative..... Ayres, Bob Dore
President..... C. W. Morris
General Station Manager..... Arlo Woolery
Program Director..... Jack Jaquay
Commercial Manager..... Eddie Evans
Sales Promotion Manager..... Jeanne Clear

KPIN—Casa Grande—1956

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned..... Pinal County Bcstg. Service
Address..... Box 66
Tel.: TE 6-7427..... Independent
Representative..... Fred Crawford, Jr.
President, General Manager..... John W. Parham
Commercial Manager..... Ted Anson
Sales Promotion Manager..... Jim Ogle
Program, Publicity Director..... Bettie Parham
Chief Engineer..... John Griffith

KCLF—Clifton—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Gila Bcstg. Co.
Address..... Box 1446
Tel.: UN 4-4114..... NBC
Gen. Mgr..... Paul Merrill
Sta. Mgr..... Tom Moore

KHCD—Clifton—1956

Frequency: 1450 Kc. Power: 250 Watts
Owned..... Darwin Broadcasting Co.
Address..... P.O. Box 608
Tel.: UN 4-4185..... Independent
Representative..... Grant Webb
Sta. Mgr..... Chet Darwin
Prog. Dir..... Jack Campbell

KCKY—Coolidge—1948

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Oper. By..... Gila Bcstg. Co., Inc.
Address..... Box 1438
Tel.: PA 3-5341..... CBS
Representative..... Hil F. Best
President..... Louis F. Long
General Manager..... Bill Parady
Comm. Prog. Director..... Chuck Clemans
Chief Engineer..... Ron Tomion

KAWT—Douglas—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Carlton W. Morris
Address..... Drawer 1118
Tel.: Douglas..... KBS
Representative..... Best
Sta. Mgr..... Ed Williams

KAPR—Douglas—1958

Frequency: 930 Kc. Power: 1000 Watts

Owned By..... Copper State Enterprises
Business Address..... Gadsden Hotel
Tel.: Empire 4-8403..... Independent
President..... David Harman
Gen. Mgr. Sales Prom..... H. H. Packard
Commercial Manager..... Earle Fulton
Program Director..... Lowell Huffman
Chief Engineer..... Henry Griffiths

KCLS—Flagstaff—1950

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Operated By..... Saunders Bcstg. Co.
Address..... Box 1677
Tel.: P Prospect 4-2581..... NBC
Pres., Gen. Mgr..... Charles J. Saunders
Sta. Mgr..... Dorothy J. Saunders
Program Director..... Donn Brown
Sales Prom. Mgr..... Bill Mitchell
Chief Engineer..... Miles Shepherd

KVNA—Flagstaff—1950

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..... Frontier Television Co., Inc.
Address..... P. O. Box 2671
Tel.: AL 8-8181..... MBS
President..... John L. Hogg
Sta. Mgr..... Oliver G. Coburn
Comm., Prom. Mgr..... Anthony P. Scrivano
Prog. Dir..... Marlin A. Saline

KWJB—Globe—1938

Frequency: 1240 Kc. Power: 250 Watts, d.
Owned-Operated By..... Gila Bcstg. Co., Inc.
Address..... P. O. Box 2343
Tel.: GA 5-4483..... ABC-MBS
Representative..... Raymer
President..... L. F. Long
General Commercial Manager..... U. E. Simonton
Program Director..... Lee Holiday
Publicity Director..... Tony Andretta
Chief Engineer..... Jimmy C. Weldon

KIKO—Globe-Miami—1958

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Willard Shoecraft
Address..... Copper Hills Motor Hotel
Tel.: GA 5-4471..... NBC
Representative..... Avery-Knodel
Gen. Sales Prom. Mgr..... Willard Shoecraft
Commercial Manager..... Darrell Tucker
Program Director..... Bob Early
Publicity Dir..... Don Stewart
Chief Engineer..... Frank C. Hancock

KDJI—Holbrook—1955

Frequency: 1270 Kc. Power: 1000 W. d.
Owned-Oper. By..... H. J. Arnoldus
Address..... 1041 West Hopi Drive
Tel.: 40..... KBS
Representative..... Moore
General Manager..... Herbert E. Jepko
Commercial Mgr..... Robert Kahle
Program Dir..... Douglas McDougal
Chief Engineer..... John Ganns

KAAA—Kingman—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Stonybrook Broadcasting Co.
 Business Address: P. O. Box 1208
 Tel.: BL 462. Independent
 Representative: Harlan G. Oakes
 Pres., Gen. Mgr.: Wallace E. Stone
 Comm. Mgr., Ch. Eng.: Bernard Wilson
 Program Director: John F. Holbrook
 Publicity Director: W. E. Stone

KTYL—Mesa—1946

Freq.: 1310 Kc. Power: 5 kw. d.; 500 w. n.
 Owned-Oper. By: Greater Phoenix Bcstg. Co.
 Address: P. O. Box 231
 Tel.: WO 4-4422. Independent
 President: Sherwood R. Gordon
 Man. Director: George H. Bush
 Station Manager: Jack Harris
 Comm. Manager: Martin Welch
 Publicity Director: Bonnie Netherton
 Chief Engineer: Ben Smith

KNOG—Nogales—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Carleton W. Morris
 Address: Box 1681
 Tel.: ATwater 7-2882. ABC-MBS-KBS
 Representative: Best, Oakes
 President: Carl Morris
 General Manager: Arlo Wooley
 Station Chief Engineer: Ralph Anderson
 Publicity Director: Len Pachman

KHAT—Phoenix—1958

Frequency: 1480 Kc. Power: 500 Watts
 Owned By: KHAT Radio Inc.
 Business Address: 337 W. Maryland
 Tel.: CR 9-2321. Independent
 Station Representatives: Stars National, Grant
 President, Chief Engineer: Jeff Lapping
 General Station Manager: Ray Odom
 Comm. Sales Prom. Mgr.: John S. Wise
 Program Director: Neil Leavitt
 Publicity Director: Jennie Ramsperger

KHEP—Phoenix—1956

Frequency: 1480 Kc. Power: 1000 Watts, d.
 Owned: Grand Canyon Bcstrs., Inc.
 Address: 3883 N. 38th Ave.
 Tel.: AP 8-5555. Independent
 President: Rhinold Zwar
 General Manager: Frank Porter
 Bus. Manager: John Hocksema
 Program Dir.: Gale Erbe
 Publicity Dir.: Margie Erbe
 Chief Engineer: Don Bradley

KIFN—Phoenix—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By: Western Bcstg. Co.
 Address: 1975 S. Central. Box 430
 Tel.: AL 3-6155. Independent
 Station Representative: Harlan Oakes, NTS
 President: Frank P. Redfield
 General Station Manager: John K. Redfield
 Chief Engineer: Jose O. Armendariz

KONI—Phoenix—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned: Anjo Bdcstrs. & Telecstrs. Inc.
 Address: 2300 N. Central Ave.
 Tel.: AL 8-8044. Independent
 Pres. Gen. Mgr.: James T. Ownby
 Station Mgr.: Mary Jane Phillippl
 Chief Engineer: Joe Roder

KOOL—Phoenix—1947

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: KOOL Radio-TV Inc.
 Business-Studio Address: 511 W. Adams
 Tel.: AL 3-3121. CBS
 Representative: AM Radio Sales
 Board Chairman: Gene Autry
 Pres., Gen. Mgr.: Tom Chauncey
 Station Manager: Carlos Montano
 Program Director: Al McCoy
 Chief Engineer: Nelson Nichols

KBUZ—Phoenix—1958

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.
 Owned By: Greater Phoenix Bcstg. Co.
 Address: Sands Hotel, P. O. Box 5333
 Tel.: BRidge 5-4466. Independent
 President: Sherwood R. Gordon
 General Manager: George H. Bush
 Commercial Manager: William Dixon
 Program Director: Frank Kalil
 Publicity Director: Mary Bush
 Chief Engineer: Louis Sabo

KOY—Phoenix—1922

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. N.
 Owned-Oper. By: KOY Bcstg. Co.
 Address: 840 N. Central Ave.
 Tel.: ALpine 8-8181. ABC-MBS
 Representative: John Blair
 Pres., Gen. Mgr.: John L. Hogg
 Comm. Mgr.: James W. Ross
 Program Dir.: Jack Williams
 Chief Engineer: Edward R. Janney

KPHO—Phoenix—1940

Frequency: 910 Kc. Power: 5000 Watts
 Owned: Meredith Publishing Co.
 Address: 631 No. 1st Ave.
 Tel.: AL 8-4511. Independent
 Representative: Katz
 Gen. Mgr.: Richard B. Rawls
 Station Mgr.: Gene Spry
 Commercial Mgr.: John R. Crowley
 Sales Prom. Mgr.: Jo Hitchcock
 Owners of: KCMO, Kansas City, Mo.; WOW,
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,
 Tulsa, Okla.

(See Page 498)

KRIZ—Phoenix—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Phoenix
 Address-Trans. Loc.: 2345 Westward Blvd.
 Tel.: AL 4-8436. KBS
 Representative: Radio Reps. Inc.
 Pres., Gen., Manager: Richard B. Wheeler
 Station, Commercial Manager: Sheldon Engel
 Program Director: Jim Kithcart

Publicity Director.....Andy Lane
 Chief Engineer.....Bob Pond

KRUX—Phoenix—1947

Freq.: 1360 Kc....Power: 5000 Watts d., 500 n.
 Owned-Oper. By.....Owsley Broadcasters
 Bus.-Studio Address.....417 N. 1st St.
 Tel.: AL 8-1551.....Independent
 Representative.....McGavren-Quinn
 President.....Don G. Owsley
 Commercial Manager.....Ira Lavin
 Program Director.....Lucky Lawrence
 Chief Engineer.....Joe Brandt

KTAR—Phoenix—1922

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Bcstg. Co.
 Business Studio Address...1101 North Central
 Tel.: AL 4-4161.....NBC
 Representative.....Avery-Knodel
 Chrmn. of the Board.....John J. Louis
 Pres., Gen. Mgr.....Richard O. Lewis
 V.P. in Chg. Sales.....Ray G. Smucker
 Prog. Director.....Jack Willis
 Chief Engineer.....Harold Haughawout

KUEQ—Phoenix—1958

Frequency: 740 Kc.....Power: 1 Kw., d.
 Owned.....Q Bcstg. Co., Inc.
 Address.....2960 E. Van Buren St.
 Tel.: BR 5-7003.....Independent
 Pres., Gen. Mgr.....Frank S. Barc, Jr.
 Comm. Pub. Dir.....M. Z. Moore
 Prog. Dir.....Bob McNulty
 Chief Engineer.....Gene Boos

KNOT—Prescott—1957

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Thunderbird Bcstg. Corp.
 Address.....Box 151, Hassayampa Hotel
 Tel.: 1450.....Independent
 Representative.....Masla, O'Connell
 Pres., Gen. Mgr.....Roy L. Albertson, Jr.
 Commercial Director.....Paul Inkmann
 Program Director.....Harold L. Sanner
 Chief Engineer.....P. E. Brown

KYCA—Prescott—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Business-Studio Address.....East Gurley St.
 Tel.: 244.....NBC
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Harold Ritter
 Program Dir. Sales Prom.....W. Norman
 Publicity Director.....Byron McCall
 Chief Engineer.....George Eitel

KZOK—Prescott—1958

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Northern Ariz. Aircasters
 Address.....P. O. Box 1033
 Tel.: 112.....KBS
 President.....Dick Gilbert
 General Mgr.....James Shepler
 Commercial Mgr.....Gordon Sloan
 Program, Prom. Mgr.....C. R. Allen

KGLU—Safford—1938

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gila Bcstg. Co.
 Business-Studio Address.....520 Main St.
 Tel.: 15.....MBS
 Newspaper Affil.....Graham County Guardian
 Representative.....Paul H. Raymer
 President.....Louis F. Long
 General Mgr.....Paul Merrill
 Station, Commercial Manager.....Harl Barnett
 Program Director.....Lester McBride
 Chief Engineer.....Henry Hudson

KPOK—Scottsdale—1956

Frequency: 1440 Kc.....Power: 5 Kw.
 Owned.....Scottsdale Bcstg. Co.
 Address.....Box 182
 Representative.....Forje
 Pres., Gen. Mgr.....Dick Gilbert
 Exec. V.P.....Saxie Dowell
 Dir. Sales & Serv.....Irving S. Leon, Sr.

KVWM—Show Low—1957

Frequency: 1050 Kc.....Power: 250 Watts
 Owned.....Peak Bcstg. Co.
 Address.....Box 606
 Tel.: 100.....Independent
 Pres., Gen. Mgr.....S. J. Woodworth
 Program Dir.....Dorothy L. Woodworth
 Chief Engineer.....S. J. Woodworth

KHFH—Sierra Vista—1957

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned.....C. W. Morris
 Address.....Box 472, Sierra Vista
 Tel.: GLadstone 8-3379.....Independent
 President.....Carleton W. Morris
 General Manager.....Arlo Woolery
 Station Manager.....John Bonnet, Jr.
 Commercial Manager.....Eddie Evans
 Sales Promotion Manager.....Gene Espinosa

KAIR—Tucson—1956

Frequency: 1490 Kc.....Power: 250 Watts
 Owred By.....Griffith & McCauley
 Business Address.....109 S. Scott
 Tel.: MAIn 4-0401.....Independent
 Representative.....McGavren-Quinn
 President, General Manager. Joe Du Mond, Sr.
 Sta. Mgr., Prog. Dir.....Joe Du Mond, Jr.
 Ch'ef Engineer.....Paul Gomes

KCEE—Tucson—1958

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Assoc. Bcstrs. Inc.
 Address.....Box 5803
 Tel.: MA 2-7788.....Independent
 President.....David S. Dribeck
 General, Station Manager.....Ray Owen
 Comm. Sales Prom. Mgr.....Jesse Veach
 Chief Engineer.....Don Bateman

KCNA—Tucson—1946

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
 Owned-Operated By.....Catalina Bcstg. Co.

Business Address..... P. O. Box 2348
 Tel.: MA 2-4664..... Independent
 Representative..... Gill-Perna
 Pres., Gen. Mgr..... Harry B. Chambers
 Comm. Mgr..... W. F. Ribley, Jr.
 Pub. Dir..... Pat Palmer
 Chief Engineer..... Eugene E. Stough

KEVT—Tucson—1953

Frequency: 690 Kw..... Power: 250 Watts d.
 Owned-Oper. By..... Tucson Radio Inc.
 Business Address..... 57 W. Congress
 Tel.: MA 4-5588..... Independent
 Representative..... Oakes, Nat. Time Sls.
 General Manager..... Peter Trowbridge
 Comm. Mgr..... De Witt Wray
 Program Dir..... Oscar H. Stevens
 Sales Manager..... Arturo Aguilar

KMOP—Tucson—1957

Frequency: 1330 Kc..... Power: 500 Watts, d.
 Owned..... Bam-Ray Bcstg. Co.
 Address..... 101 W. Drachman
 Tel.: MA 3-6663..... Independent
 Representative..... Star National; W. S. Grant
 Pres., Gen. Mgr..... Dick Jacobson
 Exe. V.P..... Howard Kalmenson
 Commercial Mgr..... James Johnson
 Program Dir..... Bob Wolfe
 Publicity Dir..... Dorothy Gallagher
 Chief Engineer..... Ray Holsclaw

KOLD—Tucson—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Old Pueblo Bcstg. Co.
 Business Address..... 115 W. Drachman St.
 Tel.: MA 4-2511..... CBS
 Representative..... Natl. AM Radio Sales
 President..... Tom Chancey
 General, Station Manager..... E. S. Mittendorf
 Commercial Manager..... Bernie Perlin
 Sales Promotion Manager..... E. R. McKane
 Program Director..... Ed Tucker
 Chief Engineer..... Vern Cinmiyotti

KTKT—Tucson—1949

Frequency: 990 Kc..... Power: 10,000 W., d.
 Owned-Operated By..... Copper State Bcstg.
 Business-Studio Address..... Box 5585
 Tel.: MAin 267-11..... Independent
 Representative..... Forjoe
 President, Gen. Mgr..... Thomas J. Wallace
 Station Manager..... George Wallace
 Chief Eng..... Nat Talpis

KTUC—Tucson—1929

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Tucson Bcstg. Co.
 Address..... 1511 E. 16th St.
 Tel.: MA 2-3344..... MBS

Representative..... Radio TV Reps. Inc.
 V.P., Gen., Sta. Mgr..... C. Van Haften
 Commercial Manager..... Robert Lebsock
 Sales Prom. Mgr..... George Bradley
 Program Director..... Robert Brown
 Chief Engineer..... Robert Lebsock

KCUB—Tucson—1929

Frequency: 1290 Kc..... Power: 1000 Watts
 Owned By..... Gordon Broadcasting Co.
 Business Address..... 219 W. Elm St.
 Tel.: MAin 3-4323..... Independent
 Station Representative..... Adam Young
 President..... Sherwood R. Gordon
 General Manager..... Gene Ackerley
 Program Director..... Dick Venturino
 Chief Engineer..... Ray H. Holsclaw

KVNC—Winslow—1952

Freq.: 1010 Kc..... Power: 1 Kw, d., 500 W. n.
 Owned-Oper. By..... Gila Bcstg. Co.
 Address..... Box 373
 Tel.: 1010..... ABC-MBS-KBS
 Gen. Mgr..... Paul Merrill
 Sta., Comm. Mgr..... Chuck Mizner
 Program Dir..... Warner Stensland
 Pub. Director..... Connie Mizner
 Sales Prom. Ch. Eng..... Jerry Graham

KOFA—Yuma—1953

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Broadcasters, Inc.
 Address..... P. O. Box 1430
 Tel.: SU 3-8341..... KBS
 President..... Henry Schechert
 General Manager..... Russ Wonnacott

KVOY—Yuma—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... KYMA-YUMA, Inc.
 Address..... P. O. Box 671
 Tel.: SU 3-7841..... MBS
 Representatives..... Radio-TV Reps.
 Pres., Gen. Mgr..... William L. Lindsey
 Station Manager..... Lee A. Newsome, Jr.
 Commercial Manager..... John Ghiotto
 Sales Prom. Mgr..... Lee A. Newsome, Jr.
 Program Director..... Bob Nimmo
 Chief Engineer..... Gary Raymond

KYUM—Yuma—1940

Frequency: 560 Kc..... Power: 1000 Watts
 Owned-Operated By..... Yuma Bcstg. Co.
 Business Address..... P.O. Box 352
 Tel.: SU 3-3305..... NBC
 Representative..... Paul H. Raymer
 President..... R. O. Lewis
 General Manager..... Leonard P. Burkland
 Sales Promotion Manager..... Rose Ann Pelger
 Program Director..... Fred A. Pelger
 Chief Engineer..... Maurice W. Higgins

Pop.: 1,929,000
Families: 548,000
Radio Homes: 541,000

Arkansas

Stations in State: 61
TV Homes: 362,000
TV Stations: 6

KVRC—Arkadelphia—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Arkadelphia Bcstg. Co.
Business-Studios Address: 320 S. 3rd St.
Tel.: CHapel 6-4561. KBS
Representative: Hill F. Best
Gen., Sta. Mgr.: Bill Deaton
Chief Engineer: John Riggle

KBTA—Batesville—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned: White River Valley Bcstgs. Co.
Address: Batesville, Ark.
Tel.: 1112. KBS
Representative: Best
Pres., Gen. Mgr.: J. F. Higginbottom
Sales Prom. Mgr.: Murray Schroyer

KBBA—Benton—1953

Frequency: 690 Kc. Power: 250 Watts, d.
Owned-Oper. By: Benton Bcstg. Service
Business Address: Box 294
Tel.: SP 8-2690. Independent
Tel.: SP 8-2690. KBS
General Manager: Lavelle Langley
Commercial Manager: Preston Bridges
Program Director: Jim Landers
Chief Engineer: Preston Bridges

KTCN—Berryville—1958

Frequency: 1480 Kc. Power: 1 Kw; d.
Owned By: Ozark Radio-Equip. Co.
Address: P. O. Box 191
Tel.: 385. KBS
President: T. W. Rogers
Gen., Comm. Mgr.: Mel Lymbery
Promotion Mgr.: Louise Lymbery
Chief Engineer: Fred Ward

KLCN—Blytheville—1922

Frequency: 910 Kc. Power: 5000 Watts d.
Owned-Operated By: Harold L. Sudbury
Address: Sudbury Bldg., Main St.
Tel.: POpIar 2-2093. Independent
Station Representative: John E. Pearson
Gen., Sta. Mgr.: Harold L. Sudbury
Sales Prom., Pub. Dir.: J. T. Sudbury
Chief Engineer: Joe Nearns

KLYR—Clarksville—1957

Frequency: 1360 Kc. Power: 500 Watts
Owned By: Clarksville Radio Broadcasters
Business Address: P. O. Box 489
Tel.: PLeasant 4-3092. Independent
Gen. Sta. Chg. Eng.: Roy Forrester
Comm. Sales Prom. Mgr.: Reece Adkison
Prog. Pub. Dir.: Wayne Bradley

KAMD—Camden—1946

Freq.: 910 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Operated By: Camden Radio Inc.
Address: P. O. Box 5859
Tel.: TE 6-5091. MBS-KBS
President: Walter E. Hussman
Gen., Comm. Mgr.: Donald Cathey
Prog. Dir.: Cal Carter
Chief Engineer: J. W. Pope

KCON—Conway—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Conway Bcstg. Co.
Address: ASTC Campus
Tel.: 189. KBS
Representative: Best
Gen. Mgr.: James E. Clayton
Program Dir.: S. F. Morehead
Chief Engineer: Edwin McClendon

KAGH—Crosett—1951

Frequency: 800 Kc. Power: 250 Watts, d.
Owned-Operated By: Julian Haas
Address: 900 Main
Tel.: FO 4-2181. KBS
Representative: Clyde Melville
Gen. Mgr.: Julian Haas
Chief Engineer: Preston Derryberry

KDQN—De Queen—1956

Frequency: 1390 Kc. Power: 500 Watts, d.
Owned: R. G. McKeever
Address: 1923 S. Fourth St.
Tel.: JU 4-2446. KBS
Representative: Clyde Melville Co.
General, Station Manager: Glen D. Hammons
Program Director: Jerry A. Hammons
Chief Engineer: R. G. McKeever

KDMS—El Dorado—1950

Frequency: 1290 Kc. Power: 5000 Watts d.
Owned-Oper. By: El Dorado Bcstg. Co.
Address: 208 N. Cleveland
Tel.: UN 3-5121. Independent
Representative: Rambeau
General Manager: J. A. West, Jr.
Commercial Manager: Rodney Smith
Program Dir.: Bob Russel

KELD—El Dorado—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business-Studio Address: Radio Center Bldg.
Tel.: UN 3-6126. ABC-KBS
Representative: Walker-Rawalt
Pres., Gen. Mgr.: W. N. McKinney
Comm. Mgr.: J. R. Duerson
Sales Prom., Prog. Dir.: Jerome Orr
Chief Engineer: Troy B. Eddins

KFAY—Fayetteville—1957

Frequency: 1250 Kc. Power: 500 Watts
Owned: Stamps Radio Bcstg. Co.
Address: Box 112

Tel.: Hillcrest 2-9859.....MBS
 Station Representative.....Bob Dore
 Gen. Mgr.....H. Weldon Stamps
 Commercial Manager.....Chas. E. Siefert
 Program Director.....Joanne Herndon
 Chief Engineer.....Richard Osborne

KHOG—Fayetteville—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
 Business-Studio Address...103 West Mountain
 Tel.: HI 2-2322.....Independent
 Station Representative.....Walker-Rawalt
 President.....Hayden McIlroy
 Gen. Mgr.....Fred J. Stevenson
 Comm. Sls. Prom. Mgr.....Ed. Gideon
 Program, Publicity Director...Steve Starwyck
 Chief Engineer.....Harold Lindsey

KXJK—Forrest City—1949

Frequency: 950 Kc.....Power: 5000 Watts, d.
 Owned By.....Forrest City Bcstg. Co., Inc.
 Address.....Natl. Bank Bldg.
 Tel.: ME 3-1252.....KBS
 Representative.....Burn-Smith
 Gen., Sta. Mgr.....William Fogg
 Sls., Comm. Mgr.....James Pearson
 Chief Engineer.....Walter Smith, Jr.

KFPW—Fort Smith—1930

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tulsa Bcstg. Co.
 Business Address.....Sta. B Box 98
 Tel.: SU 3-4105.....CBS
 Representative.....Avery-Knodel
 Station Mgr.....Charles E. Jones

KFSA—Fort Smith—1947

Frequency: 950 Kc...Power: 1 Kc. d., 500 W. n.
 Owned By.....Southwestern Operating Co.
 Address.....920 Rogers Ave.
 Tel.: SU 2-9125.....ABC, CBS, NBC
 Newspaper Affiliation.....Times Record
 Representative..Venard, Rintoul & McConnell
 President.....Donald W. Reynolds
 General Manager.....J. W. Slates
 Comm., Sales Prom. Mgr..James E. Fesperman
 Program Director.....Harry Freeman
 Chief Engineer.....Robert W. Platt, Jr.

KTCS—Fort Smith—1956

Frequency: 1410 Kc.....Power: 500 Watts d.
 Owned By.....H. Weldon Stamps
 Business Address.....4120 Towson Ave.
 Tel.: SUNet 2-3049.....MBS-KBS
 Station Representative.....Bob Dore
 General Manager.....H. Welden Stamps
 Sta. Prog. Dir.....Mrs. Evelyn Brill
 Comm. Sales Prom. Mgr.....George Swanson
 Chief Engineer.....Cecil Stamps

KWHN—Ft. Smith—1947

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By...KWHN Bcstg. Co., Inc.
 Address.....North 5th and Garrison
 Tel.: SU 3-8967.....Independent
 Representative.....Rambeau

General Manager.....J. H. Friedman
 Station Mgr.....Glenn A. O'Neal
 Chief Engineer.....Raymond Armstrong

KHOZ—Harrison—1946

Frequency: 900 Kc.....Power: 250 Watts, d.
 Owned-Operated by...Harrison Bcstg. Corp.
 Address.....P. O. Box 120
 Tel.: EEmpire 5-2301.....KBS
 Station Representative.....Walker-Rawalt
 Gen. Mgr.....Robert S. Wheeler, Jr.
 Sta., Comm. Mgr.....Everett Horton
 Prom. Mgr.....Marc Williams
 Chief Engineer.....Carl Martin

KFFA—Helena—1941

Frequency: 1360.....Power: 1,000 Watts
 Owned-Operated By.....Helena Bcstg. Co.
 Address.....215 York St.
 Tel.: HI 4-2361.....MBS-KBS
 Representative.....Best
 General, Station Manager...Sam W. Anderson
 Sales Prom. Mgr.....Katherine M. Kizer
 Prog. Dir., Ch. Engr.....Earl Hodges
 Publicity Dir.....Randolph Tardy

KXAR—Hope—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Address.....P. O. Box 138
 Tel.: 7-3601.....KBS
 Gen. Mgr.....L. B. Tooley
 Comm. Mgr.....Wes Ninemire

KBHS—Hot Springs—1953

Frequency: 590 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Resort Bcstg. Co., Inc.
 Address.....113 Thrd St.
 Tel.: NA 3-6661.....KBS
 Sta. Rep.....Clark
 President.....A. M. McGregor
 V.P., General Mgr.....Gene Kelley
 Station, Sales Prom. Mgr.....Ed Appler
 Program Director.....Forrest Eddy
 Chief Engineer.....Clint Norman

KBLO—Hot Springs—1953

Frequency: 1470.....Power: 1000 Watts d.
 Owned-Oper. By.....Hot Springs Bcstg., Inc.
 Address.....1011 Central
 Tel.: NA 3-2553.....MBS
 Representative.....Rambeau
 Pres., Gen. Mgr.....C. J. "Gus" Dickson
 Station Mgr.....Harry Ladass
 Program Dir.....Jack R. Ridgeway
 Publicity Dir.....Hank Sanders
 Chief Engineer.....R. G. King

KWFC—Hot Springs—1941

Freq.: 1350 Kc.....Power: 1 Kw., d., 500 W. n.
 Owned-Operated By.....Phoenix Co.
 Business-Studio Address.....Box 1038
 Tel.: NA 4-1225.....ABC
 Representative..Venard, Rintoul & McConnell
 President.....Harman I. Mosely II
 Comm. Mgr.....T. Dickson
 Chief Engineer.....C. Mathis

KBTM—Jonesboro—1930

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Patteson Brothers
Address: WBTM Bldg.
Tel: WE 5-5597 MBS-KBS
General Manager: Alan Patteson, Jr.
Sta. Mgr.: Clarence Adams
Chief Engineer: Norman Bowman

KNEA—Jonesboro—1950

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Jonesboro, Inc.
Address: Citizens Bank Bldg.
Tel: WE 2-8381 Independent
Representative: Gill-Perna
President: Ernest Farabee
Gen., Sta. Mgr.: Harold Gregson
Comm. Mgr.: Bob Blackwood
Program Director: Ed Goetze
Chief Eng.: Wesley Bell

KARK—Little Rock—1928

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By: Arkansas Radio & Equip. Co.
Address: 10th & Spring Sts.
Tel: FR 6-2481 NBC
Representative: Edward Petry
Exec V.P., Gen. Mgr.: T. K. Barton
V.P., Sta. Mgr.: Douglas Romine
Program Director: Ernest M. Howard
Commercial Mgr.: Ernest Howard
Prom. Dir.: Shirley Kennedy

KGHI—Little Rock—1927

Frequency: 1250 Kc. Power: 1 Kw. d., 500 w n.
Owned-Oper. By: Radio Arkansas
Address: P. O. Box 3099
Tel: FR 2-0166 KBS
Representative: Burn-Smith
Gen. Mgr.: Harold E. King
Station Mgr.: Alfred E. Shirley
Sales Prom. Mgr.: Winnifred Shanks
Program Dir.: Marvin Heffington
Publicity Dir.: Barbara Park
Chief Engineer: Bill Gabbert

KLRA—Little Rock—1926

Frequency: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By: KLRA, Inc.
Business-Studio Address: Box 550
Tel: Franklin 5-3206 ABC
Representative: Bob Dore; Clark Brown
President, General Manager: Leonard Coe
Sta., Comm. Mgr.: Kermit F. Tracy
Program Director: Hal Webber
Publicity Director: Anne Lumpkin
Chief Engineer: Art Beem

KOKY—Little Rock—1956

Frequency: 1440 Kc. Power: 1000 Watts d.
Owned-Operated By: Ebony Radio
Address: P. O. Box 1956
Tel: FR 2-0391 Independent
Representative: John E. Pearson
Pres., Gen. Mgr.: John M. McLendon

Station Manager: Ed Phelan
Commercial Manager: Jim Loflin
Program Director: Myron Turvey
Chief Engineer: G. C. Tuley, Jr.

KTHS—Little Rock—1924

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper.: Radio Bcstg., Inc.
Business-Studio Address: P. O. Box 269
Newspaper Afil.: Shreveport Times
Tel: FR 4-3764 CBS
Representative: Christal
President: W. H. Bronson
Gen., Sta. Mgr.: B. G. Robertson
Comm. Manager: A. C. Dowden
Sales Prom. Mgr.: R. Brown
Program Director: George F. Moore
Chief Engineer: Cecil L. Suitt

KVLC—Little Rock—1948

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By: Southwestern Bcstg. Co.
Address: 319 West 2nd Street
Tel: FR 5-5321 Independent
Representative: Richard O'Connell
Gen., Sta. Mgr.: Dale D. Mahurin
Program Director: Charles R. Sims
Chief Engineer: Ed H. Summers

KVMA—Magnolia—1948

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By: Magnolia Bcstg. Co.
Business-Studio Address: 212 N. Jefferson St.
Tel: 630 MBS
Representative: John E. Pearson
President: Dr. J. F. Rushton
Gen. Mgr.: William M. Bigley
Comm. Mgr.: Norman Hunneycutt

KBOK—Malvern—1951

Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Operated By: Malvern Bcstg. Co.
Address: Highway 270 West
Tel: 1800 KBS
Representative: Devney, Melville
Pres., Gen. Mgr.: Kermit L. Richardson
Commercial Manager: W. D. Stroud
Prog. Dir., Ch. Engr.: Robert Padgett
Publicity Director: William R. Moore

KTML—Marked Tree—1956

Frequency: 1580 Kc. Power: 250 Watts, d.
Owned By: Poinsett Radio Bcstg. Co.
Address: Box 17
Tel: 1580 KBS
Station Representative: Continental
Gen. Mgr.: Carlton Garner
Commercial Manager: Leon Howard
Program Director: Gail Johnson
Publicity Director: Mack Howerton
Chief Engineer: Jim Weston

KVSA—McGehee—1953

Frequency: 1220 Kw. Power: 1000 Watts d.
Owned-Oper. By: S. E. Arkansas Bcstrs, Inc.
Address: Box 1220
Tel: CA 2-2400 KBS

Representative Best
 Pres., Gen. Mgr. Abbott F. Kinney

KENA—Mena—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By E. M. Hoge
 Address S. Reine St.
 Tel.: 944 KBS
 Representative Hil F. Best
 General Mgr. Larry Shephard
 Comm. Mgr. Bill Hughes
 Ch. Eng. O. D. Frederick

KHBM—Monticello—1956

Frequency: 1430 Kc. Power: 1 Kw. d.
 Owned-Operated By Baker Bcstg. Co.
 Address Box 446
 Tel.: 91 KBS
 President J. R. Baker
 Program Director Pat McGinnis
 Publicity Director Evelyn H. Baker
 Sales Promo. Mgr. Bill Millwood
 Chief Engineer John Bailey

KVOM—Morrilton—1952

Frequency: 800 Kw. Power: 250 Watts d.
 Owned-Oper. By Morrilton Bcstg. Co.
 Address P. O. Box 541
 Tel.: 506 Independent
 Gen. Mgr. J. C. Willis
 Comm Mgr. Bill Harper
 Prog. Director Hugh C. Jones

KTLO—Mountain Home—1953

Frequency: 1490 Kw. Power: 250 Watts
 Owned-Oper. By Mountain Home Bcstg. Corp.
 Address Hwy 5, N. Tel.
 Tel.: 1490 KBS
 Representative Best
 Pres., Gen. Mgr. A. Stricklen
 Commercial Mgr. Bob Pratt

KNBY—Newport—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Newport Bcstg. Co.
 Business Address Box 218
 President Harold Sudbury
 General, Station Manager Gene Howe
 Program Director Jerry Grojean
 Chief Engineer Anson Clark

**KNLR—North Little Rock
 1957**

Frequency: 1380 Kc. Power: 1 Kw.
 Owned-Oper. By Arkansas Valley Bcstg. Co.
 Address 16th & Main; Box 423
 Tel.: FR 6-1997 Independent
 Representative W. S. Grant
 Pres., Gen. Mgr. Chester H. Pierce
 Commercial Manager Phillip Sklar
 Program Director Ed Bailey
 Publicity Director Rita Newsom
 Chief Engineer Ken Copeland

**KXL R—North Little Rock
 1946**

Frequency: 1150 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Operated By Sanders Ark. Brcstg.
 Address P. O. Box 89
 Tel.: FR 2-2155 Independent
 Representative Stars National
 President J. M. Sanders
 General Manager George B. Faulder
 Commercial Manager Jim Gatens
 Program Director Hugh Brown
 Chief Engineer V. O. Vandusen

KOSE—Osceola—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Osceola Bcstg. Corp.
 Business Address P. O. Box 311
 Tel.: LO 3-2641 KBS
 Representative Cont. Radio Sales
 President H. F. Ohlendorf
 General, Station Manager Don Whitney
 Program Director Edythe Bandy
 Chief Engineer Harold Jones

KDRS—Paragould—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Progressive Bcstg. Co.
 Business Address Box 491
 Tel.: CE 2-7627 KBS
 General Manager Ted Rand
 Business Manager T. M. Self
 Commercial Manager Doayne F. Bateman
 Program Director Wilman Wheelis
 Chief Engineer W. O. Driskell

KCLA—Pine Bluff—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Radio Engineering Service
 Business-Studio Address 2900 W. 28th St.
 Tel.: JE 5-1241 Independent
 Station Representative Hil Best
 General Mgr. Kenneth Kesterson
 Commercial Manager Clyde Martin
 Prog.; Ch. Eng. Charles Penix

KOTN—Pine Bluff—1934

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Unversal Bcstg. Corp.
 Address Simmons Bank Bldg.
 Tel.: JE 4-8732 MBS-KBS
 Representative Walker
 Pres., Gen. Mgr., Chief Engr. B. J. Parrish
 Comm. Mgr. J. Wallace
 Program Director Hilda Matz
 Pub. Director R. W. Etter

KPBA—Pine Bluff—1957

Frequency: 1590 Kc. Power: 1 Kw. d.
 Owned-Operated By Radio Pine Bluff
 Address 1607 W. 6th Ave.; Box 33
 Tel.: JE 4-1523 Independent
 Representative Devney, Inc.
 President W. L. Kent
 Gen., Sta. Mgr. Howard M. Peters

ARKANSAS-CALIFORNIA

Program Director.....Howard Watson
Chief Engineer.....Robert M. Mador

KPOC—Pocahontas—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Tel.: TW 2-5234.....KBS
General Mgr.....Adrian L. White
Program Dir.....Bill Nicholson
Sales Mgr.....Virgil Pace

KAMO—Rogers—1954

Frequency: 1390 Kc.....Power: 1000 Watts
Owned.....KAMO, Inc.
Business Address...American Natl. Bank Bldg.
Tel.: MElose 6-4611.....Independent
Station Rep.....Walker
Pres., Gen. Mgr.....G. Don Thompson
Sta., Comm. Mgr.....W. E. Dacus
Program Director.....Charles A. Davis
Chief Engineer.....Bud Williams

KXRJ—Russellville—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Valley Broadcasters
Address.....Second and Commerce
Tel.: 299, 123.....KBS
Gen., Sta. Mgr.....C. R. Horne
Comm. Mgr.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Prog. Director.....Ora Mae Lee
Chief Engineer.....William C. McKenney

KWCB—Searcy—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned By.....C. R. Horne
Address.....P. O. Box 95
Tel.: 1281.....KBS
Representative.....Hil F. Best
Comm. Mgr.....Don P. Jones
Chief Eng.....Roy K. Cole

KUOA—Siloam Springs—1923

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Kuoa, Inc.
Business-Studio Address.....Siloam Springs
Tel.: 777.....MBS-KBS
President.....John E. Brown, Jr.
Gen. Mgr.....Cecil Smith
Program Director.....Ralph Kennedy, Jr.
Chief Engineer.....Cecil E. Smith

KBRS—Springdale—1949

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper...Northwest Ark. Bcstg. & TV Co.
Address.....P. O. Box 29
Tel.: 1-4675, 1-4676.....ABC-KBS
Newspaper Affiliation...Southwest American
Representative.....Hil F. Best
President.....Donald W. Reynolds
General Manager.....Phil H. Phillips
Commercial Manager.....Curtis C. Hornor, Jr.
Program Director.....Jim G. Wilkerson
Chief Engineer.....Virgil Smith

KWAK—Stuttgart—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Stuttgart Bcstg. Corp.
Business Address.....Stuttgart
Tel.: WA 2-5212.....KBS
Representative.....C. K. Beaver Assoc.
President.....Beloit Taylor
Gen. Manager.....Melvin P. Spann
Station Mgr.....June S. Spann
Chief Engineer.....C. R. Sandine

KOSY—Texarkana—1951

Freq.: 790 Kc....Power: 1 Kw. d., 500 w. n.
Owned-Operated By....Gateway Bcstg. Co.
Address.....State Line Ave.
Representative.....Pearson
Gen. Manager.....Tom E. Dillahunt
Sales Manager.....Herman Cecil

KRLW—Walnut Ridge—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Lawrence Co. Bcstg. Co.
Address.....Walnut Ridge
Tel.: 980.....KBS
Gen. Mgr.....Wm. H. Cate

KWRF—Warren—1953

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Weldon & Sledge
Address.....Box 480
Tel.: 353-354.....KBS
Representative.....Hil F. Best
Gen., Sta. Mgr.....Lee Reaves
Comm. Mgr.....H. M. Harris

KWYN—Wynne—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....E. Arkansas Bcstrs, Inc.
Address.....P. O. Box 225
Tel.: 1188.....KBS
Representative.....Continental
President.....J. L. Shaver, Jr.
Gen., Sta. Mgr.....Raymond O. Raley
Comm. Mgr.....Hiram Mayo
Prog., Ch. Eng.....Art Rogers

Pop.: 14,899,000
Families: 4,799,000
Radio Homes: 4,761,000

California

Stations in State: 183
TV Homes: 4,169,000
TV Stations: 36

KCNO—Alturas—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stulor Corp.
Address.....P. O. Box 1358

Tel.: 2531.....Independent
Representative.....O'Connell Palmer
Pres., Gen. Mgr.....Stewart Wilbon
Sta. Mgr., Chief Engineer.....Dick Barrett

KAVR—Apple Valley—1954

Frequency: 960 Kc. Power: 5 Kw. d.
 Owned.....Apple Valley Bcstg. Co.
 Address.....Apple Valley
 Tel.: VI 7-7251.....Independent
 Representative.....W. S. Grant
 President.....Newton T. Bass
 Managing Dir.....J. C. Thomas
 Commercial Mgr.....Ken Barton
 Program Director.....Lou Rossi
 Chief Engineer.....Dean Kiner

KENL—Arcata—1956

Frequency: 1340 Kc. Power: 250 Watts
 Owned.....Humboldt Bcstrs.
 Address.....KENL Bldg.
 Tel.: VA 2-2941.....Independent
 Representative.....W. S. Grant
 Pres., Gen. Mgr.....Mel Marshall
 Sta. Mgr.....Jerry Rhoades
 Comm. Mgr.....Jim Vanglie
 Program Director.....Roger Ferrier
 Chief Engineer.....Harry Shelby

KAHI—Auburn—1957

Frequency: 950 Kc. Power: 1000 Watts
 Owned.....Placer County Bcstg.
 Address.....Box 950
 Tel.: TU 5-5636.....KBS
 Representative.....Ayres
 Pres.....Don C. Reeves
 Gen. Mgr.....Gene Ragle
 Sales Prom. Mgr.....Ray Lewis
 Program Director.....Stan Cooper
 Publicity Director.....Frank Benny
 Chief Engineer.....Donnelly Reeves

KBIG—Avalon—1952

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By.....John Poole Bcstg. Co.
 Address.....6540 Sunset Blvd., Los Angeles 28
 Tel.: HO 3-3205.....Independent
 Representative.....Weed
 President, Gen. Mgr.....John Poole
 Sta. Comm. Mgr.....Robert J. McAndrews
 Oper. Program Dir.....Alan Lisser
 Sales Prom. Publicity.....R. J. McAndrews
 Chief Engineer.....Beull Dalton

KAFY—Bakersfield—1946

Frequency: 550 Kc. Power: 1000 Watts
 Owned.....Paschall, Tullis & Hearne
 Address.....P.O. Box 6128
 Tel.: Empire 6-4411.....Independent
 Representative.....McGavren-Quinn
 Gen. Mgr.....Glenn D. Lockhart
 Comm. Mgr.....Roy Licordell
 Sales Promotion Manager.....Dick Brown
 Program Director.....Al Anthony
 Chief Engineer.....Bob Fee

KLYD—Bakersfield—1958

Frequency: 1350 Kc. Power: 1000 Watts;d.
 Owned By.....Uerner Broadcasting Co.
 Business Address.....1709 30th Street
 Tel.: FAirview 7-4831.....Independent

Station Representative.....Grant
 Gen. Sta. Mgr.....Edward E. Uerner
 Commercial Manager.....Dave Maxwell
 Program Director.....Dan Speare
 Sales Prom. Publ. Dir.....Mary L. Bender
 Chief Engineer.....Vernon G. Tucker

KIKK—Bakersfield—1958

Frequency: 800 Kc. Power: 250 Watts; d.
 Owned By.....Valley Bcstg. Co.
 Address.....910 Chester
 Tel.: FAirview 7-4401.....Independent
 Sta. Representative.....Bolling
 President.....Dawkins Espy
 General Mgr.....Donald MacLachlan
 Program Dir.....Dan Gates

KBIS—Bakersfield—1950

Frequency: 970 Kc. Power: 1000 Watts
 Owned.....Eastern Electrosonic Industries
 Studio Address.....2013 Chester Ave.
 Tel.: FAirview 4 6093.....Independent
 Representative.....Weed
 Station Mgr.....Hal Brown

KERN—Bakersfield—1932

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business Address.....1535 17th St.
 Tel.: FA 5-7475.....CBS
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Sta. Mgr.....Tom Flynn
 Chief Engineer.....Don Gatz

KGEE—Bakersfield—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Marterto Corp.
 Business-Studio Address.....1415 17th Street
 Tel.: FA 7-3587.....Independent
 Representative.....Hollingbery
 President.....Danny Thomas
 Gen. Sta. Mgr.....C. Dexter Haymond
 Comm. Mgr.....Jess Land
 Program Director.....Thad Bulkeley
 Sales Prom. Mgr.....Rick Terry
 Publicity Director.....Dave Hildebran
 Chief Engineer.....Ed. Andress

KMAP—Bakersfield—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....KMAP, Inc.
 Address.....P.O. Box 693
 Tel.: FA 7-3541.....MBS
 Representative.....Forjoe
 Pres., Gen. Mgr.....Clifford E. Ball
 Program Director.....Jack Shefrin

KPMC—Bakersfield—1932

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Oper. By.....Pioneer Mercantile Co.
 Address.....20th & N Sts.
 Tel.: FA 7-8581.....ABC
 Representative.....Headley-Reed
 President.....F. G. R. Schamblin
 Gen. Sta. Mgr.....L. A. Schamblin

CALIFORNIA

Comm. Mgr.....Paul R. Biermann
Chief Eng.....Leo P. Jarvis

KPAS—Banning—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Stevens Bcstg. Inc.
Address.....4425 W. Ramsey St.
Tel.: VI 9-4557.....Independent
Representative.....Grant Webb
Gen. Manager.....Edwin J. Stevens
Commercial Mgr.....Lewis F. Shank

KWTC—Barstow—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By. Mojave Valley Bcstg. Co.
Address.....Box 697
Tel.: 4001.....Independent
Representative.....O'Connell
Pres., Gen. Mgr.....W. T. Brown
Sta. Prog. Dir.....R. F. Cruse
Commercial Mgr.....Wilma Walker
Sales Prom Mgr.....Jean McAdams
Chief Engineer.....Bill Schultz

KRE—Berkeley—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Tel.: AS 3-7715.....Independent
Representative.....W. S. Grant
General Mgr.....Arthur Westlund
Sta. Mgr.....Don Hambly
Prog. Dir.....Les Avery
Chief Engineer.....Robert K. Morrison

KOWL—Bijou—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Tahoe Broadcasters, Inc.
Address.....Box 756 Tahoe Valley
Tel.: KI 4-2400.....Independent
Representative.....Palmer
Pres., Gen. Mgr.....Ed. French
Sta. Comm. Mgr.....John J. Murphy
Program Director.....Terry Ward
Publicity Director.....Bea Paizs
Chief Engineer.....Keith Mealey

KIBS—Bishop—1953

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Box 757
Tel.: 4411.....KBS
Representative.....Broadcast Time Sales
Pres., Gen. Mgr., Pub. Dir.....J. Oliver
Commercial Mgr., Prom. Mgr.....R. S. Deming

KYOR—Blythe—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned..Imperial Broadcasting Systems, Inc.
Address.....Box 668
Tel.: 2231.....ABC
Representative.....John E. Pearson
President, Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
Station Mgr.....Vic Lundberg
Commercial Mgr.....Sam Christie
Program Dir.....Lee Young

Chief Engineer.....Carl S. Johnson

KROP—Brawley—1946

Frequency: 1300 Kc.....1000 Watts d., 500 n.
Owned-Oper. By.....Imperial Bcstg. System
Address.....6331 Hollywood Blvd.
Tel.: 1300.....ABC
Representative.....John E. Pearson Co.
Station Manager.....Ed Silvera
Program Dir.....Chap Rollins

KBLA—Burbank—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstrs. of Burbank
Address.....11516 Oxnard St., N. Hollywood
Tel.: EL 2-1490.....Independent
Station Representative.....Grant Webb

KICO—Calexico—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....Barbara Worth Hotel, El Centro
Tel.: FI 2-0141.....CBS
Representative.....Broadcast Time Sales
Owner.....Charles R. Love
General Manager.....W. L. Gleeson

KTEE—Carmel—1957

Frequency: 1410 Kc.....Power: 500 Watts; d.
Owned By.....Seaside Electronic Assoc.
Address.....P. O. Box 2050
Tel.: MAYfair 4-1215.....Independent
Pres. Gen. Mgr.....Paul F. Hanson
Commercial Mgr.....Stanley F. Simpson
Promotion Mgr.....D. Metzger
Program Dir.....William Warren
Chief Engineer.....Joly Boynton

KHSL—Chico—1935

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address.....Box 1041
Tel.: Fireside 2-0141.....CBS
Representative.....McGavren-Quinn
Pres., Gen. Mgr.....Mrs. Mickey McClune
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....Brian Loughran
Program Dir.....Tim Armstrong
Sales, Public Dir.....Don Miller
Chief Engineer.....Russell Pope

KPAY—Chico—1949

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned.....J. Ned. Richardson
Address.....P.O. Box 523
Tel.: Fireside 2-4211.....MBS
Representative.....Hollingberry
Gen. Mgr.....J. Ned Richardson
Comm. Mgr.....Robert Campbell
Sales Prom. Mgr.....Ned Tollinger
Chief Engineer.....William Pope

KCHV—Coachella—1954

Frequency: 970 Kc.....Power: 1 Kw., d.
Owner.....Coachella Valley Bcstg. Co.
Address.....Avenue 50

Tel.: EXpress 8-5534.....Independent
 Representative.....Moore & Assoc.
 Pres.....Edward Gorges
 Gen. Mgr.....I. E. Staples
 Comm. Mgr.....Doug Caplette
 Sales Prom. Mgr.....Bob Steward
 Program Director.....Graham Alexander
 Chief Eng.....Bill Buckingham

KBMX—Coalinga—1950

Frequency: 1470 Kc.....Power: 500 W. d.
 Owned-Oper. By.....Sheldon Anderson
 Address.....Box 1179
 Tel.: 136.....KBS
 Sta. Rep.....Grant Webb
 Gen., Sta., Com. Mgr.....V. J. Stedry
 Chief Engineer.....W. E. Long

KBUC—Corona—1948

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.
 Owned.....Radio K-Buc, Inc.
 Business Address.....Box 368
 Tel.: RE 7-1370.....Independent
 Representative.....Jones; Crennan
 President.....James F. Hadlock
 V.P., Gen. Mgr.....Naum Healy
 Nat. Sales Mgr.....Gerald O. Jones
 Program Dir.....Bob Lake
 Sales Prom. Mgr.....Sally Linville
 Publicity Dir.....Florence Archer
 Chief Engineer.....Walter Rees

KCRE—Crescent City—1950

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Norte Bcstg. Co.
 Address.....Box 248
 Representative.....Ayres
 Pres., Gen. Mgr., Sta. Mgr.....Robert E. Grey
 Business Mgr.....Peggy B. Gray

KCHJ—Delano—1951

Freq.: 1010 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Charles Herman Johns
 Address.....P.O. Box 966
 Tel.: 8676.....Independent
 Representative.....Radio Spot Sales
 Pres., Gen. Mgr.....Charles H. Johns
 Sta. Mgr.....Jean G. Johns
 Comm. Mgr.....Jim Turner
 Program Dir.....Joe McFolin
 Sales Prom. Mgr.....Bob Scott
 Publicity Director.....Cec Vergano

KRDU—Dinuba—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Dinuba Co.
 Business-Studio Address.....Box 157
 Tel.: DI 500.....KBS
 Representative.....W. Ayres, Cont. Radio Sales
 Pres., Gen., Sta. Mgr.....Egon A. Hofer
 V.P.....Dave Hofer, Jr.

KDEO—El Cajon—1955

Frequency: 910 Kc.....Power: 1 Kw.
 Owned-Operated By.....Dandy Bcstg. Corp.
 Address.....Town & Country Hotel, San Diego
 Tel.: CY 8-8371.....ABC

Representative.....Bolling
 President.....Robert E. Sharon
 Station Manager.....Leonard W. Lundmark
 Program Director.....Sam Babcock
 Sales Prom. Mgr.....Tony Day
 Publicity Director.....Donna Powers
 Chief Engineer.....Ed Murphree

KAMP—El Centro—1958

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned By.....El Centro Radio, Inc.
 Address.....Box 1018
 Tel.: ELgin 2-2277.....Independent
 Representative.....Harlan Oakes
 Pres., Gen. Mgr.....A. E. Andreotti
 Station Mgr.....Wm. H. Ellison
 Commercial Mgr.....Chap Rollins
 Program Dir.....Bob Weaver
 Sales Prom. Mgr.....Bob Baker
 Publicity Dir.....Kay Ogg
 Chief Engineer.....Arch Thistle

KXO—El Centro—1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....Box 140
 Tel.: EL 2-1230.....CBS-MBS-KBS
 Representative.....Paul H. Raymer
 P.es., Gen. Mgr.....Riley R. Gibson
 Commercial Manager.....Marc Hanan
 Program Director.....Tony Temple
 Chief Engineer.....Maurice Hill

KOWN—Escondido—1958

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Palomar Broadcasting Co.
 Address.....1226 Hale Ave.
 Tel.: SHERwood 5-5811.....Independent
 Pres., Gen. Mgr.....Julie G. Owen
 Commercial Mgr.....Thurston S. Holmes
 Program Dir.....James H. Hill
 Chief Engineer.....Joseph Dessert

KDAN—Eureka—1956

Frequency: 790 Kc.....Power: 5 Kw.
 Owned.....W. H. Hansen
 Address.....Box 903
 Tel.: HI 2-0611.....Independent
 Representative.....Bcst. Time Sales, Hall
 Mgr.....W. H. Hansen
 Comm. Mgr.....Earl Madray

KINS—Eureka—1958

Freq.: 980 Kc.....Power: 5 Kw., c., 500 W. n.
 Owned-Oper. By.....Eureka Bcstg.
 Address.....Box 1015
 Tel.: HI 2-5744.....CBS
 Representative.....Weed
 Pres., Gen. Mgr.....Wendell Adams
 Comm. Sta. Mgr.....Tim Crowley
 Prog.-Publicity.....Doyle Seely
 Chief Engineer.....Dean Elliott

KIEM—Eureka—1933

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.
 Address.....6th at E. Sts.

CALIFORNIA

Tel.: HI 3-1621.....MBS
Representative.....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....J. Edwin Arnold
Commercial Mgr.....Robert Stach
Prom. Mgr.....B. Adams
Chief Engineer.....Don King

KDAC—Fort Bragg—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Mendocino Coast Bcstg. Co.
Address.....Box 616
Tel.: YO 4-3251.....KBS
Owner.....Edward Merile
General Manager.....Craig N. Smith
Sales Prom. Mgr.....Matthew V. Huber

KARM—Fresno—1938

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....H. & G. Harm
Address.....7535 N. Van Ness Ave.
Tel.: BA 24441.....ABC
Representative.....Hollingbery
Pres.....Hattie Harm
Gen. Mgr.....George Harm
Comm. Sale Prom. Mgr.....Gordon Jacobs
Program Director.....Bill Dallas
Publicity Director.....Don Felser
Chief Engineer.....Elbert Dean

KBIF—Fresno—1947

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned.....KBIF, Inc.
Address.....857 Van Ness Ave.
Tel.: AM 6-0791.....Independent
Representative.....Weed
Pres., Gen. Mgr.....David T. Harris
Program, Publicity Dir.....Jim Bailey
Chief Engineer.....Bob Love

KEAP—Fresno—1957

Frequency: 980 Kc.....Power: 500 W. d.
Owned By.....KEAP Broadcasting Co. Inc.
Address.....2344 S. Railroad Ave.
Tel.: AD 7-1871.....Independent
Representative.....McGavern-Quinn
Pres., Gen. Mgr.....Herbert J. Edelman
Chief Engineer.....Elbert Dean

KFRE—Fresno—1936

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Triangle Publications
Business-Studio Address.....T. W. Patterson Bldg.
Tel.: AM 8-6441.....CBS
Representative.....John Blair
Station Manager.....Robert F. Klein
Program Dir.....Robert Fulton
V. P. Eng.....Keith L. Mealey

KGST—Fresno—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Delle Broadcasting Co.
Address.....1244 'O' St.
Tel.: AM 6-9901.....KBS
Representative.....Nat'l Time Sales, Hall, Gates
Gen. Mgr.....Jeanne Bacher

Program Director.....Larry Walters
Chief Engineer.....A. Kasparian

KMAK—Fresno—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Tel.: AM 6-9448.....Independent
Representative.....Forjee
President.....R. O. McMahan
Gen. Sta. Mgr.....Coyle Chambers
Chief Engineer.....Ed Nickels

KMJ—Fresno—1925

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address.....1515 Van Ness Ave.
Tel.: AM 8-5771.....NBC
Representative.....Paul H. Raymer
Station Manager.....Ramsey G. Elliott
Sales Mgr.....Roy Swanson
Program Dir.....Jeff Nagle
Chief Engineer.....William Wallace

KYNO—Fresno—1947

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address.....2125 N. Barton Ave.
Tel.: CL 5-8383.....MBS
Representative.....Headley-Reed
General Manager.....Gene Chenault
Sta. Mgr.....Jim Carroll
Chief Engineer.....Bert Williams

KPER—Gilroy—1957

Frequency: 1290.....Power: 500 Watts, d.
Owned.....Bernard & Jobbins Bcstg. Co.
Address.....615 Swanston Lane
Tel.: VI 2-3155.....KBS
Representative.....Lucas & Assoc.
General Manager.....Geo. F. Schaefer
Sales Prom. Mgr.....Ben Gutierrez
Program Director.....Jean Emard
Publicity Director.....Tom Carr
Chief Engineer.....Don Bernard

KIEV—Glendale—1933

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Tel.: CI 1-1133.....Independent
President.....David H. Cannon
Station Mgr.....Cal Cannon

KNGS—Hanford—1948

Freq.: 620 Kc....Power: 1 Kw., d.; 1 Kw., n.
Owned-Oper. By.....KNGS
Business Address.....P.O. Box 620
Tel.: LUDlow 2-0361.....Independent
Representative.....Hall Co., Oakes
Co-owners & Gen. Mgrs. E. Peck & A. J. Krisik
Comml. Pub. Dir.....Mel Vierra
Sales Promotion Mgr.....A. J. Scott
Prog. Chief Engineer.....Stan Vestal

KFWB—Hollywood—1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....KFWB Bcstg.
 Business-Studio Add... 8419 Hollywood Blvd.
 Tel.: HO 3-5151.....Independent
 Representative.....Blair
 Pres., Gen. Mgr.....Robert M. Purcell
 Commercial Mgr.....Milton Klein
 Prog. Dir.....Chuck Blore
 Publicity Dir.....Blanche E. Butler
 Chief Engineer.....Leonard Hayden

KDAY—Hollywood—1956

Frequency: 1580 Kc. Power: 50 Watts; d.
 Owned By.....Radio California, Inc.
 Address.....1549 No. Vine St.
 Tel.: HO 1-9981.....Independent
 Representative.....McGavren-Quinn
 President.....J. Elroy McCaw
 Gen. Sta. Mgr.....Irving C. Phillips
 Program Dir.....Jim Hawthorne
 Publicity Dir.....John Gunn
 Chief Engineer.....Bob Dye

KLAC—Hollywood—1924

Freq.: 570 Kc. Power: 5 Kw. d.; 1 Kw. n
 Owned-Operated By...Hall Broadcasting Co.
 Address.....6363 Sunset Blvd
 Tel.: HO 2-7271.....Independent
 Representative.....Adam J. Young
 President.....M. W. Hall
 V.P., Sta. Operations.....Felix Adams
 Gen. Sales Manager.....Morton Sidley
 Mdsq. Dir.....Armand La Pointe

KREO—Indio—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned...Imperial Broadcasting System, Inc.
 Address.....Calhoun Dr.
 Tel.: 7-3403.....ABN
 Representative.....John E. Pearson
 President, Gen. Mgr.....Frank K. Danzig
 V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.
 Station Mgr.....Douglas Caplette
 Commercial Mgr.....Bill Gibeau
 Program Director.....Don Retz
 Chief Engineer.....Cliff Lantz

KRKC—King City—1958

Frequency: 1570 Kc. Power: 250 Watts; d.
 Owned By.....Somoco Bcstg. Co.
 Address.....P. O. Box 107
 Tel.: 1070.....KBS
 Pres. Ch. Eng.....James H. Rose
 General Manager.....Howard E. Slagle
 Commercial Mgr.....Hazel M. Rose
 Program Dir.....Helen M. Slagle

KTYM—Inglewood—1958

Frequency: 1460 Kc. Power: 1000 Watts
 Owned By.....Trans-American Bcstg.
 Address.....125 S. Grevillea Ave.
 Tel.: ORegon 8-6400.....Independent
 Representative.....Grant
 Pres. Sta. Mgr.....Albert J. Williams

KAVL—Lancaster—1950

Freq.: 610 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1182
 Tel.: WH 2-1121.....Independent
 Station Representative, Broadcast Time Sales
 President.....W. B. Carter
 General Mgr.....H. L. Comstock
 Chief Engineer.....Carl Pendergraft

KBVM—Lancaster—1956

Frequency: 1380 Kc. Power: 1000 Watts
 Owned.....Brocaw Broadcasting Co.
 Address.....112 East Avenue "J"
 Tel.: WH 2-8461.....Independent
 Representative.....Weed
 President.....Hal Brown
 General Manager.....Jack J. Bankson
 Sta. Comm. Mgr.....Frank Onstott
 Program Director.....Geo. McCammon
 Chief Engineer.....Geo. Patterson

KCVR—Lodi—1946

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Lloyd Burlingham
 Business Address.....P. O. Box 800
 Tel.: EN 8-0628.....KBS
 Station Representative.....Wm. Ayres
 General Mgr.....Lloyd Burlingham
 Station Mgr.....Dedah Corlett
 Program Dir.....Harry Eden
 Chief Engineer.....George Sampson

KNEZ—Lompoc—1958

Frequency: 960 Kc. Power: 500 Watts
 Owned By.....KNEZ, Inc.
 Business Address.....P.O. Box 338
 Tel.: Lompoc 2965.....KBS
 Station Representative.....Ayres
 President.....Thomas B. Friedman
 Gen. Mgr., Ch. Eng.....Thomas J. Wallace, Jr.

KFOX—Long Beach—1924

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By.....KFOX Inc.
 Address.....220 E. Anaheim Street
 Tel.: HE 6-7281.....Independent
 President.....Kenyon Brown
 Gen. Mgr.....Jack de Mello
 Chief Engineer.....Robert Garner

KGER—Long Beach—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By...John Brown Schools of Calif., Inc.
 Business-Studio Address.....3745 Atlantic
 Tel.: GARfield 7-7907.....Independent
 President.....Dr. John E. Brown
 Gen., Sta., Comm. Mgr.....E. William George
 Sales Prom. Mgr.....Cornellus Lee
 Program Dir.....Irene Cook
 Chief Engineer.....Luke Crumbaugh

KABC—Los Angeles—1929

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By.....AB-PT, Inc.

CALIFORNIA

Address.....1539 N. Vine St.
 Tel.: NO 3-3311.....ABC
 Representative.....Katz
 President.....James G. Riddell
 Gen. Comm. Mgr.....John N. Pace
 Sales Prom. Mgr.....Roy Drushall
 Pub. Directors...Virginia West; D. Nowinson
 Program Director.....Dresser Dahlstead
 Chief Engineer.....Ralph Denechoud

KFAC—Los Angeles—1931

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By...Los Angeles Bcstg. Co., Inc.
 Bus.-Studio Address.....5773 Wilshire Blvd.
 Tel.: WE 8-0181.....Independent
 Representative.....Bolling
 Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
 Publicity Dir.....Paul Price
 Program Director.....Howard Rhines
 Chief Engineer.....Ron Oakley

KFI—Los Angeles—1922

Frequency: 840 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Business-Studio Address...141 N. Vermont Ave.
 Tel.: DU 2-2121.....NBC
 Representative.....Henry I. Christal
 Pres., Gen. Mgr.....Earle C. Anthony
 Asst. to Pres.....Charles E. Hamilton
 Program Director.....Pat Kelly
 Publicity Director.....Ed Grigg
 Co-Chief Engrs...H. L. Blatterman, C. W. Mason

KGFJ—Los Angeles—1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Ben S. McGlashan
 Business-Studio Address...6314 Sunset Blvd.
 Tel.: HO 4-0201.....Independent
 Representative.....Star National
 General Station Manager...Thelma Kirchner
 Sales Mgr.....Molly C. Low
 Program Director.....Jim Randolph
 Publicity Dir.....Tom Hawkins
 Sales Prom. Mgr.....Juanita McCuroy
 Chief Engineer.....Homer Obuchon

KHJ—Los Angeles—1922

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Oper. By...RKO Teleradio Pictures
 Address.....1313 N. Vine St., Hollywood
 Tel.: HO 2-3133.....MBS
 Representative.....H.R. Repts.
 Pres., Don Lee Div.....Willet H. Brown
 Gen. Mgr.....Norman Boggs
 Comm. Mgr.....Terry Mann
 Program Director.....A. J. LaFranco
 Chief Engineer.....Robert Arne

KMPC—Los Angeles—1928

Freq.: 710 Kc.....Power: 50 Kw. d.; 10 Kw. n.
 Owned-Oper. By...Golden West Bcsters.
 Address.....5939 Sunset Boulevard
 Tel.: HOLLYWOOD 9-5341.....Independent
 Representative.....AM Radio Sales
 Ch. of Board.....Gene Autry
 President.....Robert O. Reynolds
 Gen. Sales Mgr.....Stanley Spero

Mgr., Sls. Prom.....John M. Asher
 Prog. Dir.....Robert H. Forward
 Publicity Dir.....John Dickson
 Chief Engineer.....L. C. Sigmon

KNX—Los Angeles—1920

Frequency: 1070 Kc.....Power: 50,000 Watts
 Owned By...Columbia Bcstg. System, Inc.
 Business-Studio Address...6121 Sunset Blvd.
 Tel.: HO 9-1212.....CBS
 Pres.....Arthur H. Hayes
 Gen. Mgr.....Fred Ruegg
 Commercial Mgr.....Gordon Mason
 Prog. Dir.....Robert Sutton
 Promotion Mgr.....Phil Hillman
 Pub. Dir.....Lloyd Brownfield
 Chief Engineer.....Ted Denton

KPOL—Los Angeles—1952

Frequency: 1540 Kc.....Power: 10,000 Watts
 Owned-Oper. By...Coast Radio Bdcstg. Corp.
 Address.....4628 Wilshire Blvd.
 Tel.: WE 8-2345.....Independent
 Representative.....Forjee
 President, Gen. Mgr.....Hugh R. Murchison
 Station, Comm. Mgr.....Frederick Custer
 Program, Sale, Prom. Mgr.....Robertson Scott
 Chief Engineer.....Floyd Hall

KPOP—Los Angeles—1924

Frequency: 1020 Kc.....Power: 5,000 Watts
 Owned-Operated By...Storer Bcstg.
 Business-Studio Address...338 S. Western Ave.
 Tel.: DU 8-2345.....Independent
 Representative...Broadcast Time; Dora Clayton
 General Manager.....Frank Burke, Jr.
 Prog. Dir.....Clyde Cadwell
 Comm. Manager.....Vern Lindblade
 Ch. Eng.....Leonard Reeves

KRKD—Los Angeles—1927

Frequency: 1150 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...Cont. Tele. Corp.
 Business-Studio Address...1050 Montecito Drive
 Tel.: CA 5-4116.....Independent
 President.....Frank Oxarart
 Gen. Mgr.....Jack Feldmann
 Gen. Sales Rep.....Bob Fox
 Sta. Mgr.....Joyce Evans
 Prog. Dir.....Charles A. Clifton
 Ch. Eng.....Ben Brown

KHOT—Madera—1956

Frequency: 250 Kw.....Power: 500 Watts. d.
 Owner.....Bob L. Moran
 Address.....Box 67
 Tel.: OR 4-8501.....Independent
 Representative.....Ayres
 Mgr.....Bob L. Moran
 Sales Mgr.....Don L. Edwards

KMYC—Marysville—1940

Frequency: 1410 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owner-Oper...Marysville-Yuba City Bcstrs., Inc.
 Business Address...P. O. Box 631
 Tel.: SH 2-2396.....MBS
 Representative.....Hall & Gates

President.....H. E. Thomas
 Gen.-Station Manager.....Joe D. Carroll
 Comm. Mgr.....L. E. Walker
 Program Director.....Ralph Swift
 Publicty Dir.....James Parrish
 Chief Engineer.....George "Ricks" Wyville

KWIP—Merced—1956

Frequency: 1580 Kc.....Power: 500 Watts, d.
 Owned.....Joseph Gamble Stations, Inc.
 Address.....Hotel Tioga
 Tel.: RA 2-3838.....Independent
 Representative.....McGavren-Quinn
 Pres., Gen. Mgr.....Joseph E. Gamble
 Sta. Mgr.....Jack Blake
 Comm. Mgr.....Reg Streefer
 Program Director.....Jerry O'Neill
 Chief Engineer.....Mal Beavers

KYOS—Merced—1936

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....KYOS, Inc.
 Business Address.....1735 "L" St.
 Tel.: RA 2-6251.....MBS
 Representative.....Headley-Reed
 Pres., Gen., Sta. Mgr.....Frank Flynn
 Commercial Manager.....Donald Brandt
 Program Director.....James R. Stoke
 Chief Engineer.....Dwayne D. Caldwell

KBEE—Modesto—1951

Frequency: 970 Kc.....Power: 1000 Watts
 Owned.....McClatchy Bcstg. Co.
 Address.....14th & 1 Sts., P.O. Box 3131
 Tel.: LA 3-7756.....Independent
 Newspaper Affil.....McClatchy Newspaper
 Representative.....Paul Raymer
 President.....Eleanor McClatchy
 Station Manager.....Hugh Shelley

KFIV—Modesto—1950

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Modesto Bcstg.
 Address.....Box 1360
 Tel.: LA 4-1360.....ABC
 President.....Ruth Finley
 Gen. Mgr.....Ted Wolf
 Comm. Manager.....Judd Sturtevant
 Program Director.....Gene D'Accardo
 Chief Engineer.....Mel Freedman

KTRB—Modesto—1933

Frequency: 860 Kc.. Power: 10,000 d.: 1000 n.
 Owned-Operated By.....KTRB Bcstg. Co., Inc.
 Address.....P. O. Box 593
 Tel.: LA 3-0737.....Independent
 Representative.....McGavren-Quinn
 Pres.-Gen.-Station Mgr.....William H. Bates, Jr.
 Comm., Sales Prom. Mgr.....Richard Brown
 Program Dir.....Cal Purviance
 Publicity Dir.....Chas. McEwen
 Chief Engineer.....W. H. Bates

KIDD—Monterey—1955

Frequency: 630 Kc.....Power: 1 Kw.
 Owned By.....Monterey Pen Bcstg. Inc.
 Address.....546 Hartnell Plaza

Tel.: FFrontier 2-8154.....Independent
 Representative.....Hollingberry
 President.....Robert Sherry
 Gen. Sta. Mgr.....Al J. Madden
 Sales Prom. Mgr.....Richard Maguire
 Publicity Director.....Jack Hamilton
 Chief Engineer.....Herman Stalberg

KMBY—Monterey—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KMBY Bcstg. Co.
 Business Address.....468 Calle Principal
 Tel.: FR 2-4541.....CBS
 Station Representative.....Pearson
 Pres., Gen., Sta. Mgr.....B. P. Timothy
 Comm. Mgr.....James T. Timothy
 Prog. Dir.....Florence Timothy
 Publicity Director.....Jack Eliassen
 Chief Engineer.....G. Hammond

KWSD—Mt. Shasta—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..Shasta Cascade Bcstg. Corp.
 Address.....E. Alma St.
 Tel.: WA 6-2124.....Independent
 Representative.....Continental, McGavren
 President.....Vernita Adler
 Co-Owner.....Arthur Adler
 Co-Owner.....David H. Rees

KVON—Napa—1947

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Oper. By.....J. L. & A. M. Powell
 Address.....Foster Rd.
 Tel.: BAldwin 6-2023.....KBS
 Representative.....J. Palmer & J. Pearson
 Owner, Gen. Mgr.....J. L. Powell
 Sales Prom. Mgr.....Burke Riley
 Program Director.....Jim Parker
 Publicity Director.....Beryl Gonzales
 Chief Engineer.....Don Brown

KSFE—Needles—1952

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Needles Bcstg. Co.
 Address.....P. O. Box C-2
 Tel.: 1234.....KBS
 Station Representative.....Continental
 Owner, Mgr.....B. J. Fitzpatrick

KLX—Oakland—1922

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tribuno Building Co.
 Business Address.....2150 Franklin St.
 Tel.: TEmplebar 6-0910.....Independent
 Newspaper Affiliation.....Oakland Tribune
 Representative.....Weed
 President.....J. R. Knowland, Jr
 General Mgr.....Wilson K. Foster
 Prog. Dir.....Bill Laws
 Sales Prom. Mgr.....Jack MacDonald
 Chief Eng.....Roswell S. Smith

KROW—Oakland—1925

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Address.....464 19th St

Tel.: TW 3-9600.....Independent
 Newspaper Affil.....Coos Bay World
 Representative.....Raymer
 President.....Sheldon F. Sackett
 General Manager.....Jack Irvine
 Comm. Mgr.....Robert Weinmann
 Program Director.....Ray Yeager
 Chief Engineer.....Fred Gwynn

KWBR—Oakland—1920

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned.....E. N. Warner-1st Western Bk.
 Business-Studio Address.....327 22nd St.
 Tel.: HI 4-1212.....Independent
 Station Rep.....Walker-Rawalt
 Pres., Gen. Mgr.....E. N. Warner
 Station Manager.....F. Wellington Morse
 Program Director.....Lillian A. Barnett
 Chief Engineer.....Logan Z. Edwards

KUDE—Oceanside—1956

Frequency: 1320 Kc.....Power: 500 Watts
 Owned.....Dolph-Petty Bcstg.
 Address.....Box 779
 Tel.: SA 2-8294.....Independent
 Representative.....Grant
 President.....Walter N. Nelskog
 Gen. Prom. Mgr.....Darrell R. Anderson
 Commercial Mgr.....Pat Walsh
 Chief Engineer.....Clye Bond

KASK—Ontario—1947

Frequency: 1510 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Daily Report Co.
 Business-Studio Address.....222 East "B" St.
 Tel.: YUkon 2 8888.....Independent
 Representative.....Hil F. Best
 President.....Mrs. Jerene A. Harnish
 General Mgr.....Edward J. Jansen
 Chief Engineer.....Manual Barraza

KMOR—Oroville—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oroville Bcstrs.
 Address.....Arln Rhine Dr.
 Tel.: LE 3-0334.....Independent
 President.....Raymond D. Vargas
 Sales, Prom. Mgr.....Harry Ebeling
 Program Dir.....Vic Ives
 Chief Engineer.....W. F. Banks

KOXR—Oxnard—1955

Frequency: 910 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Oxnard Broadcasting Corp.
 Address.....1280 So. Oxnard Blvd.
 Tel.: HU 3-2303.....Independent
 Representative.....Tracy Moore
 Pres., Chief Eng.....Paul R. Schneider
 Station Mgr.....Charles A. Farmer
 Comm., Sales Prom. Mgr.....J. Alan Rinehart

KUTY—Palmdale—1957

Frequency: 1470 Kc.....Power: 1 Kw.
 Owned.....Harold C. Singleton
 Address.....Box 5
 Tel.: Windsor 7-3107.....Independent

Representative.....W. S. Grant
 General Mgr.....Wm. A. Hoftzyer
 Sales Prom.....W. Lee Roddy
 Program Director.....Gordon Benson
 Chief Engineer.....Don Reitzke

KCMJ—Palm Springs—1946

Frequency: 1010 Kc.....1 Kw., d.; 500 W., n.
 Owned-Operated By.....KCMJ, Inc.
 Business Address.....Box 11
 Tel.: FA 5-2253.....CBS
 Representative.....Stanley
 Pres., Gen. Mgr.....Robert D. Blashek
 Sta., Comm. Mgr.....Norman W. Lofthus
 Program Director.....Arthur Sipherd
 Chief Engineer.....John Bush

KDES—Palm Springs—1956

Frequency: 920 Kc.....Power: 1000 Watts
 Owned.....Cameron Bcstg. Co.
 Address.....Box 2898
 Tel.: FA 4-1212.....Independent
 Newspaper Affiliation.....Desert Sun
 Representative.....W. S. Grant
 President.....George Cameron
 Gen. Sta. Mgr.....John Michel
 Comm. Mgr.....Harry Voelker
 Prog. Ch. Eng.....Cliff Miller

KPAL—Palm Springs—1954

Frequency: 1450 Kc.....Power: 250 Watts
 Owner.....KPAL Bcstg. Corp.
 Address.....Desert Inn Hotel
 Tel.: 9171.....Independent
 Rep.....Radio-TV Reps
 Gen. Mgr.....Al Yallen

KIBE—Palo Alto—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By.....Sundial Bcstg. Corp.
 Address.....P.O. Box 1151
 Tel.: DA 3-1341.....KBS
 Rep.....Good Music Bcstrs.
 General Mgr.....Edward Davis
 Program Director.....Martin Cantisano

KALI—Pasadena—1950

Frequency: 1430 Kc.....Power: 5000 W., d.
 Owned.....Tele-Broadcasters of Calif. Inc.
 Address.....758 E. Colorado Blvd.
 Tel.: RY 1-7148.....Independent
 Representative.....O'Connell; Crennan
 President.....H. Scott Kilgore
 Gen. Mgr.....James Coyle
 Chief Engineer.....Willis Freitag

KWKW—Pasadena—1942

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Southern Calif. Bcstg. Corp.
 Address.....800 Sierra Madre Villa
 Tel.: RY 1-6744.....Independent
 Representative.....Nat'l Time Sales
 President.....Marshall S. Neal
 General Manager.....William J. Beaton
 Comm. Sales Prom. Mgr.....Dan Curtin
 Prog., Publicity Dir.....Bob Griffin
 Chief Engineer.....Robert Fisher

KXLA—Pasadena—1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Donald R. Cooke
 Business: 1401 So. Oak Knell Ave.
 Tel.: RY 1-6991. Independent
 Representative: Bcst. Time Sales
 President-Gen. Sta. Mgr.: Loyal K. King
 Sales Prom. Mgr.: Armond Lamont
 Chief Engineer: Jack Reeder

Program Dir.: Mel Hall
 Merch. Dir.: Bob Jones

KBLF—Red Bluff—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Tehama Broadcasting Co.
 Address: Box 431
 Tel.: 880. Independent
 Representative: Tracy Moore
 President: W. W. Boone
 Station Mgr.: W. F. Baumgarten

KPRL—Paso Robles—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: D. J. & Bernard Schwartz
 Business-Studio Address: 32nd & Oak Sts.
 Tel.: 204. MBS-KBS
 Representative: W. S. Grant
 Gen., Sta., Mgr., Chief Eng.: Dale Schwartz
 Mdg. Mgr.: Bernard Schwartz
 Comm. Mgr.: Dorothy Schwartz

KRDG—Redding—1956

Frequency: 1230 Kc. Power: 250 Watts
 Owned: Redding Broadcasting Co.
 Address: 1214 Locust Street
 Tel.: CH 3-0343. MBS
 Representative: Tracy Moore
 Gen. Mgr., Chief Eng.: Howard N. Martineau
 Comm. Manager: John Luck
 Program Director: Edith Martineau
 Sales Prom. Mgr.: Joe LaLonde

KAFP—Petaluma—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned: Bcst. Assoc., Inc.
 Address: Box 590
 Tel.: PO 3-1505. KBS
 Representative: Broadcast Time Sales
 President: Shelby Oliver
 Gen. Mgr.: Charlie Powers
 Chief Engineer: Ken Phillips

KSDA—Redding—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Van C. Newkirk
 Address: Box 1400
 Tel.: CH 1-2626. Independent
 General Mgr.: P. Farrelle
 Commercial Mgr.: Jerome Dreher
 Prog. Dir.: Ronald S. Rose

KATT—Pittsburg—1949

Frequency: 990 Kc. Power: 5 Kw.
 Owned-Operated By: KECC, Inc.
 Business: 235 Railroad Ave.
 Tel.: HE 2-2964. Independent
 Representative: W. S. Grant
 Pres.: Les Malloy
 V.P., Gen. Mgr.: Jack Grant

KVCV—Redding—1939

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By: Golden Empire Bcstg. Co.
 Address: Box 511
 Tel.: CH 3-1515. CBS
 Representative: McGavren-Quinn
 Pres., Gen. Mgr.: Mrs. Hugh McClung
 Station Manager: Fred M. Stuelpaege
 Commercial Mgr.: H. E. McCarty
 Program Dir.: Lyb Mathys
 Sales Prom. Mgr.: Charles Hess
 Publicity Dir.: Vince Lambert
 Chief Engineer: Russ Pope

KWOW—Pomona—1947

Freq.: 1600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By: Valley Bdcstg. Co.
 Business-Studio Address: So. Mills & Olive
 Tel.: LY 2-1293. Independent
 Representative: W. S. Grant
 General Mgr.: Dean H. Wickstrom
 Comm., Prom. Mgr.: Jim Robertson
 Chief Engineer: Jim Flint

KVIP—Redding—1957

Frequency: 540 Kc. Power: 1 Kw.
 Owned: Shasta Bcstg. Corp.
 Address: Box 919
 Tel.: CHestnut 1-5540. Independent
 Representative: Hollingbery
 Pres., Gen. Mgr.: George C. Fleharty
 Sta. Mgr.: Ted Dooley
 Chief Engineer: Lynn Olson

KTIP—Porterville—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Ralph F. Miller
 Business-Studio Address: Box 1312
 Tel.: SU 4-1450. ABC
 Representative: O'Connell
 Gen. Mgr., Owner: Ralph F. Miller
 Chief Engineer: Bill White

KCAL—Redlands—1954

Frequency: 1410 Kc. Power: 1000 Watts
 Owner: Southwest Bcstg. Co., Inc.
 Address: P. O. Box 390
 Tel.: PYramid 3-2358. ABC
 Representative: Pearson
 President: Dr. M. Corran
 Gen., Sta. Mgr.: Homer Griffith
 Commercial Mgr.: Earl Pollock
 Prog., Chief Eng.: Dick Klitzing

KACY—Port Hueneme—1958

Frequency: 1520 Kc. Power: 250 Watts
 Owned By: Coast Broadcasters
 Business Address: P. O. Box 1520, Oxnard
 Tel.: HUNter 3-1520. Independent
 Representative: Ayres
 Gen. Mgr., Chief Eng.: Ted Meadows
 Commercial Mgr.: John Baker

KRCK—Ridgecrest—1956

Frequency: 1360 Kc. Power: 1 Kw.
 Owned. Victor M. Farel
 Address. 350 W. Ridgecrest Blvd.
 Tel.: RI 8-4061. Independent
 Representative Pearson
 Owner Victor M. Farel
 General Manager Robert Gadbois
 Commercial Manager Joe Gallagher
 Program Director Norman Woodruff
 Chief Engineer Maurice Hamm

KRKS—Ridgecrest—1956

Frequency: 1240 Kc. Power: 250 Watts
 Owned. Gilson Broadcasting, Inc.
 Address Box 696
 Tel.: RI 8-9211. KBS
 President Leland Gillette
 General Manager L. M. Laby
 Sta. Mgr. H. Carvalho
 Chief Engineer Frank Carlson

KACE—Riverside—1957

Frequency: 1570. Power: 1 Kw., d.
 Owned. KACE Radio, Inc.
 Address. 7351 Lincoln Ave.
 Tel.: OV 8-1570. Independent
 Representative Harlan G. Oakes
 Pres., Gen. Mgr. Ray Lapka
 Asst. Mgr. Hugh Wallace
 Prog., Chief Eng. Jack Wileysey
 Publicity Dir. Ollie Sherban

KPRO—Riverside—1941

Frequency: 1440 Kc. Power: 1000 Watts
 Owned. Imperial Broadcasting System, Inc.
 Address. 3401 Russell Street
 Tel.: OV 6-0260. Independent
 Rep. O'Connell; Palmer; Everett-McKinney
 President Frank Danzig
 General Mgr. Frank Crane
 Station Mgr. Jim Robinson
 Program Dir. Earl McRoberts
 Chief Engineer David Matton

KCRA—Sacramento—1945

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By. KCRA, Inc.
 Business Studio Address. 310 Tenth St.
 Tel.: Hickory 4-7300. NBC
 Representative Petry
 President-General Mgr. Ewing C. Kelly
 Comm. Mgr. Raymond J. Smith
 Sta. Mgr. Fred C. Beckwith
 Prog. Dir. Bill Baldwin
 Sales Prom. Mgr. Ted Hardy
 Chief Engineer W. Herbert Hartman

KFBK—Sacramento—1922

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By. McClatchy Bcstg. Co.
 Business Studio Address Twenty-First & Q
 Tel.: GI 2-5011. ABC
 Newspaper Affiliation. McClatchy Newspapers
 Representative Paul H. Raymer
 President Eleanor McClatchy
 Station Manager Frank Devaney

Sales Mgr. A. C. Williams
 Program Manager James McBride
 Chief Engineer Stam Sronce

KGMS—Sacramento—1952

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By. Capitol Radio Enterprises
 Address. 13th & H. Sts.
 Tel.: GI 1-3133. MBS
 Representative Forjoe Co.
 General Manager Irving J. Schwartz
 Station Manager J. Matranga
 Comm. Mgr. Steve George
 Sales Prom. Mgr. William Esterley
 Program Director Jack Nelson
 Chief Engineer Bob LaRue

KROY—Sacramento—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. KROY, Inc.
 Business-Studio Address. 1010 11th St.
 Tel.: GI 3-2525. CBS
 Representative Hollingbery
 President Robert D. Dunn
 Gen., Sta. Mgr. A. J. Richards
 Prog., Sales Prom. Mgr. Dick Hill
 Chief Engineer Bill Overhauser

KXOA—Sacramento—1945

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By. Cal-Val Radio
 Business Address. Box 3094
 Tel.: WA 5-2717. Independent
 Representative McGavren, Quinn
 President Riley R. Gibson
 General Mgr. Howard Haman
 Prog. Dir. Jack Lawson
 Chief Engineer Ewald Berger

KDON—Salinas—1935

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By. KDON, Inc.
 Business Address. 933 N. Main St.
 Tel.: HA 2-6464. Independent
 Representative Pearson
 Pres., Gen. Mgr. Richard Bott
 Comm., Sales Prom. Mgr. W. J. Bott
 Program Director Shirley Bott
 Publicity Director Edith Bott
 Chief Engineer Ralph Clich

KSBW—Salinas—1947

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By. Salinas Valley Bcstg. Corp.
 Business Address. 238 John St.
 Tel.: HA 2-7484. MBS
 Representative McGavren-Quinn
 Pres., Gen. Mgr. John C. Cohan
 Sta., Comm. Mgr. W. M. Oates
 Sales Prom. Mgr. Clarke Bradley
 Prog. Dir. Bob Funnell
 Chief Engineer Bill Hargan

KCKC—San Bernardino—1947

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Oper. By. M. V. W. Radio Corp.

Business Address.....770 Mill St.
 Tel.: TU 8-0245.....Independent
Representative.....W. S. Grant; Moore
President.....Raymond T. McKenzie
Station Mgr......Clair A. Weidenaar
Commercial Mgr......Lee Batch
Program Dir......Al Daneri
Sales Prom. Mgr......Eugene Dryden
Chief Engineer.....James Blaine

KFXM—San Bernardino—1929

Frequency: 590 Kc.....**Power:** 1000 Watts
Owned.....KFXM Broadcasting Co.
Address.....512 Fifth Street
Tel.: TU 9-3636.....Independent
Representative.....McGavren-Quinn
Sales Prom. Mgr......Norman Keats
Prog. Dir., Chief Engineer.....Lyle Kilgore

KITO—San Bernardino—1947

Frequency: 1290 Kc.....**Power:** 5000 Watts
Owned By.....Roff, Lerner & Feldman
Address.....Box 889
Tel.: Glenview 8-8183.....MBS, KBS
Representative.....Hollingbery
President.....Marshall S. Neal
Ex. V.P......William Beaton
Station Mgr......Willard R. Hasbrook
Comm. Sales Prom. Mgr......Joe Klaas
Program Director.....Frank Russell

KRNO—San Bernardino—1948

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned.....Western Empire Broadcasters, Inc.
Address.....990 Colton Ave
Tel.: TU 8-0771.....Independent
Representative.....Bolling
Pres., Gen. Mgr......Norman H. Rogers
Sta. Mgr., Chief Eng......George W. Brock
Sls. Prom., Comm. Mgr......John Staples
Program Director.....Chuck Palmer
Publicity Director.....John Quimby

KCBQ—San Diego—1946

Freq.: 1170 Kc.....**Power:** 50 Kw. d; 5 Kw. n.
Owned-Oper. By.....KCBQ, Inc.
Business Address.....7th Ave. at Ash
Tel.: BE 2-7161.....Independent
Representative.....Young
Pres., Mgr. Dir......Lee Bartell
Program Director.....Allen Heacock
Publicity Director.....James Neill
Chief Engineer.....Morris Jones
 Owners of WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham, KYA, San Francisco.

KFMB—San Diego—1941

Frequency: 540 Kc.....**Power:** 5 Kw.
Owned By.....Marietta Broadcasting Inc.
Bus.-Studio Address.....1405 Fifth Ave.
Tel.: BE 2-2114.....CBS
Representative.....Petty
President.....Jack Wrather
V.P., Gen. Mgr......George Whitney
Gen. Sales Mgr......Donald R. Evesk
Program Director.....Dom French
Promotion Dir......Dan Bellus
Chief Engineer.....Charles Abel

KFSD—San Diego—1925

Frequency: 600 Kc.....**Power:** 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business Address.....P.O. Box 628
Tel.: CO 2-2421.....NBC
Representative.....Katz Agency
President.....James G. Rogers
Exec V.P., Gen. Mgr......W. E. Goetze
Prog. Dir......Lee Ellis
Comm. Sales Prom......Ray Baker
Publicity Director.....Frank Reynolds
Chief Engineer.....Leroy Bellwood

KGB—San Diego—1922

Frequency: 1360 Kc.....**Power:** 1000 Watts
Owned-Operated By.....KGB, Inc.
Address.....1017 First Ave.
Tel.: BE 3-6151.....MBS
Representative.....H-R
President.....Marion R. Harris
Vice-Pres., Sales Mgr......Leonard W. Lundmark
Program Director.....Robert S. Regan
Chief Engineer.....Norman Duncan

KSDO—San Diego—1947

Freq.: 1130 Kc.....**Power:** 5000 Wts. d.
Owned-Operated By.....San Diego Bcstg. Co.
Bus -Studio Address.....304 U.S. Natl. Bank Bldg.
Tel.: BE 2-2041.....Independent
Representative.....McGavren-Quinn
President.....C. A. Smith
Gen. Mgr......Wilson Edwards
Sta. Mgr., Chief Eng......Vern Milton
Comm. Mgr......Peter McMahan
Program Director.....Alfred Hunter
Publicity Director.....Ruth Fair

KSON—San Diego—1946

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper By.....Broadmoor Bcstg. Corp.
Address.....U.S. Grant Hotel
Tel.: BE 3-3131.....Independent
Representative.....Headley-Reed
President.....Jack O. Gross
General Manager.....L. Gross
Business Mgr......Era Lewis
Comm. Mgr......Joseph Wolfman
Sales Prom. Mgr......Bruce Parker
Program Director.....Ted Porter
Publicity Director.....Ted Beebe
Chief Engineer.....Jack Rabell

KGIL—San Fernando—1947

Frequency: 1260 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Pierce Brooks Bcstg. Corp.
Address.....13325 Van Nuys Blvd.
Tel.: Stanley 7-3467.....Independent
Representative.....Branham
President.....P. P. Brooks
Gen., Sta. Mgr......Howard P. Gray
Program Dir......Jean Baker
Comm. Mgr......Harold B. Arkoff
Chief Engineer.....Jay Rice

KCBS—San Francisco—1921

Frequency: 740 Kc.....**Power:** 50,000 Watts
Owned-Operated By.....CBS

Address.....Sheraton Palace Hotel
 Tel.: YU 2-7000.....CBS
 Representative.....CBS Radio Spot Sales
 President (CBS).....Frank Stanton
 President (CBS Radio).....Arthur Hull Hayes
 Gen., Sta. Mgr.....Maurie E. Webster
 Sales Manager.....Seymour Whitelaw
 Program Director.....Pede Worth
 Sales Prom. Public.....Evelyn Clark
 Chief Engineer.....Alan Cormack

KFRC—San Francisco—1924

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Business Address.....415 Bush St.
 Tel.: YUkon 2-9200.....MBS
 Representative.....H-R
 President.....Thomas F. O'Neil
 Gen., Sta. Mgr.....Wendell B. Campbell
 Commercial Manager.....William E. Nichols
 Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
 Program Director.....Mel Venter
 Chief Engineer.....E. G. Underwood

KGO—San Francisco—1924

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....ABC-PT
 Business Address.....277 Golden Gate Ave.
 Tel.: UNDERhill 3-0077.....ABC
 Representative.....John Blair
 V.P., Gen. Mgr.....John H. Mitchell
 Exec. Mgr., Dir. Sales.....Allan Gilman
 Sales Prom. Mgr., Pub. Dir., George T. Rodman
 Program Director.....Edward Smith
 Chief Engineer.....Harry N. Jacobs

KJBS—San Francisco—1924

Frequency: 1100 Kc.....Power: 1000 Watts
 Owned-Operated By.....KJBS Bcstrs.
 Business Studio Address.....1470 Pine St.
 Tel.: OR 3-4148.....Independent
 Representative.....McGavren-Quinn
 Gen. Mgr.....Robert Kindred
 Comm. Mgr.....Stanley G. Breyer
 Merchand. Dir.....Carol Walker
 Prog., Pub. Dir.....Charles F. Pendleton
 Chief Engineer.....Roger Roberts

KNBC—San Francisco—1922

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Bcstg. Co.
 Address.....420 Taylor St.
 Tel.: GR 4-8700.....NBC
 Representative.....NBC Spot Sales
 President (NBC).....Robert Kintner
 Gen., Sta. Mgr.....George W. Fuerst
 Comm. Mgr.....Richard H. Gravett
 Program Director.....Jack Wagner
 Publicity Director, Prom. Mgr.....Jane Morrison
 Chief Engineer.....J. W. Baker

KOBY—San Francisco—1956

Frequency: 1550 Kc.....Power: 10 Kw.
 Owned-Oper. By.....Mid-America Bdcstrs., Inc.
 Address.....340 Mason St.

Tel: YUkon 2-9771.....Independent
 Representative.....Petry
 Pres., Gen. Mgr.....David M. Segal
 Station Mgr.....Joe Miller
 Sales Prom. Mgr.....Jerry Friedman
 Program Director.....Bobby Beers
 Chief Engineer.....Veikko West

KSAN—San Francisco—1922

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Golden Gate Broadcasting Corp.
 Address.....1111 Market Street
 Tel.: MA 1-8171.....Independent
 Representative.....Stars National, J. E. Pearson
 President.....Sherwood H. Patterson
 General Manager.....Norwood Patterson
 Station Manager.....Dawn Patterson
 Comm. Mgr.....Buddy Niles
 Program Director.....Shirley O'Hara
 Publicity Dir.....John Wilks
 Chief Engineer.....John Robb

KSAY—San Francisco—1957

Frequency: 1010 Kc.....Power: 10 Kw.
 Owned.....KSAY Broadcasting Co.
 Address.....1550 California St.
 Tel.: PProspect 6-6337.....Independent
 Representative.....Hollingsbery
 Pres., Chief Eng.....Grant Wrathall
 General Mgr.....Clair G. Haiverson
 Commercial Mgr.....Stanley G. Breyer
 Program Dir.....Robert Byrne
 Sales Prom. Mgr.....Hal H. Hoffman

KSFO—San Francisco—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned By.....Golden West Bcstrs.
 Business Address.....950 California St.
 Tel.: YU 2-5500.....Independent
 Representative.....AM Radio Sales
 President.....Robert Reynolds
 Gen. Mgr.....William D. Shaw
 Sales Asst. Gen. Mgr.....Bert S. West
 Adv. & Prom. Mgr.....John M. Asher
 Pub. Dir., Sales Prom. Mgr.....P. Ryan
 Dir. of Engineering.....Lloyd C. Sigmon

KYA—San Francisco—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned.....Golden State Broadcasting, Inc.
 Business Address.....1 Nob Hill Circle
 Tel.: DO 2-2536.....Independent
 Representative.....Adam Young
 President.....Lee Bartell
 Gen. Mgr.....Morton J. Wagner
 Comm. Mgr.....Ronald J. Kahn
 Sales Prom. Publicity.....Robert Anderson
 Program Director.....William C. Jones
 Chief Engineer.....Paul Beck

Owners of: WOKY, Milwaukee; WAKE,
 Atlanta; KCBQ, San Diego, Calif.; WYDE,
 Birmingham, Ala.

KEEN—San Jose—1947

Frequency: 1370 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Tel.: CY 4-0344.....Independent

RepresentativeHollingbery
President.....George M. Mardikian
Gen. Mgr......Floyd Farr
Commercial Mgr......Robert J. Blum
Sales Prom. Mgr......Phil Philley
Publicity Director.....Ray Hollingsworth
Prog. Dir., Chief Eng......George Snell

KLOK—San Jose—1946

Freq.: 1170 Kc. **Power:** 10 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio KLOK, Inc.
Business Address.....P. O. Box 327B
Tel.: CY 5-7313.....Independent
Representative.....O'Connell; Pickens
President.....E. L. Barker
Gen., Sta. Mgr......R. E. Ryan
Program Director.....Ruth P. Fish
Chief Engineer.....Bill Cunningham

KSJO—San Jose—1946

Freq.: 1590 Kc. **Power:** 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Tel.: CY 3-0803.....Independent
Representative.....Pearson
Pres., Gen. Mgr......Norman Paul
Comm. Sales Prom. Mgr......Earle Russell
Prog. Dir......Frank Darien
Publicity Dir......Barbara Waitzman
Chief Engineer.....Ernest McDaniel

KRRX—San Jose—1948

Frequency: 1500 Kc. **Power:** 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address.....Box 167
Tel.: CY 2-5080.....Independent
Representative.....McGavren-Quinn
Pres., Gen. Mgr......Joe E. Levitt
Program Director.....Frank G. Kilpatrick
Publicity Director.....Helen McDonald
Chief Engineer.....Jack Duemler

KATY—San Luis Obispo—1949

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By.....KATY Inc.
Address.....P. O. Box 700
Tel.: LI 3-1340.....Independent
Representative.....Meeker, Moore
Pres., Gen., Sta., Comm. Mgr....M. F. Marquardt
V.P......G. O. Porter
Prog. Dir......Clay Coldwell

KVEC—San Luis Obispo—1937

Frequency: 920 Kc. **Power:** 1 Kw. d., 500 w. n.
Owned By.....John C. Cohan
Address.....Motel Inn
Tel.: LI 3-0920.....MBS
Representative.....McGavren-Quinn
Pres., Gen. Mgr......John C. Cohan
Sta., Comm. Mgr......Bob Brown
Program Director.....Don Barnett
Chief Engineer.....Charlie Mitchell

KOFY—San Mateo—1946

Frequency: 1050 Kc. **Power:** 1000 Watts d.
Owned-Oper. By..Intercontinental Bcstg. Corp.
Address.....212 Hillside Mall

Tel.: Flreside 5-9030.....Independent
Representative.....Charles Bernard
President.....Frank Oxrat
V.P., General Mgr......John McRae
Station Mgr......Sherman A. Kustin
Sales Mgr......Jack W. Stahle
Program Dir......Jack G. Carnegie
Merchandising Mgr......Arthur Abell
Chief Engineer.....Carl Rollitt

KTIM—San Rafael—1947

Frequency: 1510 Kc. **Power:** 1000 Watts
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1040 B Street
Tel.: GL 3-6880.....Independent
Newspaper Affil....S. R. Independent Journal
Representative.....Hil F. Best
President.....Roy A. Brown
Gen. Mgr., Chief Eng......Hugh Turner

KWIZ—Santa Ana—1926

Frequency: 1480 Kc. **Power:** 1000 Watts
Owned.....Voice of the Orange Empire Inc.
Business Address.....105 E. 5th St.
Tel.: KI 7-5581.....Independent
Representative.....Grant
Pres., Gen Mgr......Ernest L. Spencer
Exec. V.P......Ben Paschall
Comm. Sta. Mgr......W. J. Taylor
Program Director.....Ed Nix
Chief Engineer.....Roy Morriss

KDB—Santa Barbara—1921

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By.....KDB Broadcasting Co.
Business-Studio-Transmitter.....Radio Square
Tel.: WO 4131.....Independent
Representative.....McGavren-Quinn
General Mgr......Jim Harford
Sales Manager.....Len Menard
Program Director.....Claire Behan

KIST—Santa Barbara—1946

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By.....Western States Radio
Business-Studio Address.....Balboa Bldg.
Tel.: WO 3981.....Independent
Representative.....George P. Hollingbery
Pres., Gen. Mgr......Karl A. Rembe
Commercial Mgr......James S. Blomfield
Program Dir......Richard Logran
Publicity Dir......Robert Olson
Chief Engineer.....Raymond Kubly

KTMS—Santa Barbara—1937

Frequency: 1250 Kc. **Power:** 1000 Watts
Owned-Oper. By..Santa Barbara News-Press
Business-Studio Address..de la Guerra Plaza
Tel.: WO 3911.....ABC-MBS
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Gen. Mgr......Joe Beres

KSCO—Santa Cruz—1947

Frequency: 1080 Kc. **Power:** 1000 d.; 500 n.

Owned-Operated By.....Radio Santa Cruz
 Business Address.....P. O. Box 1080
 Tel.: GR 5-1080.....Independent
 Representative.....BTS
 Gen. Mgr., Chief Eng.....Charles V. Berlin

KCOY—Santa Maria—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Arenze B'casters
 Business-Studio Address.....801 So. B'way
 Tel.: WA 5-2233.....Independent
 Representative.....Best, McGavren-Quinn
 Pres., Gen., Sta. Mgr.....James H. Ranger
 Prog. Dir.....Bill Sinclair
 Sales Mgr.....Ed L. Zuchelli

KSMA—Santa Maria—1945

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...J. Hagerman, J. I. Groom
 Address.....510 W. Morrison
 Tel.: 5-2582.....Independent
 Sta. Rep.....Tracy Moore
 Managers..James M. Hagerman, John I. Groom

KSPA—Santa Paula—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KSPA Radio
 Business-Studio Address.....110 Middle Rd.
 Tel.: Jackson 5-6395.....Independent
 General Manager.....Frank James

KSRO—Santa Rosa—1935

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Finley Bcstg. Co.
 Business Address.....P.O. Box 1597
 Tel.: LI 5-3313.....Independent
 Representative.....McGavren-Quinn
 President.....E. L. Finley
 General Manager.....Frank W. McLaurin
 Pub. Dir.....Greg Prichard
 Sales Prom. Mgr.....Paul Corbin
 Prog. Dir.....Al E. Pearson
 Chief Engineer.....Hilmar Cann

KROG—Sonora—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....John & Charlotte Robbins
 Address.....Box 967
 Tel.: JE 2-7426.....KBS
 Representative.....W. S. Grant
 Station Mgr.....John F. Leonard

KJOY—Stockton—1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By..Joseph Gamble Stations, Inc.
 Business-Studio Address.....Hotel Stockton
 Tel.: HO 4-7313.....Independent
 Representative.....McGavren
 President.....J. E. Gamble
 Gen., Sta., Comm. Mgr.....Ort Loftliius
 Prog. Dir.....Paul Wagner
 Chief Engineer.....James Tracewell

**KRAK—Stockton-Sacramento
 1925**

Frequency: 1140 Kc.....Power: 5000 Watts

Owned.....Golden Valley Bcstg. Co., Inc
 Address.....Hotel Wolf, Stockton
 Tel.: HO 4-4551.....Independent
 Representative.....Headley-Reed
 Pres., Co-Owner.....Gene Chenault
 Gen. Mgr., Co-Owner.....Alan Torbet
 Station Mgr.....Bob Murray
 Sales Prom. Mgr.....Jacqueline Burton
 Program Dir.....Bob Brannon

KSTN—Stockton—1949

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By...San Joaquin Bcstg. Co.
 Business Address.....Clark Hotel
 Tel.: HOward 4-7338.....Independent
 Representative.....Hollingbery
 President.....Knox La Rue
 Station Manager.....Jay Watson
 Program Director.....Ellis Lind
 Chief Engineer.....Lynn Johnson

KWG—Stockton—1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....KWG Broadcasting Co.
 Address.....Weber & E. Sts.
 Tel.: HO 5-5728.....ABC-MBS
 Representative.....Bolling Co.
 President.....O. R. Reichenbach
 Gen. Sta. Mgr.....Bob McVay
 Comm. Mgr.....Bill O'Hara
 Sales Prom. Mgr.....Bob Wise
 Program Director.....Bob Mulroy
 Publicity Director.....Jerry Weaver
 Chief Engineer.....Bob Sampson

KSUE—Susanville—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Radio Station KSUE
 Business Address.....P.O. Box 501
 Tel.: 2020.....KBS
 Representative.....Tracy Moore
 Pres., Gen. Mgr.....James E. McKahan
 Program Director.....Ernest W. Moffett
 Chief Engineer.....Harold C. Houston

KTKR—Taft—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....L. & G. Mann
 Business Address.....P.O. Box "WW"
 Tel.: ROger 5-6101.....KBS
 Pres., Gen. Mgr.....Kenneth Aitken
 Comm. Mgr.....Jack Smith
 Prog. Dir.....Daisy Mae Sherman
 Sales Prom. Mgr.....Ralph Chenhall
 Chief Engineer.....K. Aitken

KCOK—Tulare—1945

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KCOK, Inc.
 Business Address.....P. O. Box 119
 Tel.: MU 6-2866.....MBS
 Representative.....Pearson
 Pres., Gen. Mgr.....Keith Munger
 Comm. Sales Prom. Mgr.....Dene Simpson
 Program Director.....Mike Kirmeyer
 Chief Engineer.....Russ Schwamb

KGEM—Tulare—1957

Frequency: 1370 Kc. Power: 1 Kw.
 Owned By: R Street Corp.
 Address: Box 444
 Tel.: MURdock 6-4306 KBS
 Representative: Forjoe
 President: R. O. McMahan
 Sta. Mgr.: Denman Whitney

KTUR—Turlock—1949

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Turlock Bcstg. Corp.
 Address: P. O. Box 1390
 Tel.: ME 2-1390 KBS
 Representative: O'Connell
 President: Wallace Lindskoog
 Gen., Sta., Comm., Sls. Mgr.: H. A. McMillen
 Program Director: B. McMillen
 Chief Engineer: Maxon Sayre

KUKI—Ukiah—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: M. E. Sims
 Address: P. O. Box 638
 Tel.: HO 2-4771 Independent
 Representative: Grant
 Gen., Comm. Mgr.: John Franklin
 Sls. Promotion Mgr.: Phil Trine
 Program Dir.: Lyle Jones
 Publicity Director: Frank Lay
 Chief Engineer: John Franklin

KNBA—Vallejo—1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned: M. Elizabeth Ashbacker-Gunberg
 Business Address: Box 142
 Tel.: MI 4-8944 Independent
 Representative: Hall
 Station Manager: Robert M. Bruce
 Commercial Manager: Fred Russell
 Sales Prom. Mgr.: J. Hannon
 Program Director: R. Morgan
 Publicity Director: H. Engebretson
 Chief Engineer: William Roberts

KUDU—Ventura—1948

Frequency: 1590 Kc. Power: 1000 Watts
 Owned: Tri-Counties Public Service
 Business Address: Box 1411
 Tel.: Miller 2-2125 Independent
 Representative: McGavren-Quinn
 President: Ed Hallor
 Station Manager: John McCormick
 Program Director: Jim Williams
 Chief Engineer: Dick Johnston

KVEN—Ventura—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Coast Ventura Co.
 Address: Box 1611
 Tel.: MI 4-8675 MBS
 Representative: Grant Webb
 President: Carroll Hauser
 Gen. Mgr., Sta. Mgr.: Sid Held
 Commercial Mgr.: Les Leslie
 Sales Prom. Mgr.: John Strobel

Publicity Director: Mike Thomas
 Program-Chief Eng.: Fred Hall

KONG—Visalia—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Airwaves, Inc.
 Address: Box 1429
 Tel.: RE 4-5811 Independent
 Representative: Headley-Reed
 President: Harry E. Layman
 Gen. Mgr.: Glenn Newell

KWSO—Wasco—1950

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Maple Leaf Bcstg. Co.
 Address: P. O. Box 366
 Tel.: PL 8-6425 KBS
 Representative: Bcst. Time Sales
 President: E. J. Peters
 Station Mgr.: Robert T. Bann
 Program Dir.: Norm Berg
 Chief Engineer: Herbert J. Ratzlaff

KOMY—Watsonville—1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: F. T. Crennan
 Business Address: 40 Atkinson Lane
 Tel.: PArkway 4-5644 Independent
 Representative: W. S. Grant
 President: F. T. Crennan
 Prog., Chief Eng.: Merle Rossman

KSYC—Yreka—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Siskiyou Cty. Bcstg. Co., Inc.
 Address: Lawrence Lane, S. Oregon St.
 Tel.: VI 2-4158 ABC
 Representative: T. Moore
 President: E. G. Milbourne
 General Manager: D. C. Hoflinger
 Sta., Comm. Manager: Holt C. Wardrip
 Program Director: Wesley Meyers
 Chief Engineer: W. R. Maginnis

KAGR—Yuba City—1953

Frequency: 1450 Kc. Power: 100 Watts
 Owner: James E. Jaeger
 Address: Box 247
 Tel.: SH 3-7343 KBS
 Representative: Scott
 President: James E. Jaeger
 Gen. Mgr., Chief Eng.: James E. Walley
 Program Director: Jeri Doeden

KUBA—Yuba City—1947

Freq: 1600 Kc. Power: 1Kw., d., 500 w. n.
 Owned-Operated By: Peachbowl Bcstrs., Inc.
 Bus. Add.: Hotel Marysville, Marysville, Cal.
 Tel.: SH 3-7309 Independent
 Representative: Ayres; Continental
 Pres., Co-Owner: C. V. Ullon
 Gen. Mgr., Co-Owner: Roger R. Hunt
 Comm. Mgr.: Lloyd Klump
 Prog. Dir.: Erika E. Ryan
 Pub. Dir.: Donald D. Brown
 Chief Engineer: Orval M. Pond

Pop.: 1,729,000
Families: 523,000
Radio Homes: 484,000

Colorado

Stations in State: 56
TV Homes: 408,000
TV Stations: 9

KGIW—Alamosa—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... D. L. & Katholeen Allen
Address... Alamosa
Tel.: 26... MBS KBS
Rep. Avery-Knodel
Gen. Sta., Ch. Eng. D. L. Allen
Comm. Manager Katholeen Allen
Program Director Kyle McClougherty
Pub., Sales Prom. Mgr. Dave Melton

KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Boulder Radio KBOL, Inc.
Address... Box 146
Tel.: HI 2-2242... Independent
Station Rep. Holman
Pres., Gen. Mgr. Russel Shaffer
Sales Manager Gene Palm
Program Dir. Fred Hobbs
Chief Engineer Blair Dobbins

KHIL—Brighton—1956

Frequency: 800 Kc. Power: 500 Watts
Owned By... John H. Babcock
Business Address... Box 357
Tel.: Atlas 8-0956... Denver
President John Babcock
Station Mgr. George Wilson
Commercial Mgr. Hal Peirce
Program Dir. Sandra Sarkees

KRLN—Canon City—1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Royal Gorge Bcstrs., Inc.
Business-Studio Address... Box 858
Tel.: Canon City... KBS
Pres.-Gen. Sta. Mgr. Ray M. Beckner
Chief Engineer Ed Wood

KPIK—Colorado Springs—1957

Frequency: 1580 Kc. Power: 5 Kw. d.
Owned... Western Bcstg. Co.
Address... 120 E. Platte, Box 2422
Tel.: ME 4-1503... Independent
Representative Charles Bernard
Gen. Mgr. Ralph Cery
Sls. Mgr. Jay Drennan

KRDO—Colorado Springs—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Pikes Peak Bcstg. Co.
Business-Studio Address... 399 S. 8th St.
Tel.: ME 2-1515... Independent
Representative John E. Pearson
Pres., Gen. Sta. Mgr. Harry W. Hoth
Chief Engineer C. Upton

KVOR—Colorado Springs—1924

Frequency: 1300 Kc. Power: 1000 Watts

Owned-Oper. By... Dunbar Bcstg.
Address... 512 So. Tejon
Tel.: ME 2-3536... CBS
Representative Venard
Pres., Gen. Mgr Charles A. Dunbar
Prog. Dir. William Myers
Sales Prom. Mgr. Russell R. Chapman
Program Director Ron Cook
Chief Engineer Sheridan Gilbert

KWBY—Colorado Springs—1955

Frequency: 740 Kc. Power: 250 Watts, d.
Owned-Oper. By... Music Broadcasting Corp.
Address... Box 764
Tel.: ME 4-5511... Independent
Representative Radio-TV Reps., Inc.
President John L. Buchanan
Station Manager Jack C. Wallace
Prog. Dir. George Saleem
Chief Engineer Kenneth Metzger

KYSN—Colorado Springs—1956

Freq.: 1460 Kc. Power: 1000 W. d., 500 W. n.
Owned-Operated By... General Brcstg. Corp.
Address... P.O. Box 762
Tel.: ME 3-2608... MBS, KBS
Representative Avery-Knodel
President Kenneth E. Palmer
Commercial Manager Wayne Costner
Sales Promotion Mgr. Robert Donner, Jr.
Program Director Pat Brown
Publicity Director Janet Morrissey
Chief Engineer Harold Clemens

KVFC—Cortez—1956

Frequency: 740 Kc. Power: 1 Kw.
Owned-Oper. By... KVFC, Inc.
Address... Box 1718
Tel.: LO 5-3463... KBS
Representative Best
Gen. Sta. Mgr. Jack Hawkins
Comm. Mgr. George Fender
Chief Engineer Jim Hawkins

KRAI—Craig—1948

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n
Owned-Oper. By... Northwestern Bcstg. Co.
Address... P. O. Box 65
Tel.: TA 4-6574... KBS
Representative Grant Webb
President George Cory
Station Mgr. Dick Bonderud
Treasurer Kenneth Stone
Network Dir. LeRoy Okerlund

KDTA—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Monarch Broadcasting Co.
Address... P. O. Box 752
Tel.: 140... Independent

Pres., Gen., Sta. Mgr. D. E. Towne
 Comm. Mgr. D. W. Blair
 Prog. Dir. Rose Mary Towne

KDEN—Denver—1956

Frequency: 1340 Kc. Power: 250 Watts
 Owned. KDEN Broadcasting Co.
 Address. 1601 West Jewell Ave.
 Tel.: WE 5-3525. Independent
 Representative Breen & Ward
 Pres., Sta. Mgr. E. E. Koepke
 General Manager Frank E. Amole, Jr.
 Comm. Mgr. Wally Geiger
 Sales Prom. Mgr. Tom Moore
 Program Dir. Lloyd Knight
 Chief Engineer. Walt Wilson

KFML—Denver—1956

Frequency: 1390 Kc. Power: 1000 Watts d.
 Owned-Oper. By. "Note" Bcstg. Co.
 Address. 262 Fillmore St.
 Tel.: East 2-7893. Independent
 Representative. Good Music Broadcasters
 President. E. A. Bancker, Jr.
 Gen. Mgr. A. L. Robertson
 Comm. Mgr. Timothy O'Connor
 Sales Prom. Mgr., Pub. Dir. Dave Downs
 Program Dir. Dick Stevens
 Ch. Eng. H. H. Johnson

KFSC—Denver—1954

Frequency: 1220 Kc. Power: 1 Kw.
 Owned. Francisco V. Sanchez
 Address. 3340 Lafayette St.
 Tel.: AC 2-8935. Independent
 Representative Oakes, National Time Sales
 President F. V. Sanchez
 Gen. Mgr. Levi Beall
 Comm. Mgr. Joseph E. Flynn

KHOW—Denver—1925

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By. Western Bcstg. Enterprises
 Address. Petroleum Club Bldg.
 Tel.: AMherst 6-2611. ABC
 Representative Peters, Griffin, Woodward
 President. Robert L. Howsam
 General Manager Robert S. Hix
 Comm. Mgr. John J. McEniry
 Program Dir. Harvey Ellsworth
 Publicity Dir. Matt McEniry
 Chief Engineer. Fred Everett

KIMM—Denver—1923

Frequency: 950 kc. Power: 5 kw.
 Owned. KIMN, Inc.
 Address. 5350 W. 20th Ave.
 Tel.: BE 7-2734. Independent
 Station Representative Avery-Knodel, Inc.
 Gen. Mgr. George B. Morgan
 Nat. Sales Mgr. Kenneth E. Palmer
 Commercial Manager Dan Markham
 Chief Engineer. George Vogel

KLIR—Denver—1953

Frequency: 990 Kw. Power: 1000 Watts d.
 Owned-Oper. By. G. B. Anderson

Address. 6535 W. Jewell
 Tel.: WA 2-1189. KBS
 Representative Best, Biddick
 Owner-Gen. Mgr. G. B. Anderson
 Commercial Mgr. L. L. Tracy
 Bus. Mgr. H. G. Kincaid
 Chief Engineer. D. M. Smith

KLZ—Denver—1922

Frequency: 560 Kc. Power: 5000 Watts
 Owned. Time, Inc.
 Business-Studio Address. 131 Speer Blvd.
 Tel.: MA 3-4271. CBS
 Representative Katz
 President. Hugh B. Terry
 Sta. Mgr., Sales Dir. Lee Fondren
 Sales Prom. Mgr. Quintin McCredie
 Program Coordinator. Charles Roberts
 Pub. Dir. Al Shepard
 Chief Engineer. Harvey E. Wehrman

KMYR—Denver—1941

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Operated By. Empire Bcstg. Inc.
 Address. 814 14th St.
 Tel.: AMherst 6-3706. Independent
 Representative Adam Young
 President. Don W. Burden
 General Manager Charles Crabtree
 Commercial Manager Charles Vais
 Program Director. Gene Price
 Chief Engineer. Joe Finch

KOA—Denver—1924

Frequency: 850 Kc. Power: 50,000 Watts
 Owned-Operated By. Metropolitan TV Co.
 Address. 1625 California St.
 Tel.: MAin 3-6211. NBC
 Representative Christal
 Pres., Gen. Mgr. William W. Grant
 Station Mgr. Ralph Radetsky
 Sales Prom., Pub. Dir. Orville Rennie
 Program Director George S. Truesdell
 Chief Engineer. Sid Davidson

KOSI—Denver—1954

Freq.: 1430 Kc. Power: 5 Kw. d.; 500 W. n.
 Owned-Oper. By. Mid-America Bcstg. Co.
 Address. Box 98
 Tel.: EM 6-2695. Independent
 Representative Petry
 Pres. Gen. Mgr. David M. Segal
 Station Mgr. Vernon Wickre
 Program Director. Sam Blessing
 Chief Engineer. Jim McLellan

KTLN—Denver—1948

Frequency: 1280 Kc. Power: 5 Kw.
 Owned-Operated By. Radio-Denver, Inc.
 Address. 431 W. Colfax
 Tel.: AC 2-4811. Independent
 Representative John Blair
 Pres., Gen. Mgr. Richard B. Wheeler
 Sales Promotion Mgr. Betty R. Salzman
 Program Director. George Singer
 Chief Engineer. Norman Peterson

KDGO—Durango—1958

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Basin Bcstg. Co.
 Address 3112 Main Ave.
 Tel.: CHerry 7-1407
 Pres., Gen. Mgr. Henry M. Lomg
 Chief Engineer W. H. Boulden

KIUP—Durango—1935

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By San Juan Bcstg. Co.
 Address P. O. Box 641
 Tel.: 117
 Representative KBS
 Holman Co., McGuire
 President J. A. Segerberg
 Gen., Sta. Mgr. R. E. O'Brien
 Sales Prom. Mgr. Al Gare
 Program Director Herb Jobs
 Comm. Mgr. Lindsey Becker
 Publicity Director Frank Toomey
 Chief Engineer Lou Shaw

KGMC—Englewood—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned By MacLee Radio, Inc.
 Address 3355 S. Broadway
 Tel.: SU 1-4481
 Representative Independent
 Radio TV Reps.
 Pres., Publ. Dir. Robert B. McWilliams
 V.P., Comm. Mgr. Lee Mehlig
 Chief Engineer D. F. White

KCOL—Ft. Collins—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Northern Colo. Bcstg. Co.
 Address P.O. Box 547
 Tel.: HU 2-5991
 Representative MBS
 Devney
 President Herb Hollister
 Station Manager Ellis Atteberry
 Comm. Manager Orm Sherwood
 Program Director Kent Miller
 Chief Engineer Harry Winter

KFTM—Fort Morgan—1948

Frequency: 1400 Kc. Power: 250 Watts, d.
 Owned-Oper. By Morgan County Bcstg. Corp.
 Address P. O. Box 431
 Tel.: UN 7-5674
 Representative KBS
 Pres., Gen., Sta. Mgr. R. H. Dolph
 Comm. Mgr. Lloyd Walker
 Sales Prom. Mgr. Sam Kerr
 Program Dir. J. Dawson Jelinek
 Chief Engineer James W. Doggett

KGLN—Glenwood Spgs.—1950

Frequency: 980 Kc. Power: 1000 Watts, d.
 Owned-Oper. By KGLN, Inc.
 Address P. O. Box C
 Tel.: WH 5-6501
 Representative MBS
 Holman
 President Rex Howell
 Gen. Mgr. Jerry Fitch
 Program Director Marcie Fitch
 Chief Engineer Al Maggard

KGOL—Golden—1956

Frequency: 1250 Kc. Power: 1 Kw.
 Owned Golden Radio, Inc.
 Address Box 202
 Tel.: CR 9-3378
 Independent
 President Bill Finch
 V.P. & Prog. Dir. Conrad F. Schader
 Comm. Mgr. Frank Schader

KEXO—Grand Junction—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Voice of Western Colo., Inc.
 Address 2508 North Ave.
 Tel.: CH 3-1230
 Independent
 Representative Harlan Oakes
 President D. Spencer Grow
 Vice Pres., Gen. Manager Abbott Tesson

KREX—Grand Junction—1926

Freq.: 920 Kc. Power: 5 Kw., d.; 500 W. n.
 Owned-Oper. By Western Slope Bcstg. Co.
 Business-Studio Address Box 30
 Tel.: CH 2-5000
 Representative MBS
 Hal Holman
 Pres., Gen. Mgr. Rex Howell
 Sta., Comm. Mgr. Robert McMahan
 Chief Engineer James Meyer

KSTR—Grand Junction—1957

Frequency: 620 Kc. Power: 5 Kw., d.
 Owned Mountain States Bcstg. Corp.
 Address Box 1110
 Tel.: CH 3-1722
 Independent
 Representative W. S. Grant
 President, Gen. Mgr. E. Anson Thomas
 Comm., Sales Prom. Mgr. Roy Hawkins
 Program Director Ralph Seeley
 Publicity Director Bill Orr
 Chief Engineer Charles C. Hay

KFKA—Greeley—1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By Mid-Western Radio Corp.
 Business-Studio Address 620—8th Ave.
 Tel.: ELgin 2-4421
 Independent
 Newspaper Affil. Record-Spockman, Denver
 Representative Hal Holman
 President H. E. Green
 Gen. Mgr., Pub. Dir. Ralph H. Green
 Comm. Mgr. Virginia Sears
 Program Dir. June Groves
 Chief Engineer Harry Brower

KYOU—Greeley—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Meroco Bcstg. Co.
 Address 2424 Sixth Ave.
 Tel.: EI 2-0262
 Representative MBS, KBS
 Continental
 President, Comm. Mgr. Elwood H. Meyer
 Gen. Mgr., Prom. Mgr. Everett Shupe
 Prog., Pub. Dir. Donald Dille
 Chief Eng. Roland Reed

KBNZ—La Junta—1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Otero Broadcasting Co.
 Address 117 W. Third St.
 Tel.: 985 MBS, KBS
 Representative Indie Sales
 President M. S. Morrison
 General Manager Fred Abernathy
 Comm. Mgr., Prog. Dir. John A. Doenges
 Sales Promotion Mgr. Zack Hernandez
 Publicity Director Nick Alger

KLAK—Lakewood—1955

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. Lakewood Bcstg Service, Inc.
 Address 1315 Oak St.
 Tel.: BE 3-5525 Independent
 Representative Charles Bernard
 Pres., Gen., Sta. Mgr. Maurice J. DaVolt
 Business Manager Julia W. DaVolt
 Program Director Edythe G. Sweeney

KLMR—Lamar—1948

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.
 Owned-Oper. By SE Colorado Bcstg. Co.
 Address P. O. Box 632
 Tel.: 804 MBS-KBS
 Representative Continental
 President Ralph Eaton
 Gen., Sta. Mgr. Dennis Behan
 Sales Mgr. William Jack
 Pub., Prog. Director William Adams
 Chief Engineer Jack Connally

KLVC—Leadville—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned Raymond Tex Roberts
 Address 520 W. 6th St.
 Tel.: 880 KBS
 President Raymond T. Roberts
 Sta. Mgr., Chief Eng. Kent Roberts
 Commercial Manager Margaret Dice
 Program Director Bill Jacobson

KUDY—Littleton—1957

Frequency: 1510 Kc. Power: 1000 Watts
 Owned By Skyline Broadcasting, Inc.
 Address 140 Woodlawn Center
 Tel.: PYramid 4-4211 Independent
 Representative W. S. Grant
 Pres., Gen. Mgr. Dean D. Jarvis
 Comm., Publ. Dir. Ted Haas
 Program Dir. Tony Larson
 Sales Prom. Mgr. Ken Brothers
 Chief Engineer Walt Wilson

KLMO—Longmont—1949

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned By Radio Longmont, Inc.
 Address Box 799
 Tel.: PProspect 6-2323 Independent
 President Judson Rosebush
 Gen. Sta. Mgr. Larry Dietz
 Program Dir. F. L. Dwyer
 Chief Engineer Henry Ankeny

KLOV—Loveland—1955

Frequency: 1570 Kc. Power: 250 Watts
 Owned-Oper. By Vogel & Smock
 Address 1440 E. 6th St.
 Tel.: NO 7-3950 KBS
 General Mgr. William R. Vogel
 Program Director Charles Gerrard
 Comm Mgr. William O. Corrick
 Publicity Director Gregg Guinan
 Chief Engineer Tom Burgess

KCMS—Manitou Spring—1956

Frequency: 1490 Kc. Power: 100 Watts
 Owned By Garden of Gods Bcstg. Co.
 Address Box 592
 Tel.: MULberry 5-5776 Independent
 Pres., Chief Eng C. M. Edmonds
 Commercial Mgr. Cecil Seavy
 Program Dir. Mrs. C. M. Edmonds

KSLV—Monte Vista—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Colorado Network
 Business Address 109 Adams St.
 Tel.: 554 KBS
 Representative Bolling
 President George O. Cory
 Gen., Sta. Mgr. D. Lee DeMoss
 Commercial Manager Darrell Leach
 Program Director Bill McLellan
 Chief Engineer Jack Barlow

KUBC—Montrose—1947

Freq.: 580 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By Uncompahgre Bcstg. Co.
 Business-Studio Address P. O. Box 279
 Tel.: CHerry 9-4546 KBS
 Representative Bolling
 President Dr. Ross C. McCafferty
 Gen. Sta. Mgr. George O. Cory
 Commercial Mgr. Leo Bendon
 Sales Prom. Mgr. Russell Bible
 Program Dir. Ed DeJulio
 Publicity Dir. Don Gallardo
 Chief Engineer Norman Price

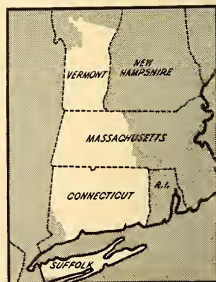
KCSJ—Pueblo—1947

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Star Bcstg. Co.
 Address 2226 TV Lane
 Tel.: LI 4-5782 Independent
 Representative John E. Pearson
 Station Mgr. Cliff Hendrix
 Comm. Mgr. Howard Myers
 Chief Engineer Marion Cunningham

KDZA—Pueblo—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Address 3011 Elizabeth
 Tel.: LI 4-5646 KBS
 Representative Devney
 Pres., Gen. Mgr., Chief Eng. D. B. Crouch
 Comm. Prog. Dir. William H. Beck

**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC 50,000 watts

HARTFORD 15, CONNECTICUT Tel: JACKSON 5-0801

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY

KFEL—Pueblo—1956

Frequency: 970 Kc. Power: 1000 Watts
 Owned By KFEL, Inc.
 Address 4411 Goodnight Ave.
 Tel: LI 2-6884 Independent
 Representative Continental, W. S. Grant
 Owner, Mgr. Frank Donald Hall
 Chief Eng., Asst. Mgr. John T. Roscos
 Sales Mgr. J. M. Johns

KGHF—Pueblo—1928

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Gifford Phillips
 Address Box 293
 Tel: LI 2-5570 ABC-MBS
 Representative Gill-Perna, Inc., IMN
 President Gifford Phillips
 General Manager John C. Lee
 Oper. Dir. Robert D. Ellis
 Program Director Ross Adkins
 Chief Engineer Roy Gallagher

KAVI—Rocky Ford—1955

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned Arkansas Valley Broadcasting Co.
 Address P. O. Box 632
 Tel: 248 Independent
 Representative John E. Pearson, McGuire
 President Ray Williams
 Station Mgr. R. M. Cardwell
 Commercial Mgr. Lorraine C. Spaid
 Program Dir. Bill Howard
 Chief Engineer Dale Redlingschafer

KVRH—Salida—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Loveland Broadcasters
 Address P. O. Box 166
 Tel: 1494 KBS
 Station, Sales Prom. Mgr. Bill Corrick
 Commercial Mgr. Jim Hill
 Program Dir. Paul Williamson

Publicity Dir. Mildred Graver
 Chief Engineer Fred Conklin

KGEK—Sterling—1925

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmer G. Beehler
 Address Fleming Road
 Tel: LA 2-1607 KBS
 Pres., Chief Eng. E. G. Beehler
 Sta., Comm. Mgr. Al Ross
 Program Dir. Al Casey

KOLR—Sterling—1955

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Sterling Broadcasting Corp.
 Address 114 Main St.
 Tel: LA 2-1740 MBS
 Representative Hal Holman
 President Eugene Dodd
 General Mgr. Kerm Kath
 Sta. Comm. Mgr. Robert J. Duffy
 Chief Engineer J. Duffy

KCRT—Trinidad—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By KCRT, Inc.
 Address 100 Fisher Drive; Box 772
 Tel: VI 6-3212 MBS, KBS
 Representative Indie Sales
 Pres., Gen. Mgr. E. M. Cooper
 Sales Promotion Mgr. Mrs. Francis Hayes
 Program Director Pete Deluca
 Chief Engineer E. M. Cooper

KFLJ—Walsenburg—1957

Frequency: 1380 Kc. Power: 1 Kw., d.
 Owned Floyd Jeter, Pres.
 Address Box 593
 Tel: 111 Independent
 Gen. Mgr. Floyd Jeter
 Prog. Dir. Lee Jeter
 Chief Engineer Johnny Figal

Pop.: 2,425,000
 Families: 724,000
 Radio Homes: 706,000

Connecticut

Stations in State: 30
 TV Homes: 658,000
 TV Stations: 9

WADS—Ansonia-Derby—1956

Freq: 690 Kc. Power: 500 Watts d.
 Owned By Valley Broadcasting Co.
 Address 290 Main St.
 Tel: RE 5-4606 Independent
 Representative Walker
 Pres., Gen., Sta. Mgr. Sydney E. Byrnes
 Sales Prom. Mgr. Larry Brand
 Program Director Wes Hobby
 Publicity Director Barbara Crisvolo
 Chief Engineer Lisle Dorrian

Address Box 9140
 Tel: AM 8-1601 Independent
 Representative Adam Young
 Pres., Gen. Mgr. Philip Merryman
 Commercial Manager Manning Slater
 Sales Prom. Mgr. Cameron Mackenzie
 Program Director Frank Dellino
 Chief Engineer Pat Uliano

WICC—Bridgeport—1926

Freq: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Conn.-N. Y. Broadcasters

WNAB—Bridgeport—1941

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WNAB, Inc.
 Business-Studio Address 991 Broad St.
 Tel: ED 3-3112 ABC-MBS
 Representative McGavren-Quinn
 President Harold Thomas

Station Mgr. John Ellinger
 Prog. Director. Harry Luke
 Sales Prom. Manager. Vin Lawford
 Chief Engineer. Norman Howard

WBIS—Bristol—1948

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Oper. By. The Bristol Bcstg. Corp.
 Business-Studio Address. 183 Main St.
 Tel.: LU 3-9265. Independent
 Representative. Rambeau, Vance, Hoppie
 President. Eric Hatch
 Gen., Sales Prom. Mgr. Richard C. Kilbourn
 Program Director. Joseph Barbarett
 Publicity Director. Mary Lou Jankoski
 Chief Engineer. Justin Tarnowski

WLAD—Danbury—1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By. Berkshire Bcstg. Corp.
 Business-Studio Address. 207 Main St.
 Tel.: PI 8-3565. Independent
 Representative. Indie Sales
 President. John P. Previdi
 Gen., Comm. Mgr. Sol Robinson
 Program Director. Paul Baker
 Chief Engineer. Rudi Cehak

WSUB—Groton—1958

Frequency: 980 Kc. Power: 1000 Watts
 Owned By. Lawrence A. Reilly, Jas. L. Spates
 Business Address. 119 Bridge St.
 Tel.: Hilltop 5-2494. Independent
 Representative. Walker-Rawalt
 Gen. Mgr., Prog. Dir. Lawrence A. Reilly
 Commercial Manager. Warren F. Haas
 Chief Engineer. James L. Spates

WCCC—Hartford—1947

Frequency: 1290 Kc. Power: 500 Watts, d.
 Owned-Oper. By:
 Greater Hartford Bcstg. Co. Inc.
 Address. 338 Asylum St.
 Tel.: JA 5-6648. Independent
 Station Rep. Walker
 President. William M. Savitt
 Sec't. Treas. M. Savitt
 Sta., Comm. Mgr. R. H. Klein
 Sales Prom. Mgr. Everett Seltzer
 Program Director. Jack Brooks
 Publicity Director. Milt Berkowitz
 Chief Engineer. Michael Cookish

WDRC—Hartford—1922

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By. The Connecticut Bcstg. Co.
 Business-Studio Address. 869 Blue Hills Ave.
 Tel.: CH 2-5596. CBS
 Representative. Paul H. Raymer
 President. Franklin M. Doolittle
 General Manager. Walter B. Haase
 V.P., Sales. William F. Malo
 Program, Sales Prom. Mgr. C. Parker
 V.P., Public. Dir. Harvey Olson
 Chief Engineer. Henry M. Broderick, Jr.

WPOP—Hartford—1935

Frequency: 1410 Kc. Power: 5000 Watts
 Owned. Tele-Broadcasters of Conn., Inc.
 Business-Studio Address. 600 Asylum Ave.
 Tel.: JA 7-9131. MBS-ABC
 Representative. Adam Young
 Pres., Gen. Mgr. H. Scott Killgore
 Commercial Mgr. Phillip Zoppi

WTIC—Hartford—1925

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcstg. Service
 Business-Studio Address. 26 Grove St.
 Tel.: JA 5-0801. NBC
 Representative. Christal
 President. Paul W. Morency
 V.P., Gen. Mgr. Walter C. Johnson
 General Sales Mgr. Robert S. Tyrol
 Promotion Mgr. Eugene J. Muriaty
 Program Mgr. Paul E. Lucas
 V.P., Pub. Relations. Bernard L. Mullins
 Plant Mgr., Chief Engr. Herman D. Taylor
 (See Page 388)

WINF—Manchester—1958

Frequency: 1230 Kc. Power: 250 Watts
 Owned By. Manchester Broadcasting Co.
 Business Address. P.O. Box 946
 Tel.: Mitchell 3-2491. Independent
 Gen., Comm. Mgr. John Deme
 Operations Mgr. Joe Girand
 Publicity Director. Robert W. Andrews
 Chief Engineer. Henry L. Roberts

WMMW—Meriden—1947

Frequency: 1470 Kc. Power: 1000 Watts, d.
 Owned. Silver City Crystal Company
 Address. 99 Colony St.
 Tel.: BE 5-5747. Independent
 Representative. Thomas F. Clark
 President. C. A. Schultz
 General Manager. G. A. Kruttschnitt
 Commercial Manager. Jack Durkin
 Program Director. Les Fox
 Chief Engineer. John Roache

WCNX—Middletown—1948

Frequency: 1150 Kc. Power: 500 Watts
 Owned-Oper. By. Middlesex Bcstg. Co.
 Business-Studio Address. 460 Main St.
 Tel.: 7-2565. ABC
 Representative. Devney, Nona Kirby
 Managing Dir. R. J., W. J. O'Brien
 Station Mgr. Bill Glynn

WHAY—New Britain—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By. Central Conn. Bcstg. Co.
 Business Address. 22 Grove Hill
 Tel.: BA 3-2721. Independent
 Representative. Pearson; Kirby
 President. Patrick Goode
 General Mgr. Aldo DeDominicis
 Sta., Comm. Mgr. Charles Bell
 Program Director. Gene Orland

Pub. Dir.....Carole Ginsburg
Chief Engineer.....Hillis W. Holt

Program Director.....Lee Manson
Chief Engineer.....Howard W. Wessenberg
Owners of: WFIL, Philadelphia; WFBG,
Altoona, Pa.

WKNB—New Britain—1956

Frequency: 840 Kc...Power: 1000 Watts d.
Owned....New Brit. Bcstg., Subsid. of NBC
Address.....1422 New Britain Ave.
Tel.: AD 3-8551.....Independent
Representative....McGavren-Quinn; Wheeler
V.P., Gen. Mgr.....Peter B. Kenney
Program Director.....Robert W. Bray
Sales Prom. Mgr.....Gustave Nathan
Publicity Dir.....Howard Wry
Chief Engineer.....John Shipley

WNLC—New London—1936

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Tel.: GI 2-4365.....MBS
Representative.....Kettell-Carter
Pres., Sta. Mgr.....Gerald J. Morey
Comm. Mgr.....Edwin H. Schweitzer
Sales Prom., Prog. Dir.....William Hoffman
Chief Engineer.....Randolph Barrett

WAVZ—New Haven—1947

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Tel.: SP 7-4761.....Independent
Representative....Hollingsbery, Kettell Carter
Board Chairman.....Victor W. Knauth
Pres., Gen. Mgr.....Daniel W. Kops
V.P., Comm. Mgr.....Richard J. Monahan
Sales Promotion Mgr.....Marvin Rosenblatt
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Frederick Brill

WNLK—Norwalk—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Address.....11 Wall St.
Tel.: TE 8-5566.....Independent
Pres., Gen. Mgr.....James Stolc
Program Director.....Richard Bounerba
Chief Engineer.....Clarence Burnham

WELI—New Haven—1935

Frequency: 960 Kc...Power: 5 Kw. d, 1 Kw. n.
Owned By.....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Tel.: UN 5-1133.....Independent
Representative....H. R. Reys., Wheeler
Pres., Sta., Gen. Mgr.....Richard W. Davis

WICH—Norwich—1946

Freq: 1310 Kc.....Power: 1 Kw.
Owned-Oper. By.....Eastern Conn. Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
Tel.: TU 7-1613.....Independent
Representative..Everett-McKinney, R. C. Foster
Pres., Gen. Mgr.....D. Lasser
Sta., Comm. Manager.....Richard Reed
Sls. Prom. Mgr.....Edward Adler
Program Dir.....H. Arthur Bouldin
Chief Engineer.....Alexander Dubenetsky

WNHC—New Haven—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Triangle Publications, Inc.
Business-Studio Address..46th and Market Sts.
Tel.: Evergreen 2-4700.....ABC
Representative....McGavren-Quinn
General Mgr.....George Carroll
Commercial Manager....William Gallagher

WLIS—Old Saybrook—1956

Frequency: 1420 Kc.....Power: 500 Watts
Owned.....Long Island Sound Radio Corp.
Address.....Conn. Turnpike
Tel.: EV 8-3546.....Independent
Pres., Gen. Mgr.....Joseph P. Trantino
Commercial Mgr.....Alex Pernal
Program Dir.....Donald Hansen
Chief Engineer.....Hillis Holt

SUPPORT
YOUR
LOCAL
CHARITIES

WPCT—Putnam—1953

Frequency: 1350 Kw..... Power: 1 Kw. d.
 Owned-Oper. By..... Israel Putnam Bcstg. Co.
 Address..... 42 Main St.
 Tel.: WA 8-2721-2..... Independent
 President..... Roland A. Goyette, Sr.
 Gen. Mgr..... Henry E. Breault
 Program Director..... Frank Carroll
 Publicity Director..... L. J. Kelly
 Chief Engineer..... Lester Phillips

WSTC—Stamford—1941

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... W. Conn. Bcstg. Co.
 Business-Studio Address..... 270 Atlantic St.
 Tel.: DA 4-7575..... ABC
 Newspaper Affiliation..... Stamford Advocate
 Representative..... Everett-McKinney, Foster
 President..... Kingsley Gillespie
 Gen. Manager..... Julian Schwartz
 Program Director..... Michael Hauptman
 Chief Eng..... R. A. Reynolds

WBZY—Torrington—1947

Frequency: 990 Kc..... Power: 1000 Watts d.
 Owned By..... Pioneer States Bcstg. Inc.
 Business-Studio Address..... 127 Main St.
 Tel.: HU 9-4173..... Independent
 President..... Albert L. Capstaff
 General Manager..... Donald Russell
 Sta., Comm. Mgr..... Joe Storm
 Prog., Publicity Dir..... Dan Field
 Chief Engineer..... Don Morrison

WTOR—Torrington—1948

Frequency: 1490 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Torrington Bcstg. Co., Inc.
 Business-Studio Address..... 93 Perkins St.
 Tel.: HU 9-4181..... MBS
 Representative..... R. V. & H.; Walker-Rawalt
 Pres., Gen. Mgr..... Edmund W. Waller
 Sta., Comm. Mgr..... Alfred G. Eyre
 Program Director..... Alan Field
 Chief Engineer..... David M. Eller

WATR—Waterbury—1934

Frequency: 1320 Kc..... Power: 1000 Watts
 Owned-Oper. By..... WATR, Inc.
 Business-Studio Address..... 440 Meadow St.
 Tel.: PL 5-1121..... ABC, MBS
 Representative..... McGavren-Quinn
 President..... Harold Thomas
 Gen., Sta. Mgr..... Sam R. Elman
 Sales Prom. Mgr..... Fred Erwin
 Prog. Director..... Jordan Kaplan
 Publicity Director..... Paul Chamberlain
 Chief Engineer..... Andrew Toross

WBRY—Waterbury—1934

Frequency: 1590 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WBRY Bcstg. Corp.
 Business-Studio Address..... P. O. Box 1827
 News. Afil..... American-Republican
 Tel.: PL 3-1125..... CBS
 Rep..... Avery-Knodel, Kettel-Carter

President..... William J. Pope
 Pub. Dir., Sls. Prom. Mgr..... Robert Holczer
 Program Director..... Walter O. Howard
 Chief Engineer..... Frank B. Hales

WWCO—Waterbury—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. WWCO, Inc.
 Business-Studio Address..... 65 Bank St.
 Tel.: 4-5141..... MBS
 Representative..... Jack Masla
 President..... Herbert Bloomberg
 General Manager..... Gene Valentino
 Program Director..... Charles Day
 Chief Engineer..... Martin Miller

WMMM—Westport—1959

Frequency: 1260 Kc..... Power: 1000 Watts
 Owned By..... Westport Broadcasting Co.
 Business Address..... 163 Main St.
 Tel.: CCapital 7-1822..... Independent
 General Manager..... Norman J. Bernstein

WILI—Willimantic—1957

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Windham Bcstg. Co.
 Address..... Box 32
 Tel.: HA 3-1621..... Independent
 Pres., Gen. Mgr..... Roland A. Goyette, Sr.
 Sta., Prog. Dir..... Les Douglas
 Comm. Sales Prom..... William Lackenbauer
 Chief Engineer..... Thomas Pollitt, Jr.

*Buying
 Connecticut?*

TOPS in

- Ratings
- Air
- Personalities
- Merchandising
- Helps

WBRY

CBS—5,000 Watts

Ask the Avery-Knodel Man

Pop.: 445,000
 Families: 130,000
 Radio Homes: 122,000

Delaware

Stations in State: 9
 TV Homes: 117,000
 TV Stations: 1

WDOV—Dover—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned.....Dover Bcstg. Co.
 Business Address.....Box 727
 Representative.....Headley Reed
 President.....Renry Rau
 V. P., Gen. Mgr.....Maxwell Marvin
 Station Mgr.....W. S. Cook

WKEN—Dover—1957

Frequency: 1600 Kc. Power: 500 Watts. d.
 Owned.....Coastal Carolina Bcstrs.
 Address.....Box 549
 Tel.: RE 4-5797.....Independent
 President.....J. Olin Tice, Jr.
 Gen. Mgr.....Joe Morris

WJWL—Georgetown—1951

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Rollins Bcstg., Inc.
 Address.....DuPont Highway
 Tel.: Georgetown 2567.....Independent
 Representative.....Rollins, Grant
 President.....O. Wayne Rollins
 General Manager.....Charles R. Maillet
 Program Director.....John C. Calhoun
 Chief Engineer.....Edward Marzoca

WKSJ—Milford—1953

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Kent-Sussex Bcstg. Co.
 Address.....Box 444
 Tel.: MI 8881.....Independent
 Gen., Comm., Prom. Mgr.....H. M. Griffith, Jr.
 Ch. Eng., Oper Mgr.....C. V. Lundstedt
 Prog. Dir.....Borden E. Smith

WSUX—Seaford—1955

Frequency: 1280 Kc. Power: 1000 Watts
 Owner-Oper. By.....Sussex Broadcasting Co.
 Address.....Dual Hwy. 13
 Tel.: 7933.....Independent
 Representative.....Clark
 Pres., Gen. Mgr.....Elizabeth Evans
 Ch. Eng.....Bernard Gold

WAMS—Wilmington—1947

Frequency: 1380 Kc. Power: 1000 Watts

Owned.....Rollins Broadcasting Co.
 Address.....414 French St.
 Tel.: OL 4-8881.....Independent
 Station Representative.....Eastman
 President.....O. Wayne Rollins
 General Manager.....Charles W. Stone
 Commercial Mgr.....Roger Holmes
 Chief Engineer.....Fitzgerald McDaniel

WDEL—Wilmington—1922

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By.....Delmarva Bcstg. Co., Inc.
 Business-Studio Address.....10th & King Sts.
 Tel.: OL 8-7268.....NBC
 Representative.....Robert Mosker
 Station Executive.....Clair R. McCollough
 Station Manager.....Harvey C. Smith
 Gen. Sales Mgr.....J. Robert Gulick
 Natl. Sales Mgr.....Thomas R. Nunan, Jr.
 Technical Director.....J. E. Mathlot
 Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, Easton; WRAK, Williamsport, all Pa.

WILM—Wilmington—1922

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Delaware Bcstg. Co.
 Business-Studio Address.....920 King St.
 Tel.: OL 4-7771.....ABC
 Representative.....Bolling Co.
 President.....Ewing B. Hawkins
 General Manager.....Jackson F. Lee
 Program Director.....Richard B. Holmes
 Chief Engineer.....Eugene Szymanski
 Chief Engineer.....H. Edwin Kennedy

WTUX—Wilmington—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Port Frere Bcstg. Co., Inc.
 Address.....1400 Market St.
 Tel.: OL 5-8821.....Independent
 Representative.....Walker-Rawalt
 Pres., Gen. Mgr.....Gordon K. MacIntosh
 Comm. Mgr.....William S. Ewing
 Sales Prom. Mgr.....Henry Cook
 Program Director.....Donald Mathewson
 Publicity Dir.....Robert Darby
 Chief Engineer.....Don Clifton

Pop.: 921,000
 Families: 274,000
 Radio Homes: 270,000

Dist. of Columbia

Stations in State: 6
 TV Homes: 247,000
 TV Stations: 5

WEAM—Washington, D. C.

(SEE ARLINGTON, VA.)

WGMS—Washington, D. C.—1946

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned By.....RKO Teleradio Pictures, Inc.

Address.....Hotel Harrington
 Tel.: EXecutive 3-8676.....Independent
 Representative.....Avery-Knodel
 President.....Thomas F. O'Neil
 General Manager.....Ray F. Kohn
 Sales Manager.....Perry S. Ury

DIST. OF COLUMBIA—FLORIDA

Program Director.....Chas. D. Wood
 Public Rel. Dir.....Sol Hurwitz
 Chief Engineer.....Roger B. Holt

**WMAL—Washington, D. C.
1925**

Freq.: 630 Kc.....Power: 5,000 Watts
 Owned.....Evening Star Bcstg. Co., Inc.
 Address.....4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100.....ABC
 Newspaper Affiliation.....The Evening Star
 Representative.....H-R
 President.....John W. Thompson, Jr.
 General Manager.....Fred S. Houwink
 Station Manager.....Kenneth Carter
 Prom. Mgr., Prog. Dir.....Rupe Werling
 Chief Engineer.....Allan Powley

WOL—Washington, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Wash. Bcstg. Corp.
 Address.....2000 P. St., N.W.
 Tel.: HO 2-3900.....Independent
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Henry Rau
 Sta. Mgr., Prog. Dir.....Maxwell Marvin
 Commercial Manager.....Robert Richards
 Chief Engineer.....Lloyd Smith

**WOOK—Washington, D. C.
1940**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio.....8th & I Sts., N.W.
 Tel.: RE 7-8000.....Independent
 Station Rep.....United Bcstg., Harlan Oakes
 Pres., Gen. Mgr.....Richard Eaton
 Vice-President.....John A. Panagos
 Program Director.....Cliff Holland
 Chief Engineer.....Ernest E. Stephens

**WPGC—Washington, D. C.
1954**

Frequency: 1580 Kc...Power: 10,000 Watts d.
 Owned-Operated By.....WPGC, Inc.
 Business Address.....4421 Southern Ave., SE
 Tel.: Jordan 8-6677.....Independent
 Representative.....Forjoe
 President.....M. E. Richmond
 Gen., Sta. Mgr.....Gene Winters
 Program Director.....Bob Bartel
 Chief Engineer.....Ronald Gettle

WRC—Washington, D. C.—1923

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....National Bcstg. Co.,
 Address.....4001 Nebraska Ave., NW
 Tel.: EM 2-4000.....NBC
 President (NBC).....Robert Kintner
 General Manager.....Carleton D. Smith
 Station Mgr.....Joseph W. Goodfellow
 Commercial Mgr.....Harry A. Karr, Jr.
 Sales Prom., Pub. Dir.....William Coyle
 Prog. Mgr.....William Grayson
 Chief Engineer.....John Rogers

**WTOP—Washington, D. C.
1927**

Frequency: 1500 Kc.....Power: 50,000 Watts
 Owned-Oper.....Washington Post Bcst. Div.
 Address.....Broadcast House
 Tel.: EM 2-9300.....CBS
 Representative.....CBS Radio Spot Sales
 Pres., Bcst. Div.....John S. Hayes
 V.P. Radio.....Lloyd Dennis
 Comm. Mgr.....R. W. Schellenberg
 Sis. Prom. Mgr., Pub. Dir.....W. J. Wiggins
 Prog. Dir.....P. A. Searight
 Chief Engineer.....Granville Klink

**WUST—Washington, D. C.
1951**

Frequency: 1120 Kc.....Power: 250 Watts
 Owned-Oper. By.....Broadcast Management, Inc.
 Address.....1343 U St.
 Tel.: HO 2-0011.....Independent
 Representative.....Star National
 President.....Milton Diener
 Gen., Comm. Mgr.....Jackson Lowe
 Program Mgr.....Georgette Leighton
 Publicity Dir.....Ruth Weaver
 Chief Engineer.....Norman Woods

**WWDC—Washington, D. C.
1941**

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WWDC, Inc.
 Business-Studio Address.....1627 K St., N.W.
 Tel.: TU 2-7600.....Independent
 Representative.....Blair
 Pres., Gen. Mgr.....Ben Strouse
 Comm. Manager.....Herman Paris
 Program Director.....Norman Reed
 Sales Prom. Mgr.....Jo Wilson
 Publicity Director.....Harriet Kogod
 Chief Engineer.....Ross H. Beville

Pop.: 4,241,000
 Families: 1,238,000
 Radio Homes: 1,278,000

Florida

Stations in State: 148
 TV Homes: 954,000
 TV Stations: 23

WAPG—Arcadia—1956

Frequency: 1480 Kc...Power: 1000 Watts d.
 Owned.....Arcadia-Punta Gorda Bcstg. Co.
 Address.....Box 676

Tel.: WA 8-6111.....KBS
 President.....H. D. Ryals
 Gen. Mgr., Chief Eng.....Paul Howell
 Comm., Prog. Dir.....Bert G. Erickson

WKT X—Atlantic Beach—1958

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned By..... Ocean Beach Bcstg. Co.
Address..... 1611 Atlantic Blvd.
Tel.: CH 6-3695..... Independent
President..... W. H. Adams, Jr.
Gen. Mgr., Chief Eng..... Robert K. Lynch
Program Dir..... Bernie Adams

WTWB—Auburndale—1956

Frequency: 1570 Kc. Power: 1 Kw., d.
Owned By..... L. M. Hughey
Address..... P. O. Box 7
Tel.: Woodlawn 7-1129..... Independent
Gen. Mgr., Program Dir..... Richard Boyce
Commercial Mgr..... W. L. Bain
Chief Engineer..... D. A. Brien

WAVP—Avon Park—1956

Frequency: 1390 Kc. Power: 1 Kw., d.
Owned-Operated By..... John B. Marshall
Address..... Jacaranda Hotel
Tel.: GL 2-6001..... Independent
Representative..... Hil F. Best
General Manager..... Albert B. Gale
Program Director..... Ilda E. Gale
Publicity Director..... Douglas L. Way
Chief Engineer..... Tom Moore

WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Oper. By..... WBAR, Inc.
Address..... Box 820, Lakeland Hwy.
Tel.: 3-5111..... Independent
Gen. Mgr..... Avera Wynne
Station Manager..... John F. Burgreen
Prog. Dir..... Kenneth E. Shroyer
Pucity Director..... Francis Pipes
Chief Engineer..... J. A. Duncan

WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..... Seminole Bcstg. Co.
Address..... Scarborough Bldg.
Tel.: 6-2183..... Independent
Representative..... Stars National
Chrm. of Bd..... E. D. Rivers, Jr.
President..... Hubert E. Ulmer
General Manager..... Garnett L. Merck
Comm. Manager..... Marvin Smith
Program Director..... Al Harris

WBRD—Bradenton—1957

Frequency: 1420 Kc. Power: 1 Kw., d.
Owned..... Sunshine State Bcstg. Co., Inc.
Address..... P. O. Box 1038
Tel.: 6-2183..... Independent
Representative..... Meeker
Pres., Gen. Mgr..... Robert R. Nelson
Commercial Manager..... Hal Meyer
Program Director..... B. F. Nelson
Chief Engineer..... Marlen J. Hager

WTRL—Bradenton—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned By..... Blue Skies Bcstg. Corp.
Address..... Memorial Pier

Tel.: 6-1107..... KBS
Representative..... Hil Best
Pres., Gen. Mgr..... Lockwood R. Doty II
Comm. Mgr..... Ken McKendree
Program Director..... Tom Gillies
Chief Engineer..... Dick Lundy

WWJB—Brookville—1958

Frequency: 1450 Kc. Power: 250 Watts
Owned By..... Brookville Bstg. Service
Address..... 30 E. Liberty St.
Tel.: BRookville 2020..... Independent
General Manager..... W. W. Johnson
Station Mgr..... Charles Grant
Program Dir..... Joseph S. Gall
Chief Engineer..... Eugene L. Sheldon

WBGC—Chipley—1956

Frequency: 1240 Kc. Power: 250 Watts
Owned By..... Tri-County Radio Bcst.
Address..... P. O. Box 605
Tel.: MErcury 8-1505..... Independent
Owner-Chief Eng..... E. C. Allmon
General Mgr..... Karl M. Richards
Program Dir..... L. D. Hart, Jr.

WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Clearwater Radio, Inc.
Business Address..... 200 Pierce Blvd.
Tel.: 3-3084..... KBS
Representative..... McGillvra
Pres., Gen. Mgr..... H. Dennison Parker
Prog. Dir., Eng..... G. A. Robinson

WEZY—Cocoa—1957

Frequency: 1480 Kc. Power: 1 Kw.
Owned..... Irving Braun
Business Address..... 803 Forrest Ave.
Tel.: Newton 6-4411..... Independent
President..... Irving Braun
Station Mgr..... Jay School
Commercial Manager..... Kelly Smith, Jr.
Program Director..... Richard Olson
Chief Engineer..... John Shelton

WKKO—Cocoa—1953

Frequency: 860 Kc. Power: 1 Kw., d.
Owned By..... John B. Cook, Jr.
Address..... Box 1308
Tel.: 1020..... KBS
Representatives..... Hil F. Best, Dora Clayton
President..... James Sawyer
Gen. Mgr..... Carl G. Collins, Jr.
Program Dir..... Dale Wright
Chief Engineer..... Davis E. Wilson

WVCG—Coral Gables—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By..... Peninsular Bcstg. Corp.
Business Address..... 377 Alhambra Circle
Tel.: HI 8-7411..... Independent
Representatives..... Clark, Good Music Bcstrs.
President-General Mgr..... George W. Thorpe
Asst. Sta. Mgr..... Barbara Binns
Comm. Mgr..... Timothy Carney
Chief Engineer..... Thomas Middleton

WCNU—Crestview—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Gulf Shores Bcstg. Co.
 Business-Studio Address.....Box 518
 Tel.: MU 2-2330.....KBS
 General Manager.....S. F. Townsend
 Comm. Mgr.....Vernon Cooper

WJSB—Crestview—1954

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Crestview Bcstg. Co.
 Address.....Box 267
 Tel.: MU 2-3040.....Independent
 Pres., Gen. Mgr.....Everett M. McCrary
 Commercial Manager.....Joel Hughes
 Program Director.....Cordell Whitlock
 Chief Engineer.....Russ White

**WGTO—Cypress Gardens
 1955**

Frequency: 540 Kc. Power: 50,000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Box 123
 Tel.: CY 3-4103.....Independent
 Representative.....Edard Petry
 President.....Stanley E. Hubbard
 Station Manager.....Max Kimbrel
 Program Director.....G. M. Kimbrel
 Sales Prom. Mgr., Pub. Dir.....Gary Miller
 Chief Engineer.....Dave Schick

WDCF—Dade City—1954

Frequency: 1350 Kc. Power: 1 Kw. d.
 Owned.....Pasco Bcstg. Co.
 Address.....Box 1077
 Tel.: LO 7-3879.....KBS
 Pres., Sta. Mgr.....Stuart Picard
 Commercial Manager.....Thelma Picard
 Publicity Director.....Margrete Francisco
 Chief Engineer.....John Andre

WMFJ—Daytona Beach—1935

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....WMFJ, Inc.
 Business Address.....P.O. Box 5606
 Tel.: CL 2-6491.....Independent
 Representative.....Jack Masla
 President.....Emil J. Arnold
 Gen. Mgr.....Dale S. Phares
 Sta. Mgr.....Dick Clark
 Sales Promotion Manager.....L. L. McGrath
 Program Director.....Kenny Mercer
 Chief Engineer.....Jack Siegel

WNDB—Daytona Beach—1948

Frequency: 1150 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....News-Journal Corp.
 Business-Studio Address.....128 Orange Ave.
 Tel.: CL 2-1511.....ABC
 Newspaper Affil.....News-Journal Corp.
 Representative.....Clark
 President.....Julius Davidson
 Gen., Sta. Mgr.....R. Y. Huffman
 Comm. Mgr.....Daniel F. Carroll

Sales Promotion Manager.....John Pitts
 Prog. Dir.....Ken Lueck
 Publicity Dir.....M. E. Hagman
 Chief Engineer.....F. A. Scott

WROD—Daytona Beach—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned.....Daytona Beach Brcstg. Corp.
 Business Address.....Box 991
 Tel.: CL 2-4626.....NBC
 Representative.....Pearson
 Pres., Gen. Mgr.....Eugene D. Hill
 Commercial Manager.....Carl Abel
 Sales Promotion Manager.....Ken Brown
 Prog. Dir., Ch. Engr.....James F. McDonough
 Publicity Director.....James Crist

**WDSP—De Funiak Springs
 1956**

Frequency: 1280 Kc. Power: 500 Watts
 Owned By.....Euchee Valley Bcstg. Co.
 Business Address.....8th & 18th St.
 Tel.: TW 4-8361.....KBS
 Pres., Gen. Mgr.....Mrs. Marie F. Douglass
 Sta. Mgr., Ch. Eng.....Laverne Foster
 Program Director.....Bayne Hill
 Publicity Director.....John Adkison

**WFNM—De Funiak Springs
 1955**

Frequency: 1460 Kc. Power: 1 Kw. d.
 Owned-Oper. By.....Leonard Zepp
 Address.....Box 387
 Gen. Mgr.....Mel Wheeler
 Manager.....Leonard Knighton
 Program Director.....William Wood

WJBS—DeLand—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....James Ayers, Chas. Britt
 Address.....P. O. Box 808
 Tel.: RE 4-1725.....NBC
 Representative.....Donald Cooke
 President.....Dr. J. Ollie Edmunds
 General Mgr., Prog. Dir.....R. H. Westervelt
 Commercial Manager.....Ken Brown

WOOO—DeLand—1956

Frequency: 1310 Kc. Power: 5000 Watts
 Owned.....Trio Bcstg. Co., Inc.
 Business Address.....P.O. Box 694
 Tel.: RE 4-3422.....KBS
 Rep.....Charles Bernard
 President.....Herbet A. Saxe
 Gen., Sta. Mgr.....Wally King
 Commercial Manager.....A. H. Beckwith
 Sales Promotion Manager.....O. Silverman
 Publicity Director.....Jerry Florence
 Program Director.....Briam Tolby
 Chief Engineer.....Edwin Carson

WDBF—Delray Beach—1954

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned.....Boca Raton Bible Conf. Grds., Inc.

Address.....Bon Aire Hotel
 Tel.: CR 6-7311.....KBS
 President.....Ira Lee Eshelman
 Sta., Comm. Mgr.....Patrick W. Larkin
 Program Dir.....Jean S. Larkin

WMEG—Eau Gallie—1955

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned.....Mel-Eau Broadcasting Corp.
 Address.....Box 98
 Tel.: AL 4-2282.....Independent
 Pres., Gen. Mgr.....A. V. Catterton
 Sta. Mgr., Prog. Dir.....Victoria C. Martin
 Chief Engineer.....James A. Thomas

WLCO—Eustis—1955

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Radio Station WLCO
 Address.....Box 1505
 Owner, Gen. Mgr.....Floyd W. Hess
 Sta., Comm. Mgr.....Morton C. Cook
 Sales Prom. Mgr.....Barbara A. Riddlebaugh
 Program Dir.....Thomas W. Osborne
 Publicity Dir.....W. B. Croke
 Chief Engineer.....Robert Blynn

**WFBF—Fernandina Beach
 1955**

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned.....Murray Bcstg.
 Address.....118 Atlantic Ave.
 Tel.: 3667.....KBS
 Representative.....Ted Steele
 President.....Edward G. Murray
 General Mgr.....Dave Davis
 Comm. Sales Prom.....Q. D. Davis
 Prog., Chief Eng.....Bob Chasse
 Publicity Dir.....Johnny Gerdon

WFTL—Fort Lauderdale—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gore Publishing Co.
 Address.....P. O. Box 131
 Tel.: JA 3-2511.....Independent
 Newspaper Affiliation...Daily & Sunday News
 Representative.....Sears & Ayers
 Gen., Sta., Comm. Mgr.....R. L. Bowles
 Chief Engineer.....Richard P. Northey

WWIL—Ft. Lauderdale—1955

Frequency: 1580 Kc.....Power: 1 Kw.
 Owned.....S. Fla. Bcstg. Corp.
 Address.....Box 8067
 Tel.: JA 3-7639.....KBS
 Representative.....Headley-Reed
 President.....L. A. Benson
 V.P., Asst. Gen. Mgr.....N. Pagliara
 Prog. Dir.....Bill Smith
 Chief Eng.....Daniel J. Curran

WINK—Ft. Myers—1940

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
 Address.....WINK Bldg.
 Tel.: Ft. Meyers.....KBS
 Representative.....Walker-Rawalt, J. S. Ayers
 General Manager.....A. J. Bauer

WMYR—Ft. Myers—1952

Freq.: 1410 Kc.....Power: 5 kw. d., 500 w. n.
 Owned-Operated By.....Robert Hecksher
 Address.....WMYR Bldg.
 Tel.: ED 5-1175.....Independent
 Owner-Gen. Mgr.....Robert Hecksher

WARN—Fort Pierce—1953

Frequency: 1330 Kw.....Power: 1000 Watts d.
 Owned-Oper. By...Hurricane Bcstg. Service, Inc.
 Address.....P. O. Box 1343
 Tel.: 1330.....KBS
 Representative.....Continental
 Pres., Gen., Sta. Mgr.....Murray C. Tillman
 Prog. Mgr.....Willis M. Shawver Jr.
 Chief Engineer.....Al Stokes

WIRA—Fort Pierce—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Indian River Bcstg. Co.
 Business Address.....Melody Lane
 Tel.: HOward 4-1400.....NBC
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr.....James L. Howe
 Sta., Sales Prom. Mgr.....Sam Lawder
 Commercial Manager.....J. Kingsley Butt
 Program Director.....Anne Wilder
 Publicity Director.....James Keyes
 Chief Engineer.....Robert Money

**WFBS—Ft. Walton Beach
 1956**

Frequency: 950 Kc.....Power: 1 Kw.
 Owned.....W. Florida Bcstg. Service
 Address.....Box 488
 Tel.: CH 4-5685.....Independent
 Pres., Gen. Mgr.....H. French Brown, Sr.
 Prog. Dir.....Mrs. H. French Brown, Sr.
 Chief Engineer.....Samuel A. Eaton

**WFTW—Ft. Walton Beach
 1953**

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owner.....Vacationland Bcstg. Co.
 Address.....Box 687
 Tel.: CH 3-3123.....Independent
 President.....Wilbur R. Powell
 Gen. Mgr.....Milford A. Reynolds
 Program Director.....N. A. Munson, Jr.
 Chief Engineer.....Jimmy Waits

WDVH—Gainesville—1954

Frequency: 980 Kc.....Power: 5 Kw. d.
 Owned-Operated By.....WDVH, Inc.
 Business Address.....Kincaid Rd.
 Tel.: FR 2-2528.....Independent
 Representative.....Clark
 President.....R. A. Vaughn
 Gen. Mgr., Chief Engr.....Tom Hanssen
 Sales Promotion Manager.....Bill Marr
 Program Director.....Robert Norris
 Publicity Director.....Rick Hutto

WGGG—Gainesville—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gainesville Radio Inc.
 Business Address.....Box 501
 Tel.: 6-5791.....ABC-KBS
 Representative.....Best; Dora-Clayton
 Pres., Gen. Mgr.....Thompson K. Cassel
 Station Manager.....Kenneth H. Brown
 Commercial Manager.....Leon Mims
 Program Director.....William Mansfield
 Chief Engineer.....R. M. Chamberlin

WRUF—Gainesville—1928

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....Univ. of Fla.
 Business Address.....P.O. Box 2757
 Tel.: FRanklin 6-3261.....NBC
 Representative.....Burn-Smith
 Director.....Kenneth F. Small
 Commercial Manager.....R. L. Black, III
 Program Director.....Pierre A. Bejane
 Chief Engineer.....Bertram MacNamara

WGMA—Hollywood—1953

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned By.....Barry-Enright-Melody Music
 Address.....109 Harrison St.
 Tel.: WA 2-2903.....KBS
 Representative.....Cooke
 President.....Jack Barry
 Gen., Sta. Mgr.....C. Edward Little
 Comm., Sales, Publicity.....Bill Day
 Program Dir.....Kenneth Roth
 Chief Engineer.....Charles C. Castle

WSDB—Homestead—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
 Owned.....S. Dade Bcstg. Co.
 Business Address.....507 N.W. 2nd St.
 Tel.: CI 7-2445.....Independent
 President.....J. Abney Cox
 Gen., Sta. Mgr.....Merritt Hilliard
 Comm., Sales Prom. Mgr.....Hank Cutshall
 Program Director.....John Triplett
 Publicity Director.....Hap Henderson
 Chief Engineer.....Erwin Fuller

WAPE—Jacksonville—1958

Frequency: 690 Kc.....Power: 250 Watts, d.
 Owned By.....Brennan Bcstg. Co.
 Address.....P. O. Box 1103
 Tel.: COngress 4-9555.....Independent
 Station Rep.....Radio-TV Reps.
 Pres., Gen. Mgr.....William J. Brennan
 Commercial Mgr.....F. Robinson, Jr.
 Program Dir.....Dan Brennan
 Chief Engineer.....C. G. Brennan

WIVY—Jacksonville—1948

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Operated By.....WIVY, Inc.
 Address.....Box 228-A
 Tel.: PO 4-4545.....Independent
 Representative.....Clarke Brown, Masla
 Pres., Gen. Mgr.....Edward J. Oberle

Station Mgr.....Larry Picus
 Local Sales Manager.....Fred H. Schilling

WJAX—Jacksonville—1925

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....City of Jacksonville, Fla.
 Business-Studio Address.....1 Broadcast Pl.
 Tel.: EI 4-1681.....NBC
 Rep.....Headley-Reed
 Commissioner in Charge.....J. D. Kennedy
 Acting Mgr.....J. W. Douglass
 Prob. Sup. Publicity.....Mrs. Margarete Scott
 Chief Engineer.....Kenneth L. Kroier

WMBR—Jacksonville—1927

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WMBR, Inc.
 Business Address.....Hotel George Washington
 Tel.: ELgin 5-9001.....CBS
 Representative.....CBS Radio Spot Sales
 President.....Ben Strouse
 Gen., Sta. Mgr.....Sidney L. Beighley, Jr.
 Sales Prom., Pub. Dir.....Lindy Freeman
 Program Director.....Edwin H. Chappellear
 Chief Engineer.....C. Roy King

WOBS—Jacksonville—1948

Frequency: 1360 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Mel-Lin, Inc.
 Business-Studio Address.....1036 Mary St.
 Tel.: EX 8-3411.....Independent
 Station Representative.....Gil-Perna
 President.....S. R. Walker, Jr.
 Gen. Mgr.....Larry R. Picus
 Sta. Mgr.....Alexander Kiersey
 Program Director.....Johnny Shaw
 Comm. Mgr.....G. W. Johnston

WPDQ—Jacksonville—1942

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Jacksonville Bcstg. Corp.
 Studio Address.....Gulf Life Bldg.
 Tel.: EL 4-4421.....ABC
 Rep.....Vernard, Rintoul & McConnell, Ayers
 President.....James R. Stockton
 Gen. Mgr., Vice-Pres.....Robert R. Feagin
 Operations Mgr.....Richard C. Fellows
 Chief Engineer.....Ernest E. Haralson

WPEG—Jacksonville—1957

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Regional Brcstg. Co.
 Business Address.....936 Arlington Rd.
 Tel.: RAymond 4-2188.....MBS
 Pres., Gen. Mgr.....Harold E. King
 Station Manager.....Tommy Tucker
 Commercial Manager.....Clayton Studstill
 Program Director.....Lynn Parks
 Chief Engineer.....Frank Grossholz

WQIK—Jacksonville—1955

Frequency: 1280 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....Rowland Bcstg. Corp.
 Address.....121 E. 8th St.
 Tel.: ELgin 4-4501.....Independent
 Rep.....Charles Bernard
 Pres., Gen. Mgr.....M. W. Rowland

Program Director.....Robert T. Rowland
Sales Prom. Mgr.....Ed. Jordan
Chief Engineer.....F. O. Thies

WRHC—Jacksonville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Tel.: EL 6-0461.....Independent
President.....Harold S. Cohn
Gen. Mgr.....Harold S. Cohn, 2nd
Station Mgr.....Ronald H. Cohn
Program Dir.....Adrian Knight

WZOK—Jacksonville—1940

Frequency: 1320 Kc.....Power: 5000 Watts
Owned.....Radio Jax
Business Address.....Seminole Hotel Bldg.
Tel.: ELgin 6-1373.....Independent
Pres., Gen. Mgr.....Carmen Macri
Sales Promotion Mgr.....Kenneth C. Conner
Program Dir.....Reed Gardner
Chief Engr.....W. A. Cooper

WZRO—Jacksonville Beach 1947

Frequency: 1010 Kc.....Power: 1 Kw. d.
Owned By.....A. B. Letson
Address.....Quincy, Fla.
Tel.: (Quincy) MA 7-6700.....KBS
President.....Andrew B. Letson
Gen. Mgr.....Jim Kirk
Station Mgr.....Roger Fricke

WKWF—Key West—1945

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P.O. Box 1300
Tel.: CY 6-2222.....MBS-ABC
Owner, Gen. Mgr.....John M. Spottswood
Sta., Sales Prom. Mgr.....Ray A. Schoneck
Comm. Mgr., Prog. Dir.....Mary S. Spottswood
Chief Eng.....Charles R. Lowe

WRWB—Kissimmee—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Frank A. Taylor
Address.....Lago Vista Radio Park
Tel.: TI 6-8891.....KBS
Owner, Gen. Mgr.....Frank A. Taylor
Sta., Sales.....Robert W. Bennett

WDSR—Lake City—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Deep South Radioways
Business Address.....Gainesville Highway, S.
Tel.: 525.....MBS, KBS
Partner, Gen., Sta. Mgr.....Alfred H. Temple
Commercial Manager.....Ivan E. Perry
Program Director.....William M. Savitz
Chief Engineer.....Pat Webster

WGRO—Lake City—1958

Frequency: 960.....Power: 500 Watts

Owned By.....Columbia County Bcstg. Co.
Address.....30 N. Hernando St.
Tel.: 3450.....Independent
Representative.....Hopewell
President.....George S. Walker Jr.
Gen. Mgr., Prog. Dir.....Ray Starr
Station Manager.....Bob Orrell
Commercial Manager.....Bob Ferris
Sales Prom. Mgr.....G. Mellichamp
Publicity Director.....Gloria Charles
Chief Engineer.....O. R. Buckler

WLAK—Lakeland—1936

Freq.: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Florida Central Bcstg. Co.
Business Address.....P. O. Box 1211
Tel.: MU 2-1431.....NBC
Station Representative.....John E. Pearson
Pres., Gen. Mgr.....Frank W. Nesbitt
Commercial Manager.....Powell Adams
Program Director.....Garland Burt
Chief Engineer.....William P. Lee

WONN—Lakeland—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Noyes Enterprises, Inc.
Business Address.....Lake Hunter Drive
Tel.: MU 5-1171.....MBS
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert W. Jonscher
Commercial Mgr.....C. C. "Tip" Sherwood
Program Dir.....William F. Ferguson
Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor
Chief Engineer.....Duane McConnell

WYSE—Lakeland—1957

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....Polk Radio, Inc.
Address.....207½ E. Main St.
Tel.: MU 9-0551.....Independent
Representative.....Clark
President.....W. H. Martin
Gen. Man., Chief Eng.....Tom Barber
Program Dir.....George Hayward

WIPC—Lake Wales—1951

Frequency: 1280 Kc.....Power: 1000 Watts
Owned.....Imperial Polk Bcstg. Corp.
Address.....P. O. Box 712
Tel.: 2-9831.....KBS
Representative.....Hil F. Best
President.....K. H. Berkeley
V.P., Gen. Mgr.....Charles D. Bishop
Comm. Mgr.....W. W. Van Steenburgh
Prog., Pub. Dir.....Eleanor Pryor
Chief Engineer.....William Johnson

WBIL—Leesburg—1957

Frequency: 1410 Kc.....Power: 1000 Watts
Owned By.....WBIL, Inc.
Address.....P. O. Box 638
Tel.: SState 7-2313.....Independent
Representative.....Cooke
Owners.....D. F. McConnell & C. T. Hodgson
Gen. Mgr., Chief Eng.....Duane F. McConnell
Program Director.....Jay Shepherd

WLBE—Leesburg—1949

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By.....WLBE, Inc.
 Address.....Box 790
 Tel.: 790.....MBS, KBS
 Representative.....Best, Keystone
 President.....Paul A. Husebo
 Program Director.....Richard R. Coleman
 Chief Engineer.....Martin Kirkland

WNER—Live Oak—1949

Frequency: 1250 Kc. Power: 1 Kw. d.
 Owned.....Norman O. Protsman
 Business Address.....P. O. Box 637
 Tel.: FOrEst 2-1250.....KBS
 Owner, Gen. Mgr.....Norman O. Protsman
 Program Director.....Faith Protsman
 Chief Engineer.....C. S. Parker

WMAF—Madison—1956

Frequency: 1230 Kc. Power: 250 Watts
 Address.....Box 621
 Tel.: HU 3-6333.....KBS
 General Mgr.....Norman O. Protsman
 Station Mgr.....Robert C. Lay
 Program Dir.....Mary H. Weger
 Chief Engineer.....Eugene Ketring

WTOT—Marianna—1958

Frequency: 980 Kc. Power: 1 Kc.
 Owned By.....Chipola Corp.
 Address.....111 Market St.
 Tel.: HUdson 2-3046.....Independent
 President.....C. Davis Turner
 Gen. Mgr., Chief Eng.....John Boggess
 Program Dir.....Bart Lincoln
 Publicity Dir.....Art Larsen

WTYS—Marianna—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...John H. Phipps Bcstg. Stas.
 Address.....Box 777
 Tel.: HU 2-2131.....MBS, KBS
 Representative.....Cummings
 Owner.....John H. Phipps
 General Manager.....L. H. Graves
 Station Manager.....Guy Hamilton

WMMB—Melbourne—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Indian River Radio, Inc.
 Business-Studio Address.....Box 908
 Tel.: PArkway 3-1661.....MBS
 President.....H. G. Murrelle
 General Manager.....Howard L. Green
 Sta., Comm. Mgr.....Richard I. Williams
 Chief Engineer.....Edward Murdoch

WAME—Miami—1958

Frequency: 1260 Kc. Power: 5000 Watts
 Owned By.....WAME Co.
 Address.....Chamber of Commerce Bldg.

Tel.: FRanklin 3-5533.....Independent
 General Manager.....Ted Wilson
 Sta., Comm. Mgr.....Murray Woroner
 Program Dir.....Frank Ward
 Publicity Dir.....Fred Hohl
 Chief Engineer.....Stan Brown

WCKR—Miami—1956

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By.....Biscayne TV Corp.
 Add....1401 N. Bay Causeway; P.O. Box 38-M
 Tel.: PL 1-6692.....NBC
 Newspaper Affiliation...Miami Herald, News
 Representative.....Henry I. Christal
 President.....Niles Trammell
 Station Manager.....Owen F. Uridge
 Comm. Manager.....L. L. Zimmerman
 Sales Prom., Pub. Dir.....John Hiser
 Program Director.....Dan Valentine
 Chief Engineer.....Gene Rider

WFEC—Miami—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By.....Fla. East Coast Bcstg.
 Address.....350 N.E. 71st St.
 Tel.: PL 1-7534.....Independent
 Representative.....Dore; Ayres
 President.....Harry Trenner
 Gen., Sta. Mgr.....Herbert Schorr
 Commercial Manager.....Bert Noble
 Sales Prom. Mgr....Mrs. Edwena N. Mangum
 Program Director.....Mrs. Doris Sanford
 Chief Engineer.....William Reeder

WGBS—Miami—1944

Freq.: 710 Kc. Power: 50 Kw. d., 10 Kw. n.
 Owned.....Storer Bcstg. Co.
 Address.....1605 Biscayne Blvd.
 Tel.: FR 9-2401.....CBS
 Newspaper Affiliation...Miami Beach Sun
 Station Representative...Katz Agency, Inc.
 President.....George B. Storer
 General Manager.....Bernard E. Neary
 Comm. Mgr.....C. Bud Dailey
 Prom. Mgr., Prog. Dir.....Sam Elber
 Chief Engineer.....Edward C. Lockwood
 Owners of: WJBK, Detroit; WSPD, Toledo;
 WAGA, Atlanta; WJW, Cleveland; WWVA,
 Wheeling, W. Va.; WIBG, Philadelphia.

WINZ—Miami—1946

Freq.: 940 Kc. Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By...Rand Bcstg. Co.
 Business Address.....Biscayne Terrace Hotel
 Tel.: FR 1-6641.....Independent
 Representative.....Petry
 President.....Rex Rand
 General Manager.....Robert E. Mitchell
 Program Dir.....Ned Powers
 Chief Engineer.....William Hamrick

WMIE—Miami—1947

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By.....WMIE, Inc.
 Address.....139 N.E. 1st St.
 Tel.: FR 3-5556.....Independent
 Representative.....Charles Bernard

President.....E. D. Rivers, Sr.
 General Mgr.....Jack E. Nobles
 Commercial Manager.....Lawrence Lunker
 Program Director.....Douglas Hatton
 Chief Engineer.....Russell Bennett

WMMA—Miami

Frequency: 1260 Kc.....Power: 5 Kw.
 Owned By.....Stephany Wyszatycki
 Address.....10701 N. W. 77th Ave.
 Representative.....Continental
 President.....Keith Moyer
 Gen., Sales Mgr.....Jim Hilderbrand

WQAM—Miami—1921

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
 Owned-Operated By.....Storz Brctg. Co.
 Business-Studio Address.....1723 duPont Bldg.
 Tel.: FR 4-6121.....Independent
 Representative.....John Blair
 President.....Todd Storz
 Gen., Sta., Comm. Mgr.....Jack Sandler
 Program Dir.....Kent Burkhardt
 Publicity Dir.....Alan Courtney
 Chief Engineer.....Morris Barwick
 Owners of: WHB, Kansas City, Mo.; WTIX,
 New Orleans; WDGY, Minneapolis.

WSKP—Miami—1956

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSKP, Inc.
 Business-Studio Address...734 W. Flagler St.
 Tel.: FR 1-1585.....Independent
 Representative.....H.R.
 President.....Bill O'Neil

WAHR—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alan H. Rosenson
 Address.....Box 1740
 Tel.: JE 8-0411.....Independent
 Representative.....O'Connell
 Station Manager.....Marshall Simmons
 Comm. Mgr.....Art Gordon

WKAT—Miami Beach—1937

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WKAT, Inc.
 Trans.-Address.....1759 Bay Road
 Tel.: JE 1-5711.....MBS-ABC
 Representative.....Meeker
 President.....A. Frank Katzentine
 Gen. Comm. Mgr.....Fred W. Wagenvoord
 Program Director.....Sidney Levin
 Chief Engineer.....Arthur P. Smith

WMBM—Miami Beach—1947

Frequency: 800 Kc.....Power: 5000 Watts
 Owned.....Rounsaville of Miami Beach, Inc.
 Address.....MacArthur Causeway
 Tel.: JE 1-5586.....Independent
 Representatives...Gill-Perna, Dora-Clayton, Inc.
 President, Gen. Mgr.....R. W. Rounsaville
 Station Manager.....Arnold Kaufman
 Program Director.....C. Kenneth Morris
 Chief Engineer.....James Hall

WMET—Miami Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts d.

“MIAMI BEACH SALUTES the
 Radio and Television Industry for its
 wonderful cooperation in bringing
 the Miami Beach Story to the eyes
 and ears of the nation.

WARMEST THANKS from the
 warmest part of the nation.

HANK MEYER

Public Relations Consultant,
CITY OF MIAMI BEACH”

Owned By... Community Service Bcstrs, Inc.
 Business Address.....814 First St.
 Tel.: Jefferson 8-0411.....Independent
 Station Representative.....Forjoe
 Ex. V.P., Gen. Mgr.....R. B. Baker
 Commercial Manager.....Steve Marko
 Publicity Director.....Barbara Baum
 Chief Engineer.....V C. Roberts

WEBY—Milton—1954

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned.....C. W. Mapoles
 Address.....Ward Basin Rd.
 Tel.: 2591.....MBS
 Owner.....C. W. Mapole
 Station Mgr.....Earl Williford

WSRA—Milton—1958

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Santa Rosa Bcstg. Co.
 Address.....31 Mohawk Trail, Pensacola
 President.....E. T. Sudduth

WMDF—Mount Dora—1958

Frequency: 1580 Kc.....Power: 1 kw., d.
 Owned By.....Triangle Bcstg. Corp.
 Address.....Old Eustis Road
 Tel.: EVergreen 2-6621.....Independent
 General Mgr.....Francis Toomey
 Commercial Mgr.....Wayne Icenhour
 Program Dir.....Tom Osborne
 Chief Engineer.....Paul Sealy

WNOG—Naples—1954

Frequency: 1270 Kc.....Power: 500 Watts d.
 Owned and Oper. By.....Radio Naples Inc.
 Business Address.....S. Tamiami Trail
 Tel.: Midway 2-5127.....KBS
 Representative.....Hil F. Best
 President, Gen. Mgr.....William J. Ryan
 Station Manager.....David M. Pfaff
 Commercial Manager.....John E. Martin
 Program Director.....Mrs. Eileen Eilers
 Chief Engineer.....David S. Traer

**WSBB—New Smyrna Beach
 1950**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasters, Inc.
 Business Address.....Box 125
 Tel.: GA 8-9091.....MBS
 President.....A. V. Tidmore
 General Manager.....G. Douglas Pidgeon
 Commercial Manager.....A. L. Pruitt
 Chief Engineer.....Sim Wagleson

WHYS—Ocala—1957

Frequency: 1370 Kc.....Power: 1 Kw. d.
 Owned.....Marion Co. Bcstg. Co.
 Business Address.....P.O. Box 358
 Tel.: MA 2-8174.....Independent
 Pres., Gen. Mgr.....W. H. Martin
 Sta., Comm. Mgr.....John V. Martin
 Program Director.....Hazel A. Martin
 Chief Engineer.....Dick Strait

WMOP—Ocala—1953

Frequency: 900 Kc.....Power: 1000 Watts
 Owner.....A. B. Letson
 Address.....P. O. Box 648
 Tel.: MArion 2-4118.....Independent
 President.....A. B. Letson
 General Mgr.....Jim Kirk
 Comm. Sls. Mgr.....Vernon Arnette
 Program Dir.....Gene Turner
 Publicity Dir.....Helen Helvenston
 Chief Engineer.....Lloyd Lutz

WTMC—Ocala—1938

Frequency: 1290 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WTMC, Inc.
 Business Address.....Box 831
 Tel.: MA 2-4127.....NBC
 Representative.....Devney; Dora-Clayton
 President.....Ray Gunckel, Jr.
 Sta. Mgr.....Tom Catalano
 Comm. Mgr.....Bill Conover
 Program Director.....Don Baker
 Chief Engineer.....Bill Callahan

WDBO—Orlando—1924

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cherry Bcstg. Co.
 Business Address.....30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491.....CBS
 Representative.....John Blair
 President.....Wm. S. Cherry, Jr.
 Gen. Mgr.....Harold P. Danforth
 Comm. Sales Prom. Mgr.....W. G. McBride
 Prog., Pub. Dir.....Rosalind Boggs
 Chief Engineer.....James E. Yarbrough

WHIY—Orlando—1957

Frequency: 1270 Kc.....Power: 5 Kw. d.
 Owned.....Orlando Radio & TV Bcstg. Corp.
 Address.....Ft. Gatlin Hotel Bldg.
 Tel.: GA 2-6724.....Independent
 Representative.....Pearson
 President.....Gordon Sherman
 Gen., Sta., Comm. Mgr.....Carl F. Hallberg
 Program Dir.....Robert Irving
 Chief Engineer.....Arthur Lowery

WHOO—Orlando—1947

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By.....WHOO, Inc.
 Business Address.....465 N. Orange Ave.
 Tel.: GArden 5-3591.....Independent
 Representative...Venard, Rintoul, McConnell
 Pres., Gen. Mgr.....John T. Rutledge
 Commercial Manager.....Red Weiss
 Sales Promotion Mgr.....Marvin Rothchild
 Publicity Director.....Roy Nilson
 Chief Engineer.....Charles Chrisman

WKIS—Orlando—1946

Frequency: 740 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....Central Florida Bcstg. Co.
 Address.....P. O. Box 1353
 Tel.: GA 2-2451.....NBC
 Representative.....Bob Dore

Pres., Gen. Mgr. Naomi Murrell
 Station Manager William O. Murrell, Jr.
 Comm., Sales Prom. Mgr. W. H. Forsythe, Jr.
 Program Director S. W. Ison
 Chief Engineer W. R. Miller

WLOF—Orlando—1940

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Mid-Fla. Radio Corp.
 Business-Studio Address Box 5756
 Tel.: GArden 2-8162. Independent
 Station Representative Ayers
 President Joseph L. Breohner
 Gen. Sta. Mgr. Howard S. Kester
 Commercial Mgr. Gene Cook
 Program Director Ernie Legge
 Sales Prom. Mgr. Douglas Coombs
 Publicity Director Thomas Doyle
 Chief Engineer W. Dodd Daniels

WQXQ—Ormond Beach—1957

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned By Volusia County Bcstg. Corp.
 Business Address Avenue Calle Grande
 Tel.: ORange 7-4122. Independent
 Pres., Gen. Mgr. Lee W. Menard
 Station Manager Ben Taylor
 Commercial Manager William Seitz
 Program Director James Haupt
 Sales, Publicity Ann Hicks
 Chief Engineer L. W. Menard

WRIM—Pahokee—1958

Frequency: 1250 Kc. Power: 500 Watts
 Owned By Garden of Glades, Inc.
 Address 30 Ackley Rd., Greenville, S. C.
 Tel.: CE 2-0953. Independent
 President Max E. Mace
 Gen. Sta. Mgr. A. B. Robinson
 Sales, Prom. Mgr. Mrs. Natalie Hunt
 Publicity Dir. Lewis Poole
 Chief Engineer James Roper

WSUZ—Palatka—1957

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned By Raymond P. McMillin
 Business Address P.O. Box 668
 Tel.: EAst 5-3844. Independent
 Station Representative Hil F. Best
 General Manager R. P. McMillin
 Sta. Mgr., Chief Eng. Geo. J. Duck
 Commercial Manager Robert E. James
 Program Director Betty McMillin

WWPF—Palatka—1947

Freq.: 1260 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By Hall Bcstg. Co.
 Address 900 Block River St.
 Tel.: EA 5-4555. KBS
 Owner George W. Hall
 Gen. Mgr. William R. Terry
 Sta., Program Dir. James N. Jobs
 Commercial Manager Herb Young
 Sales, Publicity Dir. Dick Unger
 Chief Engineer Isaac Lee

WQXT—Palm Beach—1957

Frequency: 1340 Kc. Power: 250 Watts

Owned By Flame R-TV Co.
 Address 3000 S. Ocean Blvd.
 Tel.: JU 2-7401. ABC
 Representative Stars National
 Gen. Mgr., Chief Engr. David L. Lyndon
 Comm. Mgr., Pub. Dir. Art Rivers
 Program Dir. John Sowers

WDLF—Panama City—1940

Frequency: 590 Kc. Power: 1000 Watts
 Owned Panama City Bcstg. Co.
 Address 323 West Beach Drive
 Tel.: PO 3-1777. NBC-KBS
 Representative Hollingbery
 President Denver Brannen
 General Manager William B. Hill
 Sta., Comm. Mgr. Don Brookins
 Sales Prom. Mgr. Cal Howrigan
 Program Director George Feger
 Publicity Dir. Betty Ausland
 Chief Engineer Harold Phipps

WPCF—Panama City—1949

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Bay County Bcstg. Co.
 Address 300 E. 15th St.
 Tel.: SU 5-6176. MBS
 Representative Walker, Dora-Clayton
 Pres., Gen., Sta. Mgr. E. L. DuKean
 Program Director Larry Meehan
 Chief Engineer Robert E. McConnell

WTHR—Panama City—1957

Frequency: 1480. Power: 500 Watts, d.
 Owned Regional Bcstg. Co.
 Address P.O. Box 788
 Tel.: ADams 4-2781. Independent
 Representative Burn-Smith
 Gen. Mgr. Harold E. King
 Sta. Mgr. Rex Parnell

WBOP—Pensacola—1956

Frequency: 980 Kc. Power: 500 Watts d.
 Owned-Oper. By Tri-Cities Brcstg. Co.
 Business Address 431 West Belmont
 Tel.: HE 8-7543. Independent
 Representative Forjoe
 President E. O. Roden
 Gen., Sta. Mgr. Bruce Gresham
 Commercial Manager Frank Lewis
 Prog., Pub. Director Dennis Hancock, Jr.
 Chief Engineer Robert Mahoney

WBSR—Pensacola—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WBSR, Inc.
 Business Address 1603 N. Pace Blvd.
 Tel.: HE 2-6173. CBS
 Representative Vernard, Rintoul, McConnell
 Pres., Gen. Mgr. Don J. Lynch
 Comm. Mgr. Bo Mitchell
 Program Director Jim Young
 Chief Engineer Glenn Nichols

WCOA—Pensacola—1926

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By Dixie Radio, Inc.
 Address Box 1669

FLORIDA

Tel.: HE 2-4111.....NBC
 RepresentativeHollingberry
 PresidentDenver Brannan
 Gen. Mgr., Sta. Mgr.....L. H. Thesmar
 Prom. Mgr., Pub. Dir.....Sally Henderson
 Prog. Dir.....Clarine Porter
 Chief Engineer.....Frank McKinney

WPFA—Pensacola—1954

Frequency: 790 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....WPFA Bcstg. Co.
 AddressBox 27
 Tel.: HE 3-1141.....KBS
 RepresentativeCharles Bernard
 President.....J. W. O'Connor
 General Manager.....R. A. Petti, Jr.
 Comm. Mgr.....G. L. Barnhart
 Program Director.....Barbara Holt
 Chief Engineer.....Gene Pfalzer

WPRY—Perry—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Taylor Co. Bcstg. Co.
 AddressP. O. Box 67
 Tel.: 540.....KBS
 Representative.....Continental Radio Sales
 President.....E. P. Martin
 General Manager.....Alpha Martin
 Sta., Comm. Mgr.....C. E. Roye
 Program Director.....B. J. Roye
 Chief Engineer.....W. H. McHargue

WPLA—Plant City—1949

Frequency: 910 Kc.....Power: 1 Kw. d.
 Owned-Operated By.....WPLA Bcstg. Co.
 Address1570 S. Collins St.
 Tel.: 2-1551.....KBS
 Station RepresentativeBest
 PresidentW. A. Smith
 Gen. Mgr., Chief Eng.....George Friend
 Comm. Mgr.....Al Berry
 Program Director.....Jack Rushing
 Sales, Prom. Mgr.....Terry Nichols
 Publicity Dir.....Joe Wilson

WPOM—Pompano Beach—1958

Frequency: 1470 Kc.....Power: 5000 Watts d.
 Owned By.....Gold Coast Broadcasters, Inc.
 Business Address.....P.O. Box 1470
 Tel.: LU 3-1470.....Independent
 President.....James C. Dean
 General Manager.....William A. Knight
 Program Director.....William Smith
 Publicity Director.....Michael Thomas
 Chief Engineer.....C. G. Huey

WCNH—Quincy—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Quincy Bcstg. Corp.
 Address602 W. Jefferson St.
 Tel.: MA 7-6700.....Independent
 Pres., Gen. Mgr.....A. B. Letson
 Comm., Sls. Prom. Mgr.....W. B. Taylor

WFOY—St. Augustine—1936

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ponce de Leon Bcsting

Address.....Fountain of Youth Gardens
 Tel.: VA 9-3416.....CBS, KBS
 Pres., Gen. Mgr.....John E. Bernhard, Jr.
 Sta. Mgr., Prog. Dir.....Frankie C. Walker
 Sales Prom. Manager.....Julian Fant
 Publicity Director.....Alberta Dillin
 Chief Engineer.....Ernest Raistrick

WSTN—St. Augustine—1954

Frequency: 1420 Kc.....Power: 1 Kw. d.
 OwnedStannmark, Inc.
 Address900 Anastasia Blvd.
 Tel.: VA 9-9094.....Independent
 Station Rep.....Gil Perna
 Pres., Gen. Mgr.....Larry Picus
 Sta., Program Dir.....Bob Mack
 Comm., Publicity Dir.....Jack Cowden
 Sales Prom. Mgr.....Shirley Cowden
 Chief Engineer.....Don Browning

WPIN—St. Petersburg—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Fla. W. Coast Bcstrs., Inc.
 Business Address.....28th St. N. at Wash. Blvd.
 Tel.: HEMlock 5-6161.....Independent
 RepresentativeWalker-Rawalt
 President.....Dr. Charles Farrington
 General Manager.....Arthur Mundorff
 Commercial Manager.....Richard Marsh
 Sales Prom., Prog. Dir.....James Carley
 Chief Engineer.....John Walker

WSUN—St. Petersburg—1927

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....City of St. Petersburg
 Business Address.....Million Dollar Pier
 Tel.: 5-4121.....ABC
 Representative.....Vernard, Rintoul, McConnell
 General Manager.....Fred P. Shawn
 Commercial Manager.....Jack Weldon
 Sales Prom. Mgr.....Jerry Baker
 Program Director.....Harry Williams
 Publicity Director.....Jean Miller
 Chief Engineer.....William C. Coddling

WTSP—St. Petersburg—1939

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WTSP, Inc.
 Address.....11450 Gandy Blvd.
 Tel.: HE 5-2131.....Independent
 RepresentativeWeed
 PresidentN. Joe Rahall
 General Manager.....O. R. Davies
 Station Mgr.....Marshall S. Cleaver
 Commercial Manager.....Tom Underwood
 Sales Promotion Mgr.....Le Leslie
 Publicity Director.....Martin Morgan
 Chief Engineer.....Neil Spencer
 Owners of WKAP, Allentown, Pa.; WNRN,
 Norristown, Pa.; WWRN, Beckley, W. Va.;
 WFEA, Manchester, N. H.

(See Page 584)

**WILZ—St. Petersburg Beach
1957**

Frequency: 1590 Kc.....Power: 1 Kw. d.
 Owned.....Holiday Isles Bcstg. Co.

Address.....P. O. Box 6267
 Tel.: 233-001.....Independent
 Representative.....Jack Masla
 President.....E. A. Spence
 Gen. Mgr., Prog. Dir.....Jack Faulkner
 Commercial Manager.....Ed Paro
 Chief Engineer.....W. D. Mangold

WIOD—Sanford—1956

Frequency: 1360 Kc.....Power: 500 Watts
 Owned.....Sanford Bcstg. Co.
 Address.....Box 679
 Tel.: FA 2-5314.....Independent
 Representative.....Jack Masla
 Membership.....RAB
 Gen. Mgr.....Kenneth J. Crosthwait
 Comm. Mgr.....Frank L. Jones

WTRR—Sanford—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WTRR
 Business Address.....Box 1541
 Tel.: FA 2-6112.....KBS
 General Manager.....Myron A. Reck
 Commercial Manager.....Garfield L. Fox
 Program Director.....Nicholas W. Pfeifauf
 Chief Engineer.....James S. Williamson, Jr.

WKXY—Sarasota—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sarasota Bcstg. Co.
 Address.....2500 Tenth St.
 Tel.: RI 7-1151.....KBS
 Representative.....Clark
 General Manager.....A. G. Fernandez
 Station Mgr.....Charles Fernandez
 Chief Eng.....Robert L. Kohlmeier

WSPB—Sarasota—1939

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Community Bcstg. Corp.
 Business Address.....Box 1110, City Island
 Tel.: FU 8-2121.....CBS
 Representative.....John E. Pearson
 President.....Robert C. Jones, Jr.
 V. P. Gen. Mgr.....Hamilton M. Woodle
 Station Mgr.....John B. Browning
 Comm. Mgr.....D. L. Fleischman
 Program Director.....David Hale
 Pub. Dir.....Emylu Richards
 Chief Engineer.....G. W. McGougan

WJCM—Sebring—1950

Frequency: 960 Kc.....Power: 1 Kw.
 Owned-Operated By.....Progressive Publ. Co.
 Business Add.....Assembly Pt. on Dinner Lake
 Tel.: 5-1811.....KBS
 Gen. Mgr.....A. J. Frank
 Commercial Mgr.....Ken Bowers

WDAT—South Daytona—1957

Frequency: 1590 Kc.....Power: 1 Kw.
 Owned.....Tom Carr
 Address.....Box 4277
 Tel.: CL 2-8222.....Independent
 Gen. Mgr.....Bill Packham
 Representative.....Dixieland

WRGR—Starke—1957

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....R. M. Chamberlin
 Business Address.....945 Temple Ave.
 Tel.: WO 4-5001.....KBS
 Pres., Ch. Eng.....R. W. Chamberlin
 Gen., Comm. Mgr.....Sam Zack
 Sales Prom. Mgr.....Al Garner
 Program Director.....Chuck Dent
 Publicity Director.....Sandra Norman

WSTU—Stuart—1954

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Blue Water Bcstg. Co.
 Address.....Bin 29
 Tel.: Stuart 1450.....MBS, KBS
 Pres., Gen. Mgr.....Lester M. Combs
 Station Manager.....Jim Mullins
 Chief Engineer.....Fred Chapman

WMEN—Tallahassee—1954

Frequency: 1330 Kc...Power: 5,000 Watts d.
 Owned-Oper. By.....WMEN, Inc.
 Address.....Hotel Floridan
 Tel.: 3-2550.....KBS
 Representative.....Weed & Co.
 President.....B. F. J. Timm
 Station Manager.....Don C. Price
 Program Director.....Marv Ray
 Chief Engineer.....K. C. McNaron

WRFB—Tallahassee—1959

Frequency: 1580 Kc.....Power: 5000 Watts, d.
 Owned By.....Emerson W. Browne
 Address.....Lake Shore Road
 Pres., Chief Eng.....Emerson W. Browne

Ap

News
Is Preferred

... by Stations — because it
adds both profits and prestige.

Ap

Preferred

50 Rockefeller Plaza • New York 20, N. Y.

FLORIDA

WTAL—Tallahassee—1935

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By.....WTAL, Inc
 Business Address.....Drawer "A"
 Tel.: 2-1270.....MBS
 Representative.....Meeker, Cummings
 President.....Victor C. Diehm
 Gen. Mgr., Chief Eng.....Arthur Deters
 Sales Superv.....Paul Meyers, Jr.
 Sales Prom. Mgr.....William Nichols
 Program Director.....Ron Martin
 Publicity Dir.....Joan Culpepper
 Owners of: WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WHLM, Bloomsburg, Pa.

WTNT—Tallahassee—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Tallahassee Appl. Corp.
 Business-Studio Address.....Duval Hotel
 Tel.: 2-1450.....CBS
 Representative.....McGillvra
 Pres., Gen. Mgr.....Frank W. Hazelton
 Vice-Pres.....Emanuel Joanos
 Sales Mgr.....Hurley W. Rudd

WALT—Tampa—1946

Frequency: 1110 Kc. Power: 10 Kw. d.
 Owned.....Tampa Broadcasting Co., Inc.
 Address.....401 West Tyler Street
 Tel.: 2-7921.....Independent
 Representative.....Avery-Knodel
 General Manager.....Robert Wasdon

Station Manager.....George W. Fee
 Publicity Director.....Lucille Laughinghouse
 Chief Engineer.....Jack Siegel

WDAE—Tampa—1922

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....Tampa Times Co.
 Business Address.....Franklin at Washington
 Tel.: 2-0404.....CBS
 Representative.....Katz
 President.....David E. Smiley
 General Manager.....L. Spencer Mitchell
 Nat. Adv. Mgr.....Robert M. Weeks
 Program Director.....Van Wilson
 Chief Engineer.....William P. Moore

WFLA—Tampa—1924

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By.....Tribune Co.
 Business Address.....905 Jackson St.
 Tel.: 2-0131.....NBC
 Newspaper Affiliation, Tampa Tribune-Times
 Representative.....John Blair
 President.....John C. Council
 General Manager.....George W. Harvey
 Sta., Comm. Mgr.....John Alexander
 Prog. Director.....Edward C. Walker
 Publicity Director.....Byron Taggart
 Chief Engineer.....Joseph Mitchell

WHBO—Tampa—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned By.....Gateway Broadcasters, Inc.



Vic Diehm says . . .

In This Big Northern

Florida Market

Everywhere You Go There's wTAL Radio

"The Voice of Progress"

Everywhere you *hear* WTAL—selling the big tuned-in audience of northern Florida-southern Georgia. Cover this Third-of-Billion-Dollar income market thoroughly and profitably with WTAL . . . newest member of the "Vic" Diehm Radio Group.

Population	337,100
Income	\$341,912,000
Retail Sales	\$290,452,000

METROPOLITAN TALLAHASSEE	
Florida's Newest Metro. Area	
\$6,047	\$5,234
Family Income	Family Sales

5000 WATTS
 1270 on the Dial

WTAL TALLAHASSEE, FLORIDA

Represented Nationally by
 Robert Meeker Associates, Inc.

Business Address.....11,011 Florida Ave.
 Tel.: WE 5-3171.....Independent
 Rep.....Charles Bernard
 President.....John A. Boling
 Gen. Mgr.....Bob A. Martin
 Commercial Manager.....Bob Ross
 Program Director.....Bonita Fishback
 Chief Engineer.....Bill Polk

WWTB—Tampa—1950

Frequency: 1300 Kc.....Power: 5 Kw. d.
 Owned By.....Tison Bcstg. Co.
 Address.....113 E. La Fayette St.
 Tel.: 28-024.....KBS
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....W. Walter Tison
 Sales Prom., Pub. Dir.....Nick Stemmler
 Program Director.....Bill Beatty
 Chief Engineer.....J. B. Tison

WTMP—Tampa—1954

Frequency: 1150 Kc.....Power: 5000 Watts d.
 Owned:.....Rounsaville Radio Stations
 Address.....Box 1101, Washington Blvd.
 Tel.: 4-1109.....Independent
 Reprs.....Gill-Perna
 President.....R. W. Rounsaville
 Sta. Mgr.....Jack Everbach
 Sales Mgr.....Harold Walker
 Sales Prom. Mgr.....David McLain
 Chief Engineer.....Warren Kauffman

WDCL—Tarpon Springs—1954

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Clearwater Bcstg. Corp.
 Address.....Box 1558, Clearwater
 Tel.: CL 8-5411.....KBS
 Newspaper Affil.....Democrat Times
 Station Rep.....Rambeau
 President.....Hodding Carter
 General Mgr.....Ross Charles
 Comm., Sales Prom. Mgr.....C. Art Roach
 Station Mgr.....Jim Garrett
 Program Dir.....John Stage
 Chief Engineer.....Ted Seaman

WRMF—Titusville—1957

Frequency: 1050 Kc.....Power: 500 Watts
 Owned-Operated By.....WRMF, Inc.
 Address.....Box 666
 Tel.: 1029.....Independent
 President.....Richard M. Fairbanks
 Gen., Sta. Mgr.....Robert L. Bright
 Sales Promotion Mgr.....Denver Westerfield
 Program Director.....Sanford Paul
 Publicity Director.....Tony Fairbanks
 Chief Engineer.....G. K. Fulk

WNSM—Valparaiso—1958

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Bay Bcstg. Co.
 Address.....Box 608
 General Mgr.....K. M. Richards
 Chief Engineer.....E. C. Allmon

WAXE—Vero Beach—1954

Frequency: 1370 Kc.....Power: 1 Kw.

Owned.....WNTM, Inc.
 Address.....P. O. Box 397
 Tel.: 5405.....KBS
 Rep.....Hollingbery
 Gen. Mgr.....W. Eccles Huff
 Sales Manager.....James H. Driscoll

WTTB—Vero Beach—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tropics, Inc.
 Address.....1536 20th St.
 Tel.: Jordan 2-5454.....MBS
 President.....Sen. Merrill P. Barber
 Gen., Sta. Mgr.....Earl Stockmeyer
 Commercial Manager.....James Cinque
 Sales Prom., Prog. Dir.....Wm. E. Turner
 Chief Engineer.....Stanley E. Wood

WJOE—Ward Ridge—1956

Frequency: 1570 Kc.....Power: 250 Watts, d.
 Owned By.....Vacationland Bcstg. Co.
 Address.....P. O. Box 996, Port St. Joe
 Tel.:.....BALL 7-2426
 President.....W. R. Powell
 Station Mgr.....Martin Bagley

WAUC—Wauchula—1958

Frequency: 1310 Kc.....Power: 500 Watts, d.
 Owned By.....Hardee Bcstg. Co.
 Address.....Cemetery Road
 Tel.: PProspect 3-4271.....KBS
 President.....R. S. Taylor
 Gen., Comm. Mgr.....Claude White
 Chief Engineer.....Robert Ford

WEAT—West Palm Beach 1948

Frequency: 850 Kc.....Power: 1 Kw. d. n.
 Owned.....WEAT-TV Inc.
 Address.....P. O. Box 70
 Tel.: TE 3-9668.....NBC
 Representative.....Weed
 President.....Rex Rand
 V.P., Gen. Mgr.....Bertram Lebhar, III
 Commercial Mgr.....Godfrey M. Lebhar, III
 Program Dir.....Peter F. Cola
 Chief Engineer.....J. Ross McPherson

WIRK—West Palm Beach 1947

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....711 S. Flagler Drive
 Tel.: TE 3-1711.....MBS
 Representative.....T. F. Clark
 Pres., Gen. Mgr.....Joseph S. Field, Jr.
 Sales & Operations Mgr.....Rome Hartman
 Chief Engr.....William Heitzman

WJNO—West Palm Beach 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Radio

FLORIDA-GEORGIA

Bus. Address... 1500 N. Flagler Dr., Box 189
 Tel.: TE 2-3638... CBS
 Representative... Meeker
 Gen., Comm. Mgr... H. V. McMillan
 Station Manager... Harvey D. Murphy
 Chief Eng... Curtis Brinson

Commercial Mgr... E. E. Sturgeon
 Program Dir... M. P. Savas

WGOA—Winter Garden—1958

Frequency: 1600 Kc... Power: 1 Kw.
 Owned By... E. V. Price
 Business Address... P. O. Winter Garden
 Tel.: OLYmpic 6-3700... Independent
 Station Mgr... E. V. Price
 Prog. Dir... Nathan Price
 Chief Engineer... Ed Lockwood

WSIR—Winter Haven—1947

Frequency: 1490 Kc... Power: 250 Watts
 Owned-Oper. By... Hundred Lakes Bcstg.
 Bus. Address... 665 W. Lake Howard Dr., S.W.
 Tel.: CY 4-2144... MBS
 Representative... Devney & Co.
 Pres., Gen. Mgr... Lawrence Rollins
 Commercial Manager... Harry Carroll
 Program Director... Richard Eyrich
 Chief Engineer... L. Orden Craig

WINT—Winter Haven—1958

Frequency: 1360 Kc... Power: 1 kw., d.
 Owned By... Winter Haven Bcstg. Co.
 Address... Dundee Road
 Manager... A. L. Fazzari

WABR—Winter Park—1954

Frequency: 1440 Kc... Power: 5 Kw.
 Owned By... Contemporary Bcstg. Co.
 Address... P. O. Box 7547
 Tel.: 5-7631... Independent
 Sta. Rep... Rambeau, Dora-Clayton
 Gen. Manager... Tom Sawyer
 Chief Engineer... J. R. Campbell

Pop.: 3,809,000
 Families: 1,003,000
 Radio Homes: 999,000

Georgia

Stations in State: 124
 TV Homes: 744,000
 TV Stations: 13

WAAG—Adel—1955

Frequency: 1470 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Cook County Bcstg. Co.
 Address... P. O. Box 508
 Tel.: 8571... KBS
 President... W. M. Forshee
 Gen., Sta. Mgr... Esther Shepherd
 Comm. Mgr., Prog. Dir... Don H. Wingate
 Sales Prom. Mgr... Robert Barker
 Publicity Director... Jim Wiley
 Chief Engineer... E. R. Ridenour

WJAZ—Albany—1952

Frequency: 1050 Kc... Power: 1,000 Watts d.
 Owned-Oper. By... James S. Rivers, Inc.
 Address... N. Slappey Drive
 Tel.: HE 2-7447... KBS
 Representative... Thomas F. Clark
 President... James S. Rivers
 Gen. Mgr... Richard B. Smith
 Station Mgr... R. V. Rogers

WALB—Albany—1941

Frequency: 1590 Kc... Power: 1000 Watts
 Owned-Operated By... Herald Publishing Co.
 Address... Stuart Ave.
 Tel.: HE 5-8386... Independent
 Newspaper Affiliation... Herald
 Representative... Burn-Smith
 President... James H. Gray
 Gen. Sta. Mgr... Raymond E. Carow
 Commercial Mgr... Joseph E. Davis
 Program Dir... Roger Mansfield
 Chief Engineer... Bruce Singleton

WCQS—Alma—1957

Frequency: 1400 Kc... Power: 250 Watts
 Owned By... Queen City Bcstg. System
 Business Address... P.O. Box 304
 Tel.: 4681... KBS
 Station Representative... Harry Cannon
 Gen. Sta. Mgr... Dane Bruce
 Comm. Pub. Dir... Joyce Holton
 Sales Prom. Mgr... Tom Owens, Jr.
 Program Director... Bill Harrison
 Chief Engineer... Mervin Hill

WGPC—Albany—1933

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... Albany Bdcstg. Co.
 Business-Studio Address... New Albany Hotel
 Tel.: HE 2-1277... CBS
 Representative... George P. Hollingbery
 President... J. W. Woodruff, Jr.
 Gen., Comm. Mgr... L. M. George
 Program Director... Walter H. Flint
 Chief Engineer... Redus Carlton

WDEC—Americus—1947

Frequency: 1290 Kc... Power: 1000 Watts d.
 Owned-Operated By... The Americus Bdcstg. Co.
 Business-Studio Address... Rembert Bldg.
 Tel.: 3681... KBS
 Representative... Dora-Clayton, Indie Sales
 Pres., Gen. Mgr... Charles C. Smith
 Chief Engineer... Raymond C. LaPrade

WDOL—Athens

Frequency: 1470 Kc... Power: 1 Kw. d.
 Owned... S.E. Bcstg. System
 Address... Box 429

Tel.: LI 8-1354.....KBS
 Representative.....Clark
 President.....James S. Rivers
 Program Director.....Chuck Goddard
 Publicity Director.....Bob Patrick
 Chief Engineer.....Bill Wilson

WGAU—Athens—1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Clarke Bcstng. Corp.
 Address.....Bobbin Mill Rd.
 Tel.: LI 6-6575.....CBS
 Representative.....Pearson
 Pres., Gen., Sta. Mgr.....H. Randolph Holder
 Comm. Mgr.....J. Thomas Lloyd
 Program Director.....Mary Betts
 Chief Engineer.....Les Brooks

WRFC—Athens—1948

Freq.: 960 Kc.....Power: 5000 Wts. d., 500 ni.
 Owned-Operated By.....Radio Athens, Inc.
 Business-Studio Add.....279½ N. Lumpkin St.
 Tel.: LI 3-3411.....Independent
 Representative.....Bob Dore
 Pres., Gen. Mgr.....L. H. Christian
 Commercial Manager.....Claude Williams, Jr.
 Sales Prom., Pub. Dir.....Ed Thilenius
 Program Director.....Ed Sharpe
 Chief Engineer.....Lucius D. Drewry

WAGA—Atlanta—1937

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Storer Bcstg. Co.
 Bus.-Studio Address.....1018 W. Peachtree St.
 Tel.: TR 2-3553.....CBS
 Representative.....Katz
 President.....George B. Storer, Sr.
 V.P., Managing Dir.....Claude H. Frazier
 Comm. Mgr.....Lewis Reynolds
 Pub. Dir., Prom. Mgr.....Betty L. Merritt
 Program Director.....Les Hendrikson
 Chief Engineer.....Hugo Bondy
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WJW, Cleveland; WWVA, Wheeling, W. Va.; WIBG, Philadelphia.

WAKE—Atlanta—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WAKE Broadcasters, Inc.
 Address.....Georgian Terrace Hotel
 Tel.: TR 5-8511.....Independent
 Representative.....Adam Young
 President.....Gerald A. Bartell
 General Manager.....Morton J. Wagner
 Station Manager.....Mrs. Jayne Swain
 Program Director.....Gene Blaine
 Chief Engineer.....Robert G. Appling
 Owners of: WOKY, Milwaukee; KCBQ, San Diego, Calif.; WYDE, Birmingham; KYA, San Francisco.

WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Atlanta OK Bcstg. CVo.
 Business Address.....70 Houston St., N.E.
 Tel.: JA 5-1515.....Independent

Representative.....ForJoe
 Pres., Comm. Mgr.....Stan Raymond
 Station Mgr.....Dorothy Davis
 Prog. Dir.....Zenos Sears
 Chief Engineer.....Ethel Holley

WERD—Atlanta—1948

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Atlanta, Inc.
 Studio Address.....330 Auburn Ave., N.E.
 Tel.: JA 4-0666.....Independent
 Representative.....Interstate
 General Manager.....J. B. Blayton, Jr.
 Comm. Mgr.....Albert H. Saddler
 Program Director.....Preston Mobley
 Chief Eng.....William F. Kennedy

WGKA—Atlanta—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Glenkaren Associates, Inc.
 Address.....1140 Peachtree St., N.E.
 Tel.: TR 6-6228.....Independent
 Representative.....Good Music Bcstrs.
 President.....Locke E. Glenn
 General Manager.....John P. Culver
 Comm. Mgr.....E. Lee Nance
 Chief Engineer.....J. J. Killinsworth

WGST—Atlanta—1923

Frequency: 920 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned.....Bd. of Regents, Univ. Sys. of Ga.
 Bus.-Studio Address.....Box 7254
 Tel.: TR 5-8441.....ABC
 Representative.....Venard, Rintoul & McConnell
 Gen., Sta. Manager.....Jack Collins
 Commercial Mgr.....Bill Estes
 Prod. Mgr.....Peter Thomas
 Sales Prom. Mgr.....Agnes Gaines
 Ch. Eng.....John M. Van Horn

WIIN—Atlanta—1957

Frequency: 970 Kc.....Power: 5 Kw.
 Owned-Operated By.....WIIN, Inc.
 Address.....Atlanta Biltmore Arcade
 Tel.: TR 5-8453.....Independent
 Representative.....Weed and Co.
 President.....Emil J. Arnold
 General Manager.....Dale S. Phares
 Program Director.....Don Meyers
 Chief Engineer.....Jerry Norman

WQXI—Atlanta—1948

Frequency: 790 Kc.....Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Rounsaville of Atlanta, Inc.
 Bus.-Studio Address.....3165 Mathieson Dr.
 Tel.: CE 3-2195.....Independent
 Station Rep.....Gill-Perna, Inc.
 Pres., Gen. Mgr.....R. W. Rounsaville
 Station Manager.....Frank Erwin
 Commercial Manager.....Lee Smith
 Program Dir.....Joyce Monroe
 Chief Engineer.....Elton B. Chick

WSB—Atlanta—1922

Frequency: 750 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Atlanta Newspapers, Inc.

Business Address.....1601 W. Peachtree N.E.
 Tel.: TRinity 5-7221.....NBC
 Newspaper Affiliation...Journal, Constitution
 Representative.....Edward Petry
 President.....James M. Cox, Jr.
 Gen. Manager.....Frank Gaither
 Exec. Dir.....J. Leonard Reinsch
 Commercial Manager.....Lee Morris
 Sales Promotion Manager.....Holt Gewinner
 Prog. Dir.....Elmo Ellis
 Pub. Dir.....Walter Paschall
 Ch. Eng.....R. H. Holbrook

WYZE—Atlanta—1956

Frequency: 1480 Kc.....Power: 5 Kw. d.
 Owned.....Atlanta Bcstg. Co., Inc.
 Business Address.....200 Henry Grady Bldg.
 Tel.: JA 4-1953.....MBS
 Representative.....Rambeau, Vance, Hopple
 Pres., Gen. Mgr.....George C. Nicholson
 Station Manager.....Roy V. Harris
 Commercial Manager.....Maurie Rich
 Program Director.....Larry Morris
 Chief Engineer.....Lawson Leake

WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned.....Garden City Bcstg.
 Address.....Bon Air Hotel
 Tel.: REgent 3-4441.....Independent
 Sta. Rep.....Rambeau, Clarke Brown
 Gen. Mgr.....Geo. C. Nicholson
 Sta., Comm. Mgr.....J. Louie Solomon
 Program Directro.....Wm. F. Atwood, Jr.
 Chief Engineer.....J. C. Atkinson

WBBQ—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Savannah Valley Bcstg. Inc.
 Address.....515 15th St.
 Tel.: PArk 4-5441.....MBS
 Representative.....Everett-McKinney, Inc., For Joe
 President.....George Weiss
 Gen., Sta., Comm. Mgr.....Edward H. Dunbar
 Prom. Mgr.....William Kirchheim
 Program Director.....George W. Fisher
 Chief Engineer.....Kenneth Freeman

WBIA—Augusta—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Augusta Broadcasting Co.
 Address.....15-Eighth Street
 Tel.: PArk 4-2421.....NBC-KBS
 Representative.....Dixieland; Walker-Rawalt
 President, Gen. Mgr.....W. Ray Ringson
 Sta., Comm. Mgr.....J. R. Owens, Jr.
 Program Director.....Frank Doyle
 Chief Engineer.....C. M. Callicott

**WAVO—Avondale Estates
 1958**

Frequency: 1420 Kc.....Power: 500 Watts
 Owned By..Great Commission Gospel Assoc.
 Business Address.....P.O. Box 25
 Tel. DRake 8-8808.....Independent
 Pres., Gen. Mgr.....L. E. Latham
 Program Director.....Joy Simpson
 Chief Engineer.....J. Carl Meeks

WGAC—Augusta—1940

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By...The Twin States Bcstg. Co.
 Business-Studio Address.....664 Broad St.
 Tel.: 2-2692.....ABC
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....A. D. Willard, Jr.
 Commercial Mgr.....Martin E. White
 Program Dir.....Ben Mayo
 Chief Engineer.....R. F. Bobo

WRDW—Augusta—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned By.....Southeastern Newspapers, Inc.
 Business Address.....News Bldg.
 Tel.: TA 4-5432.....CBS
 Newspaper Affiliation.....Chronicle; Herald
 Representative.....Branham
 General Manager.....J. W. Hicks
 Sta., Comm. Mgr.....Cliff W. Bowers
 Program Director.....Paul T. Reidy
 Publicity Director.....Don Shepherd
 Chief Engineer.....Joseph P. Gill

WAZA—Bainbridge—1958

Frequency: 1360 Kc...Power: 1000 Watts, d.
 Owned By.....Radio Bainbridge, Inc.
 Business Address.....108 E. Broughton St.
 Tel.: 838.....Independent
 Station Representative.....Dora-Clayton
 Pres., Gen. Mgr.....Joe Grollman
 Comm. Sta. Mgr.....Joe Hill
 Sales Prom. Mgr.....Edna Nix
 Program Director.....Ray Read
 Publicity Director.....Audrey Cliett
 Chief Engineer.....Royce Plummer

WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.
 Owned-Operated By.....Decatur Bcstg. Co.
 Address.....Box 375
 Tel.: 776.....KBS
 Representative.....Grant Webb
 Pres., Gen. Mgr.....John A. Dowdy
 Sta. Mgr., Ch. Engr.....Walter Freeman
 Commercial Manager.....Paul L. Brigham
 Sales Prom., Pub. Dir.....Doug Cutts
 Program Director.....Lewis F. Johnson

WHAB—Baxley—1954

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Tri-City Bcstg. Sys.
 Address.....Box 265
 Tel.: 3000.....KBS
 Pres., Gen. Mgr.....Farnell O'Quinn
 Sta. Mgr., Chief Eng.....Max McKenzie
 Comm. Mgr.....Joan O'Quinn
 Prog. Dir.....Danny Ratliff
 Publicity Director.....Jerry Allnock

WWCC—Bremen—1957

Frequency: 1440 Kc.....Power: 500 Watts
 Owned By.....W. Georgia Bcstg. Co.
 Address.....111 Parkway Circle
 Tel.: LE 7-3275.....Independent
 President.....J. J. Manghan, Jr.

Gen., Sta. Mgr. Tom W. Smith, Jr.
 Commercial Mgr. Lee Williams
 Program Dir. Lou Smith
 Sales Prom. Mgr. W. A. Pierce, Jr.
 Publicity Dir. Blanche Manghan
 Chief Engineer. James E. McKay

Commercial Mgr. Charlie Browne
 Chief Engineer. Dan O'Keefe

WGIG—Brunswick—1949

Frequency: 1440 Kc. Power: 5 Kw.
 Owned-Operated By. Brunswick Bcstg. Corp.
 Business-Studio Address. 1514 Union St.
 Tel.: 2714. ABC
 President. E. M. Champion, Sr.
 Sta., Gen. Mgr. Hugh K. Tollison
 Comm. Mgr. John Lane
 Prog. Dir. Jack Lenz
 Ch. Eng. Herman Lange

WCHK—Canton—1957

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned. Cherckee Bcstg. Co., Inc.
 Business Address. Canton, Ga.
 Tel.: Greenwood 9-2101. KBS
 Representative Dixieland
 President. C. A. McClure
 Sta. Mgr. Mike McDougald
 Comm. Mgr. Bob Peterson
 Sales Promotion Mgr. Gene Mikell
 Publicity Director. Byron Dobbs
 Chief Engineer. Jim Axel

WMOG—Brunswick—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Brunswick Inc.
 Business Address. Torras Causeway
 Tel.: AMherst 5-5980. KBS
 Representative. Indie Sales
 President Allen Woodall
 General Manager. Tom Doughty
 Comm. Mgr. Lew Carter
 Sales Promotion Mgr. John Vroman
 Pub. Dir. Mary J. McEvan
 Chief Engineer. Cecil Tankersley

WLBB—Carrollton—1946
 KBS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By. Carroll Bcstg. Co., Inc.
 Business-Studio Address. Bremen Road
 Tel.: TE 2-7041. KBS
 Representative Indie Sales
 Pres., Gen., Sta. Mgr. Thomas K. Vassy
 Comm. Mgr. J. D. Norton, Jr.

WDMF—Buford—1956

Frequency: 1460 Kc. Power: 1 Kw.
 Owned. Lanier Broadcasting Co.
 Address. Harmony Rd.
 Tel.: 3555. KBS
 President. Robert L. Schuessler
 Gen., Comm. Mgr. William P. Coulter
 Chief Engineer. Clinton Provost

WBHF—Cartersville—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. W. R. Frier
 Address. Box 71
 Tel.: 1200. MBS-KBS
 Newspaper Affiliation. Barton Herald
 General Manager. W. R. Frier
 Commercial Manager. Richard J. Sjoblom
 Prog. Dir. Roland Brooks
 Ch. Eng. Horace E. Bridges

WGRA—Cairo—1950

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By. Grady Mitchell Bcstg. Co.
 Address. Bainbridge Rd.
 Tel.: 2-4392. KBS
 Station Rep. Indie
 Gen. Mgr. Lowell E. Takles
 Prom. Mgr. Bernice Portner

WGAA—Cedartown—1941

Frequency: 1340 Kc. Power: 250 Watts
 Owned. Polk County Bcstg. Co.
 Business-Studio Address. P. O. Box 807
 Tel.: 777. KBS
 Representative Dora-Clayton
 Sta. Mgr. Frank Proctor

WCGA—Calhoun—1953

Frequency: 900 Kw. Power: 1000 Watts d.
 Owned-Oper. By. Gordon Cty. Bcstg. Co.
 Address. 112½ Court Street
 Tel.: 2111. Independent
 Rep. Indie Sales
 General Manager. R. R. Magill
 Sales Manager. Judy Magill
 Program Director. Richard Bowman

WCLA—Claxton—1958

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Evans County Bcstg. Co.
 Business Address. P.O. Box 431
 Tel.: 970. KBS
 Representative. Harry J. Cannon
 Pres., Ch. Engr. Howard C. Gilreath
 Gen., Sta. Mgr. Lowell L. Register
 Program Director. Janice J. Register

WCLB—Camilla—1954

Frequency: 1220 Kc. Power: 1000 Watts
 Owned. Capel Bcstg. Co.
 Address. P. O. Box 147
 Tel.: 2776. KBS
 General Mgr. Russell A. Browne

WCLS—Columbus—1955

Frequency: 1580 Kc. Power: 1,000 Watts, d.
 Owned-Oper. By. Muscogee Bcstg. Co.
 Address. 1028½ Broadway
 Tel.: FA 7-3648. Independent
 Representative Walker-Rawalt; Clayton
 Pres., Gen. Mgr. Charlie H. Parish, Jr.
 Commercial Manager. Billy Freeman

WDAK—Columbus—1943

Frequency: 540 Kc....Power: 5000 Watts d., 500 n.
 Owned-Operated By....Radio Columbus, Inc.
 Business-Studio Address.....Martin Bldg.
 Tel.: FA 2-5447.....NBC
 Station Representative.....Headley Reed
 Pres., Gen. Mgr.....Allen M. Woodall
 Commercial Manager.....William Massie
 Sales Promotion Mgr.....Allen M. Woodall, Jr.
 Program Director.....Lamar Lynn
 Publicity Director.....Norman Bishop
 Chief Engineer.....Dan O'Keefe

WGBA—Columbus—1947

Frequency: 1270 Kc....Power: 5000 Watts d.
 Owned-Oper. By.....WGBA, Inc.
 Business-Studio Address....1213½ Broadway
 Tel.: FA 3-3603.....MBS
 Representative.....Bob Dore
 Pres., Gen. Mgr.....C. A. McClure
 Station Manager.....Carolyn Milstead
 Commercial Manager....Mary Louise Reese
 Sales Promotion Manager.....R. H. Ruppel
 Prog. Dir.....W. L. Bowick Jr.
 Publicity Director.....Bud Bryant
 Chief Engineer.....F. Keith Brown

WPNX—Columbus—1952

(See listing in Phenix City, Ala.)

WRBL—Columbus—1928

Frequency: 1420 Kc....Power: 5000 Watts
 Owned-Operated By....Columbus Bdcstg. Co.
 Business-Studio Address.....1350-13th Ave.
 Tel.: FA 2-0601.....CBS
 Newspaper Affil.....Page Corp.
 Sta. Rep.....Hollingbery
 Pres., Gen. Mgr.....J. W. Woodruff Jr.
 Sta., Comm. Mgr.....Walter Graham
 Sales Prom. Mgr.....Eleanor Whitelaw
 Prog. Dir.....David Lea
 Pub. Dir.....G. Brougham
 Chief Engineer.....Joseph Gamble

WJJC—Commerce—1957

Frequency: 1270 Kc....Power: 1 Kw.
 Owned.....Jackson County Bcstg. Co.
 Address.....Box 239
 Tel.: Federal 5-3155.....Independent
 Newspaper Affiliation.....Commerce News
 President.....Albert S. Hardy
 Gen., Comm. Mgr.....Grady Cooper
 Sales Promotion Manager.....Jim Mowry
 Program Director.....Elizabeth Layton
 Publicity Director.....Bill Anderson
 Chief Engineer.....William J. Evans

WMJM—Cordele—1940

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Oper. By..Southeastern Bcstg. System
 Business-Studio Address....20th Ave. & B St.
 Tel.: 666.....MBS-KBS
 Representative.....T. F. Clark
 President.....James S. Rivers
 General Mgr.....William E. Blizzard, Jr.
 Comm. Manager.....Willard Belote

WCON—Cornelia—1953

Frequency: 1450 Kw....Power: 250 Watts
 Owned-Oper. By.....Habersham Bcstg. Co.
 Address.....1 Burrell St.
 Tel.: 1450.....Independent
 Representative.....Indie Sales, Inc.
 Pres., Gen. Mgr.....Jack Bradley
 Sta., Comm. Mgr.....Billy C. Massey
 Publicity Director.....Mrs. Janet Davison
 Chief Engineer.....Eugene F. Hayes

WGFS—Covington—1953

Frequency: 1430 Kc....Power: 1000 Watts d.
 Owned.....R. William & Betty J. Hoffman
 Address.....P. O. Box 869
 Tel.: 2337.....KBS
 Representative.....Sears & Ayer
 Gen., Comm. Mgr.....Bill Hoffman
 Program Dir.....David Snodgrass
 Publicity Director.....Grier Stephenson

WBLJ—Dalton—1940

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Operated By.....Dalton Bdcstg. Corp.
 Business Address.....River Bend Rd.
 Tel.: Broadway 8-3300.....MBS, KBS
 Pres., Gen. Mgr.....L. C. McCall
 Commercial Mgr.....James L. Clark

WRCD—Dalton—1954

Frequency: 1430 Kc....Power: 1000 Watts

**Big
Johnny
Reb**

540 KC

**5000 24-Hour
Watts Operation**

Pop.1,446,600

E.B.I.\$1,905,247,000

Source: Sales Management
Survey of Buying Power

Call
Headley-Reed
or
James Ayers



COLUMBUS, GEORGIA

First on the Dial in Dixie

Owned-Oper. By.....Whitefield Bcstg. Co.
 Address104 Pentz Street
 Tel.: 1892.....Independent
 RepresentativeDora-Clayton
 General Manager.....Jim Honey
 Comm. Manager.....Ed Jordan
 Program Director.....Patty Hampton

WDWD—Dawson—1948

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By.....Dawson Bcstg. Co.
 Trans.-Bus.-Studio Address.....Box 390
 Tel.: 416.....KBS-MBS
 RepresentativeIndie Sales
 General Manager.....W. C. Woodall, Jr.
 Program Director.....Barney Parnacott

WEAS—Decatur—1947

Frequency: 1010 Kc.....Power: 50 Kw. d.
 OwnedWEAS, Inc.
 Business Address.....Decatur, Ga.
 Tel.: DR 3-2521.....Independent
 RepresentativeStars National
 Station ManagerWarren Roberts
 Commercial Manager.....Dewey May
 Program Director.....Bob Prather
 Chief Engineer.....Malcolm Moore

WDMG—Douglas—1947

Frequency: 860 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDMG, Inc.
 Business Address.....Box 590
 Tel.: 1150.....KBS
 RepresentativeDora-Clayton
 President.....B. F. J. Timm
 General Mgr.....Mary Jarrard
 Comm. Mgr.....Roy L. Jones

WSIZ—Douglas—1957

Frequency: 1310 Kc.....Power: 1000 Watts d.
 Owned.....Fernandina Beach Bcstg.
 Address.....P. O. Box 202
 Tel.: 1140.....Independent
 President.....Marshall W. Roland
 Gen., Sta. Mgr.....Joe Vincent Trankina
 Commercial Manager.....Ed Lund
 Program Director.....Laverne Hall
 Chief Engineer.....Earl McRae

WMLT—Dublin—1945

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned-Operated By.....Dublin Bcstg. Co.
 Business AddressFranklin St.
 Tel.: 871.....MBS-KBS
 General Manager.....W. Newton Morris
 Sta. Mgr.....Frank Floyd Jr.

WXLJ—Dublin—1958

Frequency: 1440 Kc.....Power: 1 kw., d.
 Owned By.....Radio South, Inc.
 Address.....P. O. Box 826
 President.....J. A. Belling
 Gen., Prom. Mgr.....J. M. Holland
 Comm., Chief Eng.....W. C. Courson
 Program Dir.....H. F. Lomanac

WTJH—East Point—1949

Frequency: 1260 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....James S. Rivers
 Address2146 Dodson Drive
 Tel.: DI 4-2233.....KBS
 President.....James S. Rivers
 Station Manager.....James A. Davenport
 Sales Promotion Mgr.....Ray Kinnamom
 Program Director.....Claude V. Jones
 Publicity Director.....Elizabeth Hall
 Chief Engineer.....William J. Hill III

WSGC—Elberton—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elberton Bcstg. Co.
 AddressElberton
 Tel.: ElbertonKBS
 RepresentativeContinental
 Manager.....Melvin C. Gorman

WBHB—Fitzgerald—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben Hill Bcstg. Corp.
 AddressBox 472
 Tel.: 2077.....MBS-KBS
 RepresentativeDora-Clayton
 President.....Otto Griner
 Gen. Mgr.....Paul E. Reid
 Commercial Manager.....Tony Carter
 Program Director.....Janet Willingham
 Chief Engineer.....Mike Pelton

WFPM—Fort Valley—1951

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Peach Belt Bcstg. Co.
 AddressAtlantic Highway
 Tel.: TA 5-5547.....KBS
 Representative.....Indie Sales, Keystone
 President.....E. J. Young
 Gen. Sta. Mgr.....Harris H. Hafer
 Program Director.....Fantroy Fore
 Chief Engineer.....James Varner

WDUN—Gainesville—1949

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....N.E. Ga. Bcstg. Co.
 Address1140 Thompson Bridge Rd.
 Tel.: LE 4-7331.....Independent
 Representative.....Thomas F. Clark, Dixieland
 Pres., Gen. Manager.....John W. Jacobs, Jr.
 Comm. Mgr.....Claire Palmour
 Chief Engineer.....Gilmer Hulsey

WGGA—Gainesville—1941

Frequency: 550 Kc. Power: 5 Kw. d.; 500 W. n.
 Owned-Operated By.....Blue Ridge Bcstg. Co.
 Business Address.....Press-Radio Center
 Tel.: LE 2-6211.....MBS-KBS
 Newspaper Affil.....Daily Times
 Representative.....Rambeau, Vance, Hopple
 President.....Charles A. Smithgall
 General Manager.....Robert Schwab
 Commercial Manager.....James A. Hartley
 Program Dir.....William A. Sellers
 Publicity Director.....Ed Storie
 Chief Engineer.....Wilbert Darracott

WLAB—Gainesville—1956

Frequency: 1580 Kc. Power: 5 Kw., d.
Owned. Hall County Bcstg. Co.
Business Address. 117½ W. Washington St.
Tel.: LE 2-6331 Independent
Representative Dora-Clayton
Pres., Gen. Mgr. Ernest H. Reynolds, Jr.
Sta. Mgr., Prog. Dir. Jim Stevenson
Comm., Sales Prom. Mgr. Larry Latham
Publicity Director. Gene Robinson

WHIE—Griffin—1952

Frequency: 1320 Kw. Power: 1000 Watts d.
Owned-Oper. By. Telerad, Inc.
Address Box 971
Tel.: 9451 Independent
Representative Dixieland; Forjoe
Pres., Comm. Mgr. John T. Williams
Sta., Program Dir. Fred L. Watkins
Publicity Dir. Mrs. Genie Keene

WKEU—Griffin—1934

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Radio Station WKEU
Address Macon Rd.
Tel.: 5507 MBS-KBS
General Manager. A. W. Marshall, Jr.

WKLY—Hartwell—1947

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By. WKLY Bcstg. Co.
Business Address P.O. Box 430
Tel.: FR 6-2222 Independent
Newspaper Affil. Hartwell Sun
Representative Harry J. Cannon
Pres., Gen. Mgr. Max G. Pfaender
Commercial Manager. Burch Griffin
Program Director. Ken Winchester
Chief Engineer. Broadus McLane

WCEH—Hawkinsville—1952

Frequency: 610 Kc. Power: 500 Watts
Owned. Tri-County Bcstg. Co., Inc.
Address Box 184
Tel.: TW 3-3381 Independent
Station Representative. Gannon, Clark
President. D. R. Jackson
Gen., Sta. Mgr. J. D. Popwell
Sales Prom. Public. R. Jackson
Program Director. Jerry Conrad
Chief Engineer. Robert Singleton

WGML—Hinesville—1958

Frequency: 990 Kc. Power: 250 Watts
Owned By. Liberty Bcstg. Co., Inc.
Address Box 15
Tel.: TR 6-3599 Independent
President. Roscoe Denmark
Gen., Comm. Mgr. Don Kordecki
Program Dir. Bill Scott
Chief Engineer. James M. Wilder

WBGR—Jesup—1949

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By. Altamaha Bcstg. Co.

Address. P. O. Box 147
Tel.: GA 7-2444. KBS
Representative. Cont. Radio Sales
President. W. G. Thomas, Sr.
Sta., Comm. Mgr. Edward Lynch
Prog. Dir. Paul Elliot
Chief Engineer. Art Manning

WLFA—Lafayette—1954

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Oper. By. Radio Dixie, Inc.
Business Address. 41-B N. Main St.
Tel.: 4-7676. KBS
Representative Harry Cannon
President J. A. Gallimore
Gen., Sta. Mgr. C. W. Gwyn
Chief Engineer. Charles M. Lowry Jr.

WLAG—La Grange—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. LaGrange Bcstg. Co.
Business Address. WLAG Bldg.
Tel.: TUXedo 2-3505. MBS, KBS
Newspaper Affil. Daily News
Rep. Indie Sales; Dixieland Stations
President. Roy C. Swank
General Manager. Edwin Mullinax
Program Director. Faye Scarborough
Chief Engineer. James McKay

WTRP—LaGrange—1953

Frequency: 620 Kw. Power: 1000 Watts
Owned. Chattahoochee Bcstg. Co., Ltd.
Address. Hammett Bldg.
Tel.: 9877. Independent
Transcription Service. Thesaurus
Representative. McGillvra
Partner, Gen. Mgr. Byron H. Hurst, Jr.
Sta., Comm. Mgr. George Pettett

WBML—Macon—1940

Frequency: 1240 Kc. Power: 250 Watts
Owned. Middle Georgia Bcstg. Co.
Business Address. 230 Second St; Box 1325
Tel.: Sherwood 3-5454. Independent
Representative Forjoe
President. C. R. Rader
Gen., Sta. Mgr. Georg W. Patton
Program Director. Don King
Chief Engineer. C. L. Wilder

WCRY—Macon—1957

Frequency: 900 Kc. Power: 250 Watts, d.
Owned-Operated By. Bill Keller
Address. 1230 Cowan Street
Tel.: Sherwood 3-9348. Independent
President. Bill Keller
Gen. Sta. Mgr. Robert V. Rogers
Chief Engineer. Frank Huff

WIBB—Macon—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By. Peach State Bcstg. Co., Inc.
Business Address. Professional Bldg.
Tel.: Sherwood 2-2505. Independent
Representative Walker-Rawalt; Clayton
Pres., Gen. Mgr. Thomas H. Maxwell
Commercial Manager. Donald C. Frost

WMAZ—Macon—1922

Freq.: 940 Kc. Power: 50,000 Wts. d., 10,000 n.
 Owned-Oper. By..... Southeastern Bcastg. Co.
 Address..... Bankers Insurance Bldg.
 Tel.: SHerwood 2-7373..... CBS
 Representative..... Avery-Knodel
 Pres., Ch. Engr..... George P. Rankin, Jr.
 General Manager..... Wilton E. Cobb
 Commercial Mgr..... Frank Crowther
 Sales Prom., Pub. Dir..... Joe Andrews

WNEX—Macon—1945

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Macon Bcastg. Co.
 Business-Studio Address..... 2254 Rogers Place
 Tel.: SH 5-3301..... ABC, MBS
 Newspaper Affil..... Macon Telegraph Pub. Co.
 Representative..... Branham
 President..... E. M. Lowe
 Gen., Sta. Mgr..... Alfred Lowe
 Program Director..... Mary A. Thompson
 Ch. Eng..... E. Farber

WYTH—Madison—1955

Frequency: 1250 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Madison Bcastg. Co.
 Business Address..... Beacon Heights; Box 29
 Tel.: 761..... KBS
 Station Representative..... Continental
 Pres., Comm. Mgr..... Henry W. Lanham
 Gen., Sta. Mgr..... Wayne Foster
 Sales Promotion Mgr..... Dorris Clark
 Program Director..... Jim Crosley

WFDR—Manchester—1957

Frequency: 1370 Kc..... Power: 1 Kw. d.
 Owned..... Radio Manchester, Inc.
 Address..... Box 447
 Tel.: TH 6-2490..... KBS
 President..... Elmer Loftin
 Gen. Mgr..... Cecil Grider
 Sta., Comm. Mgr..... Joe Grammer

WBIE—Marietta—1955

Frequency: 1050 Kc..... Power: 500 Watts
 Owned-Oper. By..... Marietta Bcastg. Co.
 Address..... Box 91
 Tel.: 8-0469..... Independent
 Pres., Comm. Mgr..... Dudley D. McCaskill
 Gen. Mgr., Chief Eng..... James Wilder
 Program Dir..... Don Kordecki

WFOM—Marietta—1946

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Woomum, Inc.
 Address..... Box 131
 Tel.: 8-3396..... MBS, KBS
 President..... Albert L. Jones
 Station Manager..... Gerow Carr
 Chief Engineer..... Jean Ludwick

WDAX—McRae—1957

Frequency: 1410 Kc..... Power: 1000 Watts d.
 Owned..... Radio Telfair, Inc.

Address..... McRae, Ga.
 Tel.: 6006..... KBS
 Representative..... Indie Sales
 President..... Allen M. Woodall
 Sta. Mgr..... G. Ed Snyder
 Commercial Manager..... Robert D. Feaster
 Program Dir..... Lucy C. Jacobs
 Publicity Dir..... Bruce Bostwick

WMVG—Milledgeville—1946

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Michael T. Landy
 Business Address..... P.O. Box 476
 Tel.: 2250..... MBS-KBS
 Representative..... Harry Cannon
 President..... Michael T. Landy
 Sta. Mgr., Ch. Engr..... Joseph S. Boone
 Program Director..... Josephine Ragsdale

WCSR—Millen—1958

Frequency: 1570 Kc..... Power: 250 Watts
 Owned By..... Jenkins Broadcasting Sys.
 Business Address..... P.O. Box 773
 Tel.: 1080..... KBS
 President..... W. Herbert Brannen
 Gen. Comm. Mgr., Ch. Eng..... Jack V. LoPresti

WMRE—Monroe—1954

Frequency: 1490 Kc..... Power: 250 Watts
 Owned..... Walton Bcastg. Co.
 Address..... Box 191
 Tel.: 8-1711..... KBS
 Pres., Gen. Mgr..... Warren G. Gilpin
 Station Manager..... Derral Morris
 Prog. Dir..... Mary Jane Campbell
 Chief Engineer..... Hamilton Masters

WMGA—Moultrie—1939

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... WMGA
 Business Address..... Tifton Highway
 Tel.: YU 5-5770..... ABC-KBS
 Representative..... James S. Ayers
 Gen. Mgr..... John F. Pidcock
 Sta., Comm. Mgr..... Roy F. Zess
 Program Director..... Everett Griner
 Chief Engineer..... Lamar Beaty

WMTM—Moultrie—1953

Frequency: 1300 Kc..... 5 Kw. d.
 Owned-Oper. By..... Colquitt Bcastg. Co.
 Address..... P. O. Box 531
 Tel.: YU 5-4517..... Independent
 Representative..... T. F. Clark
 President..... N. B. Mills
 Sta. Mgr., Chief Engr..... D. J. Turner

WCOH—Newnan—1947

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Newnan Bcastg. Co.
 Address..... Line Street
 Tel.: ALpine 3-4636..... MBS
 Representative..... Cannon
 Pres., Gen. Mgr..... James O. Hardin, Jr.
 Comm., Sales Prom. Mgr..... J. T. Williams, Jr.
 Chief Engineer..... Harold Ward

WBBN—Perry—1956

Frequency: 980 Kc.....Power: 500 Watts d.
Owned.....Gateway Broadcasting Co.
Address.....Highway 41 South
Tel.: GA 9-2980.....KBS
Representative.....Thomas F. Clark
Gen., Sta., Comm. Mgr.....Al H. Evans
Program Director.....Jim Lee
Publicity Director.....Lyndol C. Evans
Chief Engineer.....Marvin D. Strickland

WSFB—Quitman—1955

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Quitman Broadcasting Co.
Address.....P. O. Box 632
Tel.: 2681.....KBS
Gen., Sta. Mgr.....Emerson W. Browne
Program Director.....Margie Bowman
Chief Engineer.....Emerson W. Browne

WLAQ—Rome—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Mitchell Melof
Address.....Box 228
Tel.: 7767.....ABC
President.....Mitchell Melof
General Manager.....Don Mitchell
Chief Engineer.....Jean Ludwick

WRGA—Rome—1929

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Business Address.....P.O. Box 1187
Tel.: 9742.....MBS, KBS
Newspaper Affil.....Gainesville Daily Times
Representative.....Walker-Rawalt
Pres., Gen. Mgr.....Mather Payne
Secretary-treasurer.....Charles Smithgall
Station Manager.....Clarence Salmon
Commercial Manager.....Ben Lucas
Sales Promotion Mgr.....Rube Jackson
Program Director.....Jim Roberts
Publicity Director.....Lee Mowry
Chief Engineer.....R. A. Starr

WROM—Rome—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....P. O. Drawer 473
Tel.: 2-0833.....Independent
Representative.....McGillvra
Comm. Mgr.....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss

WRIP—Rossville—1958

Frequency: 980 Kc.....Power: 500 Watts
Owned By.....Southern Broadcasting
Address.....Ellis Road
Tel.: WYman 8-3346.....Independent
President.....I. Jay Sadow
General Mgr.....Roy Morris
Program Dir.....Nell Woods
Chief Engineer.....John Andrews

WSNT—Sandersville—1956

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Washington Bcstg. Co., Inc.
Business Address.....Morningside Dr., Box 150
Tel.: 3174.....KBS
Representative.....Dixieland. Continental
President.....Herschel L. Webster
Gen. Mgr.....John C. Foster
Station Manager.....Robert A. Kilgore
Program Director.....Mrs. Iola J. Daniel
Publicity Director.....Frank M. Roughton
Chief Engineer.....John L. Cooper

WCCP—Savannah—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Carter C. Peterson
Bus.-Studio Address.....Georgia State Bank Bldg.
Tel.: AD 2-4182.....MBS
Representative.....Walker
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin

WFRP—Savannah—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fisher Bcstg. Co.
Bus. Address.....219 E. Charlton St., Box 336
Tel.: ADams 3-0478.....ABC, KBS
Representative.....Everett, McKinney, Inc.
Gen., Sta. Mgr.....John G. Williams
Sales Prom., Pub. Dir.....Bruce Lapp
Chief Engineer.....Harvey Thackston

WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Business Address.....128 W. Taylor St.; Box 737
Tel.: AD 4-7264.....Independent
Representative.....Stars Natl.
Chrmn. of Bd.....E. D. Rivers
President.....Marie B. Rivers
Station Manager.....James L. Woods
Commercial Manager.....Abram Eisenman
Program Director.....Ray G. "Danny" Clark
Chief Engineer.....J. Allen Brimmer

WSAV—Savannah—1939

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address.....Liberty Natl. Bank Bldg.
Tel.: AD 6-0303.....NBC
Representative.....Eastman; Ayers
Pres., Gen. Mgr.....Harben Daniel
Comm. Mgr.....Robert Ward
Sales Prom., Public. Dir.....Mrs. Shirley Slater
Program Dir.....Burl Womack
Chief Engineer.....Byron Strong

WSGA—Savannah—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Inc.
Business-Studio Address.....409 E. Liberty St.
Tel.: AD 3-8807.....Independent
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Donald K. Jones
Commercial Manager.....John M. Williams

Program Director.....Robert Banks
 Chief Engineer.....Kenneth Orchard

WTOC—Savannah—1929

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By....Savannah Bcstg. Co.
 Business-Studio Address....516 Abercorn St.
 Tel.: AD 2-0127.....CBS
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....William T. Knight, Jr.
 Commercial Manager.....Ben Williams
 Program Director.....Dwight J. Bruce
 Sls. Prom. Mgr., Pub. Dir....Frank S. Bryson, Jr.
 Chief Engineer.....Kyle E. Goodman

WWNS—Statesboro—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WWNS, Inc.
 Address.....P. O. Box 146
 Tel.: PO 4-5446.....KBS
 Representative.....Harry J. Cannon
 Pres., Gen. Mgr.....Don McDougald
 Commercial Manager.....Jim H. Watson
 Sales Promotion Mgr.....Eloise Ware
 Program Director.....Worth McDougald
 Publicity Dir.....J. Horace McDougald
 Chief Engineer.....John Carlisle

WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Business Address.....Holland Rd.
 Tel.: 295-6.....Independent
 Representative.....Stars National; Forjoe
 General Manager.....William B. Farrar
 Program Director.....Rogers Allison
 Chief Engineer.....James S. Stowers

WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WJAT, Inc.
 Address.....Covena Rd., Box 371
 Tel.: Belmont 7-2011.....Independent
 General Manager.....James R. Denny
 Sta., Sales Prom. Mgr.....John J. Bailes
 Commercial Manager.....Doris M. Lewis
 Program Director.....Sandra Thompson
 Chief Engineer.....John H. All, Jr.

WSYL—Sylvania—1955

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Sylvania Bcstg. Sys.
 Tel.: LO 4-6601.....KBS
 Gen., Sta. Mgr.....Edwin H. Bass
 Sales Prom. Mgr.....Mildred E. Bass
 Program Director.....Shirley Scott

WSFT—Thomaston—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Thomaston Bcstg. Co.
 Business-Studio Address.....WSFT Bldg.
 Tel.: 5421.....KBS
 Representative.....Dora-Clayton
 Gen. Mgr.....S. J. Carswell
 Sta. Mgr., Pro. Dir.....Bill Haule
 Comm. Mgr.....Claude Thames
 Chief Engineer.....Walt MacTammany

WKTG—Thomasville—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....John H. Phipps
 Address.....P. O. Box 358
 Tel.: CA 6-5343.....Independent
 Representative.....Thomas F. Clark
 President.....John H. Phipps
 Gen. Mgr.....L. Herschel Graves
 Comm., Chief Engineer.....Leon Lloyd
 Program Dir.....Ray Smith

WPAX—Thomasville—1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Business-Studio Address....117 Remington Ave.
 Tel.: 909.....Independent
 Owner.....H. Wimpy
 Commercial Manager.....Al Feinberg

WTWA—Thomson—1948

Frequency: 1240 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hickory Hill Bcstg. Co., Inc.
 Business Address.....127 Journal St.
 Tel.: 141.....MBS-KBS
 Newspaper Affiliation.....McDuffie Progress
 Pres., Gen. Mgr.....Frank F. Hash
 Station Mgr., Chief Eng.....Gene D. Hardin
 Commercial Mgr.....H. E. Buffington, Jr.

WTIF—Tifton—1957

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....WTIF, Inc.
 Address.....P. O. Box 260
 Tel.: 2400.....Independent
 Station Rep.....Dora-Clayton
 Pres., Gen. Mgr.....C. N. Todd
 Program Dir.....Carl Wendell
 Chief Engineer.....H. C. Clarke, Jr.

WWGS—Tifton—1946

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Tifton Bcstg. Corp.
 Address.....800 S. Main St.
 Tel.: 1430.....KBS
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr.....Ralph N. Edwards
 Station Mgr.....W. E. Sides
 Comm. Mgr.....Evelyn K. Edwards

WLET—Toccoa—1941

Frequency: 1420 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....R. G. LeTourneau
 Address.....423 Prather Bridge Rd.
 Tel.: TU 6-2191.....KBS
 Representative.....Thomas F. Clark, Dixieland
 President.....R. G. LeTourneau
 Sta., Comm. Mgr.....Virgle E. Craig
 Prog., Pub. Dir.....Gene Bollinger
 Chief Engineer.....C. H. Sutton

WNEG—Toccoa—1956

Frequency: 1320 Kc.....Power: 1 Kw.
 Owned.....Stephens County Bcstg. Co.
 Address.....108 E. Savannah St.
 Tel.: TU 6-3131.....Independent

GEORGIA

Pres., Gen. Mgr. Charles H. Gaines
Sta., Comm. Mgr. Roy E. Gaines
Program Director Jim Marquardt
Sales Prom. Mgr. Ray Shader
Publicity Director Betty Faye Stowe
Chief Engineer Thomas Shockley

WGAF—Valdosta—1951

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By Valdosta Bcstg. Co.
Address 116 W. Hill Ave.
Tel.: CH 5521 Independent
Rep. John E. Pearson
President George B. Cook
Program Dir. Willard Belote
Chief Engineer E. W. Green

WGOV—Valdosta—1940

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.
Owned-Oper. Georgia-Florida Radio & TV Co.
Bus. Address Quitman Highway; Box 1182
Tel.: CH 2-4513 MBS
Representative Stars Nat'l., Dora-Clayton
President W. H. Keller, Jr.
Sta. Mgr. A. B. Smith
Commercial Manager Mrs. A. B. Smith
Chief Engineer Irvin F. Key

WJEM—Valdosta—1955

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Lowndes County Brcasters
Address Hwy. 84, Box 368
Tel.: CH 2-1565 KBS
Representative Dixieland
General Mgr. J. E. Massey, Jr.
Sales Prom. Mgr. J. C. Johnson
Program Dir. Bob Wickus
Chief Engineer Gerald Weeks

WVOP—Vidalia—1946

Frequency: 970 Kc. Power: 5 Kw., d.
Owned-Operated By Vidalia Bcstg. Co.
Address Box 391
Tel.: 3029 KBS
Pres., Gen., Sta. Mgr. Howard C. Gilreath
Pub. Dir. R. E. Ledford
Prog. Dir. Mrs. Ruby Bryant
Chief Engineer Loren Dorough

WRPB—Warner Robbins 1954

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. Warner Robbins Bcstg. Co., Inc.
Bus. Address Commercial Circle; Box 727
Tel.: WA 3-2121 Independent
Rep. Cont. Radio Sales
Pres., Ch. Engr. Edgar M. Nobles
General Manager Lloyd W. Harris
Commercial Manager Charles G. Hill, Jr.
Program Director Don Powers
Publicity Director Lil Nobles

WKLE—Washington—1955

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Oper. By Radio Station WKLE

Address Berkshire Dr.
Tel.: 4081 Independent
Pres., Owner Max G. Pfander
General Manager Grady Berry, Jr.
Commercial Manager Burch Griffin
Prog. Mgr. Richard Basinger
Prog. Dir. I. Tucker Irvin
Chief Eng. Broadus McLane

WACL—Waycross—1951

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By Teletronics Inc.
Business Address P.O. Box 858
Tel.: Atlas 3-4660 Independent
Representative Thomas Clark
President James S. Rivers
General Manager James S. Rivers, Jr.
Commercial Manager M. L. Dixon
Program Director Mrs. June Smith
Chief Engineer L. E. McKinney

WAYX—Waycross—1936

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Radio WAYX, Inc.
Business-Studio Address 1600 Carswell Ave.
Tel.: AT 3-7100 MBS, KBS
Newspaper Affil. Waycross Journal American
Representative Hal Holman
Gen. Mgr. Ed. L. Von Nordeck
Commercial Manager Frank Walton
Prog. Dir. R. Williamson
Chief Eng. Milt Lovus

WBRO—Waynesboro—1954

Frequency: 1310 Kc. Power: 1000 Watts d.
Owned Burke County Broadcasting Co.
Address Box 151
Tel.: 2139 KBS
Pres., Gen., Sta. Mgr., Eng. C. Pugh
Comm. Mgr. J. Kennon McNutt

WBMK—West Point—1958

Frequency: 1310 Kc. Power: 1000 Watts
Owned By Radio Valley, Inc.
Address P. O. Box 427
Tel.: 5-3061 KBS
President J. Didge Bishop
Gen., Sta. Mgr. Jim Murphy
Commercial Mgr. Sam Price, Jr.
Program Dir. Bill Scott
Chief Engineer Albert Stanoel

WRLD—West Point—1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Valley Bcstg. Co., Inc.
Business Address 602 N. Cherry Dr.
Tel.: 2-2771 ABC
Pres., Gen. Mgr. J. C. Henderson
Station Manager J. M. Driskill
Commercial Manager Stanley Ward
Sales Promotion Manager Dorothy Forrester
Program Director Aileen Love
Chief Engineer Jim McLester

WIMO—Winder—1952

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By Winder-Monroe Bcstg.

Business Address..... P. O. Box 526
 Tel.: 4831.....KBS
 Representative.....Hil F. Best
 President.....W. C. Woodall, Jr.

Gen., Comm., Sta., Sls. Mgr..... C. H. Grider
 Program Director.....Ethel Grider
 Publicity Director.....Laverne Hogan
 Chief Engineer.....D. E. Stafford

Pop.: 569,500
 Families: 143,300
 Radio Homes: 128,800

Hawaii

Stations in State: 15
 TV Homes: 104,703
 TV Stations: 7

KHBC—Hilo—1936

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hialand Deve. Corp.
 Address.....Piihonua, Hilo
 Newspaper Affiliation.....Honolulu Star Bulletin
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....J. Howard Worrall
 Sta., Sales Rep.....Melvin B. Wright

KILA—Hilo—1951

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....James E. Jaeger
 Address.....Box 1497
 Tel.: Hilo 4-372.....KBS
 Station Representative.....Young
 Gen. Mgr., Ch. Eng.....James E. Jaeger
 Commercial Manager.....Lillian Isa
 Program Director.....Freddie Win

KIPA—Hilo—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.
 Business-Studio Address.....P. O. Box 1602
 Tel.: 40225.....MBS
 Representative.....Hollingbery
 Pres., Gen. Mgr.....A. Harper Pollock
 Program Dir.....Larry Tavares
 Chief Engineer.....R. W. Jaderstrom

KAIM—Honolulu—1956

Frequency: 870 Kc.....Power: 1 Kw.
 Owned.....Christian Bcstg. Assoc.
 Address.....1136 12th Avenue
 Tel.: Honolulu.....KBS
 Representative.....Best, Moore
 President.....Robert C. Loveless
 Gen. Mgr.....Cornelius Keur
 Comm. Mgr.....E. Henry Fallert

KGMB—Honolulu—1929

Frequency: 590 Kc.....Power: 5000 Watts
 Owned By.....Hialand Deve. Corp.
 Address.....1534 Kapiolani Blvd.
 Tel.: 9-2011.....CBS
 Newspaper Affiliation.....Star-Bulletin
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....J. Howard Worrall
 Sta. Mgr.....Melvin B. Wright

KGU—Honolulu—1922

Frequency: 760 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Advertiser Pub. Co., Ltd.
 Address.....Advertisers Bldg.

Tel.: 5-2977.....NBC
 Representative.....NBC Spot Sales
 Newspaper Affil.....Advertiser
 President.....Lorrin P. Thurston
 General Mgr.....William O. Paine
 Comm. Mgr.....George C. Mansfield

KHON—Honolulu—1946

Frequency: 1380 Kc.....Power: 5,000 Watts
 Owned-Operated By.....South Pacific Bcstrs.
 Business Address.....1701 Ala Wai Blvd.
 Tel.: 99-5395.....Independent
 Gen. Mgr.....Richard H. Lee
 Sls. Prom. Mgr.....Donald Wesler

KHVV—Honolulu—1957

Frequency: 1040 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Kaiser Hawaiian Vil. Radio
 Business Address.....1290 Ala Moana Blvd.
 Tel.: 5-3991.....Independent
 Station Representative.....Young
 President.....Henry J. Kaiser, Sr.

Ap News
 Is Preferred

... by Sponsors — because it
 insures a day-to-day association
 with quality.

Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

HAWAII

General Manager.....Richard C. Block
 Sales Promotion Manager.....Dan Kawakami
 Program Director.....Hal Boudreau
 Chief Engineer.....Sakai Kimata

KIKI—Honolulu—1951

Frequency: 830 Kc.....Power: 250 Watts
 Owned-Oper. By.....KIKI, Ltd.
 Address.....320 Ward Ave.
 Tel.: 6-3456.....Independent
 Representative.....Grant
 Pres., Chief Eng.....Royal V. Howard
 Gen., Sta. Mgr.....Angelo J. Rossi

KPOA—Honolulu—1946

Frequency: 650 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....Radio Hawaii, Inc.
 Business Address.....575 Kamoku St.
 Tel.: 9-5236.....MBS
 Representative.....George P. Hollingbery
 President.....Harold Anderson
 Comm. Mgr.....Perry W. Carle
 Sales Promotion Manager.....Harry Sorcia
 Program Director.....Ron Jacobs
 Chief Engineer.....Bob Lang

KULA—Honolulu—1947

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Burnett Bcstg. Co., Inc.
 Business Address.....P.O. Box 1479

Tel.: 6-3666.....Independent
 Station Representative.....McGavren-Quinn
 General Manager.....Jack A. Burnett
 Station Manager.....John DeMarco
 Commercial Manager.....Charles Powers

KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Windward Bcstg. Co., Ltd.
 Address.....P.O. Box 697, Oahu
 Tel.: 24-2576.....Independent
 President.....Merril K. Riley
 Manager.....Don Carter

KTOH—Lihue, Kauai—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Garden Island Publ., Ltd.
 Address.....Box 1748
 Tel.: LI 2061.....NBC
 Rep.....NBC Spot Sales
 General Mgr.....Charles J. Fern
 Station Mgr.....Tadashi Eto

KMVI—Wailuku-Maui—1947

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Maui Publ. Co., Ltd.
 Business Address.....Box 374
 Tel.: 33-981.....NBC
 Newspaper Affil.....Maui News
 Representative.....Thomas A. Clarke
 President.....J. Walter Cameron

KPOA RADIO

DOMINATES!

ALL OF HAWAII with

10,000 WATTS

AT 650 ON THE DIAL

... and the MOST in listeners, too

6:00 A.M. — 12 Noon.....	19%	(Mon.
12 Noon — 6:00 P.M.....	16%	thru
6:00 P.M. — Midnight.....	20%	Sun.)

(Latest PULSE of Honolulu's 10 stations)

THE POWERHOUSE OF
THE PACIFIC

Vice-Pres. — Fin Hollinger



General Manager..... Ezra J. Crane
 Sta., Asst. Gen. Mgr..... Richard E. Mawson
 Commercial Manager..... Frank Kovacic
 Sales Prom., Pub. Dir..... W. J. Belknap
 Chief Engineer..... Spencer Shirraishi

KAHU—Waipahu—1950

Frequency: 920 Kc.....Power: 1000 Watts

Owned-Oper. By..... Rural Bcstg. Co., Ltd.
 Business Address..... 94-1088 Farrington Hwy.
 Tel.: 273121.....Independent
 Station Representative..... Palmer
 President..... Dr. Timothy Wee
 General Manager..... Harry En Chu
 Program Director..... John Livingston
 Chief Engineer..... Robert Pearson

Pop.: 666,000
 Families: 201,000
 Radio Homes: 194,000

Idaho

Stations in State: 33
 TV Homes: 145,000
 TV Stations: 7

KBLI—Blackfoot—1951

Frequency: 690 Kc.....Power: 1 Kw.
 Owned-Oper. By..... KBLI, Inc.
 Address..... Box 192
 Tel.: 780.....Independent
 Station Representative..... For Joe
 President..... Howard Johnson
 Gen., Sta. Mgr..... Tom Thompson
 Prog. Dir..... Bruce Allen
 Commercial Mgr..... Gloria Dillard
 Publicity Director..... Keith Martindale
 Chief Engineer..... Don Clark

Owned-Operated By... Keith & Ellen Patterson
 Address..... P. O. Box 2794
 Tel.: 2-3575.....Independent
 Representative..... Meeker Co.
 Pres., Gen. Mgr..... Keith E. Patterson
 Comm. Mgr..... Lou Clemens
 Prog. Dir..... Richard Sybert

KBOI—Boise—1947

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By... Boise Valley Bcstrs., Inc.
 Bus-Studio Address..... 1007 W. Jefferson
 Tel.: 3-2511.....CBS
 Rep..... Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr..... Westerman Whillock
 Sta., Comm. Mgr..... Earl Glade, Jr.
 Sales Prom. Mgr..... Vestal Baker
 Publicity Director..... Hank Curtis
 Chief Engineer..... James Johntz, Jr.

KBAR—Burley—1946

Frequency: 1230 Kc.....Power: 2500 Watts
 Owned-Oper. By..... KBO, Inc.
 Business-Studio Address..... P. O. Box 461
 Tel.: OR 8-2244.....ABC-KBS
 Rep..... Art Moore; Lee O'Connell
 President..... Jessica L. Longston
 General Mgr..... Robert E. Pollock
 Station Mgr..... E. Dennis Skoglund
 Commercial Mgr..... Keith Conner
 Sales Prom. Mgr..... Charles Gropp
 Program Dir..... Eileen Shumway
 Publicity Dir..... Frank Burke
 Chief Engineer..... Terry Carter

KGEM—Boise—1946

Frequency: 1140 Kc.....Power: 10,000 Watts
 Owned..... Idaho Bcstg. & TV Corp.
 Address..... Box 4158
 Tel.: 4-3511.....MBS, KBS
 Representative..... Avery-Knodel
 President..... Cecil Heftel
 Gen. Mgr..... David Miles
 Program Director..... James Cowan
 Commercial Mgr..... Robert Weisenburger
 Chief Engineer..... Robert V. Beadles

KCID—Caldwell—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... Caldwell Bcstg. Co.
 Address..... 819 Main St.
 Tel.: 9-3608.....KBS
 Station Rep..... Harlan G. Oakes
 Pres., Gen. Mgr..... Clair B. Hull
 Sta., Comm. Mgr..... Duane D. Wolfe
 Program Director..... Howard F. Shaw
 Chief Engineer..... James L. Young

KIDO—Boise—1928

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Mesabi Western Corp.
 Address..... Chamber of Commerce Bldg.
 Tel.: 2-4611.....NBC
 Representative..... John Blair
 President..... William E. Boeing
 Commercial Mgr..... John Young
 Prog. Dir..... Vern Moore
 Chief Engineer..... Harold Toedemeier

KVNI—Coeur D'Alene—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..... Rexard Co.
 Business-Studio Address..... Blackwell Island
 Tel.: MOhawk 4-2196.....Independent
 Pres., Sta. Mgr..... Rex Koury
 Program Dir..... Dex Dexter
 Sales Prom. Mgr..... Bernard Merriman
 Chief Engineer..... Ed Baker

KYME—Boise—1955

Frequency: 740 Kc.....Power: 500 Watts

KORT—Grangeville—1954

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owner..... Kebco, Inc.
 Address..... Box 72
 Tel.: 51.....KBS
 Representative..... Keystone

Pres., Comm. Mgr.....Ed. M. Brainard
General Mgr.....Kay Brainard
Chief Engineer.....Robert C. Gordon

KID—Idaho Falls—1928

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Address.....Amond Road
Tel.: JAcKson 2-5100.....CBS
Representative.....Walker-Rawalt
President.....A. W. Schwieder
General Mgr.....C. N. Layne
Sta., Comm. Mgr.....Leonard Wasden
Program Dir.....Leo Higham
Sales Prom. Mgr.....Lorin Ward
Publicity Dir.....Mel Richardson
Chief Engineer.....Carroll Secrist

KIFI—Idaho Falls—1946

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....E. Idaho Bcstg. & TV Co.
Business-Studio Address.....Box 581
Tel.: JA 3-1171.....ABC-MBS-KBS
Newspaper Affil.....Post. Register
Representative.....Avery-Knodel
Pres., Gen. Mgr.....J. M. Brady
Sta. Mgr.....Dewain Silvester
Comm. Sales Prom. Mgr.....Dan Markam
Prog. Dir.....Jim Harold
Publicity Director.....Muriel Smith
Chief Engineer.....Verne Sulier

KUPI—Idaho Falls—1957

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....J. Ronald Bayton
Address.....Box 370
Tel.: JA 2-1101.....Independent
Rep.....W. S. Grant
Owner.....J. Ronald Bayton
Comm. Mgr.....Allen Mabry
Sales Prom. Mgr.....John Fulmer
Program Director.....Bill Goodhope
Chief Engineer.....B. J. Bayton

KART—Jerome—1956

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....KART
Address.....L'Herisson Bldg.
Tel.: EA 4-2321.....Independent
Pres., Gen. Mgr.....K. Clark
Commercial Mgr.....Noel Brittain
Public-Program Director.....Marian Clark
Chief Engineer.....Bob Phillips

**KWAL—Kellogg-Wallace
1938**

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Address.....Box R, Osborn, Ida.
Tel.: 1-6101.....Independent
Representative.....Holman, Art Moore
Pres., Gen. Mgr.....R. Lee Black
Commercial Mgr.....J. C. Campbell
Prog. Publicity Dir.....Wesley Roberts
Chief Engineer.....Robert Tremblay

KOZE—Lewiston—1955

Frequency: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lewis Clark Bcstg. Co.
Address.....2829 Country Club Dr.
Tel.: SH 3-2502.....Independent
Representative.....Gil-Perna, Feltis, Jacobson
Gen. Mgr., Co-Owner.....J. H. Matlock
Sta. Mgr., Co-Owner.....E. A. Hamblin
Commercial Mgr.....Bill Wippel
Sales Prom. Mgr.....Jim D. Kime
Program Director.....By Taylor
Publicity Director.....Doug Woodall
Chief Engineer.....Tim Waide

KRLC—Lewiston—1935

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....Donald A. Thomas
Address.....P. O. Box 287
Tel.: SH 3-1551.....Independent
Representative.....Forjee, Art Moore
Gen. Mgr.....Donald Thomas
Program Director.....Alben Nelson
Chief Engineer.....Harold Holbrook

KRPL—Moscow—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....KRPL, Inc.
Address.....Box 396
Tel.: TU 2-1283.....KBS
Representative.....Moore, Hil F. Best
Pres., Gen. Mgr.....Gale Mix
Comm. Mgr.....James Sanberg
Sales Prom. Mgr.....Shirley Mix
Program Director.....Bob Gese
Publicity Director.....Dave La Favour
Chief Engineer.....Dale Bobbitt

KFXD—Nampa—1930

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....E. G. Wenrick Bcstg. Co.
Business Address.....1024 12th Ave. S.
Tel.: 6-4611.....Independent
Representative.....Holman
Co-Owner, Gen. Mgr.....Ken Kilmer
Sta. Comm. Manager.....Doyle Chain
Prog. Dir.....Shirl Black
Sales Promotion Mgr.....John Beudreau
Publicity Director.....Ellis Whitt
Chief Engineer.....G. M. Rose

KLER—Orofino—1958

Frequency: 950 Kc.....Power: 500 Watts d.
Owned By.....Clearwater Broadcasting Co.
Address.....Orofino, Ida.
Tel.: GRanite 3-2502.....Independent
Station Representative.....Feltis, Jacobson
Co-Owners.....J. H. Matlock, E. A. Hamblin
Station Manager.....John Mix
Chief Engineer.....Dick Gohlman

KPID—Payette—1957

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....E. F. Hash
Address.....35 S. 8th St.
Tel.: Midway 2-3351.....KBS
President.....Earl F. Hash

Gen. Mgr., Chief Engineer.....D. L. Dodd
 Commercial Mgr.....Joe Lyle
 Program Dir.....James Williams
 Promotion Mgr.....Jo Lynn Warner

KSEI—Pocatello—1926

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pioneer Bcstrs. Corp.
 Business-Studio Address.....Box 31
 Tel.: CEDar 3-2121.....NBC
 Representative.....Weed; Art Moore
 Pres., Gen. Mgr.....Henry H. Fletcher
 Commercial Mgr.....John R. Taylor
 Program Director.....Ruth A. Fletcher
 Publicity Director.....Olive L. Greene
 Chief Engineer.....Ellis W. Call

KWIK—Pocatello—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Pocatello Radio, Inc.
 Address.....1140 Yellowstone
 Tel.: 1240.....MBS-KBS
 Representative.....Avery-Knodel
 President.....Don W. Burden
 General Manager.....R. W. Burden
 Comm. Mgr.....Bill Adelstein
 Program Director.....Lee Parsons
 Chief Engineer.....Del Chapman

KYTE—Pocatello—1956

Frequency: 1290 Kc.....Power: 1 Kw. d.
 Owned.....Pocatello Bcstg. Co.
 Address.....355 Yellowstone Ave.
 Tel.: 1290.....KBS
 Representative.....Ayles
 President.....Thomas R. Becker
 Station Manager.....Al Stuetzle
 Sales Prom. Mgr.....Roy Nicholson
 Program Director.....P. McKissen
 Publicity Director.....M. Doyle
 Chief Engineer.....Dwight L. Zundel

KPST—Preston—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Voice of The Rockies, Inc.
 Address.....Preston
 Tel.: 600.....KBS
 Representative.....Continental
 President.....Leo R. Hawkes
 Gen. Mgr., Chief Eng.....D. A. Nash, Jr.
 Program Dir.....Ruby Nash

KRXK—Rexburg—1951

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Snake River Radio & TV Co., Inc.
 Address.....445 S. 2nd East
 Tel.: EL 6-5488.....KBS
 Station Representative.....BTS
 Pres., Gen. Mgr.....Gene Shumate
 Comm. Mgr.....Wes Lawrence
 Prog. Dir., Chief Eng.....Jim Clawson

KAYT—Rupert—1955

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Inland Bcstg. Co.
 Address.....Rupert
 Tel.: HE 6-3746.....Independent
 Representatives.....Feltis, Jacobson

Pres., Gen. Mgr.....Mervin V. Ling
 Sta. Comm. Mgr.....George McDonald
 Chief Engineer.....E. C. Miller

KSPT—Sandpoint—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bauer Bcstg. Co.
 Address.....P. O. 431
 Tel.: CO 3-2179.....KBS
 Sta. Rep.....Art Moore
 General Mgr.....Norman Bauer
 Comm. Mgr.....I. M. Rossmiller

KBRV—Soda Springs—1957

Frequency: 540 Kc.....Power: 500 Watts, d.
 Owned By.....Caribou Broadcasting Co. Inc.
 Business Address.....Box 1267, Pocatello
 Tel.: Soda Springs 775.....KBS
 Station Representative.....Feltus
 President.....Wendell P. Marshall
 General Manager.....Glen S. Marshall
 Station Maanager.....R. Dale Dunn
 Program Director.....Curtis Empey
 Chief Engineer.....Paul Haviland

KEEP—Twin Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Radio Sales Corp.
 Address.....P. O. Box 511
 Tel.: RE 3-7512.....KBS
 Station Rep.....Gill-Perna
 President.....Frank C. McIntyre
 Comm. Mgr.....Wayne Douglas
 Prog. Dir.....Lenny Hesterman
 Chief Engineer.....Walt Snow

KLIX—Twin Falls—1946

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned.....Southern Idaho Bcstg. & TV Co.
 Business Address...Eastland & Elizabeth Ave.
 Tel.: BE 3-5840.....Independent
 Rep.....Avery-Knodel
 President.....A. L. Glasmann
 V.P., Gen. Sta. Mgr.....G. O. Glasmann
 Sales Prom. Mgr.....Juneau Shinn
 Program Director.....Dave Eardley
 Chief Engineer.....John Maxson

KTFI—Twin Falls—1928

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Address.....241 Main Ave. W.
 Tel.: 2400.....NBC
 Representative.....Weed
 Pres., Gen. Sta. Mgr.....F. M. Gardner
 Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
 Chief Engineer.....Allen Lee

KWEI—Weiser—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Tel.: 700.....Independent
 Station Representative.....Jacobson, Feltis
 Pres., Gen. Mgr.....M. V. Ling
 Sta., Comm., Sls. Mgr., Prog. Dir.....D. Quigley
 Chief Engineer.....Edwin C. Miller

Pop.: 10,175,000
 Families: 3,095,000
 Radio Homes: 3,035,000

Illinois

Stations in State: 94
 TV Homes: 2,799,000
 TV Stations: 25

WOKZ—Alton—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Palen Bcstg. Corp.
 Address... Godfrey Road
 Tel.: 5-2525 Independent
 Rep. Sears & Ayer
 Pres., Gen. Sta. Mgr. Edward N. Palen
 Comm., Sales Prom. Mgr. H. Bunyan
 Program Director. Russ Benson
 Publicity Dir. Jim Palem
 Chief Engineer. Nicholas Bono

WRAJ—Anna—1957

Frequency: 1440 Kc. Power: 500 Watts
 Owned. Anna Bcstg. Co., Inc.
 Address... Anna Hotel
 Tel.: 1113 Independent
 Representative Stars National
 President. Pierce E. Lackey
 Sta., Comm. Mgr. Robert P. Joseph
 Prog. Dir., Ch. Engr. Donald C. Michel

WMRO—Aurora—1938

Frequency: 1280 Kc. Power: 250 Watts, d.
 Owned-Oper. By... V. G. Coffey & B. A. Oswalt
 Business-Studio Address... 184 River St.
 Tel.: 7-4215 Independent
 Prog. Dir. Jeanne M. Doran
 Managers Coffey; Oswalt

WIBV—Belleville—1947

Frequency: 1260 Kc. Power: 1000 Watts, d.
 Owned-Operated By... Belleville Bcstg. Co.
 Bus.-Studio-Transmitter Address... 2100 W. Main
 Tel.: AD 3-5000 Independent
 Representative Indie Sales
 President. John W. Lewis
 Gen., Sta. Mgr. William C. Bailey
 Comm., Sales Prom. Mgr. Robert Bohn
 Program Director. Lee W. Coffee
 Chief Engineer. Marvin M. Mollring

WJBC—Bloomington—1924

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Bloomington Bcstg. Corp.
 Address... 209 E. Washington
 Tel.: 5-2078 ABC
 Newspaper Affil. Daily Pantagraph
 Representative John E. Pearson
 President. Loring C. Merwin
 Exec. V.P., Gen. Mgr. Vernon A. Nolte
 Commercial Manager. John McDermott
 Program Dir. Jerry Collins
 Chief Engineer. Fred Bailey

WKRO—Cairo—1942

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Cairo Broadcasting Co.
 Business Address... Box 311

Tel.: 1490 Independent
 Gen.-Station-Comm. Mgr. Merrill C. Currier

WBYS—Canton—1947

Frequency: 1560 Kc. Power: 250 Watts, d.
 Owned-Operated By... Fulton Co. Bcstg. Co.
 Business-Studio-Transmitter... East Linn Limits
 Tel.: 1877 ABC
 President. Harriett B. Winsor
 General Manager. Charles E. Wright
 Program Director. Elizabeth Sawyer
 Chief Engineer. William I. Wortman

WCIL—Carbondale—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.
 Owned-Operated By... Southern Illinois Bcstg.
 Business-Studio Address... 218 W. Main St.
 Tel.: 2160 Independent
 Sta. Mgr., Ch. Engr. Paul F. McRoy
 Sales Promotion Mgr. Larry Doyle

WROY—Carmi—1948

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Carmi Bcstg Co.
 Address... U. S. Route 460
 Tel.: 4161 Independent
 Membership NAB
 Gen., Sta. Mgr. S. A. Hassan

WCAZ—Carthage—1921

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Superior Bcstg. Service, Inc.
 Address... 502 Wabash Ave.
 Tel.: 520 Independent
 Station Rep. Sears & Ayer
 Manager John Palmer

WCNT—Centralia—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned. Southern Illinois Bcstg. Co.
 Address... Box 428
 Tel.: 5151 Independent
 Representative Bob Dore
 President. C. W. Rodgers
 Gen., Sta. Mgr. Richard O. Bieser
 Sales Promotion Mgr. Celia Mainer
 Program Director. Errol Hubbard
 Chief Engineer. R. Millmaker

WDWS—Champaign—1937

Frequency: 1400 Kc. Power: 250 Watts
 Owner... The Champaign News Gazette, Inc.
 Business Address... 48 Main St.
 Tel.: Fleetwood 6-1855 CBS
 Newspaper Aff. News-Gazette
 Representative. The Meeker Co.
 President. Mrs. Helen M. Stevick
 Gen., Sta. Mgr. Larry Stewart
 Program Dir. Constance Vogt
 Chief Engineer. Robert Brown

**WKID—Champaign-Urbana
1948**

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....WKID Bcstg. Co.
Address P. O. Box 192
Tel.: EM 7-5431.....Independent
Representative John E. Pearson
President..... Donald T. Harding
V.P., Gen. Mgr..... Robert F. Meskill
Ch. Eng..... George Scharf

WEIC—Charleston—1954

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address Box 107
Tel.: DI 5-2149.....KBS
Rep..... Sears & Ayer
Pres., Gen. Mgr..... Jack Owens
Commercial Manager..... Betty Owens
Sales Promotion Mgr..... Hugh Birdsong
Prog., Pub. Dir..... Bill Carmody
Ch. Eng..... William Setliffe

WAAF—Chicago—1922

Frequency: 950 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address..... 221 N. LaSalle St.
Tel.: RA 6-1932.....Independent
Newspaper Affil..... Drovers Journal
Representative Forjoe
President Ward A. Neff
Exec. V.P..... W. E. Hutchinson
Gen., Sta. Mgr..... Thomas L. Davis
Sales Prom. Mgr..... Ralph Kelley
Program Dir., Pub. Dir..... Bill Bauer
Chief Engineer..... Carl W. Ulrich

WAIT—Chicago—1941

Frequency: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address..... 188 W. Randolph St.
Tel.: FR 2-0660.....Independent
Station Rep..... Avery-Knodel
Gen. Mgr., Prog. Dir..... Robert O. Miller
Sales Promotion Mgr..... Louis "Tex" Frenkel
Chief Engineer..... Harry Berg

WBEE—Chicago—1955

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned.....Rollins Bcstg., Inc.
Address..... 6205 S. Cottage Grove
Tel.: NO 7-4124.....Independent
Representative Rollins, Grant
President O. Wayne Rollins
Gen. Mgr..... Robert A. Wencil
Dir. Sales..... A. R. Lanphear
Dir. Pub. Rel..... Tim Crow
Dir. Eng..... G. R. Chambers
Chief Engineer..... J. R. Burdeau

WBBM—Chicago—1923

Frequency: 780 Kc.Power: 50,000 Watts
Owned-Operated By.....CBS, Inc.
Address 630 N. McClurg Ct.
Tel.: WH 4-6000.....CBS

Sta. Rep.....CBS Spot Sla.
General Manager.....H. Leslie Atlans
Asst. Gen. Mgr..... E. H. Shomo
Executive Ass't..... C. W. Doeblor
Sales Manager..... W. J. Connelly
Sales Prom. Mgr..... Loren R. Hollenbaek
Publicity Director..... George Condon
Program Director..... Arthur Thorsen
Production Manager..... Kenneth Carbonel
Chief Engineer..... J. J. Beloungy

WCFL—Chicago—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address..... 666 Lake Shore Dr.
Tel.: MO 4-2400.....Independent
Representative Burke-Stuart
General Manager..... Martin F. Hogan
Commercial Mgr..... Thomas E. Haviland

WCRW—Chicago—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address..... 2756 Pine Grove Ave.
Tel.:DI 8-4440

WEDC—Chicago—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denmark, Inc.
Address..... 3860 W. Ogden Ave.
Tel.: CR 7-4100.....Independent
President Emil Denmark
Sta., Comm. Mgr..... Bill Mack
Chief Engineer..... Richard Tomasiewicz

**SPECIALIZED SELLING
PAYS OFF —**

MORE THAN 500
DIFFERENT NATIONAL
ACCOUNTS ARE BUYING
FROM **B. T. S.** . . . TODAY!

TAPE PLAYBACKS BRING
OUR STATIONS 'IN PERSON'

**BROADCAST TIME
SALES**

'DAZZLES
'EM WITH
FOOTWORK'



How do you measure **Chicago** **Radio Stations?**

*Here are two "yardsticks" that show
how WGN RADIO measures up!*

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area	4,939,780	WGN leads by	975,540
Homes Reached Day or Night—			
Monthly	1,663,050	WGN leads by	336,450
Weekly	1,497,710	WGN leads by	268,930
Daytime Circulation—			
Weekly	1,349,700	WGN leads by	221,420
Daily	826,580	WGN leads by	20,810
Nighttime Circulation—			
Weekly	850,440	WGN leads by	224,000
Daily	465,440	WGN leads by	109,430

NIELSEN, SEPTEMBER-NOVEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week)	WGN	1st
Average Quarter Hour Audiences:	WGN	1st
Entire Week (6:00 A.M.-12 Midnight)	WGN	1st
Afternoons (12 Noon-6:00 P.M. Entire Week)	WGN	1st
Nighttime (6:00 P.M.-Midnight-Entire Week)	WGN	1st
Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.)	WGN	1st

**Reaching More Homes Than
Any Other Chicago Radio Station**



WGN-radio Chicago

441 N. Michigan Ave., Chicago 11, Illinois

WGES—Chicago—1924

Frequency: 1390 Kc. Power: 5000 Watts d.
 Bus. Address: 2708 W. Washington Blvd.
 Tel.: SA 2-1700 Independent
 General Manager: John A. Dyer
 Commercial Mgr.: Elizabeth M. Hinsman
 Sales Promotion Manager: K. P. Freda
 Program Director: Herbert Rudolph
 Chief Engineer: William Shunk

WGN—Chicago—1924

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By: Tribune Co.
 Bus.-Studio Address: 441 N. Michigan Ave.
 Newspaper Affiliation: The Chicago Tribune
 Tel.: MI 2-7600 Independent
 Representative: Edward Petry
 President: J. Howard Wood
 Gen., Sta. Mgr.: Ward L. Quaal
 Gen. Sales Mgr.: Chas. E. Gates
 Commercial Manager: William A. McGuineas
 Sales Promotion Manager: Charles A. Wilson
 Program Director: Bruce Dennis
 Publicity Director: James Hanlon
 Dir. of Engineering: Carl J. Meyers

WHFC—Chicago—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHFC, Inc.
 Address: 3350 S. Kedzie Ave.
 Tel.: CL 4-7411 Independent
 Rep.: Charles Bernard
 General Manager: Richard W. Hoffman
 Commercial Mgr.: Florence Summers

WIND—Chicago—1927

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By: Westinghouse Bcstg. Co.
 Business Address: 400 N. Michigan Ave.
 Tel.: Whitehall 4-2170 Independent
 Representative: AM Radio Sales
 V.P., Gen. Mgr.: Ralph L. Atlas
 Program Dir.: Don Quinn
 Sales Prom. Mgr.: David Croninger
 Publicity Director: Lynn Mahoney
 Chief Engineer: Kenneth C. Shirk
 Owners of: WBZ-WBZA, Boston-Springfield,
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;
 WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.

WJJD—Chicago—1934

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By: Plough Bcstg. Co.
 Bus.-Studio Address: 230 N. Michigan Ave.
 Tel.: ST 2-5466 Independent
 Representative: Radio-TV Representatives, Inc.
 President: Harold R. Krelstein
 Gen., Sta. Mgr.: Frederick G. Harm
 Commercial Mgr.: Lloyd Webb
 Sales Prom., Pub. Dir.: Fred Livingston
 Program Dir.: Ralph Blank
 Chief Eng.: Walter F. Myers
 Owners of: WMPs, Memphis, Tenn.; WCOP,
 Boston; WCAO, Baltimore, Md.

WLS—Chicago—1924

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Oper. By: WLS, Inc.
 Business Address: 1230 Washington Blvd.
 Tel.: MO 6-9700 ABC
 Representative: John Blair
 President: James E. Edwards
 Gen., Sta. Mgr.: Glenn Snyder
 Sales Manager: Arch Madsen
 Sales Prom., Pub. Dir.: Roland Sack
 Program Director: Harold Safford
 Chief Engineer: Thomas Rowe

WMAQ—Chicago—1922

Frequency: 620 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co., Inc.
 Business-Studio Address: Merchandise Mart
 Tel.: SU 7-8300 NBC
 Representative: NBC Radio Spot Sales
 President (NBC): Robert E. Kintner
 V.P. (NBC), Gen. Mgr.: Lloyd E. Yoder
 Sales Manager: Rudi Neubauer
 Sales Promotion Manager: John M. Keys
 Prog. Mgr.: Richard Johnson
 Publicity Director: Chet Campbell
 Chief Engineer: Howard Lutgens

WSBC—Chicago—1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WSBC Bcstg. Co., Inc.
 Business-Studio Address: 2400 W. Madison St.
 Tel.: MO 6-9060 Independent
 Representative: Devney
 President: Louis B. Lee
 Comm. Mgr.: Marge Strasser
 Program Dir.: Richard D. Lane

WHOW—Clinton—1947

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cornbelt Bcstg. Co.
 Business Address: 401 1/2 S. Side Sq.
 Tel.: 305 Independent
 Representative: Holman
 President: J. R. Livesay
 Gen. Mgr., Chief Eng.: Rolland O. Looper
 Comm. Sales Prom. Mgr.: Jim Williams

WDAN—Danville—1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Northwestern Pub. Co.
 Address: 1500 N. Washington
 Tel.: 1700 CBS
 Representative: Everett-McKinney, Inc.
 General Manager: Robert J. Burow
 Sta. Mgr.: Max Shaffer
 Program Dir.: Honore Ronan
 Chief Engineer: Norlyn Dossey

WITY—Danville—1953

Frequency: 980 Kc. Power: 1 Kw.
 Owned: Vermillion Bcstg. Corp.
 Address: P. O. Box 142
 Tel.: 1312 Independent
 Representative: Burn-Smith
 President: Gilbert E. Metzger

ILLINOIS

Gen., Sta. Mgr. Elzer Marks
 Comm., Sales Prom. Mgr. William O'Toole
 Publicity Director. Cathy Scheurich
 Chief Engineer. Taylor Clawson

WDZ—Decatur—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By. Mid-States Bcstg. Co.
 Business-Studio Address. 265 S. Park St
 Tel.: 3-9744. Independent
 Representative. Peters, Griffin, Woodward
 Pres., Gen. Mgr. Frank C. Schroeder, Jr.
 Commercial Manager. Clark O. Whitman
 Program Director. Harry Michaels
 Chief Engineer. Willard F. Hall

WSOY—Decatur—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Illinois Bcstg. Co.
 Address. 1100 E. Pershing Road
 Tel.: 5371. CBS
 Representative. Weed
 President. Frederick W. Schraub
 Gen. Mgr. M. H. Stuckwisch
 Comm. Mgr. Dale E. Eyman
 Prog., Pub. Dir. Robert B. King
 Chief Engineer. Allan Doyle

WLBK—De Kalb—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. DeKalb Radio Studios, Inc.
 Business-Studio Address. 711 N. First St.
 Tel.: 6-3485. Independent
 Representative. Sears & Ayer
 Pres., Gen. Mgr. George C. Biggar
 Commercial Manager. Richard Meier
 Program Director. R. C. Brown
 Publicity Dir. Fran Booton
 Chief Engineer. W. Dean Clayton

WDQN—Du Quoin—1951

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Oper. By. DuQuoin Bcstg. Co.
 Address. Music Center
 Tel.: LI 2-3894. KBS
 Representative. Devney
 Pres., Gen. Mgr. M. R. Lankford
 Comm. Sales Prom. Mgr. Gene Showalter
 Program. Ch. Eng. E. Neil Pike

WAMV—East St. Louis—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Missouri Corp.
 Business-Studio Address. Broadview Hotel
 Tel.: BR 1-4626. ABC
 Representative. Weed & Co.
 President. Robert W. Day
 General Mgr. Elmer Willrich
 Program, Sales Prom. Mgr. Dan Stengle
 Publicity Dir. Ray Nelson
 Chief Engineer. Earle White

WCRA—Effingham—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By. Effingham Bcstg. Co.

Address. 110 N. Banker St.
 Tel.: 1090. Independent
 Representative. Devney
 President. Joseph E. McNaughton
 Gen. Mgr. George Walker
 Program Director. R. E. Woody

WRMN—Elgin—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By. The Elgin Bcstg Co.
 Address. 156 Division St.
 Tel.: SH 1-7700. Independent
 News Affil. Pekin Times, Yuma Sun
 Representative. Devney
 Pres., Gen. Mgr. J. Richard Sutter
 Prog. Dir., Ch. Engr. Floyd Brown
 Publicity Director. Pearl Reynolds

WEAW—Evanston—1946

Frequency: 1330 Kc. Power: 1000 Watts
 Owned. No. Shore Bcstg. Co., Inc.
 Address. Box 1330
 Tel.: UN 4-7600. Independent
 Rep. Good Music Bctrs., Grant Webb
 Pres., Gen. Sta. Mgr. Edward A. Wheeler
 Commercial Manager. Don Springgate
 Sales Promotion Mgr. Robert Cronin
 Pub. Dir. Doris Peterson
 Program Director. Mike Locigno

WNMP—Evanston—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Evanston Broadcasting Co.
 Bus.-Studio-Transmitter. 1580 Sherman Ave.
 Tel.: GR 5-1590. Independent
 Representative. Devney
 President. Angus D. Pfaff
 Chief Engineer. Thomas Mills

WFIW—Fairfield—1953

Frequency: 1390 Kw. Power: 500 Watts d.
 Owned-Oper. By. Wayne County Bcstg. Co.
 Address. Box 72
 Tel.: 2159. KBS
 Representative. Grant Webb
 Co-Owner, Gen. Mgr. Thomas S. Land
 Co-Owner. Bryon Davidson
 Commercial Mgr. Garnet Williams
 Program Director. Darrell Linne
 Chief Engineer. Gil Wallace

WFRL—Freeport—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By. Freeport Bcstg. Co., Inc.
 Business-Studio Address. 9 N. Chicago Ave.
 Tel.: ST 436. Independent
 Representative. Headley-Reed
 Pres., Gen. Mgr., Chief Eng. Vincent S. Barker
 Commercial Manager. David Taylor
 Prog. Dir. Bud Walters

WGIL—Galesburg—1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Galesburg Bcstg. Co., Inc.
 Business Address. 312 Hill Arcade
 Tel.: 4626. Independent

Newspaper Affiliation...Daily Register Mail
 RepresentativeWm. G. Rambeau
 President.....William C. Pritchard
 Gen. Sta. Mgr.....George D. Donaldson
 Prog. Dir.....Edward J. Gale
 Chief Engineer.....R. L. Baughman

WQUB—Galesburg—1957

Frequency: 1590 Kc....Power: 5000 Watts d.
 Owned.....Knox County Bcstg. Corp.
 Address.....36 Park Plaza
 Tel.: Dickens 2-3161.....Independent
 RepresentativeHollingbery
 PresidentG. Laverne Flambo
 Exec. V.P. & Gen. Mgr....W. E. McClenahan
 Sales Promotion Manager.....E. P. Davis
 Program Director.....Jack Davis
 Publicity Director.....Sally Mathers
 Chief Engineer.....Douglas Horner

WEBQ—Harrisburg—1923

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....First Trust Association
 Business-Studio-Transmitter...100 E. Poplar St.
 Tel: 3-7282KBS
 Gen-Station-Comm. Mgr....Ingls M. Taylor
 Sales Prom. Mgr.....Ken Hamilton
 Program Director.....Norma Slaton
 Publicity Director.....Charles Branum
 Chief Engineer.....Elmer L. Gladson

WMCW—Harvard—1955

Frequency: 1600 Kc.....Power: 500 Watts
 Address.....205 E. Brainard
 c/o.....Mrs. Esther Blodgett

WJPF—Herrin—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Egyptian Bcstg. Co.
 Business-Studio Address.....P. O. Box 179
 Tel.: 381-382MBS
 RepresentativeHolman
 President.....Maybelle J. Lyerla
 Gen. Sta. Mgr.....Charles R. Cook
 Sales Promotion Manager.....Fred Simmons
 Program Director.....Louise Samuel
 Publicity Director.....Frank Samuel
 Chief Engineer.....Ben E. Orf

WLDS—Jacksonville—1941

Frequency: 1180 Kc....Power: 1000 Watts d.
 Owned. Jacksonville Radio & TV Bcstg. Corp.
 Business Address.....Fox Theatre Bldg.
 Tel.: CH 5-7171.....KBS
 Newspaper Affil.....Journal-Courier
 RepresentativeHal Holman
 PresidentRobert Fay
 Gen. Sta. Mgr.....R. Karl Baker
 Program Director.....T. J. Fairburn
 Chief Engineer.....G. J. Cassens

WJOL—Joliet—1929

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WJOL, Inc.
 Business-Studio-Transmitter...601 Walnut St.
 Tel.: 6-4761.....Independent
 RepresentativeJohn Pearson

Pres., Gen. Mgr.....Joseph F. Novy
 Station Manager.....J. F. Cerny
 Prog. Dir.....Eileen Caron
 Chief Engineer.....Frank Woodcroft

WKAN—Kankakee—1947

Frequency: 1320 Kc....Power: 1000 Watts d.
 Owned-Oper. By..Kankakee Daily Journal Co.
 Business-Studio Address..180 N. Schuyler Ave.
 Tel.: Wells 3-6633.....Independent
 RepresentativeSears-Ayer
 PresidentBurrell Small
 General Manager.....Bruce Brown
 Station Manager.....Robert Hawkins
 Program Director.....Orren Allain
 Chief Engineer.....Richard Eckels

WKEL—Kewanee—1952

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....WKEL Bcstg. Co.
 Address.....202½ N. Tremont
 Tel.: 4471.....KBS
 RepresentativeH. F. Best
 Pres., Gen. Mgr., Chf. Engr....E. D. Scandrett
 Prog., Pub. Dir.....Paul Messplay

WTAQ—La Grange—1950

Frequency: 1300 Kc.....Power: 500 Watts n.
 Owned-Oper. By.....S & S Bcstg. Co.
 Address.....Box 408
 Tel.: FL 2-1300.....Independent
 Representative.....W. Donald Roberts
 PresidentCharles Sebastian
 V. P., Sta. Mgr.....Russ Salter
 Commercial Manager.....Ralph Faucher
 Sales Prom. Mgr.....Stanley Noyes
 Program Dir.....Ted Carlson
 Asst. Mgr.....Arthur Schlaman
 Chief Engineer.....Bill Ward

WLPO—La Salle—1947

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Oper. By...La Salle County Bcstg. Co.
 Bus. Ad.....P. O. Box 215
 Tel.: CApiitol 3-3100.....Independent
 Newspaper Affiliation...Daily News Tribune
 RepresentativeGrant Webb
 PresidentPeter Miller
 Gen. Mgr.....William Holm
 Program Director.....Dan Dunlap
 Publicity Director.....Laverne Waltman
 Chief Engineer.....Lawrence McCann

WAKO—Lawrenceville—1959

Frequency: 910 Kc....Power: 500 Watts, d.
 Owned By.....Lawrenceville Bcstg. Co.
 Address.....Box 210
 Tel.: 910.....Independent
 Partner.....Ray J. Lankford

WPRC—Lincoln—1947

Frequency: 1370 Kc....Power: 500 Watts d.
 Owned-Oper. By.....Prairie Radio Corp.
 Address.....P. O. Box 37
 Tel.: 1370.....KBS
 RepresentativeSears & Ayer

Pres., Gen. Mgr.....Ray F. Knochel
 Comm. Manager.....Paul E. Rankin
 Program Director.....Earle Layman
 Publicity Director.....John H. Deal
 Chief Engineer.....Donald Thompson

WSMI—Litchfield—1950

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.
 Address.....Box 241
 Tel.: 100.....Independent
 Representative.....Hil Best
 Pres., Gen. Mgr.....Hayward L. Talley

WKAI—Macomb—1947

Frequency: 1510 Kc....Power: 250 Watts d.
 Owned-Operated By.....WKAI Bcstg. Co.
 Address.....113 E. Carroll St.
 Tel.: TEmple 3-4129.....KBS
 Newspaper Affiliation.....Daily Journal
 President.....William H. Rudolph
 General Manager.....Robert E. Douglas
 Business Manager.....Verna M. Frye
 Program Director.....J. Jean Marconnet

WGGH—Marion—1949

Frequency: 1150 Kc....Power: 5000 Watts d.
 Owned-Operated By.....Marion Bcstg. Co.
 Business Address.....P. O. Box 311
 Tel.: WYandotte 3-8101.....Independent
 Representative.....Sears & Ayer
 Pres., Chief Eng.....George W. Dodds
 Gen., Sta., Comm. Mgr.....Jim Duncan

WLBH—Mattoon—1946

Frequency: 1170 Kc....Power: 250 Watts d.
 Owned-Operated By.....Mattoon Bcstg. Co.
 Bus.-Studio Address.....1632½ B'way Ave.
 Tel.: AD 4-6464.....Independent
 Representative.....Holman
 President, Gen.-Station Mgr.....J. R. Livesay
 Commercial Manager.....Ken Wooddell
 Sales Prom. Mgr.....Robert Veech
 Program Director.....Robert Guess
 Chief Engineer.....Ray Livesay

WMOK—Metropolis—1951

Frequency: 920 Kc....Power: 1,000 Watts d.
 Owned-Oper. By.....Fort Massac Bcstg. Co.
 Business Address..National State Bank Bldg.
 Tel.: 2106.....KBS
 Representative.....Holman
 Gen. Mgr.....James H. Firmin
 Commercial Manager.....Virgil E. Smith
 Program Director.....Fleeta Firmin
 Chief Engineer.....Carlos M. Steele

WQUA—Moline—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....WQUA, Inc.
 Address.....1319 Fish Ave.
 Tel.: 4-6727.....ABC
 Representative.....Geo. P. Hollingberry Co.
 President.....G. LaVerne Flambo
 V.P., Gen. Mgr.....J. Maxim Ryder
 Commercial Manager.....Lester Johnson
 Production Manager.....Robert Nelson
 Chief Engineer.....Howard Elliott



News Is Preferred...

**... by Listeners . . because it is
 dependable as well as interesting.**

**Ap
 Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

WRAM—Monmouth—1957

Frequency: 1330 Kc. Power: 1 Kw.
 OwnedParieland Bcstrs.
 AddressFirst & Main St.
 Tel.: 666Independent
 RepresentativePearson
 Gen. Mgr.Stephen P. Bellinger
 Comm. Mgr.Richard V. Taber
 Program Dir.Jack Edsel
 Chief Engineer.Fred Hoy

WVMC—Mount Carmel—1948

Frequency: 1360 Kc. Power: 500 Watts
 OwnedWVMC
 Business AddressBox 450
 Tel.: 1360Independent
 PresidentStephen P. Bellinger
 Gen., Comm. Mgr.Charles H. Green
 Sales Prom. Mgr.R. L. Knutstrom
 Program DirectorDavid K. Naber
 Publicity DirectorAlbert Freedman
 Chief EngineerEugene Garrett

WMIX—Mt. Vernon—1946

Frequency: 940 Kc. Power: 5000 Watts, d.
 Owned-Oper. By.Mt. Vernon Radio & Tel. Co.
 Address121½ N. 9th Street
 Tel.: 3500Independent
 RepresentativeJohn E. Pearson Co.
 PresidentJohn Russell Mitchell
 General ManagerR. J. Cheney
 Comm. Mgr.C. Schoch
 Chief EngineerRobert MacConnell

WINI—Murphysboro—1954

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By.Martha D. & Robert M. Rapp
 Business Address1602 Elm
 Tel.: 282KBS
 RepresentativeHil F. Best
 Gen., Sta. Mgr.Lew Barwick
 Chief EngineerLester D. Bilderback

WOPA—Oak Park—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.Village Bcstg. Co.
 Address408 S. Oak Park Ave.
 Tel.: VI 8-5760Independent
 RepresentativeStars National
 General ManagerE. Sonderling
 Station Mgr.Al Michel

WVLN—Olney—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated ByIllinois Bcstg.
 AddressDecatur, Ill.
 Tel.: EX 3-2156Independent
 Pres.Fred W. Schaub
 Exec. V.P.M. Lindsay
 Gen. Mgr.E. C. Dorsey
 Comm. Mgr.Charles R. Griggs
 Prog. Dir.Joe Kosack
 Chief EngineerStanley Greatline

WCMY—Ottawa—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated ByCarl H. Meyer
 Address417 W. Madison St.
 Tel.: 551Independent
 Pres., Gen. Mgr., Ch. Eng.Carl H. Meyer
 Comm. Mgr.D. M. Meyer
 Sta. Mgr., Prog. Dir.Robert Meyer

WPRS—Paris—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated ByParis Bcstg. Corp.
 AddressBox 262
 Tel.: 5-0153Independent
 Pres., Gen. Mgr.Adlai C. Ferguson, Jr.
 Commercial Mgr.James D. Savoye
 Prog. Dir.John Powell
 Publicity Dir.Gene Tyler
 Chief EngineerHarry Hubbert

WSIV—Pekin—1946

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated ByPekin Bcstg. Co., Inc.
 Business-Studio AddressArcade Bldg.
 Tel.: 6-2134Independent
 RepresentativeSears & Ayer
 Pres., Gen. Mgr.W. Kenneth Patterson
 Sta. Mgr., Pub. Dir.George C. Udry
 Comm., Sales Prom. Mgr.William Hill
 Program DirectorRoland Struhbar
 Chief EngineerLowell Lovely

WEEK—Peoria—1946

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated ByWest Central Bcstg. Co.
 Bus. Add.2907 Springfield Rd.
 Tel.: 9-3981NBC
 RepresentativeHeadley-Reed
 PresidentRobert S. Kerr
 V.P., Gen. Mgr.Fred C. Mueller
 Commercial ManagerColeman Scott
 Program DirectorBill Dorn
 Pub. Dir.Albert Knapp
 Ch. Eng.Wayne Lovely

WIRL—Peoria—1948

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. ByFrudeger Bcstg. Co.
 Bus.-Studio Address121 N.E. Jefferson Ave.
 Tel.: 4-9239Independent
 RepresentativeH.R.
 PresidentRobert W. Frudeger
 General Mgr.Howard H. Frederick
 Program DirectorRobyn Weaver
 Chief EngineerRay Schneider

WMBD—Peoria—1927

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Oper. ByWMBD, Inc.
 Address212 S.W. Jefferson Ave.
 Tel.: 6-0711CBS
 Reps.Peters, Griffin, Woodward, Inc.
 Pres.Charles C. Caley

Vice Pres.....Robert O. Runnerstrun
 Station Mgr.....Hal Sunberg
 Program Dir.....Bill Mayer
 Publicity Dir.....R. James Bateman
 Chief Engineer.....George Pyle

WPEO—Peoria—1946

Frequency: 1020 Kc...Power: 1000 Watts d.
 Owned-Oper. By.....Radio One Corp.
 Address.....614-A Main St.
 Tel: 4-9249.....Independent
 Representative.....Bolling
 Gen. Mgr.....K. R. Greenwood
 Commercial Manager.....Guy Fowler
 Sales Promotion Manager.....Ken Baugh
 Program Director.....Harry Harrison
 Chief Engineer.....Jerald Devore

WBBA—Pittsfield—1954

Frequency: 1580 Kc...Power: 250 Watts d.
 Owned.....Pike Broadcasting Co.
 Address.....Pittsfield
 Tel: 650.....Independent
 Representative.....Continental Radio Sales
 President.....G. B. Meyer
 Sta. Mgr., Chief Eng.....Frank Luepke

WGEM—Quincy—1947

Frequency: 1440 Kc...Power: 1000 Watts d.
 Owned-Operated By.....Quincy Bcstg. Co.
 Business-Studio Address.....Hotel Quincy
 Tel: BA 2-6840.....ABC
 Newspaper Affiliation...Quincy Herald Whig
 Representative.....Young Reps., Inc.
 President.....T. C. Oakley
 General Manager.....Joe Bonansinga
 Comm. Mgr.....J. Ben Stewart
 Prog. Dir.....Fred Colgan
 Pub. Dir.....Hal Heidbreder
 Chief Engineer.....Frank E. Laughlin

WTAD—Quincy—1927

Freq: 930 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Lee Bcstg., Inc.
 Address.....510 Maine St.
 Tel: BA 2-6200.....CBS
 Newspaper Affiliation...Hannibal Courier Post
 Representative.....Weed & Co.
 President.....Lee P. Loomis
 Gen., Nat'l Sales Mgr....Walter J. Rothschild
 Asst. Natl. Sls., Comm. Mgr..Wayne W. Cribb
 Sales Prom. Mgr., Pub Dir.....Dick Moore
 Program Director.....Robert Eickmeyer
 Chief Engineer.....J. E. Gray

WTAY—Robinson—1956

Frequency: 1570 Kc...Power: 250 Watts d.
 Owned-Oper. By.....Ann Broadcasting Corp.
 Business Address.....P.O. Box 266
 Tel: 1373.....KBS
 Representative.....Hil F. Best
 Pres., Gen. Mgr.....Kathryn A. Duncan
 Comm., Sales Prom. Mgr....James L. Foster
 Program Director.....Thelma Dorsey
 Publicity Director.....Jack Weber
 Chief Engineer.....Danny Doss

WROK—Rockford—1929

Freq: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
 Owned-Operated By...Winnebago News. Inc.
 Bus.-Studio Address...Rockford News Tower
 Tel: 2-6621.....ABC
 Representative.....H-R
 President.....E. K. Todd
 Gen., Sta. Mgr.....John J. Dixon
 Commercial Manager.....David Salisbury
 Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Chief Engineer.....Maurice H. Nelson

WRRR—Rockford—1953

Frequency: 1330 Kc...Power: 1000 Watts
 Owned-Operated by...Radio Rockford, Inc.
 Address.....113 S. Court St.
 Tel: 8-1869.....Independent
 Representative.....Radio-TV Reps
 President.....Burrell L. Small
 General Manager.....William R. Walker
 Comm. Sls. Prom. Mgr.....Don Hoover
 Program Director.....H. Irving Tingley
 Publicity Director.....William Kelsey
 Chief Engineer.....George Reynolds

WHBF—Rock Island—1925

Frequency: 1270 Kc...Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address.....231 18th St.
 Tel: RI 6-5441.....CBS
 Newspaper Affiliation...Rock Island Argus
 Representative.....Hyeit, Avery-Knodel
 President.....Ben H. Potter
 V.P., Gen., Sta. Mgr.....Leslie C. Johnson
 Asst. Mgr., Dir. Sales.....Maurice Corken
 Merchandising Mgr.....Heber Darton
 Program Dir.....Frank S. Hicks
 Publicity Dir.....Fern Hawks
 Chief Engineer.....Robert J. Sinnett

WJBD—Salem—1956

Frequency: 1350 Kc...Power: 500 Watts, d.
 Owned.....Salem Bcstg. Co.
 Address.....121 S. Walnut St.
 Tel: 2000.....Independent
 Representative.....Grant Webb
 Gen., Sales Mgr.....Bryan Davidson
 Prog. Dir.....Coley Cowan
 Chief Engineer.....Bryan Davidson

WHCO—Sparta—1955

Frequency: 1230 Kc...Power 250 W.
 Owned.....Hirsch Communication Eng. Corp.
 Address...324 Broadway, Cape Girardeau, Mo.
 Tel: SP 333.....Independent
 President.....Robert O. Hirsch
 General Manager.....James F. Collins
 Station Sls. Prom. Manager..Buford L. Mabrey

WCVS—Springfield—1926

Frequency: 1450 Kc...Power: 250 Watts
 Owned-Operated By...WPFA Radio, Inc.
 Business-Studio Address.....P. O. Box 1088
 Tel: 4-9855.....Independent

President.....J. William O'Connor
 Station Manager.....Al Evans
 General Manager.....Ed Smith
 Commercial Manager.....Ken Spengler
 Sales Promotion Mgr.....Bob Tefentiller
 Program Director.....Jim McKinney
 Publicity Director.....Carol Dewing

Owned-Oper. By.....Streator Bcstg. Co.
 Address.....Box 377
 Tel.: 2-2947.....Independent
 Representative.....John E. Pearson
 General Manager.....Vernon R. Nunn
 Comm. Mgr.....Jack Hallstrom
 Program Director.....Kes Pollock
 Chief Engineer.....Verne Buland

WMAY—Springfield—1950

Freq.: 970 Kc..Power: 1 Kw. d.; 500 W. n.
 Owned-Oper. By.....Lincoln Bcstg. Corp.
 Address.....711 Myers Bldg.
 Tel.: 4-1766.....NBC
 Representative.....John E. Pearson
 Pres., Gen., Sta., Comm. Mgr. Gordon Sherman
 Prom., Pub. Dir.....Joan Meisner
 Program Director.....Syl Binklin
 Chief Engineer.....Melvin Feldman

WTIM—Taylorville—1949

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Moyer Bcstg. Co.
 Address.....Radio Rd.
 Tel.: DE 6-7900.....Independent
 Representative.....Continental
 President.....Roger Moyer
 General Manager.....James C. Hilderbrand

WTAX—Springfield—1930

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Business Address.....712 S. 31st St.
 Tel.: 2-4441.....CBS
 Representative.....Weed
 Pres., Gen. Mgr.....Oliver J. Keller
 Commercial Manager.....O. J. Keller, Jr.
 Sales Promotion Manager.....W. J. Simon
 Program Director.....John W. Midgley
 Publicity Dir.....Bill Miller
 Chief Engineer.....E. C. Swaringen

WKRS—Waukegan—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....News-Sun Bcstg. Co.
 Business Address.....P. O. Box 500
 Tel.: Delta 6-7900.....Independent
 Representative.....Devney
 Gen., Comm. Mgr.....Alfred F. Sorenson
 Chief Engineer.....Stanley G. Chadwick

WFRX—West Frankfort—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned.....Pyramid Radio Bcstg. & TV Corp.
 Address.....1300 S. Logan
 Tel.: 3-5321.....KBS
 Representative.....Hal Holman
 President.....Dr. Guy W. Lambert
 Gen. Mgr.....Walter C. Schafer

WSDR—Sterling—1949

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....Blackhawk Bdcstg. Co.
 Address.....Lawrence Bldg.
 Tel.: MA 3400.....Independent
 Pres., Gen. Mgr.....Sam Bartlett
 Comm. Mgr.....Lillian Bartlett
 Asst. Sta. Mgr.....John Rowwer
 Chief Engineer.....Ed Fisher

WCBD—Zion—1947

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Michael J. Mintern
 Business Address.....2700 Enoch Ave.
 Managing Director.....Michael J. Mintern
 Commercial Manager.....Carl Q. Lee

WIZZ—Sreator—1953

Frequency: 1250 Kw.....Power: 500 Watts d.

Pop.: 4,639,000
 Families: 1,475,000
 Radio Homes: 1,421,000

Indiana

Stations in State: 61
 TV Homes: 1,315,000
 TV Stations: 18

WCBC—Anderson—1946

Frequency: 1470 Kc.Power: 1000 Watts d.
 Owned-Operated By.....Civic Bdcstg Corp.
 Address.....Box 350
 Tel.: 3-5321.....KBS
 Station Rep.....Hil Best
 President.....Paul E. Billheimer
 General Manager.....Gordon Beck
 Sales Manager.....Raymond Pettis

Tel.: 7791.....CBS
 Representative.....Walker
 President.....C. Bruce McConnell
 General Manager.....John R. Atkinson
 Chief Engr.....W. J. Hecht

WBIW—Bedford—1948

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By.....Bedford Bcstg. Co.
 Address.....P. O. Box 127
 Tel.: BRowning 5-7555.....Independent
 Representative.....McGillvra
 Co-owners.....A. I. & J. H. McGillvra
 Chief Engineer.....Carl J. Finger

WHBU—Anderson—1923

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Anderson Bcstg. Corp.
 Business-Studio.....640 Citizens Bank Bldg.

WTTS—Bloomington—1949

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.
 Owned-Oper. By. Sarkes Tarzian, Inc.
 Business-Studio Address. 535 S. Walnut St.
 Tel.: 2-3366 ABC
 Representative Meeker
 Membership NAB
 President Sarkes Tarzian
 Gen. Mgr., Prog. Dir. Glenn Van Horn
 Sales Mgr. Ray Bartlett

WBNL—Boonville—1950

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By. Boonville Bcstg. Co.
 Address Lynnville Road
 Tel.: 980 KBS
 Pres., Chief Eng. H. C. Sanders
 Gen., Program Dir. Norman Hall
 Comm., Sales Prom. Mgr. David B. Gentry
 Publicity Dir. Olus Justus

WCSI—Columbus—1950

Frequency: 1010Kc. Power: 500 Watts d.
 Owned-Oper. By. White River Bcstg.
 Address Box 469
 Tel.: DRexel 6-7411 Independent
 Representative Clark
 President R. L. Heminger
 Gen. Mgr. Jack E. Douglas
 Commercial Mgr. J. F. Kauper
 Program Dir. Bob Edwards
 Chief Engineer Max Cockley

WCNB—Connersville—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By. News Examiner Co.
 Business-Studio Address. 406 Central Ave.
 Tel.: 1950 Independent
 Newspaper Affil. News Examiner
 Representative Gill-Perna
 Secretary G. S. Tatman
 Gen., Comm. Mgr. E. M. Jackson

WCMR—Elkhart—1956

Frequency: 1270 Kc. Power: 5 Kw. d.
 Owned WCMR
 Business Address. Box 261
 Tel.: 3-4567 KBS
 Representative Hill F. Best
 President Clarence C. Moore
 Gen., Sta. Mgr. Paul R. Deck
 Comm., Sales Prom. Mgr. Don Freed
 Publicity Director. C. C. Moore
 Chief Engineer Kent Ragsdale

WTRC—Elkhart—1931

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Truth Radio Corp.
 Business-Studio Address. Box 636
 Tel.: 3-1960 NBC
 Newspaper Affiliatio.n. Elkhart Truth
 Representative H.R. Reps
 President John F. Dille, Jr.
 Gen. Mgr. Paul C. Brines
 Commercial Mgr. Gerard Maloney
 Asst. Mgr. Edwin J. Lasko

Prog. Dir. Edwin Huot
 Sales Prom., Publicity Dir. Ken Owens
 Chief Engineer. Lester Zellmer

WEOA—Evansville—1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned WEHT, Inc.
 Business-Studio Address. Box 395
 Tel.: HA 4-9215 CBS
 Representative Gill-Perna
 President Edwin G. Richter, Jr.
 General Manager. William R. Hight
 Prog. Dir. Peter Dooley
 Publicity Director Priscilla Finberg
 Chief Engineer. William Schultz

WGBF—Evansville—1923

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By. On The Air, Inc.
 Business-Studio Address. 1001 Diamond Ave.
 Tel.: HA 2-1171 NBC
 Representative Weed & Co.
 President Henry B. Walker
 Ex. V.P., Gen., Sta. Mgr. Martin L. Leich
 Program Director. Mrs. Pat Roper
 Publicity Dir. Gene Crawford
 Chief Engineer Erwin P. Schoeny

WIKY—Evansville—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By. South Central Bcstg. Corp.
 Address. Box 148
 Tel.: 4-8284 Independent
 Representative John E. Pearson Co.
 Pres., Gen.-Sta. Mgr. John A. Engelbrecht
 Chief Engineer George F. Stoltz

WJPS—Evansville—1948

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By. WJPS, Inc.
 Business-Studio Address. 206 Main St.
 Tel.: HARRison 4-6946 ABC
 Representative Bolling
 President Robert S. Davis
 Gen., Sta. Mgr. Verne Paule
 Sales Manager. R. L. Byers
 Prom. Mgr., Prog. Dir. Charles H. Caldwell
 Chief Engineer James Jared

WANE—Ft. Wayne—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned Indiana Broadcasting Corp.
 Address. 2915 W. State Blvd.
 Tel.: ANThony 9411 CBS
 Representative Petry
 President C. Wrede Petersmeyer
 Station Mgr. Reid G. Chupman
 Program Dir. James Holston
 Chief Engineer. C. E. Wallace
 Owners of: WISH, Indianapolis.

WGL—Ft. Wayne—1924

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. News-Sentinel Bcstg. Co., Inc.
 Bus.-Studio Address. 201½ W. Jefferson St.

Tel.: EA 3366.....ABC
 Newspaper Affiliation.....News-Sentinel
 Representative.....Headley-Reed
 President.....Helene R. Foellinger
 Gen., Sta., Comm. Mgr.....Merrill C. Johnson
 Sales Prom. Mgr., Pub. Dir.....Patricia McDowell
 Program Director.....William Hausman
 Chief Engineer.....Damon Wilson

WKJG—Ft. Wayne—1947

Frequency: 1380 Kc.....Power: 5000 Watts
 Owner.....WKJG, Inc.
 Business-Studio Add.....220 E. Jefferson St.
 Tel.: Anthony 2295.....NBC
 Representative.....H.R.
 President.....John F. Dille, Jr.
 Gen. Sta. Mgr.....Edward G. Thoms
 Commercial Manager.....Carleton Evans
 Program Dir.....Calo Mahlock
 Sales Prom. Mgr.....Wilson Schroeder
 Chief Eng.....Eugene A. Chase

WOWO—Ft. Wayne—1925

Frequency: 1190 Kc.....Power: 50 Kw.
 Owner...Westinghouse Broadcasting Co., Inc.
 Bus. Studio Address...124 W. Washington St.
 Tel.: AN 9436.....Independent
 Sta. Rep.....Peters, Griffin, Woodward
 After July 1.....AM Radio Sales
 President.....Donald H. McGannon
 Gen., Sta. Mgr.....Carl W. Vandagriff
 Commercial Manager.....Tom Longsworth
 Sales Prom. Mgr.....Paul Lindsay
 Program Dir.....Cal Bollwinkel
 Publicity Dir.....Hilda C. Woehrmeyer
 Chief Engineer.....Hal Brokaw
 Owners of: WBZ-WBZA, Boston-Springfield,
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;
 KEX, Portland, Ore.; WIND, Chicago, Ill.

WILO—Frankfort—1953

Frequency: 1570 Kc.....Power: 250 Watts
 Owned.....Lake Erie Radio & TV Corp.
 Address.....52½ E. Washington St.
 Tel.: 3338.....Independent
 Station Rep.....Hil Best
 President.....Theodore M. Nelson
 Gen. Mgr.....Howard G. Percy
 Commercial Manager.....Phil Wise
 Program Director.....James Cronkright
 Chief Engineer.....David Bodley

WGRY—Gary—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WGRY, Inc.
 Address.....3669 B'way
 Station Rep.....Grant Webb
 President.....George Whitney
 Mgr.....Todd Branson

WWCA—Gary—1949

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By...Lake Bdcstg Co., Inc.
 Address.....Hotel Gary
 Tel.: TU 6-9171.....Independent
 Station Rep.....John E. Pearson Co.

Pres., Gen., Mgr.....Dee O. Coe
 Sta. Mgr.....Joseph A. Haas
 Sales Prom. Mgr.....Thomas B. March
 Program Director.....Gerry Grainger
 Chief Engineer.....Victor Voss

WKAM—Goshen—1954

Frequency: 1460 Kc....Power: 1000 Watts, d.
 Owned-Operated By...Kosclusko Bcstg. Corp.
 Address.....Hotel Goshen
 Tel.: 3-2219.....Independent
 Representative.....Rambeau
 President.....William N. Udell
 General Mgr.....C. J. Pajakowski
 Program Dir.....Robert Harris
 Chief Engineer.....Henry Weaver

WJOB—Hammond—1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....South Shore Bcstg. Corp.
 Address.....6405 Olcott
 Tel.: TI 4-1230.....Independent
 Representative.....Rambeau
 Pres., Gen. Mgr.....R. C. Adair
 Station Manager.....Len Ellis
 Sales Promotion Mgr.....Bill Murphy
 Program Director.....Jerry Mitchell
 Publicity Director.....Hugh Pieron
 Chief Engineer.....Carl Hayworth

WHLT—Huntington—1957

Frequency: 1300 Kc.....Power: 500 Watts
 Owned-Operated By...Radio Huntington, Inc.
 Business Address.....Hotel LaFontaine
 Tel.: 3404.....Independent
 Pres., Gen. Mgr.....William J. Warren
 Chief Engineer.....Charles Yelverton

WFBM—Indianapolis—1926

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned By.....Time, Inc.
 Address.....1330 N. Meridian St.
 Tel.: ME1rose 4-8521.....ABC
 Representative.....Katz
 President.....W. C. Pullen, Jr.
 V.P., Gen. Mgr.....Eldon Campbell
 Nat. Sales Mgr.....Hugh L. Kirby
 Comm. Mgr.....Frank Small
 Prom. Mgr.....John F. Hurlbut
 Program Dir.....Robert Yeager
 Asst. Promotion Manager...Keith C. Strange
 Chief Engineer.....Kelly Robbins

WGEE—Indianapolis—1956

Frequency: 1590 Kc.....Power: 5 Kw. d.
 Owned.....Rollins Bcstg. Co.
 Address.....4800 E. Raymond St.
 Tel.: FL 9-5591.....Independent
 Representative.....Rollins, Grant
 President.....O. Wayne Rollins
 Gen., Comm. Mgr.....Arnold C. Johnson
 Chief Engineer.....Edgar Bouchard

WIBC—Indianapolis—1938

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
 Owned-Operated By.....WIBC, Inc.

INDIANA

Business-Studio Address.....2835 N. Illinois
Tel.: WA 4-2661.....Independent
Representative.....John Blair
President, Gen. Mgr.....Richard M. Fairbanks
V.P., Commercial Manager.....Gilbert I. Berry
Promotion Director.....Robert W. Bidlack
Prog. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE—Indianapolis—1924

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Tel.: ME 5-1541.....NBC
Representative.....Peters, Griffin & Woodward
President.....Eugene C. Pulliam
Gen., Sta. Mgr.....William C. Worcester
Comm. Manager.....Daniel C. Park
Sales Prom., Pub. Dir.....Richard Clester
Prog. Dir.....Donald Bruce
Chief Eng.....Eugene E. Alden

WISH—Indianapolis—1941

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Indiana Bcstg. Corp.
Business-Studio Address...1440 N. Meridian St.
Tel.: ME 4-6411.....CBS
Representative.....Petty
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....Robert B. McConnell
Comm. Manager.....Robert Ohleyer
Sales Prom. Mgr., Pub. Dir.....Ray Reisinger
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.
Owners of: WANE, Fort Wayne, Ind.

WXLW—Indianapolis—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
Tel.: WA 5-6494.....Independent
Representative.....John Pearson Co.
President.....Lyman S. Ayres
General Manager.....Robert D Enoch
Assistant Manager.....Eugene W. Strack
Program Director.....Greg Smith
Chief Engineer.....Bert Goetzinger

WITZ—Jasper—1948

Frequency: 990 Kc.Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Tel.: 678.....KBS
President.....Dr. Gilbert E. Metzger
General Manager.....Dennis J. Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Don Bohnert
Program Director.....John Williamson
Publicity Director.....Pat Pinnick
Chief Engineer.....Peter Russo

WAWK—Kendallville—1955

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Noble DeKalb Bcstg. Co.
Address.....Box 47
Tel.: 764.....Independent

V.P., General Manager.....Paul L. King
Commercial Manager.....Weldon Cornell
Program Director.....Fred Manahan
Chief Engineer.....John Riddle

WIOU—Kokomo—1949

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....Booth Broadcasting
Business Address.....210½ North Main St.
Tel.: GL 7-1194.....CBS
Representative.....Weed
President.....John L. Booth
Gen. Sta. Mgr.....John Carl Jeffrey
Commercial Manager.....Richard Schuler
Prog. Dir.....Hugo J. DiSalvo
Pub. Dir.....Dorothy Overton
Chief Engineer.....Elvin Cunningham

WASK—Lafayette—1942

Frequency: 1450 Kc.....Power: 250 watts
Owned.....Lafayette Bcstg., Inc.
Business-Studio Address.....McCarty Lane
Tel.: 27306.....MBS
Representative.....Wm. G. Rambeau
President.....E. Joseph Bannon
General Manager.....Henry Rentsenthal
Comm. Mgr.....Dick Pittenger
Program Dir.....Sid Knight
Chief Engineer.....Richard Cochran

WLOI—La Porte—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.

Ap News
Is Preferred

... by Sponsors — because it
insures a day-to-day association
with quality.

Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

Address..... P. O. Box 385
 Tel.: 4144.....Independent
 Sta. Rep.....Pearson
 President.....Dee O. Coe
 Gen. Mgr.....Robert L. Harris
 Sales Prom. Mgr.....Thomas B. March
 Chief Engineer.....Victor Voss

WBTO—Linton—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
 Owned-Oper. By.....The Linton Bcstg. Co.
 Business Address.....Highway 54 W., Box 231
 Tel.: 63.....KBS
 President.....H. C. Sanders
 General Manager.....H. D. Boardman

WSAL—Logansport—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Logansport Bcstg. Corp.
 Address.....P. O. Box 399
 Tel.: 3111.....MBS
 President.....Glenn L. Miller
 Gen., Sta. Mgr.....Richard E. Jackson
 Comm. Mgr.....Joe Wiler
 Sales Prom., Pub. Dir.....Carol Zimmerman
 Program Director.....Gene A. Waters
 Chief Engineer.....Raymond A. Olson

WORX—Madison—1953

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WORX
 Address.....Telegraph Hill
 Tel.: 1270.....KBS
 Representative.....Hil F. Best Co.
 Pres., Chief Eng.....C. E. Henson
 General Manager.....Dick Witty
 Comm. Mgr.....Lloyd L. Walker

WBAT—Marion—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Marion Radio Corp.
 Business-Studio Address.....303½ S. Adams St.
 Tel.: 5500.....CBS
 Representative.....Everett-McKinney
 President.....Lester G. Spencer
 V. P., Gen. Mgr.....William Fowler
 Comm. Mgr.....A. G. Von Dielingen

WMRI—Marion—1955

Frequency: 860 Kc.....Power: 250 Watts
 Owned By.....WMRI, Inc.
 Business Address.....610 S. Adams St.
 Tel.: 5705.....Independent
 Newspaper Affil.....Chronicle Leader-Tribune
 Representative.....Sears & Ayer
 President.....Gardner Thomas
 Gen. Mgr.....Robert Fincannon
 Comm. Sales Prom. Mgr.....Robert Wright
 Program Director.....James Landry, Jr.
 Publicity Director.....Don Tillman
 Chief Engineer.....Robert Shively

WIMS—Michigan City—1947

Freq.: 1420 Kc.....Power: 1 Kw. d.; 500 Wts. n.
 Owned.....Northern Indiana Bcsters., Inc.
 Business-Studio Address.....Old Chicago Road

Tel.: TR 4-5245.....Independent
 Representative.....Rambeau, Vance, Hopple
 Pres., Gen. Mgr.....William N. Udell
 Comm. Mgrs.....Al Hlaus-S. C. McDonnell
 Program Dir.....Robert E. Pfister
 Sale Prom. Mgr.....Howard Heckner
 Publicity Dir.....Sam Scarfoss
 Chief Engineer.....Robert E. Schilling

WPCO—Mount Vernon—1955

Frequency: 1590 Kc.....Power: 500 Watts d.
 Owned.....Mt. Vernon Broadcasting Co.
 Address.....Box 231
 Tel.: PO 3-4484.....KBS
 Pres., Gen. Mgr.....H. C. Sanders
 Sta., Comm. Mgr.....F. Courtney Smith
 Chief Engineer.....Ervin White

WLBC—Muncie—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri City Radio Corp.
 Business Address.....Box 271
 Tel.: AT 8-4403.....CBS
 Representative.....Hal Holman
 Pres., Gen. Sta. Mgr.....D. A. Burton
 Commercial, Prom. Mgr.....Bill Craig
 Program Director.....Lee Allerton
 Chief Engineer.....Pat Finnegan

WLRP—New Albany—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Ohio Valley Bcstg., Inc.
 Business Address.....1570 Clifton Ave., Box 526

W

**MADISON,
INDIANA**

O

**Your
Prescription
For
Sure-Fire
Sales**

Rx

Tel.: WH 4-2235.....Independent
 Station Rep.....Hil F. Best Co.
 Pres., Gen., Sta. Mgr.....Roy L. Hickox
 Comm., Sales Prom. Mgr.....Ronald Watson
 Program Director.....Jerry Fordyce
 Publicity Dir.....Bill Gillum
 Chief Engineer.....Robert Metzler

WOCH—North Vernon—1955

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Oper. By.....Dorrell Ochs
 Address.....P. O. Box 46
 Tel.: FI 9-8421.....Independent
 President, Gen. Mgr.....Dorrell Ochs
 Sta. Mgr.....Arno Walker
 Comm. Mgr.....Marguerite Ochs
 Program Dir.....Eddie Sears
 Publicity Director.....Tom Porter
 Chief Engineer.....Edwin Healy

WARU—Peru—1954

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By..Wabash-Peru Bcstg Co., Inc.
 Address.....Hwy. 24
 Representative.....McGillvra
 President, Gen. Mgr.....Dr. Wendell Hansen
 Station Manager.....Howard Roby
 Chief Engineer.....Bob Bassett

WPGW—Portland—1950

Frequency: 1440 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Glenn West
 Address.....Box 608
 Tel.: 1094.....KBS
 Owner, Gen. Mgr.....Glenn West

WRAY—Princeton—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Princeton Bcstg. Co.
 Address.....Box 8
 Tel.: FU 5-4861.....Independent
 Representative.....Devney
 Gen., Sta. Mgr.....M. R. Lankford
 Commercial Mgr.....D. T. Critchfield
 Program Director.....Stuart Lankford
 Chief Engineer.....John S. Sanders

WKBV—Richmond—1926

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Central Bcstg. Corp.
 Address.....W. Main St.
 Tel.: 3-1156.....ABN
 Representative.....Robert Meeker
 Pres., Gen., Sta. Mgr.....Lester G. Spencer
 Comm., Sls.....Roland L. Nusbaum
 Sales Prom. Mgr.....C. E. Stevens
 Publicity Director.....W. Woehrmann
 Program Director.....Marie Robbins
 Chief Engineer.....L. J. Duning

WSLM—Salem—1953

Frequency: 1220 Kw.....Power: 1000 Watts d.
 Owned-Oper. By.....Don H. Martin
 Address.....Radio Ridge
 Tel.: 700.....KBS
 Representative.....Hil F. Best

Pres., Gen. Mgr.....Don H. Martin
 Commercial Mgr.....Margaret Martin
 Sales Promotion Mgr.....Boyd Smedley
 Program Director.....Margaret Martin
 Chief Engineer.....Darrell Dixon

WJCD—Seymour—1949

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Dr. Azra C. Baker
 Address.....1534 Ewing St.
 Tel.: Jackson 2-1390.....Independent
 Representative.....Kentucky Sales
 Station Mgr.....Bob Shippee
 Program Dir.....Fred Osborne
 Chief Engineer.....Arthur T. Kindell

WJVA—South Bend—1947

Frequency: 1580 Kc.....Power: 1000 Watts, d.
 Owned By.....Booth Broadcasting Co.
 Address.....Box 179
 Tel.: CE 4-1111.....MBS
 Representative.....Rambeau, Vance, Hopple
 President.....John L. Booth
 Managing Dir.....M. G. Creel
 Commercial Mgr.....Charles Sharpless
 Program Dir.....Al Waters
 Publicity, Sales Prom. Mgr.....Jack Picton
 Chief Engineer.....Louis Ellis

WNDU—South Bend—1944

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..Michiana Telecasting Corp.
 Address.....Box 989
 Tel.: CE 3-7111.....ABC
 Representative.....Edward Petry
 Pres.....Rev. Theodore M. Hesburgh
 Gen. Manager.....Bernard C. Barth
 Station Manager.....W. T. Hamilton
 Commercial Manager.....Daniel Martin
 Program Director.....Wm. Eiherton
 Sales Prom. Mgr.....Evelyn Manuszak
 Chief Engineer.....Bazil O'Hagan

WSBT—South Bend—1921

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Bus-Studio Address...300 W. Jefferson Blvd.
 Tel.: CE 3-3141.....CBS
 Newspaper Affiliation...South Bend Tribune
 Representative.....Paul H. Raymer
 President.....Franklin D. Schurz
 General Manager.....Neal B. Welch
 Commercial Manager.....Will R. Darch
 Promotion Manager.....James Halpin
 Program Dir.....Robert Drain
 Chief Engineer.....Arthur R. O'Neil

WTCJ—Tell City—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....James R. Brewer
 Address.....Tell City
 Tel.: 740.....KBS
 Owner, Manager.....James R. Brewer

WBOW—Terre Haute—1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio WBOW, Inc.

Business-Studio Address.....303 S. 6th St.
Tel.: CR 5034.....NBC
Representative.....Wood
President.....J. W. O'Conner
Station Manager.....Ralph Hargue
Commercial Manager.....Karl Walwik
Program Director.....Bill Roberts
Chief Engineer.....Howard Stewart

WMFT—Terre Haute—1958

Frequency: 1300 Kc.....**Power:** 500 Watts d.
Owned.....Citizens Bcstg. Co., Inc.
Business Address.....641 Ohio St.; Box 894
Tel.: C-9618.....Independent
Representative.....Burn-Smith
Pres., Gen. Mgr......Archie S. Mobley, Sr.
Comm., Sales Prom. Mgr......Sigel A. Roush
Program Director.....Pauline A. Mobley
Publicity Director.....Mrs. Wilma Sapp
Chief Engineer.....Don H. Causey

WTHI—Terre Haute—1947

Frequency: 1480 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
Tel.: CR 9481.....CBS
Representative.....Bolling
President.....Anton Hulman, Jr.
Gen. Mgr......Joseph M. Higgins
Sales Prom. Mgr......Charles Cogan
Program Director.....Ben Falber, Jr.
Chief Engineer.....Russ Arnold

WAOV—Vincennes—1940

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By.....Vincennes Sun Co.

Business Address.....Grand Hotel
Tel.: 787-788.....MBS
Newspaper Affil......Sun Commercial
Representative.....Peters, Griffin & Woodward
President.....Eugene C. Pullam
Gen. Mgr......Howard N. Greenlee
Station Mgr......A. H. Edmondson, Sr.
Comm., Prom. Mgr......William Litherland
Program Director.....Robert Duckworth
Publicity Dir......William Arthur
Chief Engineer.....Ralph Baldwin

WRSW—Warsaw—1952

Frequency: 1480 Kc.....**Power:** 500 Watts
Owned-Oper. By.....Reub Williams & Sons, Inc.
Address.....Times Building
Newspaper Affil......Times-Union
President.....R. B. Williams
General Manager.....C. R. Williams
Station Manager.....William Mollenhour
Commercial Manager.....Jack Essenberg
Sales Prom., Pub. Mgr......William Long
Program Director.....Marie Snyder

WAMW—Washington—1955

Frequency: 1580 Kc.....**Power:** 250 W., d.
Owned-Operated By.....Washington Radio, Inc.
Address.....615 S.E. 11th St.
Tel.: 1810.....KBS
Newspaper Affil......Wash. Herald
Representative.....Hil F. Best
President.....Mrs. H. B. Bausman
General Manager.....Joe Edwards
Commercial Manager.....Joe Floerke
Prog. Dir......Gene Cabel
Chief Engineer.....Joe Fox

Pop.: 2,875,000
Families: 884,000
Radio Homes: 876,000

Iowa

Stations in State: 65
TV Homes: 776,000
TV Stations: 12

KLGA—Algona—1956

Frequency: 1600 Kc.....**Power:** 5 Kw. d.
Owned.....Kossuth County Bcstg.
Address.....Box 47
Tel.: CY 4-2475.....KBS
Representative.....Walker-Rawalt
President.....Frederick Epstein
Gen. Mgr., Ch. Engr......James J. Wychor
Prog. Dir......Elaine Hutchins

KASI—Ames—1948

Frequency: 1430 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Story County Bcstg. Co.
Business-Studio Address.....328½ Main St.
Tel.: CE 2-3152.....KBS
Representative.....Hopewell
Pres., Gen. Mgr......William Evans
Program Dir......Carol Farmer
Chief Engineer.....Bruce Thatcher

KJAN—Atlantic—1950

Frequency: 1220 Kc.....**Power:** 250 Watts d.

Owned-Operated By.....Nishna Valley Bcstg. Co.
Address.....North Olive
Tel.: 1717.....KBS
Pres., Comm. Mgr......E. G. Faust
Co-Mgrs......F. G. Miller-H. A. Preston
Program, Publicity Dir......Robert Einhaus
Chief Engineer.....Arnold E. Wilson

KWBG—Boone—1950

Freq.: 1590 Kc.....**Power:** 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....P. O. Box 36
Tel.: 1590.....KBS
Newspaper Affil......News-Republican
President.....Mary G. Garvey
General Manager.....H. A. Garvey
Program Director.....Tom Quinlan
Comm., Sales Prom. Mgr......Richard G. Canier
Chief Engineer.....John W. Stribling

KBUR—Burlington—1941

Frequency: 1490.....**Power:** 250 Watts
Owned-Operated By.....Burlington Bcstg. Co.

Business-Studio Address.....Roosevelt Ave.
Tel.: PL 2-2701.....ABC
Representative.....Rambeau
Pres., Gen. Mgr......G. B. McDermott
Station Manager.....David H. Steinel
Commercial Manager.....Willis Schwartz
Sales Prom., Pub. Dir......Ken Buehl
Program Director.....Richard Mosena
Chief Engineer.....Cletus Paull

KCIM—Carroll—1950

Frequency: 1380 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....Radio Park
Tel.: 4321.....Independent
Representative.....Pearson
General Manager.....Leo R. Mayr
Commercial Manager.....Lee Sandberg
Program Director.....Neil Trobak
Chief Engineer.....Don Stanzky

KCRG—Cedar Rapids—1947

Frequency: 1600 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Address.....104 1st St., S.W.
Tel.: EM 4-4194.....MBS
Newspaper Affil......Gazette
Representative.....Everett McKinney
President.....Joseph F. Hladky, Jr.
General Manager.....Redd Gardner
Publicity Director.....Edna A. Herbst
Chief Engineer.....Ira McDaniel

KPIG—Cedar Rapids—1949

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Tel.: EM 3-8265.....Independent
Representative.....Devney
President.....John C. Kelly
Gen., Sta. Mgr......James I. Mitchell
Commercial Manager.....James L. Stramel
Program Director.....Robert Carpenter
Chief Engineer.....Wayne C. Cornils

WMT—Cedar Rapids—1922

Frequency: 600 Kc.....**Power:** 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address.....Paramount Theater Bldg.
Tel.: EM 4-0171.....CBS
Representative.....Katz
President.....William B. Dolph
V.P., General Manager.....William B. Quarton
Manager.....Kenneth L. Hastie
Sales Mgr......Beryl W. Starbuck
Promotion Mgr......Jim Eowermaster
Program Manager.....Dean Landfear
Publicity Director.....Chuck Worcester
Chief Engineer.....George Hixenbaugh

KCOG—Centerville—1949

Frequency: 1400 Kc.....**Power:** 100 Watts
Owned.....Centerville Bcstg. Co.
Address.....1910 S. Main St.
Tel.: 407.....KBS
Newspaper Affil......Daily Iowegian

President.....Robert K. Beck
Gen., Sta. Mgr......Clyde Holbrook
Comm. Mgr., Ch. Eng......W. H. Lemen
Program Director.....Richard Kirg

KCHA—Charles City—1949

Frequency: 1580 Kc.....**Power:** 500 Watts d.
Owned-Oper. By.....Radio Incorporated
Address.....300½ N. Main St.
Tel.: 787.....KBS
Pres., Gen. Mgr......L. J. Bromberg
Commercial Manager.....Robert Brown
Program Director.....Richard Snyder
Publicity Director.....Kay Sullivan
Chief Engineer.....Vern Bromberg

KCHE—Cherokee—1952

Frequency: 1440 Kc.....**Power:** 500 Watts d.
Owned-Operated By.....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Tel.: 51.....KBS
Representative.....Best
Pres., Gen. Mgr......C. Reznikow

KCLN—Clinton—1956

Frequency: 1390 Kc.....**Power:** 1 Kw.
Owned.....Valley TV & Radio, Inc.
Address.....514 S. Second St.
Tel.: CH 3-2174.....Independent
V.P., Mgr......Kenneth M. Parker
Comm. Mgr......Kenneth A. Willis
Prog. Dir......Cres Fluegel

KROS—Clinton—1941

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....Clinton Bcstg Corp.
Address.....246 Fifth Avenue South
Tel.: CH 2-1252.....MBS
Representative.....Pearson
President, General Manager.....B. M. Jacobson
Oper. Dir., Ch. Eng......G. A. Parker

KSWI—Council Bluffs—1947

Frequency: 1560 Kc.....**Power:** 500 Watts d.
Owned-Operated By.....Nonpareil Bcstg. Co.
Address.....120 S. Main
Tel.: Council Bluffs.....KBS
Newspaper Affil......New Nonpareil
Representative.....Arthur Haqq & Assoc.
Gen., Sta. Mgr., Chief Eng......Robert H. O'Brien
Commercial Manager.....C. D. Hoovler
Sales Prom., Pub......Marjorie W. Morris
Program Director.....R. M. Hallgren

KSIB—Creston—1946

Frequency: 1520 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Southwest Iowa Bcstg. Co.
Address.....Radio Center
Tel.: ST 2-2155.....KBS
Representative.....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr......E. M. Horning
Prog., Pub. Dir......J. R. Mills
Chief Engineer.....Wayne Hatchett

KFMA—Davenport—1952

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Doralcar Assoc. Inc.
 Address.....228 N. La Salle, Chicago
 Tel.: FRanklin 2-6220.....Independent
 President.....Howard Dorsey
 Commercial Mgr.....Howard Fischer
 Chief Engineer.....Harold Higby

KSTT—Davenport—1946

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By...Quint Cities Bcstg. Co.
 Address.....310 Harrison St.
 Tel.: 6-2541.....MBS
 Representative.....Walker-Rawalt
 Pres., Gen. Mgr.....Frederick Epstein
 Commercial Manager.....William Parker
 Program Director.....Kenneth Draper
 Publicity Director.....Thomas Elkins
 Chief Engineer.....George Stephenson

WOC—Davenport—1922

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By...Tri-City Bdcstg. Co.
 Address.....805 Brady Street
 Tel.: 3-3661.....NBC
 Representative.....Peters, Griffin, Woodward
 President.....Col. B. J. Palmer
 Station Manager.....Ernest C. Sanders
 Sales Manager.....F. Pax Shaffer
 Sales Prom. Mgr.....Richard Upp
 Program Dir.....Raymond E. Guth
 Chief Eng.....P. Arvidson

KDEC—Decorah—1947

Frequency: 1240 Kc. Power: 250 Watts d.
 Owned-Operated By...Scenic Bcstg. Co.
 Business-Studio Address.....308½ W. Water St.
 Tel.: 1240.....KBS
 Pres., Gen. Mgr.....Verne Koenig
 Commercial Mgr.....Kenneth Bjerke
 Chief Engineer.....Donald Jackson

KDSN—Denison—1956

Frequency: 1580 Kc. Power: 500 Watts
 Owned By.....Denison Bcstg. Co.
 Address.....Box 337
 Tel.: 34.....Independent
 Pres., Gen. Mgr.....Walter F. Morrison
 Prog., Chief Engineer.....Jim A. Peterson

KCBC—Des Moines—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By...Fletcher-Mitchell Corp.
 Address.....Box 1404
 Tel.: CRestwood 7-4483.....ABC
 Representative.....Devney
 President.....James I. Mitchell
 Gen., Sta. Mgr.....Claire E. Grant
 Commercial Manager.....Bob Bunce
 Sales Prom. Mgr.....Don Purdy
 Program Director.....Bob Lutz
 Chief Engineer.....Robt. S. Brown

KIOA—Des Moines—1948

Freq.: 940 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned.....Public Radio Corp.
 Business Address.....5th and Park Sta.
 Tel.: ATLantic 2-9191.....Independent
 Representative.....Weed
 President.....Lester Kamin
 Gen., Sta. Mgr.....James C. Dowell
 Program Director.....Don MacKinnon
 Chief Engineer.....Lyle W. Nolan

KRNT—Des Moines—1935

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By...Cowles Bcstg. Co.
 Business Address.....9th & Pleasant Sts.
 Tel.: CH 3-4141.....CBS
 Newspaper Affiliation.....Register-Tribune
 Station Representative.....Katz
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Business Mgr.....Richard Percival
 Program Director.....Dick Covey

KSO—Des Moines—1921

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By...KSO Inc.
 Address.....1910 Ingersoll Ave.
 Tel.: CH 3-0571.....Independent
 Representative.....John E. Pearson
 President.....Lyman S. Ayres
 General Manager.....Raymond W. Baker
 Chief Engineer.....Samuel Mazza

KWDM—Des Moines—1948

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By...Des Moines Bcstg. Corp.
 Business-Studio Address.....419½ Locust
 Tel.: AT 2-8363.....MBS
 Pres., Comm. Mgr.....George W. Webber
 Gen., Sta. Mgr.....Robert L. Webber
 Program Director.....Edith D. Webber
 Chief Engineer.....Werner Schwarz

WHO—Des Moines—1924

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By...Central Bcsta. Co.
 Address.....1100 Walnut St.
 Tel.: AT 8-6511.....NBC
 Representative.....Peters, Griffin & Woodward
 President.....Col. B. J. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Sales Manager.....Robert H. Harter
 Program Director.....Cecil C. Huntzinger
 Chief Engineer.....Roy W. Pratt

KDTH—Dubuque—1941

Frequency: 1370 Kc. Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address...Eighth Ave. & Bluff St.
 Tel.: 3-7351.....ABC
 Station Representative.....Pearson
 President.....Fred Woodward
 General Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh

IOWA

Program Director.....Robert Gibbon
Chief Engineer.....Donald Abitz

WDBQ—Dubuque—1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WDBQ Bcstg. Co.
Business Address...2763 Pennsylvania Ave.
Tel.: 3-8241.....MBS
Representative.....Devney
President.....Oswald Friend
General Manager.....Philip T. Kelly
Commercial Manager.....Patrick G. Fleming
Program Director.....Terry Dorsey
Chief Engineer.....Donald Heim

KLIL—Estherville—1952

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....KLIL, Inc.
Address.....Box 155
Tel.: EMerson 2-3521.....KBS
Pres., Gen. Mgr.....Jack Turnbull
Commercial Manager.....Lucille Turnbull
Program Director.....Don Gard
Sales Prom. Mgr.....Al Howard
Publicity Director.....George Turner
Chief Engineer.....Wilbur Ralph

KMCD—Fairfield—1958

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By..Bcstg. Engineering Services
Business Address.....Highway 34; Box 394
Tel.: 345.....ABC
Representative.....Rambeau, Vance, Hoppie
President.....G. B. McDermott
Gen., Sta. Mgr.....William W. Hansen
Program Director.....Robert H. Morrison
Publicity Director.....Donald Picken
Chief Engineer.....Cletus S. Paull

KVFD—Ft. Dodge—1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Tel.: 4-0351.....MBS
Representative.....Pearson
President, Gen., Sta., Mgr.....Edward Breen
Comm., Sales Prom. Mgr.....Max E. Landes
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KWMT—Fort Dodge—1956

Frequency: 540 Kc.....Power: 1000 Watts d.
Owned.....American Bcstg. Stations, Inc.
Business Address.....Box 220
Tel.: 7-2651.....Independent
Representative.....Everett-McKinney
President.....William B. Dolph
Gen. Mgr.....Burns Nugent
Program Director.....Don Rose
Chief Engineer.....Earl Larson

KXGI—Ft. Madison—1948

Frequency: 1360 Kc.....Power: 1 Kw. Watts d.
Owned-Oper. By.....C. & R. Gillespie
Business-Studio Address.....Marquette Bldg.
Tel.: 1360.....KBS

Representative.....Devney
General Mgr.....John E. Armel
Prog. Dir.....Jack Lee

KGRN—Grinnell—1957

Frequency: 1410.....Power: 500 Watts d.
Owned.....Grinnell Bcstg. Corp.
Address.....P. O. Box 67
Tel.: BE 6-5444.....KBS
Pres., Gen. Mgr.....Jerrell Henry
Commercial Mgr.....Vic Sayer
Program Dir.....Robert Armstrong

KXIC—Iowa City—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Business Address...108½ E. Washington St.
Tel.: 8-1181.....KBS
Representative.....Pearson
President.....Scott Swisher
General Sta. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broders
Program Director.....Robert Shellady
Chief Engineer.....Elliott Full

KOKX—Keokuk—1947

Freq.: 1310 Kc....Power: 1 Kw. d., 500 w. n.
Owned-Operated By.....Keokuk Bdcstg. Co.
Business Address.....Hotel Iowa Bldg.
Tel.: 3670.....Independent
Representative.....John E. Pearson
President.....H. W. Stadler
General Manager.....Robert W. Erickson
Commercial Manager.....Rudy Thompson
Program Director.....John Husak
Chief Engineer.....Joe Malkin

KLEM—Le Mars—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....George M. De Ruyter
Address.....Box 1410
Tel.: 1410.....KBS
Representative.....W. Donald Roberts
Manager.....George M. DeRuyter
Assistant Manager.....Robert Coddington

KMAQ—Maquoketa—1958

Frequency: 1320 Kc.....Power: 500 Watts
Owned By.....Jackson County Bcstg. Co.
Business Address.....136½ S. Main St.
Tel.: Olive 2-2426.....Independent
Partners...H. & R. Goetz and M. Meythaller
Gen. Comm. Mgr.....Robert K. Brown
Sales Prom. Manager.....Duane Willey
Chief Engineer.....Raymond Shields

KFJB—Marshalltown—1923

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
Tel.: 3361.....Independent
Newspaper Affil.....Times-Republican
Representative.....Pearson
President.....John W. Norris
General Manager.....Paul G. Norris, Jr.

Station Manager.....William P. White
Comm. Mgr.....William C. Doll
Prog., Pub. Dir.....Dale Smith
Chief Engineer.....Herbert Andersor

KGLO—Mason City—1936

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus. Studio Address.....2nd & Pennsylvania
Tel.: GArden 3-2540.....CBS
Representative.....Wood
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Nat. Sales Mgr.....Walter J. Rothschild
Commercial Manager.....Lloyd Loers
Program Director.....Bob Clausen
Chief Engineer.....Roger Sawyer

KRIB—Mason City—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Broadcasting Co.
Address.....Mason City
Tel.: GArden 4-1276.....Independent
President.....Wm. T. Johns, Jr.
Gen., Sta. Mgr.....Chas. Loufek
Commercial Mgr.....Gordon Lund
Program, Publicity Dir.....Robert S. Hale
Chief Engineer.....Earle Fritz

KSMN—Mason City—1948

Frequency: 1010 Kc.....Power: 1000 W., d.
Owned-Oper. By.....H. Campbell-D. Blanchard
Address.....5 W. State
Representative.....Hil F. Best
General Manager.....Robert L. Booe
Sales Prom. Dir.....Richard Brinkmann
Chief Engineer.....Hubert Marshall

KWPC—Muscatine—1947

Frequency: 860 Kc.....Power: 250 Watts
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
Tel.: AM 3-2442.....Independent
Representative.....Pearson
Gen., Sta. Mgr.....George J. Vogler
Commercial Manager.....Vince Beckey
Program Director.....Marion Templeman
Chief Engineer.....David McGowan

KCOB—Newton—1955

Frequency: 1280 Kc.....Power: 1000 W. d.
Owned By.....Richard C. Brandt
Address.....Box 190
Tel.: 2100.....Independent
Representative.....Grant Webb
General Manager.....Jack Kohrumel
Prog. Dir.....Blean A. Calkins

KOEL—Oelwein—1950

Freq.: 950 Kc.....Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Northeast Iowa Radio Corp.
Address.....109 S. Frederick
Tel.: 120.....Independent

Representative.....Pearson
President.....C. W. Crahan
Gen., Sta. Mgr.....W. J. Telch
Comm., Prom. Mgr.....Donald McKee
Prog., Pub. Dir.....Dale Wood
Chief Engineer.....Arnold Zaruba

KBOE—Oskaloosa—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....Box 518
Tel.: OR 3-3493.....Independent
Representative.....Pearson
President.....E. G. Wenrick
Gen., Sta. Comm. Mgr.....Glen Stanley
Program Director.....Lester Wright
Publicity Director.....John Halligan
Chief Engineer.....William Brubaker

KBIZ—Ottumwa—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....209 E. Second St.
Tel.: MU 2-4535.....ABC
Representative.....W. D. Roberts
President.....James J. Conroy
Exec. V.P., Gen. Mgr.....Dale Cowle
Sales Prom. Mgr., Pub. Dir.....Kay Rea
Program Director.....Jim Bolen
Chief Engineer.....Lloyd Hanson

KLEE—Ottumwa—1954

Frequency: 1480 Kc.....Power: 500 Watts d.
Owned.....Carroll H. Maris
Address.....425½ West 2nd St.
Tel.: MU 4-5425.....KBS
Pres., Gen. Mgr.....J. W. O'Connor
Sta., Comm. Mgr.....Joseph Salvi
Program Director.....John E. Palmer
Chief Engineer.....David Barcus

KFNF—Shenandoah—1924

Freq.: 910 Kc.....Power: 1000 Wts. d., 500 n.
Owned-Operated By.....Capital Bcstg. Co.
Address.....405 Sycamore
Tel.: 1302.....Independent
Representative.....H.R.
President.....Don Searle
General, Station Manager.....K. C. Titus
Program Director.....Pete Howard
Chief Engineer.....Franz Cherny

KMA—Shenandoah—1925

Frequency: 960 Kc.....Power: 5 Kw. d.
Owned-Operated By.....May Bcstg. Co.
Address.....Kina Auditorium
Tel.: 192.....ABC
Representative.....Edward Petry
President.....Edward W. May
General Mgr.....Owen Saddler
Station Mgr.....Anthony Koelker
Commercial Mgr.....Cecil H. Hamilton, Jr.
Prog., Publicity Dir.....Duzne Modrow
Program Director.....Dean Naven
Chief Engineer.....Don Burrichter

KMNS—Sioux City—1949

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Oper. By. Siouxland Bcstg. Co.
 Address. 620 Insurance Exchange Bldg.
 Tel.: 8-0628. Independent
 Representative Pearson
 President James Stuart
 General Manager. Jan Dellinger
 Program Director. Donald Frost
 Publicity Dir. Nancy Burns
 Chief Eng. Philip Maher

KSCJ—Sioux City—1927

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By. Perkins Bros. Co.
 Business-Studio Address. 415 Douglas St.
 Tel.: 5-7993. ABC
 Newspaper Affiliation Journal-Tribune
 Representative. George P. Hollingsbery
 President. W. R. Perkins
 Sta., Comm. Mgr. Eugene T. Flaherty
 Sales Prom. Mgr., Pub. Dir. Jean Harraday
 Program Dir. Elizabeth Sammons
 Chief Engineer. S. C. Dier

KTRI—Sioux City—1938

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By. Sioux City Bcstg. Co.
 Address 400 Commerce Bldg.
 Tel.: 8-0165. Independent
 Representative Everett-McKinney
 President John C. Kelly
 General Manager. Lennon Kelly
 Chief Engineer. Sam Seldon

KICD—Spencer—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Iowa Great Lakes Bcstg. Co.
 Address Highway 71, N.
 Tel.: 1240. Independent
 Representative Pearson
 Pres., Gen. Mgr. Ben B. Sanders
 Commercial Mgr. Mary Lundt
 Program, Oper. Mgr. Mason Dixon
 Chief Engineer. Eldon Kanago

KAYL—Storm Lake—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By. Cornbelt Bcstg. Co.
 Address Park Building

Tel.: RE 2-3520. KBS
 President O. J. Grau
 Sta. Mgr., Prog. Dir. Paul Benson
 Commercial Manager. Aleda W. Horner
 Publicity Director. Andy Lynn
 Chief Engineer. Robert L. Lamb

KWWL—Waterloo—1947

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Black Hawk Bcstg Co.
 Address Insurance Bldg.
 Tel.: AD 4-4404. MBS
 Representative Avery-Knodel, Inc.
 President. Ralph J. McElroy
 Gen., Sta. Mgr. Bill C. Baldwin
 Program, Publicity Dir. Donald V. Abbott
 Sales Prom. Mgr. Douglas Chingso
 Chief Engineer. T. W. Kirksey

KXEL—Waterloo—1942

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By. Cy N. Bahakel
 Address Highway 20 East
 Tel.: AD 3-3371. ABC
 Representative Bolling
 President Egmont Sonderling
 V.P., Mgr. Alan Henry
 Commercial Manager. Al Laval
 Comptroller. William E. Craig
 Dir. of Operations. Don E. Kassner

KWVY—Waverly—1958

Frequency: 1470 Kc. Power: 1 kw., d.
 Owned By. Cedar Valley Bcstg. Co.
 Address 123 1st St. S.E.
 Tel.: 1470 Independent
 Pres., Gen. Mgr. J. W. Talbott
 Program Dir. J. A. Meyer
 Chief Engineer. B. N. Murphy

KJFJ—Webster City—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By. Triangle Bcstrs.
 Address Box 222
 Tel.: TEmple 2-1410. KBS
 Representative. Hil F. Best
 Pres., Comm. Mgr. D. D. Trey
 Sta. Mgr., Ch. Engr. Glen Barnett
 Program Director. G. D. Warland
 Publicity Director. Cal Haworth

Pop.: 2,275,000
 Families: 724,000
 Radio Homes: 672,000

Kansas

Stations in State: 47
 TV Homes: 571,000
 TV Stations: 10

KSOK—Arkansas City—1947

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.
 Owned-Operated By The KSOK Bcstg. Co.
 Address. P.O. Drawer 917
 Tel.: 2666 Independent
 President. Oscar S. Stauffer
 Gen. Sta. Mgr. S. C. Thompson
 Commercial Manager. R. M. Potter

Program Director. Earl Clayton, Jr.
 Chief Engineer. N. Wayne Owens

KARE—Atchison—1939

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Griffith-Buenning Bdstg. Co.
 Address Fifth & Kansas Ave.
 Tel.: 2477 KBS
 Representative. Sears & Ayer

Co-Owners... J. M. Griffith, Paul H. Buening
 Station Mgr..... James H. Griffith
 Comm. Mgr..... Paul H. Buening
 Program Director..... Ed Arthur
 Chief Engineer..... L. H. Winegardner

KCRB—Chanute—1952

Frequency: 1460 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Midwest Bdcstg System
 Address..... P.O. Box 132
 Tel.: 434..... KBS
 Representative..... Best
 President..... Cecil W. Roberts
 Comm. Mgr..... Jack Smirl
 Program Director..... Evelyn Beech
 Station Manager..... Glen A. Halbe

KGGF—Coffeyville—1930

Frequency: 690 Kc.. Power: 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By... The Midwest Bcstg. Co., Inc.
 Business-Studio Address..... 8th & Elm
 Tel.: 1843..... ABC
 News. Affil. Journal, Winfield Courier, Others
 Representative..... Hollingberry
 President..... Richard M. Seaton
 Gen., Sta., Sales Prom. Mgr., Pub. Dir. R. Pratt
 Commercial Manager..... E. B. Spoonamore
 Program Dir..... Richard S. Embody
 Chief Engineer..... J. S. Jaminet

KXXX—Colby—1947

Frequency: 790 Kc..... Power: 5000 Watts d.
 Owned..... Town & Farm Co., Inc.
 Address..... Grand Island, Neb.
 Tel.: HO 2-3305..... Independent
 Rep..... H-R Reps.
 President..... Don Searle
 Exec. V.P..... William A. Martin
 Station Manager..... Ed. Mason
 Regional Sales Mgr..... Bill Moore
 Business Mgr..... Willard Morton

KFRM—Concordia—1947

Frequency: 550 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... KMBC Bcstg. Co.
 Address..... KMBC Building
 Tel.: HA 2650..... ABC-MBS
 Representative... Peters, Griffin & Woodward
 Pres., Comm. Mgr., Pub. Dir..... Don Davis
 V. P., Sls. Mgr..... G. T. Higgins
 Exec. V. P..... J. T. Schilling
 Sta. Mgr., Prog. Dir..... Dick Smith
 Chief Eng..... Henry Goldenberg

KNCK—Concordia—1954

Frequency: 1390 Kc..... Power: 500 Watts d.
 Owned..... General Bcstg. Co., Inc.
 Address..... Concordia, Kans.
 Tel.: 1414..... KBS
 Pres., Gen., Sta. Mgr..... W. F. Danenbarger
 Comm. Mgr., Prog. Dir..... Oscar W. Allen
 Chief Engineer..... Lyle Fick

KGNO—Dodge City—1930

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By..... Dodge City Bcstg. Co.
 Business Address..... 705 Second St.
 Tel.: HU 3-3151..... MBS
 Newspaper Affil..... Dodge City Daily Globe
 Representative... Venard-Rintoul & McConnell
 President..... J. C. Denious, Jr.
 Gen., Station Mgr..... W. Elliott
 Comm., Prom. Mgr..... Ruth Petersen
 Program Director..... Don Mills
 Chief Eng..... Bob Ellinger

KBTO—El Dorado—1953

Frequency: 1360 Kw..... Power: 500 Watts d.
 Owned-Oper. By..... El Dorado Bcstg. Co.
 Address..... 205½ S. Main
 Tel.: 130..... KBS
 Representative..... Indie Sales
 Owner..... O. A. Tedrick
 General Manager..... Jim Pratt
 Sales Prom. Mgr..... Jay Pratt
 Program Dir..... Bob Lutz

KVOE—Emporia—1939

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Bluestem Bcstg. Co., Inc.
 Address..... Box 350
 Tel.: 154..... KBS
 Representative..... Clark
 Pres., Gen. Mgr..... E. J. McKernan, Jr.
 Commercial Mgr..... Robert Ruple
 Sales Prom. Mgr..... Charles Putt
 Operations Head..... Curt Stallings
 Chief Engineer..... Charles Stark

KMDO—Fort Scott—1954

Frequency: 1600 Kc..... Power: 500 Watts d.
 Owned..... Ft. Scott Bcstg. Co.
 Address..... Box 72
 Tel.: 2545..... KBS
 Pres., Gen. Mgr..... Lloyd C. McKenney
 Comm., Sta. Mgr..... Jim McKenney
 Program Dir..... Connie Minnick
 Sales Prom..... J. Morrey & C. Stevens
 Publicity Dir..... Jim Ross
 Chief Engineer..... Dale Holland

KIUL—Garden City—1935

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... KIUL, Inc.
 Address..... 509 Main St.
 Tel.: BRidge 6-3251..... NBC-KBS
 Newspaper Affili..... Telegram
 Representative..... Hal Holman
 President, General Mgr..... Robert Wells
 Commercial Manager..... Joe Weddle
 Sales Prom. Mgr..... Lucille Kaiser
 Program Dir..... Tony Jewell
 Publicity Dir..... Mary Connors
 Chief Eng..... Joe Tennesen

KNCO—Garden City—1949

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Oper. By. Ark Valley Bcstg. Co., Inc.
 Address Box 247
 Tel.: BRidge 6-4366 Independent
 Representative Continental
 President Ellsworth Sherman
 General Manager John Hendry
 Comm. Prog. Dir. Ken O'Donnell
 Chief Engineer Gene Conjurske

KWGB—Goodland—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owner-Oper. By. Goodland Bcstg. Co.
 Address Box 569
 Tel.: 331 MBS-KBS
 Owner, General Mgr. James E. Blair
 Commercial Mgr. Bert Blair

KVGB—Great Bend—1937

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By. KVGB, Inc.
 Address 2007 17th St.
 Tel.: GLadstone 3-4318 NBC
 Newspaper Affil. Daily Tribune
 Representative Hollingbery
 President Helen Townsley Coogan
 General Mgr. Grover C. Cobb
 Asst. Mgr. Robert D. Hilgendorf
 Commercial Mgr. Sherwood R. Parks
 Program Dir. Ray H. Beals
 Chief Engineer Gilbert Hanzlicek

KAYS—Hays—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. KAYS, Inc.
 Address 2450 Hall St.
 Tel.: MArket 4-2578 KBS
 Representative Hal Holman
 President Ross Beach
 Gen. Sta. Mgr. Bob Schmidt
 Sta. Comm. Mgr. Kay Melia
 Prom. Director Don Gill
 Sales Prom. Mgr. Bob Churchill
 Publicity Dir. Carl Wells
 Chief Engineer Jim Kane

KWBW—Hutchinson—1935

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Nation's Center Bcstg. Co.
 Business-Studio Address 17th & Harding
 Tel.: MO 2-4486 NBC-KBS
 Representative Devney
 Pres., Sta. Mgr. Fred L. Conger
 General Manager Fred Conger
 Commercial Director Robert Hanna
 Prog. Dir. Dick Fraley
 Chief Engineer Marvin Reese

KWHK—Hutchinson—1946

Frequency: 1260 Kc. Power: 1 Kw. d.; 500 n.
 Owned-Operated By. KWHK Bcstg. Co., Inc.
 Business-Studio Address 18 W. 5th St.
 Tel.: 5-4461 Independent

Representative Everett-McKinney
 Pres., Gen. Mgr. J. D. Hill
 Commercial Manager Vern Minor

KIND—Independence—1947

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By. Central Bcstg., Inc.
 Bus.-Studio Transmitter 114 North 8th St.
 Tel.: 1010 MBS-KBS
 President Nels Rupard
 Station Manager Lou Emerson

KJCK—Junction City—1949

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owner-Oper. By. Junction City Bcstg. Co.
 Address 724½ No. Washington St.
 Tel.: CE 8-3165 KBS
 Representative Indie Seis
 President R. L. Weir, Jr.
 Station Mgr. A. B. Valencia
 Program Dir. John Chaney
 Sales Prom. Mgr. Pat Powers
 Chief Engineer Royce Baerg

KCKN—Kansas City—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Cy Blumenthal
 Address 4121 Minnesota
 Tel.: FA 1-3220 Independent
 Representative Grant Webb
 President Cy Blumenthal
 Gen. Sta. Mgr. Ed Charles
 Program Director Jack Call
 Sales Manager M. Bredemeier

KNCO

Regional Radio
 For the Great Western Plains
MUSIC - NEWS - WEATHER
- - - SPORTS - - -

AREA: 18,300 Square Miles

POPULATION: 129,000

The Center Of Kansas' Greatest
 Agricultural Region. A Market
 Grossing Over A Quarter Of A Bil-
 lion Dollars Annually In Retail
 Sales, And An Additional \$150,000-
 000 In Food, Drug, Auto, and Serv-
 ice Station Sales.

DIAL 1050

Box 247 Garden City, Kansas
 1,000 WATTS

KLWN—Lawrence—1951

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Operated By: Lawrence Bcstrs. Inc.
 Address: Route 5
 Tel.: VI 3-1320 Independent
 Representative: Indie Sales
 President: Lee Morgan
 General Manager: Arden Booth
 Commercial Manager: Bill Basket
 Program Director: Ron Douglas
 Chief Engineer: Earl Sundbye

KLCO—Leavenworth—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By: Geo. B. & Florence Anderson
 Address: P. O. Box 809
 Tel.: 5003 KBS
 Representative: Hil F. Best
 General Manager: George B. Anderson
 Station Manager: Bob Kent
 Chief Engineer: A. F. Maraziti

KSCB—Liberal—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Seward County Bcstg. Co.
 Business Address: P. O. Box 311
 Tel.: MA 4-3891 Independent
 Representative: Hil F. Best
 President: Alf M. Landon
 Station Manager: Leon S. Salathier
 Commercial Manager: Mark Shor
 Prog. Dir.: Jay Mullen
 Chief Engineer: Alvin Peters

KMAN—Manhattan—1950

Frequency: 1350 Kc. Power: 500 Watts d.
 Owned-Oper. By: Manhattan Bcstg. Co.
 Address: 114 No. 4th St.
 Tel.: PR 8-4451 KBS
 Newspaper Affil.: Mercury
 President: Fred A. Seaton
 Gen., Sta. Manager: Lowell E. Jack
 Commercial Manager: David Jackson
 Program Director: Shel Smith
 Chief Engineer: Harold Luehring

KNDY—Marysville—1956

Frequency: 1570 Kc. Power: 250 Watts, d.
 Owned: Marshall Transmitter Inc.
 Address: 803½ Broadway
 Tel.: 255 KBS
 Gen., Comm. Mgr.: T. K. McDonnell
 Program, Pub. Director: Al Hunter
 Chief Engineer: Gary Vadnais

KNEX—McPherson—1949

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By: K. R. Krehbiel
 Address: Box 186
 Tel.: 1540 KBS
 Newspaper Affil.: Daily Republican
 Gen. Mgr.: Claude Hughes
 Prog., Pub. Dir.: M. Heitschmidt
 Chief Engineer: Claude Hughes

KJRG—Newton—1953

Frequency: 950 Kc. Power: 500 Watts, d.
 Owned: Geo. Basil Anderson
 Address: Box 77
 Tel.: 3240 KBS
 Station Rep.: Best, Biddick
 Owner, Gen. Mgr.: Geo. Basil Anderson
 Station Mgr.: Robert Kent

KOFO—Ottawa—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By: Ottawa Bcstg. Co.
 Address: P. O. Box 46
 Tel.: CHerry 2-1220 Independent
 Partners: Roderick B. Cupp, E. W. Cupp
 General Mgr.: Roderick B. Cupp
 Commercial Mgr.: Ronald G. Reed
 Program Director: Charles P. Wilser, Jr.
 Chief Eng.: James A. Jarvis

KLKC—Parsons—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By: Community Bcstg. Co.
 Address: 109½ S. Central
 Tel.: Parsons KBS
 Station Mgr.: Richard R. Combs

KOAM—Pittsburg—1937

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n
 Owned-Oper.: The Pittsburg Bcstg. Co., Inc.
 Address: Professional Bldg.
 Tel.: 2165 NBC
 Representative: Hollingbery
 President: E. V. Baxter
 Gen., Sta. Mgr.: John O. Bartlow
 Commercial Mgr.: W. Stout
 Sales Prom. Mgr.: Paul Hudson
 Chief Engineer: Jack Lawrence

KSEK—Pittsburg—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Stauffer Publications, Inc.
 Address: 1340 E. Quincy
 Tel.: 742 KBS
 Newspaper Affil.: Headlight Sun
 Representative: Avery-Knodel
 President: O. S. Stauffer
 General Manager: Jeral C. Ziegler
 Commercial Manager: Jack Rogers
 Program Director: Michael Treps
 Chief Engineer: John Glynn

KWSK—Pratt—1952

Frequency: 1570 Kc. Power: 250 Watts
 Owned: Clem Morgan
 Address: 209½ S. Main St.
 Tel.: Greenwood 2-4405 KBS
 Owner, Gen. Mgr.: Clem Morgan
 Program Director: A. B. Morgan
 Comm. Mgr., Chief Eng.: F. Morgan Jr.

KRSL—Russell—1956

Frequency: 990 Kc. Power: 250 Watts
 Owned: KIL0 Broadcasting Co.

KANSAS

Address Box 548
 Tel.: HU 3-2194.....KBS
 RepresentativeRest
 Owner, Gen. Mgr.....Fred L. Thompson
 Comm., Chief Eng.....Charles Thompson

KSAL—Salina—1937

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned By.....Salina Bcstg., Inc.
 Bus-Studio Address.....7th & Iron
 Tel.: TA 3-3701.....MBS
 Sta., Comm. Mgr.....R. V. Jensen
 Chief Eng.....Don Englehart

WIBW—Topeka—1927

Frequency: 580 Kc.....Power: 5000 Watts
 Owned By.....Stauffer Publications, Inc.
 Address.....Box 119
 Tel.: CE 3-2377.....CBS
 Newspaper Affil.....Journal, Capital
 Representative.....Avery-Knodel
 President.....O. S. Stauffer
 General Manager.....Thad Sandstrom
 Sales Mgr.....Hilton Hodges

KJAY—Topeka—1949

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....KJAY, Inc.
 Address.....916 Kansas Ave.
 Tel.: CE 3-1336.....Independent
 Representative.....Gill-Perna
 President.....Dale S. Helmers
 General Manager.....Ed Schulz
 Station Manager.....Edwin V. Schulz
 Commercial Manager.....Robert Rohrs
 Program Director.....Joe Stavas
 Chief Engineer.....Rae Bowman

KTOP—Topeka—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Bailey Axton
 Address.....Box 538
 Tel.: CE 4-3444.....MBS-KBS
 General Manager.....Bailey Axton
 Comm., Prom. Mgr.....Louise Axton
 Program Director.....Merle Blair
 Station Manager.....Bob Barber
 Publicity Director.....Roger Wilson
 Chief Engineer.....Henry Guch

WREN—Topeka—1926

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By...WREN, Bcstg. Co., Inc.
 Address.....10th & Fillmore Sts.
 Tel.: CE 2-0505.....ABC
 Representative.....Hollingberry
 President.....Alf M. Landon
 Gen., Sta. Manager.....Max G. Falkenstein
 Commercial Manager.....Paul Dixon
 Program Manager.....Bob Richmond
 Sales Promotion Manager.....Bonnie Purnell
 Chief Engineer.....Al King

KAKE—Wichita—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....KAKE Broadcasting Co., Inc.

Address.....1500 North West St.
 Tel.: WH 3-4221.....MBS
 Representative..Venard, Rintoul & McConnell
 President.....Mark H. Adams
 Gen., Sta. Mgr.....Martin Umansky
 Commercial Manager.....Roger Peppard
 Program Director.....Scot McCullough
 Chief Engineer.....Ire E. Courtney

KLEO—Wichita—1936

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned-Operated By.....Dandy Broadcasting
 Business-Studio Address.....1015 N. Broadway
 Tel.: HO 4-2387.....Independent
 Representative.....Bolling
 General Mgr.....K. R. Greenwood
 Commercial Mgr.....Ron Blue
 Program Dir.....Tom Dunn
 Chief Engineer.....Len Ballard

KFBI—Wichita—1922

Freq.: 1070 Kc....Power: 10 Kw. d., 1 Kw. n.
 Owned-Operated By...Jayhawk Bcstg. Corp.
 Business-Studio Address.....Box 1402
 Tel.: TE 8-3377.....Independent
 Representative.....Avery-Knodel
 President.....Charles "Buddy" Rogers
 Gen., Sta. Mgr.....Joseph B. Kirby
 Program Dir.....Geo. Cromwell
 Comm. Mgr.....Dale McCoy, Jr.
 Chief Engineer.....Gene Williams

KFH—Wichita—1922

Frequency: 1330 Kc....Power: 5000 Watts d.
 Owned-Operated By...Radio Station KFH Co.
 Business-Studio Address.....KFH Bldg.
 Tel.: AM 2-4491.....CBS
 Newspaper Affiliation.....Eagle
 Representative.....Blair
 President.....John Rigby
 Gen. Mgr.....T. P. Bashaw
 Comm. Mgr.....John Merrell
 Program Supv.....Donald Anderson
 Sales Prom. Mgr.....Russell Lowe
 Publicity Director.....Bob Adams
 Chief Engineer.....Leslie Campbell

KSIR—Wichita—1958

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned By.....KSIR, Inc.
 Business Address.....Box 933
 Tel.: WH 2-3253.....Independent
 Station Representative.....Pearson
 Pres., Comm. Mgr.....Mack Sanders
 Gen. Sta., Chief Eng.....K. W. Pyle

KWBB—Wichita—1951

Frequency: 1410 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Wichita Beacon Bcstg. Co.
 Address.....2829 Salina Ave.
 Tel.: TE 8-3331.....Independent
 Representative.....Hollingberry
 President.....O. E. Bradley
 V.P., Gen. Sta. Mgr.....J. Milton Hall
 Comm. Mgr.....Harold H. Hale
 Program Director.....Virginia Welch

Pop.: 3,209,000
Families: 883,000
Radio Homes: 865,000

Kentucky

Stations in State: 78
TV Homes: 617,000
TV Stations: 9

WANY—Albany—1958

Frequency: 1390 Kc. Power: 1000 Watts
Owned By: Albany Bcstg. Co.
Business Address: Box 1471
Tel.: 150
KBS
Station Representative: Kentucky Radio
Presidents: Wallace Allred-Cecil Speck
General Manager: Cecil Speck
Station Manager: Welby Hoover
Commercial Manager: Sidney H. Scott
Sales Prom., Prog. Dir.: Darrell Speck
Chief Engineer: George Daugherty

WCMI—Ashland—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned By: WCMI Radio, Inc.
Address: 120 20th Street
Tel.: EA 4-6111
CBS
Representative: George P. Hollingbery
President: George H. Clinton
Gen. Comm. Mgr.: W. R. Martin
Chief Engineer: Robert L. Gilmore

WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts d.
Owned: WTCR, Inc.
Address: Box 2031, Huntington, W. Va.
Tel.: EAsT 4-7131
Independent
Representative: Bolling
President: Connie B. Gay
V.P., Gen. Mgr., Comm. Mgr.: H. S. Oakes
Sales Prom. Mgr.: Jimmy Oakes
Program Director: Margaret Stephens
Chief Engineer: Edwin Walters

WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By: Brown Radio & TV Co.
Address: 109 Sycamore St.
Tel.: 498
Independent
Representative: Hil F. Best
Pres., Gen. Mgr.: Dwight L. Brown
Sales Prom. Mgr.: Homer L. Jackson
Program Dir.: Bessie L. McDonald
Chief Eng.: Everett Lawson

WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.
Owner: Bardstown Broadcasting Co.
Address: 216 N. 3rd
Tel.: FI 8-3943
KBS
President: Lawrence W. Adams
Prog. Dir.: Glenn Nickels
Sales Prom., Chief Eng.: Don Allen

WCBL—Benton—1954

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Purchase Bcstg. Co.
Address: Box 126
Tel.: LA 7-2581
KBS
Representative: Continental

President: J. Shelby McCallum
General Manager: Ray Mofield
Program Dir.: Globe Pollock
Chief Engineer: Paul Herrington, Jr.

WKCT—Bowling Green—1947

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By: Daily News Bcstg. Co.
Address: 804½ College St.
Tel.: VI 3-4325
ABC
Newspaper Affiliation: Park City Daily News
Representative: Pearson
President: J. Ray Gaines
Gen., Sta. Mgr., Sales Mgr.: Al Temple
Program. Public. Dir.: Jack Eversole
Chief Engineer: Jack Hendricks

WLBJ—Bowling Green—1939

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Bowling Green Bcstrs., Inc.
Address: 901 Fairview
Tel.: VI 3-3212
MBS-KBS
President: Cy N. Bahakel
Sta. & Comm. Mgr.: Bob Proctor
Prog. Dir.: Bud Tyler
Publicity Director: Clyde Mankin

WTCO—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Taylor Co. Bcstg. Co.
Address: P. O. Box 28
Tel.: 380
KBS
Representative: Hil F. Best
President: H. T. Parrott
General Manager: Redman L. Turner
Sta. & Comm. Mgr.: Thomas Kerr
Prog. Dir.: Kerr & Naomi Beard
Chief Engineer: Harvey Kingsbury

WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts
Owner: Central City, Greenville Bcstg. Co.
Address: 110 North First St.
Tel.: 818
Independent
Representative: Hil F. Best
Station Mgr.: Bobby Anderson

WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts. d.
Owner: Muhlenberg Bcstg. Corp.
Address: Box 325
Tel.: 1000
KBS
Rep.: Kentucky Radio Sales
President: Andy Anderson
Gen., Mgr.: Ronald L. Beane
Promotion Mgr.: Dean Harden

WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Tri-County Bcstg. Corp.

KENTUCKY

Address Columbia
Tel.: 4111 KBS
Pres., Gen. Mgr. S. C. Bybee
Sta. & Comm. Mgr. Lanier Burchett
Sales Prom Mgr. Jim Gaskin
Program Dir. Ray Doss
Chief Engineer. Lewis Owens

WCTT—Corbin—1947

Frequency: 680 Kc. Power: 1000 Watts
Owned-Oper. By. Corbin Times-Tribune, Inc.
Business Address Corbin
Tel.: 123 MBS-KBS
Newspaper Affil. Corbin Times-Tribune
President. J. Springer Robinson
General Manager. John L. Crawford
Station Manager. Rufus Disney
Program Director. Archie Wyatt
Commercial Mgr. S. G. Hembree
Chief Engineer. Chas. Sulfredge

WZIP—Covington—1947

(See Cincinnati, O.)

WCPM—Cumberland—1951

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By. Cumberland Bcstg. Co.
Address P. O. Box 955
Tel.: 260 KBS
Representative Best
Pres., Gen. Mgr. Elmo Mills
Station Manager. Clyde Beal

WCYN—Cynthiana—1956

Frequency: 1400 Kc. Power: 100 Watts
Owned. WCYN Radio, Inc.
Address Pike & Walnut Sts.
Tel.: 480 KBS
President. Estil R. Anderson
Gen. Mgr. Bob Doll
Comm. Mgr. Mrs. Helen Williams

WHIR—Danville—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Commonwealth Bcstg. Corp.
Business Address P.O. Box 632
Tel.: Danville 1230 MBS, KBS
Representative Hal Holman Co.
Pres., Gen. Mgr. W. T. Isaac
Program Director. Raymond L. Ramsey
Chief Engineer. Paul Smith

WIEL—Elizabethtown—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Elizabethtown Bcstg. Co.
Business Address Elizabethtown
Tel.: RO 5-5151 KBS
Station Representative. Hil Best
President. J. W. Hodges
General Manager. Dee Huddleston
Commercial Manager. Calvin Skaggs
Program Director. Thomas Skinner
Chief Engineer. Thomas Baldwin

WSTL—Eminence—1956

Frequency: 1600 Kc. Power: 500 Watts, d.

Owned. J. W. Dunavent
Business Address Box 93
Tel.: EM 5198 KBS
Representative Kentucky Radio Sales
Gen., Sta. Mgr. J. W. Dunavent
Commercial Manager. James Doyle
Chief Engineer. Paul D. Milby

WSAC—Ft. Knox—1955

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By. Fort Knox Bcstg. Corp.
Address Fort Knox, Ky.
Tel.: ELgin 1-3121, Radcliff. Independent
Pres., Gen. Mgr. B. E. Cowan
Chief Engineer. Eugene Hornback

WFKY—Frankfort—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Frankfort Bcstg. Co.
Address Kentucky Ave. Extended
Tel.: CA 3-8281 MBS
Representative Hollingbery
Pres., Gen. Mgr. Ken Hart
Commercial Mgr. Bud McClain
Program Director. Tommy Southwood
Chief Engineer. Robert M. Beasley

WFKN—Franklin—1954

Frequency: 1220 Kc. Power: 250 Watts, d.
Owned By. Franklin Favorite-WFKN, Inc.
Address 103 N. High St.
Tel.: JUSTice 6-4481 KBS
Pres., Gen. Mgr. L. L. Valentine
Comm., Sales Prom. Mgr. Howard H. Ogles
Program Director. A. W. Kockritz, Jr.
Publicity Director. Stanley Portmann
Chief Engineer. Frank Wakefield

WFUL—Fulton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By. Ken-Tenn Bcstg. Corp.
Business Address Box 482
Tel.: 1270 Independent
Newspaper Affiliation. Fulton County News
President Paul Westpheling
Gen., Sta. Mgr. Mrs. P. Westpheling
Comm. Mgr. J. O. Lewis
Sales Prom. Mgr., Ch. Eng. Kenneth Turner
Prog., Pub. Dir. Mary Nelle Wright

WGOR—Georgetown—1957

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By. Robert E. Johnson
Business Address First National Bank Bldg.
Tel.: 1580 Independent
Representative Hopewell
Pres., Ch. Eng. Robert E. Johnson
Gen., Sta. Mgr. Arno Walker
Program Director. Stuart Platt

WKAY—Glasgow—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. Glasgow Bcstg. Co., Inc.
Address Park-to-Park Hwy.
Tel.: Glasgow KBS
President. Jack Pedigo

Gen. Sta., Comm. Mgr., Chief Eng., Clovis Sadler
 Sales Prom. Mgr. J. M. Barrick
 Pub., Prog. Dir. Moena E. Sadler

WHLN—Harlan—1941

Frequency: 1410 Kc. Power: 5 Kw. d.
 Owned-Oper. By. Radio Harlan, Inc.
 Business Address. Box 898
 Tel.: 625 KBS
 Representative Burn Smith
 President J. Francke Fox, Jr.
 Gen., Sta. Mgr. James T. Morgan
 Sales Prom. Mgr. Larry Dean
 Program Director. Jack Hoskins
 Chief Engineer. Marvin Johnson

WHBN—Harrodsburg—1955

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By. Fort Harrod Bcstg. Corp.
 Address Box 247
 Tel.: 1420 KBS
 Rep. Continental
 Gen., Sta. Mgr. Vic Bellamy
 Commercial Manager. Della Gash
 Sales Promotion Manager. Marjorie Young
 Program Director. Jo Ann Warner
 Publicity Director. Bob Martin
 Chief Engineer. Nolan Pontrich

WKIC—Hazard—1947

Frequency: 1390 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Mt. Bcstg. Service, Inc.
 Address. Peoples Bank Building
 Tel.: 720 KBS
 Representative Kentucky Radio Sales
 President. Fred B. Bullard
 General Manager. Ernest Sparkman
 Commercial Manager. Julius Lasslo
 Prog. Dir. Norma Strong
 Chief Eng. Y. Bowling

WSO—Henderson—1941

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By. Henderson Bcstg. Co., Inc.
 Business Address. 121 N. Main
 Tel.: VA 6-3923 KBS
 Pres., Gen. Mgr. Hecht S. Lackey
 Asst. Sta. Mgr., Prog. Dir. Martin E. Schaeffer
 Comm., Sales Prom. Mgr. Ewing Graham
 Chief Engineer. D. E. Gibson

WHOP—Hopkinsville—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Hopkinsville Bcstg. Co., Inc.
 Business Address. Bass Arcade; P.O. Box 539
 Tel.: TU 5-5331 CBS
 Representative Jack Masla
 Pres., Gen. Mgr. F. Ernest Lackey
 Sta., Comm. Mgr. Katherine Peden
 Program Director. Frank Cameron
 Publicity Director. Margaret Wyatt
 Chief Engineer. Leo Y. Wilson

WKOA—Hopkinsville—1954

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned By. W. W. Higgins

Address. 808½ South Main St.
 Tel.: TU 6-1204 KBS
 Representative Hil F. Best
 Pres., Gen. Mgr. William H. Higgins
 Com. Mgr. Mrs. Reginald Catlett
 Program Director. Sam B. Gilkey
 Chief Engineer. Kellie Lowe

WLBN—Lebanon—1953

Frequency: 1590 Kc. Power: 1 Kw., d.
 Owned. Lebanon-Springfield Bcstg. Co.
 Address. P. O. Box 647
 Tel.: 486 KBS
 Representative Hil F. Best Kentucky
 Gen., Sta. Mgr. J. T. Whitlock
 Sales Prom. Mgr. Allen Baker
 Program Director. Bruce Lankford
 Publicity Director. Shirley A. Thompson
 Chief Engineer. W. B. Kelly

WMTL—Leitchfield—1959

Frequency: 1580 Kc. Power: 250 Watts
 Owned By. Rough River Bcstg. Co.
 Address Box 206
 Tel.: 351 KBS
 President Edward Corley
 Gen. Mgr., Prog. Dir. James Shacklette
 Commercial Mgr. Ralph Flood
 Chief Engineer. Bill French

WLAP—Lexington—1922

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. WLAP Radio, Inc.
 Business-Studio Address. 177 N. Upper St.
 Tel.: 3-2727 ABC
 Representative John E. Pearson
 President John B. Poor
 General Manager. Frederic Gregg, Jr.
 Commercial Mgr. L. C. Redmon
 Program Director. William Lacker
 Chief Engineer. Robert Jones

WBLG—Lexington—1946

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Lexington Bcstg. Co.
 Address. 134 N. Limestone St.
 Tel.: 3-0433 KBS, ABC
 Representative Meeker
 Pres., Gen. Mgr. Roy B. White, Jr.
 Commercial Mgr. Jim Tomblin
 Program Director. Robert Barton
 Chief Engineer. J. M. Robertson

WVLK—Lexington—1947

Freq.: 590 Kc. Power: 5000 Wis. d., 1000 n.
 Owned-Oper. By. Bluegrass Bcstg. Co., Inc.
 Address Phoenix Hotel
 Tel.: LE 4-6470 MBS
 Representative Hollingbery
 President. Donald J. Horton
 General Mgr. Ted Grizzard
 Commercial Manager. George T. Webb
 Sales Prom., Pub Dir. Jay Waters
 Program Director. Claude Sullivan
 Chief Engineer. Paul Dunbar

WFTG—London—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...London Broadcasting Co.
Address.....Box 333
Tel.: 598.....Independent
Representatives.....Hil F. Best Co.
Pres., Gen., Sta. Mgr.....Elmo Mills
Comm. Mgr.....Charles Redmond
Prog. Dir.....Charles D. Nelson
Chief Engineer.....Russell Henson

Tel.: JU 3-4441.....ABC
News, Affil...Lan Chester (Ohio) Eagle-Gazette
Representative.....Robt. Eastman
President.....Charles Sawyer
Exec. Vice-Pres.....J. P. Williams
Vice President.....Alex Buchan
Station Mgr.....William H. Spencer
Program Director.....Blaine Cornwell
Publicity Director.....Robertta Bunnell
Chief Engineer.....William H. Faulkner

WAVE—Louisville—1933

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Tel.: JU 5-2201.....NBC
Rep.....NBC Spot Sales
President.....George W. Norton, Jr.
General Mgr.....Nathan Lord
Commercial Manager.....Woody Dulaney, Jr.
Program, Sales Prom. Mgr.....James Caldwell
Chief Engineer.....Wilbur Hudson

WKYW—Louisville—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Tel.: JU 3-4811.....Independent
Representative.....Pearson
Pres., Gen. Mgr.....F. Eugene Sandford
Sales & Comm. Mgr.....Neal Robbins
Program Dir.....Carl Shook

WGRC—Louisville—1936

Frequency: 790 Kc. .Power: 5000 d. 1000 n.
Owned-Operated By...Northside Bcstg. Corp.
Bus.-Studio Address...Ky. Home Life Bldg.
Tel.: JU 7-8871.....MBS
Representative.....Weed
President.....J. Porter Smith
Gen. Mgr.....Charles L. Harris
Comm. Mgr.....Tom Underwood
Pgm. Dir.....Paul Ruhle
Chief Engineer.....W. J. Morrison

WLOU—Louisville—1951

Frequency: 1350 Kc.....Power: 5000 Watts d.
Owned-Oper. By.Rounsaville of Louisville, Inc.
Business-Studio Address.....2549 S. Third St.
Tel.: ME 7-6531.....Independent
Representative.....Gill-Perna, Dorá-Clayton
President.....Robert W. Rounsaville
Station Mgr.....E. F. Shadburne
Chief Engineer.....Steve Dawson

WHAS—Louisville—1922

Frequency: 840 Kc. .Power: 50,000 Watts
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Tel.: JU 5-2211.....CBS
Newspaper Affil.....Courier-Journal
Representative.....Henry I. Christal Co.
President.....Barry Bingham
V.P., Man. Dir.....Victor A. Sholis
Commercial Manager.....John M. Fouts
Publicity Director.....William Loader
Program Director.....George Walsh
Chief Engineer.....Orin Towner

WTMT—Louisville—1957

Frequency: 620 Kc.....Power: 500 Watts
Owned By.....Jefferson Bdcstng. Co. Inc.
Business Address.....1300 S. 4th St.
Tel.: MEIrose 7-2527.....MBS
Station Representative.....Meeker
Pres., Gen. Mgr.....Earl F. Hash
Program Director.....Jack C. Dunhaver
Chief Engineer.....Theodore E. Jones

WINN—Louisville—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WBC, Inc.
Bus.-Studio Address.....Fourth & Guthrie
Tel.: JU 5-5148.....Independent
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Glen A. Harmon
Comm. Mgr.....James Nathan
Program Dir.....Bill Gerson
Promotion Mgr.....Helen Roberts
Chief Engineer.....Melvin Scarsdale

WFMW—Madisonville—1949

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address.....Box 351
Tel.: TA 1-4096.....KBS
Newspaper Afiliation.....Messenger
Representative.....Best
President.....Edgar Arnold, Sr.
Gen., Sta. Manager.....H. W. Wells
Comm. Mgr.....Elmer L. Kelley, Jr.
Sales Promotion Mgr.....Leslie Legrand
Program Director.....J. G. Gatlin
Publicity Director.....Jim Green
Chief Eng.....Charles Lee

WKLO—Louisville—1948

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Mid-America Bcstg. Corp.
Business-Studio Address...Henry Clay Hotel

WTTL—Madisonville—1956

Frequency: 1310 Kc.....Power: 500 Watts, d.
Owned.....Hopkins County Bcstrs.
Business Address.....111 S. Main St.
Tel.: TAYlor 1-7420.....Independent
Manager.....Evers Mick
Commercial Manager.....W. T. Brinkley
Sales Promotion Mgr.....Jerry McConly
Program Director.....Imogene Teague
Ch. Eng.....Conway Smith

WWXL—Manchester—1956

Frequency: 1580 Kc. Power: 250 Watts d.
Owned By.....Wilderness Rd. Bcstg. Co.
Address.....109 Court St.
Tel.: LY 8-4694.....KBS
President.....J. L. Tigue
Gen., Sta. Mgr.....Roy A. Redmond
Chief Engineer.....Robert Banks

WNGO—Mayfield—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By.....West Ky. Bcstg. Co.
Business Address.....Paducah Rd.; Box 431
Tel.: 1597.....KBS
Representative.....Indie Sales
President.....Mose Bohn
Gen., Sta. Mgr.....Charles W. Stratton
Program Director.....Otis L. Davis
Chief Engineer.....Joe Hargrove

WFTM—Maysville—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....C. P. Clarke; J. M. Finch, Jr.
Bus. Address.....626 Forest Ave.
Tel.: LO 4-3361.....MBS-KBS
President.....Charles P. Clarke
General Manager.....John W. Betts
Commercial Manager.....Herbert Williams, Jr.
Program Director.....Lawrence McGill
Chief Engineer.....Harold Sagraves

WMIK—Middlesboro—1948

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Address.....Box 698
Tel.: 980.....KBS
Representative.....Devney
President.....Dr. U. G. Brummett
Gen. Mgr.....Maurice K. Henry
Program Director.....Bill Baker
Chief Engineer.....K. Bronell Reedy

WFLW—Monticello—1955

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By.....Wolf Creek Bcstg. Co.
Address.....Box 36
Tel.: 192.....KBS
Station Manager.....Fred A. Staples

WMOR—Morehead—1955

Frequency: 1330 Kc. Power: 1000 Watts, d.
Owned & Operated By.....Morehead Bcstg. Co.
Business Address.....Main St.
Tel.: 880.....KBS
President.....J. Earl McBrayer
General Manager.....W. M. Whitaker
Chief Eng.....Earl S. Young

WMST—Mt. Sterling—1957

Frequency: 1150 Kc. Power: 500 Watts
Owned By.....Mt. Sterling Broadcasting Co.
Business Address.....34 Broadway
Tel.: 1150.....Independent
Station Representative.....Kentucky Radio
President.....Jack Reynolds
Gen. Sta. Mgr.....Robert L. Williamson

Commercial Manager.....Gary Lester
Program Director.....Raymond Hopper
Chief Engineer.....R. L. Williamson

WL0C—Munfordville—1956

Frequency: 1150 Kc. Power: 1 Kw., d.
Owned.....S. Central Ky. Bcstg. Co.
Address.....Munfordville
Tel.: JA 4-4111.....Independent
Representative.....Kentucky Radio Sales
President.....H. T. Parrott
Gen. Mgr., Sales Prom.....J. W. Pickett
Program Dir.....Mary Goodman
Chief Engineer.....Wayne Sims

WNBS—Murray—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Service Bcstg. Co.
Address.....P. O. Box 548
Tel.: 1340.....Independent
Representative.....Dore
Pres., Sta. Mgr.....Charles Shuffet
Gen. Mgr., Ch. Engr.....C. H. Hulse
Commercial Manager.....Ed Griffin

WNKY—Neon—1956

Frequency: 148 Kc. Power: 1000 Watts d.
Owned.....Letcher Bcstg. Corp.
Business Address.....Neon
Tel.: 7714.....KBS
Representative.....Kentucky Radio Sales
President.....Dave L. Craft
Gen., Sta. Mgr.....Dee Dawahare
Comm. Mgr., Prog. Dir.....Delmar Ray Kincer
Sales Prom., Pub. Dir.....Elmer Ison
Chief Engineer.....Dr. E. E. Musgrave

WNOP—Newport—1948

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....606 Monmouth St.
Tel.: JU 1-7100.....Independent
Representative.....Devney
President.....James G. Lang
General Manager.....Ann Rolfes Lang
Station Mgr.....R. D. Nunn
Commercial Mgr.....R. L. Pike
Chief Engineer.....Chas. Hettesheimer

WOMI—Owensboro—1938

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....Owensboro Bcstg. Co., Inc.
Address.....Box 536
Tel.: MU 3-1558.....MBS-KBS
Newspaper Affiliations.....Messenger, Inquirer
Representative.....Burn-Smlth
President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS—Owensboro—1947

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By.....Owensboro On The Air, Inc.

Business-Studio Address.....324 Allen St.
 Tel.: MU 3-3521.....ABC
 Representative.....Rambeau, Vance, Hoppie
 President.....V. J. Steele
 General Manager.....Malcolm Grep
 Commercial Manager.....Parker Smith
 Program Director.....Earl Fisher
 Chief Engineer.....Earl Jagoe

WDXR—Paducah—1957

Frequency: 1560 Kc.....Power: 1 kw.
 Owned By.....E. W. McKinney-Smith
 Address.....10 N. 7th St.
 Tel.: 3-1737.....NBC
 Station Rep.....O'Connell
 President.....E. W. McKinney-Smith
 Gen., Comm. Mgr.....J. M. Page
 Program Dir.....W. G. Barthe
 Promotion Mgr.....W. Bloss
 Chief Engineer.....Paul Lawrence

WKYB—Paducah—1948

Freq.: 570 Kc..Power: 1 Kw. d. 500 Wts., n.
 Owned-Oper. By.....Barrington Co. of Ky.
 Business Address.....524 Jefferson
 Tel.: 2-1678.....MBS
 Representative.....Bolling
 Pres.....Bruce Barrington
 Gen. Mgr.....Ed Brewer
 Prog. Dir.....Mal Topping
 Ch. Eng.....Tom Summers

WPAD—Paducah—1930

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By ..Paducah Bcstg. Co., Inc.
 Address.....4th & Broadway
 Tel.: 2-8231.....CBS
 Representative.....Stars National
 President, Gen. Mgr.....Pierce E. Lackey
 Commercial Mgr.....Prewitt Lackey
 Sta., Program Dir.....Ray Mofield
 Sales Prom. Mgr.....Linn Wolff
 Chief Engineer.....U. C. Morris

WSIP—Paintsville—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Big Sandy Bcstg. Co.
 Address.....121 Main St.
 Tel.: 1196.....MBS-KBS
 Station Rep.....Hil Best, Ky. Radio Sales
 General Manager.....Ted Arnold Silvert
 Program Dir.....Bill Barker
 Chief Engineer.....Eugene Baldrige

WKLX—Paris—1955

Frequency: 1440 Kc.....Power: 1000 Watts d.
 Owned & Operated By.....Paris Bcstg. Co.
 Address.....630 Main St.
 Tel.: 1440.....KBS
 Representative.....Continental
 Pres., Gen. Mgr.....C. W. Krause
 Comm., Sales Prom. Mgr.....Asher Sizemore
 Program Director.....Gertrude Clem
 Chief Engineer.....Chas. J. Sebastian

WLSI—Pikeville—1949

Frequency: 900 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Cumberland Pub. Co.
 Address.....Pikeville
 Tel.: General 7-7323.....Independent
 Newspaper Affiliation.....Pike County News
 Representative.....Ky. Radio Sales
 President.....Mrs. W. J. Ward, Jr.
 General Manager.....Roy E. Alexander
 Prog., Pub. Dir.....John C. Adkins

WPKE—Pikeville—1949

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. Ky. Bcstg. Corp.
 Address.....Pikeville, Ky.
 Tel.: 1280.....MBS-KBS
 Station Rep.....Continental
 Pres., Gen. Mgr.....Jack L. Hatcher
 Commercial Manager.....H. G. Sturgill
 Chief Engineer.....James K. Hoskins

WMLF—Pineville—1957

Frequency: 1230.....Power: 250 Watts
 Owned.....States Bcstg. System
 Address.....Radio Park
 Tel.: ED 7-2100.....Independent
 Representative.....Continental; Ky-Radio Sales
 V.P., Gen. Mgr.....South C. Bevins
 Comm. Mgr.....Cal Smith
 Chief Engineer.....Hubert Turner

WDOC—Prestonsburg—1957

Frequency: 1310 Kc...Power: 5000 Watts d.
 Owned.....WDOC Radio
 Address.....No. Lake Drive
 Tel.: 2338.....KBS
 Representative.....Fairchild
 President.....Gordon Collins
 General Mgr.....Rex Osborne
 Program Director.....Estill Stewart
 Chief Engineer.....Doc Harmon

WPRT—Prestonsburg—1952

Frequency: 960 Kc.....Power: 1000 Watts, d.
 Owned By.....Stephens Industries, Inc.
 Address.....South Lake Drive
 Tel.: 2060.....KBS
 Representative.....Hil F. Best
 President.....D. C. Stephens
 General Mgr.....Doka S. Stephens
 Station Mgr.....David L. Stephens
 Commercial Mgr.....Clarence Robinson, Jr.
 Program, Chief Eng.....Walter E. May

WPKY—Princeton—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Princeton Bcstg. Co.
 Address.....Dawson Rd.
 Tel.: 2072.....KBS
 Gen. Mgr., Chief Eng.....Leslie Goodaker
 Comm. Mgr.....Ellis Burnam
 Sales Prom. Mgr.....Wilburn Wilson
 Program Dir.....Twyman Boren

WRVK—Renfro Valley—1956

Frequency: 1460 Kc.....Power: 500 Watts, d.

Owned.....Renfro Valley Bcstrs., Inc.
 Representative.....Kentucky Radio Sales
 V.P., Gen. Mgr.....Tom Hargis
 Comm. Mgr.....Benton Stokes

Representative.....Ky. Radio Sales
 Pres., Gen. Mgr.....Mike Layman
 Commercial Manager.....Donald Orwin
 Program Director.....John A. Hartnett
 Technical Dir.....Ralph F. Denton

WEKY—Richmond—1953

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....WEKY, Inc.
 Address.....McKee Bldg.
 Tel.: 1340.....MBS-KBS
 Pres., Gen. Mgr.....O. C. Halyard, Jr.
 Commercial Manager.....Robert J. Spradlin
 Sales Promotion Mgr.....Charles L. Mastin
 Program Director.....Mrs. Loretta Canfield
 Chief Engineer.....John D. Jennings, Jr.

WKKS—Vanceburg—1958

Frequency: 1570 Kc.....Power: 250 Watts
 Owned By.....Karl Kegley
 Address.....Vanceburg
 Tel.: SWift 6-3411.....Independent
 Pres., Gen. Mgr.....Karl Kegley
 Comm., Sta. Mgr.....Don Roberts
 Chief Engineer.....Jesse Stamm

WRUS—Russellville—1953

Frequency: 610 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....So. Kentucky Bcsters.
 Address.....P. O. Box 110
 Tel.: PArkview 6-2471.....KBS
 Station Representative.....Hil F. Best
 President.....Roth E. Hook
 Gen., Comm. Mgr.....Woodrow P. Sosh
 Station Manager.....Earl Johnson
 Program Director.....Stan Murphy

WMTC—Vancleve—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Kentucky Mt. Holliness Assn.
 Bus.-Studio Address.....Vancleve
 Representative.....Continental
 President.....Dr. Lela G. McConnell
 General Manager.....Wilfred Fisher
 Program Dir.....Violet Person
 Chief Engineer.....Kenneth Amspauh

WLCK—Scottsville—1958

Frequency: 1250 Kc.....Power: 500 Watts, d.
 Owned By.....State Line Bcstg. Co.
 Address.....P. O. Box 486
 Tel.: 490.....KBS
 Station Rep.....Best
 President.....R. L. Turner
 General Mgr.....Bobby Colvin
 Commercial Mgr.....W. Hoover
 Chief Engineer.....J. B. Crawley

WTCW—Whitesburg—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Folkways Bcstg. Co., Inc.
 Address.....Box 660
 Tel.: 2711.....Independent
 President.....Ernest Tubb
 Gen. Mgr.....Donald W. Crosthwaite
 Comm. Mgr.....Wallace R. Day

WSFC—Somerset—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Bcstg. Co.
 Address.....Hwy. 1247
 Tel.: 1240.....MBS-KBS

WWKY—Winchester—1954

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owner.....Winchester Bcstg. Co., Inc.
 Address.....Box 535
 Tel.: 1380.....Independent
 Pres., Gen. Mgr.....Charles Drew
 Commercial Manager.....D. Joe Abbott
 Program Director.....Herman Kelly
 Chief Engineer.....Tommy Bratton

Pop.: 3,221,000
 Families: 889,000
 Radio Homes: 843,000

Louisiana

Stations in State: 79
 TV Homes: 666,000
 TV Stations: 14

KROF—Abbeville—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Abbeville Bcstg. Serv. Inc.
 Business Address.....P.O. Drawer 620
 Tel.: TW 3-2531.....Independent
 President.....H. Frenzel Pere
 General Manager.....George P. Martin

Station Manager.....Alex Marchand
 Sales Promotion Manager.....Miss Pat Nugent
 Program Director.....Cal Adams
 Publicity Director.....Miss Barbara LeBlanc
 Chief Engineer.....Lee Worthy

KALB—Alexandria—1935

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Alexandria Bdcstg. Co., Inc.
 Business Address.....6th and Washington Sts.
 Tel.: 3-2543.....ABC
 Representative.....Weed & Co.
 President.....T. B. Lanford
 Gen. Manager.....Walter D. Melson

KDBS—Alexandria—1953

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Dixie Bcstg. Ser.
 Address.....Box 306
 Tel.: Hillcrest 3-7454.....KBS
 Pres., Gen. Mgr.....Irving Ward Steinman
 Station Manager.....William G. Lynch
 Local Commercial Mgr.....D. Ed Pebbles
 Production Manager.....Billy Travis
 Chief Engineer.....Henry J. Lazarone

KSYL—Alexandria—1947

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. ByKSYL, Inc.
AddressBox 1489
Tel.: 6611.....NBC
Rep.....McKinney, Clarke, Brown
Pres., Comm. Mgr.....Milton Fox
Gen., Sta. Mgr.....Sylvan Fox
Chief Engineer.....Leonard Dupree

WABL—Amite—1955

Frequency: 1570 Kc.....Power: 500 Watts, d.
Owned-Oper. By.....Amite Broadcasting Co.
Address.....118 N.E.R.R. Ave.
Tel.: 8385.....Independent
Gen. Sta., Comm. Mgr.....C. W. Fitz
Program Director.....Leonard Giacone
Chief Engineer.....Vernon E. Dudley

KGAN—Bastrop—1957

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Bastrop Bcstg. Co.
AddressBox 1340
Tel.: 1340.....Independent
Gen. Mgr.....Bill Davis
Sta., Comm. Mgr.....Harry Howard

KTRY—Bastrop—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
AddressBox 193
Tel.: 1400.....KBS

Newspaper Affil.....Daily Enterprise
General Mgr.....William G. Darland, Jr.
Publicity Dir.....Ray Pilant
Program, Chief Eng.....Hugh Smith

WAIL—Baton Rouge—1947

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Merchants Bcstrs.
Bus. Address.....3150 College Dr.; Box 14657
Tel.: Dickens 4-5275.....Independent
RepresentativeWeed
Pres., Gen. Mgr.....Ralph L. Burge
Commercial Manager.....Roger Davison
Chief Engineer.....Ed Van Valkenburg

WEND—Baton Rouge—1956

Frequency: 1380 Kc.....Power: 500 Watts, d.
Owned By.....Vox, Inc.
AddressCommerce Bldg.
Tel.: Dickens 3-6606.....KBS
Station Mgr.....Owen Elliott

WIBR—Baton Rouge—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
AddressP. O. Box 1226
Tel.: DI 8-6716.....Independent
Station RepresentativeWalker-Rawalt
President.....G. T. Owen
V.P., Gen. Mgr.....Robert Earle
Prog. Dir.....Bernard Zuccaro
Comm. Mgr.....Olas Olsen
Sta. Mgr., Pub. Dir.....Scott W. Erwin
Chief Eng.....E. E. Case

W I B R

TOP DOG

IN

BATON ROUGE

LOUISIANA

WJBO—Baton Rouge—1934

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address.....444 Florida St.
 Tel.: DI 2-5271.....NBC
 News. Affil.....State Times, Morning Advocate
 President.....Douglas L. Manship
 Gen. Mgr.....Mort Silverman
 Comm. Mgr.....John D. Woodriddle
 Chief Engineer.....Theodore Hubert

WLCS—Baton Rouge—1946

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Air Waves, Inc.
 Business Address.....204 North St.
 Tel.: DI 2-4411.....Independent
 Representative.....Masla
 President.....Norman Saurage, Jr.
 Gen. Manager.....Lamar Simmons
 Comm. Mgr.....T. A. LeBlanc
 Prog. Dir.....Gene Nelson
 Chief Eng.....Eugene Howell

WXOK—Baton Rouge—1952

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WXOK, Inc.
 Address.....243 Convention St.
 Tel.: DI 4-7604.....Independent
 Representative.....Stars National
 President.....Jules Paglin
 General Manager.....S. Ray, Jr.
 Station Manager.....Thomas L. McGuire
 Prog. Dir.....Lucille Pollack
 Chief Engineer.....Thomas W. Wood

WHXY—Bogalusa—1954

Frequency: 920 Kc.....Power: 1 Kw. d.
 Owned.....Bogalusa Bcstg. Co.
 Address.....P. O. Box 689
 Tel.: RE 2-4254.....Independent
 Station Rep.....Clark
 Station Mgr.....Jim Howell
 Program Director.....Dolores Williams

WIKC—Bogalusa—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Curt Siegelin, Admin.
 Business Address.....P. O. Box 811
 Tel.: Republic 5-1355.....MBS, KBS
 Gen., Sta. Mgr.....John H. Knight
 Chief Engineer.....Charlie Pearson

KBCL—Bossier City—1957

Frequency: 1220 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Good Music, Inc.
 Business Address.....P.O. Box 727
 Tel.: 3-1606.....Independent
 President.....Crawford Godfrey
 Gen., Sta. Mgr.....John J. Buckley
 Program Director.....Stuart Hyden
 Publicity Director.....Mary Lou O'Brien
 Chief Engineer.....Carl Goulden

WARB—Covington—1953

Frequency: 730 Kc.....Power: 250 Watts d.

Owned-Operated By.....WARB, Inc.
 Address.....Box 568
 Tel.: 1600.....KBS
 President.....David C. Blossman
 Gen. Mgr., Ch. Eng.....J. R. Webb
 Commercial Manager.....James S. Webb
 Program Director.....Bettie E. Ferrer

KSIG—Crowley—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KSIG Bcstg Co., Inc.
 Bus-Studio Address...320 N. Parkerson Ave.
 Tel.: 1450.....KBS
 Representative.....T. F. Clark
 President.....Hirsch J. School
 General Manager.....Louis M. Basso
 Commercial Manager.....Thomas E. Griffin
 Program Director.....James Trahan
 Chief Engineer.....Fred Hebert

KDLA—DeRidder—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Sabine Broadcasting Co.
 Address.....P. O. Box 46
 Tel.: 7600.....KBS
 Co-Owners.....C. Reddoch, J. McCrary
 General Manager.....Ralph L. Hooks
 Comm., Sales Prom. Mgr...Wayne L. Sanders
 Prog. Dir., Ch. Eng.....Ted Thompson

KEUN—Eunice—1952

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Tri-Parish Bcstg. Co.
 Address.....Box 511
 Tel.: GL 7-3041.....MBS
 President.....Vincent Rehl
 Gen., Sta. Mgr.....John Pauche
 Program, Publicity Dir.....Karl R. DeRoven
 Chief Engineer.....John Fuselier

KFNY—Ferriday—1956

Frequency: 1600 Kc.....Power: 1 Kw., d.
 Owned.....Miss-Lou Bcstg. Co.
 Address.....120 Louisiana Ave.
 Tel.: 7200.....Independent
 Owner, President.....Mrs. Marie K. Zuccaro
 Gen. Mgr.....Ervin Parks, Jr.

KLFT—Golden Meadow—1955

Frequency: 1600 Kc.....Power: 1000 W. d.
 Owned-Operated By.....Theriot Bcstg. Co.
 Address.....Theriot Bldg., Box 368
 Tel.: 5-5165.....KBS
 Representative.....Best
 General Manager.....Leo J. Theriot
 Sta. Mgr., Ch. Engr.....H. Earl Herron
 Commercial Manager.....Dudley J. Bernard
 Sales Promotion Manager.....Roy Vicknair
 Program Director.....Betty TerreBonne

WFPR—Hammond—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Airweb, Inc.
 Business-Studio Address.....Box 432
 Tel.: 960.....KBS
 Pres., Gen. Mgr.....John A. Chauvin

Commercial Manager.....'Foots' McCrory
 Program Director.....Vivian Laird
 Chief Engineer.....Charles Marinos

KLVU—Haynesville—1956

Frequency: 1580 Kc....Power: 250 Watts, d.
 Owned By.....C. E. Ray
 Address.....3678 Beckham Dr., Shreveport
 Tel: 8-1552.....Independent
 General Mgr.....Charles E. Ray

KVHL—Homer—1955

Frequency: 1320 Kc.....Power: 1 Kw., d.
 Owned.....Claiborne Bcstg. Corp.
 Address.....Box 97
 Tel: 3804.....KBS
 Pres., Mgr.....Frank T. Harkness, Jr.
 Prom. Mgr.....Jim Blanchard

KCIL—Houma—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....KCIL, Inc.
 Business Address.....P.O. Box 1031
 Tel: Uptown 2-6828.....KBS
 President.....Denver T. Brannen
 General Manager.....Alson E. Engelhardt
 Chief Engineer.....C. O. Wilson

KJEF—Jennings—1950

Freq.: 1290 Kc..Power: 1 Kw. d., 500 Watts, n.
 Owned-Oper. By.....Jennings Bcstg. Co., Inc.
 Address.....1521 Lake Arthur Ave.
 Tel: 1155.....MBS-KBS
 Pres., Gen. Mgr., C. Eng.....Clovis L. Bailey
 Prog. Dir.....Noel Wooley
 Comm. Mgr.....Gerald Dugas

KLEC—Jonesville—1956

Frequency: 1480 Kc....Power: 500 Watts, d.
 Owned By.....W. S. Perkins
 Address.....Jonesville
 Tel: 2481.....KBS
 Gen. Mgr.....Paul Schilling

KPEL—Lafayette—1957

Freq.: 1420 Kc....Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By.....Pelican Bcstg. Co.
 Address.....Box 853
 Tel: CEnter 4-7418.....MBS
 Representative.....O'Connell; Reilly
 President.....John Paul Goodwin
 Gen., Sta. Mgr.....William A. Patton
 Comm. Manager.....James M. Drake
 Program Director.....Charles W. Malone

KVOL—Lafayette—1935

Frequency: 1330 Kc.Power: 1000 Watts
 Owned-Oper. By..Evangeline Bcstg. Co., Inc.
 Business Address.....519 South Buchanan
 Tel: CE 4-5151.....NBC
 Representative.....Meeker
 President.....Morgan Murphy
 General Manager.....George H. Thomas
 Station Mgr.....E. H. Hughes
 Comm. Mgr.....Thomas G. Pears
 Prog. Dir.....J. Richard Aker
 Chief Engineer.....Myrle E. Case

KAOK—Lake Charles—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KAOK, Inc.
 Address.....P. O. Box 1399
 Tel: 6-7541.....MBS
 Representative.....Stars National
 President.....Julius J. Paglin
 Sta. Mgrs.....T. Gresham, R. Rhodes
 Managing Director.....Stanley W. Ray, Jr.

KLOU—Lake Charles—1947

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Gulf Bcstg. Co., Inc.
 Bus-Studio Address.....Box 975
 Tel: HE 6-7277.....Independent
 Representative.....Walker
 President.....G. T. Owen
 Vice-Pres.....Bob Earle
 General Mgr.....R. S. Davison
 Chief Engineer.....G. M. Meisner

KPLC—Lake Charles—1935

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Calcasieu Bcstg. Co.
 Address.....P. O. Box 1521
 Tel: HE 9-2713.....NBC
 Representative.....Weed
 President.....T. B. Lanford
 Gen., Sta. Mgr.....P. E. Mills, Jr.
 Commercial Mgr.....R. M. White
 Sales Prom. Mgr.....Shirley Kelley
 Prog. Director.....Eleanor Shirley
 Chief Eng.....Edgar Barton

KLPL—Lake Providence—1957

Frequency: 1050 Kc.....Power: 250 Watts, d.
 Owned.....Radio Service Co.
 Address.....Box 342
 Tel: 834.....KBS
 Representative.....Bogner & Martin
 Presidents.....E. McMurray & F. Baldwin
 Sta., Comm. Mgr.....Gene Underwood

KLLA—Leesville—1956

Frequency: 1570 Kc.....Power: 250 Watts
 Owned.....Leesville Broadcasting Co.
 Address.....P. O. Box 1323
 Tel: 3403.....KBS
 Mgr. Partner, Gen. Mgr.....I. Ward Steinman
 Commercial Mgr.....Ed Marshall
 Sales Prom. Mgr.....Wayne Whisenhunt
 Program Dir.....Donnie S. Cohen
 Chief Engineer.....Byron Stokes

KDBC—Mansfield—1954

Frequency: 1360 Kc.....Power: 1 Kw. d.
 Owned.....DeSoto Bcstg. Corp.
 Address.....P. O. Box 740
 Tel: 1360.....KBS
 Representative.....Keystone
 President.....H. E. Sewell
 Gen., Comm. Mgr.....Arthur L. Greene
 Chief Engineer.....Boyd E. Allinson

KAPB—Marksville—1954

Frequency: 1370 Kc. Power: 1000 Watts, d.
 Owner: Avoyelles Bcstg. Corp.
 Address: 110 W. Mark St.
 Tel.: 7206
 Representative: Hil F. Best
 President: W. L. Billups
 Gen., Comm. Mgr.: Willie J. Bordelon
 Chief Engineer: Charlie Woodside

KASO—Minden—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Dixie Bcsters.
 Address: Box 344
 Tel.: FRanklin 7-1200.
 Independent Owners: Raiph Hooks, Cyril Reddoch
 Station Mgr.: J. M. Howell
 Publicity Dir.: Cathleen Moreland
 Chief Engineer: Billy Hyatt

KLIC—Monroe—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Dr. Frank Cerniglia
 Address: 626 Bernhardt Bldg.
 Tel.: 3-4617
 MBS-KBS Station Rep.: Dora-Clayton
 General Mgr.: Dr. Frank Cerniglia

KMLB—Monroe—1930

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: WSTV, Inc.
 Business Address: Box 1723
 Tel.: FAirfax 2-7161
 ABC, NBC Representative: Pearson
 President: Jack N. Berkman
 General Manager: Raymond W. Baker
 Program Dir.: James Plaisance
 Chief Engineer: O. R. Morgan

KNOE—Monroe—1944

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: James A. Noe
 Business-Studio Address: Box 1472
 Tel.: FA 2-8155
 Independent Representative: H-R Reps
 President: James A. Noe
 V.P. & Gen. Mgr.: Ed Roult
 Commercial Manager: James McDonough
 Sales Prom. Mgr.: Mrs. Dixie Ware
 Program Director: Lou Swanson
 V.P. & Dir of Eng.: Ray Boyd

KMRC—Morgan City—1954

Frequency: 1430 Kc. Power: 500 Watts
 Owned: Tri-City Bcstg. Inc.
 Address: P. O. Box 889
 Tel.: 9036
 KBS President: Warren J. Fortier
 General Mgr.: Earl Wooton
 Treasurer: Mortimer Silverman, Jr.
 Secretary: Louise Bensabet

KNOG—Natchitoches—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Natchitoches Bcstg. Co.

Business-Studio Address: 5th & Sirod
 Tel.: 2353
 KBS-MBS Pres., Gen. Mgr., Chief Eng.: B. H. Bailey, Jr.
 Sta., Comm. Mgr.: Norman A. Fletcher
 Sales Promotion Manager: James Thomasee
 Program Director: Jim Elkins

KANE—New Iberia—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: New Iberia Bcstg. Co.
 Address: Box 383
 Tel.: EMerson 9-6726
 KBS General Mgr.: George H. Thomas
 Sta. Mgr.: Donald Bonin
 Commercial Manager: Sherry A. Lopez
 Program Dir.: June Stein
 Publicity Director: Joseph A. Sikes
 Chief Engineer: Merle Case

KVIM—New Iberia—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Queen City Bcstg. Co.
 Address: P. O. Box 50
 Tel.: 2-5825
 Independent General Manager: John H. Coco

WBOK—New Orleans—1951

Frequency: 800 Kc. Power: 1000 W., d.
 Owned-Oper. By: WBOK, Inc.
 Address: 505 Baronne St.
 Tel.: TU 5363
 Independent Representative: Stars National
 President: Jules J. Paglin
 Exec. V.P., Gen. Mgr.: Stanley W. Ray, Jr.
 Station Mgr.: Ed Prendergast
 Commercial Manager: Fred Schwarz
 Sales Prom. Mgr., Prog. Dir.: Marion Owen
 Publicity Director: Norman Duffour
 Chief Engineer: Joan Rhodes

WDSU—New Orleans—1923

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: WDSU Bcstg. Corp.
 Business Address: 521 Royal St.
 Tel.: TU 4371
 NBC Representative: John Blair
 President: Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr.: Robert Swezey
 Station Manager: John F. Screen
 Commercial Manager: Harold Whelahan
 Program Dir.: Jim Dunbar
 Publicity Director: Marion Annenberg
 Chief Engineer: Lindsey Riddle

WJBW—New Orleans—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio New Orleans, Inc.
 Business-Studio Address: Cigall Bldg.
 Tel.: MA 3488
 Independent Representative: Robert S. Keller
 Mgr., Dir.: Charles Quillian
 Commercial Manager: Ed Carlson
 Program Director: Jerry Clark
 Chief Engineer: John Rhode

WJMR—New Orleans—1946

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Operated By... Supreme Bcstg Co., Inc.
Address..... Jung Hotel
Tel.: EX 3131..... MBS
Representative..... For Joe
P-president..... Chester Owens
Exec. V.P..... George A. Mayoral

WYLD—New Orleans—1949

Frequency: 600 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Connie B. Gay
Address..... 2906 Tulane Ave.
Tel.: GA 4112..... Independent
Representative..... Gill-Perna; Clayton
Station Manager..... William Arthur Selley
Commercial Manager..... Clay Morgan
Sales Promotion Manager..... David Shaffer
Prog. Dir..... Larry McKinley
Chief Engineer..... Samuel Perkins

WNOE—New Orleans—1925

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
Owned-Operated By..... James A. Noe
Business-Studio Address.... St. Charles Hotel
Tel.: EX 2173..... Independent
Representative..... Avery-Knodel
President..... James A. Noe
Gen., Sta. Mgr..... James A. Noe, Jr.
Comm., Sales Prom. Mgr..... Cleve J. Brien
Program Director..... Bud Connell
Chief Engineer..... A. J. Bourgeois

WSMB—New Orleans—1925

Frequency: 1350 Kc. Power: 5 Kw.
Owned..... WSMB, Inc.
Address..... Maison Blanche Bldg.
Tel.: MA 5921..... ABC
Representative..... Hollingbery
President..... Harold E. Anderson
General Mgr..... M. Franklyn Warren
Program, Asst. Mgr..... De Alton Neher
Sales Mgr..... McLaws Kieffer
Chief Engineer..... Harold Nebe

WTIX—New Orleans—1951

Frequency: 690 Kc. Power: 5,000 Watts
Owned-Oper. By..... Storz Broadcasting Co.
Address..... 328 Chartres St.
Tel.: MA 3562..... Independent
Station Representative..... Young
President..... Todd Storz
V.P., General Mgr..... Fred Berthelson
Production Mgr..... Ken Karlton
Program Dir..... Larry Wilson
Promotion Mgr..... Marshall Pearce
Traffic Mgr..... Mary Lou DeRose
Chief Engineer..... Carlos A. Schmid
Owners of: WHB, Kansas City, Mo.; WDGY,
Minneapolis; WQAM, Miami.

WTPS—New Orleans—1947

Frequency: 940 Kc. Power: 1000 d.; 500 n.
Owned..... Rounsaville of New Orleans, Inc.
Business Address..... 615 Howard Ave.

Representative..... Branham
General Mgr..... H. F. Wehrmann
Prog. Dir..... Carl J. Junker

WWEZ—New Orleans—1947

Frequency: 690 Kc. Power: 5000 Watts
Owned-Operated By..... WWEZ Radio Inc.
Bus-Studio Address..... 614 N. Rampart St.
Tel.: CA 3521..... Independent
Representative..... Grant Webb
President..... A. L. Chilton
General Manager..... Joe A. Oswald
Prog. Dir..... Ken Elliott
Ch. Eng..... Harrison C. Mondy

WWL—New Orleans—1922

Frequency: 870 Kc. Power: 50,000 Watts
Owned-Operated By..... Loyola U. of South
Tel.: Jackson 5-2194..... CBS
Representative..... Katz
President..... Rev. Patrick J. Donnelly, S.J.
General Manager..... W. H. Summerville
Manager..... John L. Vath
Sales Promotion Manager..... Owen Elliott
Program Director..... W. J. Brengel
Publicity Director..... Raymond Eberhardt
Chief Engineer..... J. D. Bloom

KREH—Oakdale—1953

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By..... Louisiana Bcstg. Service
Address..... Ville Platt Hiway
Tel.:..... KBS
Manager..... R. M. Jernigan

KWCL—Oak Grove—1958

Frequency: 1280 Kc. Power: 500 Watts, d.
Owned By..... Carroll Bcstg. Co.
Tel.: GArden 8-3208..... Independent
Gen., Comm. Mgr..... W. O. Bauman
Chief Engineer..... Chas. Farrell

KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KSLO Bcstg. Co.
Address..... KSLO Building
Tel.: 2633..... ABC-KBS
Representative..... Sears & Ayer
General Mgr..... W. Eugene Jones
Commercial Manager..... A. B. Reed, Jr.
Prog. Dir..... W. Allegood
Chief Engineer..... Hoyt E. Ray

KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.
Owned..... Richland Bcstg. Co.
Address..... Box 535
Tel.: 4855..... KBS
Gen. Mgr..... David E. Chapman
Prog. Dir..... Marshall D. Peel, Jr.

KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Ruston Bcstg. Co.
Address..... 102 Park Ave. (Box 533)

Tel: AL 5-2530.....KBS
 Newspaper Affil..... Leader
 President..... C. E. Faulk, Jr.
 Gen. Manager..... William Carter
 Chief Eng..... A. T. Moore

KCIJ—Shreveport—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By....Southwest Bcstrs. Inc.
 Business Address.....P.O. Box 197
 Tel: 3-6107.....CBS
 Representative..... Gill-Perna
 President..... Roy Fish
 General Manager..... Johnnie K. Hill
 Station Manager..... Merle Kilgore
 Comm. Sales Prom. Mgr..... Haynie Hall
 Prog., Pub. Dir..... Ed Hamilton
 Chief Engineer..... Benny Culbertson

KEEL—Shreveport—1923

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By..... Foster & Associates
 Address..... 1500 N. Market
 Tel: 5-8692.....Independent
 Representative..... Blair
 Pres..... Gordon B. McLendon
 Gen. Mgr..... R. H. Wilcox
 Comm. Promotion Manager.... Marie Gifford
 Prog. Dir..... Al Hart
 Chief Engineer..... Rudy Johnson

KENT—Shreveport—1947

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
 Owned-Operated By...Radio Shreveport, Inc.
 Business-Studio Address..... 311 Milam Bldg.
 Tel: 3-3681.....MBS, NBC
 Representative..... Walker-Rawalt
 Pres., Gen. Mgr..... Troy A. Kaichen
 Commercial Manager..... Ken Weaver
 Prom., Pub. Dir..... Bill Monroe
 Program Director..... Bill Jay
 Chief Engineer..... L. J. Carlson

KJOE—Shreveport—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
 Owned.....Audiocasting, Inc.
 Address..... 529½ Crockett St.
 Tel: 2-0732.....Independent
 Station Representative... Forjoe, Clarke Brown
 Pres., Gen. Mgr..... Joe Monroe
 Sales Prom. Mgr..... Winnie Spruell
 Comm. Mgr..... Pat Stove
 Program Dir..... Vern Stierman
 Chief Eng..... N. L. Keys

KLUE—Shreveport—1957

Frequency: 1300 Kc.....Power: 1 Kw., d.
 Owned By.....Kenwil, Inc.
 Address..... 850 Havens Rd.
 Tel: 2-4617.....Independent
 Representative..... Breen & Ward
 Pres., Gen. Mgr..... Charles E. Ray
 Comm. Mgr..... Dollye Lloyd

KOKA—Shreveport—1957

Frequency: 980 Kc.....Power: 5000 Watts d.
 Owned-Oper. By..... John McLendon & Assoc.

Business Address..205 Milam; P.O. Box 3605
 Tel: 2-3122.....Independent
 Sta. Rep..... Pearson
 General Manager..... John McLendon
 Station Manager..... Charles Fletcher

KRMD—Shreveport—1928

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by....Radio Station KRMD
 Business Address..... Jefferson Hotel Bldg.
 Tel: 3-6171.....ABC
 Representative..... Wood
 President..... T. B. Lanford
 Gen., Comm. Mgr..... William L. Switzer
 Sta. Mgr, Prog Dir..... Joseph H. Keith
 Sales Promotion Manager... Elizabeth Roberts
 Chief Engineer..... Dub Wilkinson

KWKH—Shreveport—1925

Frequency: 1130 Kc.....Power: 50,000 Watts
 Owned-Operated By..International Bcstg. Corp.
 Bus-Studio Address.... Commercial Building
 Tel: 2-8711.....CBS
 Newspaper Affiliation.... Shreveport Times
 Representative..... Christal Co.
 President..... William H. Bronson
 Exec. V.P., Gen. Mgr..... Henry B. Clay
 Commercial Manager..... Jack Timmons
 Prom. Mgr., Pub. Dir..... James T. Briggs
 Prog. Director..... Frank Page
 Tech. Dir..... W. E. Antony
 Chief Engineer..... O. S. Droke

KBSF—Springhill—1954

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned.....Springhill Broadcasting Co.
 Address..... Box 597
 Tel: LE 9-4616.....KBS
 Representative..... Hil F. Best
 President..... Roy M. Fish
 General Mgr..... John K. Hill
 Station Mgr..... Arthur Dickerson
 Prog. Dir..... Howard Clark
 Chief Engineer..... Robert Wainwright

**KIKS—Sulphur-Lake Charles
 1955**

Frequency: 1310 Kc.....Power: 500 W. d.
 Owned-Operated By.....Lake Bcstg. Co.
 Address..... Box 895
 Tel: JA 7-5266.....KBS
 Representative..... Clarke Brown
 Manager..... Cecil E. Bland, Jr.
 Commercial Manager..... Carroll A. Wynn

KTLD—Tallulah—1954

Frequency: 1360 Kc.....Power: 500 Watts
 Owned-Operated By.....Griffith Electric Co.
 Address..... Box 1360
 Tel: 1360.....KBS
 Pres., Ch. Eng..... Howard E. Griffith
 Comm., Sales Prom. Mgr... Chris C. Kimbell, Jr.
 Program Director..... Mrs. Pearle C. Luckett

KTIB—Thibodaux—1953

Frequency: 630 Kc.....Power: 500 W., d.

Let The Maine Broadcasting System help you to your share of the Northern New England market

The people who live within the service area of our stations have a combined effective buying income of 1 billion, 700 million.

When it comes to reaching these people and attracting their dollars, the stations that serve them best will serve you best, too.

See your Weed man for the complete story on the stations and the market.

THE MAINE BROADCASTING SYSTEM STATIONS

TV NETWORK

WCSH-TV (6) Portland
WLBZ-TV (2) Bangor

RADIO NETWORK

WCSH Portland
WLBZ Bangor
WRDO Augusta
WLAM Lewiston (affiliate)

Owner.....Delta Bcstrs., Inc.
 Address.....701 W. 5th St.
 Tel.: Hillcrest 7-9006.....Independent
 President.....F. H. Block
 General Mgr.....Ray Saadi
 Commercial Manager.....James Eisner
 Sales Promotion Manager.....Marie Bergeron
 Program Director.....Wayne Carpenter
 Publicity Director.....Walt Jenkins
 Chief Engineer.....Lee Martin

KVPI—Ville Platte—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Ville Platte Bcstg. Co.
 Address.....Box 566
 Tel.: 5888.....KBS
 President.....Lionel B. Deville
 Gen., Comm. Mgr.....Chris Dupiechain
 Chief Engineer.....J. L. Sylvester

KLVI—Vivian—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
 Owned By.....Joel E. Wharton
 Address.....P. O. Box 1069
 Tel.: 9200.....Independent
 Gen. Mgr., Chief Eng.....J. E. Wharton
 Program Dir.....Mrs. J. E. Wharton

KUZN—West Monroe

Frequency: 1310 Kc.....Power: 1 Kw., d.
 Owned.....Howard E. Griffith

Address.....218½ Trenton St.
 Tel.: 2-1491.....Independent
 Representative.....Best
 Gen. Sales Prom. Mgr.....Ollie Bales

KEVL—White Castle—1955

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Big League Bcstg. Co.
 Address.....Box 483, Plaquemine, La.
 Tel.: 5116(P).....KBS
 Representative.....Best
 President.....Bill Lee
 Gen. Mgr.....Lou Millet

KVCL—Winnfield—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Winn Bcstg. Co.
 Address.....Box 548
 Tel.: 5822.....KBS
 Gen. Mgr., Ch. Engr.....Edward R. Hall
 Station Manager.....Betty Hall
 Program Dir.....Charles Christie

KMAR—Winnesboro—1957

Frequency: 1570 Kc.....Power: 500 Watts, d.
 Owned.....Franklin Bcstg. Co.
 Address.....Box 312
 Tel.: Winnesboro 5141.....Independent
 Representative.....Continental Radio Sales
 Gen. Mgr.....Si Willing
 Prog. Mgr.....Buddy Martin

Maine

Pop.: 959,000
 Families: 279,000
 Radio Homes: 270,000

Stations in State: 23
 TV Homes: 242,000
 TV Stations: 7

WFAU—Augusta—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Twin City Bcstg. Co., Inc.
 Business Address.....160 Bangor St.
 Tel.: MA 3-3878.....MBS
 Representative.....O'Connell, Wheeler
 President.....Faust Couture
 Gen., Sta. Mgr.....Norman C. Gallant
 Sales Promotion Mgr.....Richard McLennan
 Program Director.....Mona Toothaker
 Publicity Director.....Louise Patterson
 Supervisory Engineer.....Joseph Roy

WRDO—Augusta—1932

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....WRDO, Inc.
 Address.....175 Water Street
 Tel.: MA 3-4735.....NBC
 Representative.....Weed
 President.....William H. Rines
 Station Manager.....Leslie R. Hubley
 Chief Engineer.....Harold T. Dinsmore
 (See Page 462)

WABI—Bangor—1924

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By...Community Bcstg. Service

Business-Studio Address.....57 State St.
 Tel.: 6446.....ABC-MBS
 Representative.....Hollingbery, Kettell-Carter
 President.....Horace A. Hildreth
 Exec. V.P., Gen. Mgr.....Leon Gorman, Jr.
 V.P.-Operations.....Walter Dickson
 Res. Station Mgr.....John F. MacRae
 Comm., Sales Prom. Mgr...Charles M. Sias, Jr.
 Prog., Pub. Dir.....John F. MacRae
 Chief Engineer.....Ed Winchester

WGUY—Bangor—1945

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Bangor Bcstg. Corp.
 Address.....26 Central St.
 Tel.: 7354.....Independent
 Rep.....O'Connell, Wheeler
 President.....Melvin Stone
 General Manager.....James P. Hinchey
 Commercial Manager.....John Walsh
 Sales Promotion Mgr.....Joyce Silver
 Program Director.....Robert Dow
 Publicity Director.....Thomas Ryan
 Chief Engineer.....James Golden

WLBZ—Bangor—1926

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Maine Bcstg. Co.

Business-Studio Address.....100 Main St.
 Tel.: BA 2-4656.....NBC
 President.....William H. Rines
 Station Mgr.....Edward E. Guernsey
 Program Dir.....Edward Owen
 Chief Engineer.....John H. Wibby

(See Page 462)

WMMS—Bath—1957

Frequency: 730 Kc.....Power: 500 W., d.
 Owned By.....Winslow T. Porter
 Address.....195 Front St.
 Tel.: HI 3-5542.....Independent
 Pres., Gen. Comm. Mgr.....Winslow T. Porter
 Program Director.....Mark Roman
 Publicity Director.....Lewis Colby
 Chief Engineer.....Dr. Harry F. Hinkley

WIDE—Biddeford—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Biddeford-Saco Bcstg. Co.
 Address.....234 Main St.
 Tel.: 4-4566.....MBS
 Pres., Gen. Mgr.....J. Alan Jasper
 Station Mgr.....Louis J. Borgatti
 Commercial Mgr.....M. Chester Ball

WCME—Brunswick—1955

Frequency: 900 Kc.....Power: 500 Watts
 Owned.....Westminster Broadcasting Co.
 Address.....River Road
 Tel.: PA 5-5507.....Independent
 Representative.....Walker-Rawalt
 Pres., Gen. Mgr.....Clifford B. Kemberling

Program Director.....Glenn H. Hilmer
 Sales Prom. Mgr.....Raymond B. Durgin
 Chief Engineer.....Melville Whitcomb

WFST—Caribou—1956

Frequency: 600 Kc.....Power: 5 Kw., d.
 Owned.....Northern Bcstg. Co.
 Address.....Box 65
 Tel.: 3731.....Independent
 Representative.....O'Connell
 President.....F. S. Tibbetts
 Gen., Sta. Mgr.....Elby Stevens
 Commercial Manager.....Phyllis Belanger
 Sales Promotion Mgr.....A. Knight
 Program Director.....Ray Mosher
 Chief Engineer.....G. D. Johnson

WABM—Houlton—1950

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Aroostook Bcstg. Corp.
 Address.....1340 North Rd.
 Tel.: 2257.....NBC-ABC
 Representative.....Webb
 Exec. V.P.....Leon P. Gorman, Jr.
 Sta. Mgr.....Ted Coffin
 Sales Mgr.....Robert Young

WCOU—Lewiston—1938

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Twin City Bcstg. Co., Inc.
 Business-Studio Address.....223 Lisbon St.
 Tel.: 4-6921.....MBS
 Representative.....O'Connell, Wheeler
 Pres., Pub. Dir.....Faust Couture

The Quality Station

WMMS RADIO MAINE

**Operating Daily from
 Sunrise to Sunset at 730 Kc.**

Studios and Offices:

195 Front Street
 Bath, Maine
 Phone: Hilltop 3-5542-3

Winslow T. Porter, *Gen. Mgr.*

Portland Office:

Graymore Hotel
 21 Preble Street
 Phone: Spruce 3-5544

Ray Auger, *Mgr.*

WHERE MOST OF MAINE IS SERVED

Gen. Sta. Mgr.....John C. Libby
 Commercial Manager.....Oscar J. Normand
 Program Dir.....Annette Howaniec
 Chief Engineer.....Carl P. Rounds

WLAM—Lewiston—1947

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By. Lewiston-Auburn Bcstg. Corp.
 Business-Studio Address.....129 Lisbon St.
 Tel.: 4-5401.....ABC
 Representative.....Weed
 Pres., Gen. Mgr.....F. Parker Hoy
 Station Manager.....Harold Dutch
 Commercial Manager.....Romeo E. Sansoucy
 Program Director.....Frank Sweeney
 Chief Engineer.....Herbert Wiles
 (See Page 462)

WCSH—Portland—1925

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Oper. By...Maine Radio & TV Co.
 Business-Studio Address.....157 High St.
 Tel.: SP 2-0181.....NBC
 Representative.....Weed
 President.....William H. Rines
 Sta., Comm. Mgr.....Benjamin A. Hubley
 Program Director.....Kenneth A. Manley
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....Charles R. Brown
 (See Page 462)

WGAN—Portland—1938

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By..Guy Gannett Bcstg. Services
 Business-Studio Address.....390 Congress St.
 Tel.: SP 2-4661.....CBS
 Newspaper Afil.....Gannet Publishing
 Representative.....Avery-Knodel, Foster
 President.....Jean Gannett Williams
 Vice-Pres., Gen. Mgr.....Creighton E. Gatchell
 Sta. Mgr.....Francis H. Farnum, Jr.
 Publicity Director.....John M. Havey
 Prog. Dir.....C. R. Sanford
 Chief Engineer.....Roger W. Hodgkins

WLOB—Portland—1956

Frequency: 1310 Kc.....Power: 1 Kw., d.
 Owned.....Casco Bcstrs. Corp.
 Business Address.....212 Middle St.
 Tel.: SP 5-2336.....Independent
 Rep...O'Connell, Wheeler, McGavren-Quinn
 President.....Sherwood J. Tarlow
 General, Station Manager.....Melvin L. Stone
 Commercial Manager.....David L. Royte
 Sales Promotion Manager.....Robert Jordan
 Program Director.....Howard Leonard
 Publicity Director.....James Nields III
 Chief Engineer.....T. Richard Dunn

WPOR—Portland—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hildreth Bcstg. Co.
 Business-Studio Address.....477 Congress St.
 Tel.: SP 3-8111.....ABC-MBS
 Rep.....Kettel-Carter, Hollingbery
 President.....Horace A. Hildreth
 Ex V.P. Gen. Mgr.....Leon P. Gorman, Jr.
 Station Manager.....Raymond G. Mercier
 Nat'l Sales Mgr.....William J. Mullen

Chief Engineer.....Joseph Williams

WAGM—Presque Isle—1931

Frequency: 950 Kw.....Power: 5000 Watts
 Owned-Operated By...Aroostook Bcstg. Corp.
 Address.....489 Main St.
 Tel.: 9-2461.....MBS-NBC
 Representative.....Hollingbery, Kettel-Carter
 President.....Horace A. Hildreth
 General Mgr.....Leon P. Gorman, Jr.
 Comm., Sta. Mgr.....Richard B. Marshall
 Program Dir.....Wayne A. Knight
 Chief Engineer.....Lester E. Hughes

WRKD—Rockland—1952

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....493 Main St.
 Tel.: RO 1600.....ABC
 Representative.....Kettell-Carter
 President.....Carleton D. Brown
 Gen. Mgr., Prog. Dir.....Paul R. Huber
 Station Manager.....Paul R. Huber
 Commercial Manager.....Fred L. Perkins
 Chief Engineer.....Miles Lamson

WRUM—Rumford—1953

Frequency: 790 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Rumford Bcstg. Co.
 Address.....89 Congress St.
 Tel.: 1057.....KBS
 Rep...O'Connell, Wheeler, McGavren-Quinn
 President.....Melvin L. Stone

**Ap News
 Is Preferred**

... by Sponsors — because it
 insures a day-to-day association
 with quality.

Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

MAINE-MARYLAND

General Manager.....Kenneth J. Ellis
 Commercial Manager.....Stanley Milton
 Chief Engineer.....William Spollen

WSME—Sanford—1957

Frequency: 1220 Kc.....Power: 1 Kw., d.
 Owned.....York Bcstg. Co.
 Address.....Box 1220
 Tel.: 1574.....Independent
 Rep.....O'Connell, Wheeler; McGavren-Quinn
 President.....Melvin L. Stone
 Gen. Mgr.....John A. Carlson
 Chief Engineer.....Richard B. Parker

WGHM—Skowhegan—1956

Frequency: 1150 Kc.....Power: 1 Kw. d.
 Owned By.....Pineland Broadcasting Co.
 Address.....61 Water St.
 Tel.: Greenwood 4-2727.....KBS
 Representative...Wheeler; McGavren-Quinn
 President.....Melvin L. Stone
 Gen. Comm. Mgr.....Harry K. Heustis
 Chief Engineer.....Lewellyn Greenlaw

WKTQ—South Paris—1955

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oxford Bcstg. Co.
 Business Address.....1450 Alpine St.
 Tel.: PI 3-2311.....Independent
 Pres., Comm. Mgr.....Gerald T. Higgins

Station Mgr.....Eldon H. Shute, Jr.
 Program Dir.....Dick Dean
 Publicity Director.....Joseph Quinn
 Chief Engineer.....R. Dean Seguin

WGHM—Waterville—1956

Frequency: 1150 Kc...Power: 1000 Watts d.
 Owned.....Pineland Broadcasting Co.
 Address.....61 Water St., Skowhegan
 Tel.: 7-2727 (Skow.).....Independent
 Representative.....O'Connell
 President.....Melvin L. Stone
 Sta. Mgr.....Robert M. Benson
 Comm. Mgr.....Donald L. Brough
 Sales Prom. Mgr.....Harry K. Huestis
 Program Director.....Ray Maxwell
 Publicity Director.....Jack Dalton
 Chief Engineer.....Edward J. Tremblay

WTVL—Waterville—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Tel.: TR 3-3311.....ABC
 Representative...Hollingbery, Kettell-Carter
 Pres., Gen-Station Mgr....Carleton D. Brown
 Commercial Manager.....Harold L. Vique
 Pub. Dir.....Ken Chase
 Chief Engineer.....Don Sutherland

Pop.: 3,030,000	<h1>Maryland</h1>	Stations in State: 35
Families: 842,030		TV Homes: 731,000
Radio Homes: 795,000		TV Stations: 6

WAMD—Aberdeen—1957

Frequency: 970 Kc.....Power: 500 Watts, d.
 Owned By.....Harford Cty. Bcstg. Co.
 Address.....P. O. Box 485
 Tel.: 2070.....Independent
 Pres., Gen. Mgr.....J. L. Allen
 Commercial Mgr.....C. H. Jarvis
 Program Dir.....R. H. Gray
 Chief Engineer.....J. A. McAulay

WNAV—Annapolis—1948

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Address.....Admiral's Drive
 Tel.: CO 3-2639.....Independent
 Representative.....Headley-Reed
 President.....Henry Rau
 General Manager.....Maxwell Marvin
 Station Manager.....Bill W. Fillingham
 Program Director.....Betty Straubel
 Chief Engineer.....Lloyd Smith

WANN—Annapolis—1947

Frequency: 1190 Kc...Power: 10000 Watts d.
 Owned-Operated By...Annapolis Bcstg. Corp.
 Business-Studio Address.....Box 749
 Tel.: CO 3-2500.....Independent
 Representative.....Dora-Clayton, Walker
 Pres., Gen. Mgr.....Morris H. Blum
 Chief Engineer.....M. W. Pittman

WBAL—Baltimore—1925

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned.....Hearst Corp. (Radio & TV. Div.)
 Address.....2610 North Charles St.
 Tel.: HO 7-3000.....NBC
 Representative.....Christal
 V.P. & Gen. Mgr.....D. L. Provost
 Station Mgr.....Thomas S. Carr
 Asst. Sta. Mgr.....Alfred E. Burke
 Sales Promotion Mgr.....Henry Hines
 Program Manager.....W. Robert McKinsey
 Publicity Director.....Kent Redgrave
 Chief Engineer.....W. D. Bareham

WIPA—Annapolis—1946

Frequency: 810 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....WSAL Bcstg. Co.
 Business Address.....P. O. Box 1551
 Tel.: CO 3-9211.....Independent
 Pres., Gen. Mgr.....R. J. Kent
 Station Manager.....R. J. Bennett
 Chief Engineer.....J. D. Leyman

WBMD—Baltimore—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By: Key Bcstg. Corp.
 Business-Studio Address: 879 Park Ave.
 Tel.: MU 5-7095 Independent
 Representative: Charles Bernard
 President: George E. Hull
 Gen., Sta., Comm. Mgr.: H. Shelton Earp, Jr.
 Program Dir.: Thomas H. O'Connor
 Chief Engineer: Leo W. Karns

WCAO—Baltimore—1922

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Plough Bcstg. Co., Inc.
 Business-Studio Address: 1102 N. Charles St.
 Tel.: MU 5-0600 Independent
 Representative: Radio-TV Reps.
 President: Harold R. Krelstein
 V.P., Gen. Mgr.: Byron Millenson
 Sales Manager: C. Carroll Larkin
 Program Director: Lee Parker
 Owners of: WMPs, Memphis, Tenn.; WJJD,
 Chicago; WCOP, Boston.

WCBM—Baltimore—1924

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
 Owned-Oper. By: Baltimore Bcstg. Corp.
 Bus-Studio Address: Community House
 Tel.: BE 5-8400 CBS
 Representative: Bolling
 President: John Elmer
 Exec. V.P., Gen. Mgr.: G. H. Roeder
 Sales Director: John K. Healy
 Asst. Mgr., Prog. Dir.: Charles A. Roeder
 Chief Engineer: G. Porter Houston

WEBB—Baltimore—1955

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: 1360 Bcstg Co., Inc.
 Business Address: 3113 W. North Ave.
 Tel.: WI 7-1245 Independent
 Representative: Stars, National
 General Manager: Bentley A. Stecher
 Chief Engineer: Leroy Reckling

WFBR—Baltimore—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By: The Baltimore Radio Show
 Address: 10 E. North Ave.
 Tel.: MU 5-1300 Independent
 Representative: John Blair & Co.
 President: Robert S. Maslin
 General Manager: Robert B. Jones, Jr.
 Commercial Manager: Dudley Tichenor
 Sales Prom., Pub. Dir.: Mrs. Cleo Wright
 Program Director: Ralph Phillips
 Chief Engineer: William R. Hoos

WITH—Baltimore—1941

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Maryland Bcstg. Corp.
 Business-Studio Address: 7 E. Lexington St.
 Tel.: LE 9-7808 Independent
 Rep.: Select Sta. Reps., Clarke Brown
 Pres., Gen. Mgr.: Thomas G. Tinsley, Jr.
 Station Manager: Robert C. Embry

Program Director: Ed Bryant
 Gen. Sls. Mgr.: G. S. Shafter
 Chief Engineer: Paul Custer

WSID—Baltimore—1947

Frequency: 1010 Kc. Power: 1000 Watts, d.
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 912 N. Charles St.
 Tel.: SA 7-8250 Independent
 Representative: UBC, Oakes, Dora-Clayton
 President: Richard Eaton
 General Manager: Marvin Mirvis

WWIN—Baltimore—1951

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Belvedere Bcstg. Co.
 Address: 1119 N. Charles St.
 Tel.: SARatoga 7-3555 ABC, MBS
 Representative: Dore
 President: Thomas F. McNulty
 Gen., Sta. Mgr.: Dr. Victor King
 Commercial Manager: James A. Doyle
 Publicity Director: Frank Brown
 Chief Engineer: Clifford Inman

WUST—Bethesda—1951

(SEE WASHINGTON, D. C.)

WCEM—Cambridge—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: The Shore Bcstg Co.
 Address: Queen Anne Ave.
 Tel.: 1580 KBS
 Pres., Gen. Mgr.: G. P. Richards
 Sta., Commercial Mgr.: Sam Cannon, Jr.
 Prog. Dir.: Bette B. Robbins

WCUM—Cumberland—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: The Tower Realty Co.
 Business Address: P.O. Box 360
 Tel.: PARKview 4-5400 CBS
 Representative: Thomas F. Clark
 President: Karl F. Stelmann
 Gen., Comm. Mgr.: Eldred Steinmann
 Program Director: Barry Dean
 Chief Engineer: William Simpson

WTBO—Cumberland—1928

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Cumberland Valley Bcstg. Co.
 Business Address: 430 Byrd Ave., Box 510
 Tel.: PA 2-6666 NBC
 Representative: Branham
 Pres., Gen., Sta. Mgr.: A. William German
 Prog. Mgr., Pub. Dir.: Les Ford
 V.P., Comm. Mgr.: Floyd V. Cozad
 Chief Engineer: R. Wirgman

WAYE—Dundalk—1955

Frequency: 860 Kc. Power: 500 W. d.
 Owned-Operated By: Erway Bcstg. Co.
 Address: 916 N. Charles, Baltimore
 Tel.: PL 2-4008 Independent

MARYLAND

Representative.....Bcst. Time Sales
President, Gen. Mgr.....Guy S. Erway
Commercial Manager.....Bob Bennett
Program Director.....Ron Wilner
Chief Engineer.....Duane Cornett

Tel.: VO 2-1031.....KBS
Representative.....Burke-Stuart Co.
President.....James S. Beattie
Station Manager.....Edward P. Lenaway

WFMD—Frederick—1936

Frequency: 930 Kc.Power: 1000 Watts
Owned-Operated By....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Tel.: MO 3-4181.....CBS
Station Representative.....Gill-Perna
President.....Laurence Leonard
Sta., Comm. Mgr.....Roger A. Beane
Sales Promotion Manager.....John Speciale
Program Director.....Bill Howard
Publicity Director.....Pat Dean
Chief Engineer.....Russell Bassett

WPGC—Morningside—1954

(See Washington, D. C.)

WDVM—Pocomoke City—1955

Frequency: 540 Kc.....Power: 500 W. d.
Owned-Operated By..Eastern Shore Bcstg. Co.
Address.....Box 210
Tel.: EL 5-1515.....Independent
Representative.....Rollins
Owner.....G. Russell Chambers
Manager.....David Welbourne, Jr.
Prog. Dir.....Tom Grigsby
Chief Engineer.....Claude Jones

WARK—Hagerstown—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....United Bcstg. Co., Inc.
Address.....128 S. Prospect St.
Tel.: RE 3-4500.....CBS
Representative.....United, Devney
President.....Richard Eaton
Gen., Sta. Mgr.....S. E. Phillips
Prog. Dir.....Richard Collyer
Publicity Director.....Ed Wolfkill
Chief Engineer.....G. Harold Brewer

WINX—Rockville—1951

Freq.: 1600 Kc..Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Address.....8 Baltimore Rd.
Tel.: POplar 2-4357.....Independent
Representative.....Wittig
President.....Richard Eaton
General Mgr.....Pierce D. Eaton
Commercial Mgr.....John Panagos
Program Dir.....Richard Denham
Chief Engineer.....John Edwards

WJEJ—Hagerstown—1932

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address.....Franklin Court
Tel.: RE 9-2323.....MBS-ABC
Representative.....Burn-Smith
Pres., Gen. Mgr.....Grover C. Crilley
Sta., Comm., Sls., Prom. Mgr..W. H. Paulsgrove
Prog., Pub. Dir.....Robert Leasher
Chief Engineer.....George McIntire

WASA—Havre De Grace 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chesapeake Bcstg. Corp.
Address.....P. O. Box 97
Tel.: 800.....Independent
President, General-Station Mgr..Jason T. Pate
Comm.-Sales Prom. Mgr....Charles W. Irwin
Program Director.....John H. Little
Chief Engineer.....John Hartogensis

WKIK—Leonardtown—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Address.....Leonardtown
Tel.: GR 5-2211.....Independent
President.....J. L. Bittner
Comm., Sls. Prom. Mgr.....W. C. Redd

WPTX—Lexington Park—1953

Frequency: 920 Kc.....Power: 500 Watts, d.
Owned.....Patuxent Radio Inc.
Address.....Daugherty Bldg.



**News
Is Preferred**

... by Sponsors — because it
insures a day-to-day association
with quality.

Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

WBOC—Salisbury—1940

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... The Peninsula Bcstg. Co.
 Bus. Studio Address... Radio TV Park
 Tel.: Pioneer 9-6131... Independent
 Representative... Burn Smith
 President... John W. Downing
 Gen., Sales Prom. Mgr.... Charles J. Truitt
 Commercial Manager.... H. Wendell Henry
 Program Director... John W. Downing, Jr.
 Chief Engineer... Jack W. Ward

WICO—Salisbury—1956

Frequency: 1320 Kc. Power: 500 Watts, d.
 Owned... Beacon Broadcasting Corp.
 Address... 1180 Raymond Blvd., Newark, N. J.
 Tel.: Market 3-4972... KBS
 President... Sheldon Smerling
 General Manager... Bruno M. Kern
 Station Manager... William Schnaudt

WJDY—Salisbury—1958

Frequency: 1470 Kc. Power: 5000 Watts d.
 Owned-Operated By... Salisbury Bcstg. Co.
 Business Address... 106 W. Circle Ave.
 Tel.: Pioneer 2-5191... Independent
 Representative... Clark
 Pres., Gen. Mgr.... Norman Glenn
 Sales Promotion Mpr.... Johnny Williams
 Program Director... Dick Ireland
 Publicity Director... Ed Vaughn
 Chief Engineer... Albert Edelenbos

WGAY—Silver Spring—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Tri-Suburban Bcstg. Corp.

Business Address... 11306 Kemp Mill Rd.
 Tel.: WH 6-1050... Independent
 Representation... Stars National
 President... John W. Kluge
 Sta., Comm. Mgr.... Ted Dorf
 Publicity Director... Val Thomas
 Chief Engineer... Arthur McDougal

WAQE—Towson—1955

Frequency: 1570 Kc. Power: 1000 W., d.
 Owned-Oper. By... WTOW, Inc.
 Address... 26 West Pennsylvania Ave.
 Tel.: VA 5-9660... Independent
 Pres., Gen. Mgr.... John S. Booth
 Station Mgr.... Robert Howard
 Chief Engineer... William Willis

WTTR—Westminster—1953

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Carroll County Bcstg. Corp.
 Address... Box 28
 Tel.: TI 8-5511... KBS
 V.P., Gen., Comm. Mgr.... Russell H. Morgan

WDON—Wheaton—1953

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By... Everett L. Dillard
 Address... 1319 F St. N.W., Washington, D. C.
 Tel.: Lockwood 5-0747... KBS
 Pres., Gen. Mgr.... Everett L. Dillard
 Station Manager... Jean M. Dillard
 Commercial Manager... Arlyn H. Robertson
 Sales Promotion Manager... Kathryn Epstein
 Program Director... Donald Dillard
 Publicity Director... Fred Drake
 Chief Engineer... Eugene Jaraskinske

Pop.: 5,125,000
 Families: 1,559,000
 Radio Homes: 1,529,000

Massachusetts

Stations in State: 58
 TV Homes: 1,418,000
 TV Stations: 12

WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By... Attleboro Radio Assn.
 Address... 8 N. Main St.
 Tel.: 1-1320... Independent
 Representative... Foster & Creed
 Station Manager... Keith S. Field
 Advertising Manager... William A. Dawson
 General Manager... J. Ottmar

Station Manager... Paul G. O'Friel
 Commercial Manager... William J. Williamson
 Sales Promotion Manager... John L. Williams
 Program Director... Melvin M. Bailey
 Publicity Director... Edward L. Pearle
 Chief Engineer... W. H. Hauser
 Owners of: KYW, Cleveland, O.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore.; WIND, Chicago, Ill.

WBZ-WBZA

**Boston-Springfield—1921
 (Synchronous Operation)**

Frequency: 1030 Kc. Power: WBZ, 50,000
 Watts; WBZA, 1000 Watts
 Owned... Westinghouse Bcstg. Co. Inc.
 Business Studio Add... 1170 Soldiers Field Rd.
 Tel.: AL 4-5670... Independent
 Sta. Representative... Peters, Griffin, Woodward
 After July 1... AM Radio Sales
 President... D. H. McGannon

WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By... Plough Bdcsg. Corp.
 Bus. Studio Address... 234 Clarendon St.
 Tel.: CO 7-0123... Independent
 Representative... Radio-TV Reps.
 President... Harold Krelstein
 Gen., Sta. Mgr.... Roy V. Whisnand
 Commercial Manager... Edward T. McCann, Jr.
 Prog. Dir.... Irvin Dierdorff, Jr.
 Chief Engineer... Adelbert E. Watkins
 Owners of: WMPG, Memphis, Tenn.; WJJD, Chicago. WCAO, Baltimore, Md.

WCRB—Boston—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned.....Charles River Bcstg. Co.
Business Address.....Sheraton Plaza Hotel
Tel.: COpley 7-7080.....Independent
Station Rep.....Good Music Broadcasters
Pres., Gen. Mgr.....Theodore Jones
V.P. Sales Mgr.....Leonard V. Corwin
Sta. Mgr.....Richard L. Kaye
Program Director.....Robert Stuart Vail
Publicity Director.....John Fisher
Chief Engineer.....James Godfrey

WEEL—Boston—1924

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....CBS
Business-Studio Address.....182 Tremont St.
Tel.: HU 2-2323.....CBS
Representative.....CBS Radio Spot Sales
Gen. Mgr.....Thomas Y. Gorman
Sales Mgr.....Robert Sinnett
Sales Prom. Mgr.....J. Cullinane
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Warren J. Stevens

WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Tel.: HA 6-5500.....Independent
Newspaper Affil.....Herald-Traveler

Representative.....John Blair
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
V.P. Sales Dir.....Alexander M. Tanger
Program Mgr.....John M. Day
Sales Prom. Mgr.....Robert B. Cheyne
Chief Engineer.....Phillip K. Baldwin

WILD—Boston—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By....Bartell Broadcasters, Inc.
Business Add....400 Commonwealth Ave.
Tel.: CO 7-3005.....Independent
Station Representative.....Adam Young
President.....Gerald Bartell
General Manager.....Peter P. They
Commercial Manager.....Perry J. Brown
Sales Prom. Mgr.....Phillip Morris
Program Manager.....John Scott
Publicity Director.....George Berkeley
Chief Engineer.....Donald Snider

WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....Richmond Brothers
Business-Studio Address....70 Brookline Ave.
Tel.: CO 6-3900.....Independent
Representative.....For Joe
President.....Maxwell E. Richmond
General Mgr.....Robert Richmond
Program Dir.....Mel Miller
Chief Engineer.....Morton L. Bardfield



News Is Preferred...

**... by Listeners .. because it is
dependable as well as interesting.**

**Ap
Preferred**

50 Rockefeller Plaza

New York 20, N. Y.

WNAC—Boston—1922

Frequency: 680 Kc.....Power: 50 Kw.
 Owned...Yankee Div., RKO Teleradio Pictures
 Bus. Studio Address.....21 Brookline Ave.
 Tel.: CO 6-0800.....MBS
 Representative.....H.R. Reps.
 President.....Norman Knight
 Exec. V.P., Gen. Mgr.....George Steffy
 Comm. Mgr.....Tom Bateson
 Nat. Sales Mgr.....Proctor Jones
 Sales Prom. Mgr.....George Hallberg
 Program Director.....John D. Maloy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....L. B. Robinson

WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....WORL Bcstg. Co.
 Address.....705 Beacon Street
 Tel.: CO 7-3800.....Independent
 Representative.....Headley Reed Co.
 President.....Joseph A. Dunn
 Gen., Sta., Comm. Mgr.....Arthur E. Haley
 Sales Prom. Mgr., Pub. Dir....Polly E. Haddad
 Program Dir.....Bill Givens
 Chief Engineer.....John Parker

WEZE—Boston—1953

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Air Trails Bcstg.
 Bus. Address..Hotel Bradford, 275 Tremont St.
 Tel.: Liberty 2-1717.....NBC
 Representative.....Hollingbery
 Exec. V.P.....J. P. "Pat" Williams
 General Manager.....Norton Virglen, Jr.
 Program Director.....Bud Lee
 Publicity Director.....Eugene Klebenov
 Chief Engineer.....George Jowdy

WBOS—Boston—1947

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By...Champion Bcstg. Sys., Inc.
 Address.....790 Commonwealth Ave.
 Tel.: BE 2-5650.....Independent
 Station Rep.....Rambeau, Vance, Hopple
 President.....Herbert Hoffman
 Gen., Sta. Mgr.....Ralph Weinman
 Commercial Mgr.....Harry Goodman
 Program Director.....Arnold Ginsburg
 Chief Engineer.....Frederick Keller

WBET—Brockton—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Enterprise Publishing Co.
 Business-Studio Address.....60 Main St.
 Tel.: JU 6-1460.....Independent
 Newspaper Affiliation.....Enterprise Times
 Representative.....Walke-Rawalt
 General Manager.....Charles A. Fuller
 Sta., Comm. Mgr.....Earle G. Clement
 Program Director.....M. Sothern Abbott
 Chief Eng.....Charles O. Nowell

WTAO—Boston—1948

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Middlesex Bcstg. Corp.
 Address.....439 Concord Ave.
 Tel.: Elliot 4-0500.....ABC
 Representative.....O'Connell
 President.....Frank J. Lyman, Jr.
 Gen., Sta. Mgr.....Wallace Dunlap
 Commercial Manager.....Harry D. Goodwin
 Sales Promotion Manager.....Joe Galvin
 Program Director.....Ed Penney
 Chief Engineer.....Earl Ellsworth

**WACE—Chicopee-Springfield
1946**

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Bus. Address..Radio Center, 326 Chicopee St.
 Tel.: LY 4-6654.....Independent
 Station Representative....Doral; Foster-Creed
 President.....John S. Begley
 Gen. Mgr.....Ralph J. Robinson
 Prog. Dir.....Sy Levy

WALE—Fall River—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Narragansett Bcstg. Co.
 Address.....18 N. Main St.
 Tel.: OS 4-3535.....MBS
 Representative.....O'Connell, Wheeler
 Manager.....George L. Sisson, Jr.
 Commercial Mgr.....Markey Gosciminski

W T A O

at that nice

740

spot... where

BOSTON

enjoys programming for

ADULTS

of all ages

W T A O

REP: RICHARD O'CONNELL

ABC IN BOSTON

MASSACHUSETTS

Prog. Dir.....Ann Kenney
 Chief Eng.....Larry Coyle

WSAR—Fall River—1921

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Fall River Bcstg. Co., Inc.
 Bus.-Studio Address.....Box 927
 Tel.: OS 7-9477.....Independent
 Newspaper Affiliation.....Herald News, Inc.
 Representative.....Headley-Reed, Kettell-Carter
 President.....Frank W. Miller
 Gen. Mgr., Treas.....Lincoln W. N. Pratt
 Commercial Manager.....Cornelius Sullivan
 Program Director.....J. Joseph Welch
 Chief Engineer.....Arnold Molloy

WEIM—Fitchburg—1941

Frequency: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Newcomb Bcstg.
 Business-Studio Address.....717 Main St.
 Tel.: 3-3766.....MBS
 Station Representative.....Kirby; Walker-Rawalt
 President.....Arthur A. Newcomb
 General Manager.....Robert E. Berry
 Commercial Manager.....Donald A. Bowen
 Publicity Director.....Howard McKenney
 Chief Engineer.....Ted Kalin

WFGM—Fitchburg—1949

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Wachusett Bcstg. Corp.
 Address.....455 Main Street
 Tel.: Diamond 3-4897.....Independent
 Station Rep.....Everett-McKinney; Foster, Creed
 Pres., Gen. Mgr.....David M. Myers
 Commercial Manager.....James W. Chalmers
 Sales Prom. Mgr.....Dave McFee
 Publicity Director.....Richard McLernon
 Chief Engineer.....Donald L. Coleman, Jr.

WKOX—Framingham—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WKOX, Inc.
 Bus.-Studio Address.....Mt. Wayte Ave.
 Tel.: TR 3-7409.....Independent
 Representative.....Kettell-Carter, Grant Webb
 Pres., Gen. Mgr.....Albert A. Anderson
 Gen. Mgr.....Richard E. Adams
 Program Dir.....Carl B. Duncan
 Chief Engineer.....Frank Bartel

WGAW—Gardner—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Gardner Bcstg. Co.
 Business Address.....Green St.
 Tel.: 1490.....Independent
 Representative.....Nona Kirby, Webb
 Pres. & Gen. Mgr.....Charles E. Asher
 Treasurer.....James D. Asher
 Commercial Manager.....Roland Dahir
 Program Director.....William Kennedy
 Chief Engineer.....Gordon Wiley

WSBS—Great Barrington—1956

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Oper. By.....Berkshire Bcstg. Co., Inc.

Business Address.....Stockbridge Rd., Rt. 7
 Tel.: Great Barrington 1567.....Independent
 Station Representative.....Webb
 Pres., Gen. Mgr.....John T. Parsons
 Commercial Manager.....George Meach
 Sales Promotion Manager.....Betsy Thompson
 Prog., Pub. Dir.....Alan D. Vaber
 Chief Engineer.....Rogers B. Hoft

WHAI—Greenfield—1938

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Haigis Bdcstg. Corp.
 Business-Studio Address.....486 Main St.
 Tel.: PR 4-4301.....MBS
 Representative.....Walker
 Pres., Gen. Sta. Mgr.....John W. Haigis, Jr.
 Commercial Mgr.....Harry J. Frank
 Pub. Dir.....June Greene
 Program Director.....Ira I. Hewey
 Chief Engineer.....Delwin D. Shattuck

WHAV—Haverhill—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....WHAV, Inc.
 Business-Studio Address.....30 How St.
 Tel.: DR 4-4733.....Independent
 Station Representative.....Kettell-Carter; Webb
 Treasurer.....E. I. Cetlin
 Station Manager.....Robert I. Kimel
 Program Director.....Bob Douglas
 Publicity Director.....Al Carter
 Chief Engineer.....David Cate

**WHYN—Holyoke-Springfield
1941**

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hampden—Hamshire Corp.
 Address.....1300 Liberty St., Springfield
 Tel.: RE 4-1126.....CBS
 Representative.....Branham, Wheeler
 Gen. Mgr.....Charles N. DeRose
 Business Manager.....Patrick J. Montague

WREB—Holyoke—1950

Frequency: 930 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Valley Bcstg. Corp.
 Address.....225 High St.
 Tel.: Jefferson 2-3296.....KBS
 Representative.....Breen & Ward
 General Manager.....Edmund F. Wakelin
 Sta. Sales Manager.....Robert H. Berger
 Program Director.....David H. Foerster
 Chief Engineer.....Willfred W. Mank

WCCM—Lawrence—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Lawrence Bdcstg. Co.
 Address.....9 Valley Street
 Tel.: MU 3-7171.....Independent
 Pres., Gen. Mgr.....Geo. H. Jaspert
 Sales Promotion Manager.....John Canty
 Program Director.....Hugh Anthony
 Publicity Director.....Tony Lupo
 Chief Eng.....Norman Round

WCAP—Lowell—1951

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Northeast Radio Inc.
 Address 243 Central St.
 Tel.: Glenview 4-0404 Independent
 Representative Kettell-Carter, Webb
 Pres., Gen. Mgr. Israel Cohen
 Commercial Manager Maurice Cohen
 Program Director Dan Gillette
 Chief Engineer Ted Cohen

**WLLH—Lowell-Lawrence
 1934**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Merrimac Bdcstg. Co.
 Address 39 Kearney Sq., Lowell
 Tel.: GL 8-8715 (Lo.) MBS
 Representative Bolling
 President Gerald Harrison
 Gen. Mgr. A. N. Armstrong, Jr.
 Program Director Tom Clayton
 Chief Engineer C. Parker

WLYN—Lynn—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business Address 156 Broad St.
 Tel.: LY 5-6200 Independent
 Station Representative Walker-Rawalt
 President Theodore Feinstein
 General Manager Robert H. Acker, Jr.
 Commercial Manager Milton Savitt

WSRO—Marlborough—1958

Frequency: 1470 Kc. Power: 1000 Watts
 Owned By County Broadcasting Corp.
 Address Curtis Ave.
 Tel.: HU 5-3646 Independent
 Representative Nona Kirby
 Pres., Sta. Mgr. Lewis Sargent
 Commercial Mgr. Herman Rosen
 Program Dir. William F. Galvin
 Chief Engineer Kenneth Rockwell

WHIL—Medford-Boston—1952

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Operated By Conant Bcstg. Co.
 Address 99 Revere Beach Pkwy., Medford
 Tel.: EXport 6-1430 Independent
 Representative Grant Webb
 Pres., Gen. Mgr. Sherwood J. Tarlow
 Station Manager Joseph Kruger
 Commercial Manager Edward O'Donnell
 Prog. Director Bob Walsh
 Chief Engineer Albert Fulchino

WMRC—Milford—1956

Frequency: 1490 Kc. Power: 100 Watts
 Owned Milford Bcstg. Corp.
 Address Opera House Bldg
 Tel.: GREENleaf 3-1490 KBS
 Gen., Comm. Mgr. Ted B. Sawyer
 Chief Engineer Dave Cate

WBSM—New Bedford—1949

Frequency: 1420 Kc. Power: 1000 Watts

Owned Bay State Broadcasting Co.
 Address Pope's Island
 Tel.: WY 3-1767 Independent
 Representative Bolling Co.
 President Joseph P. Duchaine
 Gen. Mgr. Otto F. A. Arnold
 Comm. Mgr. Richard G. Evans
 Prog. Dir. Hal Peterson
 Continuity Director Henry S. Galus

WNBH—New Bedford—1921

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons, Inc.
 Business-Studio Address 432 County St.
 Tel.: WYman 8-5228 Independent
 Newspaper Affiliation Standard-Times
 Station Rep. Walker-Rawalt; Foster, Creed
 General Bus. Manager Don B. Gaylord
 Commercial Manager Hal Carpenter
 Program Director Stan Lipp
 Chief Engineer Herve Leduc

WNBP—Newburyport—1957

Frequency: 1470 Kc. Power: 500 Watts, d.
 Owned Tri-City Bcstg. Co.
 Business Address Traffic Circle
 Tel.: HO 2-6654 Independent
 Station Representative Walker-Rawalt
 President Theodore Feinstein
 Gen. Mgr. J. Thomas Mathers
 Assistant Manager Mary I. MacKenzie
 Chief Engineer Edward Cranshaw

WMNB—North Adams—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Northern Berkshire Bcstg. Co.
 Bus.-Studio-Transmitter Address 466 Curran
 Tel.: MO 3-6567 Independent
 Representative McGilvra, Kirby
 Pres., Gen. Mgr. J. Gordon Keyworth
 Prog. Dir. Roy M. Anderson

WHMP—Northampton—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Valley Bcstg. Co.
 Address 78 Main St.
 Tel.: JU 4-4275 Independent
 Representative Nona Kirby, Webb
 President John H. Williams
 Gen., Sta., Comm. Mgr. Alexander W. Milne

WCAT—Orange—1956

Frequency: 1390 Kc. Power: 1000 W., d.
 Owned-Oper. By Miller River Bcstg.
 Address P. O. Box 334, Athol, Mass.
 Tel.: KI 4-2825 Independent
 Representative Grant Webb
 President James W. Miller
 Gen., Sta. Mgr. Theodore G. Converse
 Comm. Prog. Dir. Robert MacArthur
 Sales Prom. Mgr. William Thomas
 Publicity Dir. Richard Mahon
 Chief Engineer Paramaz Baghdasarian

WBEC—Pittsfield—1947

Frequency: 1420 Kc. Power: 1000 Watts

Owned-Oper. By... Western Mass. Bcstg. Co.
 Business-Studio Address..... 33 Eagle St.
 Tel.: Hillcrest 8-8292..... ABC, KBS
 Newspaper Affiliation..... Berkshire Eagle
 Rep..... Everett-McKinney, Foster & Creed
 President..... L. K. Miller
 Gen., Sta. Mgr..... W. Wendell Budrow
 Comm., Sls. Prom. Mgr..... Lawrence Shane
 Prog., Pub. Dir..... Paul Edwards
 Chief Engineer..... Robert Johnson

WBRK—Pittsfield—1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Greylock Bcstg. Co.
 Business-Studio Address..... 8 Bank Row
 Tel.: Hillcrest 2-1553.....MBS
 Representative..... Walker
 President..... Joseph K. Close
 Gen., Sta. Mgr..... Walter Kearsey
 Comm., Prom. Mgr..... Martin Schechter
 Program Dir..... William Nickum
 Chief Engineer..... Allan J. Smith

WPLM—Plymouth—1955

Frequency: 1390 Kc....Power: 1000 Watts d.
 Owned-Oper. By... Plymouth Rock Bcstg. Co.
 Address..... 294 Court St.
 Tel.: Pilgrim 6-1390.....Independent
 Station Representative... Kirby; Breen & Ward
 Pres., Gen. Mgr..... Jack Campbell
 Comm., Sales Prom. Mgr..... Arthur E. Pratt
 Program Director..... Bob Wells
 Publicity Director..... Mrs. Phyllis B. Mulder
 Chief Engineer..... David W. Dunham

WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By... South Shore Bcstg. Co., Inc.
 Business-Studio Address..... Box 373
 Tel.: Granite 9-1300.....Independent
 Station Representative..... Kirby
 Pres., Gen., Sta. Mgr..... James D. Asher
 Commercial Manager... Kenneth P. Fallon, Jr.
 Program Director..... Winslow Bettinson
 Chief Engineer..... Arthur F. Lane

WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By... North Shore Bcstg. Corp.
 Address..... Box 710
 Tel.: PI 4-5670.....Independent
 Station Rep..... Breen & Ward
 President..... James D. Asher
 Gen., Comm. Mgr..... George R. Eckels
 Prog., Pub. Dir..... Norman Durkee

**WESO—Southbridge-Webster
 1955**

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned..... WESO Broadcasting Corp.
 Address..... 291 Main Street
 Tel.: PO 4-4381.....Independent
 Representative..... Webb, Foster-Creed
 President..... Peter A. Bordes
 General Manager..... Hamilton S. Stewart

Sta., Prog. Mgr..... Robert Farson
 Commercial Manager..... William Richards
 Chief Engineer..... Ken Duquette

WBZA-WBZ

**Springfield-Boston—1921
 (Synchronous Operation)**

(See Boston Listing)

WHYN—Springfield—1941

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Oper. By... Hampden-Hampshire Corp.
 Address..... 1300 Liberty St.
 Tel.: RE 4-1126.....CBS
 News. Affil..... Holyoke Transcript-Telegram
 Representative..... Branham, Wheeler
 President..... William Dwight
 Gen., Sta. Mgr..... Charles N. De Rose
 Commercial Mgr..... Patrick J. Montague
 Sales Prom. Mgr..... Noah La Mountain
 Program Dir..... Murray Tesser

WMAS—Springfield—1932

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... WMAS, Inc.
 Business-Studio Address..... 101 West St.
 Tel.: RE 7-1414.....MBS
 Representative..... Bolling
 President..... Gerald Harrison
 Sta., Sales Prom. Mgr..... Robert Donahue
 Comm. Mgr..... Erwin Needles
 Prog. Dir..... Roland Dumas
 Chief Eng..... John Michnovetz

WSPR—Springfield—1936

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By..... WSPR, Inc.
 Business Address..... 63 Chestnut St.
 Tel.: RE 2-4182.....Independent
 Representative... Hollingbery, Kettell-Carter
 Pres., Gen. Mgr..... Alan C. Tindal
 Commercial Manager..... Jack Sullivan
 Sta. Mgr., Prog. Dir..... Paul Monson
 Chief Engineer..... Valentino Partyka

WTYM—Springfield—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
 Owned-Oper. By... Springfield Bcstg. Co.
 Business Address..... Box 898
 Tel.: RE 3-4187.....Independent
 Station Representative... Avery-Knodel
 President..... Paul Perreault
 V.P., General Manager..... Art Tacker
 Commercial Mgr..... Jim Towle
 Program Director..... Bruce Farnsworth

**WTXL—West Springfield
 1949**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... Telecolor Corp.
 Address..... 34 Sylvan St.
 Tel.: RE 9-4768.....ABC
 Station Representative..... Walker-Rawalt

Pres., Gen. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Station Mgr., Chief Engineer J. L. Spates

Prog. Dir. Joan S. Holbrook
 Chief Engineer Frank L. Lynch

WPEP—Taunton—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Corp.
 Address 174 Broadway
 Tel.: VA 4-7528 Independent
 Pres., Gen. Mgr. J. Marshall McGregor
 Sta. Mgr., Prog. Dir. Joseph G. Quill
 Comm. Mgr. Earle Blackwell
 Chief Engineer Lawrence Prado

WAAB—Worcester—1931

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By Waterman Bcstg. Corp.
 Bus. Address 34 Mechanic St.
 Tel.: PL 2-5611 NBC
 Representative Eastman; Kettel-Carter
 Pres., Gen. Mgr. Bernard E. Waterman
 Comm. Mgr. C. Kaminski
 Program Director John Woods
 Chief Engineer George Capalbo

WARE—Ware—1947

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By Central Bcstg. Corp.
 Business-Studio Address 56 Main St.
 Tel.: WA 1250 MBS
 Representative Breen & Ward; Wheeler
 President Sherwood J. Tarlow
 Gen., Sta. Mgr. Richard H. Vaughan
 Commercial Mgr. Steven J. Atanian
 Program Dir. George Stephens
 Sales Prom. Mgr. Herbert Vining
 Publicity Dir. James K. Golden
 Chief Engineer William S. Brennan

WNEB—Worcester—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 Tel.: PL 6-4672 Independent
 Representative Bolling
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Manager Robert F. Nims
 Merchandising Manager Kenneth Burns
 Chief Engineer Bernard E. Berard

WDEW—Westfield—1957

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Westfield Bcstg. Co.
 Business-Studio Address 249 Union St.
 Tel.: LO 2-2307 Independent
 Station Representative Nona Kirby
 President Albert L. Capstaff
 General Manager Larry Jones
 Commercial Manager Paul Rogers
 Program Director Shirley Jones

WORC—Worcester—1925

Freq.: 1310 Kc. Power: 5000 Wts. d., 1000 n.
 Owned-Oper. By WORC, Inc.
 Bus.-Studio Address 50 Franklin St.
 Tel.: SW 9-0581 Independent
 Pres., Gen. Mgr. Robert F. Bryar
 Sta., Comm. Mgr. A. Abbott Coblentz
 Publicity Director Jeanne Perkins
 Chief Engineer Herman A. Gruzin

WOCB—West Yarmouth—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Address South Sea Ave.
 Tel.: Spring 5-0500 MBS
 Newspaper Affil. Standard Times
 Station Rep. Walker-Rawalt; Foster & Creed
 President Basil Brewer
 Gen., Sta. Mgr. Paul Stiles

WTAG—Worcester—1924

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WTAG, Inc.
 Business-Studio Address 20 Franklin St.
 Tel.: PL 5-4321 Independent
 Newspaper Affil. Telegram & Gazette
 Representative Henry L. Christal Co.
 President Robert W. Booth
 Vice Pres., Gen. Mgr. Herbert L. Krueger
 Nat. Sls. Mgr. Richard L. Gravel
 Sales Prom. Head Ben G. Oman, Jr.
 Prod., Pgm. Dir. A. J. Brissette
 Chief Engineer E. A. Browning

Pop.: 8,099,000
 Families: 2,329,000
 Radio Homes: 2,289,000

Michigan

Stations in State: 95
 TV Homes: 2,095,000
 TV Stations: 19

WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Gerity Bcstg. Co.
 Address 2982 Treat Rd.
 Tel.: CO 5-7123 Independent
 Station Rep. Pearson
 President James Gerity, Jr.
 Gen., Sta. Mgr. Donald J. Dean
 Sales Promotion Manager Ed Price
 Program Director Buddy Carr

Publicity Director Jerry N. Keil
 Chief Engineer Robert Bassett

WALM—Albion—1952

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By Calhoun Bcstg. Co.
 Business Address 101½ N. Superior
 Tel.: NAtional 9-3945 KBS
 General Manager C. Wayne Wright
 Program Director Jim Beasley
 Chief Engineer Ken Griewahn



News Is Preferred . . .

. . . by **Stations** . . . *because it adds both profits and prestige.*

. . . by **Sponsors** . . . *because it insures a day-to-day association with quality.*

. . . by **Listeners** . . . *because it is dependable as well as interesting.*



Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By WFYC, Inc.
 Business Address 5310 N. State Rd.
 Tel.: 95 Independent
 Station Representative Hollingbery; Hopwell
 President Wayne G. Harris
 General Manager Gilbert E. Thomas
 Station Manager David W. Sommerville
 Sales Promotion Manager Gilbert E. Thomas
 Program Director Richard Crowley
 Chief Engineer Bruce H. Rigg

Owned-Oper. By Southern Mich. Bcstg.
 Address Michigan National Bank Bldg.
 Tel.: WO 4-7173 ABC
 Station Rep. Headley-Reed
 President Fred A. Knorr
 Sta., Comm. Mgr. P. J. Haller
 Program Director Ronald E. Mell
 Chief Engineer David M. Decker

WATZ—Alpena—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business Address M-32 West
 Tel.: 1049 NBC
 Representative Holman
 President Les Biederman
 Station Manager Drew McClay
 Chief Engineer William Klker

WBCM—Bay City—1925

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.
 Owned-Operated By Michigan Bcstg. Co.
 Business-Studio Address Wrenonah Hotel
 Tel.: TW 3-7551 ABC-KBS
 Representative George P. Hollingbery
 President Robert H. Holmes
 Gen., Sta., Comm. Mgr. Leo A. Jylha
 Prog., Pub. Dir. Hal Shore
 Chief Engineer Wes Thompson

WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Mayne Bcstg. Co.
 Business Address P.O. Box 608
 Tel.: NOrmandy 2-4573 Independent
 Station Rep. Devney; Hutton, Gentile
 President Charles H. Mayne
 Gen., Comm. Mgr. Larry Gentile
 Station Manager Richard Harner
 Prog. Dir. Donald A. Herman
 Chief Engineer James Allen

WWBC—Bay City—1956

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned By Water Wonderland Bcstg. Co.
 Business Address 306 Phoenix Bldg.
 Tel.: TW 3-4588 Independent
 Station Representative Masla
 President Patrick J. Trahan
 Gen., Comm. Mgr. Charles E. Anthony
 Program Dir. Robert E. Benkelman
 Chief Engineer Ralph H. Carpenter

WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By Washtenaw Bcstg. Co.
 Bus. Studio Address 3rd Floor, Hutzel Bldg.
 Tel.: NO 2-5517 Independent
 Station Rep. Everett-McKinney; Weed
 Pres., Gen. Mgr. Edward F. Baughn
 Program Director Albert Samborn
 Chief Engineer Bernard Ressler

**WHFB—Benton Harbor-
St. Joseph—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Business Address Fairplain Ave.
 Tel.: WA 5-2113 Independent
 Newspaper Affil. Palladium, Herald Press
 Station Rep. Holman; Mich. Spot Sales
 President Stanley R. Banyon
 Gen., Sta. Mgr. J. P. Scherer
 Commercial Manager Fred Randazzo
 Sales Prom. Mgr. Dwight Edmunds
 Program Director Don Priest
 Chief Engineer M. U. Robinson

WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Stevens Wismer Bcstg. Co.
 Address 935 S. Van Dyke Rd.
 Tel.: 1010 KBS
 Rep. Gill-Perna, Michigan Spot Sales
 Gen. Mgr. John Wismer
 Business Manager Jim Muehlenbeck

WBRN—Big Rapids—1953

Frequency: 1460 Kc. Power: 1 Kw., d.
 Owned-Oper. By WBRN, Inc.
 Address P. O. Box 825
 Tel.: 648 KBS
 Representative Hil F. Best
 Pres., Gen. Mgr. Spencer Denison
 Chief Engineer Garnet Zimmerman

WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Michigan Bcstg. Co.
 Address Security Natl. Bank Bldg.
 Tel.: WO 3-5555 Independent
 Representative Hollingbery
 President Robert H. Holmes
 General Mgr. E. F. Cahill
 Chief Engineer Harley Hammond

WATT—Cadillac—1945

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Bcstg. Co.
 Business-Studio Address U. S. 131, South
 Tel.: PR 5-7831 NBC
 Representative Hal Holman
 President Les Biederman
 Station Manager Merritt L. Chandler
 Commercial Manager Fred Parkison
 Sales Promotion Manager Glen Gilbert
 Program Director M. L. Chandler
 Chief Engineer Bill Kiker

WELL—Battle Creek—1925

Frequency: 1400 Kc. Power: 250 Watts

POWER

to penetrate!



ROBERT E. EASTMAN & CO.
National Radio Representative

CKLW
50,000 WATTS

CKLW-TV
325,000 WATTS

YOUNG TELEVISION CORP.
National Television Representative

* This powerful **RADIO** voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

* This powerful **TV** signal is sent to a greater number of viewers . . . it costs you less by exposing your product to a bigger audience.

J. E. Campeau
President

GENERAL OFFICES GUARDIAN BLDG., DETROIT

WCER—Charlotte—1956

Frequency: 1390 Kc. Power: 1 Kw., d.
Owned. Eaton County Bcstg. Co.
Address. Box 269
Tel.: 1390. Independent
Pres., Gen. Mgr. Roy W. McLean
Comm., Sta. Mgr. Brod Martindale
Chief Engineer. Gerald D. Adams

WCBY—Cheboygan—1954

Frequency: 1240 Kc. Power: 250 Watts
Owned. Straits Bcstg. Co.
Address. Mackinaw Ave.
Tel.: MA 7-2341. Independent
Representative. Best
Pres., Gen., Sta., Sls, Prom. Mgr. R. E. Hunt
Commercial Mgr. Ben Morrow
Program Director. Richard Welch
Chief Engineer. Norbert C. Poeppelman

WTVB—Coldwater—1949

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.
Owned-Oper. By. Twin Valley Bcstrs, Inc.
Address. Box 32
Tel.: Broadway 9-9119. Independent
Representative. Hil F. Best
President. E. Harold Munn, Sr.
Station Manager. E. Harold Munn, Jr.
Commercial Manager. Normand Moore
Program Director. Constance Bingham
Chief Engineer. Virgil Royer

**WKMh—Detroit-Dearborn
1946**

Freq.: 1310 Kc. Power: 5 Kw.
Owned-Oper. By. Knorr Broadcasting Corp.
Address. 15001 Mich. Ave., Dearborn
Tel.: TI 6-8500. Independent
Representative. Headley-Reed
Pres., Gen. Mgr. F. A. Knorr
Sta. Mgr. John J. Carroll
Commercial Manager. John O. Gilbert II
Sales Prom. Mgr., Pub. Dir. Lee C. Hanson
Chief Engineer. Jerrold L. Martin

CKLW—Detroit—1932

Frequency: 800 Kc. Power: 50,000 Watts
Owned-Oper. By. Western Ontario Bcstg. Co.
Address. 3300 Guardian Bldg., Detroit 26
Tel.: WO 1-7200. MBS, CBC
Representative. Eastman
President, General Mgr. J. E. Campeau
Dir., Oper. S. C. Ritchie
Commercial Manager. E. Wilson Wardell
Sales Promotion Manager. George Snyder
Program Director. John Gordon
Publicity Director. Art Gloster
Chief Engineer. Stewart Clark

WCAR—Detroit—1939

Freq.: 1130 Kc. Power: 50 Kw., d., 10 Kw., n.
Owned. WCAR, Inc.
Address. 500 Temple Ave.
Tel.: TE 3-8100. Independent
Representative. AM Radio Sales Co.

President. H. Y. Levinson
Exec. V.P. Wayne N. Cook
Promotion Mgr. Bob Lyte
Production Mgr. Larry Bova
Chief Engineer. James Balmer

WJBK—Detroit—1925

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By. Storer Bcstg. Co.
Bus-Studio Address. 7441 Second Blvd.
Tel.: TR 3-7400. Independent
Representative. Katz Agency
President. George B. Storer, Sr.
Managing Director. Harry Lipson
Gen. Sales Mgr. Herbert J. Weber, Jr.
Merchandising Manager. Carol Hogshhead
Program Director. Bob Martin
Chief Engineer. Joseph Haigh
Owners of: WGBS, Miami, Fla.; WSPD,
Toledo, O.; WAGA, Atlanta; WJW, Cleveland;
WWVA, Wheeling, W. Va.; WIBG, Philadel-
phia.

WJLB—Detroit—1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Booth Bcstg. Co.
Business Address. 700 Buhl Bldg.
Tel.: WO 2-0220. Independent
Representative. ForJoe
President. John L. Booth
Gen. Mgr. Thomas J. Warner
Sta. Mgr. Edwin E. Nye
Sales Prom. Mgr. Commodore Clark

**SPECIALIZED SELLING
PAYS OFF —**

MORE THAN 500
DIFFERENT NATIONAL
ACCOUNTS ARE BUYING
FROM **B. T. S.** . . . TODAY!

TAPE PLAYBACKS BRING
OUR STATIONS 'IN PERSON'

**BROADCAST TIME
SALES**

'DAZZLES
'EM WITH
FOOTWORK'



WJR—Detroit—1926

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Oper. By. WJR, The Goodwill Sta., Inc.
 Business Address. Fisher Bldg.
 Tel.: TR 5-4440. CBS
 Representative. Christal
 President. John F. Patt
 V.P., & Gen. Mgr. Worth Kramer
 V.P., Operations Manager. F. Silbey Moore
 V.P., Radio Sales. Elmer O. Wayne
 Sales Prom. Mgr. Jack Brussel
 Oper. Mgr. James H. Quello
 Program Mgr. Reginald P. Merridew
 Publicity Director. George Kendall
 Chief Engineer. A. Friedenthal

WWJ—Detroit—1920

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. The Evening News Assn.
 Address. 622 W. Lafayette
 Tel.: WO 2-2000. NBC
 Rep., Peters, Griffin & Woodward, McDermott
 President. Warren S. Booth
 General Manager. Edwin K. Wheeler
 Station Mgr. Robert J. McIntosh
 Asst. Gen. Mgr. Don DeGroot
 Sales Prom. Mgr. Glen Kyker
 Nat. Sales Mgr. W. A. Schwartz
 Business Mgr. Henry C. Rogers
 Prog. Development Mgr. Melvin C. Wissman
 Gen. Eng. Mgr. E. J. Love

WXYZ—Detroit—1925

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By. WXYZ, Inc.
 Business Address. 1700 Mutual Bldg.
 Tel.: WO 3-8321. ABC
 Representative. John Blair
 Vice President. Harold L. Neal
 Sales Manager. Robert Baldrice
 Sales Prom. Mgr., Pub. Dir. Bud Kirvan
 Program Director. Robert Baker
 Chief Engineer. Charles Kocher

WBBC—Escanaba—1941

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Operated By. Delta Bcstg. Co.
 Business-Studio Address. 606 Lud St.
 Pres., Gen. Mgr. George D. Lindenthal
 Station Manager. F. J. Lindenthal
 Publicity Director. Wm. J. Duchaine
 Chief Engineer. Henry C. Olsen

WEXL—Ferndale—1923

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Sparks Bcstg. Co.
 Business Address. 2201 Woodward Hts. Blvd.
 Tel.: LI 4-2200. Independent
 Representative. Bernard
 Pres., Gen. Mgr. Jacob B. Sparks
 Manager. Gordon A. Sparks
 Sales Manager. Ernest Holder
 V.P., Chief Engineer. Garnet G. Sparks

WAMM—Flint—1955

Frequency: 1420 Kc. Power: 500 W. d.
 Owned-Oper. By. Binder-Carter-Durham, Inc.

Business Address. 740 S. Saginaw St.
 Tel.: Cedar 9-8631. Independent
 Representative. Gil-Perma
 Pres., Sta. Mgr. Richard Carter
 Gen., Comm. Mgr. Ronald Craig
 Publicity Director. Mareta Patee
 Chief Engineer. Walter Wierzbicki

WBBC—Flint—1947

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By. Booth Bcstg. Co.
 Bus.-Studio Address. 3076 E. Bristol Rd.
 Tel.: CE 9-8686. MBS
 Representative. Weed
 President. John Lord Booth
 General Manager. Joseph R. Fife
 Sales Prom. Mgr., Prog. Dir. Sam Somora, Jr.
 Publicity Director. Dorothy Ratliff
 Chief Engineer. Charles Wallace

WFDF—Flint—1922

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.
 Owned-Operated By. The Trebit Corp.
 Address. Garland at First Ave.
 Tel.: CE 2-7158. NBC
 Representative. Katz
 President. Harry M. Bitner, Jr.
 Act. Gen., Sta. Mgr. Elmer A. Knopf
 Comm., Sales Prom. Mgr. Marvin Levey
 Chief Engineer. Gerald Wolpert

WKMF—Flint—1953

Frequency: 1470 Kc. Power: 1 Kw.
 Owned. Knorr Bcstg. Corp.
 Address. 112 W. Water St.
 Tel.: 9-7608. Independent
 Station Rep. Mich. Spot Sls., Headley-Reed
 President. Fred A. Knorr
 Managing Director. W. Eldon Garner
 Commercial Manager. Philip R. Munson
 Program Director. Oscar Huff
 Chief Engineer. John C. Woodard

WMRP—Flint—1946

Frequency: 1570 Kc. Power: 1 Kw.
 Owned-Oper. By. Methodist Radio Parish, Inc.
 Address. 3217 Lapeer St.
 Tel.: CE 3-5112. KBS
 Station Representative. Sears & Ayer
 President. Arthur Howard
 Gen. Mgr. William H. Morford
 Program Director. Everett Smith
 Chief Engineer. Robert Swayze

WTAC—Flint—1947

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.
 Owned By. L. & P. Bcstg. Corp.
 Bus. Ad. 66171 S. Center Rd., Grand Blanc
 Tel.: OW 4-4146. ABC
 Station Representative. Hollingsbery
 President. Harold E. Anderson
 General Manager. David Mendelsohn
 Station Manager. Andrew C. Edgerton
 Sales Promotion Manager. Ruth Kekel
 Program Director. Robert Halstead
 Chief Engineer. Robert Garner

WBFC—Fremont—1954

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By..... Paul A. Brandt
 Address..... Mt. Pleasant, Mich.
 Cl.: 415.....KBS
 Representative..... Hil F. Best
 President..... Paul A. Brandt
 Station, Commercial Manager..... Ben Tanus
 Publicity Director..... Jean McGowen

WFUR—Grand Rapids—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Furniture City Bcstg. Corp.
 Address..... 399 Garfield Ave., S.W.
 Tel.: GL 6-9541..... Independent
 Pres., Gen., Sta. Mgr..... William Kulper, Sr.
 Commercial Manager..... Peter Vanden Bosch
 Sls. Prom., Pub. Dir..... William Kuiper, Jr.
 Chief Engineer..... Gilbert Waite

WATC—Gaylord—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Midwestern Bcstg. Co.
 Address..... Paul Bunyan Bldg., Traverse City
 Cl.: WI 7-7675..... Independent
 Representative..... Holman, Mich. Spot Sales
 Pres., Gen. Mgr..... Les Biederman
 Commercial Mgr..... Robert E. Detwiler
 Chief Engineer..... William K. Kiker

WGRD—Grand Rapids—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By..... Music Bcstg. Co.
 Business-Studio Add... 35 Lafayette Ave., N.E.
 Tel.: GL 9-4111..... Independent
 Representative..... Gill Perna
 Pres., Gen. Mgr..... Paul F. Eichhorn
 Sta., Comm. Mgr..... Glenn R. LePard
 Publicity Dir..... Rudy Pessel
 Chief Engineer..... Richard Groenevelt

WGHN—Grand Haven—1956

Frequency: 1370 Kc. Power: 500 Watts, d.
 Owned..... Grand Haven Broadcasting Co.
 Address..... 228 Washington St.
 Cl.: 5397..... Independent
 Station Representative..... Best
 President..... H. F. Wulf
 Gen., Sta., Comm., Sls. Prom. Mgr... Bob Kirby
 Prog. Dir., Ch. Engr..... Robert T. Schmitt
 Publicity Director..... Gordon Huizenga

WJEF—Grand Rapids—1945

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Fetzer Broadcasting Co.
 Address..... Pantlind Hotel
 Tel.: GL 6-8512..... CBS
 Station Representative..... Avery-Knodel
 President..... John E. Fetzer
 Station Mgr..... Roger I. Hoffman
 Chief Engineer..... Bruce Glycadgis

**WTAC
 RADIO**

DOMINATES!

FLINT, MICHIGAN

1st in the Market

All day average 42.6—Nearest competitor 16.0 (Hooper)
 340 out of 360—¼ hours 1st.—20—¼ hours. 2nd (Pulse)
 See our audience composition—Monday through Friday. (Pulse)

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse, New York: WSMB New Orleans, Louisiana: KTVR-TV, Denver, Colorado



WLAV—Grand Rapids—1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned.....Stevens-Wismer Bcstg., Inc.
 Address.....6 Fountain St., N.E.
 Tel.: GL 6-5461.....ABC
 Representative.....McGavren-Quinn
 President.....John Wismer
 General Manager.....John J. Shepard
 Program Dir.....Joe L. O'Grady
 Publicity Dir.....Carter Clements
 Chief Engineer.....Lee Stevens

WMAX—Grand Rapids—1954

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owner.....WMAX, Inc.
 Address.....Keith Theater Bldg.
 Tel.: GL 6-8621.....Independent
 Representative.....Radio-TV Reps
 General Manager.....Chas. A. Sprague
 Commercial Mgr.....Joe Hooker

WOOD—Grand Rapids—1924

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By.....Wood Bcstg., Inc.
 Address.....120 College Ave., S.E.
 Tel.: GL 9-4125.....NBC
 Representative.....Katz Agency
 Pres., Gen. Mgr.....Willard Schroeder
 Gen. Sales Mgr.....Arthur M. Swift
 Radio Sales Mgr.....Michael Lareau
 Prom. Mgr.....Clark Grant
 Program Director.....John Shaw
 Publicity Director.....John Burpee
 Chief Engineer.....Charles Robison

WMPL—Hancock—1957

Frequency: 920 Kc. Power: 1 Kw., d.
 Owned.....Copper Country Bcstg. Co.
 Business Address.....Hotel Scott
 Tel.: 3155.....KBS
 Station Rep.....Continental Radio Sales
 Pres., Ch. Eng.....Francis Locatelli
 Station Manager.....John Oakvik
 Sales Promotion Manager.....Burton Ervast

WAHL—Hastings—1957

Frequency: 1220 Kc. Power: 250 Watts, d.
 Owned By.....Donald G. Carey
 Address.....1901 S. Bedford Rd.
 Tel.: 5-2121.....KBS
 General Mgr.....D. G. Carey
 Station Mgr.....Irving Grove

WBSE—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.
 Owned-Operated By.....Keister & Holcomb
 Address.....92½ Broad St.
 Tel.: HE 7-4444.....KBS
 Rep.....Gill-Perna, Mich. Spot Sls.
 Gen., Sta. Mgr., Chief Eng.....E. H. Munn, Jr.
 Comm. Mgr.....Lincoln A. Mayo

WHTC—Holland—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Holland Bcstg. Co.

Address.....5 E. 8th St.
 Tel.: EX 2-3121.....Independent
 Representative.....Best
 President.....W. A. Butler
 Gen. Mgr.....Sandy Meek
 Program Director.....Harold Franken
 Chief Engineer.....Juke Van Oss

WJBL—Holland—1956

Frequency: 1260 Kc. Power: 500 Watts
 Owned.....Ottawa Bcstg. Corp.
 Business Address.....James St.; Box 808
 Tel.: EX 6-5281.....Independent
 Station Representative.....Holman
 President.....Bernard Brookema
 Gen., Sta. Mgr.....Jerome C. Grysen
 Sales Mgr.....R. E. Smits
 Program Director.....Clarence Walters
 Chief Engineer.....John L. Klungle

WHDF—Houghton—1929

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Upper Michigan Bcstg. Co.
 Address.....Houghton
 Tel.: 1.....NBC
 Representative.....Walker
 Chief Owner.....G. L. Burgan
 General Manager.....Albert W. Payne
 Program Director.....Earl Norden
 Publicity Director.....F. Grant Richards
 Chief Engineer.....George L. Burgan

WHGR—Houghton Lake—1954

Frequency: 1290 Kc. Power: 5 Kw.
 Owned.....Sparks Bcstg. Co.
 Address.....3431 Houghton Lake Dr.
 Tel.: GR 8-3040.....Independent
 Representative.....Hil F. Best
 President.....J. B. Sparks
 General Mgr.....Gordon A. Sparks
 Comm., Prog. Mgr.....Robert D. Dittmer
 Chief Engineer.....Garnet G. Sparks

WHMI—Howell—1957

Frequency: 1350 Kc. Power: 500 Watts, d.
 Owned.....Livingston Bcstg. Co.
 Address.....201½ W. Grand River Ave.
 Tel.: 1062.....Independent
 Representative.....Best
 Station Mgr.....M. H. Wirth
 Commercial Mgr.....L. Bekkering
 Program Dir.....A. Ahlers
 Publicity Dir.....J. Thiel

WCHB—Inkster—1956

Frequency: 1440 Kc. Power: 1 Kw. d.
 Owned.....Bell Bcstg. Corp.
 Address.....32790 Henry Ruff Rd.
 Tel.: CR 8-1440.....Independent
 President.....Dr. Haley Bell
 Gen., Comm. Mgr.....Frank M. Seymour
 Program Dir.....George White
 Publicity Dir.....Ofield Dukes
 Chief Engineer.....Clarence Ringo

WION—Ionia—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address.....Box 143
Tel.: 2300.....Independent
Representative.....Best
Pres., Gen. Mgr.....Monroe MacPherson, Sr.
Sta. Mgr.....Monroe MacPherson, Jr.
Commercial Mgr.....D. L. Aldrich
Prog. Dir.....Jim Pegg
Chief Engineer.....J. Irving Grove

WMIQ—Iron Mountain—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Iron Mountain-Kingsford Bcstg. Co.
Address.....211 East Ludington Street
Tel.: 2031.....ABC
President.....Frank J. Russell
Gen., Sta., Comm., Prom. Mgr. W. C. Johnson
Program, Pub. Dir.....Gil Heard
Chief Engineer.....Richard Gallup

WIKB—Iron River—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Iron Co. Bcstg.
Address.....Iron River Natl. Bank Bldg.
Tel.: 102.....KBS
Representative.....Hil F. Best
President.....Edwin Phelps, Sr.
Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.
Chief Engineer.....James Swanson

WJMS—Ironwood—1931

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Upper Mich.-Wis. Bcstg. Co.
Bus.-Studio Address.....124 E. McLeod Ave.
Tel.: 20.....Independent
Representative.....Hil F. Best
President, Gen. Mgr.....William L. Johnson
Sales Prom Mgr.....Robert Olsen
Chief Engineer.....Arne Dahlbecka

WJPD—Ishpeming—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Tel.: HU 6-9937.....KBS
President.....J. P. Deegan
Sta. Manager.....John Holm
Comm. Mgr.....Eldon Wallace
Prog. Dir.....Baker Urdan
Chief Engineer.....L. Roncoglionne

WIBM—Jackson—1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address.....2511 Kibby Rd.
Tel.: 6121.....ABC
Station Representative.....Weed
President.....John L. Booth
Managing Director.....George P. Lasley

W J P D

1240 Kc.

Ishpeming, Michigan

For Information on Rates

Call

JOHN HOLM — Station Manager

HU 6-9937

J. P. DEEGAN, President and General Manager

WKHM—Jackson—1951

Frequency: 970 Kc. Power: 1000 Watts
 Owned: Jackson Bcstg. & Tele. Corp.
 Address: 441 Wildwood
 Tel.: ST 4-7181
 Rep.: Headley-Reed, Mich. Spot Sales
 Pres., Gen. Mgr.: Fred A. Knorr
 Commercial Manager: Nathan H. Alberstein

WKLZ—Kalamazoo—1956

Frequency: 1470 Kc. Power: 500 W. d.
 Owned: The Circle Corporation
 Bus. Address: 2315 Schipper's La.; Box 663
 Tel.: FI 3-2541
 Representative: Gill-Perna
 Pres., Gen., Comm. Mgr.: Joseph F. Butler
 Sta. Mgr., Ch. Eng.: Ralph E. Patterson
 Sales Prom., Pub. Dir.: Ronald T. Hutson
 Program Director: Ron Newhouse

WKMI—Kalamazoo—1953

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: Steere Bcstg. Co.
 Business-Studio Address: State Theatre Bldg.
 Tel.: FI 4-0111
 Representative: Independent
 Broadcast Time Sales
 Pres., Gen. Mgr.: Howard D. Steere
 Station Manager: Emil J. Popke, Jr.
 Commercial Manager: F. K. Doyle
 Sales Promotion Manager: Max H. Keyes
 Prog. Dir.: Dan Daniels
 Publicity Director: Vince Ford
 Chief Engineer: Kenneth Farrance

WKZO—Kalamazoo—1923

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Fetzer Bcstg. Co.
 Business Address: 590 W. Maple St.
 Tel.: FI 5-2101
 Representative: CBS
 President: Avery-Knodel
 John E. Fetzer
 V. P. & Mgr. Dir.: Carl E. Lee
 Radio Sales Mgr.: Otis T. Gaston
 Program Director: Charles T. Lynch
 Publicity Director: W. J. Hunt
 Chief Engineer: Arthur E. Covell

WILS—Lansing—1947

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Lansing Bcstg. Co.
 Bus. Address: 407½ N. Washington Ave.
 Tel.: IV 2-1655
 Station Rep.: Independent
 Venard, Rintoul, McConnell
 Pres., Gen. Comm. Mgr.: John C. Pomeroy
 Sta. Mgr., Prog. Dir.: David Froh
 Sales Prom., Pub. Dir.: Richard M. Pomeroy
 Chief Engineer: John Whitacre

WJIM—Lansing—1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Gross Telecasting, Inc.
 Address: 2820 East Saginaw
 Tel.: IV 2-1333
 Rep.: ABC
 Peters, Griffin, Woodward, Inc.
 President, Gen. Mgr.: Harold F. Gross

Station Mgr.: Howard K. Finch
 Comm. Mgr.: Keith Oliver
 Sales Prom. Mgr.: Geoge Hancin
 Chief Eng.: Carl Musson

WKLA—Ludington—1944

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Ludington Bcstg. Co.
 Address: East Ludington Ave.
 Tel.: VI 3-3438
 Representative: ABC
 Best
 Pres., Gen. Mgr.: Ray A. Plank
 Commercial Mgr.: Donald M. Hack
 Program Dir.: Charles J. Hagerman
 Sales Prom. Mgr.: Gordon J. Anderson
 Publicity Dir.: Charles R. Engjëbrecht

WMTE—Manistee—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Manistee Radio Corp.
 Address: Box 322
 Tel.: 1340
 Representative: KBS
 Best
 President: James R. Sumbler
 General Manager: Stephen Cole
 Comm. Mgr.: Edward H. Owens

WDOG—Marine City—1950

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By: Radio St. Clair, Inc
 Business Address: 5300 Marine City Hwy.
 Tel.: RO 2-1111
 Representative: Independent
 President: Jerry Coughlin
 Gen. Sta. Mgr.: John S. Bell
 Sales Prom. Mgr., Prog. Dir.: George A. Lipper
 Publicity Director: Chuck Marsh
 Chief Engineer: Robert E. McIntosh

WDMJ—Marquette—1931

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By: Lake Superior Bcstg. Co., Inc.
 Bus.-Studio Address: Mining Journal Bldg.
 Tel.: CA 6-3524
 Representative: MBS-KBS
 Mining Journal
 Newspaper Affil.: Superior Ad Agency
 General Manager: Frank J. Russell, Jr.
 Gen., Sta., Comm. Mgr.: Robert Luke

WAGN—Menominee—1952

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Men-Mar Bcstg. Co.
 Business Address: Glickman Bldg., 1st St.
 Tel.: UN 3-5551
 Representative: KBS
 Marquette-Superior
 Pres., Gen. Sta. Mgr.: Vernon Uecker
 Program Director: Barbara Johnson
 Chief Eng.: Loren B. Koesling

WMDN—Midland—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Rich Publ. House, Inc.
 Address: 2500 Swede Rd.
 Tel.: TE 9-9988
 Representative: Independent
 President: Hll F. Best
 Phillip T. Rich
 General Mgr.: Peter A. Wolf

WMIC—Monroe—1956

Frequency: 560 Kc. Power: 500 W. d.
 Owned. McIntyre Bcstg. Co.
 Address Box 306
 Tel: CH 1-5550. Independent
 Station Representative. Devney; Hutton
 President. B. D. McIntyre
 Gen., Comm. Mgr. Dale B. Hornung
 Program Director. Robert J. Norwood

WBRB—Mount Clemens—1956

Frequency: 1430 Kc. Power: 500 Watts, d.
 Owned. WBRB, Inc.
 Address. 234 S. Gratiot
 Tel: HO 3-5876. Independent
 General Manager. Robert G. Wright
 Station Manager. Milton Maltz
 Publicity Director. Bud Parks
 Chief Engineer. Gerry Meir

WCEN—Mt. Pleasant—1949

Freq: 1150 Kc. Power: 1 Kw. d., 500 W. n.
 Owned. Paul A. Brandt
 Address. Mt. Pleasant, Mich.
 Tel: SP 3-3171. KBS
 Representative. Hill F. Best
 President. Paul A. Brandt
 Sta., Comm. Mgr. Dick Wood

WMAB—Munising—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned. Munising-Alger Bcstg. Co.
 Address. First Nat. Bank Bldg.
 Tel: 518. KBS
 Representative. Best
 Gen. Mgr. Charles Symon
 Sta., Sales Prom. Mgr. Theodore H. Ouellette
 Program Director. Richard Gomuksi
 Publicity Director. Wallace Ahlborn
 Chief Engineer. Donald Carlyon

WKBZ—Muskegon—1926

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By. WKBZ Radio Corp.
 Business-Studio Address. 432 Apple Ave.
 Tel: 2-6051. ABC
 Representative. Meeker
 President. F. L. Allman
 General Mgr. Harold W. Waddell
 Sta., Comm. Mgr. J. B. Gudelsky
 Pub. Dir., Sales Prom. Mgr. B. L. Bennett
 Program Director. William L. Trap
 Chief Engineer. George Krivitzky

WMUS—Muskegon—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address. 517 W. Giles Rd.
 Tel: 4-1672. KBS
 Station Rep. Hill-Best
 V.P., Gen. Mgr. Dalton C. Hille

WTRU—Muskegon—1949

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By. Muskegon Bcstg.

Address. Summitt & Getty Srs.
 Representative. Gill-Perna
 President. Paul F. Eichhorn
 Manager. Kenneth Chapin
 Sales Prom. Mgr. Bill Musgrave

WNIL—Niles—1956

Frequency: 1290 Kc. Power: 500 Watts, d.
 Owned. Niles Bcstg. Co.
 Address. 416 Sycamore St.
 Tel: MU 3-5432. KBS
 Station Representative. Continental
 General Manager. James H. Mitchell
 Chief Engineer. Mathew Pierzchala

WOAP—Owosso—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By. Owosso Bcstg. Co.
 Address. Owosso
 Tel: SA 5-8196. Independent
 Newspaper Affiliation. Argus Press
 Station Representative. Derney
 President. J. E. Campbell
 General Manager. Merrill Walker
 Chief Engineer. Mel Worth

WMBN—Petoskey—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Midwestern Bcstg. Co.
 Address. Bunyan Bldg., Traverse City
 Tel: WI 7-7675. NBC
 Station Rep. Holman, Mich. Spot Sales
 Pres., Gen. Mgr. Les Biederman
 Station Mgr. Ralph Pierson
 Commercial Mgr. Robert E. Petwiler
 Chief Engineer. William H. Kiker

WPON—Pontiac—1954

Frequency: 1460 Kc. Power: 500 Watts
 Owned-Operated By. Chief Pontiac Bcstg. Co.
 Business Address. 7 S. Perry St.
 Tel: FE 8-0444. Independent
 Station Rep. Venard, Rintoul & McConnell
 President. Edward E. Wilson
 Gen. Sta. Mgr. William J. Hart
 Sales Promotion Manager. E. P. White
 Prog., Pub. Dir. Don MacKinnon
 Chief Engineer. Karl Kuck

WHLS—Port Huron—1938

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By. Stevens-Wismer Bcstg. Co.
 Address. 932 Military St.
 Tel: YU 2-8536. KBS
 Rep. Gill-Perna, Michigan Spot Sales
 General Manager. John F. Wismer
 Station Mgr. Thomas G. Sicklesteel
 Comm. Mgr. Arthur Aymen
 Chief Engineer. Harold Oliver

WTHH—Port Huron—1947

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By. The Times Herald Co.
 Address. 907 6th St.
 Tel: YU 5-7171. ABC

MICHIGAN-MINNESOTA

Newspaper Affil. Times-Herald
Representative Weed
General Manager R. S. Sommerville
Sta. Mgr. Kenneth Blevins
Commercial Manager Donald Collins
Program Director Lee Van Dam
Chief Engineer George Carroll

WHAK—Rogers City—1949

Frequency: 960 Kc. Power: 5000 Watts d.
Owned-Operated By ... Rogers City Bcstg. Co.
Address Rogers City
Tel.: 7751 Independent
Pres., Gen., Sta. Mgr. Harvey A. Klann
Comm. Mgr. Albert Klann

WKNX—Saginaw—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Lake Huron Bdcstg. Corp.
Address 221 So. Wash. Ave.
Tel.: PL 3-4471 Independent
Representative Gill-Perna
Pres., Gen. Mgr. William J. Edwards
Vice-President Alvin M. Bentley
Station Manager Howard H. Wolfe
Commercial Mgr. Frank Brogger
Business Manager L. L. Purvis
Program Director Dave Kushler
Chief Engineer Max W. Thomas

WSAM—Saginaw—1940

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Knorr Bcstg. Corp.
Address 2435 Holland Ave.
Tel.: PL 2-8161 NBC
Rep. Headley-Reed Co., Mich. Spot Sales
President Fred A. Knorr
Station Manager George M. Millar
Chief Eng. O. A. Nordenskjold

WSJM—Saint Joseph—1956

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WSJM, Inc.
Address Box 66
Tel.: YU 3-5579 Independent
President Maurice G. Humphrey
General Mgr. Richard W. Lee
Comm. Mgr. Ralph W. Newland
Program Dir. Al Evans
V. P., Chief Eng. Carl L. Benson

WSGW—Saginaw—1950

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By ... Booth Radio & TV Stations
Address 400 Mason Bldg.
Tel.: PL 3-4456 MBS

Representative Pearson
Pres., Mngng. Dir. John L. Booth
V.P., Gen., Sta., Comm. Mgr. Robert W. Phillips
Program Director Fred Krell
Chief Engineer Harold Volz, Jr.

WOIA—Saline—1958

Frequency: 1290 Kc. Power: 500 Watts
Owned By ... Saline Broadcasting Co., Inc.
Address 3000 Brassew Road
Tel.: HAZel 9-9881 Independent
Pres., Gen. Mgr. Meredith Bixby
Publicity Dir. Thyra Bixby
Chief Engineer Lawrence Robinson

WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc. Power: 250 W.
Owned-Operated By ... Hiawathaland Bcstg. Co.
Business-Studio Address 208 Ashmun St.
Tel.: ME 2-2231 Independent
Representative NBS
President Stanley R. Pratt
General Manager Russell Staffield

WSTR—Sturgis—1951

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WSTR, Inc.
Address P. O. Box 70
Tel.: 1199 Independent
Representative Hil F. Best
President Hugh White
General Manager E. Harold Munn Jr.
Station Manager Frank B. Cummins
Program Dir. Ray Wells
Chief Engineer John Greenwood

WIOS—Tawas City—1958

Frequency: 1480 Kc. Power: 1000 Watts
Owned By Roger S. Underhill
Address Box 627
Tel.: FOrEst 2-3417 Independent
President Roger S. Underhill
Gen., Sta. Mgr. Ron Gamble
Commercial Mgr. Don Watson
Chief Engineer David Bodley

WTCM—Traverse City—1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ... Midwestern Bdcstg. Co.
Address Paul Bunyan Bldg.
Tel.: WInDsoR 7-7675 NBC
Rep. Hal Holman Co., Mich. Spot Sales
Pres., Gen. Mgr. Les Biederman
Sta., Comm. Mgr. Robert E. Detwiler
Chief Engineer William H. Kiker

Pop.: 3,325,000
Families: 969,000
Radio Homes: 946,000

Minnesota

Stations in State: 63
TV Homes: 814,000
TV Stations: 11

KASM—Albany—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.

Address Albany
Tel.: 5-3005 KBS
Station Representative Continental
President William Blattner

General Manager.....Urban J. Keppers
 Promotion Mgr.....Lewis Fisher
 Commercial Manager.....Lee Krause
 Program Director.....Celestine Fisher
 Publicity Director.....Cliff Mitchell
 Chief Engineer.....Charles Gilbert

Address.....1205 Pacific Ave.
 Tel: VI 2-4601.....KBS
 Representative.....E. T. Holmgren
 President.....George J. McCarthy
 Gen. Mgr.....B. J. Kinney
 Sales Prom. Mgr.....G. B. McClellan
 Ch. Eng.....Dale Schulz

KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Albert Lea Bcstg.
 Address.....332 South Broadway
 Tel: 2338.....ABC
 Representative.....Meeker
 President.....Bennett O. Knudson
 Gen. Mgr.....E. A. Van Alstyne
 Commercial Manager.....Tom Golden
 Program Director.....Art Bowers
 Chief Engineer.....Donald Franz

KLIZ—Brainerd—1946

Frequency: 1380 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Brainerd Bcstg. Co.
 Business Address.....2700 E. Oak
 Tel: 2853.....Independent
 Representative.....Walker
 Pres., Gen. Mgr.....E. Thomas O'Brien
 Sta., Comm. Mgr.....Earl R. Johnsen
 Program, Publicity Dir.....Dave McDonald
 Chief Engineer.....Don Koernig

KXRA—Alexandria—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Alexandria Bcstg. Co.
 Address.....1315 Broadway
 Tel: RO 3-3131.....KBS-ABC
 Representative.....Donald Cooke
 Pres., Comm., Sales Prom. Mgr.....E. Q. Walters
 Station Manager.....Kenneth A. Tessmer
 Publicity Director.....Ercel L. Aga
 Chief Engineer.....Ron Wandmacher

KBMW—Breckenridge—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Address.....519 Dakota Ave., Wahpeton, N. D.
 Owned-Oper. By.....Interstate Bdcstg. Corp.
 Tel: 2-4141.....KBS
 Station Representative.....Continental
 Pres., Gen. Mgr.....Robert E. Ingstad
 Sta., Comm. Mgr.....George Kaufmann

KANO—Anoka—1956

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned By.....Anoka Broadcasting Co.
 Business Address.....Route 1
 Tel: HARRISON 1-2600.....KBS
 President.....John H. Lemme
 Gen., Sta. Mgr.....Charles J. McCartney
 Sales Prom. Mgr.....Solomon Siegel
 Program Director.....Fred King
 Commercial Mgr.....Nate Charles
 Publicity Director.....Stanley M. Frost
 Chief Engineer.....Rodney Person

WKLK—Cloquet—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Cloquet Bcstg. Co.
 Address.....Cloquet
 Tel: TR 9-6725.....KBS
 General Manager.....Henry Newby
 Station Manager.....Sidney Markusen
 Commercial Manager.....Richard Johnson

KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Black Hawk Bcstg. Co.
 Business-Studio Address.....Hwy. 56, South
 Tel: HE 3-8836.....MBS
 Representative.....Avery-Knodel
 President.....Chet Weseman
 General Manager.....Thomas Young
 Commercial Mgr.....Ken Soderberg
 Program Director.....Stan Szyonicki
 Publicity Director.....Marge Nelson
 Chief Engineer.....Leo Chenier

KROX—Crookston—1948

Freq: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By.....Crookston Bcstg. Co.
 Business Address.....Box 620
 Tel: AT 1-1140.....KBS
 Rep.....Donald Cook, Tracy Moore
 President, Prog. Dir.....Jerome A. Dahlberg
 Station Manager.....William J. Kiewel
 Sales Prom., Comm. Mgr.....E. R. Melbye
 Chief Engineer.....Earl Handyside

KBUN—Bemidji—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Paul Banyan Broadcasting Co.
 Business Address.....511 Beltrami Ave.
 Tel: Plaza 1-4120.....MBS
 President.....Ben H. Potter Jr.
 Gen., Sta. Mgr.....James R. Hambacher
 Chief Engineer.....Robert D. Zellmer

KDLM—Detroit Lakes—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Detroit Lakes Bcstg. Corp.
 Address.....1320 Richwood Rd.
 Tel: 1100.....KBS
 Representative.....Continental Radio Sales
 President.....Herbert Gross
 General Manager.....Kenneth Light
 Station Manager.....Al Leighton
 Program Director.....Bob Barker
 Chief Engineer.....W. Wilson

KBMO—Benson—1956

Frequency: 1290 Kc.....Power: 500 Watts, d.
 Owned.....KEMO Bcstg. Co.

KDAL—Duluth—1936

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Red River Bcstg. Co., Inc.
 Business-Studio Address.....218 Bradley Bldg.
 Tel: RA 2-2628.....CBS
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Odin S. Ramsland

Sales Manager.....Rex H. Hudson
Exec. V.P. Chg. Engr.....Robert Dettman

WEBC—Duluth—1924

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....George Clinton
Business-Studio Address.....WEBC Bldg.
Tel.: RA 2-2873.....NBC
Representative.....Hollingsbery
President.....Morgan Murphy
Vice Pres.....Walter Bridges
General Manager.....Robert J. Rich
Commercial Manager.....Richard W. Pearson
Prog. am Director.....Dennis Murphy
Chief Engineer.....Norman Gill

WELY—Ely—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Address.....Box 540
Tel.: 744.....KBS
Station Mgr., Chief Eng.....Charles B. Persons

WEVE—Eveleth—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address.....WEVE Bldg.
Tel.: 1340.....MBS-KBS
Owner.....Carl Bloomquist
General Manager.....Arthur F. Nelson

KSUM—Fairmont—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KSUM Broadcasting Co.
Address.....306 North Park St.
Tel.: 1370.....MBS
Representative.....Rambeau, Vance, Hopple
President.....John E. Hyde, Jr.
Gen., Sta. Mgr.....Philip L. Solberg
Chief Engineer.....Larry Lawson

KDHL—Faribault—1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address.....213 Central Ave.
Tel.: FA 4-4345.....Independent
Station Rep.....Rambeau, Vance, Hopple
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragsten

KGDE—Fergus Falls—1926

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Crawford & Murphy
Business-Studio Address.....Fergus Falls
Tel.: 6996.....MBS
Representative.....Wayne-Evans
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Sta., Comm. Mgr.....Frederic Dell
Chief Engineer.....Ernest Olson

KOZY—Grand Rapids—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Address.....207 N. First Ave.
Tel.: FA 6-3446.....MBS-KBS
General Manager.....Robert D. Kennedy

WMFG—Hibbing—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hibbing Broadcasting Co.
Address.....WMFG Bldg.
Tel.: 3-7531.....NBC
Representative.....Hollingsbery
Pres., Gen. Mgr.....Harold J. Parise
Program Director.....Bob Aro
Chief Engineer.....Fran Befera

KDUZ—Hutchinson—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned.....North American Broadcasting Co.
Address.....Box 32
Tel.: 1555.....KBS
Representative.....Best
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Nolt
Program Director.....Lorrain Lhotka
Station Manager.....Heinz Fruck
Chief Engineer.....Darrel Gander

KLTF—Little Falls—1950

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Tel.: 367.....KBS
Pres., Gen. Sta. Mgr.....John H. Lemme
Commercial Manager.....Richard J. Rudeck

KTOE—Mankato—1950

Freq.: 1420 Kc.....Power: 5 Kw.
Owned-Oper. By.....Minnesota Valley Bcstg. Co.
Address.....East Highway 14
Tel.: 4537.....ABC
Representative.....Pearson
President.....H. W. Linder
Gen., Comm. Mgr.....D. O. Linder
Program Director.....Wayne Will
Chief Engineer.....Steve Wolf

KYSM—Mankato—1938

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Address.....101 N. Second St.
Tel.: 4673.....NBC
Representative.....Meeker
Gen., Sta., Comm. Mgr.....Robert E. DeHaven
Program Director.....Charles F. Pasek
Chief Engineer.....James J. Houts

KMHL—Marshall—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Tel.: 2282.....ABC
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth

WCCO—Minneapolis—1924

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Midwest Radio-Television, Inc.
Business-Studio Address.....625 Second Ave. S.
Tel.: FE 2-1202.....CBS
Representative.....CBS Radio Spot Sales
President.....Robert B. Ridder

Gen., Sta. Mgr. Larry Haeg
 Commercial Mgr. Phil Lewis
 Prog. Prom. Mgr. Gordon Mikkelson
 Sales Prom. Dir. C. Kaufman
 Publicity Dir. Gordon Mikkelson
 Chief Engineer. Kermit Sueker

WDGY—Minneapolis—1923

Freq.: 1130 Kc. Power: 50 Kw. d., 25 Kw. n.
 Owned-Oper. By. The Storz Bcstg. Co.
 Address. 609 Second Ave., S.
 Tel.: FE 5-2271. Independent
 Representative John Blair
 President Todd Storz
 General Manager. Jach Thayer
 Commercial Mgr. C. B. Clarke
 Program Dir. Don Kelly
 Publicity Director. Rosemary Bialon
 Owners of: WHB, Kansas City, Mo.; WTIX,
 New Orleans; WQAM, Miami, Fla.

KEVE—Minneapolis—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
 Owned-Operated By. Western Bcstg.
 Address. 917 N. Lilac Drive
 Tel.: LI 5-5601. Independent
 Representative Weed
 President R. M. Purcell
 V.P., Gen. Mgr. Ray Tenpenny
 Sales Mgr. Bob Rock
 Program Dir. Bob Kaye
 Chief Engineer. Denvy Doty

KRSI—Minneapolis—1958

Frequency: 950 Kc. Power: 1000 Watts
 Owned By. Radio Suburbia, Inc.
 Address. 4500 Excelsior Blvd.
 Tel.: WALnut 6-1677. Independent
 Representative Radio-TV Rep.
 Pres., Gen. Mgr. William E. Schons
 Comm., Sales Prom. Mgr. Jim McGuire
 Program Dir. Marvin L. Schulz
 Chief Engineer. Jim Eshelman

WLWL—Minneapolis—1940

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By. BFR Bcstg. Co.
 Address. 870 Northwestern Bank Bldg.
 Tel.: FE 3-0406. Independent
 Representative AM Radio Sales
 President Larry Bentson
 Gen., Comm. Mgr. Wayne Williams
 Program Director. Jim Boysen
 Publicity Director. Bill Ficker
 Chief Engineer. Bryce Ekberg

WPBC—Minneapolis—1949

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By. People's Bdcstg. Co.
 Address. 1133 Stinson Blvd.
 Tel.: ST 9-4356. Independent
 Representative McGavren-Quinn
 Pres., Gen., Sta. Mgr. W. V. Stewart
 Sales Prom. Mgr. Jack I. Moore
 Program Director. Becky Ann Stewart
 Publicity Director. Elizabeth Gahre
 Chief Engineer. Joe Coval

WTCN—Minneapolis—1931

Freq.: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned By. Twin State Bcstg.
 Address. Calhoun Beach Hotel
 Tel.: WA 7-8881. ABC
 Station Representative Katz
 President. Weston C. Pullen, Jr.
 Gen. Sta. Mgr. Phil Hoffman
 Commercial Manager. Jack Cosgrove
 Program Director. Sev Widman
 Chief Engineer. Warren Fritze

KDMA—Montevideo—1951

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By. Midwest Bcstg. Corp.
 Address. Box 471
 Tel.: AM 9-8815. ABC
 Representative Pearson
 Pres. H. W. Linder
 Gen. Mgr. Willard Linder
 Sta. Mgr. Byron Zurn
 Comm. Mgr. Fred Ehlen
 Program Dir. Jim Wood
 Chief Engineer. F. T. Peterson

KVOX—Moorhead—1937

Frequency: 1280 Kc. Power: 1 Kw.
 Owned-Operated By. KVOX Bcstg. Co.
 Address. P. O. Box 437
 Tel.: CEDar 3-1522. MBS
 Representative Devney
 Pres., Gen. Mgr. E. J. McKellar
 Station Mgr. M. M. Marget

KEVE

TOWN & COUNTRY

1440KC **COLOR** 1440 KC
 MUTUAL BROADCASTING SYSTEM

• **FIRST**

with RADAR WEATHER

• **LARGE**

Loyal — Unduplicated Audience

• **EXCLUSIVE**

Country — Western — Pop Music
 exclusive Mutual News

Robert Purcell, Pres.
 Ray Tenpenny, Gen. Mgr.
 WEED Radio Corporation
 Nat'l Representative

NOW — FULL TIME!
 5 Kw. Non-Dir.—500W Night

MINNESOTA

Comm., Sales Prom. Mgr. P. L. Owens
Program Dir. T. P. Hannahoff
Pub. Dir. Arthur Selikoff
Chief Engineer Erwin Liefeldt

KMRS—Morris—1956

Frequency: 1570 Kc. Power: 1 Kw., d.
Owned. Western Minn. Bcstg. Co.
Address Morris, Minn.
Tel.: 68 Independent
Representative Donald Cooke
President Cliff Hedberg
Gen., Comm. Mgr. George Brooks
Prog. Dir. Jim Bollman
Chief Eng. Ted Ferguson

KNUJ—New Ulm—1949

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By. KNUJ, Inc.
Address 304½ N. Minn. St.
Tel.: 905. KBS
General Manager. George E. Korenchen
Program Director. Bill Parker

KDIO—Ortonville—1956

Frequency: 1350 Kc. Power: 1 kw., d.
Owned By. Tri-State Bcstg. Co.
Address Box 696
Tel.: 680 Independent
Station Rep. Cooke
Pres., Chief Eng. Richard Schultz
Gen., Comm. Mgr. W. F. McCormick
Program Dir. D. P. Egert

KRFO—Owatonna—1950

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By. Owatonna Bcstg. Co.
Address 301 N. Cedar St.
Tel.: 5541. KBS
Pres., Gen. Mgr. Robert W. Behling
Sta. Mgr., Chief Eng. Jerald J. Boos
Comm. Mgr. Earle Gilbert
Prog. Director. Duane Allen

WCMP—Pine City—1957

Frequency: 1350 Kc. Power: 1 Kw., d.
Owned. Pine County Bcstg. Co.
Address Box 578
Tel.: 767. KBS
Station Representative Continental
President. Richard K. Power
Gen. Mgr. Robert P. Schuller
Program Director. Lyle R. Nelson
Chief Engineer. Mitch Dupre

KLOH—Pipestone—1955

Frequency: 1050 Kc. Power: 1000 Watts, d.
Owned-Operated By. Pipestone Radio Corp.
Address 118 W. Main St.
Tel.: 1050 KBS
Representative Continental
President. C. B. Thomas
Gen. Sta. Mgr. Ron Overlander
Program Director. R. J. Britch
Chief Engineer. Clarence Aushan

KCUE—Red Wing—1955

Frequency: 1250 Kc. Power: 1000 Watts, d.
Owned. Hiawatha Valley Bcstg. Co., Inc.
Address RFD 3
Tel.: DU 8-3511. Independent
Representative. Rambeau, Vance, Hopple
Pres., Gen. Mgr. E. G. Elston
Comm. Mgr. David Vonch
Program Dir. Myron Heuer
Sales Prom. Mgr. Larry Jagoe
Chief Engineer. Lawrence Dossall

KLGR—Redwood Falls—1954

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By. Harry W. Linder
Address 209 S. Washington St.
Tel.: ME 7-2989. Independent
Representative Pearson
General Manager. Gilmore F. Frayseth

KROC—Rochester—1935

Frequency: 1340 Kc. Power: 250 Watts
Owned. Southern Minnesota Bcstg. Co.
Address. 100 1st Avenue Bldg.
Tel.: AT 9-3924. NBC
Representative. Meeker, Harry S. Hyett
President. Mrs. Gregory P. Gentling
General Manager. G. David Gentling
Commercial Manager. Robert Fick
Sales Prom. Publicity. Mrs. Gen. Holmes
Program Director. Tom Bachrach
Chief Engineer. Robert Gross

KWEB—Rochester—1958

Frequency: 1270 Kc. Power: 500 Watts, d.
Owned By. Olmsted Cty. Bcstg. Co.
Address. Northwestern Nat. Bk. Bldg.
Tel.: Atlas 2-9465. Independent
Station Rep. Bolling
President. W. John Grandy
General Mgr. Don Robey
Commercial Mgr. T. Madison
Program Dir. S. Burton
Chief Engineer. V. Kohrs

KFAM—St. Cloud—1938

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Times Publ. Co.
Business Address. Highway 152
Tel.: BBlackburn 2-1551. NBC
Newspaper Affiliation Times
Representative Pearson
President. Frederick C. Schilplin
Station Manager. John Murphy
Comm., Prog. Dir. Marlin Dean Schlottman
Chief Engineer Robert Witschen

WJON—St. Cloud—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Granite City Bcstg. Co.
Address Box 270
Tel.: BL 1-4422. Independent
Representative. Rambeau, Vance, Hopple
Pres., Gen., Sta. Mgr. John Haerle

Commercial Mgr. Van Vander Ark
 Program Dir. Art Blasko
 Chief Engineer Guy LeMont

Sales Promotion Manager . . . Ormond E. Johnson
 Chief Eng. Fred Franklin

KRBI—St. Peter—1957

Frequency: 1310 Kc. Power: 1 Kw., d.
 Owned David B. Ekberg
 Address 1031 Grace St.
 Tel.: 1310 Independent
 President Mavis L. Peterson
 General Manager Dean J. Johnson

WHLB—Virginia—1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Virginia Bcstg. Co.
 Address WHLB Bldg.
 Tel.: SH 1-2233 NBC
 Station Representative Hollingsbery; Hurley
 Pres., Gen. Mgr. Harold J. Parise
 Program Director Bob Aro
 Chief Engineer Fran Befera

**KSTP—St. Paul—Minneapolis
 1928**

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned By KSTP, Inc.
 Bus.-Studio Address 3415 University Ave.
 Tel.: MI 5-2717 NBC
 Representative Edward Petry
 President Stanley E. Hubbard
 General Manager Stanley S. Hubbard
 P., Sales M. L. Rosene
 Radio Sales Mgr. Byron Anderson
 Sales Prom. Mgr. William Davey
 Program Director D. Brooks Henderson
 Publicity Director Wayne King
 Chief Engineer William S. Sadler

KWAD—Wadena—1948

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By KWAD Broadcasting Co.
 Bus.-Studio Address First Natl. Bank Bldg.
 Tel.: MEDford 1-1803 MBS
 Station Representative Wayne Evans
 President Robert E. Ingstad
 Gen., Sta. Mgr. Marlin T. Obie
 Commercial Mgr. Harold O. Bakke
 Chief Eng. Harold Allen

WISK—St. Paul—1951

Frequency: 1590 Kc. Power: 5 Kw., d.
 Owned BVM Bcstg. Co.
 Address 158 N. White Bear Ave.
 Tel.: PR 1-5588 Independent
 Representative Rambeau
 Gen. Mgr. Nicholas Tedesco
 Sta. Mgr. Samuel H. Sabeau

KWLM—Willmar—1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Address Box 393
 Tel.: BE 5-1340 ABC
 Representative John E. Pearson
 President H. W. Linder
 Sta. Mgr. Willard Linder
 Commercial Manager Jack Lynch
 Chief Engineer Francois Peterson

WMIN—St. Paul—1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Franklin Bcstg. Co.
 Address 611 Frontenac Place
 Tel.: MI 5-7757 Independent
 Representative Gill-Perna
 P., Gen. Mgr. Wm. F. Johns, Jr.
 Sales Mgr. Merle Edwards
 Program Director Ralph R. Smith

KAGE—Winona—1957

Frequency: 1380 Kc. Power: 1000 Watts
 Owned By Winona Bcstg. Co.
 Business Address 118½ W. 4th St.
 Tel.: 2867 KBS
 President Albert S. Tedesco
 Station Manager Frank L. Haas
 Sales Promotion Mgr. Jack Ortmann
 Program Director Joe Orlovski
 Publicity Director Charlotte Reidleburger
 Chief Engineer Vern Potvin

WAVN—Stillwater—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By St. Croix Bcstg. Co.
 Address 126½ S. Main St.
 Tel.: 46 KBS
 Pres., Gen., Sta. Mgr. Richard K. Power
 Comm. Mgr. James H. McLaughlin
 Sales Prom. Mgr. Dewey S. Campbell
 Prog. Dir. J. Roger Erickson
 Publicity Dir. Henry Sampson
 Chief Engineer Elmer L. Christenson

KWNO—Winona—1938

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Tel.: 3313 ABC
 Newspaper Affiliation Daily News
 Representative John E. Pearson
 President M. H. White
 Station Manager C. E. Williams
 Commercial Manager H. Rod Hurd
 Chief Engineer Gene Gappa

**KTRF—Thief River Falls
 1947**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KTRF Radio Corp.
 Address Box 69
 Tel.: MURdock 1-1230 Independent
 Station Representative Evans
 Pres., Gen. Mgr. Don Olsen

KWOA—Worthington—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Tel.: 2-7301 Independent
 Representative Wayne-Evans
 President R. W. Olson
 General Manager R. E. Shepard
 Comm. Mgr. Arne Karhu
 Prog. Dir. Walt Jensen
 Chief Engineer Clint Knapp

Pop.: 2,259,000
Families: 585,000
Radio Homes: 569,000

Mississippi

Stations in State: 72
TV Homes: 334,000
TV Stations: 11

WMPA—Aberdeen—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Aberdeen
Address.....Box 402
General Mgr.....Ray Tolar
Tel: EM 9-4561.....Independent
Representative.....Best
Prog. Dir.....Frances Tolar

WAMY—Amory—1955

Frequency: 1580 Kc.....Power: 5 Kw., d.
Owned.....Charles C. Boren, Jr.
Address.....Box 268
Tel: CL 6-5911.....KBS
Representative.....Everett-McKinney
Commercial Manager.....Jimmy Wells
Program Director.....Elsie Sanderson
Chief Engineer.....A. D. Wiygul

WBLE—Batesville—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Tel: 7266.....KBS
Representative.....Hil F. Best
President.....Harold E. McCarley
Chief Engineer.....Alfred E. Jennings

WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotel
Tel: ID 6-5581.....MBS
Representative.....Holman
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Mary Miques

WVMI—Biloxi—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Tel: ID 2-7001.....Independent
Rep.....Nat. Time Sales; Sears; Oakes
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Comm., Sales Prom. Mgr.....Bud Jarvis
Program, Publicity Dir.....James F. Van Dee
Chief Engineer.....Charles Copper

WBIP—Booneville—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.
Address.....Highway No. 45-S
Tel: PA 8-5301.....KBS
Representative.....Hil F. Best
Gen. Mgr.....E. O. Roden
Comm. Mgr.....Don Moore
Program Director.....Jean Cochran

WCHJ—Brookhaven—1955

Frequency: 1470 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Rural Broadcasting Co.
Address.....Entrican Bldg.
Tel: 1076.....Independent
Partners.....W. M. Jones, Laura Jane Huff
Gen., Comm., Prom. Mgr.....W. M. Jones
Station Mgr.....Doug Mathis

WJMB—Brookhaven—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Brookhaven Bcstg. Co.
Address.....W. Chickasaw St.
Tel: 1298.....KBS
Pres., Gen. Mgr.....Tullius Brady

WDOB—Canton—1953

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Madison County Bcstg. Co.
Address.....Box 182
Tel: 1370.....KBS
Representative.....Indie
Manager.....Al Simmons
Program Dir.....Hazel Lewis

WGLC—Centreville—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Davis & McCraine
Business Address.....P.O. Box 205
Tel: 4001.....KBS
Representative.....Continental Radio Sales
Pres., Gen. Mgr.....Frederick A. W. Davis
Sta. Mgr., Prog. Dir.....Thelma McCraine
Chief Engineer.....Jim Wilson

WKDL—Clarksdale—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coahoma Bcstg. Co.
Address.....1 State St.
Tel: MA 4-6200.....Independent
Pres., Gen. Mgr.....John B. Craddock
Program Director.....Joseph Rachuba
Chief Engineer.....S. (Sonny) Jennings

WROX—Clarksdale—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Clarksdale Bcstg. Co.
Bus. Address.....Alcazar Hotel Bldg., Box 939
Tel: MAin 4-2795.....MBS, KBS
Station Rep.....Everett-McKinney; Beaver
President.....Mrs. Eunice Tanner Imes
General Manager.....Bob Evans
Sta., Comm. Mgr.....Tom Reardon
Sales Prom., Prog. Dir.....Helen Sugg
Publicity Director.....Jean Cauthen
Chief Engineer.....C. D. Graves

WCLD—Cleveland—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 81 So.
Tel: VI 3-4091.....KBS

Station Representative Walker
 President Joseph W. Carson
 P., Gen. Mgr. George C. Shurden

WDSK—Cleveland—1958

Frequency: 1410 Kc. Power: 1000 Watts
 Owned By L. A. Feduccia
 Address Box 869
 Tel.: Victor 3-5221 Independent
 Sta. Mgr., Chief Eng. L. A. Feduccia
 Commercial Mgr. Ed Dunn
 Program Dir. Billie Wolfe
 Publicity Dir. James Wilson

WCJU—Columbia—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WCJU, Inc.
 Address P. O. Box 472
 Tel.: RE 6-2616 MBS-KBS
 Newspaper Affiliation The Progress
 Pres., Gen. Manager Lester Williams
 Prog. Dir. Clifford Chance
 Sta. Mgr., Chief Eng. Ray Tolar

WACR—Columbus—1950

Frequency: 1050 Kc. Power: 1 Kw. d.
 Owned J. W. Eatherton
 Address WACR Bldg.
 Tel.: FA 8-1050 Independent
 Pres., Gen. Mgr. James Eatherton
 Comm., Prom. Mgr. Bill Drane
 Program, Pub. Dir. Judith Atkins
 Chief Engineer L. J. Aldridge

WCBI—Columbus—1940

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.
 Owned Columbus Bcstg. Co., Inc.
 Address Gilmer Hotel
 Tel.: FA 8-7271 MBS-KBS
 Newspaper Affili. Commercial Dispatch
 representative Everett-McKinney
 President B. Imes, Jr.
 General Mgr. Bob Evans
 Asst. Mgr. Mrs. Ruby J. Latham
 Station Mgr. Ray Crummy
 Chief Engineer Tom McFerrin

WCMA—Corinth—1945

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 Tel.: 5575 KBS
 Station Rep. Venard, Rintoul & McConnell
 President Aaron B. Robinson
 Gen. Sta., Sales Prom. Mgr. John E. Bell
 Commercial Manager Carl Welch
 Program Director Mrs. Louise W. Berlin
 Chief Engineer James D. Anderson

WCRR—Corinth—1958

Frequency: 1330 Kc. Power: 500 Watts, d.
 Owned-Operated By Rebel Radio Inc.
 Business Address 614½ Waldron
 Tel.: 6691 Independent
 representative Best
 President C. H. Quick

Gen., Sta. Mgr. Glenn D. Carmichael
 Sales Promotion Manager W. H. Wright
 Program Director Quin Ivy
 Chief Engineer W. M. Essary

WMAG—Forrest—1955

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Operated By Scott County Bcstg. Co.
 Address P. O. Box 188
 Tel.: 7001 KBS
 General Mgr. Hugh Hughes
 Commercial Mgr. Willie Weems

WDDT—Greenville—1956

Frequency: 900 Kc. Power: 1 Kw., d.
 Owned-Operated By WDDT Radio Co.
 Address 207 Main Street
 Tel.: 2-0526 Independent
 Station Representative Everett-McKinney
 General Manager Ross Charles
 Station Manager W. H. Deans
 Commercial Manager Charles Tucker
 Program Director Tom Roane
 Chief Engineer Joe Gunter

WGVM—Greenville—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid America Bcstg. Co.
 Bus.-Studio Address 118 So. B'way
 Tel.: 4559 Independent
 Rep. Devney, Melville, Dixieland, Crennan
 Pres., General Manager David M. Segal
 Station Manager Edward M. Guss
 Commercial Manager Jack R. Stull
 Sales Prom. Mgr., Prog. Dir. Wallace D. Hoy
 Chief Engineer Joseph C. Gunter

WJPR—Greenville—1939

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Radio Service Co.
 Business-Studio Address 120 So. Poplar St.
 Tel.: 9049 MBS-KBS
 Representative Bogner & Martin
 Gen. Sta. Mgr. Emmett H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Mildred Flowers
 Sls. Prom. Mgr. Gene Underwood
 Publicity Dir. Bea Armistead
 Chief Engineer Percy L. Kuhn

WABG—Greenwood—1949

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.
 Owned-Oper. By Greenwood Bcstg. Co.
 Business Address 206 W. Claiborne St.
 Tel.: GLadstone 3-5232 Independent
 President, Gen. Mgr. Cy Bahakel
 Sta., Comm. Mgr. Don Neil
 Prog. Dir. Erlene Leach
 Chief Engineer Billy Watkins

WGRM—Greenwood—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WGRM
 Address 600 Walnut St.
 Tel.: 1900 NBC-KBS

General Manager.....F. C. Ewing
 Commercial Mgr.....Lew Sadler
 Program Dir.....Charles Hester
 Chief Eng.....Louis Pierce

WNAG—Grenada—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenada Bcstg. Co.
 Business Address.....Grenada
 Tel.: 1400.....MBS-KBS
 Newspaper Affiliation...Commercial Dispatch
 Station Rep.....Everett-McKinney; Beaver
 President.....Birney Imes
 General Manager.....Bob Evans
 Sta., Comm. Mgr., Prog., Pub. Dir...M. Looney
 Chief Engineer.....Jimmie Pinnix

WROA—Gulfport—1955

Frequency: 1390 Kc.....Power: 1 Kw., d.
 Owned-Operated By...Electronics Research
 Address.....Box 115
 Tel.: UN 3-7133.....Independent
 Station Rep.....Rambeau, Vance, Hopple
 Pres., Gen. Mgr.....John B. Caraway
 Sta. Mgr., Prog. Dir.....Earl B. Blessey
 Commercial Manager.....Fred Beattie
 Sales Prom., Pub. Dir...Hammond H. Hinton
 Chief Engineer.....Bob Reach

WGCM—Gulfport—1928

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. O. Roden & Assoc.
 Address.....15th Ave and 22nd St.
 Tel.: UN 3-3522.....ABC
 Station Representative.....Best
 President.....E. O. Roden
 General Mgr.....James E. Reese
 Program Dir.....Tommy Meek
 Chief Engineer.....Edward Holbrook

WBKH—Hattiesburg—1954

Frequency: 950 Kc.....Power: 5 Kw. d.
 Owned.....Deep South Radio, Inc.
 Address.....305 Bay Street
 Tel.: JU 2-1986.....Independent
 Representative.....McGillvra
 Gen. Mgr.....F. M. Smith
 Comm. Mgr.....Walter L. Smith
 Prog. Director.....Terry R. Speights
 Chief Engineer.....B. B. McLemore

WFOR—Hattiesburg—1925

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Sheridan, Inc.
 Address.....302 Hemphill St.
 Tel.: JU 4-5432.....NBC
 Station Rep.....Rambeau, Vance, Hopple
 President.....B. W. Curry, Jr.
 General Manager.....E. M. Jenkins
 Commercial Manager.....Bud Norval
 Program Director.....Keith Glatzer
 Chief Engineer.....J. N. Watson

WHSY—Hattiesburg—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Hub City Bcstg. Co. Inc.

Address.....Hwy. 11, North
 Tel.: JU 3-1741.....ABC
 Representative.....Clark
 President.....Charles W. Holt
 Gen., Sta. Mgr.....Frank B. Zaloski
 Chief Engineer.....Charles Sharpling

WXXX—Hattiesburg—1957

Frequency: 1310.....Power: 1 Kw., d.
 Owned.....Bcst. Development Co.
 Address.....Box 1492
 Tel.: JU 2-2591.....Independent
 Representative.....Indie Sales
 President.....Dave A. Mattson, Jr.
 Manager.....J. C. Walker

WMDC—Hazlehurst—1953

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned.....Southwestern Bcstg. Co. of Miss.
 Address.....P. O. Box 571
 Tel.: 869.....KBS
 Representative.....McGillvra
 General Manager.....Louis Alford
 Sta. Mgr., Chief Engr.....Mack Smith
 Comm. Mgr., Prog. Dir.....Malcolm Jones
 Publicity Director.....Bob Prather

WCPC—Houston—1955

Frequency: 1320 Kc.....Power: 5 Kw. d.
 Owned-Oper. By.....WCPC Bcstg. Co.
 Address.....Box 552
 Tel.: GL 6-3528.....KBS
 Gen., Sta. Mgr.....Robin H. Mathis
 Comm. Mgr., Prog., Pub. Dir...Ralph C. Mathis
 Chief Engineer.....John B. Skelton, Jr.

WNLA—Indianola—1953

Frequency: 1380 Kc.....Power: 500 watts d.
 Owned By.....Radio Cleveland, Inc.
 Address.....134 Baker St.
 Tel.: 500.....KBS
 Station Representative.....Best
 Pres., Gen. Mgr.....William R. Landman
 Program Director.....Gertrude Landman
 Chief Engineer.....Carl Rushing

WJDX—Jackson—1929

Frequency: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned.....Lamar Life Insurance Company
 Address.....715 S. Jefferson
 Tel.: Fleetwood 2-2691.....NBC
 Representative.....Hollingsbery
 President.....P. K. Lutkin
 Gen., Sta. Mgr.....Fred L. Beard
 Comm. Mgr.....Frank Gentry
 Sales Prom. Mgr., Pub. Dir.....Chuck Allen
 Prog. Dir.....Forrest Cox
 Chief Engineer.....Percy G. Root

WJQS—Jackson—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Milner Bcstg.
 Address.....King Edward Hotel
 Tel.: Fleetwood 4-5653.....CBS
 Representatives.....Devney; Ayers

President.....Howard S. Cohoon
 Gen., Comm. Mgr.....Lewis Heilbroner
 Program Director.....Bill Slaton
 Chief Engineer.....E. E. Peterson

Representative.....George P. Hollingbery
 President.....Harold Mattson
 Gen., Sta. Mgr.....Frank W. Sumrall
 Commercial Manager.....M. M. Caver
 Sales Promotion Manager.....Ed Breland
 Program Director.....Dave Kane
 Publicity Director.....Len Maith
 Chief Engineer.....Walter Hitt

WJXN—Jackson—1945

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Jackson Bcstg. Co., Inc.
 Address.....P. O. Box 786
 Tel.: 2-6673.....Independent
 Representative.....Webb
 President.....James T. Ownby
 General Manager.....Robert Statham

WOKJ—Jackson—1954

Frequency: 1590 Kc.....Power: 5 Kw.
 Owned-Operated By.....Ebony Radio of Miss.
 Business Address.....1017 Lynch St.
 Tel.: Fleetwood 3-7830.....Independent
 Station Representative.....Pearson
 General Manager.....John M. McLendon
 Station Manager.....Al Evans
 Program Director.....Art Goudreau
 Chief Engineer.....G. G. Benson

WRBC—Jackson—1947

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw., n.
 Owned-Operated By.....Rebel Bcstg. Co., Inc.
 Business-Studio Address.....125½ So. Lamar
 Tel.: Fleetwood 5-1562.....Independent
 Representative.....Rambeau, Dixieland
 President.....Tom Wright
 General Mgr.....Charles A. Stewart
 Sales Prom. Mgr.....Robert Smith
 Publicity Dir.....Mike Hunter
 Chief Engineer.....William K. Phillips

WSLI—Jackson—1938

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....Capitol Bcstg. Co.
 Address.....Box 8155
 Tel.: FI 4-2512.....ABC
 Newspaper Affil.. Daily News, Clarion Ledger
 Representative.....Weed
 President.....T. M. Hederman, Jr.
 General Manager.....L. M. Sepaugh
 Station Manager.....Richard Voorhis
 Commercial Manager.....Ed Wilkerson
 Sales Promotion Mgr.....Maurice Wray
 Program Director.....Al Simmons
 Publicity Director.....Billie Wilbanks
 Chief Engineer.....C. A. Perkins

WKOZ—Kosciusko—1947

Frequency: 1350 Kc.....Power: 5 Kc. d.
 Owned-Oper. By.....Kosciusko Bcstg. Co.
 Address.....109 W. Jefferson
 Tel.: 782.....KBS
 General Manager.....Cy N. Bahakel
 Station Manager.....Mims Boswell, Jr.

WAML—Laurel—1932

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....New Laurel Radio Station
 Business-Studio Address.....Box 950
 Tel.: 5601.....NBC

WLAU—Laurel—1946

Frequency: 1600 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Southland Bcstg. Co.
 Address.....437 N. Magnolia St.
 Tel.: 8-7227.....ABC
 Station Representative.....Devney
 President.....C. T. McCallum
 Gen., Sta. Mgr.....Norma H. Leggett
 Program Director.....Jim Gibbon
 Chief Engineer.....W. B. Carter

WNSL—Laurel—1957

Frequency: 1260 Kc.....Power: 1 Kw., d.
 Owned.....Voice of the New South, Inc.
 Address.....160 Beacon St.
 Representative.....Walker
 Gen. Mgr.....Granville Walters
 Comm. Mgr.....Teck Jones

WESY—Leland-Greenville 1958

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned By.....Miss.-Ark. Broadcasting Co.

WJQS

Jackson Mississippi

MUSIC AND NEWS

GOOD MUSIC ONLY

More Adult Listeners

Than Any Other

Mississippi Station

Representatives:

Devney, Inc. — James S. Ayers

LEW HEILBRONER, Gen. Mgr.

MISSISSIPPI

Business Address...P.O. Box 5291, Greenville
Tel: 1580Independent
Station RepresentativeForjoe
Gen., Prog. Mgr.....Paul Artman
Commercial Manager.....Miller Abraham
Chief Engineer.....Ottis W. Rushing

WLSM—Louisville—1953

Frequency: 1270 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
AddressLouisville
Tel.: 1000Independent
Station RepresentativeWalker
Station Manager.....Herbert Guthrie
Program Director.....John W. Jenkins, Jr.

WMBC—Macon—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Confederate Bcstg. Co.
Business Address.....Piney Woods Rd.
Tel.: 132KBS
Station Rep.....Hil Best
Pres., Gen. Mgr.....Ned Butler
Sta. Mgr., Prog. Dir.....Harold Shedd
Commercial Manager.....Emmett Hadaway
Sales Promotion Manager.....Roy York
Publicity Director.....Bill Brooks
Chief Engineer.....Bill White

WSJC—Magee—1957

Frequency: 1280 Kc.....Power: 500 Wd. d.
Owned.....SE Miss. Bcstg. Co.
Business Address.....Box 426
Tel.: 3513.....KBS
General Manager.....Marvin L. Mathis
Program Director.....Jimmy Tugwell
Chief Engineer.....Hulon Mathis

WAPF—McComb—1948

Frequency: 980 Kc....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Tel.: 1884.....KBS
Station Rep.....McGillvra
Co-Owners.....Phillip Brady, Louis Alford,
Mack Smith

WHNY—McComb—1939

Freq.: 1250 Kc....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
Tel: 2080Independent
Representative.....Thomas F. Clark Co.
President.....Charles W. Holt
Gen. Mgr., Ch. Eng.....Carroll Hines
Commercial Manager.....Travis Myers
Sales Promotion Manager....Ed Yarborough
Program Director.....Dean Strickland

WCOC—Meridian—1926

Frequency: 910 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Box 591
Tel.: 2-7714.....CBS
President, General Manager...Withers Gavin

WDAL—Meridian—1958

Frequency: 1330 Kc.....Power: 1 kw., d.
Owned By.....Southwestern Bcstg. Co.
Address.....P. O. Box 125
Tel.: 3-4891Independent
Station Rep.....Indie Sales
Program, Prom. Mgr.....R. Hollingsworth
Chief Engineer.....Dan Hollingsworth

WMOX—Meridian—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....P. O. Box 1511
Tel.: 2-0171MBS
Newspaper Affil.....Commercial Dispatch
Station Rep.....Everett-McKinney; Beaver
President.....Birney Imes, Jr.
General Manager.....Bob Evans
Station Manager.....Kenneth Berryhill
Chief Engineer.....Steve Burkes

WOKK—Meridian—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....New South Bcstg.
Address.....Box 528
Tel.: 2-6133Independent
Station RepresentativeWebb
President.....Joseph W. Carsen
Station Manager.....Ed Holladay
Program Director.....Gary Smith
Chief Engineer.....R. K. Wall

WQIC—Meridian—1957

Frequency: 1390 Kc....Power: 5000 Watts, d.
Owned By.....Alexander L. Royal
Business Address.....Box 1509
Tel.: 23106Independent
Station RepresentativeForjoe
Pres., Gen. Mgr.....A. L. Royal, Sr.
Station Manager.....A. L. Royal, Jr.
Commercial Manager.....J. C. Harding
Sales Prom. Mgr.....John Barksdale
Program Director.....Sherman Johnson
Chief Engineer.....J. B. Griffith

WMIS—Natchez—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Address.....City Bank Building
Tel.: 2-2522.....NBC-KBS
Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.
Program Director.....Gene Perry
Sales Prom. Mgr.....Bill Wall
Chief Engineer.....George Wilson

WNAT—Natchez—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper.....E. R. Lambert & W. S. Perkins
AddressEola Hotel
Tel.: 4621.....MBS-ABC
General Manager.....Paul Schilling

WNAU—New Albany—1955

Frequency: 1470 Kc....Power: 500 Watts, d.
Owned-Oper. By.....New Albany Bcstg. Co.

Address.....202 Bankhead St.
Tel.: 4361.....KBS
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten
Comm., Sls. Prom. Mgr.....Daniel L. Skilton
Program Director.....Lee Elman

WBKN—Newton—1958

Frequency: 1410 Kc.....Power: 500 Watts
Owned By.....East Central Broadcasting Co.
Business Address.....110 Main St.
Tel.: 70.....Independent
General Manager.....F. M. Smith
Sta. Sales Prom. Mgr.....Gerald Howell
Commercial Manager.....Charles Stringer
Prog. Dir., Chief Eng.....Colon Johnston

WSUH—Oxford—1955

Frequency: 1420 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Colonel Rebel Radio
Address.....University Ave., East; Box 511
Tel.: 1133.....KBS
Rep.....Hil F. Best
Gen., Comm. Mgr.....C. H. Quick
Program Dir.....Frances Jaco
Sales Prom., Publicity Dir.....Lou Landrum
Chief Engineer.....Mitchell Self

WPMP—Pascagoula—1951

Frequency: 1580 Kc....Power: 1000 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
Tel.: SO 2-3113.....KBS-ABC
Representative.....Hil F. Best
President.....William R. Guest, Jr.
Gen., Sta. Mgr.....Walter L. Smith
Sales Promotion Manager....William Collins
Prog. Dir., Ch. Engr.....Edward D. Quave
Publicity Director.....Iona W. Lott

WHOC—Philadelphia—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address.....Box 26
Tel.: 740.....KBS
Representative.....Hil F. Best
President, Manager....William Howard Cole
Chief Eng.....Paul M. Miller

WRJW—Picayune—1949

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Business Address.....P.O. Box 358
Tel.: SY 8-4835.....KBS
Representative.....McGillivra
President.....S. G. Thigpen, Sr.
Gen., Sales Prom. Mgr.....Herb Withauer
Prog. Dir., Ch. Engr.....Arnold Taylor

WSSO—Starkville—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Tel.: 1230.....KBS
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Charlotte Myrick
Chief Engineer.....Travis Palmer

WELO—Tupelo—1944

Freq.: 580 Kc.....Power: 1 Kw. d.; 500 W. n.
Owned-Operated By.....Tupelo Bcstg. Co.
Business Address.....S Spring St.
Tel.: VI 2-7658.....MBS-KBS
Newspaper Affiliation.....Columbus Dispatch
Representative.....Everett-McKinney
President.....Burney Imes, Jr.
General Manager.....Bob Evans
Sta., Comm. Mgr.....E. L. Bowen
Program Director.....Jack Cristil
Chief Engineer.....LeRoy Green Sr.

WTUP—Tupelo—1953

Frequency: 1380 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Co.
Address.....Box 362
Tel.: VI 2-3301.....Independent
Station Representative.....Hil F. Best
General Mgr.....James E. Reese

WQBC—Vicksburg—1931

Freq.: 1420 Kc....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address....Post-Herald Bldg.
Tel.: 312.....MBS-KBS
Newspaper Affil.....Evening Post
Representative.....Bogner & Martin
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....C. Kahn
Chief Engineer.....Waverley Conway

WVIM—Vicksburg—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....906 Clay St.
Tel.: 3901.....Independent
Representative, Thomas F. Clark, Dora-Clayton
General Mgr.....John F. Shea
Station Mgr.....Charles P. Tucker

WABO—Waynesboro—1954

Frequency: 990 Kc.....Power: 250 Watts, d.
Owner.....New Laurel Radio Sta., Inc.
Address.....Box 95
Tel.: 5-4700.....KBS
Representative.....Hil F. Best
President.....Harold Matison
General Manager.....Frank Sumrall
Station Manager.....Paul Carlisle
Sales Prom. Mgr.....Martha King
Program Director.....Larry Fowler
Pub. Dir.....N. Shoemaker

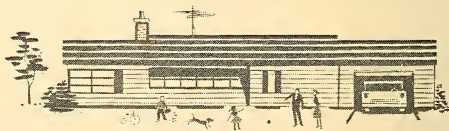
WROB—West Point—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Address.....West Point
Tel.: 1250.....MBS
Representative.....Everett-McKinney, Keystone
Station Manager.....John E. King, Jr.



they buy as a family . . .

sell them on Meredith *family stations!*



KANSAS CITY
 SYRACUSE
 PHOENIX
 OMAHA
 TULSA

KCMO
 WHEN
 KPHO
 WOW
 KRMG

KCMO-TV
 WHEN-TV
 KPHO-TV
 WOW-TV

The Katz Agency
 The Katz Agency
 The Katz Agency
 John Blair & Co. — Blair-TV
 John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

Chief Engineer.....Clyde McPherson
WAZF—Yazoo City—1947
Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WAZF, Inc.
Business Address.....321½ S. Main St.

Tel. 1300.....KBS
Representative.....Hil F. Best
Pres., Gen. Mgr.....David B. Highbaugh
Commercial Manager.....Frank Holfield
Program Director.....Joel Netherland
Chief Engineer.....Paul Miller

Pop.: 4,531,000
Families: 1,359,000
Radio Homes: 1,321,000

Missouri

Stations in State: 77
TV Homes: 1,169,000
TV Stations: 17

KWRT—Boonville—1953

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owner.....Wm. R. Tedrick
Business Address.....KWRT Bldg.
Tel.: Tuxedo 2-6505.....Independent
Representative.....Indie
Owner, Gen. Mgr.....W. R. Tedrick
Program Director.....Audrey M. Tedrick
Comm., Pub. Dir.....Richard A. Norris
Chief Engineer.....Donald E. Shepard

Address.....1201 E. Chestnut
Tel.: Fleetwood 8-2648.....KBS
Owner, Gen. Mgr.....J. I. Daly
Prog., Pub. Dir.....Leon H. Crocker
Chief Engineer.....George F. Province

KBHM—Branson—1956

Frequency: 1220 Kc.....Power: 1 Kw., d.
Owner.....Shepherd of the Hills Bcstg. Co.
Business Address.....111 W. Pacific
Tel.: Edison 4-3133.....KBS
Station Representative.....Best; Magic Circle
Sta. Mgr., Pub. Dir.....Orville Barton
Comm., Sales Prom. Mgr.....Clotis Barker
Program Director.....Gene Gideon
Chief Engineer.....Leland Ebert

KCRV—Caruthersville—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemislot Bcstg. Co.
Address.....106½ W. 3rd St.
Tel.: 965.....KBS
Station Representative.....Hopewell
President.....J. Eric Taylor
Gen., Sta. Comm. Mgr.....Ed Dyer, Jr.
Program Director.....Harry Moreland
Chief Engineer.....Al Lawrence

KGHM—Brookfield—1955

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned By.....Green Hills Bcstg. Co.
Address.....308 N. Main
Tel.: 1800.....KBS
Representative.....Indie Sales, Inc.
Gen. Mgr.....Keith Morris
Comm. Mgr.....Carole Williams

KCHR—Charleston—1953

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Address.....South Main St.
Tel.: 2-4451.....KBS
Representative.....Continental Radio Sales
Pres., Gen. Mgr., Chief Eng.....Kermit Barker
Program Director.....James L. Byrd III

KFVS—Cape Girardeau—1925

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. c.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Tel.: ED 5-5511.....Independent
Representative.....Headley-Reed
President, Gen. Mgr.....Oscar C. Hirsch
Sta. Mgr.....Ralph L. Hirsch

KCHI—Chillicothe—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.
Address.....Farmington
Tel.: 2345.....KBS
Representative.....Hil F. Best
General Manager.....Cecil W. Roberts
Station Manager.....Howard G. Rion

KGMO—Cape Girardeau—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Business Address.....Box 247
Tel.: EDgewater 5-8228.....KBS
Station Representative.....Webb
Pres., Gen. Mgr.....William C. Brandt
Sta., Comm. Mgr.....John J. Brandt
Sales Promotion Mgr.....Jack Kohrumel

KDKD—Clinton—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Osage Broadcasting Corp.
Address.....Box 113
Tel.: 233.....KBS
Representative.....Indie Sales
Gen. Mgr.....William R. Tedrick
Sta. Mgr.....Robert F. Morey
Program Director.....Kathleen Morey
Chief Engineer.....Stuart W. Underwood

KDMO—Carthage—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.

KBIA—Columbia—1955

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated by.....Midwest Bcstg. System
Business Address.....P.O. Box 412
Tel.: GI 2-4401.....KBS
Representative.....Best
Gen. Mgr., Ch. Eng.....R. H. Coddington
Commercial Manager.....Fred Morse

Ap News Is Preferred ...

... by **Stations** . . . *because it adds both profits and prestige.*

... by **Sponsors** . . . *because it insures a day-to-day association with quality.*

... by **Listeners** . . . *because it is dependable as well as interesting.*

Ap
Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

KFRU—Columbia—1925

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...KFRU, Inc.
 Business Address...Hwy 40 & 63, Southbound
 Tel.: Gl 3-4141.
 Newspaper Affiliation...ABC
 Station Rep...Daily Tribune
 President...Webb
 Gen., Sta. Mgr...H. J. Walters, Jr.
 Commercial Manager...Mahlon R. Aldridge, Jr.
 Sales Prom., Pub. Dir...Gregory Reeser
 Program Director...F. J. LeGrand
 Chief Engineer...Lois Todd
 Robert Haigh

KDEX—Dexter—1955

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By...Stoddard Ct. Bcstg. Co.
 Address...Box 232
 Tel.: 1400
 Representative...KBS
 General Manager...Sears and Ayer
 Sta. Mgr., Chief Eng...Jerome B. Zimmer
 Program Director...L. D. Speidel
 Glenn Cross

KREI—Farmington—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Midwest Bcstg. System
 Business Address...Ozarks Federal Bldg.
 Tel.: PLateau 6-5125.
 Station Rep...KBS
 President...Hil F. Best
 Gen. Mgr., Ch. Engr...Cecil W. Roberts
 Comm. Mgr...Robert D. Rapp
 Ernest Jones
 Program Director...Maxine Bequette

KJCF—Festus—1951—

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned...Jefferson County Radio & TV Co.
 Address...P. O. Box 192
 Tel.: YE 7-3810.
 General Manager...KBS
 Donald M. Donze
 Chief Engineer...Russell Seals, Jr.

KFMO—Flat River—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Lead Belt Bcstg. Corp.
 Business-Studio Address...Flat River
 Tel.: GE 1-2000.
 President...Independent
 Gen., Sta. Mgr...Oscar C. Hirsch
 Prom. Mgr...James F Collins
 Prog., Pub. Dir...James Strader
 Virginia Collins

KFAL—Fulton—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By...R. W. Nickles
 Address...5th and Market
 Tel.: 1400.
 Station Representative...Independent
 Owner, Gen. Mgr...Pearson
 National Sales Mgr...R. W. Nickles
 Comm. Manager...C. Warren Stout
 L. Reed Holt

KHMO—Hannibal—1941

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Mark Twain Bcstg.

Business-Studio Address...Box 711
 Tel.: 3450.
 Representative...Independent
 President...Hollingsbery
 General Manager...Jerrold Shepard
 Station Manager...A. E. Dahl
 Commercial Manager...James F. Jae, Jr.
 Program Dir...William Stephenson
 Chief Engineer...Kenneth Albridge
 Hiram Hood

KIMO—Independence—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By...KIMO, Inc.
 Business Address...310 N. Orange; Box 178
 Tel.: CLifton 4-6300.
 President...Independent
 General Manager...Glenn Griswold
 Program Director...Leo R. Morris
 Chief Engineer...Keith Kisse
 Dave Beall

KLIK—Jefferson City—1954

Frequency: 950 Kc. Power: 5 Kw., d.
 Owned...Fine & Nelson
 Address...410 E. Capital
 Tel.: 5-4136.
 Station Representative...Independent
 President...Hollingsbery
 V.P., Gen. Mgr...J. A. Shepherd
 Station Manager...A. E. Dahl
 Commercial Manager...Ed Dahl
 Sales Promotion Manager...Stan Grieve
 Program Director...Don Steele
 Chief Engineer...Bill Cannaday
 Ed Scarr

KWOS—Jefferson City—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Bcstg. Co.
 Bus-Studio Address...Monroe at Capitol
 Tel.: 6-3137.
 Station Representative...KBS-MBS
 President...Grant Webb
 Mrs. L. R. Goshorn
 General Manager...R. L. Rose
 Commercial Manager...William Natsch, Jr.
 Chief Engineer...Leroy S. Hackmann

KFSB—Joplin—1948

Freq. 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By...Four States Bcsters, Inc.
 Business Address...405 Schifferdecker
 Tel.: May 4-1310.
 Newspaper Affiliation...Independent
 Representative...Southwestern Weekly
 President...Meeke
 Gen. Sta., Mgr...Harry Easley
 Comm. Mgr...W. H. Clark
 Program Director...Robert A. Barry
 Chief Engineer...Ed Johnson
 Lloyd Frazier

KODE—Joplin—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...WSTV, Inc.
 Address...1928 W. 13 St.
 Tel.: MA 3-7260.
 Station Rep...CBS
 President...Rambeau, Vance, Hopple
 General Manager...Jack Berkman
 Harry Burke

in Kansas City one
good turn deserves
another...to KCMO



radio

50,000 watts by day,
10,000 by night at
810 on the dial.

TV

channel 5 telecasting
from America's tallest
self-supported TV tower.

FM

at 94.9 meg. Kansas
City's only FINE
MUSIC station.



**BASIC CBS
RADIO & TV**

Commercial Manager.....Merle Dunn
 Sales Prom., Pub. Dir.....William Harned
 Prog. Dir., Ch. Engr.....Jay Corrington

WMBH—Joplin—1928

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Joplin
 Business Address.....Box 906
 Tel.: MA 4-4330.....MBS
 Representative.....Sears & Ayer
 Pres., Gen. Sta. Mgr.....Don O'Brien
 Commercial Manager.....Obad Borgen
 Program Dir.....Bob McBride
 Publicity Dir.....Anne Steverson
 Chief Engineer.....Al Tour Tillott

KBKC—Kansas City—1957

Frequency: 1480 Kc.....Power: 500 Watts
 Owned By.....Mission Broadcasters, Inc.
 Address.....5913 Woodson, Mission, Kan.
 Tel.: HEdrick 2-1480.....Independent
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Tom E. Beal
 Sta., Program Mgr.....Roy Stanley
 Commercial Mgr.....Don O'Malley
 Sales Prom., Publicity Dir.....Bill Harmon
 Chief Engineer.....Bob Artz

KCKN—Kansas City—1925

(See Kansas City, Kansas, listing)

KCMO—Kansas City—1936

Frequency: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By.....Mereditth Pub. Co.
 Address.....125 E. 31st St.
 Tel.: JE 1-6789.....CBS
 Representative.....Katz
 General Manager.....E. K. Hartenbower
 Station Manager.....R. W. Evans
 Sales Prom., Pub. Dir.....W. F. Slamin
 Program Director.....George Stump
 Chief Engineer.....Karl Troeglen
 Owners of: KPHO, Phoenix, Ariz.; WOW,
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,
 Tulsa, Okla.

(See page 498)

KFRM—Kansas City—1947

(See Concordia, Kansas)

KMBC—Kansas City—1921

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KMBC Bcstg. Co.
 Address.....11th and Central Sts.
 Representative.....Peters, Griffin, Woodward
 President.....Donald D. Davis
 Ex V.P., Gen. Mgr.....John T. Schilling
 V. P., Sales Manager.....George I. Higgins
 Station Manager, Prog. Dir.....Dick Smith
 Promotion Mgr.....Joe Redmond
 Chief Engineer.....Henry E. Goldenberg

KPRS—Kansas City—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Twin City Adv. Agency

Address.....2814 E. 23rd St.
 Tel.: HU 3-3100.....Independent
 Station Rep.....John E. Pearson
 General Manager.....Edward H. Pate
 Commercial Mgr.....Andrew Carter
 Program Director.....Eugenia Pate

KUDL—Kansas City—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
 Owned.....Heart of America Bcstrs.
 Address.....1012 Baltimore
 Tel.: BA 1-0077.....Independent
 Station Representative.....Adam Young
 President.....H. Scott Killgore
 V. P. Gen. Mgr.....Irving Schwartz
 Chief Engineer.....Sam Bradley

WDAF—Kansas City—1922

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By...Natl.-Missouri TV Inc.
 Business Address.....Signal Hill
 Tel.: PL 3-4567.....NBC
 Representative.....H. I. Christal
 President.....Charles L. Glett
 General Manager.....William A. Bates
 Administrative Assistant.....Jay Barrington
 Commercial Manager.....E. Manne Russo
 Promotion Manager.....Jud Woods
 Program Manager.....George Moore
 Chief Engineer.....James Schmidt

WHB—Kansas City—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By.....Storz Bcstg. Co.

In Kansas City

**it's the
 MODERN
 SOUND**

**for
 SOUND
 SELLING**

KUDL
 1380
 RADIO

H. SCOTT KILGORE, President
 IRV SCHWARTZ, Vice President
 & General Manager
 ADAM YOUNG
 INC.
 National Rep.

MISSOURI

Address.....10th & McGee Sts.
Tel: BA 1-8300.....Independent
Station Representative.....John Blair Co.
President.....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Comm. Mgr.....Jack Sampson
Sales Prom. Mgr.....Donald A. Loughnane
Program Director.....C. E. Clark
Publicity Dir.....A. A. Zimmerman
Dir. of Eng.....Robert Tilton
Owners of: WTIK, New Orleans; WDGY,
Minneapolis; WQAM, Miami, Fla.

KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business Address.....Kennett
Tel: Tuxedo 8-4616.....KBS
Station Representative.....Beaver
Pres., Gen. Mgr.....Paul C. Jones
Station Manager.....John T. Reeder
Comm. Mgr.....Joe Bankhead
Chief Eng.....R. H. Conner

KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business Address.....KIRX Bldg.
Tel: MO 5-3781.....KBS-ABC
Representative.....Bogner & Martin
Pres., Gen. Mgr.....Samuel A. Burk
Commercial Manager.....J. J. Dougherty
Program Director.....Robert Carlson
Chief Engineer.....Charles P. Porter

KLWT—Lebanon—1947

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Tel: 1015.....MBS-KBS
General Manager.....O. R. Wright
Sales Mgr.....Tom Miller
Program Director.....Jack A. Sellers
Chief Eng.....Eugene Clay

KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Oper. By.....Lexington Bcstg Co.
Address.....P. O. Box 358
Tel: 1096.....Independent
Station Representative.....Grant Webb
Sta. Comm. Mgr.....Ralph E. Meador

KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Tri-County Bcstg. Co.
Address.....N. Hwy. 25
Tel: 851.....KBS
President.....J. D. Craft
Gen., Comm. Mgr.....Dick Wiethan
Chief Engineer.....George Longdo

KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.

Address.....Marshall
Tel: 40.....Independent
Rep.....Pearson
General Manager.....J. M. Silvey
Sta., Comm. Mgr.....Harold Douglas

KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.
Owned.....KNIM, Inc.
Business Address.....S. Highway 71
Tel: 730.....KBS
President.....Harold Eck
Gen. Mgr., Ch. Engr.....Wayne J. Hatcher
Program Director.....Russ Bauer
Publicity Director.....Grace Hatcher

KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address.....1705 E. Liberty
Tel: JU 1-2340.....MBS
Gen., Comm. Mgr.....W. Earl Dougherty
Chief Engineer.....P. J. Null, Jr.

KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address.....Box 396
Tel: 1600.....KBS
President.....Jerrell A. Shepherd
Station Manager.....Jim Lipsey
Commercial Manager.....Bob Benedict

KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monett Bcstg. Co.
Address.....N. Central Ave.
Tel: BE 5-5220.....KBS
Station Representative.....Magic Circle
General Manager.....L. C. McKenney
Station Manager.....Floyd Stewart
Commercial Manager.....Marion Pilant
Sales Promotion Manager.....Joe McCullah
Program Director.....Noel Moody
Publicity Director.....Carolyn Crane
Chief Engineer.....Jack Allen

KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owner.....Kickapoo Prairie Bcstg. Co.
Business Address.....Route 4
Tel: Mt. Grove.....KBS
Representative.....Hil F. Best
President.....Floyd W. Jones
Gen. Mgr., Prog. Dir.....John W. Billingsley
Comm. Mgr.....Chester Sieloff
Chief Engineer.....Emory T. Caudill

KBTN—Neosho—1954

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned.....W. M. Harlow
Address.....212½ E. Main St.
Tel: 1666.....KBS
Representative.....Magic Circle Net.

Pres., Gen. Mgr. Roger Taylor
 Commercial Manager Jerry V. Tertzarkian
 Chief Engineer Albert Toultless

KNEM—Nevada—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio KNEM, Inc.
 Address P. O. Box 15
 Tel.: 13 KBS
 Pres., Ch. Engr. Kenneth E. White
 Commercial Manager Virgil Kachel

KRMS—Osage Beach—1952

Frequency: 1150 Kc. Power: 1 Kw. d.
 Owned Lawrence Bcstg. Co., Inc.
 Address Osage Beach
 Tel.: FI 8-2411 Independent
 General Manager Arden Booth
 Sta., Comm. Mgr. Jim Risner
 Chief Engineer Curtis Holt

KWOC—Poplar Bluff—1938

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Poplar Bluff Bcstg. Corp.
 Address 428 Vine St.
 Tel.: SU 5-3922 KBS
 Representative John E. Pearson
 General Manager A. L. McCarthy
 Sales Manager D. W. Hoisington

KTTR—Rolla—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By "Show-Me" Bcstg. Co.
 Address P. O. Box 567
 Tel.: EM 4-2525 KBS
 Pres., Gen., Sta. Mgr. Luther W. Martin
 Comm. Mgr. Ward C. Rinehart
 Prog. Dir. Norma Fleming
 Promotion Mgr. Murl Nash
 Chief Engineer Martin M. Mitchem

KSGM—Ste. Genevieve—1947

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By Donze Enterprises, Inc.
 Business Address 410 Merchant St., Box 352
 Tel.: 880 KBS
 Newspaper Affil. Monitor
 President, General Manager Elmer L. Donze
 Comm. Mgr., Prog. Dir. Betty Jane Donze
 Publicity Director Alex Schwent
 Chief Engineer Murel L. Rose

KADY—St. Charles—1958

Frequency: 1460 Kc. Power: 5000 Watts
 Owned By KADY, Inc.
 Address P. O. Box 6155, E. St. Louis
 Tel.: RAndolph 4-1460 Independent
 Representative Broadcast Time Sales
 Pres., Gen. Mgr. William R. Cady, Jr.
 Sta., Program Mgr. Don Levitan
 Commercial Mgr. Donald Campagna
 Sales Prom. Mgr. Mickey Else
 Chief Engineer Jack A. Chenoweth

KFEQ—St. Joseph—1923

Frequency: 680 Kc. Power: 5000 Watts

Owned-Oper. By KFEQ Bcstg. Co.
 Business Address 40th & Faraon
 Tel.: ADams 3-2528 Independent
 Station Rep. Venard, Rintoul, McConnell
 President Jessie D. Fine
 V.P., Gen. Mgr. Ted Nelson
 Sales Manager Ted Griffin
 Program Director Gene Milsteen
 Chief Engineer John Carroll

KRES—St. Joseph—1946

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By McCray Radio & TV
 Business Address 404 S. 8th; Box 69
 Tel.: AD 4-6346 MBS, KBS
 Representative Clark
 President Jock MacGregor
 Commercial Manager Dick Irving
 Prog. Dir. Helen Neese
 Publicity Director LaVona Stepp
 Chief Engineer Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Chas. H. Norman
 Address Robidoux Hotel
 Tel.: ADams 3-2577 Independent
 Station Representative Pearson
 Sta., Comm. Mgr. Fred Reynolds
 Program Director Joe Holcomb
 Chief Engineer Joe Kilgore

KATZ—St. Louis—1955

Freq.: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Rollins Bcstg. Co.
 Business Address 273 Arcade Bldg.
 Tel.: CH 1-6000 Independent
 Station Representative Rollins; Grant
 President O. Wayne Rollins
 Gen., Sta. Mgr. Robert Lyons
 Commercial Manager Ralph Petti
 Chief Engineer Charles O. Rick

KMOX—St. Louis—1925

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned By Columbia Bcstg. System, Inc.
 Business-Studio Address 9th & Sidney Sts.
 Tel.: PR 3-1120 CBS
 Representative CBS Radio Spot Sales
 General Manager Robert Hyland
 Sales Mgr. Foster Brown
 Operations Mgr. Bernard Fox
 Program Dir. Paul Douglas
 Publicity, Sales Prom. Mgr. Alice Koch
 Production Dir. George Clare
 Chief Engineer Lawrence Burrows

KSD—St. Louis—1922

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Tel.: MA 1-1111 NBC
 Newspaper Affil. St. Louis Post Dispatch
 Representative NBC Spot Sales
 President Joseph Pulitzer, Jr.
 General Manager Harold Grams
 Comm. Manager Arthur J. Casey

Promotion Mgr. Fred J. Mueller
 Pub. Dir. Robt. Hannon
 Chief Engineer J. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. Radlo St. Louis, Inc.
 Business Address P.O. Box 690
 Tel.: BR 1-6090 Independent
 Representative Forjoe
 Pres., Gen., Sta. Mgr. Dick J. Kasten
 Program Director Tony Glenn
 Comm. Mgr. Art Ford
 Publicity Director Doris Jennemann
 Sales Prom. Mgr. Wm. L. Vietmeier
 Chief Engineer Ralph Howard

KWK—St. Louis—1927

Frequency: 1380 Kc. Power: 5000 Watts d.
 Owned-Operated By. KWK, Inc.
 Business Address 800 N. 12th
 Tel.: MAin 1-1380 Independent
 Station Representative Headley-Reed
 President A. M. Spheeris
 General Mgr. William L. Jones, Jr.
 Program Director Gil Newsome
 Chief Engineer Rudy Isenberg

KXLW—St. Louis—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. St. Louis County Bcstg. Co.
 Address 2735 Bonaparte Ave., Brentwood
 Tel.: WO 1-1320 Independent

Station Representative Stars National
 President John W. Kluge
 Gen. Sta. Manager R. M. Hetherington
 Commercial Manager W. D. Herman
 Program Director Marshall Zwick
 Chief Engineer James F. Mitchell

KXOK—St. Louis—1938

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By. KXOK Bcstg. Inc.
 Business Address Radio Park
 Tel.: FO 7-6000 Independent
 Representative John Blak
 President E. M. Roberts, Jr.
 V.P., General Manager C. L. Thomas
 Comm. Mgr. W. C. O'Donnell
 Sales Prom. Mgr., Pub. Dir. John J. Corrigan
 Program Director Larry Monroe
 Chief Engineer Al Godron

WEW—St. Louis—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Barrington Co.
 Address 220 N. 4th St.
 Tel.: CH 1-1921 Independent
 Representative Bolling Co.
 Pres., Gen. Mgr. Bruce Barrington
 Commercial Manager Sam Woodall
 Sales Prom., Pub. Dir. Genie Collins
 Program Director John Lepley
 Chief Engineer Charles Casey

WIL—St. Louis—1922

Frequency: 1430 Kc. Power: 5 Kw.
 Owned. Radio Station WIL
 Address 3715 Lindell Blvd.
 Tel.: OL 2-4500 Independent
 Representative Eastman
 Exec. V.P. & Mng. Dir. John F. Box, Jr.
 Asst. to V.P. W. McKibben, W. Armstrong
 Commercial Manager Stanley N. Kaplan
 Program Director John Carney, Jr.
 Publicity Director Harriet Baker
 Chief Engineer Mel Hart

Owners of: WRIT, Milwaukee; KBOX, Dallas, Tex.

(See Page 622)

KSMO—Salem—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Zola Bcstg. Co.
 Address P. O. Box 71
 Tel.: 822 KBS
 Gen., Comm. Mgr. William B. Smith
 Program Director Irene Smith

KDRO—Sedalia—1939

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Sedalia Broadcasting
 Bus. Studio Address 2100 W. Broadway
 Tel.: TAYlor 6-5005 KBS
 Representative Pearson
 Pres., Comm. Mgr. James F. Glenn
 Gen., Sta. Mgr. Herbert Brandes
 Chief Engineer Garnett Bryan

KWK

**RADIO
 ON THE GO
 IN
 ST. LOUIS**

With A

138%

RATING INCREASE
 IN THREE MONTHS*

**THE TALK
 OF THE TOWN
 IN ST. LOUIS**

*DEC. '58-JAN. '59
 HOOPER

NEW

MANAGEMENT

WILLIAM L. JONES, JR., GEN'L. MGR.

KWK

5000 WATTS AT 1380

the station with the personality

HEADLEY-REED CO. • REPRESENTATIVES

KSIS—Sedalia—1953

Frequency: 1050.....Power: 1 Kw. d.
 Owner.....Yates Bcstg. Co.
 Business Address.....P.O. Box 207
 Tel.: TA 6-1050.....Independent
 Representative.....Clark
 Pres., Gen., Comm. Mgr....Carl W. Yates, Jr.
 Station Manager.....Mrs. Carl W. Yates, Jr.
 Program Director.....Bettie Baldwin
 Publicity Director.....Harlan B. Snow
 Chief Engineer.....Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owner-Oper....Sikeston Community Bcstg. Co.
 Business Address...Highway 60 W.; Box 69
 Tel.: GRanite 1-1400.....Independent
 Station Representative.....Headley-Reed
 President.....Lyman R. Bowman, Jr.
 Gen., Sta. Mgr.....Richard L. Watkins, Jr.
 Comm. Mgr.....Nelson Wheeler
 Program Director.....William Moll
 Chief Engineer.....R. L. Hirsch

KGBX—Springfield—1926

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By....Springfield Bcstg. Co.
 Bus. Studio Address.....605 Boonville Ave.
 Tel.: UNiversity 4-2822.....NBC
 Newspaper Affil..Springfield Newspapers, Inc.
 Rep.....Venard, Rintoul & McConnell

General Manager.....Don C. Dailey
 Sls. Prom. Mgr.....Dudley Morris
 Prog., Pub. Dir.....Sam McWhorter
 Chief Engineer.....Richard Bowman

KICK—Springfield—1949

Frequency 1340 Kc.....Power 250 Watts
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
 Address.....610 College St.
 Tel.: UNiversity 4-1561.....KBS
 Representative.....Hil F. Best
 President.....Floyd W. Jones
 General Manager.....Robert Vinyard, Jr.
 Program Director.....John Martin
 Chief Engineer.....Clifford House

KTTs—Springfield—1941


Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Address.....P. O. Box 1716 S. S. S.
 Tel.: UNiversity 2-7474.....Independent
 Representative.....Weed
 President.....J. H. G. Cooper
 Gen., Sta. Mgr.....G. Pearson Ward
 Sales Manager.....Jack Lloyd
 Program Director.....Wendel Smith
 Chief Engineer.....William F. Curry

KWTO—Springfield—1933

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ozarks Bcstg. Co.

WIL
 ST. LOUIS, MO.
FIRST in ALL Surveys
 38 years serving Mid-America
 JOHN F. BOX
 Managing Director

One of the Balaban Stations—in tempo with the times

sold nationally by  **robert e. eastman & co., inc.**
 New York, Chicago, San Francisco, Dallas, St. Louis

MISSOURI-MONTANA

Bus-Studio Address.....1121 South Glenstone
 Tel.: UNiversity 2-4422.....ABC
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....Ralph D. Foster
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
 Commercial Manager.....Charles H. Harrison
 Program Director.....Jim Kendrick
 Prom., Pub. Dir.....Bill Bailey
 Chief Engineer.....Wallis Fender

KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.
 Owned By.....KALM
 Address.....Thayer
 Tel.: 165.....KBS
 Representative.....Best, Bradley
 Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery

KTTN—Trenton—1955

Frequency: 1600 Kc.....Power: 500 W. d.
 Owned-Oper. By.....Trenton Bcstg. Co.
 Address.....112 E. Ninth St.
 Tel.: 1600.....KBS
 Representative.....Bogner and Martin
 General Manager.....Sam A. Burk
 Station Manager.....Ed Hundley
 Commercial Manager.....Bob Dennis
 Prog. Dir.....Rick McHargue
 Chief Engineer.....Lynn Bradley

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 W. d.
 Owned.....Franklin County Bcstg. Co.
 Address.....P. O. Box 72
 Tel.: LUcerne 3-3355.....KBS
 President.....Leslie P. Ware
 Gen., Sta. Mgr.....Norb Moore
 Program Director.....Chuck Otte
 Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lee E. Baker
 Address.....Box 395
 Tel.: Warrensburg.....KBS
 Gen. Mgr.....C. L. Parks
 Program Dir.....Bruce Lee
 Chief Eng.....Charles Cunningham

KWRE—Warrenton—1949

Frequency: 730 Kc.....Power: 500 Watts
 Owned By.....KWRE Radio, Inc.
 Address.....Warrenton
 Tel.: Warrenton.....KBS
 Representative.....Continental
 President.....Harry G. Kline
 Comm. Mgr.....Russell Benton
 Chief Eng.....Dick Cole

KWPM—West Plains—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Robert F. Neathery
 Address.....Abe Taylor Blvd.
 Tel.: 700.....KBS
 Station Representative.....Magic Circle
 Pres., Gen. Mgr.....Robert F. Neathery
 Commercial Manager.....Fritz W. Dixon
 Program Director.....A. Woodside
 Chief Eng.....L. Thompson

KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
 Owned-Operated By.....Radio Station KUKU
 Address.....Willow Springs
 Tel.: 500.....Independent
 Station Representative.....Magic Circle
 Pres., Gen. Mgr.....Robert F. Neathery
 Program Director.....Louise Francisco

Pop.: 674,000
 Families: 211,000
 Radio Homes: 197,000

Montana

Stations in State: 32
 TV Homes: 122,000
 TV Stations: 10

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tri-County Radio
 Address.....KANA Radio
 Tel.: LO 3-3443.....Independent
 Station Rep.....Grant Webb
 V.P., Gen., Sta. Mgr.....Mike Donovan
 Comm. Sales Prom. Mgr.....Bob Kaye
 Program Director.....Len Howard
 Publicity Director.....Tim Calman
 Chief Engineer.....Walt Diczby

KBYM—Billings—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Billings Bcstg. Co.
 Address.....Box 2544
 Tel.: 9-4586.....KBS-MBS
 Station Rep.....Avery-Knodel; Feltus
 General Manager.....Ken Nybo

Commercial Manager.....Merlyn J. Hedin
 Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928

Frequency: 790 Kc.....Power: 5 Kw.
 Owned.....Midland Empire Bcstg. Co.
 Address.....214 No. 30th St.
 Tel.: 2-4641.....NBC
 Station Representative.....Katz
 President.....P. N. Fortin
 General Manager.....Jeff Kiichli
 Commercial Manager.....Warren Marshall
 Program, Publicity Dir.....V. Braunberger
 Chief Engineer.....Fred Bartlett

KOOK—Billings—1950

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Montana Network
 Address.....P. O. Box 2557

Tel.: 2-5611CBS
 Station Rep. Walker-Rawalt; Art Moore
 Pres., Gen. Mgr. Joseph S. Sample
 Sta., Prog. Director. Cliff Ewing
 Commercial Manager. Lee Fields
 Sales Prom Mgr. Conna G. May
 Publicity Director. G. Randall Phlmp
 Chief Engineer. John Chyle

KOYN—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts
 Owned Radio KOYN
 Address Riverside Drive, Box 956
 Tel.: 4-4177 Independent
 Representative Forje
 Co-Partners. D. Gene Williams-Delbert Berthof
 General, Sta. Mgr. Bob Eubanks
 Commercial Manager. Lew Theusen
 Program Director. Jerry Fay
 Publicity Director. Bob Manual
 Chief Engineer. Bill Banks

KBMN—Bozeman—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned Penn Engineering Co.
 Address Box 749
 Tel.: JU 6-2394 KBS
 Representative Gill-Perna
 Pres., Gen. Mgr. Dale G. Moore
 Station Manager. William A. Merrick
 Comm. Sales Prom. Mgr. R. J. Churney
 Prog. Public. Dir. H. E. Phelps
 Chief Engineer. Thomas T. Weir

KXLQ—Bozeman—1939

Frequency: 1450 Kc. Power: 250 Watts
 Owned XX Broadcasting Corp.
 Address Route No. 4
 Tel.: UNiper 7-3188 NBC
 Representative Walker
 Pres., Gen., Sta. Mgr. Richard D. Smiley
 Commercial Mgr. Thomas A. Sandemaw, Jr.
 Program Dir. Beverly Coulston
 Publicity Dir. Douglas Davies
 Chief Engineer. Chas. Myrick

KBOW—Butte—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Copper City Radio Co.
 Address Box 1932
 Tel.: 7429 CBS
 Representative Cooke
 President Frank Reardon
 Gen., Sta. Mgr. Stan Levitt
 Program Director. Claude Moore
 Chief Engineer. Al Morgan

KOPR—Butte—1948

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By. Copper Bcstg. Co.
 Business-Studio Address. Hotel Finlen
 Tel.: 6546 MBS
 Representative Avery-Knodell
 President. George C. Hatch
 Station Manager. Bruce K. Twerell
 Program Director. Ric Webbs
 Publicity Director. Don Evans
 Chief Engineer. William Emerson

KXLF—Butte—1929

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By. KGIR, Inc.
 Address 1003 S. Mont St.
 Tel.: 2-9111 NBC
 Representative. Walker, Pacific N.W. Bcstrs.
 General Manager. E. B. Craney
 Commercial Manager. Arne E. Anzjon
 Program Director. Bob Lazich

KDBM—Dillon—1956

Frequency: 800 Kc. Power: 1000 Watts, d.
 Owned Burt H. Oliphant
 Address Box 950
 Tel.: 703 Independent
 Station Representative. Grant Webb
 Pres., Gen. Eng. Burt H. Oliphant

KLTZ—Glasgow—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owner. Willard L. Holter
 Address Bjorklund Bldg.
 Tel.: AAcademy 8-9336 Independent
 Representative Holman
 Station Manager. Loyd W. Melby
 Prog. Public. Dir. Tom Ash
 Chief Engineer. Norm Whisenant

KXGN—Glendive—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Glendive Bcstg. Co.
 Address Box 200
 Tel.: EM 5-3377 Independent
 Representative Grant Webb
 President. Lewis W. Moore
 General Manager. Daniel C. Palen
 Program Director. Raymond F. Nicklay
 Chief Eng. Donald J. Powers

KUDI—Great Falls—1955

Frequency: 1405 Kc. Power: 250 W.
 Owned-Operated By. Community Broadcasters
 Address Box 1405
 Tel.: Great Falls KBS
 Representative. Webb, Felts
 Pres., Gen. Mgr. Dan Snyder
 Comm., Sales Prom. Mgr. Richard V. Coon
 Prog. Dir. W. A. Zimlich
 Chief Eng. Eugene B. Bunker

KFBB—Great Falls—1922

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By. Wilkins Bcstg., Inc.
 Business-Studio Address. Box 1139
 Tel.: GL 3-4377 CBS
 Station Rep. Bolling
 Pres., Gen. Mgr. J. P. Wilkins
 Program Director. Leo Ellingson
 Sta., Comm. Mgr. W. C. Blanchette
 Chief Eng. Anthony Lopuch

KMON—Great Falls—1947

Frequency: 560 Kc. Power: 5000 Watts
 Owned By. KMON, Inc.
 Business Address. Tribune Bldg.
 Tel.: GL 3-0336 Independent

RepresentativeAvery-Knodel
 President.....George C. Hatch
 General Manager.....Robert H. Warner
 Commercial Manager.....F. W. Kaul
 Program Director.....Don Robinson
 Chief Engineer.....Eugene B. Bunker

AddressBuffalo Bldg.
 Tel.: SK 6-6900.....Independent
 Station Representative.....Grant Webb
 Gen. Mgr., Ch. Eng.....W. H. Patterson
 Program Director.....L. L. Sterling

KXLK—Great Falls—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Pat M. Goodover
 Business Address.....P.O. Box 2072
 Tel.: GL 2-2453.....NBC
 Station Reps.....Walker-Rawalt; Art Moore
 Pres., Gen. Mgr.....Pat M. Goodover
 Station Manager.....E. R. Kukkola

KXLO—Lewistown—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Asger Mikkelsen
 AddressBox 620
 Tel.: KE 8-3441.....MBS-KBS
 RepresentativeGrant Webb
 President.....William G. Kelly
 General Manager.....Donald C. Williams

KOJM—Havre—1947

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....No. Montana Bcstg. Co.
 Address.....426½ 1st St.
 Tel.: 1096.....NBC
 RepresentativeWalker-Rawalt
 President.....Richard D. Rubie
 General Manager.....Charlotte H. Brader
 Comm. Mgr.....Carlyle D. Leeds
 Sales Prom., Pub. Dir.....S. G. Stephens
 Chief Eng.....Harold Bustard

KLCB—Libby—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Robert R. Riegler
 AddressBox 636
 Tel.: 410X1.....KBS
 Representative.....Hopewell; Art Moore
 Pres., Gen. Mgr., Ch. Eng.....R. R. Riegler
 Program Director.....Max Wadsworth
 Publicity Director.....Coral Cummings

KCAP—Helena—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCAP Broadcasters
 Address.....1705 Jerome Place
 Tel.: HI 2-4490.....Independent
 RepresentativeWebb
 President.....Dale G. Moore
 Program Dir.....Dick Monaco
 Chief Engineer.....Tom Weir

KPRK—Livingston—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Yellowstone Amusement Co.
 AddressBox 691
 Tel.: AC 2-2841.....MBS
 RepresentativeGrant Webb
 Pres., Gen., Sta. Mgr.....Paul B. McAdam
 Comm. Sale Prom. Dir.....Jack Hinman
 Program Director.....Paul Bragg
 Publicity Dir.....Nikki Kolence
 Chief Engineer.....Larry Miller

KXLJ—Helena—1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Peoples Forum of the Air
 AddressBox 797
 Tel.: HI 2-6620.....MBS-NBC-KBS
 RepresentativeWalker
 President.....E. B. Craney
 Gen., Sta. Mgr.....Barclay Craighead
 Commercial Mgr.....Walter Marshall
 Program Dir.....Dutch Meyers
 Sales Prom. Mgr.....Wes Hanger
 Publicity Dir.....Don Oliver
 Chief Engineer.....Don Hoffman

KATL—Miles City—1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 AddressBox 720
 Tel.: CE 2-2280.....KBS-MBS
 Newspaper Affiliation.....Daily Star
 RepresentativeAvery-Knodel
 Gen., Sta. Mgr.....Ian A. Elliot
 Commercial Manager.....Fred B. Hunnes
 Sales Promotion Mgr.....John Metropoulos
 Program Director.....T. J. Biedrzycki
 Publicity Director.....Harry Ivascoop
 Chief Engineer.....Wade P. Krizan

KGEZ—Kalispell—1927

Frequency: 600 Kc.....Power: 1000 Watts
 Owned By.....Skyline Broadcasters, Inc.
 Business-Studio Address.....Box 439
 Tel.: SK 6-4331.....MBS-KBS
 Station Rep.....Cooke; Art Moore
 President.....M. A. Himsel
 Gen. Manager.....Richard V. Vick
 Prog. Director.....Robert S. Tompkins
 Chief Engineer.....Gene Davis

KBTK—Missoula—1955

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Montana Bcstg. Co.
 AddressBox 1202
 Tel.: LI 9-3344.....MBS-KBS
 Rep.....Avery-Knodel, Intermountain
 Pres., Gen. Mgr.....Wm. J. Strothman
 Commercial Manager.....Grant Rice
 Program Director.....Richard Burley
 Publicity Director.....J. D. Coleman
 Chief Engineer.....Robert Scherpenseel

KOFI—Kalispell—1955

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Flathead Valley Bcstrs.

KGVO—Missoula—1931

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.
 Bus.-Studio Address.....132 West Front

Tel.: 2-2155.....CBS
 Pres., Gen. Mgr.....A. J. Mosby
 Commercial Manager.....Fred Mossiman
 Sales Prom. Mgr.....Cliff Hopkins
 Program Director.....Albert Anderson
 Publicity Director.....Mary Ken Welcome
 Chief Engineer.....Leo Stewart

KXLL—Missoula—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 Address.....Box 1503
 Tel.: 4-4114.....NBC
 Representative.....Walker
 Pres., Gen. Sta. Mgr.....Robert J. Gillis
 Commercial Manager.....Frank Driscoll
 Program Director.....Marjorie C. Pecarich
 Chief Engineer.....Allen B. Smith

KIYI—Shelby—1947

Frequency: 1 Kc. 1150..Power: 1000 d., 510 n.
 Owned-Operated By..Tri County Radio Corp.
 Address.....131 Main St.
 Tel.: HE 4-5541.....Independent
 Representative.....Grant Webb
 President.....John Lyon

General Manager.....Jerry Black
 Chief Engineer.....George Potter

KGCX—Sidney—1926

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGCX, Inc.
 Address.....109 S. Central
 Tel.: 408.....MBS
 Newspaper Affil.....Herald
 Station Representative.....Walker-Rawalt
 President.....E. E. Krebsbach
 General Manager.....E. Clair Krebsbach
 Station Manager.....Keith Krebsbach
 Commercial Manager.....Don Cole
 Program Director.....Bud Bird
 Sales Promotion Manager.....Dick Reilly
 Chief Engineer.....Dale Wilson

KVCK—Wolf Point—1957

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Hi-Line Bcstg. Co.
 Address.....Radio Block
 Tel.: 615.....MBS
 Gen., Sta. Mgr.....R. E. Coffey
 Comm. Sales Prom. Mgr.....Dick Gehl
 Program Director.....Clair Hekkel
 Chief Engineer.....Ralph Main

Pop.: 1,519,000
 Families: 461,000
 Radio Homes: 450,000

Nebraska

Stations in State: 33
 TV Homes: 373,000
 TV Stations: 11

KCOW—Alliance—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Sandhills Bcstg. Corp.
 Address.....1100 W. 10th St.
 Tel.: 1400.....KBS
 Representative.....Continental
 President.....J. W. Cover
 General Manager.....Jim Ballas
 Program Director.....Larry Osterman
 Commercial Manager.....Herb Manning
 Chief Engineer.....Richard Bowman

Tel.: HE 2-5545.....KBS
 Representative.....Continental
 Pres., Chief Eng.....Bill Finch
 Comm., Sales Prom. Mgr.....Duane Shupe
 Program Dir.....Cliff Pike

KJSK—Columbus—1948

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....George Basil Anderson
 Business Address.....Box 480
 Tel.: LO 4-5154.....KBS
 Representative.....Biddick, Best
 President, Gen. Mgr..George Basil Anderson
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid
 Sales Prom. Mgr.....Mel Krehbiel
 Chief Engineer.....Bob Miller

KWBE—Beatrice—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....MIA Enterprises
 Address.....Box 1450
 Tel.: CA 3-2388.....KBS
 General Manager.....Bud Pentz

KTNC—Falls City—1957

Frequency: 1230 Kc.....Power: 100 Watts
 Owned By.....Craig Siegfried
 Address.....Falls City
 Representative.....Best
 Manager.....Craig Siegfried
 Station Manager.....Tom Siegfried
 Chief Engineer.....Robert Atkesson

KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Custer County Bstg. Co.
 Address.....Box 561
 Tel.: TR 2-5881.....News Service: UP
 Representative.....Continental
 Manager.....Georgia A. Crawford
 Commercial Mgr.....Joe Grieser

KHUB—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Oper. By.....Snyder Enterprises
 Business-Studio Address.....118 E. 5 St.
 Tel.: PA 1-5012.....KBS

KCSR—Chadron—1954

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Community Ser. Radio Corp.
 Address.....212 Bordeaux St., Box 110

NEBRASKA

President.....H. C. Snyder
Gen., Sta. Mgr.....V. J. Kaspar
Comm. Mgr.....Donald Mundy
Program Director.....Harry Gehrett
Publicity Director.....E. Smizer

KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address.....Division at Cedar
Tel.: DU 2-2800.....ABC
Representative.....H.R.
President.....Don Searls
Executive V.P.....Bill Martin
Business Manager.....Willard Morton
Sales Manager.....Bill Moore
Prog. Dir.....Bill Delzell
Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Stuart Investment
Address.....814 Stuart Bldg., Lincoln
Tel.: DU 2-5420.....Independent
Representative.....ForJoe
Station Manager.....Robert McKune
General Manager.....Richard Chapin

KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcastg. Co.
Transmitter Address.....Tribune Bldg.
Tel.: 2-5101.....KBS
Representative.....Gill-Perna
President.....Fred A. Seaton
General Mgr.....John W. Powell
Sales Promotion Mgr.....John Meredith
Chief Engineer.....Ervin Siemoneit

KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W., d.
Owned.....W. W. Bcastg. Co.
Address.....613 4th Ave.
Tel.: WY 5-4122.....KBS
Pres., Gen. Mgr.....William Whitlock
Sales Dir.....Jack White

KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Neb. Bcastg. Corp.
Business-Studio Address.....Platte Valley Bldg.
Tel.: CEDAR 7-2131.....MBS-KBS
Representative.....Hal Holman
President.....John Mitchell
Gen., Comm. Mgr.....Edward S. Knight
Program Dir.....Gene Larsen
Chief Engineer.....William Abbott

KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.
Owned.....E. M. Gallemore, Sr.
Address.....2219 Second Ave.
Tel.: 3-8301.....Independent
Representative.....McGavren-Quinn
Gen. Mgr.....Elbert M. Gallemore, Sr.
Station Manager.....J. B. Lewis

Program Director.....Jim Price
Chief Engineer.....Bert Gallemore

KRVN—Lexington—1951

Frequency: 1010 Kc.....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Tel.: 4-2371.....Independent
Representative.....Raymer
Gen., Comm. Mgr.....Max Brown
Program, Asst. Mgr.....Gary Schroeder
Chief Engineer.....Robert Bltner

KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcastg. Corp.
Bus.-Studio Address.....814 Stuart Bldg.
Tel.: 2-6606.....ABC
Representative.....Paul Raymer
President.....James Stuart
Gen., Sta. Mgr.....Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Wayne Smith
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.
Owned-Oper. By.....Fletcher-Mitchell Corp.
Address.....410 Sharpe Building
Tel.: 5-4377.....Independent
Representative.....Devney
Pres.....James I. Mitchell
Gen., Sta. Mgr.....Kenneth C. Delp
Comm. Mgr., Prog. Dir.....Casey A. Heckman
Chief Eng.....Dale Adkins

KLMS—Lincoln—1949

Freq.: 1480 Kc.....Power: 1 Kw.
Owned.....Lincoln Bcastg. Corp.
Address.....130 N. 16th St.
Tel.: 2-7579.....KBS, MES
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Don Shoemaker
Sales Promotion Mgr.....Sandra Peterson
Program Director.....Larry Parker
Chief Engineer.....Carl Lewis

KBRL—McCook—1947

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....McCook Bcastg. Co.
Address.....109½ E. C St.
Tel.: 1450.....MBS-KBS
Representative.....Gill-Perna, Inc.
Pres., Gen. Sta. Mgr., Chief Eng.....L. W. Lenwell
Program Director.....Leonard L. Craig
Comm. Sales Prom. Mgr.....Don Hays
Pub. Director.....John H. Holm

WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Pub. Co.
Address.....120 North 4th
Tel.: 432.....Independent
Newspaper Affil.....Daily News
Representative.....Walker
President.....Gene Huse

Station Manager Bob Thomas
 Program, Publicity Dir. Don Broadstone
 Comm. Manager..... Evans Meier
 Chief Engineer..... W. Gettner

KJLT—North Platte—1952

Frequency: 970 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Tri-State Bcstg.
 Address.....P. O. Box 778
 Tel.: 4060.....Independent
 President.....John Townsend
 Manager.....Will Baldrige

KODY—North Platte—1930

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KODY, Inc.
 Bus.-Studio Trans. Add.....1521 W. 12th
 Tel.: 382.....NBC-KBS
 Representative.....Forjoe
 Gen., Sta. Mgr.....Hendy D. Peck
 Sales Prom. Mgr.....Ed Launer
 Program Director.....Bill Wood
 Commercial Manager.....Joe di Natale
 Publicity Director.....Bob Riedy
 Chief Engineer.....Don Biskup

KOGA—Ogallala—1954

Frequency: 930 Kc.....Power: 500 Watts
 Owner.....Ogallala Bcstg. Corp.
 Address.....216 N. Spruce
 Tel.: 930.....KBS
 Representative.....Indie Sales
 Pres., General Manager.....Newell Eastman
 Commercial Manager.....H. L. Harrington
 Sales Prom. Mgr.....Harold West

KBON—Omaha—1942

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Golden Broadcasters, Inc.
 Business-Studio Address..676 World Ins. Bldg.
 Tel.: JA 8282.....Independent
 Representative.....McGavren-Quinn
 Pres.,.....Joe Gratz
 V.P., Gen. Mgr.....M. M. Fleischl
 Program Dir.....Dean H. Murray
 Chief Engineer.....Ed Shulman

KFAB—Omaha—1924

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Bus.-Studio Address.....5010 Underwood
 Tel.: RE 8000.....NBC
 Representative.....Petry
 Newspaper Affil.....Journal, Star
 President.....Joe Seacrest
 V.P., Gen. Mgr.....Lyell Bremser
 Comm. Mgr.....E. R. Morrison
 Program Director.....Ken Headrick
 Chief Engineer.....Ray Schroeder

KOIL—Omaha—1925

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Central States Bcstg. Co.
 Business-Studio Address.....511 So. 17th St.
 Tel.: JA 7626.....Independent
 Representative.....Avery-Knodel

Pres., Gen. Mgr.....Don W. Burden
 Station Manager.....Steve Shepard
 Sales Manager.....Gerard J. Flesey
 Program Director.....George Cromwell
 Chief Engineer.....Gerald E. Weist

KOOO—Omaha—1957

Frequency: 1420 Kc.....Power: 500 W., d.
 Owned.....Central Plains Bcstg.
 Address.....2321 "M" St.
 Tel.: OR 4400.....KBS
 Representative.....Forjoe
 Gen. Mgr.....Harold Soderlund
 Sales Mgr.....Edward Green

KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....National Weekly, Inc.
 Business Address.....Kilpatrick Bldg.
 Tel.: AT 2228.....Independent
 Representative.....Adam Young
 President.....William J. Buckley, Jr.
 V.P., Gen. Mgr.....Virgil Sharpe
 Commercial Mgr.....Ed Morgan
 Sales Prom. Mgr.....Mel Straub
 Program Director.....Sandy Jackson
 Publicity Director.....James Ross
 Chief Engineer.....Charles Woodard

WOW—Omaha—1923

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Meredith WOW, Inc.
 Bus.-Studio Address.....Insurance Bldg.
 Tel.: WE 3400.....CBS
 Representative.....John Blair
 Vice Pres., Gen. Mgr.....Frank P. Fogarty
 Sales Manager.....Bill Wiseman
 Program Director.....Ray Olson
 Sales, Publicity Dir.....Wm. Dunn
 Chief Engineer.....Glenn Flynn
 Owner of: KCMO, Kansas City, Mo.; KPHO,
 Phoenix, Ariz.; WHEN, Syracuse, N. Y.;
 KRMC, Tulsa, Okla.

(See Page 498)

KBRX—O'Neill—1955

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned.....Sun Bcstrs., Inc.
 Address.....Box 150
 Tel.: 120.....KBS
 President.....William C. Whitlock
 Comm. Mgr., Pub. Dir.....Bill Thomas
 Gen. Mgr., Ch. Eng.....Alvin Wood

KNEB—Scottsbluff—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By.....Platte Valley Bcstg. Corp.
 Business-Studio Address.....2110 Broadway
 Tel.: 1620.....MBS
 Representative.....Hal Holman
 President.....Russell M. Stewart
 General-Station Mgr.....George H. Haskell
 Commercial Mgr.....Byron Joachim
 Program Director.....Wayne McIntosh
 Chief Engineer.....Leslie A. Proctor

KOLT—Scottsbluff—1930

Freq.: 1320 Kc.. Power: 5000 W. d. 1000 W. n.

NEBRASKA-NEVADA

Owned-Operated By.....The Hilliard Co.
 AddressBox 660
 Tel.: 856.....CBS
 RepresentativeGill-Perna
 Pres., Gen. Mgr.....L. L. Hilliard
 Comm., Program Mgr.....Viril Davis
 Sales Prom. Mgr.....Tony Kehl
 Publicity Dir.....Roland Moore
 Chief Engineer.....Harland Morrison

KSID—Sidney—1952

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wm. C. Grove, Inc.
 Address.....Legion Park, Box 772
 Tel.: 5503.....ABC-KBS

Gen., Comm. Mgr.....David W. Young
 Program Director.....Edith Widstrand

KAWL—York—1954

Frequency: 1370 Kc.....Power: 500 W. d.
 Owned-Operated By.....Prairie States Bcstg.
 AddressKAWL Bldg.
 Tel.: 33.....KBS
 RepresentativeBest
 President.....M. L. Gleason
 Secretary.....T. L. Gleason
 General Manager.....G. C. Bryan
 Sales Manager.....H. Hansen
 Commercial Manager.....G. Pienning
 Program Director.....O. L. Tucker

Pop.: 286,000
 Families: 96,000
 Radio Homes: 87,000

Nevada

Stations in State: 17
 TV Homes: 88,000
 TV Stations: 6

KPTL—Carson City—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....E. L. & A. Bullis
 AddressBox 523
 Tel.: 940.....KBS
 RepresentativeO'Connell
 General Manager.....Edwin L. Bullis
 Comm., Sales Mgr., Prog., Pub. Dir..R. Nelson
 Chief Engineer.....Dave Williams

KELK—Elko—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Elko Bcstg. Co.
 Address.....P. O. Box 790
 Tel.: 260.....MBS
 PresidentChris Sheerln
 General Manager.....John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....White Pine Bcstg. Co.
 AddressBox 600
 Tel.: AM 4-2077.....Independent
 Gen. Mgr., Chief Eng.....David I. Hansen

KVLV—Fallon—1957

Frequency: 1250 Kc.....Power: 1 Kw., d.
 Owned.....Lahontan Valley Bcstg. Co.
 Bus. Address.....KVLV Bldg., Gummow Dr.
 Tel.: HA 3-1242.....KBS
 Station Representative.....Continental
 Gen. Mgr., Ch. Engr.....Lester W. Pearce
 Comm. Mgr., Prog. Dir.....Katherine Pearce
 Sales Promotion Manager.....Jim Shelton

KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-OperatedKBMI
 AddressBox 68
 Tel.: FR 2-1131.....Independent
 RepresentativeForJoe
 Pres., Gen. Manager.....Frank Oxarart

K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power: 5000 Watts
 OwnedAdvertising Dynamics
 AddressP. O. Box 1848, Las Vegas
 Tel.: DUDley 2-0277.....Independent
 Station RepresentativePearson
 President.....Roland B. Vaile
 Vice President.....Robert A. James
 Chief Engineer.....James W. Blaine

KENO—Las Vegas—1941

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Nevada Bcstg. Corp.
 Address810 Keno Lane
 Tel.: DU 2-1400.....ABC
 President.....Howard F. Anderson
 Gen., Sta. Mgr.....Gordon B. Sherwood
 Program Director.....Bob Salter
 Publicity Director.....Jerry Dexter
 Chief Engineer.....David B. Rogers

KLAS—Las Vegas—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Las Vegas Bctrs., Inc.
 AddressDesert Inn, P. O. Box 1510
 Tel.: DU 4-4646.....CBS
 Representative.....Weed & Co.
 Pres., Gen. Mgr.....Reuben G. Jolley
 Comm., Sales Prom. Mgr.....Bill Pursel
 Program Director.....Sam Salerno
 Publicity Director.....Harriett Cook
 Chief Engineer.....Jim Blaine

KORK—Las Vegas—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwestern Bcstg. Co.
 AddressHotel Thunderbird
 Tel.: DU 2-6445.....NBC-MBS
 RepresentativeAvery-Knodel
 President.....Donald W. Reynolds
 General Manager.....King Harmon
 Commercial Mgr.....Stuart Oakes

KRAM—Las Vegas—1947

Freq., 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....KRAM, Inc.
 AddressHotel Riviera
 Tel.: DU 2-1920.....KBS
 Representative.....O'Connell; Reilly; Hall
 Pres., Gen. Mgr.....Larry Buskett
 Commercial Manager.....Jay Cowen
 Chief Engineer.....Fred Young

KRBO—Las Vegas—1956

Frequency: 1050 Kc. Power: 500 W., d.
 Owned.....Rainbow, Inc.
 AddressBox 1049
 Tel.: DU 4-9210.....Independent
 Representative.....Moore, Holman
 Pres., Gen. Mgr.....Joe Julian
 Sales Promotion Manager.....Oscar Kurtz
 Program Director.....Frank Smith
 Chief Engineer.....Tom Morgan

KATO—Reno—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Robert L. Stoddard
 Business Address.....Mapes Hotel
 Tel.: FA 2-4501.....MBS, KBS
 Representative.....Walker, Broadcast Time
 Pres., Gen. Mgr.....R. L. Stoddard
 Comm. Mgr.....Walter States
 Chief Engineer.....Irvin Carlsen

KDOT—Reno—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....John L. Breece
 Business Address.....P.O. Box 76
 Tel.: FA 3-6156.....Independent
 Station Representative.....Pickins
 Pres., Ch. Engr.....John L. Breece
 Sales Promotion Manager.....Phillip G. Rose
 Program Director.....George Carr
 Publicity Director.....Robert Carroll

KOH—Reno—1928

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owner.....McClatchy Bcstg. Co.
 Address.....143 Stevensen St.
 Tel.: FA 3-5106.....NBC
 Representative.....Paul H. Raymer
 President.....Eleanor McClatchy
 Station Manager.....Hewitt Kees
 Chief Engineer.....Wesley Craig

KOLO—Reno—1946

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By.....Western Bcstg. Co.
 Business-Studio Address.....El Cortez Hotel
 Tel.: FA 2-4516.....CBS
 Representative.....Pearson
 President.....Donald W. Reynolds
 Gen., Sta., Comm., Sls. Prom. Mgr., R. W. Colon
 Program Director.....Doris Baldwin
 Chief Engineer.....Jere Laird

KONE—Reno—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Magowan & Jones
 Address.....700 Forest St.
 Tel.: FA 3-4493.....Independent
 Representative.....McGavren-Quinn
 General Manager.....Tom Magowan
 Sta. Mgr.....Ken O'Connell
 Commercial Manager.....George A. Carr
 Chief Engineer.....W. Binford

KWNA—Winnemucca—1955

Frequency: 1400 Kc. Power: 250 Watts
 Owner.....N. W. Radio & TV Corp.
 Business Address.....Highland Drive
 Tel.: MAdison 3-2501.....Independent
 President.....Olivier Curutchet
 Station Manager.....P. M. Saxman, Jr.
 Publicity Director.....Diane T. Queen
 Chief Eng.....Whitelaw R. Ross



News Is Preferred...

... by **Listeners** .. because it is
dependable as well as interesting.

Ap Preferred

50 Rockefeller Plaza

• New York 20, N. Y.

Pop.: 584,000
Families: 174,000
Radio Homes: 170,000

New Hampshire

Stations in State: 16
TV Homes: 155,000
TV Stations: 2

WKCB—Berlin—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. McKee Bcstg.
Business Address: 27 Green Square
Tel: 1797 Independent
Station Representative Breen & Ward
President Richard P. McKee
General Manager Lynn Smith
Commercial Manager Robert T. Dale
Sales Promotion Manager A. F. Hickey
Program Dir. Charles Ross
Chief Eng. Herschel Howe

WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Grandview Inc.
Trans. Address: 221 Washington St.
Representative A. Young, Wheeler
General Manager Ralph Gottlieb
Station Mgr. F. Richard Hill
Nat. Sales Mgr. Jack King

WKXL—Concord—1946

Frequency: 1450 Kc. Power: 250 W.
Owned-Operated By Capitol Bcstg. Corp.
Address: 110 N. Main St.
Tel.: Capitol 5-5521 CBS, KBS
Station Rep. Meeker; Foster & Creed
Pres., Gen. Mgr. Frank B. Estes

LOOK! AT BERLIN, N. H.

- 1.) 10% increase in population 1950-57
- 2.) Largest industry in New Hampshire, Brown Co. — listed American Exchange
- 3.) Highest paid labor force in the State
- 4.) Most automobiles per capita of similar sized cities
- 5.) Thousands of summer and winter tourists

HOW DO YOU REACH THIS MARKET?

- 1.) No daily newspaper
- 2.) Only a week(ly) newspaper with a small circulation
- 3.) No local or adequate TV signals
- 4.) Low magazine sales
- 5.) Only one audible radio signal

THAT'S WKCB
Low CPM Widest circulation
CALL BREEN & WARD

Program Director Harry Kroyer III
Publicity Director Susan Miller
Chief Engineer Frank Pingre

WBNC—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By McKee Bcstg. Co.
Address: E. Main St.
Tel: HI 7-5988 Independent
Station Representative Breen & Ward
President Richard P. McKee
General Manager Fred Gardella
Commercial Manager Esther Warren
Sales Promotion Manager Ron Smith
Publicity Director Helen Gardella
Chief Engineer Herschel Howe

WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts
Owned WTSN, Inc.
Address: 155 Front St. (Manchester)
Tel: NA 4-4077 Independent
Representative Wheeler, Adam Young
General Mgr. Ralph Gottlieb
Station Mgr. Edward X. Callahan
Comm. Mgr. Jack King
Prog. Director Peter Johnson
Chief Engineer Albert J. Davis

WDCR—Hanover—1958

Frequency: 1340 Kc. Power: 250 Watts
Owned By Trustees of Dartmouth College
Business Address Robinson Hall
Tel. Hanover 1070 Independent
Station Rep. Foster, Creed; Breen, Ward
General Manager Ronald F. Kehoe
Commercial Manager Ariel Halpern
Program Director Jonathan L. Cohen
Sales Prom. Mgr. C. Daniel Johnson
Publicity Director Robinson B. Brown
Chief Engineer Robert A. Johnson

WTSL—Hanover—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. Radio Hanover
Address: P. O. Box 1031
Tel: HANover 1400 Independent
Station Representative Wheeler
President William Rust, Jr.
General Manager Ralph Gottlieb
Comm., Sta. Mgr. Howard L. Chase
Program Director Joe Shaw
Chief Engineer Al Davis

WKNE—Keene—1926

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By WKNE Corp.
Address: 17 Dunbar St.
Tel: EL 2-9230 CBS
Station Rep. Meeker; Foster & Creed
President Joseph K. Close
Gen., Sta., Comm. Mgr. Howard E. Wheelock
Sales Prom., Prog. Dir. John P. Foster
Chief Engineer Ernest T. Robage

WLNH—Laconia—1922

Frequency: 1350 Kc. Power: 5000 Watts d.
Owned-Oper. By. Northern Bcstg. Corp.
Business Address. 653 Main St.
Tel.: LAconia 2300. KBS
Station Rep. Wheeler; Walker-Rawalt
President Genevieve Wingate
Gen., Sta. Mgr. Arthur Rothafel
Comm., Sales Prom. Mgr. William W. Visser
Chief Engineer. Henry Gowing

WFEA—Manchester—1932

Frequency: 1370 Kc. Power 5 Kw.
Owned. WFEA Broadcasting
Address. P. O. Box 149
Tel.: NA 5-5491. Independent
Station Rep. Weed
President. Farris E. Rahall
General Mgr. O. R. Davis
Station Manager. Gene Morehouse
Commercial Manager. James L. Morello
Sales Promotion Manager. Norman Bailey
Program Director. Chuck O'Neil
Chief Engineer. Jay Kosik
Owners of: WKAP, Allentown, Pa.; WNAR,
Norristown, Pa.; WWNR, Beckley, W. Va.;
WTSP, St. Petersburg, Fla.

(See Page 584)

WGIR—Manchester—1941

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned. Northeast Broadcasting Corp.
Address. Box 487
Tel.: NA 5-6915. CBS
Rep. Kettell-Carter; O'Connell; Reilly
President. Madeline M. Girolimoni
Gen., Sta., Comm. Mgr. Bernie Mack
Program Director. Donn Tibbetts
Chief Engineer. Harry Handfield

WKBR—Manchester—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned. Granite State Bcstg. Co.
Address. 155 Front St.
Tel.: NAional 4-4075. Independent
Station Rep. Wheeler; Radio TV Reps.
President. W. F. Rust, Jr.
Gen., Sta. Mgr. Ralph Gottlieb
Comm., Sales Prom. Mgr. James McCann
Program Director. William Morrissey
Chief Engineer. Roy Phillips

WOTW—Nashua—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By. Gateway Bcstg. Corp.
Address. Lund Road
Tel.: TU 2-2781. Independent
Representative. Walker-Rawalt
President. Theodore Feinstein
General Mgr. Armand E. Bedard
Commercial Mgr. Robert Trow
Program Director. Merrill G. Smith
Publicity Director. Marc Hall
Chief Engineer. Harold Densmore

WSMN—Nashua—1958

Frequency: 1590 Kc. Power: 5000 Watts
Owned By. Merrimack Valley Bcstg. Corp.
Business Address. 502 W. Hollis St.
Tel.: TUX 2-5107. Independent
Station Representative. Nona Kirby
Pres., Gen. Mgr. Roland P. Genest
Sta., Sale, Prom. Mgr. D. A. Rock
Commercial Manager. Albert L. Auclair
Program Director. Frank Teas
Chief Engineer. P. Bagdsarain

WHEB—Portsmouth—1932

frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By. Knight Bcstg. of N. H.
Address. N. H. National Bank Bldg.
Tel.: GE 6-2325. Independent
Representative. Foster, Walker
Pres., Comm. Mgr. Charles M. Dale
General Mgr. Harold E. Segal
Station Manager. Thomas M. Dale
Program Dir. George Pinkerton
Senior Engineer. Anthony Vaccaro

WVNH—Rochester—1948

Frequency: 930 Kc. Power: 5000 Watts d.
Owned-Operated By. Strafford Bcstg. Corp.
Business Address. Rochester Hill Rd.
Tel.: RO 1400. Independent
Rep. Foster, Creed; Natl. Time Sls.; Reilly
Pres., Gen. Mgr. A. J. K. Malin
Station Mgr. H. Martin
Commercial Manager. Wesley S. Burton
Sales Promotion Mgr. Margaret Tornrose
Program Director. Edgar L. McHale
Publicity Director. John Noyes
Chief Engineer. Roger Butterfield

Pop.: 5,865,000
Families: 1,745,000
Radio Homes: 1,731,000

New Jersey

Stations in State: 26
TV Homes: 1,539,000
TV Stations: 5

WHTG—Asbury Park—1957

Frequency: 1410 Kc. Power: 500 W., d.
Owned. Harold & Theo Gade
Address. Route 1
Tel.: KE 1-1410. Independent
Gen. Mgr. Harold Gade

WJLK—Asbury Park—1926

Frequency: 1310 Kc. Power: 250 Watts

Owned-Operated By. Asbury Park Press, Inc.
Address. Press Plaza
Tel.: PR 4-7000. Independent
Newspaper Affiliation. Press
Station Manager. Everett Rudloff
Commercial Manager. Margaret Curtis
Prog. Mgr. Charles F. Hill

WFPG—Atlantic City—1940

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated by.....WFPG, Inc.
 Business Address.....Steel Pier
 Tel.: Atlantic City 5-2188.....CBS
 Representative.....Walker
 President, Sta. Mgr.....Jerome Sill
 General Mgr.....Fred Haggerty
 Program Dir.....Ed Davis
 Chief Engineer.....Blair K. Thron

WLDB—Atlantic City—1955

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Atlantic City Bcstg. Co.
 Address.....Box 898
 Tel.: 4-6573.....MBS
 Representative.....Bernard
 Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
 Sales Prom. Mgr.....Dorothy Bremmer
 Publicity Director.....Benny Bishop

WMID—Atlantic City—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.
 Address.....1710 Atlantic Ave.
 Tel.: 4-1340.....ABC
 Newspaper Affil.....Ventnor Crier
 Representative.....Stars Natl.
 Pres., Gen. Mgr.....David H. Freedman

WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Eastern States Bcstg. Corp.
 Business Address.....Bridgeton, N. J.
 Tel.: BR 2930.....Independent
 Station Representative.....Clark
 President.....Russell S. Henderson
 V.P., Gen. Mgr., Sta., Comm. Mgr.....Paul Alger
 Prog. Director.....Joseph McCulley
 Publicity Director.....Howard Auger
 Chief Engineer.....Ed Bold

WCAM—Camden—1926

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Oper. By.....City of Camden
 Business Address.....6th & Market Sts.
 Tel.: EM 5-5600.....Independent
 Rep.....Bcst. Time Sales
 Gen., Comm. Manager.....John Cleary
 Program Director.....Jack La Mar
 Sales Prom. Mgr.....Jack Silin
 Publicity Dir.....Joseph E. Hale
 Chief Engineer.....John Zander

WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....South Jersey Bcstg. Co.
 Business-Studio Address. 2881 Mt. Ephraim Ave.
 Tel.: EM 5-7200.....Independent
 Representative.....Ramebeau, Vance, Hoppie
 President.....Ranulf Compton
 General Manager.....Gordon Giffen
 Commercial Manager.....David Moss
 Program Director.....John Struckell
 Chief Engineer.....Robert Houston

WMVB—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.
 Owner.....Union Lake Broadcasters, Inc.

Address.....P.O. Box 267
 Tel.: TA 5-2600.....Independent
 Pres., Gen. Mgr.....Fred M. Wood
 Program Director.....Dorothy H. Carlson
 Chief Engineer.....Harwood L. Knorr

WMTR—Morristown—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Morristown Bcstg. Co.
 Address.....10 Park Place
 Tel.: JE 8-1250.....Independent
 General Manager.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 News Dir.....Robert Stoepker

WNTA—Newark—1922

Frequency: 970 Kc.....Power: 5 Kw., d.; 1 Kw. n.
 Owned By.....NTA Broadcasting Co.
 Business Address.....1620 Broad St.
 Tel.: Mitchell 2-6400.....Independent
 Station Representative.....McGavren-Quinn
 Pres., Gen. Mgr.....Gerald O. Kaye
 Sta. Sales Mgr.....Sydney Kavaleer
 Business Manager.....Joseph Morris
 Program Director.....Art Ford
 Sales Prom. Dir.....Barbara Wilkens
 Chief Engineer.....H. L. Dabrowski

WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts
 Owned By.....Radio Wayne County Inc.
 Business Address.....110 E. Union St.
 Tel.: DEerfield 1-1420.....Independent
 President.....J. J. Kaufman
 Gen., Comm. Mgr.....J. Bud Sovo
 Program Director.....Bud Paxon
 Chief Engineer.....M. L. Cole

WHBI—Newark—1922

Freq.: 1280 Kc.....Power: 2½ Kw. d., 1 Kw. n.
 Owned-Operated By.....May Radio Bcst. Corp.
 Business-Studio Address.....35 Warren St.
 Tel.: MI 2-7353.....Independent
 Station Representative.....Gospel Network
 Pres., Gen. Mgr.....James L. Shearer
 Station Mgr.....William Masi
 Program Dir.....Marie Masi
 Publicity Dir.....Jack Bilby
 Chief Engineer.....Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Rollins Bcstg. Co.
 Business Address.....Box 1258
 Tel.: MU 8-3665.....Independent
 Station Rep.....Rollins; Bramt
 President.....O. Wayne Rollins
 V.P., Sta. Mgr.....Hal Walton
 Chief Engineer.....G. R. Chambers

WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.
 Address.....1225 Raymond Blvd.
 Tel.: MI 3-7600.....Independent
 General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Raritan Valley Bcstg.
 Business-Studio Address... 385 George St.
 Tel.: CH 7-1450... Independent
 President... J. L. Rosemiller
 Vice President... Peter A. Bordes

WNNJ—Newton—1953

Frequency: 1360 Kc. Power: 500 Watts
 Owned... Sussex County Bcstrs.
 Address... Newton, N. J.
 Tel.: NE 1616... KBS
 Sta., Comm. Mgr., Ch. Eng. Robert C. Gessner
 Program Director... John Bennett
 Sales Prom. Mgr. Ronnie Hickman
 Publicity Dir. Vic Aime

WPAT—Paterson—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By... WPAT, Inc.
 Business-Studio Address... 66 Hamilton St.
 Tel.: AR 4-3400... Independent
 Exec. N. Y. Office... 60 E. 56th St.
 Tel.: MUrray Hill 8-9300... N. Y.
 Station Representative... Weed
 President, General Manager... D. J. Wright
 V.P. Sales... John F. Sloan
 V.P.'s Charles W. Parker, William J. Calvert
 Publicity Dir. John Burt
 Tech. Supervisor... P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... S. Jersey Radio, Inc.
 Address... Old Turnpike
 Tel.: Pleasantville 3971... Independent
 Newspaper Affil. Sentinel Ledger, Gazette
 Representative... Forje
 President... H. G. Murrelle
 V.P., Gen. Mgr. Howard L. Green
 Commercial Manager... Larry Carle
 Sales Prom. Mgr. Allan Israel
 Program Director... Lee Small
 Publicity Director... Al Owen
 Chief Engineer... Milton C. Thurlow

WBUD—Trenton—1947

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By... WBUD, Inc.
 Address... P. O. Box 158
 Tel.: EX 4-7191... Independent
 Station Representative... Bob Wittig
 Pres., Gen. Mgr. Richard M. Hardin
 Station Manager... Theresa Rose
 Comm. Manager... William Garry
 Program Director... Phil Allen
 Publicity Director... Mike Faherty
 Chief Engineer... Harry Conover

WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts
 Owned... WOAX, Inc.

Address... 416 Bellevue Ave.
 Tel.: EX 3-4281... Independent
 Representative... Bcst. Time Sales
 President... William DeFreltas
 Gen., Sta., Comm. Sales Mgr. R. McFadden
 Program Director... Ron Palao
 Sales Prom. Mgr. Bill Bircher
 Publicity Director... Ronnie Sherwood
 Chief Engineer... Nicholas Dalessandro

WTTM—Trenton—1942

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By... Peoples Bcst. Corp.
 Bus.-Stu. Add. Brunswick Ave., Lake Drive
 Tel.: OW 5-8515... NBC
 Representative... Hollingbery
 President... M. D. Lincoln
 V.P. Herbert E. Evans
 V.P., Gen. Mgr. Fred E. Walker
 Gen. Sales Mgr. Harry W. Barnam
 Prog. Dir. Tom Durand
 Publicity Dir. K. M. Weber
 Chief Engineer... Chester Sunderland

WDVL—Vineland—1957

Frequency: 1270 Kc. Power: 500 Watts, d.
 Owned... Delsea Bcstrs.
 Address... Radio Park
 Tel.: OXford 1-7550... Independent
 Partners... Mort and Vivian Hendrickson
 Gen., Comm. Mgr. Mort Hendrickson
 Sales Prom. Mgr. Bob MacFarland
 Program Director... Henry Morey
 Asst. Ch. Eng. Earl Godfrey

WBBZ—Vineland—1946

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By... Community Bcstg. Serv.
 Address... S. Delsea Drive
 Tel.: OX 2-6500... Independent
 Representative... Gill-Perna
 President... Joseph M. Bullock
 General Manager... Randolph Gretes
 Commercial Manager... John F. Serra
 Chief Engineer... Andrew B. Benvenuti

WCRV—Washington—1956

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned... Warren Bcstg.
 Address... 3 Belvidere Avenue
 Tel.: MU 9-2060... Independent
 President... Kenneth A. Croy
 General Manager... George S. Croy
 Commercial Mgr. Warner Rush

WCMC—Wildwood—1951

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By... Francis J. Matrangola
 Address... 3010 N. J. Ave.
 Tel.: 2-7751... Independent
 Owner, Gen. Mgr. Francis J. Matrangola
 Comm. Mgr. Margaret Murphy
 Prog. Dir. George Hart
 Chief, Engineer... Carlton Owen

Pop.: 904,000
Families: 249,000
Radio Homes: 240,000

New Mexico

Stations in State: 40
TV Homes: 172,000
TV Stations: 7

KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: William Wayne Phelps
Address: Box 268
Tel.: HEmlock 7-1505. MBS, KBS
Pres., Gen. Mgr.: Wayne Phelps
Chief Engineer: Jay Bundy

KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.
Owned By: Lyman Brown Enter.
Address: P. O. Box 1161
Tel.: HEmlock 7-4440. Independent
Pres., Gen. Mgr.: Lyman C. Brown
Program Dir.: K. Skelton
Chief Engineer: Lynn Rawls

KABQ—Albuquerque—1955

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.
Owned-Oper. By: Duke City Bcstg. Corp.
Business Address: 1309 Yale Blvd., S.E.
Tel.: CHapel 3-1744. Independent
Reps.: Harlan G. Oakes; Nat'l Time Sales
Pres., Gen. Mgr.: Edward M. Sleighel
Commercial Manager: V. B. Siman
Program Dir.: Jose Gallegos
Chief Engineer: Roderick Matthews

KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw. d.
Owned: KDEF Bcstg. Co.
Address: 506 2nd St. N.W.
Tel.: CH 3-7813. Independent
Station Representative: McGavren-Quinn
President, Gen. Mgr.: Frank Quinn
Sta., Comm. Mgr.: Ben Caine
Program Director: Bernard Thomas
Chief Engineer: Louis Gemoets

KGGM—Albuquerque—1927

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By: New Mexico Bcstg. Co.
Business Address: 1414 Coal St. S.W.
Tel.: CH 3-2285. CBS
Representative: Branham
Pres., Gen. Mgr.: A. R. Hebenstreit
Comm., Sls. Prom. Mgr.: R. C. Rhoads
Program Director: Robert Van Driol
Pub. Dir.: Jim Laramore
Chief Engineer: Leonard F. Dodds

KHAM—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.
Owned: KHAM, Inc.
Address: 202 Claremont Street, NE
Tel.: DI 4-2394. ABC-MBS-KBS
Representative: Continental
President: J. W. Hedges
V.P., Gen. Mgr.: J. L. Anderson
Program Dir.: Joe T. Saffle
Publicity Dir.: Harry Chapman
Chief Engineer: H. T. Walton

KLOS—Albuquerque—1957

Frequency: 1450 Kc. Power: 250 Watts
Owned By: E. B. Whitney & Geo. Oliver
Address: Box 1298
Tel.: AL 6-9866. Independent
Gen. Mgr.: Frank Redfield

KOB—Albuquerque—1922

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By: KSTP, Inc.
Address: 1430 Coal Ave. S.W.
Tel.: CH 3-4411. NBC
Representative: Petry
President: Stanley E. Hubbard
Gen. Mgr., Ch. Engr.: George S. Johnson
Sta., Comm. Mgr.: A. E. Mickel
Sales Prom., Pub. Dir.: Lowell Christianson
Program Director: Michael Dillon

KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Operated By: Dandy Bcstg. Corp.
Bus. Address: 2000 Indian School Rd., N.W.
Tel.: CHapel 7-8848. Independent
Station Representative: Bolling
President: Merritt Owens
General Manager: Richard H. Harris
Sales Promotion Manager: Dino Ianni
Program Director: Ed Montray
Publicity Director: Norma Adams
Chief Engineer: Bernie Koval

KSVP—Artesia—1947

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By: Artesia Bcstg. Corp.
Business-Studio Address: 1450 Roselawn Ave.
Tel.: SH 6-2751. KBS-MBS
Station Representative: Melville
President: Martin Yates III
Station Manager: Bob Hess
Comm. Mgr.: Jack Miller
Chief Engineer: L. O. Wincoc

KAVE—Carlsbad—1945

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Voice of the Caverns, Inc.
Business Address: P.O. Box 631
Tel.: TUXedo 5-4101. CBS, KBS
Representative: Branham
President: Edward Talbot
Gen., Comm. Mgr.: Tom Wiseheart
Sales Promotion Mgr.: Majorie Winfield
Program Director: Neal Jones
Publicity Director: Jerri Wright
Chief Engineer: Bill Carnahan

KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By: Coronado Bcstg. Co.
Business Address: 313 W. Mermod; Box 70
Tel.: TU 5-5373. Independent
Station Representative: Devney; Melville
Pres., Gen., Sta. Mgr.: D. A. Swayze

Commercial Manager.....J. M. Dustin
Chief Engineer.....Vic Daley

KLMX—Clayton—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
Address.....Box 7, Fair Grounds
Tel.: 616.....KBS
President.....Arthur Jernigan
Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale
Program Director.....Dave Adams
Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bcstg.
Address.....1221 Main
Tel.: 4401.....KBS
President.....Odis Echols, Sr.
Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.
Sales Prom. Mgr.....Albert Houpe
Chief Engineer.....Clayton Fuchs

KICA—Clovis—1933

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....KICA, Inc.
Business Address.....1000 Sycamore
Tel.: PO 3-5511.....Independent
President.....Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Program Director.....James Moreland
Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts, d.
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Tel.: 999.....KBS
General Manager.....Robert W. Tobey
Comm Mgr.....Jim Smith

KENN—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Station KENN
Business Address.....212 W. Apache
Tel.: DA 5-3541.....Independent
Station Representative.....Devney; Melville
Pres., Gen. Mgr.....C.O. "Ken" Kendrick
Commercial Mgr.....Bob Williams
Sales Prom. Mgr.....John Dorman
Prog. Dir.....Bob Huston
Publicity Director.....Fred Finlay
Chief Eng.....Harold Furstenberg

KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Basin Bcstg. Co.
Address.....418 W. Broadway
Tel.: DA 5-6932.....Independent
Gen. Mgr.....Calvin W. Adams

KZUM—Farmington—1958

Frequency: 1280 Kc.....Power: 5000 Watts
Owned By.....KZUM Radio
Address.....1204 Hutton Road
Tel.: DAVIS 5-4141.....Independent

Gen., Sta. Mgr.....Bill D. Barbour
Commercial Mgr.....W. W. Barbour
Program Dir.....Stewart E. Chamberlain
Chief Engineer.....Joe Garcia

KGAK—Gallup—1946

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....401 E. Coal Ave.
Tel.: UN 3-4444.....Independent
Station Rep.....O'Connell; Reilly; Moore
President.....Merle H. Tucker
General Manager.....Mrs. Mida Tucker
Sta. Comm. Mgr.....C. A. "Bill" Humbert
Chief Engineer.....R. E. Adamson

KMIN—Grants—1956

Frequency: 980 Kc.....Power: 1 Kw., d.
Owned By.....Grants Bcstg. Co.
Address.....980 San Rafael Road
Tel.: ATwater 7-4491.....KBS
Station Rep.....Holman
General Mgr.....D. Button
Commercial Mgr.....D. Miner
Chief Engineer.....Glen Mills

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owned.....Permian Basin Radio Corp.
Address.....Box 247
Tel.: EX 3-5148.....Independent
Representative.....Clark, Melville
Pres., Gen. Mgr.....Charles R. Scott
Commercial Mgr.....Zeb Williams
Program Dir.....Ronald Ripley
Chief Engineer.....Pat H. Walton

KWEW—Hobbs—1938

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Address.....Box 787
Tel.: EX 3-3137.....MBS-KBS
Representative.....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee
Program Director.....Dorothy Montgomery
Chief Engineer.....Roy T. Evans

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address.....Box 968
Tel.: JA 6-2496.....KBS
President.....W. C. Taylor
Station Manager.....William Lusk
Commercial Manager.....R. S. "Dick" Fox
Program Director.....Frank Lynch

KOBE—Las Cruces—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus-Studio Address.....940 N. Main St.
Tel.: JA 6-2496.....KBS
President, Gen. Mgr.....Jim Gober
Comm. Mgr.....B. W. LeNolr

Sales Prom. Mgr. Geraldine Sells
 Prog. Dir. Jim Finlay
 Chief Engineer. Jack Diehl

KFUN—Las Vegas—1941

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Southwest Bcsters, Inc.
 Business Address.....Box 710
 Tel.: GARfield 5-6766.....ABC
 President, Gen. Mgr.....Ernest N. Thwaites
 Program Director.....Dorothy G. Thwaites
 Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Community Bcstg. Co.
 Business Address.....P.O. Box 749
 Tel.: 2-4343.....ABC, KBS
 Representative.....Bob Dore, Ayres
 Partner, Sta. Mgr.....Virgil A. Parker, III
 Partner, Ch. Engr.....Darrel K. Burns
 Program Director.....Priscilla Miller
 Publicity Director.....Judy Davis

KLEA—Lovington—1951

Frequency: 630 Kc. Power: 500 Watts d.
 Owned.....Lea County Broadcasting Co.
 Address.....1700 S. Main
 Tel.: 8911.....KBS
 President.....David R. Worley
 General Comm. Mgr.....Hoyt Caldwell
 Asst. Mgr.....Gil Haugen
 Prog. Dir.....Robert Burt
 Publicity Director.....Hal Chestnut
 Chief Engineer.....Wilton Highfall

KENM—Portales—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Drawer 540
 Tel.: RE 6-6681.....KBS
 Pres., Co-Owner.....John Burroughs
 Gen., Sta. Mgr.....Bob Hoffman
 Chief Engineer.....Joe Randolph

KRTN—Raton—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....Colfax County Broadcasting Co.
 Business Address.....P.O. Box 350
 Tel.: 875.....ABC
 General Manager.....Lloyd Hawkins
 Comm. Mgr., Ch. Engr.....James L. Littlejohn
 Program Director.....James Roper

KBIM—Roswell—1953

Frequency: 910 Kc. Power: 5 Kw., d.
 Owned.....Taylor Bcstg. Co.
 Address.....P. O. Box 525
 Tel.: MA 2-2120.....KBS
 Station Rep.....Clark
 President.....William C. Taylor
 General Manager.....G. F. "Jud" Roberts
 Comm. Manager.....Almarie Oldfield
 Prog. Dir.....John E. Davis
 Sales Prom. Mgr.....Bill Hight
 Chief Engineer.....Eugene Rader

KGFL—Roswell—1927

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Bus.-Studio Address.....Box 1019
 Tel.: MA 2-5111.....MBS
 Representative.....Branham
 President.....Theresa P. Whitmore
 Gen. Manager.....W. E. Whitmore, Jr.
 Sta. Mgr.....Stan Gallup
 Comm. Manager.....Clifford "Buzz" Jackson
 Program Director.....Elizabeth Cotton
 Chief Engineer.....Bob Henske

KSWs—Roswell—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....John A. Barnett
 Business-Studio Address.....Box 670
 Tel.: MA 2-6450.....NBC
 Representative.....Meeker, Melville
 Owner & Gen. Mgr.....John A. Barnett
 Station Mgr.....Robert E. Wagner
 Asst. Gen. Mgr.....W. L. Shackelford

KTRC—Santa Fe—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Radio de Santa Fe
 Address.....210 E. Marcy St.
 Tel.: YUcca 2-2666.....ABC
 Station Representative.....Devney
 Pres., Gen. Mgr.....Garfield C. Packard
 Program Director.....Maggy Packard
 Chief Engineer.....Richard Erbe

KVSF—Santa Fe—1935

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By.....New Mexico Bcstg. Co.
 Business Address.....811 Cerrillos Rd.
 Tel.: YUcca 3-7319.....CBS
 Representative.....Branham
 President.....A. R. Hebenstreit
 Manager.....Ivan R. Head
 Prog. Dir.....Ada Zamora
 Chief Engineer.....E. J. Vanderwood

KSIL—Silver City—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....James H. Duncan
 Address.....1640 Cactus St.
 Tel.: 611.....CBS
 Representative.....Branham
 Owner, Manager.....J. H. Duncan
 Comm. Mgr., Prog. Dir.....Bob Fuller
 Chief Engineer.....Bynum R. Bailly

KSRC—Socorro—1958

Frequency: 1290 Kc. Power: 1000 Watts, d.
 Owned By.....Socorro Broadcasting Co.
 Business Address.....P.O. Box 1277
 Tel.: Socorro 1-2-9-0.....KBS
 Station Representative.....Holman
 President.....John Blake
 Gen., Sta. Mgr.....John J. Tobola
 Sales Prom. Mgr.....Allen H. Gross
 Prog. Publicity Dir.....Ed Muscare
 Chief Engineer.....J. J. Tobola

**KCHS—Truth or Consequences
1946**

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Southwestern Bcstg. Co.
Address: P. O. Box 351
Tel.: 1400 KBS
Representative: Continental Radio Sales
President: Rex Tynes
Manager: Richard C. Erbe

KTNM—Tucumcari—1941

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Quay County Broadcasting Co.
Address: P. O. Box 668
Tel.: 100 MBS-KBS

Representative: Clyde Melville
Pres., Gen. Mgr.: Lloyd Hawkins
Sta. Mgr., Chief Engineer: Howard Maudlin
Comm. Mgr., Pub. Dir.: Bill Walls
Program Director: Mrs. Neil Mitchell

KMAM—Tularosa—1957

Frequency: 1590 Kc. Power: 1000 Watts
Owned By: Tularosa Broadcasting Corp.
Bus. Ad.: 917 Maryland Ave., Alamogordo
Tel. HE 7-6460 Independent
President: Fred Goodrich
Gen., Comm. Mgr.: Frank J. Lynch III
Sta. Prog. Mgr.: Jack M. Redding
Chief Engineer: Max I. Rothman

Pop.: 17,125,000
Families: 5,359,000
Radio Homes: 5,285,000

New York

Stations in State: 125
TV Homes 4,829,000
TV Stations: 32

WPTR—Albany—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By: Patroon Brcdstg. Co., Inc.
Address: 1820 Central Ave.
Tel: UN 9-9271 Independent
Sta. Rep.: Eastman
President: J. Myer Schine
Gen. & Sta. Mgr.: Duncan Mounsey

Comm. Mgr.: Joseph A. Farrar
Program Dir.: Marty Ross
Publicity Dir.: Eric Strong
Chief Engineer: Russell David

WROW—Albany—1947

Freq: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By: Capital Cities TV Corp.



rate



More Local Advertisers spend more money on PTR than the next three stations combined.

More Advertisers place more business on PTR than the next two stations combined.

You can't sell more with the next 4

WPTR

ALBANY
SCHENECTADY
TROY

50,000 people watts
Capital Station of the Empire State

DUNCAN MOUNSEY **JOSEPH A. FARRAR**
Executive Vice-President & General Manager Commercial Manager

represented nationally by
ROBERT E. EASTMAN & CO., INC.

Address Box 10
 Tel.: 3-2225 CBS
 Station Representative Avery-Knodel
 President Frank M. Smith
 General Manager T. S. Murphy
 Station Manager George M. Perkins
 Comm. Manager Albert M. Fiala
 Program Dir. Ralph Vartigian
 Sales Prom., Publicity Dir. Harry Goldman
 Chief Engineer Charles Heisler

WABY—Albany—1934

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Eastern N. Y. Bcstg.
 Business-Studio 80 Braintree St.
 Tel.: 2-3353 Independent
 Representative Forjoe
 Gen. Mgr. Ed. L. Trudeau
 Station Manager Toni Brady
 Chief Engineer Thomas McDermott

WOKO—Albany—1924

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Gov. Dongan Bcstg. Corp.
 Business-Studio Address P. O. Box 1520
 Tel.: DE 9957 ABC-MBS
 President Carl L. Lindberg
 General Manager Howard B. Hayes
 Sta., Comm. Mgr. Charles L. Murn
 Chief Engineer Lloyd Snowdeal

WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned Community Service Bcstg. Co.
 Address Upper Locust Ave.
 Tel.: VI 3-2500 Independent
 Station Representative Devney
 President Alphonse Di Mezza
 Gen., Comm. Mgr. Philip Spencer
 Chief Engineer Roger Taylor

WGAV—Amsterdam—1956

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned By Walter T. Gaines
 Business Address Amsterdam
 Tel.: Victor 3-2830 Independent
 Station Representative Hopewell
 Owner Walter T. Gaines
 Program Director Sam Surlo
 Chief Engineer Barry Frank

WAUB—Auburn—1958

Frequency: 1590 Kc. Power: 500 Watts, d.
 Owned By Herbert P. Michels
 Business Address 204 Texas Lane, Ithaca
 Owner Herbert P. Michels

WMBO—Auburn—1927

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address 141 Genesee St.
 Tel.: AU 2-3511 MBS
 Representative Thomas F. Clark
 President William O. Dapping
 Gen., Sta. Mgr. Frederick L. Keesee
 Comm. Mgr., Prog. Dir. Robert Morgan
 Chief Engineer Herbert House

WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.
 Owned By Babylon-Bay Shore Bcstg. Corp.
 Business Address Route 109
 Tel.: MO 1-4000 Independent
 President Sol Horenstein
 Gen. Mgr. Joe Horenstein
 Comm. Mgr. Bertine Fields
 Sales Promotion Manager Don Emmett
 Program Director Ray Adel
 Publicity Director Carmen Eichel
 Chief Engineer Edward Knapp

WGLI—Babylon—1958

Frequency: 1290 Kc. Power: 1 Kw.
 Owned By WGLI, Inc.
 Tel.: MOhawk 9-1290 Independent
 Representative Charles Bernard
 Pres., Chief Eng. William H. Reuman
 General Mgr. Edith Dick
 Sta., Comm. Mgr. Jerry Warren
 Program Dir. Fred Barr
 Sales Prom. Mgr. Bud Zaret
 Publicity Dir. Carl Meyers
 Production Mgr. Jerry Stevens

WSEN—Baldwinsville—1958

Frequency: 1050 Kc. Power: 250 Watts
 Owned By Century Radio Corp.
 Address P. O. Box 1050
 Tel.: NEptune 5-3971 Independent
 President Donald C. Menapace
 Gen. Mgr., Publicity Dir. R. L. Stockdale
 Program Dir. James A. Lowery, Jr.
 Chief Engineer Richard H. Pirong

WBTA—Batavia—1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Batavia Bcstg. Corp.
 Business-Studio Address 22 Seaver Pl.
 Tel.: 715 MBS
 Pres., Gen. Mgr. Edmund R. Gamble
 Commercial Manager James Delbridge
 Program Director Miss Winnie Legg
 Publicity Dir. Jack Derbyshire
 Chief Engineer Alfred Callander

**WENE—Binghamton
 Endicott—1947**

Frequency: 1430 Kc. Power: 5 Kw.
 Owned-Oper. By Ottawa Stations, Inc.
 Address 909 E. Main, Endicott
 Tel.: 5-3351 Independent
 Representative Radio Reps. Inc.
 President James H. Ottawa
 Vice President F. H. Brinkley
 General Manager S. W. Ryder
 Asst. to Mgr. H. Johansen
 Chief Engineer John Fischler

WINR—Binghamton—1946

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By The Binghamton Press
 Tel.: 3-8251 NBC
 Station Representative Everett-McKinney

General Manager.....David F. Milligan
 Commercial Manager.....Ken Cable
 Program Director.....Shirley Ricciardelli
 Chief Engineer.....Gino Ricciardelli

WKOP—Binghamton—1947

Freq.: 1360 Kc....Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By...The Binghamton Bcstrs., Inc.
 Business-Studio Address.....34 Chenango St.
 Tel.: 2-3437.....MBS
 Representative.....Bolling
 Pres., Gen.-Sta. Mgr.....Andrew Jarema
 Comm., Prom. Mgr., Prog. Dir....Wally Buman
 Publicity Dir.....Bob Richards
 Chief Engineer.....Charles Hallinan

WNBf—Binghamton—1927

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Triangle Pubs. Inc.
 Business Address.....1 Henry St.
 Tel.: 3-7311.....CBS
 Newspaper Affiliation.....Phila. Inquirer
 Representative.....Blair & Co.
 Gen. Mgr.....George R. Dunham
 Sales Manager.....Kenneth Leslie
 Merchandising Manager.....Ruth Hider
 Oper. Mgr.....Russ Baker
 Chief Engineer.....Lamar Cox

WBRV—Boonville—1955

Frequency: 900 Kc.....Power: 1000 Watts, d.
 Owned-Oper. By.....Black River Radio, Inc.
 Address.....WBRV Building
 Tel.: 11.....KBS
 Station Representative.....Indie Sales
 Pres., Gen. Manager.....Livingston Lcnsing
 Comm. Manager.....Leon Renodin
 Publicity Director.....Joan Knollman
 Chief Engineer.....John Knollman

WBEN—Buffalo—1930

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 Address.....Hotel Statler-Hilton
 Tel.: MO 0930.....CBS
 Newspaper Affiliation..Buffalo Evening News
 Representative.....Henry I. Christal
 President.....A. H. Kirchofer
 General Manager.....C. Robert Thompson
 Commercial Manager.....Chester E. Daly
 Program Director.....William Peters
 Promotion Manager.....Joseph A. Haeffner
 Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Roy L. Albertson, Inc.
 Address.....485 Main St.
 Tel.: MO 1400.....Independent
 Representative.....Masla
 President.....Roy L. Albertson, Sr.
 General Mgr.....Charles E. Deny
 Commercial Mgr.....Gene White
 Program, Sales Prom. Mgr.....Henry Brach
 Chief Engineer.....Tom Vines

WEBR—Buffalo—1924

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WEBR, Inc.
 Business-Studio Address.....23 North St.
 Tel.: LI 7133.....MBS
 Newspaper Affiliation.....Courier-Express
 Representative.....Katz
 President.....William J. Connors, III
 Gen., Sta. Mgr.....David F. Leopold
 Comm. Mgr.....George T. Stagg
 Pgm., Prom. Mgr.....Wm. Schwelzer
 Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922

Frequency: 550 Kc.....Power: 5 Kw.
 Owned.....Transcontinent TV
 Address.....Hotel Lafayette
 Tel.: Washington 3100.....NBC
 Rep.....Peters, Griffin, Woodward, Inc.
 President.....David C. Moore
 Manager.....Van Buren W. de Vries
 Administrative Mgr.....Robert J. Strigl
 General Sales Mgr.....Nat L. Cohen
 Program Director.....Sidney Gaby
 Pub. Dir.....Florence Lafler
 Chief Engineer.....Fred M. Eames
 Owners of: WSVa, Harrisonburg, Va.

WINE—Buffalo—1957

Frequency: 1080 Kc.....Power: 1 Kw
 Owned By.....Western N. Y. Bcstg. Co.
 Address.....13 S. Cayuga Rd.
 Tel.: PLaza 1080.....Independent
 Representative.....Stars, National
 President.....John L. Kluge
 Gen., Comm. Mgr.....A. E. Anscombe
 Publicity Dir.....Lee Howe
 Chief Engineer.....Ernie Bohrkr

WKBW—Buffalo—1925

Frequency: 1520 Kc.....Power 50,000 Watts
 Owned-Operated By.....WKBW, Inc.
 Business Address..Radio Center, 1430 Main St.
 Tel.: GR 5101.....Independent
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Clinton H. Churchill
 Commercial Manager.....Anthony C. Rocco
 Program Director.....Michael Joseph
 Chief Engineer.....Leroy Fiedler

WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Niagara Bcstg.
 Business Address.....2900 Genessee St.
 Tel.: FI 9600.....Independent
 Station Representative.....Walker-Rawalt
 Pres., Ch. Engr.....Gordon P. Brown
 Prog., Pub. Dir.....Mary Lounsbury

WWOL—Buffalo—1946

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Greater Erie Broad. Co.
 Address.....315 Main St.
 Tel.: MO 1200.....Independent
 Representative.....ForJoe
 President.....Leon Wyszatycki
 General Mgr.....Ted Wyszatycki
 Station Mgr.....Herb Resnick

Commercial Mgr.....Allan Baer
 Program Dir.....Rick Bennett
 Sales, Publicity Dir.....Joe Bryan
 Chief Engineer.....Walt Williams

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
 Owned...Wellsboro Corning Bcstg. Adv. Inc.
 Address.....Box 117
 Tel.: 6-7000.....Independent
 Representative.....McGillivray, Inc.
 V.P., Station Manager.....Bob Shaddock
 Comm. Mgr.....Paul E. Carpenter

WCLI—Corning—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Radio Corning, Inc.
 Address.....99 W. First St.
 Tel.: 6-5421.....ABC
 Station Representative.....Donald Cooke, Inc.
 Pres., Gen. Mgr., Pub. Dir...Gordon M. Jenkins
 Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
 Chief Engineer.....Bernard Hamilton

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Radio Cortland, Inc.
 Business-Studio Address.....27 N. Main St.
 Tel.: SK 6-2828.....Independent
 Representative.....Gill-Perna
 President.....Leighton A. Hope
 Gen., Sta., Comm. Mgr.....W. L. Thompson
 Chief Engineer.....Walter Chociy

WFLR—Dundee—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Finger Broad Bcstg.
 Business Address.....110 E. Elm, Penn Yan
 Tel.: 158.....KBS
 President.....Henry Valent
 Gen., Sta. Mgr.....Bob Burnes
 Program Director.....Bob Gordon
 Publicity Director.....Via Fowler
 Chief Engineer.....Harry Decker

WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Lake Shore Bcstg.
 Address.....Willow Rd.
 Tel.: 7756.....KBS
 Station Representative.....Walker-Rawalt
 President.....Simon Goldman
 Sta. Mgr.....Richard H. Burt
 Commercial Manager.....H. Brooks Dawson
 Chief Engineer.....Charles Blohm

WELM—Elmira—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Radio Elmira, Inc.
 Business-Studio Address.....222 E. Market St.
 Tel.: REgent 3-5626.....CBS
 Station Representative.....Burn-Smith
 President.....John S. Riggs
 General Manager.....Keith W. Horton
 Commercial Manager.....Richard Oppenheimer
 Program Director.....Ruth E. Dibble
 Publicity Director.....Ethel O. Parker
 Chief Engineer.....Arthur French

WENY—Elmira—1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Elmira Star-Gazette, Inc.
 Bus.-Studio Address.....Mark Twain Hotel
 Tel.: REgent 4-5181.....NBC
 Representative.....Everett-McKinney
 Secretary.....Thomas V. Taft
 Commercial Mgr.....F. R. Gray
 Station Mgr.....Dale Taylor
 Program Director.....Ted Hodge
 Chief Engineer.....Ed. L. Pettengill

WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc.....Power: 500 W., d.
 Owned.....Elmira Heights-Horseheads Bcstg.
 Bus. Ad.....107 W. Franklin, Horseheads
 Tel.: 9-5422.....MBS
 Station Representative.....Devney
 Pres., Ch. Engr.....Frank P. Saia
 Comm., Sales Prom. Mgr.....Harry Keavin
 Prog. Dir.....Norman Decker
 Publicity Director.....Alan Anthony

WBUZ—Fredonia—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.
 Owned By.....Dunkirk-Fredonia Bcstg.
 Address.....15 E. Main St.
 Tel.: 2-2157.....Independent
 General Mgr.....L. W. Skelly
 Commercial Mgr.....Elmer Reed
 Program Dir.....F. Michaels
 Promotion Mgr.....Joe Bryan
 Chief Engineer.....Ralph Bell

WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Long Island's First Station, Inc.
 Business-Studio Address.....44 So. Grove St.
 Tel.: MA 3-1240.....Independent
 Pres., Gen. Mgr.....Edward J. Fitzgerald
 Asst. Station Manager.....Michael Sands
 Commercial Manager.....H. Robert Reinhard
 Program Director.....A. V. Andersen
 Publicity Director.....Mark Ritter
 Chief Engineer.....Harvey Soper

WOSC—Fulton—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Cassill Radio Corp.
 Address.....W. Bridge & Water, Oswego
 Tel.: 3088.....KBS
 Representative.....Hil F. Best
 President.....Richard C. Mitchell
 General Manager.....Jack Burgess

WKIT—Garden City—1956

Frequency: 1520 Kc.....Power: 250 Watts
 Owned-Operated By.....VIP Radio
 Business Address.....Roosevelt Field
 Tel.: Pioneer 6-6700.....Independent
 President.....Sy Weintraub
 General Manager.....Hy Finkelstein
 Sales Manager.....Harry Greenberg
 Program Dir.....Frank Costa

Publicity Director.....Jeanne Sands
Chief Engineer.....Stan LoPresto

WGVA—Geneva—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Fed. Savings Bldg.
Tel.: GE 6691.....ABC
Representative.....Cooke
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver

WWSC—Glens Falls—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gt. Northern Radio Co.
Address.....13 Warren St.
Tel.: GL 2-6518.....ABC
Pres., Gen. Mgr.....Martin Kazig
Comm. Prom. Mgr.....Frank Costello
Program Dir.....Charles Featherstone
Chief Engineer.....Leroy Fuller, Jr.

WENT—Gloversville—1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Tel.: 4-7175.....CBS
Representative.....Gill-Perna
Pres., Gen., Sta. Mgr.....Joseph H. Tobin
Program, Chief Eng.....Richard Stewart
Sales Prom. Mgr., Pub. Dir.....George Hornidge

WHLI—Hempstead—1947

Frequency: 1100 Kc.....Power: 10 Kw., d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....384 Clinton St.
Tel.: IV 1-8000.....Independent
Representative.....Gill-Perna
Pres., Gen. Mgr.....Paul Godofsky
Comm. Manager.....Joseph A. Lenn
Sales Promotion Manager.....M. N. Godofsky
Prog. Dir.....Jerry Carr
Publicity Director.....John T. Clayton
Chief Engineer.....Frank E. Knaack

WALY—Herkimer-Ilion—1956

Frequency: 1420 Kc.....Power: 1 Kw., d.
Owned.....WALY, Inc.
Address.....Palmer House Hotel
Tel.: TO 6-4220.....Independent
Representative.....Masla
Gen. Mgr.....Melvin E. Whitmire

WLEA—Hornell—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstg. Corp.
Business-Studio Address.....97 Main St.
Tel.: 1420.....MBS
Representative.....Gill-Perna
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr.....G. W. Stidstone
Comm. Mgr.....E. Barnes
Prog. Dir.....Don Jones
Pub. Dir.....Byron Emerson
Chief Engineer.....Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.
Address.....Radio Center
Tel.: 2000.....Independent
Station Rep.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....Sy Dresner
Comm. Mgr.....Sheff Davis
Sales Mgr.....Treach White
Program Director.....Robert Woodell
Pub. Dir.....Cleora M. Carroll
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Orin Lehman, Et Al
Address.....Union Turnpike
Tel.: HU 8-3341.....Independent
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Pub. Dir.....Jennie W. Weaver
Prog. Dir.....J. P. Cranna
Chief Engineer.....Victor J. Schuler

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned.....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Tel.: HA 3-6740.....Independent
Pres., Gen. Mgr.....Edward J. Fitzgerald
Asst. Sta. Mgr., Ch. Engr.....William Naramore
Sales Prom., Pub. Dir.....Ron Armstrong
Program Director.....Joseph J. Moran

WHCU—Ithaca—1921

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business Address.....212 E. State St.
Tel.: 4-6301.....CBS
Gen. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WTKO—Ithaca—1956

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Radio Ithaca, Inc.
Business Address.....113 S. Cayuga St.
Representative.....Forjee
President.....T. K. Cassel
V.P., Gen. Mgr.....E. E. Erdman
Asst., Comm. Mgr.....Joel Fleming
Sales Promotion Manager.....Robert Newman
Program Director.....Ted Hackett
Chief Eng.....Gerald Cushing

WJOC—Jamestown—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address.....415 W. Fourth St.
Tel.: 6-1555.....MBS-KBS
Representative.....Burn-Smith
President, Gen. Manager.....Harold P. Kane
Comm. Mgr.....Richard F. Rose
Prog. Dir.....Edward J. McGrath
Chief Eng.....B. O. Waterman

WJTN—Jamestown—1924

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown
 Tel.: 7151.....ABC
 Representative.....Venard, Rintoul & McConnell
 Pres., Gen., Sta. Mgr.....Simon Goldman
 Commercial Manager.....J. Carl Willems
 Program Director.....George Pflieger
 Publicity Director.....Asmon Hazzard
 Chief Engineer.....Herbert Niklaus

WKNY—Kingston—1939

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kingston Bcstg. Corp.
 Business-Studio Address.....601 Broadway
 Tel.: FE 1-1490.....MBS
 Representative.....Meeker
 President.....Joseph K. Close
 V.P., Gen. Mgr.....Robert M. Peebles
 Commercial Mgr.....Howard M. Shultis
 Program Dir.....Tony Bell
 Prom., Publicity Dir.....Mike Bouche
 Chief Engineer.....John C. Bonse

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Sullivan County Bcstg. Co.
 Address.....Liberty
 Tel.: LI 1680.....Independent
 General Manager.....S. D. Lubin
 Sec'y-Treas.....H. G. Borwick
 Sta., Comm. Mgr.....William B. Orr

WLFH—Little Falls—1952

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walter Gaines
 Business Address.....WLFH Radio Bldg.
 Tel.: 654.....KBS
 Station Representative.....George Hopewell
 Owner.....Walter Gaines
 Ch. Eng.....Barry Frank

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Union-Sun & Journal, Inc.
 Trans-Address.....320 Michigan St.
 Tel.: 3-5944.....Independent
 Newspaper Affil.....Union Sun & Journal
 Representative.....Gill-Perna
 President.....Egbert D. Corson
 General Manager.....William J. Kemble
 Sta., Comm. Mgr.....Joseph A. Pinna
 Sales Prom. Manager.....Jerry Diamond
 Prog. Director.....Tony Allen
 Pub. Dir.....Tom Jolls
 Chief Engineer.....Tom Ceravolo

WICY—Malone—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper By....North Country Bcstg. Co.
 Address.....WICY Bldg.
 Tel.: 1546.....MBS
 Station Representative.....Dore
 Pres., Gen. Mgr.....Mitchell C. Tackley
 Commercial Manager.....Alice M. Pelkey
 Program Director.....Don Paye
 Chief Engineer.....Adolf Stromer

WMSA—Massena—1945

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Business Address.....Central Building
 Tel.: RO 9-3591.....ABC
 Newspaper Affil.....Watertown Times
 Representative.....Weed
 President.....John B. Johnson
 General Manager.....Louis Saff, Jr.
 Station Manager.....Thomas R. McHugh
 Program Director.....James H. Nash
 Publicity Director.....Larry Boyer
 Chief Engineer.....A. Samuel Frazier

WALL—Middletown—1942

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...The Community Bcstg. Corp.
 Business-Studio Address.....62 North St.
 Tel.: DI 3-3119.....Independent
 Station Representative.....McGavren-Quinn
 Pres., Gen. Mgr.....James M. Patt
 Program Director.....Jerry Wax
 Chief Engineer.....Fred Schoelkopf

WVIP—Mt. Kisco—1957

Frequency: 1310 Kc.....Power: 1 Kw., d.
 Owned By.....VIP Radio, Inc.
 Address.....498 Lex. Ave., N. Y. C.
 Tel.: Mt. Kisco 6-5177.....Independent
 Station Rep.....Beckjorden
 President.....Martin Stone
 Gen., Comm. Mgr.....N. A. Andrews
 Program Dir.....E. Robbins
 Promotion Dir.....R. K. Doan
 Chief Engineer.....E. Machanic

WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts, d.
 Owned By.....Radio Wayne Cty.
 Address.....110 E. Union St.
 Tel.: DEerfield 1-1420.....Independent
 President.....J. J. Kaufman
 Gen., Comm. Mgr.....B. Sova
 Program Dir.....B. Paxson
 Promotion Mgr.....T. Barnes
 Chief Engineer.....M. L. Cole

WGNV—Newburgh—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned.....Orange County Bcstg. Co., Inc.
 Business-Studio Address.....161 Broadway
 Tel.: 4600.....Independent
 Pres.....George W. Bingham
 General Mgr.....Joseph Rake
 Program Dir.....Richard H. Raskin
 Comm. Mgr.....Campbell Thompson
 Chief Engineer.....Marvin Siemes

WWES—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Radio Westchester
 Address.....200 North Ave.
 Tel.: NE 6-0800.....Independent
 President.....Martin Stone
 Gen. Comm. Mgr.....Nicholas A. Andrews
 Program Dir.....Thomas C. Paris
 Chief Engineer.....Ernest Mechanic



News Is Preferred...

... by Listeners .. *because it is
dependable as well as interesting.*

***Ap
Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.

WHOM

**TOP-RATED STATION
IN NEW YORK SPANISH HOMES**

91%***

OF THE TIME

*** Pulse
November 1958

WHOM

**136 W. 52nd St., New York
Circle 6-3900**

WABC—New York—1921

Frequency: 770 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....American Bcstg. Co., Inc.
 Business Address.....7 West 66th St.
 Tel.: SU 7-5000.....ABC
 Representative.....John Blair
 President.....Leonard H. Goldenson
 Gen., Sta. Mgr.....Ben Hoberman
 Prom. Mgr., Pub. Dir.....Paul Kasander
 Merchandising Manager.....Jack Dunn
 Program Director.....Myrtle Tower
 Chief Engineer.....Frank Marx

WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Progress Bcstg. Corp.
 Business Address.....136 W. 52nd St.
 Tel.: CI 6-3900.....Independent
 News. Affil.....Il Progresso Italo-Americano
 President, Gen. Manager.....Fortune Pope
 V.P., Sales Mgr.....Charles Baltin
 Program Director.....Ralph Costantino
 Chief Engineer.....George Stelger

The Red Cross Needs



Your Unstinting Assistance

GIVE!

**the
best
way
into
NEW YORK**



WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....7 Central Park West
 Tel.: JU 2-7000.....Independent
 Reps.Katz

President.....J. Elroy McCaw
 General Manager.....H. G. Fearnhead
 Vice-Pres.John Keating
 Sales Mgr.....John D. Kelly
 Prog. Dir.....Mel Leeds
 Publicity Director.....Morty Katz
 Chief Engineer.....P. Von Kunitz

SEE PAGE 100 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**

latest Negro
Pulse* Report
again
establishes

**WLIB**

New York's

NO. 1
NEGRO RADIO STATION

**Based on TOTAL 24 HOUR LISTENERSHIP
to ALL Negro programs (Pulse, October 1958)*

1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station — network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

WLIB is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour and every half-hour.

WLIB—only New York Negro station devoting 87% of its broadcast time to Negro programming.

HARLEM RADIO CENTER · Hotel Theresa · 2090 Seventh Ave. · New York 27 · MO 6-1800

**Pulse—October, 1958*

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By...WBNX Bcstg. Co., Inc.
 Bus.-Studio Address..260 E. 161st St., N. Y. 51
 Tel.: ME 5-0333.....Independent
 RepresentativeA. Lewis King
 President.....A. L. Haskell
 V.P., Sta.-Gen. Manager.....William I. Moore
 Asst. Comm. Mgr.....Edward Betchley
 Prog. Directors.....Frank Johnson, E. Ervin

WLIB—New York—1942

Frequency: 1190 Kc....Power: 1000 Watts d.
 Owned-Operated By.....New Bcstg. Co., Inc.
 Business-Studio Address.....2090 7th Ave.
 Tel.: MO 6-1800.....Independent
 RepresentativeFor Joe
 Pres., Gen. Manager.....Harry Novik
 Program Director.....Nat Rudlich
 Comm. Mgr.....Arthur Harrison
 Sales Prom. Mgr.....Don Pomeranz
 Publicity Dir.....Lou Frankel
 Chief Engineer.....Gordon A. Greenfield

SEE PAGE 321

FOR U. S. RADIO STATION INDEX

SEE PAGE 33

FOR VITAL INDUSTRY STATISTICS

SEE PAGE 53

FOR FCC STATION EXPANSION REPORT

SEE PAGE 57

FOR ALL-AMERICAN FAVORITES OF 1958



2 for 1

WMGM is now the No. 2 station in the No. 1 market. (Sunday through Saturday, 6 a.m. to Midnight, Total Station Audience — Nielsen, Jan.-Feb. 1959)

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any Radio Station in the Greater New York Metropolitan Area.

the liveliest station in town • 50,000 watts

wmgm
RADIO NEW YORK CITY

The Loews Theatres, Inc. Radio Station in New York
1050 kc

400 Park Avenue Phone Murray Hill 8-1000

Represented Nationally by
George P. Hollingbery Co.

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WMGM Bcstg.
 Business-Studio Address.....400 Park Ave.
 Tel.: MU 8-1000.....Independent
 Representative.....Hollingbery
 V.P., Director.....Arthur M. Tolchin
 Assoc. Dir., Prog. Mgr.....Raymond Katz
 Sales Manager.....Samuel Faust
 Asst. Sales Dir.....Vern Hendrickson
 Business Manager.....Morris Sher
 Controller.....Frank Schwartz
 Sales Promotion Director.....John P. Newman
 Dir. Publicity.....Lester Dinoff

WOR—New York—1922

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address.....1440 Broadway
 Tel.: LO 4-8000.....MBS
 Representative.....H-R Reps.
 President.....Thomas F. O'Neil
 V.P., Gen. Mgr.....Robert J. Leder
 Adv. Mgr.....J. A. Yergin
 Sales Manager.....William McCormick
 Adv., Prom. Dir.....Robert Sullivan
 Program Director.....Robert S. Smith
 Program Manager.....Slater Barkentin
 Press & P.R. Dir.....Marvin Camp
 Director of Operations.....Barney Boyle

(See Page 320)

**SEE PAGE 91
 FOR NEWS-WIRE SERVICES**

**SEE PAGE 93
 FOR RESEARCH ORGANIZATIONS**

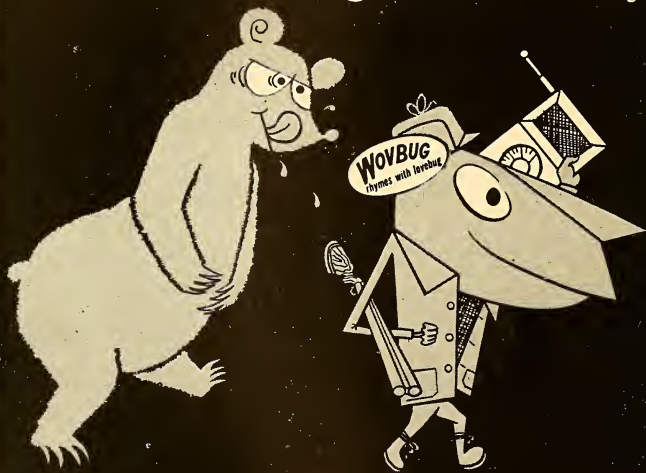
**SEE PAGE 65
 FOR PRODUCTION OF RADIO SETS**

**SEE PAGE 85
 FOR RADIO INDUSTRY FINANCIAL DATA**

wherever they be
it's

WOV
5000
Watts
IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area—427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of

this vital community, WOV is the only radio station in New York that reaches this market in its entirety —and reaches it MORE on every survey made.

A complete factual booklet —“Maximum Sales in the Negro Market of New York”— just completed — is well worth your study. It's yours for the asking.

WOV NEW YORK
Representatives: John E. Pearson Co.

WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....WOV Bcstg. Corp.
 Business-Studio Address.....730 Fifth Ave.
 Tel.: CI 5-7979.....Independent
 Representative.....Pearson
 Exec. V. P., Gen. Manager.....Ralph N. Weil
 V. P., Prog. Director.....Arnold Hartley
 Publicity Director.....R. E. Thompson
 Chief Engineer.....Emile Hill

Sales V.P.....J. V. B. Sullivan
 Dir. Sales Dev.....Henry W. Simmen

WPWO—New York—1957

Frequency: 1330 Kc.....Power: 5 Kw.
 Owned.....Bcstrs. of N. Y.
 Address.....41 East 42nd St.
 Tel.: MU 7-8436.....Independent
 Station Representative..Tele Bcstrs.; Crennan
 President.....H. Scott Killgore
 Station Manager.....Si Lewis
 Chief Engineer.....David R. Pryce

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Debs Memorial Radio Fund
 Business-Studio Address.....117 W. 46th St.
 Tel.: PI 7-0880.....Independent
 Managing Dir.....Henry Greenfield
 Prog. Dir.....George Field

WRCA—New York—1926

Frequency: 660 Kc.....Power: 50 Kw.
 Owned.....National Bcstg. Co.
 Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Station Rep.....NBC Spot Sales
 President.....Robert Sarnoff
 Gen. Manager.....William N. Davidson
 Station Mgr.....Arthur Hamilton
 Bus. Mgr.....Frederick Acker
 Dir. Sales.....Herman Maxwell
 Dir. Operations.....Pete Afte
 Dir. Sales, Market.....Max E. Buck
 Advertising Mgr.....Michael Lannon
 Program Dir.....Steve White
 Publicity-Exp. Mgr.....Alvin J. Slep

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business-Studio Address.....565 Fifth Ave.
 Tel.: YU 6-7000.....Independent
 Station Representative.....Eastman
 Pres. & Gen. Mgr.....R. D. Buckley
 Exec. V.P.....John B. Jaeger

NEW YORK STATE ASSOCIATION OF RADIO and TELEVISION BROADCASTERS

President—Robert J. Leder, WOR-AM-TV, N. Y. C.

1st Vice-Pres.—Paul Adanti, WHEN-AM-TV, Syracuse

2nd Vice-Pres.—H. Stillwell Brown, Rural Radio Network, Ithaca

Secretary—Elliot Stewart, WIBX, Utica

Treasurer—George Dunham, WNBF, Binghamton

MEETINGS:—100 MEMBERS—ELECTIONS:

APRIL & FALL

FALL

Address mail to: c/o President or Secretary

For nearly a million New
York families, for hundreds
of advertisers ... **Nothing**
takes the place of good
music, nothing takes the
place of **WQXR**

Radio Station of The New York Times AM 50,000 watts, and FM

WQXR—New York—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Operated By.....Interstate Bcstg. Co.
 Business-Studio Address.....229 W. 43rd St.
 Tel.: LA 4-1100.....Independent
 Newspaper Affiliation.....Times
 Representative.....Paul H. Raymer
 Chairman of Board.....Arthur Hays Sulzberger
 President.....Orvil E. Dryfoos
 Exec. V.P., Gen. Mgr.....Elliott M. Sanger
 V.P. Sales Mgr.....Norman S. McGee
 Sales Prom. Dir.....Mary Rice Anderson
 Program Director.....Eleanor N. Sanger
 Pub. Dir.....E. "Pat" Hurley
 Chief Engineer.....L. J. Kleinklaus

WWRL—New York—1926

Frequency: 1600 Kc. Power: 5000 Watt
 Owned-Oper. By.....Long Island Bcstg. Corp.
 Business Address.....41-30 58th St., Queens
 Tel.: DE 5-1600.....Independent
 President.....W. H. Reuman
 Gen., Sta. Mgr.....Edith Dick
 Comm., Sales Prom. Mgr.....Selvin Donneson
 Program Director.....Fred Barr
 Publicity Director.....Leon Lewis
 Chief Engineer.....Benton R. Bartlett
 (See Page 548)

WHL D—Niagara Falls—1940

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Earl C. Hull
 Business-Studio Address.....United Building
 Tel.: Butler 4-6464.....Independent
 Representative.....Headley-Reed
 Owner, Gen. Manager.....Earl C. Hull
 Business Manager.....R. J. Manning
 Commercial Mgr.....Earle A. Hamrick
 Program, Sales Prom. Mgr.....Edward F. Joseph

WJLL—Niagara Falls—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper.....Niagara Frontier Bcstg. Corp.
 Address.....Hotel Niagara
 Tel.: BU 5-5796.....Independent
 Representative.....Burn-Smith
 Pres., Gen. Mgr.....Tom W. Talbot
 Program Dir.....Tom Kennedy
 Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Radio Norwich, Inc.
 Address.....14 S. Broad St.
 Tel.: 4-2218.....Independent
 Station Representative.....Devney
 Pres., Gen. Mgr.....William J. Hall
 Asst. Sta., Comm. Mgr.....Philip G. Penfold
 Program Director.....Ivan Hyer
 Chief Engineer.....Wiley R. Bates

WSLB—Ogdensburg—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Seaway Radio
 Address.....2315 Knox St.

Tel.: OG 500.....MBS
 President.....George Bingham
 Gen. Mgr., Ch. Engr.....Thomas E. Leighton
 Prog. Dir.....Flo Beach Rowe

WHDL—Olean—1929

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Address.....3219 W. State Rd.
 Tel.: 2-0161.....ABC
 Newspaper Affiliation.....Times Herald
 Representative.....Everett-McKinney
 Pres., Gen. Mgr.....John R. Henzel
 Sta. Mgr.....John F. Hastings
 Comm. Mgr.....Joseph K. Eade
 Prog. Dir.....Donald McLean
 Publicity Director.....Betty Belleiste
 Chief Engineer.....Wallace D. Taylor

WMNS—Olean—1957

Frequency: 1360 Kc. Power: 1 Kw., d.
 Owned.....Olean Bcstg. Corp.
 Address.....168½ N. Union St.
 Tel.: 2-0157.....Independent
 Station Representative.....Webb
 Pres., Gen. Mgr.....Donald W. Merriman
 Comm. Mgr.....Jim Gleason
 Program Director.....James Colston
 Chief Engineer.....William Potter

WONG—Oneida—1956

Frequency: 1600 Kc. Power: 1 Kw., d.
 Owned-Oper. By.....Madison County Bcstg. Co.
 Address.....238 Main St.
 Tel.: 1600.....Independent
 Representative.....McGillvra
 President.....John J. Geiger
 Station Manager.....Willis A. Bradley
 Comm. Mgr.....Joseph Trela
 Program Director.....Thomas E. Kirwan
 Chief Engineer.....H. B. Reynolds

WDOS—Oneonta—1947

Frequency: 730 Kc. Power: 500 Watts, d.
 Owned-Oper. By.....Ottaway Stations, Inc.
 Bus-Studio Address.....104 Chestnut St.
 Tel.: 2470.....Independent
 Newspaper Affiliation.....Oneonta Star
 Representative.....Radio-TV Reps.
 President.....James H. Ottaway
 General Manager.....Harold E. Graves
 Managing Director.....Francis H. Brinkley
 Comm. Mgr.....Benjamin M. Turnbull
 Program Director.....Jerry Sanders
 Chief Engineer.....William J. Pettit

WEBO—Owego—1957

Frequency: 1330 Kc. Power: 1 Kw., d.
 Owned.....Erdman Bcstg. Co.
 Business Address.....61 North Ave.
 Representative.....ForJoe
 President.....E. E. "Woody" Erdman
 General Manager.....Fred Haggerty
 Commercial Manager.....Matt Cordaro
 Program Director.....Alan Ostrander
 Publicity Director.....Merian Campbell
 Ch. Eng.....Gerald Cushing

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Tel.: GR 5-5200.....Independent
Newspaper Affiliation.....Suffolk Cons. Press
Representative.....Grant Webb
Pres., Gen. Mgr.....W. K. Macy, Jr.
Comm. Mgr., Prom. Mgr.....John Regan
Prog., Pub. Dir.....Jack Ellsworth
Chief Engineer.....Ed Becker

WPAC—Patchogue—1951

Frequency: 1580 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Business Address.....P.O. Box 651
Tel.: GR 5-4600.....Independent
Representative.....Clark
Pres., Gen. Mgr.....Lee Morrison
Station Mgr.....Stan Allan
Comm. Mgr.....Herbert Morrison
Program Director.....Dick Hodkin
Pub. Dir.....Donald Lombardy
Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Address.....Box 188
Tel.: 7-1124.....Independent
Station Rep.....Rambear, Vance, Hopple
Pres., Gen. Mgr., Ch. Eng...Irving E. Cottrell
Commercial Mgr.....Francis V. Lough
Program Dir.....George Birdas

WEAV—Plattsburg—1934

Frequency: 1960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....38 Court St.
Tel.: 1600.....ABC
Representative.....Jack Masla
President.....George F. Bissell
Gen. Mgr.....A. E. Spokes
Commercial Manager.....L. J. Hare
Chief Engineer.....Larry La Panne

WIRY—Plattsburg—1950

Frequency: 1340 Kc.Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address.....301 Cornelia St.
Tel.: 2800.....MBS-KBS
Representative.....McGavren-Quinn
Pres., Gen., Comm. Mgr.Joel H. Scheier
Asst. Gen. Mgr.....Donald L. Pelkey
Program Director.....Betty Kraus
Chief Engineer.....Joseph F. Missick

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address.....Box 90
Tel.: 3-2293.....Independent
Station Representative.....Hopewell
President.....Sidney Sakofsky

Gen. Mgr., Ch. Eng.....Oscar Weim
Publicity Director.....Norbert Ellerin

WPDM—Potsdam—1955

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned-Oper. By...St. Lawrence Radio, Inc.
Address.....Potsdam
Tel.: Colony 7-9464.....Independent
Station Representative.....Forjoe
General Manager.....Frederick G. Hartman
Station Manager.....Eric C. Fields
Sales Promotion Mgr.....James Rogers III
Program Director.....Wayne Parrish
Chief Engineer.....Lloyd G. Howe

WEOK—Poughkeepsie—1948

Frequency: 1390 Kc...Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....Pendell Road
Tel.: GR 1-1500.....Independent
Representative.....Everett-McKinney
President.....Arthur J. Barry
Station Manager.....Frank Breslin
Chief Engineer.....John P. Burke

WKIP—Poughkeepsie—1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business Address.....Nelson House; Box 889
Tel.: GR 1-2300.....ABC
Pres.....George W. Bingham
V.P., Gen. Mgr.....Richard A. Dwelley
Commercial Manager.....Stanley D. Mitchell
Pub., Prog. Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WREM—Remsen—1957

Frequency: 1480 Kc.....Power: 1 Kw.
Owned By...Town & Country Bcstg. Co. Inc.
Business Address.....1 Pine St.
Tel.: 3333.....Independent
Station Representative.....Bernard
President.....Edwin L. Slusarczyk
Gen. Mgr., Ch. Eng.....Gerald W. Prouty
Commercial Manager.....John Perry
Program Director.....Alfred Liberatore
Sales Prom. Mgr.....John Moore

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 1,000 Watts
Owned.....Suffolk Broadcasting Corp.
Address.....1 East Main
Tel.: PA 7-1200.....Independent
Newspaper Affil.Suffolk Consolidated Press
Representative.....Grant Webb
Pres., Gen. Mgr.....William K. Macy, Jr.
Sta. Mgr., Prog. Dir.....John F. Mulcahy
Comm., Sales Prom. Mgr...Laurance I. Nicoll
Chief Engineer.....Edward Becker

WBBF—Rochester—1947

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....339 East Ave.
Tel.: HAmilton 6-8920.....Independent

Representative..Venard, Rintoul & McConnell
 President.....Thomas L. Brown
 General Manager.....Robert S. Kieve
 Chief Engineer.....Vincent Lopopolo

WHAM—Rochester—1922

Frequency: 1180 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Genesee Broadcasting
 Business Address.....201 Humboldt Rd.
 Tel.: HU 2-1160.....NBC
 Representative.....Christal, McDermott
 President.....John S. Riggs
 General Manager.....F. Robert Greene
 Sta., Comm. Mgr.....Arthur W. Kelly
 Program Director.....Edward V. Bryant
 Chief Engineer.....Raymond Lucia

WHEC—Rochester—1925

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned.....WHEC, Inc.
 Bus.-Studio Address.....191 East Ave.
 Tel.: BA 5-3050.....CBS
 Newspaper Affiliation.....Gannett Co.
 Representative.....Everett-McKinney
 President.....Paul Miller
 Gen., Sta. Mgr.....L. H. MacMillan
 Commercial Mgr.....Fred Pestorius
 Program Dir.....Warren Doremus
 Publicity Dir.....Dorothy Cotton
 Chief Engineer.....Howard Mouatt

WRVM—Rochester—1947

Frequency: 680 Kc.....Power: 250 W. d.
 Owner.....Rochester Bcstg. Co.
 Address.....130 S. Clinton Ave.
 Tel.: BA 5-2520.....Independent
 Representative.....Forjoe
 President.....Harry Trenner
 Gen. Mgr.....Thomas H. O'Neill
 Sales Manager.....Charles R. Milne
 Sales Promotion Manager..Bill Weintraub, Jr.
 Chief Engineer.....Al Rubin

WSAY—Rochester—1936

Frequency: 1370 Kc.....Power: 5 Kw.
 Owned-Oper. By..Federal Bcstg. System, Inc.
 Business-Studio Address.....250 E. Ave.
 Tel.: BA 5-4870.....Independent
 Station Representative.....Walker-Rawalt
 Pres., Ch. Eng.....Gordon P. Brown
 Station Director.....John Hill
 Prog., Pub. Dir.....Sybilla A. Reber

WVET—Rochester—1947

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.
 Address.....17 Clinton Ave So.
 Tel.: HA 6-4820.....ABC
 Representative.....Bolling Co., Inc.
 Pres., Gen. Mgr.....Ervin F. Lyke
 Station Manager.....Paul C. Louthier
 Commercial Manager.....Arthur Murrellwright
 Program Director.....Jack Decker
 Publicity Director.....Bill Schubert
 Chief Engineer.....Raymond Jobs

WKAL—Rome—1946

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By...Copper City Bcstg. Corp.
 Business-Studio Address..Capitol Theatre Bldg.
 Tel.: 3616.....MBS
 Representative.....Cooke
 President.....Myron J. Kallet
 General Manager.....Joseph Kallet
 Assistant Mgr.....Alberta Rossi
 Station Mgr.....Richard W. Gessner

WGGO—Salamanca—1957

Frequency: 1590 Kc.....Power: 1 Kw., d.
 Owned.....Alfred B. Smith
 Address.....91 Main St.
 Tel.: 1515.....KBS
 Station Representative.....Continental
 President.....Alfred B. Smith
 General Manager.....Loren F. Bridges
 Chief Engineer.....Dominic Pecora

WNBZ—Saranac Lake—1927

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Upstate Bcstg. Corp.
 Business-Studio Address.....88 Main St.
 Tel.: 1320.....NBC
 Station Rep.....Rambeau, Vance, Hopple
 Pres., Gen. Mgr.....Jacques DeMattos
 Comm. Mgr., Prog. Dir.....Jeanne DeMattos
 Publicity Director.....John F. Delahant
 Chief Engineer.....H. Berwind Williams

WRSA—Saratoga Springs—1957

Frequency: 1280 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Radio Station WRSA
 Business Address.....Box 248
 Tel.: 4300.....KBS
 Station Representative.....Keller
 President.....Lou Tobier
 Gen., Sta. Mgr.....Jack Oranch
 Commercial Manager.....A. F. DeBracco
 Program Director.....Jim Whaley
 Chief Engineer.....Cas Miles

WSPN—Saratoga Springs 1954

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned By.....Spa Broadcasters, Inc.
 Business Address.....71 West Ave.
 Tel.: 2180.....Independent
 Representative.....Richard O'Connell
 President.....Ken Freebern
 Gen., Sta. Mgr.....Robert W. Dingman
 Comm., Sales Prom. Mgr.....Joseph D. Snyder
 Prog., Pub. Dir.....Sheldon E. Bullock
 Chief Engineer.....John Leib

WSKN—Saugerties—1956

Frequency: 920 Kc.....Power: 1000 Watts, d.
 Owned.....VIP Radio, Inc.
 Business Address.....Box 920
 Tel.: CH 6-2822.....Independent
 Representative.....Thomas F. Clark
 Pres., Gen. Mgr.....John P. Lynker
 Comm., Sales Prom. Mgr.....W. Irving Rose
 Program Dir.....Elliot Nevins
 Chief Engineer.....Leroy F. Fuller

WGY—Schenectady—1922

Frequency: 810 Kc.....Power: 50,000 Watts

Owned-Oper. By.....General Electric Co.
 Business-Studio Address....1400 Balltown Rd.
 Tel.: FR 7-2261.....NBC
 Representative.....Henry I. Christal
 President.....Robert Paxton
 General Manager.....J. Milton Lang
 Station Manager.....Robert F. Reid
 Sales Manager.....J. Schmulbach
 Operations Mgr.....Merl L. Galuska
 Sales Prom. Mgr.....Arthur R. Garland
 Program Director.....Donn M. Chown
 Chief Engineer.....W. J. Purcell

Mdsg. & Prom. Mgr.....Edward J. Hill
 Pub. Rel. Dir.....C. F. Phillips
 Chief Engineer.....Vincent Marlin

WSNY—Schenectady—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By....Western Gateway Bcstg.
 Business-Studio Address.....619 State St.
 Tel.: EX 3-3622.....Independent
 Representative.....Forjoe
 Pres., Gen., Sta. Mgr.....Winslow Leighton
 Comm. Manager.....Thomas Seeley

WHEN—Syracuse—1954

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned.....Meredith Syracuse Radio Corp.
 Address.....511 Loew Bldg.
 Tel.: HA 2-0277.....CBS
 Representative.....Katz
 V.P. & Gen. Mgr.....Paul Adanti
 Station Manager.....William H. Bell
 Prom. Mgr., Pub. Dir.....Robert Peel
 Program Director.....John L. Scott
 Comm. Mgr.....Louis Parmentier
 Chief Engineer.....Robert Ardner
 Owners of: KCMO, Kansas City, Mo.; KPHO,
 Phoenix, Ariz.; WOW, Nebraska, Neb.;
 KRMG, Tulsa, Okla.

(See Page 498)

WFBL—Syracuse—1922

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned.....First Broadcasting Corp.
 Bus-Studio Address.....P.O. Box 1390
 Tel.: HA 2-1147.....ABC
 Representative.....Hollingbery
 General Mgr.....Henry P. Wilcox
 Sales Mgr.....Richard F. Polgreen

WNDR—Syracuse—1946

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Syracuse Bcstg. Corp.
 Address.....Box 1212
 Tel.: KI 6-1515.....MBS
 Station Rep.....Forjoe
 General Manager.....Arthur C. Kyle, Jr.
 Comm. Mgr.....James A. McKechnie

**WFBL
 RADIO**

DOMINATES!

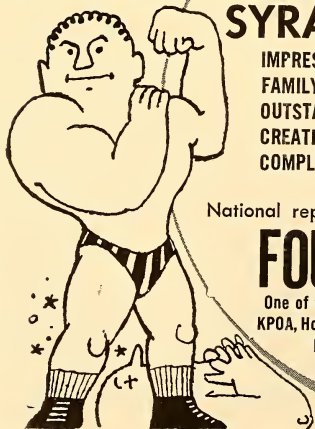
SYRACUSE, NEW YORK

- IMPRESSIVE RATINGS
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including
 KPOA, Honolulu, and the Inter-Island Networks; WTAC,
 Flint, Michigan; and KTVR, Channel 2,
 Denver, Colorado.



WOLF—Syracuse—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Address.....Kirkpatrick & Van Rensselaer Sts.
 Tel.: HA 2-7211.....Independent
 Representative.....Walker
 President, General Mgr...T. Sherman Marshall
 Comm. Mgr.....Al Webb
 Program, Publicity Dir.....Charles A. Shaw
 Chief Engineer.....Don Muir

WSYR—Syracuse—1922

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Business Address.....1030 James St.
 Tel.: GRanite 4-3911.....NBC
 Newspaper Affil. Herald-Journal, Post Standard
 Representative.....Henry I. Christal
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 V.P., Prog. Dir.....William V. Rothrum
 Com. Mgr.....William R. Alford, Jr.
 Prom. Mgr., Pub. Dir.....Lou Switzer
 Chief Engineer.....A. J. Eicholzer

WIPS—Ticonderoga—1955

Frequency: 1250 Kc. Power: 1 Kw., d.
 Owned-Operated By.....Olean Bcstg. Corp.
 Address.....Fort Road
 Tel.: JU 2868.....Independent
 Station Representative.....Webb
 President.....Donald Merriman
 General Manager.....Robert Roddy
 Program Director.....Barry Stigers
 Chief Engineer.....Wayne White

WTRY—Troy—1940

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By.....WTRY Bcstg.
 Business-Studio Address.....92 Fourth St.
 Tel.: AS 4-1100.....CBS
 Representative.....John Blair
 President.....Daniel Kops
 Gen. Manager.....Allan Bengston
 Commercial Mgr.....Lee Ehrlich
 Program Director.....John Mounteer
 Chief Engineer.....Frank Belaska

WIBX—Utica—1925

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By.....WIBX, Inc.
 Business Address.....187 Genesee St.
 Tel.: SWift 7-0220.....CBS
 Reprs.....Meeker
 President.....Margaret Bowen Shepard
 Gen., Sales Prom. Mgr.....Frederic C. Bowen
 Sta. Mgr., Prog. Dir.....Elliott Stewart
 Chief Engineer.....John T. Dowdell

WRUN—Utica—1947

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n
 Owned-Oper. By.....The Rome Sentinel Co.
 Business-Studio Address.....258 Genesee St.
 Tel.: SWift 7-1500.....Independent
 Newspaper Affiliation.....Rome Daily Sentinel
 Representative.....Avery Knodel
 President.....Bradley C. Barnard
 General Manager.....Fritz Updike

Sta., Comm. Mgr.....Richard A. Clark
 Sales Prom., Pub. Dir.....Phil Cameron
 Program Supervisor.....Alan E. Cole
 Chief Engineers.....G. S. Woods, C. F. Henry

WTLB—Utica—1947

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned By.....Star Bcstg. Co.
 Address.....New Hartford, N. Y.
 Tel.: SWift 7-1330.....ABC
 Station Rep.....Venard, Rintoul, McConnell
 President.....Thomas L. Brown
 General Manager.....Harry V. Barker
 Sales Prom. Mgr.....Neil LaGrow
 Program Director.....Dave Sennett
 Chief Engineer.....Peter Narkon

WFAS—White Plains—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Westchester Bcstg. Corp.
 Bus.-Studio Address.....Secor Rd., Hartsdale
 Tel.: WH 9-6400.....Independent
 Representative.....Headley-Reed
 President.....Valentine E. Macy, Jr.
 Gen., Sta. Manager.....Frank A. Seitz
 Program Director.....Randall Kaler
 Sls. Prom., Comm. Mgr.....John Hade
 Chief Engineer.....Jack Pearson

WDLA—Walton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Delaware County Bcstg.

WFAS — Dial 1-2-3**WFAS-FM 103.9 mc.**

**FIRST in Westchester-Rockland
 audience loyalty**

FIRST in Local News Coverage

FIRST in Good Music

FIRST in Public Service

and

TOPS in Results to Clients

Ask for current brochure and
 PULSE Listening Study.

WFAS and WFAS-FM

White Plains, N. Y.

The station for whirl-wind sales action!

WWRL
beamed to sell New York's
2,455,000
Negroes & Puerto Ricans



FREE REPORT

Negro Market in New York
Population Study

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy **WWRL**.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

On the air 24 hours

DE 5-1600

Business AddressWalton
 Tel.: UNderhill 5-4321.....KBS
Station Rep......Rambeau, Vance, Hopple
General Manager.....Michael J. Cuneen
Publicity Director.....Myra Youmans
Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Tel.: SUNset 2-3320.....**Independent**
Representative.....Devney
Pres., Gen. Mgr......G. Harry Righter
Chief Eng......D. Schryver, J. F. Sprague

WWNY—Watertown—1941

Frequency: 790 Kc.....**Power:** 1000 Watts
Owned-Operated By.....The Brockway Co.
Address.....Hotel Woodruff
Newspaper Affil......Daily Times

Representative.....Wood
President.....John B. Johnson
General Manager.....Louis Saffi, Jr.
Station Manager.....Earl R. Kelly
Comm. Mgr......Harold Gore, Jr.
Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....**Power:** 500 Watts, d.
Owned-Oper. By.....Radio Services of Wellsville
Address.....Main St.
Tel.: 727.....**Independent**
Gen. Mgr......Joseph Mumma
Commercial Mgr......J. Craig Cummings
Station Mgr......Robert H. Elliott
Program Dir......Jay Mullen
Chief Engineer.....Clyde L. Shields

WWRL—Woodside—1926

(See New York, N. Y., Page 543)

Pop.: 4,740,000
 Families: 1,224,000
 Radio Homes: 1,198,000

North Carolina

Stations in State: 135
 TV Homes: 995,000
 TV Stations: 17

WRCS—Ahoskie—1947

Frequency: 970 Kc.....**Power:** 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Tel.: 3101.....KBS
President.....Charles H. Jenkins
Manager.....P. G. Sewell

WZKY—Ahoskie—1956

Frequency: 1580 Kc.....**Power:** 250 Watts, d.
Owned By.....Stanley Cty. Bcstg. Co.
Address.....Box 365
Tel.: YUkon 2-1111.....**Independent**
Pres., Gen. Mgr......J. Presson
Commercial Mgr......Nelson Russell
Program Dir......Irma Presson

WABZ—Albemarle—1948

Frequency: 1010 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Tel.: YU 2-1020.....KBS
President.....Staton P. Williams
General Manager.....Mrs. R. G. Varner
Commercial Mgr......Marvin C. Coley
Program Director.....Chas. M. White
Chief Engineer.....John D. Brooks

WGWR—Asheboro—1947

Frequency: 1260 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.....303 E. Salisbury St.
Tel.: 2187.....KBS
Newspaper Affil......Courier Tribune
President.....Roy Cox
Gen., Sta., Comm. Mgr......J. R. Marlowe
Program Director.....A. R. Brown

Sales Prom. Mgr......R. G. Sweeney
Chief Engineer.....Howard Miller

WISE—Asheville—1939

Freq.: 1310 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Operated By.....Radio WISE, Inc.
Address.....92 Haywood St.
Tel.: ALpine 3-5381.....**Independent**
Representative.....Bcst Time Sales
President.....Harold H. Thoms
Sta. Mgr......John Morris

WLOS—Asheville—1947

Freq.: 1380 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
Tel.: ALpine 4-4321.....ABC-NBC
Station Representatives.....P. G. & W. Ayers
Pres., Gen. Mgr......T. A. Eiland
Sta., Comm. Mgr......Dewey Long
Sales Prom. Mgr......Jack Winters
Program Dir......Fred Brown
Chief Engineer.....George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Tel.: ALpine 3-4451.....**Independent**
Representative.....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr......Zeb Lee
Commercial Mgr......Bruce Barnes
Chief Engineer.....Bill Clements

WWNC—Asheville—1927

Frequency: 570 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Asheville Citizen-Times Co.

Business-Studio Address...14 O. Henry Ave.
 Tel.: AL 2-5611.....CBS
 Newspaper Affili.....Citizen, Times
 Representative.....H-R
 President.....Charlie Peace
 Gen., Sta., Prom., Pub. Mgr....Cecil B. Hoskins
 Comm. Mgr.....James A. Hagan
 Program Director.....William F. Melia
 Chief Engineer.....Harvey T. Nations

WBMA—Beaufort—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Ray Cummins
 Address.....Box 156
 Tel.: 2-9401.....Independent
 Owner, Gen. Mgr., Ch. Eng....R. R. Cummins
 Promotion Mgr.....Hilda Cummins

WCGC—Belmont—1954

Freq.: 1270 Kc...Power: 1 Kw., d.: 500 W., n.
 Owner.....Cental Bcstg. Co.
 Address.....Box 629
 Tel.: TA 5-2812.....ABC-MBS
 Representative.....Rambau, Vance, Hopple
 Pres., Gen., Sta., Eng.....Robert Hilker
 Comm. Mgr., Pub. Dir.....Frank Thomas
 Chief Engineer.....Roger Hovis

WATA—Boone—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Address.....Depot St.
 Tel.: AM 4-8461.....Independent
 Manager.....Doris B. Brown
 Secretary-Treasurer.....Roland Potter
 Commercial Manager.....Ralph Tugman
 Program Director.....Jane Smith

WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
 Business Address.....North Broad St.
 Tel.: TU 3-3621.....Independent
 President.....Mrs. Ed. M. Anderson
 Sta., Comm. Mgr.....Bobby Hoyle
 Program Director.....Al Martin
 Publicity Director.....John Anderson
 Chief Engineer.....Baxter Morris, Jr.

WBBB—Burlington—1941

Frequency: 920 Kc.....Power: 5000 Watts d.
 Owned-Operated By..Alamance Bcstg. Co., Inc.
 Business-Studio Address.....Box 1119
 Tel.: CA 6-6376.....MBS-KBS
 Rep.....Thomas F. Clark
 General Manager.....E. Z. Jones
 Comm. Mgr., Prog. Dir.....C. Robert Ray
 Chief Engineer.....Berry Tysor

WFNS—Burlington—1946

Frequency: 1150.....Power: 1000 Watts d.
 Owned.....Burlington-Graham Bcstg. Co.
 Address.....Maple at Broad
 Tel.: CA 7-4261.....Independent
 Representative.....Walker
 Gen., Sta. Mgr.....G. C. Starnes
 Commercial Manager.....Harold Nall

Program Director.....William Diffee
 Sales Prom. Mgr.....Phil Eakin
 Chief Engineer.....Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw., d
 Owned By.....Barry Medlin, Jr.
 Address.....Box 391
 Tel.: MI 8-3588.....Independent
 Representative.....Best
 Gen. Mgr.....Kermit Edney
 Comm. Mgr.....V. Edgar Pressley

WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Village Bcstg. Co
 Address.....Durham Road
 Tel.: 8485.....Independent
 Pres., Gen. Mgr.....Sandy McClamroch
 Asst. to Gen. Mgr.....R. B. Boyd
 Chief Engineer.....Jim Botsford

WAYS—Charlotte—1941

Frequency: 610 Kc.....Power: 5 Kw., 1 Kw. n.
 Owned.....Inter City Adv. Corp.
 Business-Studio Address.....3229 S. Blvd.
 Tel.: JA 3-0121.....Independent
 Representative.....Bcstg. Time Sales
 President.....George W. Dowdy
 Co-ord. Secretary.....H. H. Thoms
 General Mgr.....James P. Poston
 Commercial Mgr.....Ralph Little
 Sta., Publicity Dir.....Howard Mandel
 Program Dir.....Eric Dillon
 Chief Engineer.....E. R. Dekle

WBT—Charlotte—1922

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Jefferson Standard Bcstg.
 Address.....1 Jefferson Pl.
 Tel.: ED 3-8833.....CBS
 Representative.....CBS Radio Spot Sales
 President.....J. M. Bryan
 Gen. Mgr.....Charles H. Crutchfield
 Station Manager.....V. V. Evans, Jr.
 Comm. Manager.....Paul B. Marion
 Program Director.....Bailey Hobgood
 Pub., Sls. Prom. Director.....Ned Burgess
 Chief Engineer.....Thomas Howard

WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Charlotte Radio & TV Corp.
 Business Address.....2520 Toomey Ave.
 Tel.: ED 3-2195.....Independent
 Representative.....Forjee
 Pres., Gen., Sta. Mgr....Francis M. Fitzgerald
 Commercial Mgr.....Ray Ervin

WIST—Charlotte—1951

Frequency: 930 Kc...Power: 5000 d: 1000 n.
 Owned-Oper. By.....Bcstg. Co. of South
 Address.....204 Liberty Life Bldg.
 Tel.: FR 6-3511.....Independent
 Representative.Peters, Griffin, Woodward, Inc.
 President.....B. C. Hipp
 General Manager.....G. R. Shafto

Station Manager.....Ray M. Stanfield
 Commercial Manager.....James S. Pfaff
 Program Director.....Jon A. Holiday
 Chief Engineer.....A. O. Richardson

WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned By.....Queen City Bcstg. Co.
 Address.....2001 Suttles Ave.
 Tel.: EDison 3-1101.....Independent
 Representative.....Masla
 Pres., Gen. Mgr.....T. C. Wood, Jr.
 Program, Chief Eng.....George Webb
 Sales Prom. Mgr.....Joe Vale

WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WSOC, Inc.
 Address.....1925 N. Tryon St.
 Tel.: FR 6-8401.....NBC
 Station Representatives.....H.R.; F-J
 President.....Larry Walker
 General Manager.....Henry Sullivan
 Commercial Mgr.....Byron Smith
 Program Director.....Dewey Drum
 Chief Engineer.....Carl Rust

WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Radio Charlotte, Inc.
 Address.....215 Greystone Rd.
 Tel.: JAcKson 3-1041.....Independent
 Representative.....O'Connell; Reilly; Ayers
 President.....Sherwood J. Tarlow
 Vice Pres.....Allan W. Roberts
 Asst. Gen. Mgr.....John W. Murray
 Station Manager.....Herb Berg
 Operations Mgr.....Art Lawrence
 Sales Prom. Mgr.....Dick Brown
 Commercial Mgr.....John Moore
 Publicity Director.....Bob Jann
 Chief Engineer.....Dave Eccensy

WRRZ—Clinton—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
 Owned.....WRRZ Radio Co.
 Tel.: 2165.....ABC
 Station Rep.....Walker
 Station Manager.....H. D. Stanley
 Sales Prom. Manager.....E. D. Powell
 Program Director.....Jim Ten
 Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1 Kw., d.
 Owned By.....Concord Kannapolis Bcstg. Co.
 Address.....Box 527
 Tel.: ST 2-7115.....KBS
 Station Reps.....Keystone, Southeastern
 President.....Robert R. Hilker
 Gen., Sta. Mgr.....J. Norman Young
 Comm., Sales Prom. Mgr.....C. Claude Gibson
 Program Director.....Nedith Lowry
 Chief Engineer.....Kenneth R. Kennedy

WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....No. Car. Cent. Bcstrs.
 Business Address.....Box 431
 Tel.: 3133.....KBS
 President.....Lofton A. Tart, Sr.
 Sta., Gen. Mgr.....A. Lincoln Faulk
 Commercial Manager.....Carl Lamm
 Sales Prom. Mgr.....John Ciccone
 Program Director.....Rudy Zurlo
 Publicity Director.....John G. Thomas
 Chief Engineer.....Joseph Kotlas

WDNC—Durham—1934

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....The Durham Radio Corp.
 Bus.-Studio Address.....138½ E. Chapel Hill St.
 Tel.: 6155.....CBS
 News, Affil.....Herald Sun
 Representative.....Paul H. Raymer
 President.....C. C. Council
 Gen. Mgr.....J. Frank Jarman
 Comm. Mgr.....Woody Woodhouse
 Prog. Dir.....E. R. Higgins, Jr.
 Chief Eng.....C. Roy King

WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Carolina Radio
 Address.....P. O. Box 28
 Tel.: 2-4681.....Independent
 Station Rep.....Dore; Dora-Clayton
 President.....Robert Monroe
 Gen. Mgr.....James H. Mayes, Jr.
 Comm. Mgr.....Call S. Smith
 Prog. Dir.....Norflely Whitted
 Chief Engineer.....Roy Fullen

WSSB—Durham—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Public Information Corp.
 Address.....Box 1168
 Tel.: 7-1179.....KBS
 Station Rep.....Gill-Perna
 President.....E. L. Clinton
 Sales Mgr.....Coburn Gum

WTIK—Durham—1946

Freq.: 1310 Kc.....Power: 1000 Watts d.; 5 n.
 Owned-Oper. By.....W & W Bcstg. Co.
 Address.....205½ W. Main St.
 Tel.: 6101.....ABC
 President.....C. H. Wentz
 Gen., Sta. Mgr.....H. Tom Morris
 Prog., Pub. Mgr.....Wally Ausley
 Chief Engineer.....Charles Tart

WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Colonial Bcstg. Co.
 Address.....P. O. Box 509
 Tel.: 2178.....KBS
 President.....E. M. Schuman
 Gen. Sta. Mgr.....R. W. Schuman
 Commercial Manager.....R. P. Harrell
 Program Director.....Boyce Williams
 Publicity Director.....Nancy Carson
 Chief Engineer.....Anthony Ostopoff

WCNC—Elizabeth City—1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Albemarle Bcstg. Co., Inc.
 Address... Box 535
 Tel.: 4379... KBS
 Station Rep... Bogner & Martin
 President... J. L. Lamb, Sr.
 Gen. Mgr... J. L. Lamb, Jr.
 Sta. Mgr... Desmond Barclay
 Commercial Manager... C. E. Ferrell
 Program Director... Bill Diggs
 Chief Engineer... Joe Lamb, Jr.

WGAI—Elizabeth City—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By... WGAI Radio Co.
 Business-Studio Address... Kramer Bldg.
 Tel.: 4371... Independent
 Pres., Gen., Sta. Mgr... C. Alden Baker

WBLA—Elizabethtown—1956

Frequency: 1440 Kc. Power: 1 Kw., d.
 Owned... Bladen Bcstg. Corp.
 Address... Box 327
 Tel.: UNION 2-3184... KBS
 Representative... Best
 President... E. Clayton Register
 General Mgr... Chatham C. Clark

WIFM—Elkin—1951

Frequency: 1540 Kc. Power: 250 Watts, d.
 Owned... Tri-County Bcstg. Co. Inc.
 Address... Elk Spur St.
 Tel.: 860... Independent
 President... H. F. Laffoon
 General Mgr... Will Erwin
 Sta. Mgr., Chief Eng... E. G. Smith, Jr.
 Program Director... Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc. Power: 1000 Watts, d.
 Owned... Carolina's Broadcasting Co., Inc.
 Address... Box 492
 Tel.: MA 8-4781... Independent
 President... Cutlar Moore
 Gen., Comm. Mgr... Billy E. Peele
 Chief Engineer... Joseph F. Milazzo

WFAI—Fayetteville—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned By... Ralph E. Hess
 Bus-Studio Address... Box 659
 Tel.: HU 4-6161... CBS-KBS
 Representative... Thomas F. Clark
 President, Gen. Mgr... Ralph E. Hess
 Program, Sta. Mgr... R. Allen Hess
 Comm. Mgr... Bob Smith
 Sales Prom., Publicity Dir... Jim Ratten
 Chief Engineer... Walter Lee Moring

WFLB—Fayetteville—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Fayetteville Bcstrs., Inc.
 Address... P. O. Box 512
 Tel.: 2-7136... ABC

Representative... Burn-Smith
 President... L. W. Allen
 Gen., Sta. Mgr... Jimmy Simpson
 Commercial Manager... Charles Cooper
 Program Director... Hugh Zachary
 Sales Prom. Mgr... John D. Ashford
 Publicity Director... Frances Zahran
 Chief Engineer... Thomas Sox

WFNC—Fayetteville—1940

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Cape Fear Bcstg. Co.
 Address... 1009 William Clark Rd.
 Tel.: HU 4-4181... MBS
 Representative... Walker
 President... Victor W. Dawson
 General Mgr... Norman Suttles
 Comm. Mgr... Robert Nietman
 Program Director... Mack Stamps
 Chief Engineer... Robert Stamps

WBBO—Forest City—1947

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Rutherford Co. Radio Co., Inc.
 Address... Forest City
 Tel.: CHerry 5-4205... KBS
 Newspaper Affil... Courier, Sun
 Pres., Gen., Sta. Mgr... Mrs. Ed. M. Anderson
 Comm. Manager... Fred Blanton
 Program Director... Charles Melton
 Chief Engineer... Merton Iwerks

WFSC—Franklin—1957

Frequency: 1050 Kc. Power: 500 Watts
 Owned By... Macon Cty. Broadcasting Co.
 Business Address... P.O. Box 470
 Tel.: 430... KBS
 President... Henry Bartol, Jr.
 Gen., Sta., Comm. Mgr... Edwin P. Healy
 Program Director... Harold Rogers
 Sales Prom. Mgr... Hugh Hines
 Publicity Director... Nettie Sue Pattillo
 Chief Engineer... F. P. Healy

WFGG—Fuquay Springs—1949

Frequency: 1460 Kc. Power: 1000 Watts a.
 Owned-Oper. By... James F. Flanagan
 Business-Studio Address... Box 588
 Tel.: 333... KBS
 Representative... Continental Radio Sales
 Gen., Sta. Mgr... Robert E. Stephenson
 Comm. Mgr... Walter P. Pearce
 Prog., Pub. Dir... Walter M. Pearson

WGNC—Gastonia—1939

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Catherine T. McSwain
 Address... Box 737
 Tel.: UNiversity 5-8501... ABC
 Representative... Continental Radio Sales
 Gen., Sta. Mgr... Pat McSwain
 Comm. Mgr... Carl S. Rhyne
 Program Dir... Fred Gray
 Chief Engineer... W. C. Groves, Jr.

WLTC—Gastonia—1947

Frequency: 1370 Kc. Power: 1000 Watts d.

Owned-Oper. By... Gastonia Bcstg. Serv., Inc.
Address..... P. O. Box 1010
Tel.: UN 5-1079.....KBS
Representative..... Thomas F. Clark
Pres., Gen., Sta. Mgr...... James B. Petty
Commercial Manager..... Boyce C. Morrow
Program Director..... Alan G. Phillips
Chief Engineer..... Don Voigt

WFMC—Goldsboro—1951

Frequency: 730 Kc.....**Power:** 1 Kw. d.
Owned..... Southern Radio & TV Corp.
Address..... P. O. Box 655
Tel.: RRepublic 4-4211.....KBS
President..... Kenneth T. Marshall
Gen. Mgr., Ch. Eng.... Henry W. Harrison, Jr.
Commercial Manager..... Robert Y. Wooten

WGBR—Goldsboro—1938

Freq.: 1150 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By... E. Carolina Bdcstg. Co., Inc.
Address..... P. O. Box 1024
Tel.: 3700.....ABC
Comm., Gen. Mgr., Pgm. Dir.... V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc.....**Power:** 1000 Watts
Owned..... John Henderson
Address..... 116 W. Mulberry St.
Tel.: 4900.....Independent
General Mgr...... John G. Britt
Comm. Mgr...... William Burwell
Program Dir...... Henry M. Best, Jr.

WBIG—Greensboro—1926

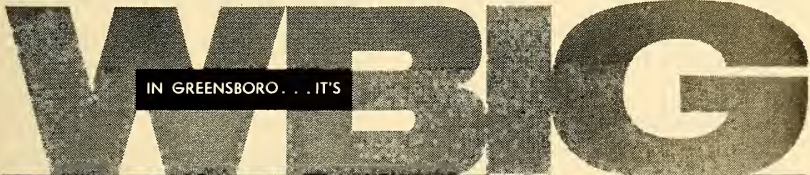
Frequency: 1470 Kc.....**Power:** 5000 Watts
Owned-Oper. By... North Carolina Bcstg. Co.
Studio Address..... 2838 Battleground Rd.
Tel.: BR 2-6125.....CBS
Representative..... George P. Hollingbery
President..... Michaux H. Crocker
Gen., Prom., Sta. Mgr.... Allen Wannamaker
Commercial Mgr...... W. H. Henry
Publicity Director..... Alice Kale
Program Director..... Lloyd Gordon
Chief Engineer..... Ernest C. Pate, Jr.

WCOG—Greensboro—1948

Freq.: 1320 Kc.....**Power:** 5 Kw. d., 1 Kw. n.
Owned & Oper. By... Thomas Radio-TV Ent.
Business-Studio Address... 708 W. Market St.
Tel.: BR 3-6925.....Independent
Representative..... Best, Time Sales
President..... Harold H. Thoms
Sta. Manager..... Terry Bane
Assistant Mgr...... Jim Batts
Comm. Mgr...... Jack Hubbard
Prod. Mgr...... Tom A. Wall
Pub. Dir...... Evelyn Jones
Chief Engineer..... Ansel Atkins

WGBG—Greensboro—1942

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By... Greensboro Bcstg. Co., Inc.
Business-Studio Address..... P. O. Box 2280
Tel.: BR 3-3631.....MBS
Representative..... Burn-Smith
Pres., Gen., Sta. Mgr.... Ralph M. Lambeth



*Greensboro Metropolitan Market Area
ranks —*

1st in the Carolinas

- *In Per Family Sales*
- *In Food Store Sales*

2nd in the Carolinas

- *In Retail Sales*

BASED ON FIGURES FROM 1958
S. M. SURVEY OF BUYING POWER

One of the
South's Pioneer
Stations

(Broadcasting since 1926)



HOLLINGBERY, NATIONAL REPRESENTATIVE

Commercial Mgr. Jack Rimmer
 Chief Engineer Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts
 Owned Guilford Advertising
 Address Box 3488
 Tel.: BR 5-4464 Independent
 Representative Simmons Assoc.
 Pres., Gen. Mgr. William P. Mitchell
 Prog. Dir. Robert L. Montgomery
 Pub. Dir. Ruennel Stewart
 Chief Engineer Jim Stewart

WGTC—Greenville—1940

Freq.: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By Greenville Radio Co., Inc.
 Address 5th & Evans St.
 Tel.: PL 8-2174 Independent
 Representative Devney
 President H. W. Anderson
 Comm. Mgr. J. T. Snowden, Jr.
 Gen. Mgr., Prog. Dir. Joel Lawhon
 Publicity Dir. Kay Lewis
 Chief Engineer Bill Covington

WKDX—Hamlet—1957

Frequency: 1400 Kc. Power: 250 W.
 Owned Richmond Bcstg. Co.
 Address Box 826
 Tel.: 1482 KBS
 Gen. Mgr. W. P. Billingsley
 Comm. Mgr. W. S. Taylor
 Program Director Alex Morrison
 Pub. Dir. Lettys M. Brown
 Sls. Prom. Mgr. W. S. Taylor

WHNC—Henderson—1945

Frequency: 890 Kc. Power: 1000 Watts
 Owned Henderson Radio Corp.
 Address Norlina Road
 Tel.: 7136 KBS-MBS
 Pres., Sales Prom. Mgr. Nathan Frank
 Gen., Sta. Mgr., Pub. Dir. Dr. Clave Frank
 Program Director Mozelle Moore
 Chief Engineer James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By WHVH, Inc.
 Address P. O. Box 1011
 Tel.: 3019 Independent
 Representative Best
 Pres., Gen., Sta. Mgr. Lawrence Brandon
 Program Director Mozelle Moore
 Chief Engineer Howard V. Harrell

WHKP—Hendersonville—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Hendersonville, Inc.
 Address Chimneyrock Rd.
 Tel.: OX 3-9061 KBS
 President Beverly Middleton
 Gen Mgr. Kermit Edney
 Sls. Prom. Mgr. Bob Staton
 Comm. Mgr. Arthur V. Cooley
 Program Director Jimmy Northington
 Chief Engineer Charles Renfrow

WHKY—Hickory—1939

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Catawba Valley Bcstg. Co.
 Address 415 1st Ave., N.W.
 Tel.: DI 5-2294 ABC
 Representative Dora Clayton
 News, Affil. Daily Record
 President Carl V. Cline
 Gen., Sta. Manager Edmund S. Long
 Prog., Pub. Dir. Laura Hall
 Chief Engineer Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By Foothills Bcstg., Inc.
 Tel.: DI 5-2124 Independent
 Representative John E. Pearson
 President Margaret A. Smith
 General Mgr. E. H. Smith, Jr.
 Asst. Mgr., Chief Engr. Elmer Troutman
 Commercial Manager Lee Douglas
 Program Director Mattie I. Padgett

WHPE—High Point—1947

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By High Point Bcstg. Co.
 Business-Studio Address 504½ N. Main St.
 Tel.: 3466 KBS
 Pres., Prog. Dir., Chief Eng. Gary C. Davis
 Comm. Mgr. Hal W. Hicks

WMFR—High Point—1935

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WMFR, Inc.
 Business Studio Address 164 S. Main
 Tel.: 4593 ABC
 Representative Burn-Smith
 Pres., Gen.-Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Sls., Prom., Pub. Dir. G. D. Sullivan
 Program Director Diamond Carter
 Chief Engineer Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned By Charles E. Doss
 Address Box 1448
 Representative Cont. Radio
 Gen., Comm. Mgr. Barton Fellowes
 Program Director Tom A. Wall

WJNC—Jacksonville—1945

Frequency: 1240 Kc. Power: 250 Watts
 Owned Onslow Bcstg. Corp.
 Address Box E, Route 24
 Tel.: 6-7707 MBS-KBS
 Pres., Gen. Mgr. Robert P. Mendelson
 Sta. Manager Rodric L. Jones

WLAS—Jacksonville—1954

Frequency: 910 Kc. Power: 1000 Watts
 Owner Seaboard Bcstg. Corp.
 Address P. O. Box 1197
 Tel.: 3901 Independent
 Gen., Comm. Mgr. Paul Parker
 Chief Eng. Tancil Horne

WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address.....Cannon Blvd.
Tel.: 8700.....Independent
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

**WKMT—Kings Mountain
1953**

Frequency: 1220 Kc. Power: 1 Kw. d.
Owned-Oper. By.....Radio Sta. WKMT
Address.....Cleveland Ave. Ext.
Tel.: 999.....Independent
President.....R. H. Whitesides
Gen., Sta., Comm. Mgr.....Jonas R. Bridges
Sales Prom. Mgr.....Jim Willis
Prog., Pub. Dir.....Doris Bridges
Chief Engineer.....George Patterson

WELS—Kinston—1950

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Farmers Bstg. Service, Inc.
Address.....1312 W. Vernon Ave.
Tel.: 5151.....KBS
Representative.....Bogner & Martin
President.....William S. Page
Gen. Mgr.....Jack P. Hankins
Commercial Mgr.....Richard N. Bowman
Prog. Dir.....W. A. Kikei
Chief Engineer.....Harvey Mewborn

WFTC—Kinston—1937

Frequency: 960 Kc. Power: 5000 d.; 1000 n.
Owned By.....Town Country Worldwide Prod.
Address.....204 East King St.
Tel.: Jackson 3-4111.....ABC
Representative.....Best
President.....Jane Trimmer
General Mgr.....Naseeb S. Tweel
Station Mgr.....J. B. Ham
Program Dir.....David Holliday
Comm., Sales Prom. Mgr.....Olin D. Campbell
Chief Engineer.....David E. Hardison

WISP—Kinston—1954

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Diehl Bstg. Co.
Address.....Oasis Bldg.
Tel.: 6161.....Independent
Representative.....Dora-Clayton
Pres., Gen. Mgr.....E. J. Schuffman

WEWO—Laurinburg—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bstg. Co.
Bus.-Studio Address.....State Bank Bldg.
Tel.: CR 6-2911.....KBS
Sta. Rep.....Dora-Clayton
President.....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Chief Engineer.....Truman N. Brock

WLOE—Leaksville—1946

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By.....WLOE, Inc.
Address.....Boulevard St.
Tel.: MA 3-3118.....MBS-KBS
Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI—Lenoir—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned.....John P. Rabb
Address.....107 West Avenue
Tel.: PL 4-5361.....MBS-KBS
President, Gen. Mgr.....John P. Rabb
Comm. Mgr., Prog. Dir.....F. Kent Atwater
Chief Engineer.....Joe Henderson

WBUY—Lexington—1946

Frequency: 1400 Kc. Power: 5000 W., d.
Owned-Oper. By.....Davidson County Bcstg.
Address.....Box 359
Tel.: CH 6-4110.....KBS
Station Rep.....Hopewell
Co-Owners.....O. G. Hilton-G. M. Hilton
Manager.....Greeley N. Hilton
Commercial Manager.....Dewey Hotchins
Program Director.....Don Matney
Publicity Director.....Iroell Sine
Chief Engineer.....Fred Honeycutt

WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 1000 Watts, d.
Owned.....Lincoln County Bcstg. Co., Inc.
Address.....P. O. Box 430
Tel.: RE 5-8071.....Independent
Pres., Gen. Mgr.....W. Jack Brown
Chief Engineer.....Dennis C. Long

WYRN—Louisburg—1958

Frequency: 1480 Kc. Power: 500 Watts
Owned By.....Franklin Broadcasting Co.
Business Address.....P.O. Box 66
Tel.: GYpsy 6-3105.....Independent
Co-Manager.....J. T. Lane-Geo. E. Peterson
Program Director.....Al Gregg
Publicity Director.....Geo. E. Peterson
Chief Engineer.....Joseph T. Lane

WAGR—Lumberton—1954

Frequency: 1480 Kc. Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....2106 N. Cedar St.
Tel.: Redfield 9-3394.....Independent
Representative.....Rambeau, Vance, Hopple
Pres., Gen. Mgr.....Denzel M. Shaver
Sta., Program Mgr.....Al Kahn
Chief Engineer.....Milton Newsome

WTSB—Lumberton—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Address.....Box 393
Tel.: RE 9-6056.....MBS-KBS
Newspaper Affil.....The Robesonian
Representative.....Continental Radio Sales
President.....J. A. Sharpe, Jr.
Gen. Sta., Comm. Mgr.....A. G. Stanley
Chief Engineer.....William F. Rogers

WMYN—Madison—1957

Frequency: 1420 Kc. Power: 500 Watts
 Owned By.....Mayo Broadcasting Corp.
 Business Address.....Box 311
 Tel.: 9207.....Independent
 President.....J. B. Shelton
 Gen., Sta. Mgr.....B. F. Shelton
 Chief Engineer.....C. L. Rhodes

WBRM—Marion—1949

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By.....Lake City Bcstg. Corp.
 Address.....Box 229
 Tel.: 7221.....Independent
 President.....W. P. Erwin
 Comm. Mgr.....J. C. Pleasant
 Gen., Sta. Mgr.....J. L. Reynolds
 Chief Engineer.....Hubert C. Martin

WMMH—Marshall—1956

Frequency: 1460 Kc. Power: 500 W.
 Owned.....Marshall Bcstg. Co.
 Address.....Skyline Dr.
 Tel.: 3521.....KBS
 President.....C. O. Brazzill
 Gen. Mgr.....Vernon C. McCarthy
 Comm. Mgr.....Dean Shields
 Prog. Dir.....Wanda Crowe
 Chief Engineer.....V. C. McCarthy

WMAP—Monroe—1947

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....Box 590
 Tel.: AT 3-6621.....KBS
 Rep.....Continental
 Gen. Manager.....J. A. Laney
 Business Manager.....W. D. Benton
 Program Director.....Frank Funderburk
 Chief Engineer.....Robert I. Smith

WHIP—Mooresville—1950

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Wayne M. Nelson
 Address.....Mooresville, N. C.
 Tel.: North 3-4301.....KBS
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson
 Comm., Sls., Prom. Mgr.....Mrs. Leona Showmar
 Prog., Pub. Dir.....Buck Mills
 Chief Engineer.....Philip W. Nelson

WMBL—Morehead City—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.
 Address.....Morehead City
 Tel.: PA 6-3188.....KBS
 Representative.....Devney
 Pres., Gen., Sta. Mgr.....Grover C. Munden
 Program Dir.....Fay Merrell
 Chief Engineer.....Walder Niemi

WMNC—Morganton—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By.....Nathan J. Cooper
 Address.....Morganton

Tel.: HE 7-0521.....KBS
 General Mgr.....Nathan J. Cooper
 Comm. Manager.....Hubert J. Powell
 Program Director.....Madelyn Y. Patton
 Chief Engineer.....Frank A. Ballew

WPAQ—Mt. Airy—1948

Frequency: 740 Kc. Power: 10,000 Watts d.
 Owned-Operated By.....Ralph D. Epperson
 Address.....Spring Road
 Tel.: SState 6-6111.....KBS
 Representative.....Thomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Manager.....Lucy Bowman
 Program Director.....Costin Lindsey
 Sales Prom. Mgr.....Dale Gallimore
 Publicity Director.....Jim Shelton
 Chief Engineer.....R. D. Epperson

WSYD—Mount Airy—1951

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.
 Address.....P. O. Box 209
 Tel.: SState 6-2147.....MBS
 Representative.....Best
 Pres., Gen. Mgr., Ch. Eng., Robert H. Epperson
 Commercial Manager.....Erastus F. Poore
 Program Dir.....Elbert Williams

WCVP—Murphy—1958

Frequency: 600 Kc. Power: 1 Kw.
 Owned By.....Cherokee Broadcasting Co.
 Address.....Townsend Bldg.
 Tel.: VERNON 7-2151.....Independent
 Sta. Mgr. Ch. Eng.....Max M. Blakemore
 Comm. Sales Prom.....Glenn Ladd
 Program Director.....Don Gibson

WRRK—Murphy—1958

Frequency: 1390 Kc. Power: 1 Kw.
 Owned By.....J. B. Childress
 Address.....P. O. Box 304
 Tel.: VERNON 7-3210.....Independent
 Gen., Comm. Mgr.....Paul Ridenhour
 Chief Engineer.....Bill Stanley

WHIT—New Bern—1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Ray D. Williams
 Address.....Highway 17, So.
 Tel.: MELrose 7-4450.....MBS
 Representative.....John E. Pearson
 Gen., Sta. Manager.....Ray D. Williams
 Prog. Dir.....Earl Lewis
 Publicity Director.....Evelyn McDavitt
 Chief Engineering.....Bill Dixon

WRNB—New Bern—1953

Frequency: 1490 Kc. Power: 250 Watts
 Owned.....Jefferay Bcstg. Corp.
 Address.....Box 1573
 Tel.: MELrose 7-6144.....KBS
 Rep.....Star National
 Pres., Gen. Mgr.....William W. Jefferay
 Program Dir.....Grover Baker
 Chief Engineer.....Charles Elson

WNCC—Newton—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Newton-Conover Bcstg. Co.
 Business Address.....West "A" St.
 Tel.: IN 4-4041.....KBS
 Pres., Gen., Sta. Mgr.....Earl Holder
 Comm., Sls. Prom. Mgr.....Eugene Henry

**WKBC—North Wilkesboro
 1947**

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Address.....Radio Bldg.
 Tel.: 633.....KBS
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcstg. Corp.
 Address.....P. O. Box 1111
 Tel.: 4167.....Independent
 President.....A. N. Critcher
 General Manager.....James F. Flanagan
 Commercial Mgr.....Hart Curl

WPNC—Plymouth—1958

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned By.....Harry A. Epperson, Sr.
 Business Address.....Highway 64 W.
 General Manager.....Lewis R. Kurtz, Jr.

WMSN—Raleigh—1954

Frequency: 570 Kc.....Power: 500 Watts, d.
 Owned.....Radio WMSN, Inc.
 Address.....649 Maywood Avenue
 Tel.: TE 3-3874.....Independent
 Pres., Gen. Mgr.....John C. Greene, Jr.
 Commercial Mgr.....Jack Hammette
 Program, Publicity Dir.....Helen Greene
 Sales Prom. Mgr.....Charlie Hicks
 Chief Engineer.....Robert Corn

WKIX—Raleigh—1947

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned By.....WKIX Bcstg. Co.
 Address.....P. O. Box 868
 Tel.: Temple 2-5512.....ABC
 Representative.....Hollingbery
 President.....Ralph Price
 General Mgr.....Hugh Holder
 Program Dir.....Alan Browning
 Sales Prom., Publicity Dir.....Chas. Stegall
 Chief Engineer.....Wayne Yelverton

WPTF—Raleigh—1924

Frequency: 880 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radlo Co.
 Business-Studio Address.....Insurance Bldg.
 Tel.: TE 2-8311.....NBC
 Representative, Peters, Griffin, Woodward, Inc.
 Pres., Gen., Mgr.....Richard H. Mason
 Commercial Mgr.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Publicity Director.....Worth White
 Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstg. Co., Inc.
 Bus.-Studio Address.....130 S. Salisbury St.
 Tel.: TE 4-6401.....Independent
 Representative.....H.R.
 President.....A. J. Fletcher
 General Manager.....Fred Fletcher
 Station Manager.....Bill Currie
 Program Director.....Tom Tucker
 Sales, Prom. Mgr.....R. L. Zealy
 Chief Engineer.....Virgil Duncan

WFRC—Reidsville—1947

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Piedmont Carolina Bcstg.
 Business-Studio Address.....Box 990
 Tel.: DI 9-4321.....ABC
 Representative.....Bogne & Martin
 President.....H. T. Williams
 Gen., Sta., Comm. Mgr.....Stephen F. Woodson
 Prog. Dir.....Jerry Huskey
 Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcstg. Co.
 Address.....Box 1349
 Tel.: DI 9-7051.....Independent
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Program Director.....Mrs. Katye P. Oliver
 Sales, Prom. Mgr.....E. M. Hurd
 V.P., Ch. Engineer.....William M. Oliver, Jr.

WKIX

10,000 Watts

850 Kc.

Raleigh, North Carolina

WCBT—Roanoke Rapids—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: WCBT, Inc.
 Address: 251 Roanoke Ave.
 Tel.: 7-2545. MBS-KBS
 Station Rep.: Continental
 Station Manager: J. Winfield Crew, Jr.
 Commercial Mgr.: Donald O. Collins
 Program Director: Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: WAYN, Inc.
 Address: Rockingham
 Tel.: WHiting 5-4041. Independent
 Pres., Gen., Sta. Mgr.: Wayne M. Nelson
 Comm., Sls., Prom. Mgr.: William Futterer
 Chief Engineer: Carl M. Wilson

WCEC—Rocky Mount—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned By: East Carolina Electronics
 Address: P. O. Box 1075
 Tel.: 2-3108. CBS
 Newspaper Affiliation: Telegram
 Representative: Continental
 President: Josh Horne
 Gen., Sta. Mgr.: Mel Warner
 Commercial Manager: Ray Thompson
 Program, Publicity Dir.: Ray Wulkinson
 Chief Engineer: Grover Taylor

WEED—Rocky Mount—1933

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: W. A. Wynne
 Address: Box 752
 Tel.: 6-6736. ABC
 Representative: Burn-Smith
 President: W. A. Wayne
 Gen., Comm. Mgr.: R. E. Horner
 Chief Engineer: Joe R. Morris

WRXO—Roxboro—1949

Frequency: 1430. Power: 1000 Watts d.
 Owned-Operated By: Roxboro Bcstg. Co.
 Address: Box 130
 Tel.: 6013. Independent
 General Manager: H. S. Taylor

WSAT—Salisbury—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: Mid-Carolina Bcstg. Co.
 Business-Address: Drawer 99
 Tel.: MEIrose 3-0621. ABC
 President: Charles H. Wentz
 Sta. Mgr.: Harry L. Welch
 Comm. Mgr.: Catherine Murphy
 Program Director: Gales M. Adkins
 Vice President: E. L. Sherman

WSTP—Salisbury—1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WSTP, Inc.
 Bus.-Studio Address: 1105 Statesville Rd.
 Tel.: MEIrose 6-3811. MBS-KBS

Representative: Walker
 President: Thomas D. Harrell, Jr.
 Prog. Dir.: Ted Austin
 Sales, Prom. Mgr.: Frank Andrews
 Publicity Director: Sylvia Wiseman
 Chief Engineer: Jack Ikner

WEYE—Sanford—1952

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Lee Bcstg. Corp.
 Address: 137 S. Steele St.
 Tel.: SP 4-5561. Independent
 President: Dallas L. Mackey
 Sta. Manager: Mrs. E. Keller
 Commercial Manager: Max Lee
 Program Director: Norris Mayberry
 Chief Engineer: Carey Olive
 Managing Dir.: Joe Morris

WWGP—Sanford—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Sandhills Bcstg. Corp.
 Address: P. O. Box 651
 Tel.: Sanford. KBS
 Newspaper Affiliation: Herald
 Sec'y-Treas.: W. E. Horner
 Gen., Comm. Mgr.: Phil Peterson

WADA—Shelby—1958

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned By: Cleveland County Bcstg. Co. Inc.
 Business Address: Box 227
 Tel.: HUXley 2-1390. Independent
 Pres., Gen., Sta. Mgr.: Boyce J. Hanna
 Commercial Manager: Harold J. Noles
 Program Director: James Price
 Sales, Prom. Mgr.: Charles Moore
 Publicity Director: Fannie Bell Ledford
 Chief Engineer: Kenneth Vassey

WOHS—Shelby—1946

Frequency: 730 Kc. Power: 1000 Watts
 Owned-Oper. By: Western Carolina Radio
 Business Address: 1511 W. Dixon Blvd.
 Tel.: HUXley 7-6313. MBS-KBS
 Pres., Gen. Manager: Robert M. Wallace
 Comm. Manager: Don McLain
 Program, Publicity Dir.: Harold Watson
 Chief Engineer: Edwin A. Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Chatam Bcstg. Co.
 Address: Box 852
 Tel.: SH 2-2135. Independent
 Representative: Best
 Gen., Sta., Comm. Mgr.: L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Carolina Bcstg. Service
 Address: Box 238
 Tel.: WEBster 4-2434. Independent
 President: Ellis C. Barbour
 Gen., Comm. Mgr.: Nathan T. Lassiter
 Program Director: John A. Wall

Sales, Prom. Mgr.....Martha E. Sanders
 Publicity Director.....Bill Kirby
 Chief Engineer.....Henry Best

WEEB—Southern Pines—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned..The Sandhill Community Bcstrs., Inc.
 Address.....135 W. New Hampshire Ave.
 Tel.: OX 2-2941.....ABC-KBS
 Station Rep.Holman
 Pres., Gen. Mgr.....Jack S. Younts
 Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
 Program, Publicity Dir.....Chas. G. Clapp

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
 Owned-Oper. By..Toe River Valley Bcstg. Co.
 Address.....Radio Chalk Mt.
 Tel.: P. 5-4296.....Independent
 Pres., Gen. Mgr.....Tom N. Cooper
 Comm. Mgr.....Jessie G. Sullins
 Program, Chief Eng.....Kenneth Woodard
 Sales Prom. Mgr.....Noland K. Cooper
 Publicity Dir.....William F. Pegg

WDBM—Statesville—1957

Frequency: 550 Kc.....Power: 500 W..d.
 Owned.....Iredell Bcstg. Co.
 Address.....Box 1027
 Tel.: TR 2-2455.....Independent
 President.....Walter A. Duke
 Gen. Mgr.....Clay Cline
 Comm. Mgr.....Earl Carney
 Program Director.....Stan Sanders
 Chief Engineer.....Fred Ostwalt, Jr.

WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Statesville Bcstg. Co.
 Address.....Box 1189
 Tel.: TR 3-9078.....Independent
 President.....A. F. Sams, Jr.
 Gen., Sta. Mgr.....G. M. Allen
 Publicity Director.....W. P. Wooten, Jr.
 Program Director.....James Melvin
 Chief Engineer.....T. K. Abernethy

WMSJ—Sylva—1957

Frequency: 1480 Kc.....Power: 5000 W.. d.
 Owned.....WMSJ, Inc.
 Address.....Box 665
 Tel.: JU 6-2221.....KBS
 President.....Harold H. Thoms
 Gen., Comm. Mgr.....James B. Childress
 Chief Engineer.....Franklin D. R. McClure

WTAB—Tabor City—1954

Frequency: 1370 Kc...Power: 5000 Watts, d.
 Owned-Oper. By.....Tabor City Bcstg. Co
 Address.....Box 605
 Tel.: 3171.....Independent
 President.....John Soles
 Station Manager.....Troy McPherson
 Prom. Director.....John Soles, Jr.

WCPS—Tarboro—1947

Frequency: 760 Kc..... Power: 1000 Watts d.

Owned-Oper....Coastal Plains Bcstg. Co., Inc.
 Bus-Studio Address....Edgecombe Bank Bldg.
 Tel.: TALbot 3-2191.....Independent
 President.....V. E. Fountain
 General Manager.....G. Lee Hodges

WTNC—Thomasville—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned By.....The Thomasville Bcstg. Co
 Address.....P. O. Box 750
 Tel.: 2701.....Independent
 President.....Mrs. George W. Lyles
 Gen., Sta. Mgr.....Harold Harrison
 Chief Engineer.....James McAden

WTYN—Tryon—1954

Frequency: 1580 Kc.....Power: 250 Watts, d.
 Owned.....Polk County Broadcasters
 Address.....Box 1317
 Tel.: UL 6-6755.....KBS
 Gen., Comm. Mgr.....Henry G. Bartol, Jr.
 Prog., Publicity Dir.....Gertrude S. Taylor
 Chief Engineer.....Palmer A. Greer

WADE—Wadesboro—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....R. P. Lyon & Son
 Address.....Radio Bldg.
 Tel.: MY 4-2175.....KBS
 General, Sta. Mgr.....W. P. Billingsley
 Program Director.....Peggy L. Mitchell

WLSE—Wallace—1953

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Duplin Bcstg. Co.
 Address.....Hwy. 117, N.
 Tel.: AT 5-2187.....KBS
 General Manager.....John T. Newman
 Ch. Eng.....Raymond Fields

WHED—Washington—1948

Frequency 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pamlico Bcstg. Co.
 Address.....Box 439
 Tel.: WH 6-3252.....KBS
 Pres., Gen., Sta. Mgr.....W. W. Moore
 Prog. Dir.....George Shriver
 Pub. Director.....W. E. Knight
 Chief Engineer.....Richard Tripp

WRRF—Washington—1942

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
 Owned-Oper. By..Tar Heel Bcstg. System, Inc.
 Bus-Studio Add....Bank of Washington Bldg.
 Tel.: WH 6-2162.....ABC
 Representative.....Headley-Reed
 President.....W. R. Roberson, Jr.
 Station Manager.....William Abeyounis
 Commercial Mgr.....Bob Frowein
 Program Director.....Merrill Daniels
 Chief Engineer.....L. E. Hilland

WHCC—Waynesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Kenneth D. & Margaret F. Fry

NORTH CAROLINA

Business-Studio Address.....Main St.
 Tel.: GL 6-8661.....KBS
 Pres., Gen. Mgr.....K. D. Fry
 Treasurer.....M. F. Fry

**WETC—Wendell-Zebulon
1959**

Frequency: 540 Kc.....Power: 250 Watts, d.
 Owned By.....Wendell-Zebulon Radio Co.
 Address.....Wendell-Zebulon
 Pres., Gen. Mgr.....Lewis V. Parrish
 Program Dir.....Lottie P. Flowers
 Sales Prom., Pub. Dir.....Marshall M. Johnson

WENC—Whiteville—1946

Frequency: 1220.....Power: 1000 Watts
 Owned.....Whiteville Broadcasting Co., Inc.
 Address.....P. O. Box 700
 Tel.: MI 2-2133.....KBS
 Representative.....Thomas F. Clark
 President.....J. A. Maultsby, Sr.
 Station Mgr.....Jerry Honeycutt
 Prog. Dir.....Don Viets
 Pub. Director.....Edna E. Ripple
 Chief Engineer.....Robert F. Crandall

WIAM—Williamston—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....E. Carolina Bcstg. Co.
 Address.....E. Main St.
 Tel.: SW 2-4161.....Independent
 Co.-O., Gen., Comm. Mgr.....Charles M. Gaylord
 Co-O., Sta. Manager.....William H. Farrior

WGNI—Wilmington—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....New Hanover Bcstg. Corp.
 Business Address.....211 N. Second St.
 Tel.: ROger 2-2493.....Independent
 Representative.....Walker
 President.....J. S. Brody
 General Manager.....Allen B. Jones
 Prog. Dir., Chief Eng.....Arthur L. Madeley

WMFD—Wilmington—1935

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....R. A. Dunlea
 Address.....Front & Market Sts.
 Tel.: 3-4064.....ABC
 Representatives.....Burn-Smith, Ayers
 President.....R. A. Dunlea, Jr.
 General Mgr.....George A. Curtis
 Station Mgr.....Robert Hurley
 Sales Prom. Mgr.....Clay McBride
 Program Dir.....Eric Bruton

WKLM—Wilmington—1956

Frequency: 980 Kc.....Power: 5000 Watts
 Oper. By.....Thoms Radio-TV Ent.
 Address.....Insurance Bldg.
 Tel.: ROger 2-4633.....Independent
 Representative.....Bcst. Time Sales
 President.....Harold H. Thoms
 Station Mgr.....Sam Dodd
 Chief Engineer.....Robert Bowden

WGTM—Wilson—1937

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Watson Industries, Inc.
 Bus.-Studio Address.....Herring Ave.
 Tel.: 2188.....CBS
 Representative.....Clark Brown
 President.....Penn T. Watson, Sr.
 Gen., Sta. Mgr.....Penn T. Watson, Jr.
 Commercial Manager.....Chas. B. Goodyear
 Sls., Prom. Mgr.....Mrs. Boland Hodges
 Program Director.....Bill Bunn
 Publicity Director.....Shirley Morris
 Chief Engineer.....Roy Barron

WVOT—Wilson—1948

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Wilson Radio Co., Inc.
 Address.....Highway 301-A
 Tel.: 5157.....Independent
 Representative.....Devney
 President.....H. W. Anderson
 Gen., Sta. Mgr.....Harry Severance
 Comm., Sales Prom. Mgr.....P. O. Barnes
 Program Dir.....Wister Moore, Jr.
 Chief Engineer.....Dan S. Williams

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned.....Laury Assoc., Inc.
 Address.....Box 3119
 Tel.: PA 2-4121.....Independent
 Representative.....Bob Dore
 President.....Robert A. Monroe
 General Manager.....Ranny Daly
 Program Director.....Larry Williams
 Chief Engineer.....L. B. McLamb

WAIR—Winston-Salem—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Forsyth Bcstg. Co.
 Business Address.....46 Miller St.
 Tel.: PA 2-1133.....Independent
 Representative.....Burn-Smith
 President.....J. F. Koons, III
 General Manager.....Harold Calvin
 Commercial Mgr.....Ronald Barrington

WSJS—Winston-Salem—1930

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Piedmont Publishing Co.
 Bus.-Studio Address.....419-21 N. Spruce St.
 Tel.: PA 5-2311.....NBC
 Newspaper Affil.....Journal, Twin City Sentinel
 Representative.....Headley-Reed
 President.....W. K. Hoyt
 V.P., Gen. Mgr.....Harold Essex
 Operations Manager.....Phil Hedrick
 Commercial Manager.....Harry B. Shaw
 Program Manager.....John Comas
 Publicity Director.....Harold Carter
 Promotion Mgr.....Richard Barron
 Chief Engineer.....Leon Lasley

WTOB—Winston-Salem—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.
 Address.....300 S. Stratford

Tel.: PA 3-4353.....CBS-MBS
 Representative...Venard, Rintoul, McConnell
 President, Pub. Dir.....James W. Coan

Gen., Comm. Manager.....Charles Brunt
 Program Director.....Johnny Miller
 Chief Engineer.....James Hoke

Pop.: 696,000
 Families: 189,000
 Radio Homes: 183,000

North Dakota

Stations in State: 19
 TV Homes: 128,000
 TV Stations: 9

KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc.....Power: 1 Kw., d. 250 W., n.
 Owned.....Mandan Radio Assoc.
 Address.....Box 667, Bismarck
 Tel.: CA 3-4116.....Independent
 Representative.....Gill-Perna
 President.....R. C. Johnson
 Station, Prog. Dir.....Dick Johnson
 Comm., Sales Prom. Mgr.....Bob Raser
 Publicity Dir.....Larry Chambers
 Chief Engineer.....Herb Leupp

KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Meyer Bcstg. Co.
 Bus.-Studio Address.....202½ Fourth St.
 Tel.: CA 3-0900.....NBC
 Representative.....John Blair
 Pres., General Manager.....W. A. Ekberg
 Station Comm. Mgr.....R. W. MacLeod
 Program Director.....Stanley Wilson
 Sales Prom. Mgr.....Raymond Isaak
 Chief Engineer.....Ivar Nelson

KQDI—Bismarck—1958

Frequency: 1350 Kc.....Power: 500 Watts d.
 Owned By.....Dakota Musicasters
 Business Address.....117½ N. 5th St.
 Tel.: Capital 3-4447.....Independent
 Station Representative.....Forjoe
 Gen. & Sta. Mgr.....Darrel W. Holt
 Chief Engineer.....William Banks, Jr.

KDLR—Devils Lake—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KDLR, Inc.
 Bus.-Studio Address.....400 12th Ave.
 Tel.: 1090.....MBS-KBS
 Representative.....Hal Holman
 Pres., Gen. Manager.....Bert Wick
 Comm., Mgr.....Paul R. Lange
 Program Director.....Wilbur Clemenson
 Chief Engineer.....Richard Moritz

KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dickinson Radio Assn.
 Bus.-Studio Address.....119 2d Ave. W.
 Tel.: 5133.....KBS
 Representative.....Holman; Hurley
 President.....Dr. P. J. Weir
 Gen.-Sta. Mgr.....Orville F. Burda
 Comm. Mgr.....Ken Gierke
 Prog., Dir.....Lauren Haacke
 Chief Engineer.....Benjamin G. Locherd

KFGO—Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....N. Dak. Bcstg. Co.
 Business-Studio Address.....Box 1610
 Tel.: 2-3291.....ABC
 Representative.....Gill-Perna
 President.....W. R. Haggart
 Gen., Comm., Sales Mgr.....Charles G. Burke
 Program Director.....Chuck Boone
 Chief Eng.....G. Stencien, N. Pederson

WDAY—Fargo—1922

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 Business-Studio Address.....207 North Fifth
 Tel.: 2-3371.....NBC
 Newspaper Affil.....Forum
 Rep.....Peters, Griffin, Woodward, Inc.
 President.....E. C. Reineke
 Station Manager.....Jack Dunn
 General Manager.....Tom Barnes
 Sales Manager.....Bill Burn
 Program Director.....Ernie Brevik
 Promotion Mgr.....Roy Pedersen

KVOX—Fargo—1937

(See Moorhead, Minn. Listing)

KGPC—Grafton—1958

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....KGPC Co.
 Address.....P. O. Box 306
 Tel.: 105.....Independent
 General Mgr.....C. G. Matheson
 Station Mgr.....R. G. Biddick
 Commercial Mgr.....R. Hunt

KILO—Grand Forks—1941

Frequency 1440 Kc.....Power: 1000 d.; 500n.
 Owned-Oper. By.....Grand Forks Herald, Inc.
 Bus.-Studio Address...First Natl. Bank Bldg.
 Tel.: 4-5321.....CBS
 Newspaper Affiliation.....Herald
 Representative...Everett-McKinney, O'Connell
 President.....M. M. Oppegard
 Sta., Comm. Mgr.....Herman Livingston
 Adm. Exec.....Dorothy Ann Kirk
 Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned By.....Community Radio Corp.
 Address.....P. O. Box 1110
 Tel.: 4-4611.....MBS

NORTH DAKOTA-OHIO

Representative.....Rambeau, Vance, Hopple
 President.....Arthur Tweet
 Program Director.....Dave Henley
 Sales Manager.....Robert Lukkason
 Chief Engineer.....David L. Chumley

Representative.....Weed
 Pres., Gen. Mgr.....James M. Pryor, Jr.
 Comm. Mgr.....Hugo Furstenua
 Program Dir.....Jim Johnson
 Sales Prom. Mgr.....Charles Praitt
 Chief Engineer.....Wes Bell

KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Hettinger Bcstg. Co.
 Address.....Lambert Bldg.
 Tel.: 547.....KBS
 President.....Cecil R. Clark
 Manager.....Tom E. Loughead
 Commercial Manager.....Louis Borreman
 Program Director.....Allen McIntyre

KLPM—Minot—1929

Frequency: 1390 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Minot Bcstg. Co.
 Business Address.....320 Third Ave., S.W.
 Tel.: 4-1146.....MBS
 Representative.....Walker-Rawalt
 President.....Ethel H. Cooley
 Gen. Mgr., Ch. Eng.....C. W. Baker
 Comm. Dir., Prog. Dir.....Leslie E. Maupin

KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....James River Bcstg. Co.
 Address.....Box 1170
 Tel.: Clinton 2-2160.....KBS
 Representative.....Devney
 President, Gen. Mgr.....Robert E. Ingstad
 Station Manager.....A. G. Berry
 Comm. Manager.....R. L. Richardson
 Publicity Director.....Tom Bergum
 Program Director.....Bernard H. Langenfeld
 Sales Prom. Mgr.....T. D. Soullis
 Chief Engineer.....Kenneth L. Rich

KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.
 Owned.....Paul Crain et al
 Address.....Box 1291
 Tel.: 7-1124.....Independent
 Representative.....Forjee
 Sta. Mgr.....H. T. "Pete" Searle

KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KSJB, Inc.
 Address.....Box 1271
 Tel.: 1600.....CBS
 Representative.....Weed & Co.
 President.....James M. Pryor, Jr.
 Station Manager.....E. M. Hoge
 Program Director.....James Zimmerman
 Chief Engineer.....Harvey Van Erem

KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOVC, Inc.
 Business Address.....135 Central Ave. S.
 Tel.: 1490.....MBS-KBS
 Representative.....Ed Devney
 Pres., Gen. Mgr.....Robert E. Ingstad
 Comm., Sta. Mgr.....Ed Weeks
 Program Director.....Russ Kaber
 Chief Engineer.....Glen Olson

KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KCJB, Inc.
 Address.....Box 1712
 Tel.: 51-161.....CBS

KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Charles L. Scofield
 Address.....1300 Second Ave. W.
 Tel.: Greenfield 3-3911.....Independent
 Representative.....Holman
 Pres., Ch. Eng.....Chas. L. Scofield
 General Manager.....W. L. Holter
 Comm. Manager.....Bob Miller
 Publicity Director.....J. McGeehan
 Program Director.....Bob Gilbert

Pop.: 9,749,030
 Families: 2,925,000
 Radio Homes: 2,845,000

Ohio

Stations in State: 88
 TV Homes: 2,661,000
 TV Stations: 28

WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Business Address.....40 E. Mill St.
 Tel.: JE 5-6165.....CBS
 Representative.....George P. Hollingbery
 Pres., Gen., Sta. Mgr.....Allen T. Simmons
 Commercial Manager.....Robert B. Wilson
 Sales Promotion Manager.....Dolores Buehrle
 Program Director.....Margaret Bevans
 Publicity Director.....Roger Carter
 Chief Engineer.....Arnold Bock

WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned By.....Summit Radio Corp.
 Address.....853 Copley Rd.
 Tel.: PO 2-8811.....ABC
 Newspaper Affiliation.....Beacon Journal
 Station Representative.....McGavren-Quinn
 President.....S. Bernard Berk
 Gen., Sta. Mgr.....Roger G. Berk
 Comm., Sales Prom. Mgr.....Kenneth M. Keegan
 Program Director.....Bob Wylie
 Operations Manager.....Robert I. Bestian

Chief Engineer.....Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....T. Estabrook & J. Valdes
Address.....41 S. Main St.
Tel.: FR 6-7114.....Independent
Representative.....Avery Knodel
President.....Ted Estabrook
Sec. Treas.....Jack Valdes
Station Mgr.....Harley Lucas
Local Sales Mgr.....George Mamas
Commercial Manager.....Jack Maurer
Production Manager.....Rick Reighard
Program Director.....Joe Mayer
Advertising Manager.....Jean Elliot
Chief Engineer.....Henry Niederkofler

WHKK—Akron—1944

Frequency: 640 Kc....Power: 1000 Watts
Owned-Oper. By.....WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Tel.: BL 3-7101.....MBS
Representative.....Bolling
Pres., Gen. Mgr.....Philip R. Herbert
Program Director.....Adrian (Bud) Cooper
Sales Prom. Mgr.....Glenn Colerider
Chief Engineer.....Andrew D. Smith

WFAH—Alliance—1947

Frequency: 1310 Kc....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub. Co.
Address.....2720 S. Union
Tel.: Talbot 1-1111.....Independent
Representative.....Grant Webb
President.....Mrs. F. A. Hoiles
Sta. Manager.....D. A. Peterson
Commercial Mgr.....Robert A. Gates
Program Director.....Edward D. Krahling
Chief Engineer.....Gene Peterman

WNCO—Ashland—1959

Frequency: 1340 Kc....Power: 250 W.
Owned.....Radio Ashland, Inc.
Business Address.....Ashland Mansfield Rd.
Tel.: 2-1572.....KBS
Station Representative.....Ohio Stations
Pres., Ch. Engr.....Charlie Calhoun
Sta., Comm. Mgr.....Jim Baine
Prog. Dir.....Walt Harrell
Publicity Director.....Leola Barrington

WICA—Ashtabula—1937

Freq.: 970 Kc....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address.....Ashtabula
Tel.: WYman 32-126.....Independent
Newspaper Affil.....Star Beacon
Representative.....Clark
President.....D. C. Rowley
General Manager.....John Colin
Station Manager.....D. W. Fassett
Commercial Mgr.....I. H. Bleasdale
Program Dir.....John Strasen
Chief Engineer.....Frank Bernato

WATH—Athens—1950

Frequency: 970 Kc....Power: 1000 Watts d.
Owned By.....Radio Athens
Business Address.....Box 527
Tel.: 3-1587.....Independent
Station Representative.....Hopewell
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm. Manager.....John Kerr
Sales Promotion Manager.....George Charles
Program Director.....Claudia Bolin

WTRX—Bellaire-Wheeling 1947

Frequency: 1290 Kc....Power: 1000 Watts d.
Owned By.....Ohio Valley Bcstg. Corp.
Business Address.....Hotel McClure Wheeling
Representative.....Burn-Smith
President.....Walter Patterson
Vice President.....Robert K. Richards
Station Manager.....W. K. Greaver
Program Director.....James L. Harper
Chief Engineer.....George Cowen

WOHP—Bellefontaine—1952

Frequency: 1390 Kc....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....East Sandusky St.
Tel.: 2-5796.....Independent
President.....T. M. Nelson
General Manager.....R. K. Wood
Chief Engineer.....Ken Arnold

WTLC—Bowling Green—1954

Frequency: 730 Kc....Power: 250 Watts d.
Owner.....Howard R. Ward
Address.....P. O. Box 105
Tel.: 3-8021.....Independent
Rep.....Venard, Rintoul & McConnell
Pres., Gen. Sta. Mgr.....Howard R. Ward
Chief Eng.....Roy Gallagher

WILE—Cambridge—1948

Frequency: 1270 Kc....Power: 1000 Watts a.
Owned-Oper...Land o' The Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Tel.: 4-5606.....KBS
Pres., Gen. Mgr.....Howard A. Donahoe
Sta., Sales Prom. Mgr.....David C. Lorimer
Commercial Manager.....William F. Robinson
Program Director.....William Coffey
Chief Engineer.....John Nagy

WHOT—Campbell—1955

Frequency: 1570 Kc....Power: 250 Watts d.
Owned-Oper. By.....Myron Jones
Address.....401 N. Blaine Ave., Youngstown
Tel.: RI 6-8464.....Independent
Owner.....Myron Jones
General Manager.....William Fleckenstein
Merchandising Manager.....Bill Aey

WAND—Canton—1947

Frequency: 900 Kc....Power: 500 Watts d.
Owned-Oper. By.....Dover Bcstg.
Business Address.....106 High Ave., N.W.



Gordon Stations — America's LIVELIEST Independents!

WSAI Cincinnati

Leading radio service in America's 17th market . . . 5000 powerful watts now 24 hours a day! Exciting new sound, fast-paced personality shows plus *Instant News* makes WSAI first in programming . . . first in cost efficiency! See Adam Young for the WSAI Story.

KBUZ Phoenix

These fast-climbing Gordon stations cover 80% of all Arizona . . . an exciting, dynamic young region whose booming population already adds up to America's 19th market. Buy the Gordon Group Package and you get the Southwest's best radio buy. Adam Young has the facts!

KCUB Tucson

WSAI—CINCINNATI • KBUZ—PHOENIX
KCUB—TUCSON
WSAI-FM—CINCINNATI • KTYL-FM—MESA

Sold nationally by Adam Young Inc.

SHERWOOD R. GORDON, President



Tel.: GL 6-8396.....MBS
 Station Representative.....Breen & Ward
 General Manager.....W. B. Steis
 Asst. Mgr., Prog. Dir.....Richard L. Doll
 Commercial Manager.....Ace Shaheen
 Merchandising Manager.....Grace Whitmire
 Chief Engineer.....Donald Graff

WCMW—Canton—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Business Address..4601 Hills & Dales Rd., NW
 Tel.: GL 5-9475.....Independent
 Station Representative.....Masla
 President.....S. L. Huffman
 General Manager.....Clark L. Dozer
 Sta. Mgr., Prog. Dir.....Jack Hale
 Commercial Manager.....Dick Bremkamp
 Sales Prom., Pub. Dir.....Joe Saxon
 Chief Engineer.....Al James

WHBC—Canton—1925

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address...550 S. Market St.
 Tel.: GL 6-7166.....ABC
 Newspaper Affil.....Brush-Moore
 Representative...Venard, Rintoul, McConnell
 President.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Paul E. Gilmor
 Sales Prlom. Mgr.....Nancy Rice
 Program Director.....Lee Atwell
 Publicity Director.....Nancy Jones
 Chief Engineer.....John Schen

WBEX—Chillicothe—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Shawnee Broadcasting Co.
 Bus. Address.....Pohlman Rd., Carlisle Hill
 Tel.: Prospect 3-2244.....MBS, KBS
 Representative.....Thomas F. Clark
 President.....Truman A. Morris
 Comm. Mgr.....Alan Batteiger
 Sales Promotion Mgr.....Don W. Hughes
 Program Director.....Mary Morris
 Chief Engineer.....Jerry Ashley

WCHI—Chillicothe—1956

Frequency: 1350 Kc.....Power: 500 Watts
 Owned.....Chillicothe Bcstg. Co.
 Address.....800 Eastern Avenue
 Tel.: PR 4-3385.....Independent
 Representative.....McGillvra
 Co-Owners.....J. H. & A. I. McGillvra
 Station Manager.....George J. Fox
 Chief Engineer.....Carl J. Finger

WSAI—Cincinnati—1923

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By..Consolidated Sun Ray Bcstg.
 Address.....Sinton Hotel
 Tel.: MAin 1-1068.....Independent
 Station Representative.....Young
 President.....William Syk
 V.P., Gen. Mgr.....Howard Eicher
 Nat'l Sales Manager.....Lu Bassett

V.P., Local Sales Manager.....H. O. Parry
 Sales Prom., Pub. Dir.....Marian E. Knight
 Program Director.....Don McCarty
 Chief Engineer.....Jonas Heiser

WCIN—Cincinnati—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Robert W. Rounsaville
 Address.....3301 Beekman St.
 Tel.: MU 1-7600.....Independent
 Representative.....Gill-Perna, Dora-Clayton
 Owner, Gen. Mgr.....R. W. Rounsaville
 Station Manager.....Ralph B. Johnson
 Gen. Sls. Mgr.....John Fulton

WCKY—Cincinnati—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address...Hotel Sheraton Gibson
 Tel.: CH 1-6565.....Independent
 Representatives...Welstead, AM Radio Sales
 Pres., Gen. Mgr., Eng....Chas. H. Topmiller
 Sales Prom. Mgr., Pub. Dir.....R. M. Fleming
 Sec.-Treas.....Jeanette Heinze
 Prog. Dir.....Paul F. Miller

WCPO—Cincinnati—1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Tel.: CA 1-0777.....Independent
 Newspaper Affiliation.....Post-Times Star
 Representative.....John Blair
 President.....Jack R. Howard
 General Manager.....M. C. Watters
 Station Director.....Patrick H. Crafton
 Comm. Manager.....R. Rietman
 Program Director.....Bill Dawes
 Chief Engineer.....Paul Adams

WKRC—Cincinnati—1922

Frequency: 550 Kc..Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Address-Trans.....Hotel Alms
 Tel.: WO 1-0550.....CBS
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 General Manager.....Hubbard Hood
 Gen. Sales Mgr.....R. L. Bevington
 Commercial Mgr.....H. M. Heilbrun
 Program Director.....Ed Kennedy, Jr.
 Sales Prom. Mgr.....John Walsh
 Publicity Director.....Greg Olberding
 Tech. Asst. to Pres.....W. H. Hansher

WLW—Cincinnati—1922

Frequency: 700 Kc.....Power: 50 Kw.
 Owned.....Crosley Bcstg., Corp.
 Address.....140 W. Ninth St.
 Tel.: CH 1-1822.....NBC
 Representative.....NBC Spot Sls.
 Chm. of Board.....James D. Shouse
 Pres., Gen. Mgr.....Robert E. Dunville
 V.P., Sales.....H. P. Lasker
 V.P. Programs.....Al Bland
 V.P., Treas.....K. T. Murphy

Sales Mgr. Scott McLean
 Program Director. Gene Dailey
 Chief Engineer. R. J. Rockwell

WZIP—Cincinnati—1947

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By. Greater Cinn. Radio, Inc.
 Business Address. Vernon Manor Hotel
 Tel.: UNiversity 1-6067. MBS
 Rep. Venard, Rintoul, McConnell; Ohio Sta.
 President. Edward D. Skotch
 Commercial Manager. Len Goorian
 Sales Promo. Mgr. Gloria Glassmeyer
 Program Director. George Wintfers
 Publicity Director. Gittee Bortz
 Chief Engineer. Dick Stapleton

WERE—Cleveland—1948

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By. Cleveland Bcstg. Inc.
 Address. 1501 Euclid Ave.
 Tel.: SU 1-9600. Independent
 Station Rep. Venard, Rintoul & McConnell
 President. Ray T. Miller
 V.P., General Manager. Richard M. Klaus
 Nat'l Sales Mgr. Ed Paul
 Sales Prom., Pub. Dir. Peter Roper
 Production Manager. Bob West
 Chief Engineer. Harry Dennis

WDOK—Cleveland—1950

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By. Civic Bcstrs., Inc.

Address. 1515 Euclid Ave.
 Tel.: MA 1-2890. Independent
 Station Representative. Broadcast Time Sales
 Pres., Gen. Mgr. Frederick C. Wolf
 Sales Prom. Mgr. Jeanne M. Forney
 Prog., Publicity Dir. Norman Wain
 Chief Engineer. Ralph Ouay

WGAR—Cleveland—1930

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Oper. By. Peoples Bcstg. Corp.
 Bus. Address. Hotel Statler
 Tel.: PR 1-0200. CBS
 Representative. Christal
 President. Murray D. Lincoln
 V. Pres., Gen. Mgr. Herbert Evans
 Station Manager. Carl E. George
 Commercial Mgr. Robert E. Forker
 Sales Prom., Pub. Dir. Donald C. Mitrovitch
 Program Director. Robert Smiley
 Chief Engineer. Lloyd Wingard

WHK—Cleveland—1922

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Oper. By. Metropolitan Bcstg. Corp.
 Business-Studio Address. 5000 Euclid Avenue
 Tel.: EXpress 1-5000. Independent
 Station Representative. Eastman
 President. Bernard Goodwin
 Gen., Sta. Mgr. Harvey L. Glascock
 Sales Prom., Pub. Dir. Gary Davis
 Program Director. Gerald Spinn
 Chief Engineer. Ralph H. DeLany

a better "spin" for your money in northern Ohio:

album merry-go-round



Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc. . . . all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

WDOK

1260 kc
 CLEVELAND

WJMO—Cleveland—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned By..... Preston G. Tuschman
 Address..... 2157 Euclid Ave.
 Tel.: SU 1-4424..... Independent
 Rep..... Dora-Clayton; Oakes, Wittig, Devney
 Gen. Mgr., Ch. Eng..... C. C. Courtney
 Program Director..... John Slade
 Publicity Director..... Ron Seman

WJW—Cleveland—1943

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By..... Storer
 Business-Studio Address..... 1630 Euclid Ave.
 Tel.: Tower 1-6080..... NBC
 Newspaper Affil..... Miami Sun
 Representative..... Katz
 President..... G. B. Storer
 Station Manager..... R. P. Merridew
 Program Director..... Bruce MacDonald
 Commercial Manager..... H. Mathews
 Sales Prom., Public. Dir..... J. A. Wyman
 Chief Engineer..... Harold Brinkman

Owners of: WGBS, Miami, Fla.; WJBK, Detroit;
 WSPD, Toledo; WAGA, Atlanta; WWVA,
 Wheeling, W. Va.; WIBG, Philadelphia

KYW—Cleveland—1923

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By..... Westinghouse Bcstg. Co.
 Business Address..... 815 Superior Ave.

Tel.: CH 1-0942..... Independent
 Sta. Representative..... Peers, Griffin, Woodward
 After July 1..... AM Radio Sales
 President..... Donald H. McGannon
 General Manager..... Gordon Davis
 Commercial Manager..... Ed Wallis
 Program Director..... Mark Olds
 Publicity Director..... Charles Getz
 Adv., Sls., Prom. Dir..... Janet K. Byers
 Chief Engineer..... Sid Stadig
 Owners of: WBZ-WBZA, Boston-Springfield,
 Mass.; KDKA, Pittsburgh, Pa.; WOWO, Fort
 Wayne, Ind.; KEX, Portland, Oreg.; WIND,
 Chicago, Ill.

**WSRS—Cleveland Heights
1947**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Friendly Bcstg. Co.
 Address..... 2156 Lee Rd.
 Tel.: ER 1-2005..... ABC
 Representative..... Bob Dore
 President..... Richard Eaton
 Vice Pres..... B. W. Sague
 V.P., Bus. Mgr..... Myron T. Wile
 Sec.-Treas..... George P. Bickford

WBNS—Columbus—1924

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... RadiOhio, Inc.
 Business-Studio Address..... 33 N. High St.

More buyers for your dollar

on **WJW**
RADIO
CLEVELAND

Because

**WJW puts the BEST signal into the great
 Cleveland and Northeastern Ohio market.**

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

WJW

5000 WATTS
 BASIC NBC
 850 KC



CLEVELAND

a Storer operation

**1630 EUCLID AVE.
 TOWER 1-6080**

represented nationally
 by the Katz Agency

OHIO

Tel.: CA 4-9265.....CBS
 Representative.....John Blair
 Station Manager.....Richard A. Borei
 Commercial Manager.....W. I. Orr
 Sales Prom. Director.....Jim Yernan
 Program Director.....Parke Blanton
 Publicity Director.....M. Babington
 Chief Engineer.....Lester H. Natzger

WCOL—Columbus—1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Air Trails, Inc.
 Business-Studio Address.. E. Broad & Young St.
 Tel.: CA 1-4581.....ABC
 Newspaper Affil...Lancaster Eagle-Gazette,
 Representative.....H.R. Reys., Inc.
 President.....Charles Sawyer
 Exec. V.P., Gen. Mgr.....J. P. Williams
 V. P.....Alexander Buchan
 Manager.....Collis A. Young

WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts
 Owned By.....North American Bcstg. Co.
 Address.....Southern Hotel
 Tel.: CApital 1-1354.....Independent
 Representative.....Broadcast Time Sales
 Pres., Gen. Mgr.....William R. Mnich
 Program, Publicity Dir.....Harv Morgan
 Sales Prom. Mgr.....Mrs. Georgia Bartoe
 Chief Engineer.....John D. Brookbank

WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Columbus
 Business-Studio Address.....22 East Gay St.
 Tel.: CA 4-1271.....MBS
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 Gen., Sta., Comm. Mgr.....Sam T. Johnston
 Sales Prom., Prog. Dir.....Robert Adkins
 Publicity Director.....Ruth Dillon
 Chief Engineer.....Eugene Calfone

WVKO—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sky Way Bcstg. Corp.
 Address.....274 S. 3rd St.
 Tel.: CA 1-5247.....Independent
 Representative...Venard, Rintoul & McConnell
 Gen., Sta. Manager.....Bert Charles
 Comm. Manager.....William Selander
 Sales Prom. Mgr.....Robert O. Nixon
 Publicity Dir.....Betty J. Speaks
 Chief Engineer.....William Hammett

WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coshocton Bcstg. Co.
 Business-Studio Address.....114 N. 6th St.
 Tel.: MAn 2-5432.....Independent
 Station Representative.....Webb
 Pres., Gen. Mgr.....F. Bruce Wallace
 Comm., Sales Prom. Mgr.....Arthur E. Jost
 Prog., Pub. Dir.....Hugh G. Williams
 Chief Engineer.....Hermen L. Philabaum

WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned.....WAVI Bcstg. Corp.
 Address.....1428 Cincinnati St.
 Tel.: Baldwin 4-1137.....Independent
 Station Rep.....Bcst. Time Sales
 Pres., Gen. Mgr.....Harry K. Crowl
 National Sales Director..Kenneth D. Caywood
 Commercial Manager.....Guy Wadsworth
 Sales Prom., Prog. Dir.....Dewitt Campbell
 Chief Engineer.....Charles Dreher

WHIO—Dayton—1935

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Miami Valley Bcstg. Corp.
 Business-Studio Address. 1414 Wilmington Ave.
 Tel.: MA 6581.....CBS
 Representative.....Hollingsbery
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Merchandising Manager....W. E. Wolaver
 Nat. Sls. Mgr.....Wade H. Alley
 Prom. Director.....Chuck Gay
 Asst. to Gen. Mgr.....Harvey R. Young

WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Great Trails Bcstg. Co.
 Business-Studio Address.....121 N. Main St.
 Tel.: BA 2-3773.....ABC
 News. Affil.....Lancaster Eagle-Gazette
 Station Representative.....Eastman
 President.....Charles Sawyer
 General Manager.....Dale Moody
 Commercial Manager.....O. Eugene Rahn
 Sales Prom. Mgr.....Larry Marker
 Program Director.....George Dunlevy
 Chief Engineer.....Howard Ryan

WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Skyland Bcstg. Corp.
 Address.....380 West First St.
 Tel.: BA 4-6501.....Independent
 Representative.....Headley-Reed
 Pres., Gen. Manager...Ronald B. Woodyard
 Station Manager.....Dorothy Tatum
 Nat'l Sales Manager.....C. J. Thornquest
 Commercial Manager.....Louis G. Froelich
 Chief Engineer.....Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....P. O. Box 278
 Tel.: 3-2226.....Independent
 Representative.....Devney
 V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Dover Broadcasting Company, Inc.
 Address.....210 Boulevard
 Tel.: 4-2126.....KBS
 Station Representative.....Breen & Ward

President.....Agnes J. Reeves Greer
 Asst. Station Manager.....Sal Butera
 General Manager.....W. B. Steis
 Commercial Manager.....E. A. Barr
 Sales Prom. Mgr.....Norm Witherspoon
 Program Director.....Jim Shipley
 Publicity Dir.....Grace Whitmire
 Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....East Liverpool Bcstg. Co.
 Business Address.....P.O. Box 760
 Tel.: FUlton 5-1490.....ABC
 Representative.....Grant Webb
 President, Gen. Manager.....Richard V. Beatty
 Station Manager.....R. E. Metcalfe
 Comm., Prom. Mgr.....George T. Farrall
 Prog. Director.....James Lowery, Jr.
 Chief Engineer.....George Kelly

WEOL—Elyria-Lorain—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
 Address.....Elyria Savings and Trust Bldg.
 Tel.: FA 2-3761.....Independent
 Newspaper Affil.....Chronicle-Telegram
 President.....O. B. Schoepfle
 General Mgr.....Paul Nakel
 Program Dir.....Dick Barrett
 Chief Engineer.....Hugh Coburn

WFIN—Findlay—1941

Frequency: 1330 Kc.....Power: 1000 Watts, d.
 Owned.....Findlay Publishing Co.
 Address.....101½ West Sandusky St.
 Tel.: GA 2-4545.....Independent
 Representative.....Clark, Ohio Rep.
 President.....R. L. Heminger
 Gen., Sta., Comm. Mgr.....H. H. Heminger
 Sales Prom. Mgr., Pub. Dir.....Allen Dudley
 Program Dir.....Clyde Johnson
 Chief Engineer.....Edgar Smith

WFOB—Fostoria—1952

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Seneca Radio Corp.
 Business Address.....Box 589
 Tel.: HE 5-5666.....Independent
 Station Rep.....Webb; Ohio Stations
 President.....Andrew Emerine
 Gen., Sta. Mgr.....Melvin L. Murray
 Commercial Mgr.....Roger V. Wise
 Program Director.....Lowell Fiedler
 Chief Engineer.....Carl Barry

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wolfe Bcstg. Corp.
 Address.....905 W. State St.
 Tel.: FE 2-3951.....Independent
 Representative.....Hil F. Best
 President.....Robert F. Wolfe
 Managing Director.....R. C. Force

WJEH—Gallipolis—1950

Frequency: 990 Kc.....Power: 1 Kw., d.

Owned-Oper. By.....Ohio Valley on the Air, Inc.
 Business Address.....Portsmouth Rd.; Box 244
 Tel.: Gibson 6-3543.....KBS
 Representative.....Sears & Ayer
 President.....John E. Halliday
 Gen., Comm. Mgr.....Marianne B. Campbell
 Publicity Director.....J. Sherman Porter
 Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fort Hamilton Bcstg. Co.
 Bus. Studio Address.....Second Natl. Bank Bldg.
 Representative.....Rambeau
 President.....Robert J. Briede
 General Manager.....Robert L. Odson
 Sta. Mgr., Prog. Director.....Norm Keller
 Ass't Gen. Mgr., Comm. Mgr.....Ray Molley

WSRW—Hillsboro—1956

Frequency: 1590 Kc.....Power: 500 W., d.
 Owned.....Highland Bcstg. Co.
 Address.....Box 176
 Tel.: HI 1590.....KBS
 Representative.....Continental
 Gen. Mgr.....Willard Parr, Sr.
 Comm. Mgr.....Robert Martin
 Prog. Dir.....Gene Brent

WIRO—Ironton—1951

Frequency: 1230 Kc.....Power: 250 Watts
 Owner.....Iron City Bcstg. Co.
 Address.....Radio Plaza
 Tel.: 360.....MBS
 Station Representative.....Best
 Pres., Ch. Eng.....C. A. Baker
 Gen., Sta. Mgr.....C. E. McElroy
 Commercial Manager.....Joe Klarke
 Program Director.....Marlene Ferguson

WLMJ—Jackson—1953

Frequency: 1280 Kc.....Power: 1 Kw., d.
 Owned.....Radio Jackson, Inc.
 Address.....Court & Broadway
 Tel.: 850.....KBS
 Representative.....McGavren-Quinn
 Pres., Gen. Mgr.....J. E. Willis
 Program Director.....Bill Dawson
 Chief Engineer.....William McCartney

WHOK—Lancaster—1948

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Hocking Valley Bcstg. Corp.
 Address-Trans. Loc.....Memorial Dr.
 Tel.: OL 3-4373.....Independent
 Pres., Gen. Mgr.....Nelson Embrey
 Comm. Manager.....Mark Lucas
 Program Dir.....Eleanor J. Blazer
 Chief Engineer.....Charles B. Houston

WIMA—Lima—1948

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
 Business-Studio Address.....223 N. Main St.
 Tel.: CA 3-2060.....ABC

Representative H.R.
 President..... G. E. Hamilton
 General Manager..... R. W. Mack
 Sta., Comm. Mgr..... C. B. Heller
 Program Director..... Charles Grady
 Chief Engineer..... Bill Harrison

WCLW—Mansfield—1957

Frequency: 1570 Kc.....Power: 250 Watts, d.
 Owned By..... Mansfield Bcstg. Co.
 Address..... 791 McPherson St.
 Station Rep..... Devney
 Pres., Gen. Mgr..... F. Eckhardt
 Commercial Mgr..... D. Holzapfel

WMAN—Mansfield—1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... 144½ Park Ave. W.
 Tel.: LA 4-2211..... ABC
 Representative... Venard, Rintoul & McConnell
 Pres., Gen. Sta., Sls., Comm. Mgr. J. M. O'Hara
 Prog.-Pub. Dir..... Robert James
 Chief Engineer..... William Morrison

WMOA—Marietta—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned..... Marietta Broadcasting Corp.
 Address..... P. O. Box 594
 Tel.: FR 3-7527..... MBS
 Station Representative..... Devney
 Gen. Sta. Mgr..... R. Sanford Guyer
 Commercial Manager..... Robert L. Guyer
 Sales Prom. Mgr..... John Cigna
 Program Director..... Leah R. Thorla
 Publicity Director..... Charles Weis
 Chief Engineer..... Charles E. Clark

WMRN—Marion—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... The Marion Bcstg. Co.
 Bus. Address..... 1490 N. Main St.; Box 518
 Tel.: 3-1131..... ABC
 Pres., Gen. Mgr..... Robert T. Mason
 Commercial Manager..... Arthur L. Martin
 Sales Prom. Mgr..... Virginia Lynch
 Prog. Dir..... Madge Cooper
 Chief Engineer..... Francis Joseph Peters

WTIG—Massillon—1957

Frequency: 990 Kc.....Power: 250 W., d.
 Owned..... Massillon Bcstg. Co.
 Address..... Box 573
 Tel.: TE 2-5023..... KBS
 President..... Joel W. Rosenblum
 Station Mgr..... Nick Barry
 Comm. Mgr..... Richard J. Scholem
 Program Dir..... Ted Wesley
 Chief Engineer..... Joseph Kish

WPFB—Middletown—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
 Owned-Operated By..... Paul F. Braden
 Business Address..... Coles Road
 Tel.: GA 2-3625..... Independent
 Station Representative..... Breen & Ward
 General Manager..... Paul F. Braden
 Sta. Mgr..... Tom Hogan

Commercial Manager..... J. H. LeMoyné
 Sales Promotion Manager..... Charles Reeder
 Program Director..... Ray Iglehart, Jr.
 Publicity Director..... Gerry Iglehart
 Chief Engineer..... Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By..... Mt. Vernon Bcstg. Co.
 Business Address..... Coshocton Rd.; Box 390
 Tel.: EX 2-0946..... Independent
 Pres., Gen. Mgr..... Mrs. Charles M. Zelkowitz
 Commercial Manager..... Lewis Wagoner
 Program Director..... Stephen Zelkowitz
 Publicity Director..... George Bennett
 Chief Engineer..... Rudy Maxwell

WCLT—Newark—1947

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By..... WCLT Radio Inc.
 Address..... 25 West Main St.
 Tel.: FA 4-0071..... Independent
 Representative..... Meeker Associates
 Pres., Gen. Mgr..... Thomas A. Rogers
 Commercial Mgr..... Robert Pricer
 Program Director..... Arnauld Fleming
 Chief Engineer..... Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned..... Somerset Broadcasting Co.
 Address..... 102 S. Park Place
 Tel.: EL 2-3155..... Independent
 Representative..... Devney, Inc.
 Gen. Sta. Mgr..... Carl R. Lee
 Comm., Sales Prom. Mgr..... Harry Griffiths
 Program Director..... Elwood Thompson
 Publicity Director..... James Ahlstrom
 Chief Engineer..... Carl R. Lee

WPTW—Piqua—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper... Miami County Bcstg. Co., Inc.
 Address-Trans..... 1625 Covington Ave.
 Tel.: PR 3-3513..... KBS
 Pres..... Richard E. Hunt
 Gen. Mgr., Chief Eng..... Lewis M. Shroyer
 Commercial Mgr..... Mrs. Eleanor Mills
 Program Dir..... Frances Shroyer

WNXT—Portsmouth—1951

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By... Portsmouth Bcstg. Co.
 Address..... Masonic Temple Bldg.
 Tel.: EL 3-1161..... ABC
 Representative..... Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director..... Phil Phillips
 Publicity Director..... Thelma Henderson
 Chief Engineer..... Russell Newman

WPAY—Portsmouth—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..... Paul F. Braden
 Address..... 1009 Gallia St.
 Tel.: EL 3-5176..... CBS
 Station Rep..... Breen & Ward; Reilly
 General Manager..... Paul F. Braden
 Sta., Sales Prom. Mgr..... O. T. Dresbach

Commercial Manager..... J. H. LeMoyne
 Program Director..... John T. Baker
 Chief Engineer..... Maurice L. Myers

Tel.: CH 2-4321..... MBS
 Representative..... Weed
 President..... John L. Booth
 Gen., Comm. Mgr..... Sonne Miller
 Program Director..... Ted Barbone
 Chief Engineer..... Robert Sowers

WLEC—Sandusky—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Lake Erle Bcstg. Co.
 Address.....Box 1209
 Tel.: MA 6-2000.....MBS
 Representative.....Hal Holman
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Louis Mahla
 Sales Promotion Manager.....Bette Wohler
 Program Director.....Robert Hinners
 Chief Engineer.....Jay Leibach

WSPD—Toledo—1921

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Broadcasting Co.
 Bus. Address.....1177 Kane Concourse, Miami
 Tel.: CH 8-6201.....NBC
 Newspaper Affil.....Miami Beach Sun
 Representative.....Katz
 President.....George B. Storer
 Managing Director.....Reggie Martin
 Nat. Sales Manager.....Emerson Kimble
 Sales Prom., Pub. Dir.....James W. Rowe
 Program Director.....E. C. Kutz
 Chief Engineer.....William M. Stringfellow
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;
 WAGA, Atlanta; WJW, Cleveland; WWVA,
 Wheeling, W. Va.; WIBG, Philadelphia

WBLV—Springfield—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Champion City Bcstg. Co.
 Address.....Chamber of Commerce Bldg.
 Tel.: FA 3-4676.....Independent
 Representative.....Thomas F. Clark
 President.....R. Stanley Lucas
 General Manager.....R. L. Yontz
 Commercial Manager.....Paul S. Kintzel
 Program Director.....James W. Bissey
 Chief Engineer.....Carl Egbert

WTOL—Toledo—1938

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Bcstg. Co.
 Trans.-Address.....Bell Bldg.
 Tel.: CH 3-3291.....ABC
 Station Representative.....Gill-Perna
 President.....Frazier Reams
 Gen.-Station Mgr.....Thomas S. Bretherton
 Commercial Manager.....Douglas Tabner
 Program Director.....Robert Krieghoff
 Chief Engineer.....Harold Holmes

WIZE—Springfield—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Voice of Springfield
 Trans. Address.....117 W. High St.
 Tel.: FA 3-4955.....ABC
 Representative.....H. R. Representative, Inc.
 President.....Charles Sawyer
 Executive Vice-President.....J. P. Williams
 Vice-President.....Alex Buchan
 Station Mgr.....Ernest A. Gudridge
 Program Director.....Frank Prater
 Chief Engineer.....Victor L. Bushong

WHHH—Warren—1941

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned By.....Warren Tribune Radio Sta., Inc.
 Business Address.....Second National Bldg.
 Tel.: EXpress 2-2529.....Independent
 Newspaper Affiliation.....Tribune Chronicle
 Station Rep.....Rambeau, Vance, Hopple
 President.....Helen Hart Hurlbert
 Gen. Mgr., Ch. Engr.....Robert E. Hardy
 Program Director.....John Peterson

WSTV—Steubenville—1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Bus.-Studio Address.....Exchange Realty Bldg.
 Tel.: AT 2-6265.....MBS
 Representative.....Avery-Knodel
 Pres.....Jack N. Berkman
 Exec. V.P., Gen. Mgr.....John J. Laux
 Vice President.....Fred Weber
 Sta., Comm. Mgr.....Louis Shapiro
 Chief Engineer.....Charles S. Shepherd

WCHO—Washington Court House—1952

Frequency: 1250 Kc.....Power: 500 Watts d.
 Owned By.....W. N. Nungesser
 Address.....113½ S. Main St.
 Tel.: 5-6211.....KBS
 Representative.....Hil F. Best
 Pres., Gen. Mgr., Chief Eng.....W. N. Nungesser
 Comm., Sales Prom. Mgr.....R. L. Anderson

WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts
 Owner.....Midwestern Bcstg. Co.
 Address.....2965 Pickle Rd
 Tel.: OX 3-6576.....Independent
 Representative.....Pearson
 Station Mgr.....Sam W. Sloan
 Comm. Manager.....William C. Wester
 Program Director.....George M. Mishler
 Chief Engineer.....George D. Stearns

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 W., d.
 Owner.....Hi Kinco Bcstrs.
 Address.....Box 67
 Tel.: PI 2781.....Independent
 Station Mgr.....Art Layne
 Gen., Comm. Mgr.....Warren W. Cooper

WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Booth Broadcasting Co.
 Business Address.....320 Davis Bldg.

WKOY—Wellston—1953

Frequency: 1330 Kc.....Power: 500 Watts d.

OHIO-OKLAHOMA

Owned-Operated By.....Court House Bcstg.
Address.....P. O. Bo. 190
Tel.: WE 546.....KBS
Representative.....Hil F. Best
General Manager.....Parks Robinson
Station Mgr.....Kenneth Williams

WWST—Wooster—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Address.....Route 30
Tel.: 3-5075.....KBS
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty

WRFD—Worthington—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned.....Peoples Broadcasting Corp.
Address.....Worthington
Tel.: TU 5-5342.....Independent
Representative.....Gill-Perna
General Manager.....Herbert E. Evans
Sta., Mgr.....Joseph D. Bradshaw
President.....Murray D. Lincoln
Comm. Mgr.....Dale Lutz
Program, Sales Prom. Mgr.....Phil Sheriden
Publicity Dir.....Bill Pfeiffer
Chief Engineer.....Harold Schaaf

WBBW—Youngstown—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Thea. Bldg.
Tel.: RI 4-4421.....MBS
Representative.....Weed
President, Ch. Eng.....John Cherpack, Jr.
V.P., Gen. Mgr.....Gene Trace
Sales Prom. Mgr., Pub. Dir.....Isabel Meyer
Program Director.....Anthony N. Ross

Pop.: 2,378,000
Families: 739,000
Radio Homes: 718,000

Oklahoma

Stations in State: 55
TV Homes: 676,000
TV Stations: 14

KADA—Ada—1934

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Tel.: FEderal 2-1212.....ABC, KBS
Rep.....Venard, Rintoul & McConnell; Brown
President.....Brown Morris
General Manager.....Bill Hoover
Station Manager.....Monte Bell
Commercial Manager.....Jerry Spencer

KHHW—Altus—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address.....Box 551
Tel.: HU 2-1450.....KBS
Newspaper Afil.....Times-Democrat
Representative.....Pearson
Pres., Gen. Mgr.....Frank E. Wimberly

WFMJ—Youngstown—1939

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address.....101 W. Boardman
Tel.: RI 4-8611.....NBC
Representative.....Headley-Reed
Pres., Gen. Mgr.....William F. Maag, Jr.
Gen. Sta. Mgr.....Mitchell F. Stanley
Program Director.....Robert Locke
Chief Engineer.....Frank A. Dieringer

WKBN—Youngstown—1926

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Address.....3930 Sunset Blvd.
Tel.: ST 2-1145.....CBS
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Sta., Comm. Mgr.....J. Lothair Bowden
Sales Prom., Pub. Dir.....W. P. Williamson III
Program Director.....John Moses
Chief Engineer.....B. T. Wilkins

WHIZ—Zanesville—1924

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address...Lind Arcade Bldg.
Tel.: GL 2-5431.....NBC
Newspaper Affiliation.....Zanesville Pub Co.
Representative.....John E. Pearson
President.....Clay Littick
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Sales Promotion Manager.....Naomi Lorton
Program Director.....Stan Robinson
Chief Engineer.....William A. Hunt, Sr.

Commercial Manager.....Albert Houpe
Chief Engineer.....Ernest Baucum

KALV—Alva—1956

Frequency: 1430 Kc.....Power: 500 Watts
Owned.....Alva Bcstg. Co.
Business Address.....Box 328
Tel.: 1663.....Independent
Representative.....Best
General Manager.....Robert L. Martin
Program Directo.....Merle M. Johnson

KVSO—Ardmore—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Ardmoreite Pub. Co.
Address.....Ardmoreite Bldg.
Tel.: Ardmore.....KBS
Representative.....Devney
General Manager.....Douglas C. Dillard

KWON—Bartlesville—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bartlesville Bcstg. Co.
 Address: Box 69
 Tel.: 1400 MBS
 Pres., Gen., Sta. Mgr., Comm. Mgr.: J. Fred Case
 Program Director: Jay Collins
 Sales Prom. Manager: John Collins
 Chief Engineer: C. R. Tanner

KLTR—Blackwell—1952

Frequency: 1580 Kc. Power: 250 Watts
 Owned-Operated By: Star Bcstg. Co., Inc.
 Address: Jens Morie Hotel
 Tel.: RO 5-4698 KBS
 Representative: Continental
 President: Dr. F. G. Conley
 Gen., Comm. Mgr.: Robert F. Pool
 Program Dir.: Lawrence Eck
 Sales Prom. Mgr.: Ray Bush
 Chief Engineer: Heinz Powerleit

KWCO—Chickasha—1946

Freq.: 1560 Kc. Power: 1 Kw. d., 250 W. n.
 Owned-Oper. By: Washita Valley Bcstg. Corp.
 Business Address: Cor. 4th & Grand
 Tel.: CA 4-2890 KBS
 Owner, Gen. Mgr.: Jack L. Pink
 Station Manager: William S. Scott
 Program Director: Marjorie Richards
 Chief Engineer: W. K. Berry

KWPR—Claremore—1958

Frequency: 1270 Kc. Power: 500 Watts, d.
 Owned By: Claremore Bcstg. Co.
 Address: Will Rogers Hotel
 Tel.: ROgers 3-1281 KBS
 President: R. I. Hartley
 General Mgr.: J. M. Mahoney
 Sales Mgr.: J. Williams
 Program, Chief Eng.: P. Gentry

KWOE—Clinton—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By: Western Okla. Bcstg. Co.
 Address: Neptune Park
 Tel.: 618 KBS
 Station Representative: Hil F. Best
 General Manager: V. M. Preston
 Commercial Mgr.: Lew Preston
 Publicity Dir.: Evelyn Preston

KUSH—Cushing—1953

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Cimarron Broadcasters, Inc.
 Address: Highway 33
 Tel.: CA 5-0922 KBS
 Representative: Hil F. Best
 Pres., Gen. Mgr.: Gordon Rockett
 Program, Publicity Dir.: Jerry Kunkel
 Chief Engineer: Harold Kinkoad

KRHD—Duncan—1949

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.
 Owned-Operated By: Duncan Bcstg. Co.
 Address: Box 1192

Tel.: 1350 KBS
 President: R. H. Drury
 Gen., Sta. Mgr.: W. M. Brubaker
 Program Director: John Moen
 Sales Prom. Mgr.: Morgan Duval
 Publicity Director: Frank Hicks
 Chief Engineer: Lee Agee

KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By: Democrat Printing Co.
 Address: 215-216 Democrat Bldg.
 Gen., Comm. Mgr.: Leroy Moses

KASA—Elk City—1932

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Webb & Stephens
 Address: Box 189
 Tel.: 730 MBS-ABC-KBS
 Representative: Pearson
 Manager: John P. Strength, Jr.

KCRC—Enid—1928

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By: Enid Radiohphone Co.
 Bus. Studio Address: 318 E. Willow
 Tel.: AD 7-1390 ABC
 News, Aifil.: Morning News, Daily Eagle
 Representative: John E. Pearson Co.
 President: Milton B. Garber
 General Manager: Pat Murphy
 Pub. Dir.: Gladys Williams
 Sls. Prom. Mgr.: James Stacy
 Prog. Dir. Ch. Eng.: Duane Hoisington

KGWA—Enid—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: Public Bcstg. Service, Inc.
 Address: 115½ E. Broadway
 Tel.: AD 4-4230 Independent
 Representative: Venard, Rintoul & McConnell
 Pres., Gen., Comm. Mgr.: Allan Gage
 Program Director: Lyle Gaston
 Chief Engineer: Milton Wentworth

KTAT—Frederick—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Frederick Bcstg. Co.
 Address: P.O. Drawer 920
 Tel.: ED 5-2131 KBS
 Representative: Hil F. Best
 General Manager: Ron Wheeler
 Program Director: Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By: Guthrie Bcstr.
 Address: Lone Hotel
 Tel.: BU 2-2321 KBS
 Pres., Gen. Mgr.: Weldon Sledge
 Sta. Mgr. Ch. Eng.: Calvin Clopton
 Commercial Manager: Bob McVay
 Program Director: Wally Seeds

KGYN—Guymon—1948

Frequency: 1220 Kc. Power: 1000 Watts d.

Owned-Operated By..... Plains Bcstg. Co.
 Business-Studio Address..... Box 130
 Tel.: 888.....KBS
 Representative..... Hil F. Best
 Pres., Sta. Mgr..... John B. Gray
 Comm. Mgr..... Ed Slater
 Chief Engineer..... Herb Noyes

KHEN—Henryetta—1956

Frequency: 1590 Kc.....Power: 500 W. d.
 Owned..... Henryetta Radio Co.
 Address..... Box 930
 Tel.: OLive 2-3311.....Independent
 President..... Leland Gourley
 Gen. Mgr..... Marvin Hull
 Program Director..... Bill Simmons

KTJS—Hobart—1947

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned-Operated By..... A. R. Fuchs
 Address..... Box 796
 Tel.: 1070.....KBS
 Manager..... A. Fuchs

KIHN—Hugo—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..... D. & L. Brawner
 Tel.: 1140.....KBS
 General Mgr..... Calvin Miller
 Comm. Mgr..... Dewey Banta

KBEL—Idabel—1953

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..... Idabel Bcstg. Co.
 Tel.: 802.....Independent
 General Manager..... Winston O. Ward
 Sta., Comm. Manager..... J. P. Stanley

KCCO—Lawton—1956

Frequency: 1050 Kc.....Power: 250 W., d.
 Owned..... Progressive Bcstg. Co.
 Address..... Box 2178
 Tel.: EL 5-1050.....Independent
 Gen. Mgr..... Morgan Roberts

KSWO—Lawton—1941

Frequency: 1380 Kc.....Power: 1000 W.
 Owned..... Okla. Quality Bcstg. Co.
 Address..... Box 699
 Tel.: EL 5-1380.....ABC
 Representative..... Pearson
 President..... R. H. Drewry
 Gen. Mgr..... Emmett L. Keough
 Commercial Mgr..... Bob Franklin
 Program Dir..... Bill Miller
 Chief Engineer..... Jimmy Lockerd

KNED—McAlester—1950

Frequency: 1150 Kc...Power: 1 Kw. d.; 5, n.
 Owned-Operated By.....Pittsburg Bcstg. Co., Inc.
 Address..... Box 780
 Tel.: GA 3-1460.....Independent
 Representative..... Pearson
 Pres., Gen. Mgr..... Ray Van Hooser
 Commercial Manager..... Phil Reed

Station, Prog. Mgr.....Dud Stallings
 Sls. Promotion Mgr.....Frank Hopkins
 Chief Engineer.....Dexter Ferry

KTMC—McAlester—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....McAlester Bcstg. Co.
 Business-Studio Address..... Earle Hotel
 Tel.: GA 3-1400.....KBS
 Station Representative...Continental; Weed
 President..... Irvin Gladstein
 Gen. Sta. Mgr..... Bob Baggett
 Commercial Manager..... Alston Hardin
 Publicity Director..... Larry Craft
 Program Director..... Sharon Sarrels
 Chief Engineer..... Harold Duncan

KGLC—Miami—1947

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Miami Bcstg. Co.
 Business Address.....Miami Hotel Bldg.
 Tel.: KI 2-3303.....KBS
 Gen., Sta. Mgr..... William A. Searle
 Program Director..... Ross Jones
 Chief Engineer..... Louis E. Stone

KBIX—Muskogee—1936

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Okla. Pub. Co.
 Address..... Barnes Bldg.
 Tel.: MU 2-1331.....ABC-KBS
 Newspaper Affil.....Phoenix-Times Democrat
 Representative..... Burn-Smith
 President..... Tams Bixby, Jr.
 Gen., Sta., Comm. Mgr..... W. B. Parker
 Program, Pub. Dir..... O. Eversole, Jr.
 Chief Engineer..... Edsel Griffin

KMUS—Muskogee—1948

Frequency: 1380 Kc...Power: 1000 d., 500 n.
 Owned-Operated By.....Horace C. Boren
 Address..... P. O. Box 1588
 Tel.: MU 2-2488.....Independent
 Representative..... Pearson
 Pres., Gen. Mgr..... Horace C. Boren
 Sta. Mgr., Ch. Engr..... James E. Keitel, Sr.
 Program Director..... Lon Williams

KNOR—Norman—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Cleveland County Bcstg. Co.
 Address..... P. O. Box 542
 Tel.: JE 4-8474.....KBS
 Gen. Manager..... William S. Morgan
 Comm. Mgr..... Tol Dickenson

KBYE—Oklahoma City—1947

Frequency: 890 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Great Empire Bcstg.
 Business Address...5508 N. Eastern; Box 671
 Tel.: GARfield 7-6524.....ABC
 General Manager..... F. F. Lynch
 Program Director..... Glenn Valentine
 Chief Engineer..... Charles Murphy

KLPR—Oklahoma City—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Big Chief Bcstg Co. Inc.
Business Address.....128½ West Commerce
Tel.: FOrest 5-6358.....Independent
Representative.....Weed
Pres., Sales Prom. Mgr.....Jack Peasley
Commercial Mgr.....Eddie Peak
Station Mgr.....Monty Wells
Program Dir.....Carolee Axtell
Publicity Dir.....Bob Allen
Chief Engineer.....Buzzy Brooks

KOCY—Oklahoma City—1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address.....Plaza Court Bldg.
Tel.: FO 5-4333.....Independent
Representative.....Pearson
Pres., Gen. Mgr.....M. H. Bcnebrake
Commercial Manager.....Carlton Beck
Chief Engineer.....Elmo Black

KOMA—Oklahoma City—1927

Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By.....Storz Bcstg. Co.
Business-Studio Address.....311 W. Grand
Tel.: FO 5-6653.....CBS
Representative.....Gill-Perna, Inc.
General-Station Mgr.....Raymond Ruff
Prog. Dir.....Bill Bailey
Chief Engineer.....George Berry

KTOK—Oklahoma City—1927

Frequency: 1000 Kc. Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Tel.: FOrest 5-8351.....CBS
Station Representative.....Eastman
President.....Wendell Mayes
Gen. Mgr.....Tom Johnson
Comm. Mgr.....George R. Collisson
Publicity Director.....Harvard Page
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By.....KTOW, Inc.
Business-Studio Address.....Fifth & Robinson
Tel.: CE 2-6367.....MBS
Station Representative.....Melville
President.....W. D. Schueler
Gen., Sta. Mgr.....R. N. "Mack" Lester
Prog., Pub. Dir.....Nick Reyes
Chief Eng.....Jim Treat

WKY—Oklahoma City—1921

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By.....WKY TV System, Inc.
Business-Studio Address.....500 E. Britton
Tel.: TR 8-2161.....Independent
Newspaper Affil.....Oklahoman; City Times
Representative.....Katz
President.....E. K. Gaylord

General Manager.....Norman P. Bagwell
Sta., Comm. Mgr.....John C. Moler
Prog Dir.....W. J. Wheatley
Prom. Pub. Mgr.....Jim Willis
Chief Engineer.....Gene Lyons

KHBG—Okmulgee—1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Tel.: 3646.....KBS
Representative.....Hil F. Best
President.....Don Reynolds
Station Manager.....Hal Cochran
Program Director.....Arline Milligan
Comm., Sales Prom. Mgr.....Marvin Hull
Publicity Director.....Betty Lee

KVLH—Pauls Valley—1947

Frequency: 1470 Kc. Power: 250 Watts
Owned-Operated By.....Garvin Bcstg.
Business Trans. Address.....P. O. Box 610
Tel.: 1470.....KBS
Representative.....Hil F. Best
President.....Warren J. Fortier
Gen., Sta. Mgr.....David Crockett
Prog. Dir.....Mike Stephens
Chief Engineer.....W. O. Todd

WBBZ—Ponca City—1928

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Business Address.....P.O. Box 588
Tel.: RO 5-6607.....MBS
Newspaper Affiliation.....The News
Representative.....Pearson
General Manager.....Allan W. Muchmore
Station Manager.....William C. Maugans

KLCO—Poteau—1953

Frequency: 1280 Kc. Power: 1 Kw. d.
Owner.....R. B. & Bernice Bell
Address.....Box 511
Tel.: 660.....KBS
President, Gen. Mcnager.....R. B. Bell
Sales Prom.....Vic Nowlin

KOLS—Pryor—1950

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....5th & S. Mill Sts.
Tel.: Valley 5-2763.....KBS
Representative.....H. F. Best
Gen. Mgr., Chief Eng.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF—Shawnee—1930

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By.....KGFF Bcstg. Co., Inc.
Address.....P. O. Box 2059
Tel.: 4390.....MBS
Newspaper Affiliation.....Stauffer Publ., Inc.
Representative.....Avery-Knodel
Gen., Sta. Manager.....William A. Weaver

Comm. Mgr. Jeral C. Ziegler

KSPI—Stillwater—1947

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Oper. By... Stillwater Publishing Co.
 Business Address..... P.O. Box 231
 Tel.: FR 2-7800..... Independent
 Newspaper Affiliation..... Daily News-Press
 Representative Clark
 General Mgr..... J. R. Bellatti
 Station Manager..... Lewis Pearce
 Commercial Manager..... Bill Platt
 Chief Engineer..... Paul A. McCollum

KTLQ—Tahlequah—1958

Frequency: 1350 Kc. Power: 500 W., d.
 Owned..... Tahlequah Bcstg. Co.
 Business Address..... Box 126
 Tel.: 1500..... KBS
 Station Representative Continental
 Pres., Ch. Eng..... Galen O. Gilbert
 Comm., Sales Prom. Mgr..... Bill Bentley

KAKC—Tulsa—1946

Freq.: 970 Kc. Power: 1000 W. d., 500 W. n.
 Owned-Oper. By..... Public Radio Corp.
 Bus.-Studio Address..... 910 S. Boston
 Tel.: LU 7-2401..... Independent
 Station Representative Weed
 V.P., Gen. Mgr..... Robert J. Hoth
 Program Director..... Chris Lane
 Chief Engineer..... Charles Laughton

KFMJ—Tulsa—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By... Fred Jones Bcstg. Co.
 Business-Studio Address..... 1242 S. Boston
 Tel.: LU 5-5555..... Independent
 Representative Masla
 General Manager..... Lawson Taylor

KOME—Tulsa—1938

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Charles W. Holt & Assoc.
 Address..... 8th & Main
 Tel.: DI 3-4121..... Independent
 President..... Charles W. Holt
 General Manager..... Stan Hagan
 Program Director..... Pete Dreyer
 Chief Engineer..... Roy Brown

KRMG—Tulsa—1949

Freq.: 740 Kc. Power: 50 Kw. d., 25 Kw. n.
 Owned-Operated By... Meredith KRMG, Inc.
 Business-Studio Address... 311 So. Denver Ave.
 Tel.: LUther 4-4291..... CBS
 Representative John Blair
 President Fred Bohlen
 Gen. Comm. Manager..... Frank S. Lane
 Sales Prom., Prog. Dir..... Keith Bretz
 Chief Engineer..... William H. Bradley
 Owners of: KCMO, Kansas City, Mo.; KPHO,
 Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN,
 Syracuse, N. Y.

(See Page 498)

KTUL—Tulsa—1934

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper.... Consol. Radio Enterprises Inc.
 Business-Address..... P. O. Box 8557
 Tel.: FI 5-1311..... Independent
 Representative Avery-Knodel
 President..... James C. Leake
 Gen., Sta. Mgr..... James H. Schoonover
 Commercial Mgrs.... Schoonover, J. P. Walker
 Program Dir..... Don Rose
 Sales Prom. Mgr..... Karl Janssen
 Publicity Dir..... Charles Larkins
 Chief Engineer..... Lloyd J. Cowan

KVOO—Tulsa—1925

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By... Southwestern Sales Corp.
 Bus.-Studio Address..... 3701 S. Peoria
 Tel.: RI 2-5561..... NBC
 Representative Edward Petry
 President..... H. C. Stuart
 V.P., General Mgr..... G. K. Brandborg
 Program Director..... J. O'Neill
 Chief Engineer..... J. Bushnell

KVIN—Vinita—1954

Frequency: 1470 Kc. Power: 500 Watts, d.
 Owned-Oper. By... Vinita Broadcasting Co.
 Business Address..... Box 91
 Tel.: 407..... KBS
 Station Manager..... F. E. Stone
 Prog. Dir., Chief Eng..... Paul Gentry

AP News Is Preferred

... by Stations — because it adds both profits and prestige.

AP Preferred

50 Rockefeller Plaza New York 20, N. Y.

KWSH—Wewoka—1948

Frequency: 1260 Kc. Power: 1,000 Watts
 Owned-Operated By: Tri Cities Bcstg. Co., Inc.
 Address: Box 1260
 Tel.: 1260 ABC-KBS
 Representative: Venard, Rintoul & McConnell
 Pres., General Manager: Bill Hoover
 Sec'y-Treas.: Brown Morris
 Station Manager: Ray Judge

KSIW—Woodward—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Woodward Bcstg. Co.
 Business Address: 22 & Cedar
 Tel.: 1450 Independent
 Representative: Pearson
 Pres., Gen. Mgr.: Edward A. Ryan
 Program Director: Lenora W. Ryan
 Chief Engineer: Harry McFarland

Oregon

Pop.: 1,879,000
 Families: 596,000
 Radio Homes: 587,000

Stations in State: 71
 TV Homes: 447,000
 TV Stations: 9

KWIL—Albany—1941

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Oper. By: Albany Radio
 Bus. Studio-Trans. Loc.: Box 485
 Tel.: WA 6-2233 MBS
 Rep.: Art Moore, Ayres
 General Mgr.: Larry Gordon
 Commercial Mgr.: Warren Stoffer

KBND—Bend—1938

Freq.: 1110 Kc. Power: 5 Kw. d. 1 Kw. n.
 Owned-Oper. By: Central Oregon Bcstg. Co.
 Business Address: 5000 Studio Road
 Tel.: EV 2-4821 MBS-KBS
 Representative: McGavren-Quinn
 Pres., Gen. Mgr., Pub. Dir.: Frank H. Loggan
 Comm. Mgr.: Doug Gaines
 Program Dir.: Kessler Cannon
 Chief Engineer: Robert Dickinson

KWIN—Ashland—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Rogue Valley Bcstg. Co.
 Business Address: P.O. Box 227
 Tel.: MURdock 2-4381 MBS-KBS
 Station Representative: Pearson
 President: Douglas D. Kahle
 Gen., Sta. Mgr.: Elliott Motschenbacher
 Commercial Manager: W. Henry Peck
 Program Director: William Lively

KURY—Brookings—1958

Frequency: 910 Kc. Power: 500 Watts d.
 Owned By: Joseph Sheridan
 Business Address: P.O. Box 185
 Tel.: 4911 Independent
 President: Joe Sheridan
 General Manager: Norm Oberst
 Commercial Manager: Harold Young
 Program Director: Glenn Bryan
 Chief Engineer: Vern Garvin

KAST—Astoria—1925

Frequency: 1370 Kc. Power: 1000 Watts
 Owned: Astoria Broadcasting Co.
 Address: 1006 W. Marine Drive
 Tel.: FA 5-2911 MBS-KBS
 Newspaper Affil.: Astorian Budget
 Representative: Art Moore
 President, Gen. Mgr.: Robert B. Chessman
 Business Mgr.: Mary I. Ristola
 Sales Manager: Warren Grimberg
 Prog., Pub. Dir.: Herman Robison
 Chief Engineer: George E. Ristola

KRNS—Burns—1957

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio Burns
 Address: 544 N. B'way
 Tel.: 7300 KBS
 Representative: Art Moore
 Partners: H. McDonald, J. Ward

KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned: Lower Columbia Bcstg. Co., Inc.
 Address: 1418 Commercial St.
 Tel.: FA 6-221 Independent
 Rep.: Moore, Holman, Feltis, Jacobson
 Pres., Gen. Mgr.: W. T. Moore
 Business Mgr.: T. R. Williams
 Comm. Mgr.: Kent S. Freeman, Jr.

KOOS—Coos Bay—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KOOS, Inc.
 Address: Box 180
 Tel.: CO 7-2121 MBS
 Representative: Moore; Grant Webb
 President: Sheldon F. Sackett
 General Manager: Jack Irvine
 Station Manager: Robert Chopping
 Comm. Mgr.: F. J. McDonough
 Prog., Pub. Dir.: Margaret Chopping
 Chief Engineer: Bryce Johnston

KBKR—Baker—1939

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Oregon Trail Bcstg. Co.
 Bus. Studio Address: 2030 Auburn Ave.
 Tel.: JA 3-4431 KBS
 Station Rep.: Grant, Art Moore
 General Manager: Kenneth B. Lockwood

KYNG—Coos Bay—1956

Frequency: 1420 Kc. Power: 1 Kc. d.
 Owned By: KYNG Radio
 Address: Scoville Bldg.
 Representative: H. S. Jacobson
 Tel.: COngress 7-7055 Independent

OREGON

Pres. Gen. Mgr. Phillip F. Waters
 Comm. Sales Prom. Mgr. Bill Karl
 Publicity Director. Faye Crabtree
 Chief Engineer. Nathan Olson

KWRO—Coquille—1949

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Operated By. KWRO, Inc.
 Address. P. O. Box 396
 Tel.: 3961 KBS
 Station Representative. Moore, Ayres
 President. William E. Walsh
 Gen., Sta. Mgr. Leonard F. Epling
 Program Director. Ted Thompson
 Chief Engineer. Drew Walker

K-FLY—Corvallis—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned By. David E. Hoss
 Address. Box 889
 Tel.: PL 3-6633. Independent
 Rep. Everett-McKinney
 Pres., Gen. Mgr. Dave Hoss
 Program Director. Lee Boner
 Publicity Director. Hal Wehmeier
 Chief Engineer. Doug Whipple

KLOO—Corvallis—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Benton Bcstrs.
 Address. Box 731
 Tel.: PL 3-3322. Independent
 Station Rep. Joseph, Hersey, McGillvra
 Pres., Sta. Mgr. Robert G. Beattie
 Vice President. Donald C. Wilkinson
 Sales Prom. Mgr. Jack Bressler
 Program Director. Dale K. Allison
 Chief Engineer. Larry Wilson

KOMB—Cottage Grove—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned. Orlo M. Bagley
 Address. P. O. Box 606
 Tel.: WH 2-2468. Independent
 General Manager. Orlo Bagley
 Sls. Prom. Manager. Peter J. Ryan
 Sta. Mgr., Prog., Pub. Dir. Dick Williams
 Commercial Manager. Dorothy Grisham
 Chief Engineer. Milton Viken

KPLK—Dallas—1955

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By. Polk County Bcstrs., Inc.
 Address. P. O. Box 396
 Tel.: MAYfair 3-2342. KBS
 Station Rep. Webb; Moore; Siegner
 Pres., Gen. Mgr. Ray L. Kozak
 Comm. Mgr. E. C. McElroy Jr.
 Program Director. Ron Manchak
 Chief Engineer. George W. Morrison

KASH—Eugene—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owner. Radio Air Ways, Inc.
 Address. P. O. Box 1600
 Tel.: DI 5-3357. ABC-KBS
 Representative. Donald Cooke
 President, Gen., Sta. Mgr. E. L. Kincaid

Commercial Manager. Paul Plank
 Program Director. Patricia Madden
 Publicity Director. Clare Kincaid
 Chief Engineer. Ralph Cooke

KEED—Eugene—1954

(See Springfield Listing)

KERG—Eugene—1949

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. Guard Pub. Co.
 Address. P. O. Box 506
 Tel.: DI 5-4304. CBS
 Newspaper Affiliation. Register-Guard
 Representative. Weed & Co.
 President. Alton F. Baker
 Gen., Sta. Mgr. Robert C. LaBonte
 Commercial Manager. C. S. Shulda
 Local Sales Mgr. Bill Karl
 Publicity Director. Jack Craig
 Prom. Mgr., Prog. Dir. Clifton Cole
 Chief Engineer. William Green

KORE—Eugene—1927

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Lane Bcstg. Co.
 Business Address. P. O. Box 1032
 Tel.: DI 4-4214. MBS
 Rep. Everett-McKinney, Headley-Reed
 Pres., Gen. Mgr. Lee Bishop
 Comm. Mgr. Herb Olson
 Sales Promotion Manager. Bob Davis
 Program Director. Buzz Florip
 Chief Engineer. Floyd Viken

KUGN—Eugene—1946

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. KUGN, Inc.
 Business Address. P. O. Box 112
 Tel.: DI 4-6216. NBC
 Representative. Meeker, Art Moore
 Pres., Gen. Mgr. C. O. Fisher
 Comm. Mgr. John Tasnady
 Program Director. Bob Houghlum
 Chief Engineer. George Hathaway

KRWC—Forest Grove—1950

Frequency: 1570 Kc. Power: 1 Kw. d.
 Owned-Oper. By. Christian Bcstg. Co.
 Address. P. O. Box 346
 Representative. Continental
 Tel.: ELgin 7-2144. Independent
 Pres., Gen. Mgr. F. Demcy Mylar
 Comm. Station Mgr. Robert W. Ball
 Program Director. Jerry Johnson
 Chief Engineer. Theodore Hanberg

KAJO—Grants Pass—1957

Frequency: 1270 Kc. Power: 1 Kw.
 Owned By. Grants Pass Bcstg. Co.
 Business Address. P. O. Box 230
 Tel.: GR 6-6608. Independent
 Station Representative. Grant
 General Manager. Jim Wilson
 Commercial Manager. Jim T. Jackson
 Program Director. Elzie Parker
 Chief Engineer. Keith Snodgrass

KUIN—Grants Pass—1939

Frequency: 1340 Kc. Power: 250 Watts
 Owned Oper. By Southern Oregon Bcstg. Co.
 Business Address P. O. Box 148
 Tel.: GR 6-4477 MBS
 Station Representative Moore
 President A. E. Voorhies
 Gen. Sta., Mgr. Myron Keith Ball
 Comm. Mgr. Thomas Olsen
 Program Director Margaret Nelson
 Chief Engineer Del Cantrall

KGRO—Gresham—1956

Frequency: 1230 Kc. Power: 100 Watts
 Owned Gresham Bcstg. Co.
 Address Box 32
 Tel.: MO 5-4143 Independent
 President Tom B. Purcell
 Gen. Mgr. Alex de Schweinitz

KOHU—Hermiston—1956

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned Carl F. and Sarah Knierim
 Address Box 1
 Tel.: JO 7-6500 Independent
 General Manager Carl F. Knierim
 Commercial Manager Sarah Knierim
 Program Director Eleanor Davis

KUIK—Hillsboro—1954

Frequency: 1360 Kc. Power: 1000 Watts, d.
 Owned By Greater Wash. Cty. Bcstg., Inc.
 Address 155 S. Second
 Tel.: MI 8-4181 KBS
 Representative Art Moore; Scott
 Pres. Gen. Mgr. Jerry B. Dennon
 Commercial Manager John P. Gillis
 Program Director Ray Horn
 Chief Engineer Al Bishop

KIHR—Hood River—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned Oper. By Ore. Wash. Bcstrs.
 Business Address 22nd St.
 Tel.: 8561 Independent
 Representative Art Moore, Meeker
 Pres., Gen. Mgr. C. J. McCredie
 Program Director Mar Jean Stave
 Chief Engineer James Bradley

KFJI—Klamath Falls—1923

Freq: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned KFJI Broadcasters, Inc.
 Address P. O. Box 692
 Tel.: TU 2-2551 MBS-KBS
 Representative Meeker, Art Moore
 President W. Don Miller
 Gen., Comm. Mgr. Robert H. Bartle
 Prog. Director Gordon Bambrick
 Pub. Director Larry Jones
 Chief Engineer Wayne Loerke

KFLW—Klamath Falls—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Stulor Corp.

Business Address 327 Main St.
 Tel.: TUXedo 2-4656 ABC, CBS
 Representative Everett McKinney
 Pres., Gen. Mgr. Stuart "Stu" Wilson
 Chief Engineer Bill Grimes

KLAD—Klamath Falls—1955

Frequency: 900 Kc. Power: 1000 Watts, d.
 Owned-Operated By K-Lad Broadcasters
 Address Midland Rd.
 Rep. Jacobson, Headley-Reed
 Gen., Comm. Manager Phil Jackson
 Chief Engineer Doug Walker

KLBM—La Grande—1928

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By Inland Radio, Inc.
 Address Sacajawea Hotel
 Tel.: LaGrande KBS
 Representative Art Moore, Grant
 Gen., Sta., Comm. Manager Ken Lillard

KQIK—Lakeview—1956

Frequency: 1230 Kc. Power: 250 Watts
 Owned Pacific Northwest Radio, Inc.
 Business Address 411 N. 1st St.
 Tel.: WH 7-2164 KBS
 Representative Art Moore
 President A. E. Freeman
 Gen. Mgr., Ch. Engr. Don Anderson
 Commercial Manager Wallace Lund
 Program Director Buernice McCormick

KGAL—Lebanon—1951

Frequency: 920 Kc. Power: 1000 Watts
 Owned Oper. By Linn County Bcstrs., Inc.
 Address P. O. Box 387
 Tel.: ALpine 8-2134 KBS
 Station Rep. Holman; Palmer; Jacobson
 Pres. W. Gordon Allen
 V.P., Sta. Mgr. Don Wellman
 Commercial Manager Tom Boyd
 Program Director Gordon Thompson
 Chief Engineer Bob Weed

KMCM—McMinnville—1949

Frequency: 1260 Kc. Power: 1000 Watts
 Owned Oper. By Yamhill Bcstrs.
 Address P. O. Box 207
 Tel.: 3811 KBS
 Newspaper Affil. Daily News-Register
 Station Rep. Continental, Art Moore
 President Philip N. Bladine
 Gen., Sta., Comm. Mgr. G. Branson
 Prog. Director Craig Singletary
 Chief Engineer Edwin Nuhring

KBOY—Medford—1954

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned Oper. By K-BOY Bcstrs.
 Business Address Barnett Rd.; Box 1109
 Tel.: SPring 3-5355 KBS
 Station Representative Jacobson; Grant
 Gen. Mgr., Prog. Dir. C. E. Wilson
 Comm., Sales Prom. Mgr. Winston Marks
 Chief Engineer Charles Field

KDOV—Medford—1958

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned By.....Medford Bcstg., Inc.
 Address.....P. O. Box 869
 Tel.: SP 3-5000.....Independent
 Representative.....McGavren-Quinn
 Pres. Comm. Mgr.....K. C. Laurence
 Prog. Dir., Chief Eng.....Jim Silkwood

KMED—Medford—1922

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Radio Medford, Inc.
 Address.....P. O. Box 1306
 Tel.: 3-7373.....NBC
 Representative.....Meeker Assoc., Art Moore
 President.....Vern Robinson
 General Manager.....Ray Johnson
 Commercial Manager.....Gene Barlow
 Program Director.....Ed Lewis
 Chief Engineer.....Ellis Feinstein

KYJC—Medford—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By ..Medford Printing Co.
 Trans. Address.....Barnett Rd.
 Tel.: 2-5277.....ABC-CBS
 Newspaper Affiliation.....Mail Tribune
 Representative.....Grant Webb, Q. Cox
 Gen. Mgr.....Tom MacLeod
 Program Director.....Monte Morris

KNPT—Newport—1948

Frequency: 1310 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Yaquina Radio, Inc.
 Business Address.....1940 N. Coast H'way
 Tel.: NEWport 560.....KBS
 Rep.....Ayres, Art Moore, Continental
 Pres. Gen. Mgr.....Tom Becker
 Commercial Manager.....Don Newman
 Station Manager.....Bob Spangler
 Program Director.....Georgia McQuilliam
 Publicity Director.....Mo Niemi
 Chief Engineer.....Del Kruger

KFIR—North Bend—1951

Frequency: 1410 Kc.....Power: 250 Watts
 Owned-Operated By.....Bay Bcstg. Co.
 Business Address.....1956 Meade St.
 Tel.: SK 9-7351.....CBS
 Station Rep.....Grant; Feltis; Cox
 President.....Josephine Edwards
 Gen., Sta. Mgr.....Jack Hampton
 Prog. Dir.....Spencer Snow
 Chief Engineer.....Arthur Schuldt

KBCH—Oceanlake—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Lincoln Electronics Inc.
 Business Address.....Box 358
 Tel.: WYman 4-2181.....KBS
 President.....Clayton S. Comer
 Sta., Comm. Mgr.....William B. Comer
 Chief Engineer.....Ralph Keyser

KSRV—Ontario—1946

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Inland Radio, Inc.
 Address.....Box 540
 Tel.: 212.....KBS
 Representative.....Grant, Art Moore
 General Manager.....Gordon L. Capps
 Comm. Mgr.....John R. Humphreys

KGON—Oregon City—1947

Frequency: 1520 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business Address P.O. Box 5865, Portland, Ore.
 Tel.: OL 4-5475.....Independent
 Representative.....Weed
 Gen., Sta., Comm. Mgr.....Irwin S. Adams
 Program Director.....Sonora B. Hoffman

KUBE—Pendleton—1956

Frequency: 1050 Kc.....Power: 1 Kw., d.
 Owned.....Umatilla Bcstg.
 Address.....Box 301
 Tel.: CRestview 6-1961.....Independent
 Representative.....Wagner; O'Connell
 President.....John M. Carroll
 Sta. Mgr.....R. E. Thomlinson
 Comm. Mgr.....Jack Webb
 Chief Engineer.....Paul Schumacher

KUMA—Pendleton—1955

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned.....Pendleton Broadcasting Corp.
 Address.....1815 S.W. Emigrant Ave.
 Tel.: CR 6-1511.....Independent
 Representative.....Meeker, Art Moore
 President.....C. O. Fisher
 Vice Pres., Gen. Mgr.....T. A. Smith
 Commercial Mgr.....Robert Runnion
 Program Dir.....Howard G. Rhoads
 Chief Engineer.....J. H. Platiz

KWRC—Pendleton—1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....WCS Bcstg. of Oregon
 Address.....c/o KODL Radio Station, The Dalles
 Tel.: 1425.....ABC-KBS
 Representative.....Feltis, Cox, Ayres
 Sta. Mgr.....Bob White
 Prog. Director.....Bob Maszk
 Chief Engineer.....Jim Bergman

KEX—Portland—1926

Frequency: 1190 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Address.....1230 SW Main St.
 Tel.: CA 2-1881.....Independent
 Sta. Representative.....Peters, Griffin, Woodward
 After July 1.....AM Radio Sales
 President.....D. H. McGannon
 Gen., Sta. Mgr.....Herbert L. Bachman
 Commercial Manager.....R. E. Rudolph
 Sls. Prom. Manager.....Clark B. Kelsey, Jr.
 Program Director.....D. F. Stellges
 Chief Engineer.....Jack Erwin
 Owners of: WBZ - WBZA - Boston - Springfield,
 Mass.; KYW, Cleveland; KDKA, Pittsburgh;
 WOWO, Fort Wayne, Ind.; WIND, Chicago,
 Ill.

KGW—Portland—1922

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. Pioneer Bcstrs. Inc.
 Bus-Studio Address 1139 S.W. 13th Ave.
 Tel: CA 3-6364 NBC
 Representative John Blair
 Pres., Gen. Mgr. Mrs. A. Scott Bullitt
 Vice Pres., Bus. Mgr. Henry B. Owen
 Comm. Mgr. Jackson Fleming
 Station Manager Fred Von Hofen
 Program Director Don Porter
 Prom. Public Dir. Robert Franklin
 Chief Engineer Clare Hanawalt

KLIQ—Portland

Frequency: 1290 Kc. Power: 1 Kw., d.
 Owned J. Malloy & S. Greyer
 Bus. Address Bcstg. Sq., Oaks Pk.
 Tel: BELmont 4-8448 KBS
 Station Representative Pearson
 President Robert E. Bollinger
 Gen., Sta. Mgr. Richard S. Calender
 Commercial Manager Walt Kobek
 Sales Prom. Mgr. Hank Bussey
 Program Director Hank Henry
 Publicity Director Joe Mitchell
 Chief Engineer Loyal E. W. Conley

KOIN—Portland—1924

Frequency: 970 Kc. Power: 5000 Watts
 Owned Mt. Hood Radio-TV Bcstg. Corp.
 Business Address 140 S.W. Columbia
 Tel: CA 8-3333 CBS
 Representative CBS Spot Sls.
 Gen. Mgr. H. H. Buckendahl
 Nat'l Adv. Mgr. Robert R. Whitely

KPAM—Portland—1951

Frequency: 1410 Kc. Power: 5000 Watts d.
 Owned-Operated By Bcstrs. Oregon Ltd.
 Address P. O. Box 1230
 Tel: CA 8-0106 Independent
 Station Representative Meeker
 Gen. Mgr., Ch. Engr. S. M. Goard
 Comm., Sales Prom. Mgr. Jim McGuire
 Program Director Donald Wirtz
 Publicity Director Marilyn Martin

KPDQ—Portland—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By John W. Davis
 Bus-Studio-Trans. Add. 4903 N.E. Sandy Blvd.
 Tel: AT 2-3232 Independent
 Pres., Gen. Mgr. John W. Davis
 Comm., Sales Prom. Mgr. Jim Hartman
 Prog., Pub. Dir. Dan McDonald
 Chief Engineer Dan McPeake

KPOJ—Portland—1923

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By KPOJ, Inc.
 Business Address 1019 S.W. 10th Ave.
 Tel: CA 7-3484 MBS
 Newspaper Affiliation Oregon Journal
 Station Representative Petry

President Wm. W. Knight
 General Manager R. M. Brown
 Commercial Manager Don Parr
 Sales Promotion Manager Jack Wilbur
 Program Director Vern Mueller
 Chief Engineer Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By Rodney F. Johnson
 Bus-Studio Address 931 S.W. King Ave.
 Tel: CA 8-4393 Independent
 Representative For Joe
 Pres., Gen. Manager Rod F. Johnson
 Comm. Mgr. Ben T. Crosby
 Prog. Dir. Jerry Speerstra
 Ch. Eng. Les Windes

KXL—Portland—1926

Frequency: 750 Kc. Power: 10,000 Watts
 Owner Seattle, Portland, Spokane Radio
 Business-Studio Address Box 5886
 Tel: OLive 4-3193 Independent
 Station Representative McGavren-Quinn
 General Manager Lester M. Smith
 Station Manager H. G. Wells
 Program Director Bob McCarl
 Chief Engineer Ed Mundt

KRCO—Prineville—1950

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Central Oregon
 Address P. O. Box 188
 Tel: Hilcrest 7-6239 Independent
 Station Rep. Best; Jacobson; Felts
 Pres., Co-Owner N. A. Miksche
 Co-Managers Miksche, C. R. Matheny
 Commercial Manager Les McKay
 Program Director Elsie Miksche
 Chief Engineer Dale F. Sundholm

KPRB—Redmond—1958

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KPRB
 Business Address P.O. Box 787
 Tel: Lincoln 8-3100 Independent
 Station Representative Devney; Ayres
 Owner Orlo Bagley
 Station Manager Rod Walter
 Commercial Manager Chuck Stauffacher
 Publicity Director Bill Sanders
 Chief Engineer Phil Hodapp

KRRR—Roseburg—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By James E. Doyle
 Address Box 997
 Tel: OR 3-5551 CBS
 Representative Art Moore, Meeker
 Pres., Gen. Mgr. James E. Doyle
 Comm., Sales Prom. Mgr. Doug Setterberg
 Prog. Director John Doyle
 Chief Engineer Milt Lindley

KRXL—Roseburg—1950

Frequency: 1240 Kc. Power: 250 Watts

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

**AT A SINGLE
RATE CARD PRICE!**



**A Vic Diehm
RADIO GROUP**

WTAL

TALLAHASSEE, FLA.

5000 Watts

1270 on the Dial

"THE VOICE
OF PROGRESS"

Represented
Nationally By

**ROBERT MEEKER
ASSOCIATES, INC.**

NBC - MBS
WAZL
HAZLETON, PA.
1490kc 250wts



HAZLETON

ALLENTOWN

INDEPENDENT
WHOL
ALLENTOWN, PA.
1600kc 500wts

MBS
WHLM
BLOOMSBURG, PA.
550kc 500wts



BLOOMSBURG

Represented by PAUL H. RAYMER CO., INC.

Pennsylvania's JET NET Radio Stations

Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Tel.: OR 3-4464.....MBS
Representative.....Cox, Feltis, Tracy Moore
President.....Donn W. Radabaugh
Gen., Sta., Mgr.....Iris Rice Helliwell
Comm. Prog. Mgr.....Don M. McCutcheon
Chief Engineer.....Lon Hunt

KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Douglas Bcstrs., Inc.
Business Address.....762 S.E. Pine St.; Box 1138
Tel.: OR 3-6678.....Independent
Station Rep.....Grant; Jacobson; Wagner
Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt
Commercial Mgr.....Warren C. Ward

KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Salem Bcstg. Co.
Address Trans. Loca.....369 High Northeast
Tel.: EM 4-6748.....NBC
Representative.....Meeker, Art Moore
Sta. Mgr.....Alvin D. Bauer
Comm. Mgr.....Don M. McCutcheon
Program Manager.....Don M. McCutcheon
Chief Engineer.....R. E. Harrison

KGAY—Salem—1950

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KGAY, Inc.
Address.....Box 768
Tel.: EM 3-7121.....Independent
Station Rep.....Holman; Palmer; Wagner
President.....W. Gordon Allen
General Manager.....Arne G. Peterson
Commercial Manager.....Ed Sullivan
Program Director.....Jimmy Jones
Chief Engineer.....Keith Samples

KSLM—Salem—1934

Freq.: 1390 Kc.....Power: 5000 Wts. d., 1000 n.
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Tel.: EM 4-8433.....MBS
Sta. Rep.....Everett-McKinney; Feltis; Jacobson
President.....Glenn McCornick
Station Manager.....Ted G. Carlson, Jr.

Program Director.....Bob Morse
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned.....KEED, Inc.
Address.....P. O. Box 696
Tel.: DI 5-0163.....Independent
Station Representative.....Pearson
Pres., Gen. Mgr.....Glen M. Stadler
Commercial Manager.....Marion J. Redleam
Station Manager.....Rodney V. Louden
Program Director.....J. Robert Litten
Sales Prom. Mgr.....Chas. A. Searl
Publicity Director.....Helene N. Stadler
Chief Engineer.....Robert Curtis

KODL—The Dalles—1940

Frequency: 1440 Kc.....Power: 1000 Watts
Owner.....Western Radio Corp.
Address.....Scenic Dr.
Representative.....Hugh Feltis, Bill Ayres
President Gen. Mgr.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Commercial Manager.....Monte DeVon
Program Director.....Stephen Montgomery
Chief Engineer.....Vern Wright

KRMW—The Dalles—1955

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned By.....Inland Bcstg. Co.
Business Address.....209 E. 2nd St.
Tel.: CY 6-9661.....Independent
Representative.....Best; Art Moore
Comm., Sls. Prom. Mgr.....Gerald K. Webb, Sr.
Prog. Dir., Ch. Eng.....Chester J. Stuart

KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Tel.: VI 2-4422.....Independent
Rep.....Continental, W. A. Ayres, Art Moore
Pres., Gen. Mgr.....F. H. Guyton
Station Manager.....S. H. Guyton
Commercial Manager.....John Waitkus
Sales Prom. Mgr., Ch. Eng.....Larry Bruner
Program Director.....Carl Karpstein
Publicity Director.....Creighton Sanders

Pop.: 11,788,000
 Families: 3,829,070
 Radio Homes: 3,746,000

Pennsylvania

Stations in State: 147
 TV Homes: 3,409,000
 TV Stations: 39

WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By.....WAEB, Inc.
Address.....7th & Hamilton Sts.
Tel.: HE 4-9364.....Independent
Station Representative.....Radio-TV Reps.
President.....William F. Rust, Jr.
Gen. Mgr.....Ralph Gottlieb

Sta. Manager.....S. Robert Ackley
Program Director.....Nedd Fleming
Chief Engineer.....William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
Tel.: HE 4-4801.....Independent

PENNSYLVANIA

Representative Raymer
 President.....Charles G. Helwig
 Gen., Comm. Mgr.....Arthur A. Deters
 Sta. Mgr., Prog. Dir....Willard G. Camperson
 Sales Promotion Manager.....Gene Kaye
 Chief Engineer.....Gerald B. Werst
 Owners of: WAZL, Hazelton, Pa.; WHLM,
 Bloomburg, Pa. and WTAL, Tallahassee, Fla.

WKAP—Allentown—1947

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKAP, Inc.
 Bus.-Studio Address.....P. O. Box 689
 Tel.: HE 3-3166.....Independent
 RepresentativeWeed
 President.....N. J. Rahall
 Sta., Gen. Mgr.O. R. Davies
 Prog. Dir.....Alan D. Raber
 Sales Prom. Manager.....Jerry Duckett
 Chief Eng.....C. Frank Cordaro
 Owners of: WNAR, Norristown, Pa.; WWNR,
 Beckley, W. Va.; WFEA, Manchester, N. H.;
 WSTP, St. Petersburg, Fla.

WSAN—Allentown—1923

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Oper. By...Lehigh Valley Bcstg. Co.
 Bus.-Studio Address.....39-41 N. Tenth St.
 Tel.: HE 4-9511.....NBC
 RepresentativeH-R
 Co-Partners....Mrs. O. P. Barnes, Musselman
 General Manager.....Reuel H. Musselman
 Commercial Manager.....A. R. Dreisbach

Sales Prom. Mgr.....Charles R. Petrie
 Program Director.....George Y. Snyder
 Publicity Director.....John T. VanSant

WFBG—Altoona—1924

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Triangle Pubs.
 Address.....1320 11th Ave.
 Tel.: WI 4-2031.....NBC
 News. Affil.....Phila. Inquirer
 Station RepresentativeMcGavren-Quinn
 General Manager.....Frank Palmer
 Station Manager.....Jack Snyder
 Commercial Manager.....Robert E. Miller
 Program Director.....William G. Mulvey
 Chief Engineer.....K. R. Brubaker
 Owners of: WFIL, Philadelphia; WNHC, New
 Haven, Conn.

WRTA—Altoona—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Altoona Trans-Audio Corporation
 Address.....Hotel Penn Alto
 Tel.: WI 3-6112.....ABC
 Station RepresentativeClark
 President.....Martin F. Malarkey, Jr.
 General Manager.....Lou H. Murray
 Station Manager.....David R. Wolf
 Commercial Manager.....Carl Y. Coriell
 Sales Prom. Mgr.....S. Carleton Ayers
 Chief Engineer.....Al Merritts

WVAM—Altoona—1948

Frequency: 1430 Kc.....Power: 1000 Watts

from New England to Florida . . .
More Buyers Are Swinging
to the RAHALL STATIONS

•
 WFEA Manchester, N. H. WNAR Norristown, Pa.
 WKAP Allentown, Pa. WWNR Beckley, W. Va.
 WTSP St. Petersburg, Fla.

•
 Get the facts from
WEED & CO.

•
RAHALL GROUP

JOE RAHALL, *President*

"OGGIE" DAVIES, *Gen. Manager*

Owned-Oper. By..... General Bcstg. Corp.
Address..... 2727 W. Albert Dr.
Tel.: WI 4-8127..... CBS
Representative..... Weed & Co.
President..... E. S. Leopold
Gen. Comm. Mgr...... Will Ketner
Publicity Director..... Phil Short
Chief Engineer..... John Schiele

WMBA—Ambridge—1958

Frequency: 1460 Kc..... **Power**: 500 Watts d.
Owned By..... Miners Bcstg. Service, Inc.
Business Address..... 304 Merchant St.
Tel.: COngress 6-1110..... Independent
President..... Joseph L. Maguire
General Manager..... John W. Angst
Station Manager..... Roy E. Angst, Jr.
Chief Engineer..... Walter McCoy

WAVL—Apollo—1947

Frequency: 910 Kc..... **Power**: 1000 Watts, d.
Owned-Oper. By..... Tri-Borough Bcstg. Co.
Address..... Box 177
Tel.: GR 2-3921..... Independent
Gen., Comm. Manager..... Cecil F. Clifton
Business Manager..... A. J. West
Ch. Eng...... H. Edgar Smith

WNCC—Barnsboro—1950

Frequency: 950 Kc..... **Power**: 500 Watts d.
Owned-Oper. By..... No. Cambria Bcstrs.
Address..... Box 277
Tel.: 1010..... KBS
Sta. Mgr...... William R. Rathall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc..... **Power**: 250 Watts
Owned-Operated By..... WBVP, Inc.
Business Address..... 1216 7th Ave.; Box 719
Tel.: Tilden 6-4100..... Independent
Pres., Gen. Mgr...... Frank R. Smith
Gen., Comm. Mgr...... Thomas B. Price
Program Director..... Charles H. Wilson
Sls. Prom., Pub. Dir...... E. A. Sekeres
Chief Engineer..... Andy Sivak

WBFD—Bedford—1955

Frequency: 1310 Kc..... **Power**: 1 Kw. d.
Owned-Oper. By..... The Inquirer Printing Co.
Address..... 130 S. Juliana St.
Tel.: BE 863..... KBS
President..... John Biddle
General Manager..... Hugo K. Frear
Station Manager..... Robert S. Harrison, Jr.

WBLF—Bellefonte—1958

Frequency: 1330 Kc..... **Power**: 500 Watts d.
Owned By..... Allegheny Mt. Network
Business Address..... P.O. Box 88
Tel.: ELgin 5-4751..... ABC
Pres., Gen. Mgr...... Cary H. Simpson
Station Manager..... Lee C. Ray
Commercial Manager..... Sandy Cain
Program Director..... John P. Knorr
Sales Prom. Mgr...... Hal Green
Publicity Director..... Walfrid Lassila
Chief Engineer..... Glenn Daugherty

WBRX—Berwick—1957

Frequency: 1280 Kc..... **Power**: 500 Watts
Owned..... Columbia County Bcstrs., Inc.
Address..... Jackson Bldg.
Tel.: 4546..... KBS
President..... John S. Booth
Station Manager..... Bob C. Wagner
Program Director..... Charles Buffington

WGPA—Bethlehem—1946

Frequency: 1100 Kc..... **Power**: 250 Watts d.
Owned-Oper. By..... Bethlehems' Globe Pub. Co.
Bus-Studio Address..... 426 Brodhead Ave.
Tel.: UN 6-8074..... Independent
Newspaper Afil...... Bethelhem Globe Times
President..... Rolland L. Adams
General Manager..... Ellis Service
Station Manager..... Arthur C. McCracken
Comm., Sales Prom. Mgr...... Frank Colle
Prog. Dir...... Robert Wolken
Chief Engineer..... L. Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc..... **Power**: 1000 Watts d.
Owned..... The Columbia Montour Bcstg. Corp.
Bus-Studio Address..... 38 W. Main St.
Tel.: ST 4-1200..... Independent
Gen., Comm. Manager..... Ed Darlington
Program Director..... James Lehman
Chief Engineer..... Robert Fulton

WMLM—Bloomsburg—1948

Frequency: 550 Kc..... **Power**: 500 Watts
Owned..... Bloom Radio
Address..... Square Bldg.
Tel.: STerling 4-5500..... MBS
Representative..... Raymer
President..... Harry L. Magee
General Manager..... Robert R. Williams
Commercial Mgr...... Pat Campbell
Sales Prom. Mgr...... Ray Calabrese
Program Dir...... Dale Fulmer
Chief Engineer..... Anthony Hogg
Owner of: WAZL, Hazleton, Pa.; WHOL, Allentown, Pa.; and WTAL, Tallahassee, Fla.

WLOA—Braddock—1947

Frequency: 1550 Kc..... **Power**: 1000 Watts d.
Owned-Operated By..... Matta Bcstg. Co.
Business-Studio Address..... 1233 Braddock Ave.
Tel.: EL 1-1100..... KBS
Pres., Gen., Sta. Mgr...... William G. Matta
Commercial Manager..... George Matta
Sls. Prom. Mgr...... William W. Martin
Publicity Director..... Ann Kelly
Chief Engineer..... Frederick Sand

WESB—Bradford—1947

Frequency: 1490 Kc..... **Power**: 250 Watts
Owned-Oper. By..... WESB
Address..... 43 Main St.
Tel.: 2-4545..... Independent
Representative..... Burn-Smith
Gen., Sls. Prom. Mgr...... J. M. Cleary
Comm. Mgr., Pub. Dir...... Lee D. Morehouse
Prog. Dir., Chief Eng...... William Winn

WBUT—Butler—1947

Frequency: 1050 Kc. Power: 250 W., d.
 Owned-Operated By: WBUT, Inc.
 Address: Box 1048
 Tel.: 75-778
 Independent Station Representative: Gill-Perna, Inc.
 Pres.: J. Patrick Bearom
 Sta., Comm. Mgr.: Rick Hanna
 Sales Promotion Manager: Paul Critchlow
 Prog. Director: Dick Kutam
 Publicity Director: Michael Acquaviva
 Chief Engineer: Norman Gour

WISR—Butler—1941

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By: The Butler Bcstg. Co., Inc.
 Business Address: Box 151
 Tel.: 7-4701
 KBS President: Jcel W. Rosenblum
 Gen. Sta. Mgr.: Robert L. Kaufman
 Comm. Manager: J. Victor O'Brien
 Sales Prom. Mgr., Pub. Dir.: Jerry Coleman
 Program Director: Warren Ihlenfeld
 Chief Engineer: Paul Rex

WCNG—Canonsburg—1957

Freq.: 540 Kc. Power: 250 W. d.
 Owned: Douglas & Assoc., Inc.
 Address: Box 480
 Tel.: SH 5-5400
 Independent Station Representative: Indie Sales
 President: Ray Douglas
 General Manager: John K. Miller
 Station Manager: James D. Psihoulis
 Chief Engineer: George Jackovic

WCDL—Carbondale—1950

Frequency: 1440 Kc. Power: 5 Kw., d.
 Owned-Oper. By: Carbondale Bdcstg., Co., Inc.
 Address: 127 Salem Rd.
 Tel.: 1230
 KBS Representative: Donald Cooke, Inc.
 President: William H. Ware
 Gen. Sta. Manager: A. P. Perry
 Comm., Sls. Prom Mgr.: P. J. Oles
 Pub. Dir.: Robert Meredith
 Prog. Dir.: Joe Martin
 Chief Engineer: William Yakely

WHYL—Carlisle—1948

Frequency: 960 Kc. Power: 5000 Watts d.
 Owned-Oper.: R. F. Lewis, Jr.
 Business Address: P. O. Drawer 520
 Tel.: 1785
 KBS Representative: For Joe
 President: Marion P. Lewis
 Gen. Sta. Mgr.: James B. Holder
 Prog. Dir.: C. H. Morse
 Publicity Director: Edward Maddon
 Chief Engineer: Jack Simmons

WCBG—Chambersburg—1956

Frequency: 1590 Kc. Power: 5 Kw., d.
 Owned: James R. Reese, Jr.

Address: 944 Lincoln Way West
 Tel.: COlony 3-4131
 Independent Representative: Charles Bernard
 Pres., Gen. Mgr.: James R. Reese, Jr.
 Comm. Sales Prom. Mgr.: N. E. Messner
 Program Director: Robert G. Walter
 Chief Engineer: George Jennings

WCHA—Chambersburg—1946

Frequency: 880 Kc. Power: 1000 Watts
 Owned: Chambersburg Bcstg. Co.
 Address: Craft Press Bldg.
 Tel.: CO 4-7121
 Independent Representative: For Joe
 Pres., Gen. Mgr.: John S. Booth
 Sta., Comm. Mgr.: Earl P. Strine
 Sales Promotion Manager: David Myers
 Program Director: William Sullivan
 Publicity Director: Bob Keith
 Chief Engineer: James McCurdy

WESA—Charleroi—1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By: Monongahela Valley Bcstg.
 Address: Box 584
 Tel.: HU 3-6551
 KBS Representative: Clark
 President: Dr. A. S. Sickman
 Gen., Sta. Mgr.: George D. Gailey
 Prog., Pub. Dir.: William Richards
 Chief Engineer: Stanley Crawford

WDRF—Chester—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By: Eastern Bcstg. Co., Inc.
 Business Address: 3500 Edgmont Ave.
 Tel.: CH 4-4321
 Independent President: L. Kapelski
 General Manager: Cy Swingle
 Commercial Manager: John M. Talley
 Program Director: Del Parks
 Publicity Director: Kay Kapelski
 Chief Engineer: William Dawson

WVCH—Chester—1947

Frequency: 740 Kc. Power: 1 Kw.
 Owned-Operated By: James M. Tisdale
 Bus., Studio Address: Wolf Bldg., Market Sq.
 Tel.: CH 2-8861
 Independent Station Rep.: Webb
 General Manager: James M. Tisdale
 Station Mgr.: Robert A. Hibbert, Jr.
 Comm. Manager: Martin Peltzman

WCPA—Clearfield—1947

Frequency: 900 Kc. Power: 1000 Watts d
 Owned-Oper. By: Clearfield Bdcsters, Inc
 Address: 215 Church St.
 Tel.: CL 5-5541
 Independent President: W. K. Ulerich
 General Manager: W. J. Thomas
 Sta. Mgr.: Joseph Milsop
 Program Director: Margaret Nemeth
 Chief Engineer: Lewellyn Duck

WCOJ—Coatesville—1949

Frequency: 1420 Kc. Power: 5 Kw.
 Owned-Oper. By: Chester Co. Bcstg. Co.
 Address: 809 E. Lincoln Hgh.
 Tel.: 2100 Independent
 President, Chief Eng.: Louis N. Seltzer
 General Manager: William S. Halpern
 Comm., Sales Prom. Mgr.: Donald Kimes

WCOY—Columbia—1957

Frequency: 1580 Kc. Power: 500 W., d.
 Owned: Radio Columbia
 Address: 343 Poplar St.
 Tel.: MU 4-2591 Independent
 Representative: Burn-Smith
 President: Lester P. Eiter
 Gen. Mgr., Ch. Engr.: M. Leonard Savage
 Comm., Sales Prom. Mgr.: John P. Weis
 Program Director: Joseph T. Bortell

WCVI—Connellsville—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Connellsville Bcstrs., Inc.
 Business-Studio Address: WCVI Bldg.
 Tel.: MA 8-4600
 Station Representative: Hopewell
 President: Dr. C. T. Troilo
 General Manager: Charles T. Snowden
 Prog. Director: Esther Blasey
 Chief Engineer: Robert Ray

WOTR—Corry—1955

Freq.: 1370 Kc. Power: 1000 Wts. d., 500 n.
 Owned-Operated By: Olivia T. Rennekamp
 Business Address: 25½ N. Center St.
 Tel.: 3-6611
 President: Olivia T. Rennekamp
 General Manager: Kenneth E. Rennekamp
 Station Manager: John Wellenhoffer
 Commercial Manager: Guy R. Davis
 Sales Promotion Manager: Mary Shannon
 Program Director: Howard Bycroft
 Publicity Director: James A. Stowe
 Chief Engineer: Harry Coulter

WFRM—Coudersport—1953

Frequency: 600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Farm & Home Bcstg. Co.
 Address: 9 N. Main St.
 Tel.: 611 Independent
 President: C. H. Simpson
 General Manager: John A. Fay
 Commercial Manager: George Kuratomi
 Program Director: Mary Rubar
 Publicity Dir.: Ed Easton
 Chief Engineer: Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc. Power: 1 Kw.
 Owned: WBUX Broadcasting Co.
 Address: 30 E. Oakland St.
 Tel.: FI 8-3583 Independent
 President: George Steiner
 General Mgr.: James Stolcz
 Station Manager: George Pleasants
 Sales Promotion Manager: Jack Hamilton

Program Director: Jim Wood
 Publicity Director: Marion Granger
 Chief Engineer: Dick Wright

WCED—Dubois—1941

Freq.: 1420 Kc. Power: 5 Kw. d., 500 W. n.
 Owned By: Tri County Broadcasting Co., Inc.
 Address: 80 N. Park Place
 Tel.: 1700
 Newspaper Affiliation: Courier-Express
 Representative: McGillivra
 President: Harold T. Gray
 Gen. Mgr., Pub. Dir.: Jason S. Gray
 Sta., Comm. Mgr.: George Williams
 Sales Prom. Mgr., Prog. Dir.: Ken Johnston
 Chief Engineer: George Donahue

WEEX—Easton—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned: Easton Publishing Co.
 Address: Easton
 Tel.: 6155 Independent
 Newspaper Affiliation: Express
 Representative: Headley-Reed
 President: J. L. Stackhouse
 General Mgr.: Charles R. Thon
 Chief Engineer: Robert Francett

WEST—Easton—1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Associated Bcstrs., Inc.
 Bus.-Studio Address: 516 Northampton St.
 Tel.: 6132
 Representative: Meeker Co.
 Station Exec.: Clair R. McCollough
 Station Manager: Theodore W. Pierce
 Gen. Sales Manager: J. Robert Gulick
 Nat'l Sales Mgr.: Thomas R. Nunan, Jr.
 Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WRAC, Williamsport, all Pa. and WDEL, Wilmington, Del.

WEZN—Elizabethtown—1958

Frequency: 1600 Kc. Power: 500 Watts
 Owned By: Colonial Bcstg. Co. Inc.
 Business Address: Box 192
 Tel.: EMpire 7-1511 Independent
 President: Lowell W. Williams
 V.P., Gen. Mgr.: Richard E. Burg
 Program Director: Will Groff
 Chief Engineer: William Lace

WLEM—Emporium—1958

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned By: Emporium Broadcasting Co.
 Business Address: P.O. Box 309
 Tel.: EMporium 712 Independent
 President: Bernard N. Erskine
 Gen., Sta. Mgr.: James A. Spotts
 Program Director: Dean L. Close
 Chief Engineer: K. W. Coleman

WGSA—Ephrata—1955

Frequency: 1310 Kc. Power: 1000 Watts
 Owned: Garden Spot Broadcaster, Inc.

PENNSYLVANIA

Address P. O. Box 419
Tel.: RE 3-2226.....Independent
RepresentativeBroadcast Time Sales
PresidentLester Grenewalt
Gen., Sta. Mgr.....Samuel R. Youse
Prog. Dir.....Edward Loder
Comm. Mgr.....Frank Short
Chief Engineer.....Ralph Haneman

WERC—Erie—1941

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....WERC Bcstg. Co.
Address.....Robison Rd.
Tel.: 9-9647.....ABC
Station Representative.....Weed
President.....Joseph L. Brechner
Gen. Mgr.....Gene Conrad
Chief Eng.....Ken Hestor

WICU—Erie—1949

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
Tel.: 2-3248.....NBC
Representative.....Petry
President.....Edward Lamb
General Manager.....Ben McLaughlin
Station Manager.....Arthur Ingram
Publicity Director.....Bill Babcock
Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Jet Broadcasting Co., Inc.
Address.....18th & Ash Streets
Tel.: 2-6741.....Independent
Representative.....Forjoe
President, Gen. Mgr.....Myron Jones
Comm. Mgr.....Peter Cotichia
Sales Promotion Manager.....Art Arkelian
Chief Engineer.....Richard Zahnizer

WLEU—Erie—1935

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Leu Bcstg.
Address.....212 Commerce Bldg.
Tel.: 22-129.....Independent
Station Rep.....Radio TV Reps
President.....J. Patt Wardlaw
Gen., Comm. Mgr.....Gene Kline
Program Director.....Robert Holmes
Publicity Director.....Audrey Arbuckel
Chief Engineer.....William Sebenick

WFAR—Farrell—1953

Frequency: 1470 Kc...Power: 1000 Watts, d.
Owned-Oper. By.....Sanford A. Schafitz
Address.....P. O. Box 150
Tel.: DI 6-5171.....KBS
President, Gen. Mgr.....Sanford A. Schafitz

WFRA—Franklin—1957

Frequency: 1430 Kc.....Power: 500 Watts, d.
Owned.....N.W. Penna. Bcstg. Co.
Address.....Oil City Franklin Rd.

Tel.: ID 2-2188.....Independent
Pres., Sta. Mgr.....Robert H. Sauber

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Business Address.....Box 28
Tel.: GE 850.....Independent
Newspaper Affil.....Times & News Pub. Co.
Gen. Mgr.....P. H. Cunningham
Comm. Mgr.....Marc Starkins
Prog. Dir., Ch. Eng.....Lester Blair

WHJB—Greensburg—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned.....WHJB, Inc.
Business-Studio Address...128 N. Penn Ave.
Tel.: 3740.....Independent
President.....H. Kenneth Brennen
Gen., Sta., Comm. Mgr.....H. J. Brennan
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc..Power: 5 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Box 268
Tel.: ME 7-3831.....Independent
Pres., Sta., Comm. Mgr.....John D. Bare
Program Director.....Daniel E. Rutledge
Chief Engineer.....Philip Rohrbaugh

WCMB—Harrisburg—1948

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Tel.: CE 4-3005.....MBS
Representative.....Gill-Perna
General Manager.....Ed K. Smith
Comm. Manager.....Henry Traugh
Sales Promotion Manager...Ramon Musheno
Program Director.....Ed. Gonzales
Chief Engineer.....J. Howard Bair

WHGB—Harrisburg—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address...112 Market St.
Tel.: CE 4-4988.....ABC
Station Representative.....McGavren-Quinn
Pres., Gen. Mgr.....H. Kendrick
Sta. Mgr., Prog. Dir.....Jack Hooper
Comm. Mgr.....Ralph Hartman
Chief Engineer.....William Kuntz

WHP—Harrisburg—1924

Frequency: 580 Kc.....Power: 5 Kw.
Owned.....WHP, Inc.
Address.....216 Locust St.
Tel.: Cedar 4-3211.....CBS
Representative.....Bolling
General Manager.....Mrs. A. K. Redmond
Program Manager.....Harry Hinkley
Sales, Promotion Director.....John V. Gore
Publicity Director.....George Gottschalk
Chief Engineer.....E. Dan Leibensperger

WKBO—Harrisburg—1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Keystone Bcstg. Corp.
 Bus. Studio Address. 31 N. Second St.
 Tel.: CE 4-0191. NBC
 Representative. Robert Meeker
 Station Executive. Clair R. McCollough
 Station Manager. W. Eugene Gorman
 Gen. Sales Mgr. J. Robert Gulick
 Nat'l Sls. Mgr. Thomas R. Nunan, Jr.
 Technical Director. J. E. Mathiot
 Owners of WGAL, Lancaster; WORK, Harris-
 burg; WRAW, Reading; WEST, Easton;
 WRAK, Williamsport, all Pa. and WDEL, Wil-
 mington, Del.

Owned-Oper. By. Central Bcstg. Co., Inc.
 Address. 235 Franklin St.
 Tel.: 8-1216. CBS
 Representative. Wood
 V.P., Gen. Manager. G. D. Gartland
 Station Manager. Steward W. Phillips

WCRO—Johnstown—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Century Bcstg. Corp.
 Bus. Studio Address. Fort Stanwix Hotel
 Tel.: 9-1187. MBS
 Representative. Forjoe
 President. John J. Keel
 General Manager. John D. Reilly
 Chief Engineer. John Kersheskey

WAZL—Hazleton—1932

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Hazleton Bcstg. Co.
 Address. Hazleton Natl. Bank Bldg.
 Tel.: GL 4-3531. NBC-MBS
 Representative. Raymer
 Pres., Gen. Mgr. Victor C. Diehm
 Station Manager. Kathryn E. Kahler
 Commercial Manager. Robert J. Sacco
 Nat. Sales Mgr. Thomas A. Tito
 Program Director. Don Murray
 Publicity Director. Paul Cerula
 Chief Engineer. Elwood Tito
 Owners of WHOL, Allentown; WHLM, Blooms-
 burg, Pa. and WTAL, Tallahassee, Fla.

WJAC—Johnstown—1925

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. WJAC, Inc.
 Bus. Studio Address. 329 Main St.
 Tel.: 7-8711. NBC
 Newspaper Affil. Tribune
 Representative. O'Connell
 President. W. W. Krebs
 Station Mgr. Park Claycomb
 Chief Engineer. Theodore E. Campbell

**WAMO—Homestead-
Pittsburgh—1948**

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By. Dynamic Bcstg.
 Business Address. 105 E. 8th Ave.
 Tel.: HO 2-6000. Independent
 Representative. Forjoe
 President, Gen. Mgr. Leonard Walk
 Commercial Manager. Joe Bassett, Jr.
 Program Director. Carl Stuart
 Chief Engineer. James Herbert

WADP—Kane—1954

Frequency: 960 Kc. Power: 500 Watts, d.
 Owned. Northern Allegheny Bcstg. Co.
 Address. Penn-Kane Hotel
 Tel.: 1520. KBS
 President, Gen. Mgr. David Potter
 Sta., Comm. Mgr. Richard E. Feit
 Program Director. David Sill
 Chief Engineer. John Nordine

WHUN—Huntingdon—1946

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By. Joseph F. Biddle Publ. Co.
 Bus. Studio Address. 400 Washington St.
 Tel.: MI 3-3340. KBS
 President. John H. Biddle
 General Manager. William E. Germann

WACB—Kittanning—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned By. Joel W. Rosenblum
 Bus. Studio Address. 325 Market St.
 Tel.: Ll 3-1381. KBS
 Representative. Rambeau, Vance, Hoppel
 V.P., Gen. Mgr. Charles M. Erhard, Jr.
 Sta. Mgr., Prog. Director. H. H. Stoops
 Chief Engineer. Joseph A. Pelletier

WGAL—Lancaster—1922

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. WGAL, Inc.
 Business-Studio Address. 24 S. Queen St.
 Tel.: EX 7-0333. NBC
 Representative. Robert Meeker
 President, Gen. Mgr. Clair R. McCollough
 Gen. Sls. Mgr. J. Robert Gulick
 Nat'l Sls. Mgr. Thomas R. Nunan, Jr.
 Station Mgr. Kenneth Kreider
 Program Dir. Brian Kintzer
 Promotion Dir. Paul I. Woodland
 Technical Director. J. E. Mathiot
 Owners of: WKBO, Harrisburg; WORK, York;
 WRAW, Reading; WEST, Easton; WRAK,
 Williamsport, all Pa. and WDEL, Wilming-
 ton, Del.

WDAD—Indiana—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. WDAD Inc.
 Address. 632 Philadelphia St.
 Tel.: HO 5-5511. CBS
 Newspaper Affil. The Progress
 President. W. K. Ulerich
 Station Manager. Jonas Termin
 Program Director. C. C. Porter
 Chief Engineer. Dyle Martin

WARD—Johnstown—1946

Frequency: 1490 Kc. Power: 250 Watts

WLAN—Lancaster—1946

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By... The Peoples Bcstg. Co.
 Bus.-Studio Address... 252 N. Queen St.
 Tel.: EX 4-7261... ABC-MBS-KBS
 Representative... Headley-Reed
 President... Frank H. Altdoerffer
 Gen. Sta. Mgr... Samuel M. Altdoerffer
 Comm., Sales Prom. Mgr... J. Stanley Baker
 Prog. Dir... Dick Sherbahn
 Chief Engineer... Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Miners Bcstg. Service, Inc.
 Address... P. O. Box D
 Tel.: 1440... Independent
 President... Joseph L. Maguire
 Gen. Manager... John W. Angst

WAKU—Latrobe—1951

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By... WAKU, Inc.
 Address... 200 Deot St.
 Tel.: KEystone 7-7744... MBS, KBS
 President... Harry P. Reed
 Gen. Mgr., Prog. Dir... W. J. Thomas
 Comm. Mgr... Robert Johnson
 Chief Engineer... Manuel Alvarez

WTRA—Latrobe—1956

Frequency: 1480 Kc. Power: 500 W., d.
 Owned... Latrobe Bcstrs.
 Address... 202 Main St.
 Tel.: KE 7-3338... Independent
 Representative... McGillvra
 President... Louis Rosenberg
 General Manager... William Dymond
 Commercial Manager... Mrs. Janet Mahady
 Chief Engineer... Bernard Guidos

WLBR—Lebanon—1946

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By... Lebanon Bcstg. Co.
 Business Address... Route 20
 Tel.: CRestview 2-7651
 Representative... Burn-Smith
 President... H. Raymond Stadium
 Managing Director... Lester P. Etter
 Comm. Manager... Phillip J. Reilly
 Program Director... H. P. Van Voorhis
 Chief Engineer... William Zehring

WITT—Lewisburg—1957

Frequency: 1010 Kc. Power: 250 Watts, d.
 Owned... Wireline Radio, Inc.
 Address... 34 South 8th St.
 Tel.: JA 3-1222... KBS
 President... Michael M. Fremont
 Commercial Manager... Carl E. Miller
 Chief Engineer... James A. Herb

WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc. Power: 250 W.
 Owned... O'Keefe Bcstg. Co.

Business Address... 200 Magnolia Dr.
 Tel.: Windsor 9-1490... Independent
 Pres., Gen. Mgr... Jack J. Dash
 V.P., Dir. Oper... William F. Waterbury

WKVA—Lewistown—1949

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By... Central Pa. Bcstg. Co.
 Business Address... 19 S. Wayne St.; Box 432
 Tel.: 8-6771... Independent
 Representative... Gill-Perna
 Pres., Sta., Gen. Mgr... Robert L. Wilson
 Sales Promotion Manager... Howard Z. Reed
 Program Director... Bob Hyle
 Publicity Director... Mary Bolich
 Chief Engineer... Jack Sanders

WMRF—Lewistown—1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Lewistown Bcstg. Co.
 Business-Studio Address... 5 W. Market St.
 Tel.: 8-6757... NBC
 Representative... Burn-Smith
 President... J. S. Woods
 Gen., Sta. Mgr... T. W. Metzger
 Commercial Manager... Frank Troiani
 Program Dir... Miss Thekla Leeper
 Publicity Director... Dale Smith
 Chief Engineer... Kenneth Callahan

WBPZ—Lock Haven—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Lock Haven Bcstg. Corp.
 Bus.-Studio Address... 132½ E. Main St.
 Tel.: 4038... MBS
 Representative... Devney
 President... Donald C. Welch
 Gen. Sta. Mgr... Harris Lipetz
 Commercial Manager... Dick Yohe
 Program Director... Dave King
 Chief Engineer... Al Stratmoen

WEDO—McKeesport—1945

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Operated By... Tri-City Bcstg. Co.
 Business-Studio Address... 547 5th Ave.
 Tel.: North 4-7167... CBS
 Station Representative... Weed
 President... Edward J. Hirschberg
 Sta. Mgr... Robert E. Badger
 Comm., Mgr... Earl Buncher
 Sales Promotion Manager... Selma Magrim
 Program Director... Bill Brant
 Publicity Director... Chris Underwood
 Chief Engineer... Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By... Mon-Yough Bcstg. Co.
 Business-Studio Address... 516 Market St.
 Tel.: OR 8-8888... MBS
 Station Representative... Masla
 President... Robert M. Cox
 Gen. Mgr... Sam Vidnovic
 Sales Promotion Manager... Sally Mossman

Program Director.....Pat Haley
 Publicity Director.....S. A. Chontos
 Chief Engineer.....Charles White

Sales Promotion Manager.....Jim Gray
 Program Director.....Phil Brooks
 Chief Engineer.....W. W. Neely

WMCW—Meadville—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Regional Bcstrs.
 Address.....1st National Bank Bldg.
 Tel.: 6-1111.....KBS
 Gen., Sta. Mgr.....James H. Strickler
 Commercial Manager.....Frederick P. Tascone
 Chief Engineer.....Maurice Sherman

WJUN—Mexico—1955

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Lewistown Bcstg. Co.
 Business Address.....Box 97, Mifflintown
 Tel.: LEWistown 8-6757.....Independent
 Newspaper Affiliation.....Sentinel, Lewistown
 Representative.....Burn-Smith
 President.....J. S. Woods
 General Manager.....Thomas W. Metzger
 Station Manager.....Ralph S. Parker
 Commercial Manager.....Bob Horning
 Sales Promotion Manager.....Tim Palm
 Program Director.....Don Lorenz
 Publicity Director.....Miles Heckendorn
 Chief Engineer.....Kenneth Callahan

WARC—Milton—1958

Frequency: 1380 Kc.....Power: 1 Kw. d.
 Owned By.....WilliamSPORT Bcstg. Assoc. Inc.
 Business Address.....YMCA Bldg.
 President.....Harry J. W. Kiessling
 Gen. Manager.....Woodrow W. Ott
 Commercial Manager.....John Yingling

WPFL—Montrose—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned By.....Montrose Bcstg Corp.
 Address.....Locust St.
 Tel. Montrose 397.....Independent
 Pres. Gen. Mgr.....W. Douglas Roe
 Program Director.....William Ohman
 Publicity Director.....William Farley
 Chief Engineer.....Richard Gage

WKST—New Castle—1938

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST Inc.
 Address.....1st Federal Plaza
 Tel.: OL 4-5501.....MBS
 Station Representative.....Everett-McKinney
 President, General Mgr.....S. W. Townsend
 Sta., Comm. Mgr.....Harry Reith
 Chief Engineer.....Ernest Retz

**WKPA—New Kensington
 1940**

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.
 Business-Studio Address.....810 Fifth Ave.
 Tel.: ED 7-3588.....Independent
 President.....C. R. Cooper
 Gen., Comm. Mgr.....Melvin A. Goldberg

WNAR—Norristown—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Norristown Bcstg. Co.
 Bus.-Studio Address.....Old Arch Rd.
 Tel.: BR 2-7600.....Independent
 Representative.....Weed
 President.....N. Joe Rahall
 Gen. Mgr.....Ogden R. Davies
 Sta. Manager.....John M. Banzhoff
 Local Sales Mgr.....Donald L. Jones
 Program Director.....Buddy Brode
 Chief Engineer.....Anthony De Sola
 Owners of: WKAP, Allentown, Pa.; WWRN,
 Beckley, W. Va.; WFEA, Manchester, N. H.;
 WTSP, St. Petersburg, Fla.

(See page 584)

WKRZ—Oil City—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WKRZ, Inc.
 Business Address.....Broadcast Hill; Box 868
 Tel.: 8-0355.....KBS-NBC
 Pres., Gen. Mgr.....Kenneth E. Rennekamp
 Sta., Comm. Mgr.....Edward Erickson
 Sales Promotion Manager.....Joan Firster
 Program Director.....Honey Myers
 Chief Engineer.....Robert Harmon

WCAU—Philadelphia—1922

Frequency: 1210 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....CBS Radio, Inc.
 Address.....City & Monument Ave.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS Radio Spot Sales
 Manager Director.....Donald W. Thornburgh
 General Manager.....Joseph T. Connolly
 Sales Manager.....Jack De Russey
 Sales Promotion Manager.....Fred Birnbaum
 Program Director.....Fred Karch
 Chief Engineer.....J. G. Leitich

WDAS—Philadelphia—1922

Frequency: 1480 Kc.....Power: 1 Kw.
 Owned-Oper. By.....Max M. Leon, Inc.
 Address.....Belmont Ave. & Edgely Rd.
 Tel.: TR 8-2000.....Independent
 Representative.....John E. Pearson
 President.....Max M. Leon
 V.P., Gen., Sta. Mgr.....Robert A. Klein
 V. P. Operations Manager.....Jerry Grove
 Program Director.....Eddie Newman
 Comm. Mgr.....William H. Vogt
 Sales Manager.....Alexander S. Klein
 Publicity Director.....Art Newsham
 Chief Engineer.....Frank W. Unterberger

WFIL—Philadelphia—1922

Frequency: 560 Kc.....Power: 5000 Watts
 Owned.....Triangle Publications, Inc.
 Business-Studio Address.....46th & Market
 Tel.: EV 2-4700.....ABC
 Newspaper Affil.....Inquirer
 Representative.....Blair

In Philadelphia
WIP radio is
used exclusively
by more
advertisers than
any other station

WIP

PHILADELPHIA'S PIONEER VOICE

610

For **MORE** Information—Ask Petry!

General Manager.....Roger W. Clipp
 Station Manager.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Dir. of Programming.....Clyde R. Spitzner
 Chief Engineer.....Henry E. Rhea
 Owners of: WFBG, Altoona, Pa.; WNHC, New Haven, Conn.

Station Representative.....Good Music
 President.....Lawrence M. C. Smith
 General Manager.....Raymond S. Green
 Comm. Mgr.....Joseph C. Winkler
 Program Director.....Michael E. O'Donnell
 Chief Engineer.....Frederick Chassey

WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1 Kw. d.
 Owned By.....Franklin Bcstg. Co.
 Address.....8200 Ridge Ave.
 Tel.: Ivyridge 2-6000.....Independent
 General Manager.....R. S. Green
 Commercial Manager.....J. C. Winkler
 Program Director.....M. O'Donnell
 Chief Engineer.....F. Chassey

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....WJMJ Bcstg. Corp.
 Business-Studio Address.....2043 Locust St.
 Tel.: LO 4-2300.....Independent
 Representative.....Broadcast Time Sales
 Pres., Gen. Sta. Mgr.....Patrick J. Stanton
 Commercial Mgr.....Charles Stahl
 Sales Prom., Pub. Mgr.....James Rubenstone
 Prog. Dir.....Michael Deegan
 Chief Engineer.....Christopher McAteer

WHAT—Philadelphia—1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Independence Bcstg. Co.
 Address...Conshohocken & Windemere Aves.
 Tel.: TRinity 8-1500.....Independent
 Representative.....Stars National
 Pres., Gen. Mgr.....William A. Banks
 Station Manager.....Dolly Banks
 Commercial Manager.....Paul Abrams
 Sales Prom. Manager.....Len Stevens
 Prog. Director.....Robert Ardrey
 Publicity Director.....Marsha Greenbaum
 Chief Engineer.....Charles Lehmann

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....William Penn Bcstg. Co.
 Business-Studio Address.....2212 Walnut St.
 Tel.: LO 4-6000.....Independent
 Representative.....Gill-Perna
 President.....William Sylk
 V.P., Gen. Mgr.....William B. Caskey
 Sta. Mgr., Prog. Dir.....Murray Arnold
 Comm. Manager.....Erwin Rosner
 Prom. Mgr., Pub. Director.....James M. Kiss
 Director Public Service.....Sam Serota
 Chief Engineer.....Charles W. Burtis

WIP—Philadelphia—1922

Frequency: 610 Kc.....Power: 5000 Watts
 Owned By.....Wip Broadcasting, Inc.
 Business-Studio Address.....35 S. 9th St.
 Tel.: WA 2-6800.....MBS
 Representative.....Edward Petry
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.
 V.P., Director of Sales.....Ralf Brent
 Nat. Sales Mgr.....Paul B. Evans
 Sales Promotion Director.....Mitchell Krauss
 Program Director.....Varner Paulsen
 Chief Engineer.....Clifford C. Harris

WRCV—Philadelphia—1921

Frequency: 1060 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....National Bcstg. Company
 Business-Studio Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 President.....Robert E. Kintner
 General Manager.....Raymond W. Welpott
 Station Manager.....Harold J. Pannepacker
 Commercial Manager.....Lewis P. Johnson
 Sales Promotion Manager.....Robert A. Fillmore
 Program Director.....Bob Benson
 Chief Engineer.....William A. Howard

WIBG—Philadelphia—1925

Freq.: 990 Kc...Power: 50,000 Wts. d., 10,000 n.
 Owned.....Storer Bcstg. Co.
 Address.....Suburban Sta. Bldg.
 Tel.: RI 6-2300.....Independent
 Representative.....Katz
 President.....George Storer, Jr.
 Man. Dir.....Lionel F. Baxter
 Sta., Sales Mgr.....John R. Mahoney
 Promotion Manager.....Roy M. Schwartz
 Prog. Mgr.....Grady Edney
 Publicity Director.....Genii Macaulay
 Chief Engineer.....John H. Henninger
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;
 WSPD, Toledo; WAGA, Atlanta; WJW,
 Cleveland; WWVA, Wheeling, W. Va.

WTEL—Philadelphia—1925

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned By.....WTEL, Inc.
 Business-Studio Address...4312 N. Broad St.
 Tel.: GL 5-1310.....Independent
 Pres., Pgm. Dir.....E. Douglass Hibbs
 Sec'y-Treas.....Henry N. Cocker

WPHB—Philipsburg—1956

Frequency: 1260 Kc.....Power: 1 Kw. d.
 Owned By.....Moshannon Valley Bcstg.
 Address.....P. O. Box 361
 Tel.: Dickens 2-2300.....Independent
 Gen. Comm. Mgr.....William Emert
 Program Director.....Mrs. Wm. Emert
 Chief Engineer.....Dean Sharpless

WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned By.....Franklin Broadcasting Co.
 Business Address.....8200 Ridge Ave.
 Tel.: IVyridge 2-6000.....Independent

WAMP—Pittsburgh—1920

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....NBC

PENNSYLVANIA

Address.....Chamber of Comm. Bldg.
Tel.: GR 1-8600.....NBC
Representative.....NBC Spot Sales
Gen. Mgr.....H. W. Shepard
Program Supv.....John C. Hierlihy
Sales Prom., Public Dir.....Thomas D. Tyson
Chief Engineer.....Matthew Bracic

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus. Address.....530 Carlton Hs., 550 Grant St.
Tel.: AT 1-6900.....Independent
Newspaper Affil.....Sun-Telegraph
Representative.....Katz
Pres., General Manager.....Leonard Kapner
Station Manager.....F. Geer Parkinson
Program Director.....R. Clifton Daniel
Commercial Manager.....Roger O' Connor
Prom. Mgr., Pub. Dir.....William Thiemann
Chief Engineer.....James Greenwood

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.
Business Address.....122 E. 42nd St., N.Y.C.
Tel.: MURray Hill 7-0808.....Independent
Sta. Representative..Peters, Griffin, Woodward
After July 1.....AM Radio Sales
President.....Donald H. McGannon
Asst. Gen. Mgr.....Donald Trageser
Station Manager.....L. R. Rawlins
Program Manager.....William H. Schwartz
Asst. Prog. Mgr.....James L. Snyder
Sales Prom. Mgr.....June L. Buzzelli
Publicity Manager.....Owen Simon
Chief Engineer.....Theodore C. Kenney
Owners of: WBZ-WBZA, Boston-Springfield,
Mass.; KYW, Cleveland; WOWO, Fort
Wayne, Ind.; KEX, Portland, Oreg.; WIND,
Chicago, Ill.

WEPP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
Tel.: EM 1-5000.....Independent
Station Representative.....Stars Nat.
President.....John Kluge
Gen., Sta. Manager.....Ernie Tannen
Sales Prom. Mgr.....John Pieper
Prog. Dir.....William Powell
Chief Engineer.....Victor G. Klein

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Tel.: AT 1-1900.....Independent
President.....John J. Laux
Gen., Comm. Mgr.....Don Ioset
Sales Mgr., Prog., Pub. Dir.....Clifford Charles
Chief Engineer.....Michael Komichak

KQV—Pittsburgh—1919

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.

Address.....411 7th Ave.
Tel.: AT 1-9100.....ABC
Station Representative.....Young
President.....Leonard H. Goldenson
Gen., Sta. Mgr.....Ralph Beaudin
Commercial Manager.....Robert N. Thompson
Program Dir.....John Gibbs
Chief Engineer.....Fred L. Zellner, Jr.

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWSW, Inc.
Bus-Studio Address.....Hotel Sherway
Tel.: GR 1-5200.....Independent
Newspaper Affiliation.....Post Gazette
Representative.....John Blair
President.....O. M. Schloss
Gen. Mgr., Prog. Dir.....Ben W. Muros
Sales Prom. Mgr., Pub. Dir.....Phil Davis
Chief Engineer.....Henry R. Kaiser

WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address.....Main & Spring St.
Tel.: OL 4-3388.....Independent
Representative.....Cont. Radio Sales
Pres., Gen. Manager.....Angelo W. Fiorani
Commercial Mgr.....R. E. Florey
Program Director.....Joseph Tipton
Promotion Mgr.....Rosemary Gallagher
Publicity Director.....Betty Schriver
Chief Engineer.....John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Tel.: 5000.....KBS
Representative.....Indie Sales
Pres., Gen. Mgr.....Herbert Scott

WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Tel.: MA 2-1450.....Independent
President.....Joseph L. McGuire
Gen. Mgr., Ch. Eng.....John W. Angst
Station Manager.....Westley G. Kimble

WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus-Studio Address.....212 S. Centre St.
Tel.: MArket 2-1360.....MBS
General Manager.....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Sales Promotion Manager.....Walter Jones
Program Director.....Horace Richards
Chief Engineer.....William Penn Tidmore

WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.

Owned-Oper. By.... Punxsutawney Bcstg Co.
 Address..... 103 N. Gilpin St.
 Tel.: PU 1221..... Independent
 Representative..... Rambeau
 General Manager..... C. M. Erhard, Jr.
 Comm. Mgr..... W. Clem Murray
 Program Director..... Gilbert Carney
 Chief Engineer..... Joseph A. Pelletier

WEU—Reading—1931

Frequency: 850 Kc..... Power: 1000 Watts
 Owned-Operated By..... WEU Bcstg. Co.
 Business-Studio Address..... 433 Penn St.
 Tel.: FR 6-7335..... ABC
 Newspaper Affiliation..... Eagle Times
 Representative..... Headley-Reed
 President..... William J. Rohm
 V.P., Gen., Sta. Mgr..... K. Richard Creitz
 Program Director..... Jack B. Gounder
 Chief Engineer..... Harold Schearer

WHUM—Reading—1946

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Eastern Radio Corp.
 Business-Studio Address..... Berkshire Hotel
 Tel.: 6-3987..... CBS
 Representative..... Weed
 Pres., Gen. Mgr..... Robert G. Magee
 Commercial Manager..... Warren C. Ruffner
 Prog. Dir..... Alan Lane
 Chief Engineer..... Daniel Donohue

WRW—Reading—1922

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper By..... WRW, Inc.
 Business-Studio Address..... 19 N. Fifth St.
 Tel.: FR 6-7173..... NBC
 Representative..... Robert Meeker
 Station Executive..... Clair R. McCollough
 Station Manager..... Robert S. Reider
 Gen. Sales Mgr..... J. Robert Gulick
 Nat'l Sls. Mgr..... Thomas Nunan, Jr.
 Technical Director..... J. E. Mathiot
 Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WEST, Easton; WRAX, Williamsport, all Pa. and WDEL, Wilmington, Del.

WCCB—Red Lion—1950

Frequency: 1440 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Red Lion Bcstg. Co.
 Address..... Red Lion
 President..... John M. Norris
 Gen., Sta. Mgr..... John H. Norris
 Commercial Mgr..... Vincent A. Freeman

WKMC—Roaring Spring—1955

Frequency: 1370 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Melvin H. Shaw
 Address..... Woodbury Pike
 Tel.: 690..... KBS
 Representative..... Geo. T. Hopewell
 Comm. Sta. Mgr..... Shel Horton
 Program Director..... Merle Ebersole
 Chief Engineer..... C. Irvin Metzger

WKBI—St. Marys—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Elk Cameron Bcstg. Co.
 Address..... 41 Erie Ave.
 Tel.: 4-2821..... MBS
 Representative..... Allegheny Moun'ain Network
 General Manager..... C. H. Simpson
 Commercial Manager..... John J. Kain
 Prog. Director..... Beatrice B. Smith
 Nat. Sales Mgr..... W. Herbstritt
 Pub. Dir..... A. Kuhn

WATS—Sayre—1950

Frequency: 960 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... T. K. Cassel
 Business Address..... 110 N. Elmer Ave.
 Tel.: TU 2-2401..... KBS
 Representative..... Indle Sales
 President..... T. K. Cassel
 General Manager..... Walter D. Knowles
 Chief Engineer..... Benjamin A. Franklin

WARM—Scranton—1940

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By..... WARM Bcstg. Co.
 Business Address..... Bowman Bldg.
 Tel.: Diamond 6-4646..... Independent
 Station Representative..... Eastman
 President..... Louis J. Appell, Jr.
 General Manager..... Arthur W. Carlson
 Commercial Manager..... Jackson Gower
 Sales Prom. Mgr..... William A. Musser
 Program Director..... Don Stevens
 Publicity Director..... Frances Seibert
 Chief Engineer..... Nicholas Hudak

WGBI—Scranton—1925

Frequency: 910 Kc..... Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By..... WGBI Radio, Inc.
 Address..... 1000 Wyoming Ave., Scranton
 Tel.: DI 2-7634..... CBS
 Newspaper Affiliation..... Phila. Bulletin
 Representative..... H-R Reps
 President..... Mrs. M. E. Megargee
 Gen., Comm. Mgr..... Richard E. Nason
 Station Manager..... Robert E. McDowell
 Prom. Dir., Pub. Di..... Doug Holcomb
 Program Director..... Frank Monaghan
 Chief Engineer..... Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Scranton Radio Corp.
 Address..... 717 Linden St.
 Tel.: DI 6-1202..... Independent
 Station Rep..... Walker
 Pres., Gen. Mgr..... Joe Dobbs
 Station Manager..... R. J. Lomma
 Commercial Manager..... Al Soma
 Program Director..... Ed Huges
 Chief Engineer..... James D. Pettinato

WEJL—Scranton—1950

Frequency: 630 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Edward & Elizabeth Lynell
 Business Address..... 129 Penn Ave.

Tel.: DI 2-9151.....Independent
 Newspaper Affil.....Times
 Station Rep.....Meeker
 Gen., Comm. Mgr.....Cecil Woodland
 Sales, Program Director.....Hugh J. Connor
 Pub. Dir.....Bill Pierce
 Chief Eng.....Guy Rauer

WSCR—Scranton—1947

Freq.: 1320 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned By.....Lackawanna Valley Bcstg. Co.
 Business-Studio Address....116 Adams Ave.
 Tel.: DI 7-3388.....NBC
 Representative.....Headley-Reed
 Pres., Gen., Mgr.....David M. Baltimore
 Comm. Mgr.....Joseph P. Kimble
 Program Dir.....David L. Griffiths
 Chief Engineer.....Willard Shimski

WISL—Shamokin—1958

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Anthracite, Inc.
 Business Address.....Rock & Sunbury Sts.
 Tel.: 8-5749.....Independent
 Representative.....Forjoe
 President.....Henry W. Lark
 Gen., Sta. Mgr.....Maurice E. Fidler
 Commercial Manager.....Bernard Saks
 Sales Prom. Mgr.....W. C. MacElwee
 Program Director.....Bernard Friedman
 Publicity Director.....James Reilly
 Chief Engineer.....Al Donovan

WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Sharon Herald Bcstg. Co.
 Business Address.....P.O. Box 211
 Tel.: Diamond 6-4113.....Independent
 Newspaper Affiliation.....Herald
 Station Representative.....Reilly; O'Connell
 Pres., Gen. Mgr.....John Fahline, Jr.
 Program Director.....Jack Sandstrom
 Chief Engineer.....A. C. Heck

WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Somerset Bcstg. Co.
 Address.....P. O. Box 231
 Tel.: 4186.....Independent
 Gen., Sta. Mgr.....T. H. Oppegar
 Comm. Mgr.....C. R. Taylor
 Prog. Dir., Chief Engineer.....R. L. French

WMPT—S. Williamsport—1958

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Will-Mont Bcstg. Co.
 Business Address.....301 Percy St.
 Tel.: 3-3608.....ABC
 Station Representative.....Hopewell; Best
 Pres., Ch. Eng.....Galen D. Castlebury, Jr.
 Comm., Sales Prom. Mgr.....Don Coleman
 Program Director.....Fred Plankenhorn
 Publicity Director.....Joanne M. Castlebury

WMAJ—State College—1945

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Centre Bcstrs., Inc.

Business Address.....P. O. Box 888
 Tel.: AD 7-4959.....NBC-KBS
 President.....W. K. Ulerich
 Gen. Sta. Mgr.....M. J. Bergstein
 Commercial Manager.....Julie McCloskey
 Program Director.....Stephen Fiskbein
 Chief Engineer.....W. D. Files

WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Pocono Bcstg., Inc.
 Business Address.....22 S. Sixth St.
 Tel.: 1101.....Independent
 Newspaper Affiliation.....Ottaway Newspapers
 Representative.....Radio-TV Reps.
 President.....James H. Ottaway
 General Manager.....Chester S. Miller
 Sales Prom. Mgr.....Edward J. Somers
 Program Director.....Joseph B. Whalen
 Chief Engineer.....Ernest Transue

WKOK—Sunbury—1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter.....1150 N. Front St.
 Tel.: AT 6-5838.....CBS
 Newspaper Affil.....Daily Item
 President.....Basse A. Beck
 General Manager.....Homer R. Smith
 Commercial Manager.....C. Donald Walther
 Program Director.....Michael J. Kane
 Publicity Director.....Malcolm Arter
 Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.
 Owned-Oper. By....Crawford Cty. Bcstg. Corp.
 Address.....P. O. Box 184
 Tel.: 7-2265.....Independent
 President.....Robert T. Morrison
 Gen. Sta. Mgr.....Robert H. Sauber
 Comm. Sales Prom. Mgr.....Paul R. Ruttan
 Program Director.....Marlene Burchfield
 Publicity Director.....Jo Ann Wakefield

WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts, d.
 Owned.....Tyrone Bcstg. Co.
 Address.....8 W. 10th St.
 Tel.: Mutual 4-3200.....MBS
 President.....C. H. Simpson
 Station Manager.....Lee C. Ray
 Sales Manager.....William E. Moses
 Commercial Manager.....John J. McCarthy
 Sales Prom. Mgr.....William E. Duey
 Program Director.....John W. Eschbach
 Publicity Director.....Gretta Rorabaugh
 Chief Engineer.....Gilbert H. Wogan

WMBS—Uniontown—1937

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Fayette Bdcstg. Corp.
 Address.....Fayette Nat. Bank Bldg.
 Tel.: GE 8-3900.....CBS

RepresentativeMeeker
 Sta. Mgr., Prog. Dir.....James Gismondi
 Chief Engineer.....William Henzly

WNAE—Warren—1946

Frequency: 1310 Kc..Power: 5000 Watts d.
 Owned-Oper. By ...N. Allegheny Bdcstg. Co.
 Business Address...310 Second Ave.; Box 24
 Tel.: 3033Independent
 Pres., Gen. Mgr.....David Potter
 Comm. Mgr.....James Potter
 Prog. Dir.....Leroy Schneck
 Chief Eng.....Homer Haines

WJPA—Washington—1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Washington Bcstg. Co.
 Bus. Address.....George Washington Hotel
 Tel.: BA 2-2110.....MBS
 Representative....Joseph Hershey McGillvra
 Managing Director.....A. Boyd Siegel
 Gen., Prom. Mgr.....John L. Merdian
 Chief Eng.....James Berkheimer

WANB—Waynesburg—1956

Frequency: 1580 Kc.....Power: 250 W., d.
 OwnedCommonwealth Bcstrs.
 AddressFirst Federal Bldg.
 Tel.: 981Independent
 Sta. Mgr.....George E. McGary
 Prog. Dir.....Edward J. Keon

WAYZ—Waynesboro—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Richard Field Lewis Jr.
 Address.....21 W. Main St.
 Tel.: WA 1900.....KBS
 President.....Richard Field Lewis Jr.
 General Manager.....Sam Hanshaw

WNBT—Wellsboro—1955

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Farm & Home Bcstg. Co.
 Address.....89 Main St.
 Tel.: 2113MBS
 President.....C. H. Simpson
 V.P. Gen. Manager.....John A. Fay
 Prog. Dir.....Carol Makin
 Commercial Manager.....John Zellner
 Chief Engineer.....Richard E. Roeder

WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Anna Stenger
 Business-Studio Address.....85 W. Union St.
 Tel.: VA 3-0196.....MBS
 RepresentativeBurn-Smith
 Gen. Mgr.....John H. Stenger
 Program Director.....Ed Kuzma
 Publicity Director.....Dan Stenger
 Chief Engineer.....Milan Krupa

WBRE—Wilkes-Barre—1924

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WBRE-Radio, Inc.

Bus-Studio Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 RepresentativeHeadley-Reed
 Pres., Gen. Mgr.....David M. Baltimore
 Operations Director.....F. D. Coslett
 Program Director.....Robert Schumacher
 Commercial Manager.....Jos Gries
 Publicity Director.....Richard Paul
 Chief Engineer.....Charles Sakoski, Sr.

WNAK—Wilkes-Barre—1946

Frequency: 730 Kc.....Power: 1000 Watts
 Owned By.....Wyoming Radio, Inc.
 Address.....70 S. Main St.
 Tel.: Valley 2-6108.....Independent
 RepresentativeForjee
 President.....E. D. McWilliams
 General Manager.....Milton Laughlin
 Assistant to Manager.....Bill Jones
 Program Director.....Bob Whitehead

WILK—Wilkes-Barre—1947

Frequency: 980 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..Wyoming Valley Bcstg. Co.
 Bus-Studio Address.....88 No. Franklin St.
 Tel.: VA 4-4666.....ABC
 RepresentativeAvery-Knodel
 PresidentMitchell Jenkins
 Business Manager.....Emerson H. Ramage
 Station Manager.....Roy E. Morgan
 Commercial Manager.....Lee Vincent
 Promotion Manager.....Jim Ward
 Program Director.....Tom Bigler
 Chief Engineer.....Theodore French

WLYC—Williamsport—1951

Frequency: 1050 Kc.....Power: 1 Kw., d.
 Owned By.....Lycoming Bcstg. Co.
 Address331 Pine St., Box 389
 Tel.: 2-4676KBS
 RepresentativeDonald Cooke
 President.....John T. Keliher
 V. P. Gen., Sta. Mgr.....W. Richard Carlson
 Commercial Mgr.....Vince Campana
 Sls. Prom. Manager.....Edward Kirchner
 Program Director.....Vernon Hester
 Publicity Director.....Mrs. Sue Schreck
 Chief Engineer.....Fred Hopkins

WRAC—Williamsport—1929

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....WRAC, Inc.
 Address1559 West 4th St.
 Tel.: 2-6116NBC
 RepresentativeMeeker
 Pres., Gen. Mgr.....Clair R. McCollough
 Station Manager.....J. Wright Mackey
 Gen. Sls. Mgr.....J. Robert Gulick
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
 Owners of: WGAL, Lancaster; WKBO, Harris-
 burg; WORK, York; WRAW, Reading;
 WEST, Easton; all Pa. and WDEL, Wilming-
 ton, Del.

WWPA—Williamsport—1949

Frequency: 1340 Kc.....Power: 250 Watts

PENNSYLVANIA-RHODE ISLAND

Owned. Williamsport Radio Bcstg. Assoc., Inc.
Address..... 330 Government Pl.
Tel.: 7119 CBS
Representative Burn-Smith
President..... Harry J. W. Klessling
Gen., Sta. Manager..... Woodrow W. Ott
Program Director..... John H. Archer
Comm., Mgr..... Phil Lane
Sales Prom. Mgr..... Robert G. Schooley
Publicity Director..... Albert Decker
Chief Engineer..... Carl Steinbacher

WNOW—York—1948

Frequency: 1250 Kc.... Power: 1000 Watts d.
Owned-Operated By..... WNOW, Inc.
Business Address..... P.O. Box 1747
Tel.: 2-7821 Independent
Station Rep..... Radio-TV Reps.
President..... W. F. Rust, Jr.
General Manager..... Ralph Gottlieb
Sta., Comm. Mgr..... F. Richard Hill
Program Director..... John F. O'Rourke
Chief Engineer..... Jack Schuster

WORK—York—1932

Frequency: 1350 Kc.... Power: 5000 d.; 1000 n.

Owned-Oper. By..... Associated Bcstrs.
Business-Studio Address..... 13 S. Beaver St.
Tel.: 6629 NBC
Representative Robert Meeker
Station Executive..... Clair R. McCollough
Station Manager..... Clare I. Miller
Nat'l Sis. Mgr..... Thomas R. Nunan, Jr.
Gen. Sales Mgr..... J. Robert Gulick
Chief Engineer..... J. E. Mathiot
Owners of: WGAL, Lancaster; WKBO, Harris-
burg; WRAW, Reading; WEST, Easton;
WRAX, Williamsport, all Pa. and WDEL,
Wilmington, Del.

WSBA—York—1942

Frequency: 910 Kc..... Power: 1000 Watts
Owned-Oper. By... Susquehanna Bcstg. Co.
Address Box 910
Tel.: 2-5521 ABC
Representative Headly-Reed
President..... Louis J. Appell, Jr.
Comm., Sales Prom. Mgr..... P. K. Eberly
Prog. Dir..... Robert Shipley
Chief Engineer..... Glenn Winter

Pop.: 881,000
Families: 267,000
Radio Homes: 249,000

Rhode Island

Stations in State: 13
TV Homes: 243,000
TV Stations: 3

WADK—Newport—1948

Frequency: 1540 Kc.... Power: 1000 Watts d.
Owned-Oper. By.. The Aquidneck Bcstg. Corp.
Address Box 367
Tel.: Viking 6-1540..... Independent
Representative Everett-McKinney
Pres., Gen. Mgr..... Milton E. Miller
Comm. Mgr..... Frank Booth
Program Director..... Steve May
Sales Prom. Mgr..... George McNamara
Chief Engineer..... Allan Bowen

WPAW—Pawtucket—1950

Frequency: 550 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... Roger Williams Bcstg.
Address..... P.O. Box 55, Cumberland
Tel.: PA 5-9000 ABC
Station Representative Walker
Pres., Gen. Mgr..... Dominick A. Hysko
Commercial Manager..... Jeff Feinstein
Sales Prom. Mgr..... Donald Hysko
Program Director..... Rose Morris
Publicity Director..... Joseph Thomas
Chief Engineer..... James Bonney

WEAN—Providence—1922

Frequency: 790 Kc.... Power: 5000 Watts
Owned..... Providence Journal Co.
Address..... 75 Fountain St.
Tel.: DE 1-0600..... MBS

News. Affil..... Providence Journal
Station Rep.... Venard, Rintoul & McConnell
President..... Henry S. Chafee
General Manager..... H. William Koster
Comm. Manager..... Hervey C. Carter
Sales Prom. Mgr..... Arthur E. Lathrop, Jr.
Program Director..... Don Morton
Chief Engineer..... George W. Sharpe

WPRO—Providence—1924

Frequency: 630 Kc.... Power: 5000 Watts
Owned-Oper. By..... Lowell Thomas & Assoc.
Bus-Stud. Add. .. 24 Mason St., WPRO Bldg.
Tel.: PL 1-9776..... CBS
Representative Blair
President..... William S. Cherry, Jr.
General Manager..... Arnold F. Schoen, Jr.
Commercial Mgr..... F. J. Boynton
Program Director..... John A. Owen, Jr.
Chief Engineer..... John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... R. I. Bcstg. Co.
Address Water St.
Tel.: GE 4-2223..... Independent
Representative Indie
President Frank Rao
Gen. Sta. Mgr..... Harold A. Pace
Comm., Sales Prom. Mgr..... Earl Castleman
Program Director..... Paul DeGaro
Chief Engineer..... Fred Weiss

WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.
Owned-Oper. By Providence Radio, Inc.
Address Providence Crown Hotel
Tel.: JA 1-6565 Independent
Rep. Avery-Knodel
President Tim Elliot
Gen. Mgr. John F. Crohan
Program Director Sherman A. Strickhouser
Sales Prom. Mgr. Gus Parmet
Chief Engineer Paul Garver

Tel.: LYric 6-2263 MBS
Representative Walker-Rawalt
Pres., Gen. Mgr. William R. Sweeney
Commercial Manager Sandra G. Drysdale
Chief Engineer Charles W. Austin

WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.
Owned Grelin Bcstg, Inc.
Address 1501 Main St.
Tel.: VA 1-6200 Independent
Station Representative RTS-Nona Kirby
Pres., Gen. Mgr. Melvin C. Green
Comm. Mgr. Robert McDonald
Prog. Dir. Patrick Fallon
Chief Engineer Joseph M. Mattias, Jr.

WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Buckley-Jaeger Bcstg.
Business-Studio Address 144 Westminister St.
Tel.: UN 1-4211 Independent
Representative Headley-Reed, Kettel-Carter
Pres., Gen. Mgr. Richard Gerken
Comm. Mgr. E. James McEnaney, Jr.
Production Manager Jay Dunn
Chief Engineer Carroll A. Philbrook

WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.
Owner Friendly Bcstg. Co., Inc.
Address 786 Diamond Hill Rd.
Tel.: PO 9-0600 Independent
President, Gen. Manager Joseph Britt
Comm. Manager John Thomas
Program Director Richard Bouchard
Chief Engineer Joseph Britt

WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
Tel.: GA 1-8255 NBC
Representative Petry
Vice Pres., Treas. George O. Griffith
General Manager David Shurtliff
Program Director James Gleason
Chief Engineer Thomas C. J. Prior

WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Woonsocket Bcstg. Co.
Business-Studio Address 99 Main St.
Tel.: PO 2-1240 Independent
Station Rep. Nona Kirby
President Millicent S. Palmer
Gen. Mgr. Buell W. Hudson
Sta. Program Dir. Zel Levin
Commercial Manager Gene Mailloux
Chief Engineer Harold M. Belknap

WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Westerly
Address 11 Railroad Ave.

Pop.: 2,510,000
Families: 623,000
Radio Homes: 605,000

South Carolina

Stations in State: 70
TV Homes: 454,000
TV Stations: 11

WABV—Abbeville—1956

Frequency: 1590 Kc. Power: 1 Kw., d.
Owned By Abbeville Bcstg. Co.
Business Address 72 West
Tel.: Gladstone 7-3155 ABC-KBS
Representative Best
President J. A. Gallimore
Gen. Mgr., Ch. Eng. Geo. W. Sattles, Jr.

WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Wilton E. Hall
Address Trans. Loca 321 Kingsley Road
Tel.: CA 6-1511 CBS-KBC
Newspaper Affil. Independent, Daily Mail
Representative Headley-Reed
Gen., Sta. Mgr. Glenn P. Warnock
Commercial Mgr. G. P. Browne
Sales Prom. Mgr. V. Barath
Program Director Marshall Gailliard
Chief Engineer Earl Cosens

WAKN—Aiken—1952

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Business Address 343 Laurens N.W.
Tel.: Midway 8-5464 KBS
President John Mare
General Manager W. Randall Davidson
Commercial Mgr. Doyle Satterthwaite
Program Director Earl Brodie
Chief Engineer Allen Askins, Jr.

WANS—Anderson—1949

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By Radio Anderson, Inc.
Address 3501 N. Main St.
Tel.: CA 4-3423 MBS
Representative Rambeau, Vance, Hopple

SOUTH CAROLINA

Pres., Gen. Mgr. W. Ennis Bray
Program Director Dave McKee
Sales Prom. Manager John C. Amick
Publicity Director Beth Harris
Chief Engineer Ted R. Woodard

WWBD—Bamberg—1957

Frequency: 790 Kc. Power: 1 Kw., d.
Owned Joe Speidel III
Address Rt. 601 South
Tel.: CH 5-2411 Independent
Representative Walker, Dora-Clayton
President Joe Speidel III
Sta. Comm. Mgr. Frank B. Estes, Jr.
Program Director Glenn French
Chief Engineer H. D. Steedley

WBAW—Barnwell—1953

Frequency: 740 Kc. Power: 500 Watts d.
Owned-Oper. By WBAW, Inc.
Address Jackson St.
Tel.: 3507 KBS
Representative Hil F. Best-Keystone
President J. A. Gallimore
General Mgr. Joe Wilder
Comm. Mgr. Al Dunbar
Program Director Vic Whelstone
Chief Engineer Ernest Williams

WBLR—Batesburg—1956

Frequency: 1430 Kc. Power: 5 Kw., d.
Owned Ridge Bcstg. Corp.
Address Batesburg
Tel.: KE 2-4001 KBS
Gen. Mgr. James Olim Tice, Sr.
Comm. Mgr. Red Reynolds

WBEU—Beaufort—1954

Frequency: 960 Kc. Power: 1 Kw., d.
Owned Beaufort Bcstg. Co.
Tel.: 812 KBS
General Manager Louis M. Neale
Program Director Hugh Ward

WHPB—Belton—1955

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Oper. By Community Bcstg. Co.
Address P. O. Box 426
Tel. 2511
General Mgr. Clyde W. Laughter
Comm. Mgr. Charles Smith

WBSC—Bennettsville—1947

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By Atl. Coast Ins. Co.
Business-Studio Address Box 639
Representative Indie Sales
Exec. Vice President. Y. W. Scarborough, Jr.
General Manager Neil Terrell
Chief Engineer John Gronert

WAGS—Bishopville—1953

Frequency: 1380 Kc. Power: 1 Kw., d.
Owned Lee County Bcstg. Co.
Address P. O. Box 168
Tel.: HU 4-4515 KBS

Station Manager Carl A. Vines, Jr.
Program Director Calbert W. Johnson
Chief Engineer Dan Mellette

WACA—Camden—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Station WACA
Address Camden
Tel.: 80 KBS
Rep. Continental
President Haygood S. Bowden
General Manager Tom Richards
Commercial Manager C. Ballard
Program Director A. A. Amodio

WCAY—Cayce—1958

Frequency: 620 Kc. Power: 500 Watts
Owned By Lexington CTY Bcstg., Inc.
Address 1303 State St.
Tel.: Alpine 6-2000 Independent
Pres. Gen. Mgr. J. Olin Tice, Jr.
Commercial Manager Ryan Shealy
Program Director J. Nagel, Jr.
Publicity Director Jim Seay
Chief Engineer Hoyt Lewis

WCSC—Charleston—1930

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By WCSC, Inc.
Address 485 East Bay St.
Tel.: RAYmond 2-7611 CBS
Rep. Peters, Griffin, Woodward, Inc.
President John M. Rivers
Gen., Comm. Mgr. John B. Hearne
Program Director Phil Sutterfield
Publicity Director Annie Lee Small
Chief Engineer Rudy Hughes

WHAN—Charleston—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Charleston Bcstg. Co.
Business Address 152-B Market St.
Tel.: RA 3-1643 ABC-MBS-KBS
Representative Clark
Pres., Gen. Manager H. C. Weaver
Comm. Mgr., Ch. Eng. William P. Birchfield
Program Director Harry C. Weaver

WPAL—Charleston—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Speidel-Fisher Bcstg. Corp.
Business-Studio Address 149 Wentworth St.
Tel.: 3-6428 Independent
Representative Forjoe, Dora-Clayton
Pres., Gen. Mgr. Albert T. Fisher, Jr.
Sta., Comm. Mgr. Bob Chrystie
Program Director Louise Withrock
Chief Engineer Joe Sarko

WTMA—Charleston—1939

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By Atlantic Coast Bcstg. Co.
Business Address 133 Church St.
Tel.: RA 2-2961 NBC
Representative Hollingbery
Pres., Gen. Mgr. Charles E. Smith

Sta. Mgr..... Ralph I. Shade
 Sales Prom. Mgr..... B. Spencer
 Program Dir..... Bill Walton

Dir. Admin. Services..... J. D. Saumenig
 Sales Mgr..... J. K. Whitaker
 Prog. Dir..... John Wrisley
 Publicity Director..... John Thorne
 Chief Engineer..... John W. Watts

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Low Country Bcstg. Co.
 Address.....42 10th Ave.
 Tel.: 2-2652.....Independent
 Representative.....Radio-TV Reps.
 President.....Sol Panitz
 Gen., Sta. Manager.....E. H. Keown
 Dir. Nat'l Sls.....Barry Winton

WMSC—Columbia—1945

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....WMSC Radio, Inc.
 Business-Studio Address.....1127 Lady St.
 Tel.: AL 2-8659.....CBS
 Representative.....H.R. Ayer
 Pres., Gen., Sta., Comm. Mgr.....C. W. Martin
 Prog. Dir.....Gray Olive

WCRE—Cheraw—1953

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Cheraw
 Address.....Box 631
 Tel.: Cheraw.....KBS
 Representative.....Best, Dora Clayton
 General Manager.....Ben Akerman
 Program Director.....Henly McElveen

WNOK—Columbia—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Palmetto Radio Corp.
 Address.....1811 Main St.
 Tel.: AL 3-9401.....Independent
 Representative.....Raymer
 Gen. Mgr.....H. Moody McElveen, Jr.
 Commercial Manager.....G. Quick
 Program Director.....Jack Cook
 Chief Engineer.....Charlton Bowers

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Dispatch Pub. Co.
 Address.....Box 302
 Tel.: Chester.....KBS
 Newspaper Afil.....Dispatch Publ. Co.
 President.....C. V. Sink
 Gen., Sta., Comm. Mgr.....John T. Cashion
 Sec'y-Treas.....Joe Sink

WOIC—Columbia—1954

Frequency: 1470 Kc.....Power: 5 Kw., d.
 Owned.....Speidel Radio Corp.
 Address.....Box 565
 Tel.: AL 6-1551.....Independent
 Representative.....Walker, Dora-Clayton
 President.....Joe Speidel III
 Gen., Sta., Comm. Mgr.....Russell George
 Sales Prom. Mgr.....Frankie Bridges
 Prog. Dir.....James Carter
 Chief Engineer.....William Bridges

WPCC—Clinton—1957

Frequency: 1410 Kc.....Power: 500 Watts
 Owned By.....WPCC, Inc.
 Address.....P. O. Box 565
 Tel.: 1410.....ABC-KBS
 President.....J. D. Brinkley
 General Manager.....Ted Y. Prevatte
 Program Director.....Jean V. Cannon
 Chief Engineer.....Donald D. Williams

WLAT—Conway—1944

Frequency: 1330 Kc.....Power: 1000 Watts, d.
 Owned.....Coastal Broadcasting Co.
 Business Address.....P.O. Box 799
 Tel.: 340.....MBS
 Representative.....McGillvra
 President.....L. M. Hawley
 Gen., Sta. Mgr.....H. L. Hanks
 Commercial Manager.....P. W. Smith
 Program Director.....C. B. Brazzell
 Ch. Eng.....Jack E. Hawley

WCOS—Columbia—1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WCOS, Inc.
 Address.....Cornel Arms Bldg.
 Tel.: AL 2-2177.....ABC
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....George H. Buck, Jr.
 Commercial Manager.....David B. Campbell
 Prog. Dir.....Bob Truere
 Sales Prom. Manager.....Robert Fulron, Jr.
 Publicity Director.....Celestre Gillan
 Chief Engineer.....Robert D. Lambert, Jr.

WPFD—Darlington—1955

Frequency: 1350 Kc.....Power: 1 Kw., d.
 Owned.....Community Bcstrs.
 Address.....Box 277
 Tel.: 1398.....Independent
 Gen. Mgr.....Ralph W. Hoffman
 Sta. Mgr.....Emily G. Hoffman

WIS—Columbia—1930

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Bcstg. Co. of the South
 Business-Studio Address.....1111 Bull St.
 Tel.: AL 3-6431.....NBC
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....B. Calhoun Hipp
 Ex. V.P.....G. Richard Shafro
 Managing Director.....W. Frank Harden

WDSC—Dillon—1946

Frequency: 800 Kc.....Power: 1000 Watts a.
 Owned-Oper. By.....Border Bcstg. Co., Inc.
 Address.....U. S. Highway 301
 Tel.: 470.....ABC-KBS
 Station Representative.....Gill-Perna

SOUTH CAROLINA

Pres., Gen. Mgr. Joseph Martin
Station Manager John Quick
Comm. Mgr. Prog. Director Lee Lumpkin
Sales Prom. Mgr. Dick Jones
Chief Engineer H. C. Sanford

WELP—Easley—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By. Pickens County Bcstg. Co.
Address Box 522
Tel.: 9388 KBS
Representative Indie Sales
Pres., Gen. Mgr. Cleatus Brazzell
Comm. Mgr. Jack Moore

WJMX—Florence—1947

Frequency: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Atlantic Bcstg. Co., Inc.
Business Address P. O. Box 1211
Tel.: MO 9-6351 ABC
Representative Walker, Dora-Clayton
Gen. Sta. Mgr. Paul H. Benson, Jr.
Chief Engineer Frank Jenne

WOLS—Florence—1937

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Florence Bcstg. Co., Inc.
Business-Studio Address 151 S. Dargan St.
Tel.: MOhawk 2-3271 KBS
Representative Bob Dore
Pres. Melvin Purvis
Gen. Mgr. A. P. Skinner

WYNN—Florence—1958

Frequency: 540 Kc. Power: 250 Watts d.
Owned By Twin Carolina Bcstrs.
Station Rep. Rambeau, Vance, Hopple
Pres. Ch. Eng. V. H. Baker
Gen. Comm. Mgr. D. Powell

WFIS—Fountain Inn—1956

Frequency: 1600 Kc. Power: 1 Kw., d.
Owned Fountain Inn-Simpsonville Entp.
Address Box 271
Tel.: WO 3-5991 Independent
Representative Best
President L. Wayne Davis
Commercial Manager Charles A. Rush
Sales Prom. Director Louise M. Davis
Publicity Director J. Howard
Chief Engineer L. F. Simpson

WFGN—Gaffney—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Oper. By Cherokee Radio Co., Inc.
Address P. O. Box 759
Tel.: Ivanhoe 9-4795 KBS
President A. Rav Godshall
Gen. Mgr., Ch. Eng. M. E. Green
Program Director Billy Gibbons
Commercial Manager W. H. Kirby
Sales Program Manager Maky Hodge
Publicity Director Jo Hambricht

WGTV—Georgetown—1949

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By. Georgetown Bcstg. Co.
Address, Trans. Loc. 216 Fraser St.
Tel.: 3-3421 MBS-KBS
Station Rep. Donald Cooke
Pres., Gen. Manager J. B. Delzell
Commercial Manager Allen Wester
Program Director M. A. Delzell

WQOK—Greenville—1950

Frequency: 1440 Kc. Power: 5 Kw.
Owned-Oper. By Dick Bcstg.
Address Box 298
Representative Stars; Dora Clayton
President James A. Dick
General Manager T. C. Hooper
Commercial Manager C. A. Dick

WESC—Greenville—1947

Frequency: 660 Kc. Power: 5000 Watts d.
Owned-Oper. By. Bcstg. Co. of Carolinas
Business-Studio Address 1 College St.
Tel.: 2-8241 Independent
Representative Rambeau, Vance, Hopple
President Robert A. Schmid
General Mgr. J. Davenport
Commercial Manager William Ingram
Program Director Alan Riddle
Publicity Director Don Dudley
Chief Engineer J. Harold White

WFBC—Greenville—1933

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By. WMRC, Inc.
Bus-Studio Address 505 Rutherford St.
Tel.: CE 9-1321 NBC
Newspaper Affil. News-Piedmont
Representative Avery-Knodel
President R. A. Jolley
Gen. Sta. Mgr. Bruce Buchanan
Comm. Sales Prom. Mgr. Keener Garrett
Publicity Director Julie Ferguson
Chief Engineer Bill Garrison

WMRB—Greenville—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned Paramount Bcstg. Co. Inc.
Address 400 Mayberry St.
Tel.: CEDar 3-2751 CBS-INS
Station Representative Burn-Smith
Pres., Gen. Mgr. C. F. Cope
Comm. Mgr. Ben Greer
Prog. Dir. William Arrington
Publicity Director Susan B. Cope
Chief Eng. Burt Anderson

WMUU—Greenville—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Bob Jones Univ.
Address Greenville
Tel.: CE 9-9001 Independent
President Dr. Bob Jones, Jr.
General Manager R. K. Johnson
Station Manager Jim Ryerson
Comm. Manager David Yeack
Program Director Jack Buttram
Chief Engineer William Greaves

WCRS—Greenwood—1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Grenco, Inc.
 Address.....P. O. Box 868
 Tel.: 9-1300.....NBC
 Representative.....Clark
 President.....Douglas Featherstone
 Gen., Sta. Mgr.....Dan Crosland
 Commercial Mgr.....Ralph Norman
 Program Director.....Carroll Sexton
 Chief Engineer.....C. M. Sparks

WGSW—Greenwood—1953

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned.....Radio Greenwood, Inc.
 Address.....Edward Arms Bldg.
 Tel.: Greenwood.....KBS
 Representative.....Indie Sales; Dora-Clayton
 President.....W. C. Woodall, Jr.
 Manager.....George B. Cook, Jr.

WCKI—Greer—1955

Frequency: 1300 Kc.....Power: 1 Kw., d.
 Owned.....Vernon T. Fox
 Address.....Box 431
 Tel.: 7-4451.....Independent
 Gen. Mgr.....Vernon T. Fox
 Station Manager.....James L. Massey

WEAB—Greer—1949

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Greer Bcstg. Co.
 Address.....Jones Rd.
 Tel.: TR 7-3141.....KBS
 Pres., Gen. Mgr.....E. A. Burch
 Sales Mgr.....John Salter
 Program Director.....Betty Beers
 Chief Engineer.....Leon Southerland

WBHC—Hampton—1957

Frequency: 1270 Kc.....Power: 1 Kw., d.
 Owned.....Hampton County Bcstg. Co.
 Business Address.....Highway 601; Box 916
 Tel.: 2831.....KBS
 Station Representative.....Cannon
 President.....J. A. Gallimore
 Gen., Comm. Mgr.....Bill Hollingsworth
 Chief Engineer.....Ernest Church

WHSC—Hartsville—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Hartsville Bcstg. Co., Inc.
 Address.....Bishopville Hqwy #15
 Tel.: ED 2-8101.....MBS-KBS
 V.P., Gen. Mgr.....Raymond Caddell
 Commercial Mgr.....Oby B. Lyles
 Program Director.....Eleanor Flowers
 Publicity Director.....Lamar Caldwell
 Chief Engineer.....J. E. Parker

KDDW—Kingstree—1949

Frequency: 1310 Kc.....Power: 5 Kw., d.
 Owned By.....Palmetto Bcstg. Co.
 Address.....P. O. Box 450
 Tel.: 6761.....KBS

Gen. Comm. Mgr.....E. G. Robinson, Jr.
 Program Dir.....D. Williams
 Chief Engineer.....W. B. Turner

WJOT—Lake City—1953

Frequency: 1260 Kc.....Power: 1 Kw. d.
 Owned.....Lake Bcstg. Corp.
 Address.....10 S. Acline Ave.
 Tel.: 7631.....Independent
 Representative.....Donald Cooke, Inc.
 President, Gen. Mgr.....J. Olin Tice, Jr.
 Sta. Mgr.....Clarence Jackson
 Comm. Mgr.....H. J. Palmer
 Prog. Dir.....Frances M. Tice

WLCM—Lancaster—1951

Frequency: 1360 Kc.....Power: 1000 Wits d.
 Owned-Operated By.....Royal Bcstg. Co.
 Address.....103 S. Catawba St.
 Tel.: 2051.....KBS
 Station Representative.....Cannon
 President.....Charles Connelly, Jr.
 Gen. Sta. Mgr.....A. Faris Giles, Jr.
 Comm. Sales Prom. Mgr.....J. Paul Wade
 Program Director.....Mrs. Joanne McManus
 Chief Engineer.....Robert Shickenjanski

WLBG—Laurens—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.
 Business Address.....Laurens
 Tel.: 2-5212.....Independent
 Representative.....Indie Sales
 Pres., Gen. Mgr.....C. W. Hogan
 Commercial Manager.....Paul Wynn, Jr.
 Chief Engineer.....O. P. Haynes

WLSC—Leesville—1958

Frequency: 1570 Kc.....Power: 1 Kw. d.
 Owned By.....Loris Bcstg. Co.
 Address.....P. O. Box 1677—Independent
 Pres. Gen. Mgr.....T. J. Rozier
 Comm. Mgr. Ch. Eng.....A. D. Nix

WYMB—Manning—1957

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Clarendon County Bcstg. Co.
 Address.....Box 262
 Tel.: 7880.....KBS
 Pres.....J. M. Soles, Jr.
 Gen. Mgr.....Harry Hyman
 Comm. Mgr.....Phil Rice
 Prog. Dir.....Russ Mellette

WATP—Marion—1957

Frequency: 1430 Kc.....Power: 1 Kw. d.
 Owned By.....Pee Dee Bcstg. Co.
 Address.....P. O. Box 717
 Tel.: 595.....Independent
 President.....A. G. Stanley
 Comm. Prom. Mgr.....R. L. East
 Program Director.....Rosine Jones
 Chief Engineer.....D. E. West

WJAY—Mullins—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mullins & Marion Bcstg. Co.
 Address. Highway 76, P. O. Box 41
 Tel.: 3901
 President. Mrs. W. G. Smith
 Gen. Mgr. James F. Ramsey
 Chief Engineer. George Magera

WMYB—Myrtle Beach—1954

Frequency: 1450 Kc. Power: 250 Watts
 Owned. Coastal Carolina Bcstg. Corp.
 Address. Oak St. at 28th Ave.
 Tel.: Hillcrest 8-3180
 Representative. Donald Cooke
 President. James Olin Tice, Jr.
 Gen., Sta., Sls. Mgr. J. G. Kenworthy
 Chief Engineer. Paul Epps

WKDK—Newberry—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Newberry Bcstg. Co., Inc.
 Address, Trans. P. O. Box 211
 Tel.: 148-502
 Station Representative. Cannon
 Pres. Gen. Mgr. James F. Coggins
 Program Director. Marcia P. Coggins
 Sales Prom. Mgr. Bill Fields
 Publicity Director. Dot Sanders
 Chief Engineer. E. D. Gilliang

WGUS—N. Augusta—1958

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned By. Dixie Bcstg. Sys.
 Address. 611 Georgia Ave.
 Tel. Taylor 2-3576
 President. H. C. Gilreath
 Gen. Comm. Mgr. W. B. Hill
 Program Director. R. H. Beale
 Promotion Manager. B. Ritter
 Chief Engineer. L. Dorough

WBPD—Orangeburg—1958

Frequency: 1580 Kc. Power: 1000 Watts, d.
 Owned By. Radio Orangeburg
 Business Address. 144 Broughton, S.W.
 Tel.: JE 4-1580
 Gen. Mgr., Pub. Dir. Clarence Jones
 Commercial Manager. Joanne Browning
 Program Director. Margaret Jones
 Sales Prom. Mgr. Reeves Cook
 Chief Engineer. Gus Browning

WDIX—Orangeburg—1946

Freq.: 1150 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By. WDIX, Inc.
 Address. Whitman St. Ext.
 Tel.: JE 4-4461
 Station Rep. Devney, Forjoe
 President. Charles S. Henerey
 General Manager. Frank B. Best
 Comm., Sls. Prom. Mgr. Norman M. Matthews
 Program Director. Mrs. J. C. Hydrick, Jr.
 Chief Engineer. William D. Sneed

WTND—Orangeburg—1948

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By. WTND, Inc.
 Address. 1 Memorial Plaza
 Tel.: JE 4-1301
 Newspaper Affiliation. Times & Democrat
 Representative. Thos. F. Clark
 Pres., Gen. Manager. J. L. Sims
 Sta. Mgr., Prog. Dir. L. Richard Rhame
 Commercial Manager. Ed Paulling
 Sales Promotion Manager. Harry Player
 Chief Engineer. Larry Styles

WRHI—Rock Hill—1944

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. York Co. Brcdg. Co.
 Business Address. Natl. Bank Bldg.; Box 429
 Tel.: 2085
 Gen. Mgr., Chief Eng. James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir. Wm. C. Beaty
 Sls. Mgr., Pub. Dir. H. S. Gault

WTYC—Rock Hill—1948

Frequency: 1150 Kc. Power: 1 Kw. d.
 Owned By. Burwell & Whitesides
 Address. P. O. Box 1091
 Tel.: 3175
 Station Representative. Cannon
 President. T. Lamar Simmons
 General Manager. E. L. Burwell
 Comm. Mgr. W. A. Warner, Sr.
 Program Director. Larry Bumgardner
 Chief Engineer. Ed Roberts

WSNW—Seneca—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Blue Ridge Bcstg. Co., Inc.
 Address. P. O. Box 443
 Tel.: Seneca
 Representative. Best
 Pres., Gen. Mgr. J. A. Gallimore
 Treasurer. Virginia Gallimore

WTHE—Spartanburg—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Spartanburg Bcstg. Co.
 Business Address. P.O. Box 486
 Tel.: 3-2727
 Station Representative. Masla
 Pres., Gen. Mgr. John K. L. Peterson
 Station Manager. Rik Rogers
 Commercial Manager. Ralph Sklar
 Publicity Director. Jack Evans
 Chief Engineer. Clyde J. McClure

WORD—Spartanburg—1940

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By. Word, Inc.
 Business-Studio Address. 291 E. Main St.
 Tel.: 3-2711
 Station Representative. Avery-Knodel
 General Manager. Tom Thuman
 Program Director. Buddy Womick
 Chief Engineer. James L. Tate

WSPA—Spartanburg—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By.....Spartan Radiocasting Co.
 Business-Studio Address.....224 E. Main St.
 Tel.: 3-3621.....CBS
 Representative.....Hollingbery
 President.....Walter J. Brown
 Nat. Sales Mgr.....Roger A. Shaffer
 Manager.....Ross M. Holmes
 Program Director.....Henry Bussey
 Chief Engineer.....H. R. Beckholt

WFIG—Sumter—1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Oper. By.....WFIG, Inc.
 Business-Studio Address.....20 N. Main St.
 Tel.: Spruce 3-7305.....MBS
 President.....F. B. Creech, Sr.
 General Manager.....T. Doug Youngblood
 Comm. Manager.....Fulton B. Creech, Jr.
 Sales Promotion Manager.....Henri Merritt
 Program Director.....Katheryn Gaillard
 Chief Engineer.....Richard Elam

WSSC—Sumter—1953

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Radio Sumter Inc.
 Business Address.....Box 1342
 Tel.: Spruce 3-7369.....ABC
 Station Representative.....Clark; Best
 President.....J. A. Gallimore
 Gen., Sta. Mgr.....Ed Damron
 Comm. Manager.....H. W. Fowler
 Program Director.....Bob Miller

Publicity Director.....Betty Wattenberger
 Chief Engineer.....Bill Beatty

WBCU—Union—1949

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By.....Bcstg. Co. of Union, Inc.
 Address.....210 East Main St.
 Tel.: 1200.....KBS
 Pres., Gen. Mgr.....Edward L. B. Osborne
 V.P., Sec'y.....James F. Coggins
 Program Director.....Ernest Johnson
 Chief Engineer.....Walker Carver

WALD—Walterboro—1947

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Oper. By.....Walterboro Bcstg. Co.
 Address.....Box 833
 Tel.: 3861.....MBS-KBS
 Representative.....Don Cooke
 President.....Robert S. Taylor
 Sta. Mgr., Ch. Eng.....Klein B. Beach, Jr.
 Program Director.....Bill Breland

WYCL—York—1956

Frequency: 1580 Kc. Power: 250 Watts
 Owned.....York-Clover Broadcasting Co.
 Address.....U. S. 321 By Pass
 Tel.: MU 4-4241.....Independent
 President.....C. B. Sigmon
 Vice President.....C. C. Sigmon
 Gen. Mgr. Prog. Dir.....Harvey Laughter
 Commercial Manager.....Alex Dare
 Sales Prom. Mgr.....Curtis Sigmon
 Chief Engineer.....Alonzo Miller

Pop.: 732,000
 Families: 205,000
 Radio Homes: 198,000

South Dakota

Stations in State: 20
 TV Homes: 129,000
 TV Stations: 9

KABR—Aberdeen—1952

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Operated By.....F. E. Fitzsimonds
 Business Address.....Box 75
 Tel.: BA 5-1420.....KBS
 Representative.....Bob Dore
 President.....Bill Smith
 Sta. Mgr., Ch. Eng.....Neal Edwards
 Sales Promotion Manager.....Jim Dafnis
 Program Director.....Jeff Solem
 Publicity Director.....Lynn Shishnia

Commercial Manager.....Stan Olson
 Program Director.....Paul Rahders
 Chief Engineer.....George Crocker

KBRK—Brookings—1955

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Oper By.....Brookings Bcstg. Co.
 Address.....Northwest Bank Bldg.
 Tel.: MYrtle 2-6233.....KBS
 Gen., Comm. Mgr.....E. C. Stangland
 Prog. Dir., Chief Eng.....Robert Reimers

KSDN—Aberdeen—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By.....Aberdeen News Co.
 Business Address.....12 Third Ave., S.E.
 Tel.: Baldwin 5-5930.....ABC
 Newspaper Aftil.....American-News
 Representative.....Weed
 President.....Henry J. Schmitt
 Gen., Sta. Mgr.....Byron J. McElligott

KDSJ—Deadwood—1947

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By.....John. Eli & Harry Daniels
 Address.....745 Main
 Tel.: 186.....Independent
 Gen. Mgr., Ch. Eng.....Eli Daniels
 Station Manager.....Harry Daniels

KOBH—Hot Springs—1958

Frequency: 580 Kc. Power: 1000 Watts, d.

SOUTH DAKOTA

Owned By.....Fall River Bcstg. Corp.
Address.....Box 292
Tel.: 698.....KBS
Representative.....Holman
President.....Russell M. Stewart
Gen. Mgr. Ch. Eng.....Frederick M. Walgren
Comm. Sales Prom. Mgr.....H. Del Brandt
Program, Public Director.....Johnny Rowe

KIJV—Huron—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James Valley Bcstg. Co., Inc.
Bus-Studio Address.....1726 Dakota St.
Tel.: 765.....NBS-KBS
Manager.....Max F. Staley
Comm. Manager.....Dwight Coursey

KORN—Mitchell—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus-Studio Address.....217-219 N. Main
Tel.: 621.....MBS
Pres., Gen. Sta. Mgr., Prog. Dir.....R. V. Eppel
Comm. Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KOLY—Mobridge—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned.....Mobridge Bcstg. Corp.
Address.....114 Third St. East
Tel.: 654.....KBS
Pres., Mgr.....L. L. Coleman

KGFX—Pierre—1916

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus-Studio Address.....203 W. Summit Ave.
Tel.: 2351.....KBS
Pres., Gen. Mgr.....Ida A. McNeil
Chief Engineer.....Hugo Conrath, Jr.

KOTA—Rapid City—1936

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Duhamel Entl., Inc.
Business Address.....524½ 6th St.; Box 1752
Tel.: FI 2-2000.....CBS
Representative.....Headley-Reed
President, Gen. Mgr.....Helen S. Duhamel
Bus., Comm. Mgr.....William F. Turner
Program Director.....Abner H. George
Chief Engineer.....Elmer Nelson

KRSD—Rapid City—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Heart of the Black Hills
Address.....1438 Mountain View Rd.
Tel.: FI 2-6050.....Independent
Station Manager.....Eli Daniels
Commercial Manager.....Stan Lieberman
Program Director.....Paul Crouch
Chief Engineer.....Lyle Benson

KELO—Sioux Falls—1937

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus-Studio Address.....Phillips Ave.—8th St.

Tel.: 4-5841.....NBC
Station Representative.....H.R. Inc.; Evans
President.....Joe Floyd
Gen., Comm. Manager.....Evans Nord
Sta. Mgr., Prog. Dir.....Jim Molohon
Sales Prom. Mgr., Pub. Dir.....Jack Townsend
Chief Engineer.....Lester Froke

KIHO—Sioux Falls—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned By.....Sioux Empire Bcstg. Co.
Address.....113 No. Main
Tel.: 4-7736.....Independent
Representative.....Gill-Perna
President.....William Johns, Jr.
Gen. Comm. Mgr.....James R. Duryea
Sta. Sales Prom. Mgr.....Leroy Okerlund
Program Director.....Don Birin
Chief Eng.....Roman A. Kramer

KISD—Sioux Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus-Studio Address.....3631 W. 12 St.
Tel.: 4-5571.....KBS
Station Representative.....Cooke
Pres., Gen. Mgr., Prog. Dir.....Verl Thompson
Comm. Manager.....Roland Phillip
Sls. Prom. Manager.....Shirli Adams
Chief Engineer.....Dick Perry

KSOO—Sioux Falls—1927

Freq.: 1140 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Sioux Falls Bcstg. Assn., Inc.
Address.....317 S. Phillips Ave.
Tel.: 4-5601.....ABC
Station Representative.....Avery-Knodel, Inc.
President.....Morton Henkin
V.P., Gen. Mgr.....George R. Hahn
Comm. Mgr.....Orrin Melton
Prog. Dir.....Ray Loftness
Chief Engineer.....Max E. Pierce

KWAT—Watertown—1940

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Midland Natl. Life Bcstg. Co.
Business Address.....Box 827
Tel.: Turner 6-8444.....MBS-KBS
Representative.....Gill-Perna
President.....Lee V. Williams
Gen., Sta., Comm. Mgr.....Ross E. Case
Program Director.....Gene Brantner
Chief Engineer.....Francis Alwin

KWYR—Winner—1957

Frequency: 1260 Kc.....Power: 5 Kw., d.
Owned.....Midwest Radio Corp.
Business Address.....Winner
Tel.: 727.....KBS
Station Representative.....Continental
Pres., Gen. Mgr.....Al Clark
Commercial Manager.....Norbert Ruhkamp
Program Director.....Ben Viedt
Chief Engineer.....Marvin Olson

KYNT—Yankton—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Yankton Bcstg. Co.
 Address: Box 105
 Tel.: 3623 KES
 Representative: Bob Dore
 President: William M. Smith
 Gen. Mgr., Exec. V.P.: William E. Johnson
 Chief Engineer: John C. Briggs

WNAX—Yankton—1922

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By: Peoples Bcstg.
 Bus.-Studio Address: WNAX Bldg.
 Tel.: No. 5-57442. CBS
 Representative: Katz
 V.P., General Manager: Herbert E. Evans
 Res. V.P., Gen. Mgr.: D. D. Sullivan
 Resident Manager: Clair W. Giles
 Commercial Manager: Nick Bolton
 Prom. Mgr., Pub. Dir.: Roland Peterson
 Program Director: Jack Vaughn
 Chief Engineer: Clifton M. Todd

Pop.: 3,695,000
 Families: 1,009,000
 Radio Homes: 976,000

Tennessee

Stations in State: 105
 TV Homes: 738,000
 TV Stations: 15

WEAG—Alcoa—1957

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned By: Blount County Bcstg. Co.
 Address: P.O. Box 127
 Tel.: YUKon 3-0890. KBS
 Station Representative: Keystone
 Pres., Gen. Mgr.: Louis A. Chiles
 Commercial Manager: Herman Petre
 Sales Prom. Mgr.: Ken D. Kibbs
 Publicity Director: Pollye D. Kribbs
 Chief Engineer: Richard Madison

Station Rep.: Burn-Smith; Dora-Clayton
 Pres.: P. F. Furlow
 Gen., Comm. Mgr.: John Sanders
 Assistant Manager: Polly Breen
 Prog. Dir.: Gaylord A. McPherson
 Chief Engineer: George McMurtree

WLAR—Athens—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Athens Bcstg. Co.
 Business-Studio Address: N. Jackson St.
 Tel.: 1450. KBS-MBS
 Newspaper Affil.: Daily Post-Athenian
 President: Lowell F. Arterburn
 Gen. Mgr.: William P. Atkins
 Chief Engineer: Andrew Bates

WAPQ—Chattanooga—1934

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: WAPQ Bcstg. Service
 Business-Studio Address: New Read House
 Tel.: AM 6-6141. ABC
 Representative: H.R. Reps.
 Pres.: Gordon Gambill
 Comm. Mgr.: Walter Stamper

WDEF—Chattanooga—1941

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Oper. By: WDEF Bcstg. Co.
 Business Address: 3300 Broad St.
 Tel.: AM 7-3393. NBC
 Representative: Branham
 President: Carter M. Parham
 General Manager: Ken Flenniken

WOPI—Bristol—1929

Frequency: 1490 Kc. Power: 250 Watts
 Owned. Radiophone Bcstg. Station, WOPI, Inc.
 Address: Easley-Wright Bldg., 310 State St.
 Tel.: South 4-5131. NBC
 Representative: Burn-Smith
 Pres., Gen. Manager: W. A. Wilson
 Commercial Mgr.: James C. Wilson
 Chief Engineer: George E. Potter

WDDO—Chattanooga—1925

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By: WDDO Bcstg. Corp.
 Address: Hamilton Natl. Bank Bldg.
 Tel.: AM 6-5117. CBS
 Representative: Paul H. Raymer
 Gen. Mgr.: H. F. Wehrmann
 Comm. Mgr.: Bryan J. Bush
 Program Director: Earnest Feagans
 Chief Engineer: Edward Walker

WHLP—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts, d.
 Owned By: Trans-Air Bcstg. Corp.
 Representative: Hil F. Best
 Gen., Sta., Prom. Mgr.: Earl Carney
 Comm. Mgr., Prog. Dir.: John C. Kerr
 Publicity Director: Louise McCaleb
 Chief Engineer: J. W. Chessor

WDXB—Chattanooga—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: French, Inc.
 Address: Dome Bldg.
 Tel.: AM 6-1114. Independent
 Station Rep.: Venard, Rintoul, McConnell
 Pres., Gen. Mgr.: Stephen C. French
 Commercial Manager: Luke Wilson
 Program Director: Lloyd Payne
 Publicity Director: Dorothy Kehoe
 Chief Engineer: Bill Ribson

WAGC—Chattanooga—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WAGC Bcstg. Co.
 Address: Hotel Patten
 Tel.: AM 7-1128. MBS

TENNESSEE

WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By..... WMFS, Inc.
Address..... 835 McCallie Ave.
Tel.: AM 6-4146..... KBS
Representative..... Pearson
Gen., Comm. Mgr..... Fred J. Webb
Chief Engineer..... Glenn Channels

WMCH—Church Hill—1954

Frequency: 1260..... Power: 1000 Watts
Owned-Oper. By..... Thales E. Wallace
Address..... P. O. Box 148
Tel.: EL 7-2601..... KBS
President..... Thales E. Wallace
Comm. Manager..... James M. Smith

WDXN—Clarksville—1954

Frequency: 540 Kc. Power: 250 Watts, d.
Owned..... Clarksville Bcstg. Co., Inc.
Address..... Bailey Bldg.
Tel.: MI 5-2411..... Independent
Representative..... Venard, Rintoul & McConnell
President..... Aaron B. Robinson
Gen. Manager..... J. M. Cecil
Sta., Comm. Mgr..... W. H. Hamby
Chief Engineer..... Harold Baker

WJZM—Clarksville—1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Campbell & Sheftall
Business-Studio Address..... 411 Madison St.
Tel.: MI 5-6414..... KBS-MBS
Representative..... Jack Masla
Pres., Gen. Manager..... J. Parry Sheftall
Sta. Mgr., Chief Eng..... John Bailey
Program Director..... Ernest Simmons
Publicity Director..... Jack Parrish
Commercial Manager..... Charles Malone
Sls. Prom. Mgr..... John Berwind

WBAC—Cleveland—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Britt & Ayers
Business Address..... Radio Center
Tel.: GR 6-7593..... MBS
President..... Walter F. Kile
Gen. Sta. Mgr..... Joe T. Starr
Commercial Mgr..... Reba B. Wilson
Program Director..... Paul Kirksey
Chief Engineer..... William D. Stuart

WCLE—Cleveland—1957

Frequency: 1570 Kc. Power: 1 Kw., d.
Owned..... Southeastern Entp.
Address..... 33 Ocoee St.
Tel.: GR 2-6511..... KBS
Sta., Sls. Mgr..... Bill Stamps

WCRM—Columbia—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned..... Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..... P. O. Box 71
Tel.: EV 8-3636..... KBS

Representative..... Walker-Rawalt
Pres., Gen.-Sta. Mgr..... R. M. McKay, Jr.
Commercial Manager..... Mel Dugger
Program Director..... Jim Keiran
Chief Engineer..... Cameron McKay

WMCP—Columbia—1956

Frequency: 1280 Kc. Power: 1000 Watts
Owned By..... Maury County Boosters Corp.
Address..... 714 N. Main St.
Tel.: Evergreen 8-3241..... Independent
President..... James Dowling
Gen. Sta. Mgr..... William J. Harris, Jr.
Comm. Mgr. Ch. Eng..... J. W. Anderson

WHUB—Cookeville—1940

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... WHUB, Inc.
Bus.-Studio Address..... 315½ E. Spring
Tel.: 789..... CBS-KBS
Pres., General Manager..... M. L. Medley
Sta. Mgr..... Stacey Mott
Chief Engineer..... Claude Haston

WKBL—Covington—1954

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By..... Bob Whiteley
Business Address..... Roper Bldg.
Tel.: GR 6-9635..... KBS
Station Representative..... Beaver
Pres., Gen. Mgr..... Bob Whiteley
Station Manager..... Katharine Whiteley
Comm., Sales Prom. Mgr..... Maurice Turnage
Program Director..... Dave Stewart
Publicity Director..... Mary Nelle Thomas
Chief Engineer..... O. V. Poindexter

WZYX—Cowan—1957

Frequency: 1440 Kc. Power: 1 Kw., d.
Owned..... Cumberland Bcstg. Co.
Address..... Cowan
Gen. Mgr..... A. D. Smith, Jr.
Sta. Mgr..... James F. Spencer

WAEW—Crossville—1952

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By..... WAEW, Inc.
Address..... P. O. Box 278
Tel.: Crossville..... KBS
President, Gen. Mgr..... Arthur Wilkerson
V.P., Secretary..... Evelyn Wynn
Comm., Sta. Manager..... Clarence Stinnett

WDNT—Dayton—1957

Frequency: 1280 Kc. Power: 1 Kw., d.
Owned By..... Dayton Bcstg. Co.
Address..... Dayton
Tel.: 1540..... Independent
Representative..... Raymer
President..... Norman A. Thomas
Gen. Sta. Mgr..... Jack S. Pullin
Commercial Manager..... Vance A. Travis
Chief Engineer..... N. A. Thomas, Jr.

WDKN—Dickson—1955

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Dickson Co. Bcstg. Inc.
 Address: Box 71
 Tel.: HI 6-2852
 Pres., Gen. Sta. Mgr.: W. K. Bots
 Commercial Manager: Warren G. Medley
 Program Director: William Phillips
 Chief Engineer: Leslie D. Filson

WDSG—Dyersburg—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned: State Gazette Bcstg.
 Business Address: 208 N. Mill
 Tel.: AT 5-1294
 President: Russell M. D. Bruce
 Gen., Sta. Mgr.: Robert W. Ward
 Commercial Manager: Charles Maxey
 Sales Promotion Manager: Jo Ann Ward
 Program Director: Shirley Jones
 Publicity Director: William Bryant
 Chief Engineer: James Stutts

WTRO—Dyersburg—1957

Frequency: 1330 Kc. Power: 500 W., d.
 Owned: Southern Gen. Bcstg. Co.
 Address: Cordell Hull Hotel
 Tel.: AT 5-4173
 Representative: Independent
 Gen. Mgr. Ch. Eng.: John M. Latham
 Commercial Manager: Pinkney B. Cole, Jr.
 Program Director: Clara Y. Bradshaw
 Publicity Director: Eddie Owens

WBEJ—Elizabethton—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned: WBEJ, Inc.
 Business-Studio Address: Box 829
 Representative: Dora Clayton, Gill-Perna
 Pres.: R. W. Turrentine, Jr.
 Gen., Sta. Mgr.: William E. Hale
 Comm. Mgr.: James P. Austin

WEMB—Erwin—1956

Frequency: 1420 Kc. Power: 1 Kw., d.
 Owned: Max M. Blakemore
 Business Address: Box 280
 Tel.: 2-2011
 Representative: KBS
 General Manager: Delbert Evans
 Program Director: Bruce Steinbicker
 Chief Engineer: Bill Livesay

WCPH—Etowah—1955

Frequency: 1220 Kc. Power: 1 Kw., d.
 Owned-Oper. By: Morgan Bcstg. Co.
 Address: 109 9th St.
 Representative: Hil F. Best
 President, Gen. Mgr.: H. J. Morgan

WEKR—Fayetteville—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Fayetteville Bcstg. Co.
 Business-Studio Address: Box 625

Tel: 1240 MBS.KBS
 President: John R. Crowder
 General Manager: James Porter Clark
 Station Manager: Jim Tate
 Program Director: Charles W. Shewry
 Chief Engineer: Ernest Tucker

WAGG—Franklin—1953

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Williamson County Bcstg.
 Business Address: 1000 Mallory Road
 Tel.: S.W. 4-1594
 Pres., Gen. Mgr.: William R. Ornes
 Sta. Mgr., Ch. Eng.: Ellis F. Jones, Jr.

WHIN—Gallatin—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Sumner County Bcstg. Co.
 Address: Box 811
 Tel.: 1010
 Gen. Mgr.: Charles W. Brewer
 Asst. Manager: Lottie Shaw

WGRV—Greeneville—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Greeneville, Inc.
 Address: Radio Bldg.
 Tel.: Greeneville
 Manager: Paul Metcalfe
 Commercial Manager: Hugh Pickel

WHBT—Harriman—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned: Folkways Bcstg. Co., Inc.
 Address: Devonia & Crescent
 Tel.: 661
 Representative: Continental
 Pres., Gen. Mgr.: William R. McDaniel

WIRJ—Humboldt—1949

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By: Gibson Co. Bcstg. Co., Inc.
 Address: 210 N. 22nd Ave.
 Tel.: SU 4-1740
 Newspaper Affil.: Courier-Chronicle
 President: J. F. Warmath
 Gen., Sta. Mr.: Howard E. Byrum
 Comm., Sls. Prom. Mgr.: Carroll Wilson
 Prog. Director: Bill Carter
 Chief Engineer: Gerald Hicks

WDXI—Jackson—1947

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By: Dixie Bcstg. Co.
 Business-Studio Address: Williams Bldg.
 Tel.: 7-9611
 Representative: KBS
 Representative: Venard
 Pres.: Aaron B. Robinson
 Gen. Mgr.: Jack Cecil
 Comm. Scales Prom. Mgr.: Doris Freeman
 Publicity Director: Marge Burg
 Chief Engineer: James Thomas

WJAK—Jackson—1954

Frequency: 1460 Kc. Power: 1000 Watts, d.

TENNESSEE

Owned-Oper. By... Jackson Broadcasting Co.
Address... 416 Poplar St.
Tel.: 7-7436 Independent
Rep. Dora-Clayton
Pres. Dr. Alexander Leech
Gen. Mgr. Robert Blow
Comm. Mgr. Bill Winsett
Program Director A. T. McFadden
Chief Engineer Charles J. Wingate

WTJS—Jackson—1931

Freq.: 1390 Kc. **Power:** 5000 Wts. d., 1000 n.
Owned-Oper. By..... The Sun Publishing Co.
Business Address..... 255 W. Lafayette St.
Tel.: 7-3316 ABC
Newspaper Affil..... Jackson Sun
Representative..... Branham
V.P., Gen. Mgr..... A. A. Stone
Station Manager..... Frank S. Proctor
Asst. Mgr..... L. R. Brooks
Sales Promotion Mgr..... Robert W. Emerson
Program Director..... Vince Tapler
Chief Engineer..... James Ellzey

WCLC—Jamestown—1957

Frequency: 1260 Kc. **Power:** 1 Kw., d.
Owned..... Jamestown Bcstg. Co.
Address..... White Oak Road
Tel.: TR 9-2825 KBS
President..... R. Gene Cravens
Station Manager..... R. P. Wright
Commercial Manager..... Bob Duford
Program, Public Director..... Jerry Armes
Chief Engineer..... Andrew T. Mitchell

WETB—Johnson City—1947

Frequency: 790 Kc. **Power:** 1000 Watts d.
Owned-Oper. By..... Press, Inc.
Business Address..... Box 927
Tel.: 2993 MBS
Newspaper Affli..... Press-Chronicle
Representative..... Devney
President..... Carl A. Jones
Gen. Sta. Mgr..... Arthur Kelsey
Program Director..... Berney Burleson
Chief Engineer..... E. B. Jones

WJHL—Johnson City—1938

Frequency: 910 Kc. **Power:** 1000 Watts
Owned-Operated By..... WJHL, Inc.
Business-Studio Address..... 145 W. Main St.
Tel.: 2780 CBS
Representative..... John E. Pearson
Pres., Gen. Mgr..... W. H. Lancaster, Jr.
Commercial Manager..... Ken Marsh
Program Director..... Richard Ellis
Chief Engineer..... Roland Medlar

WKIN—Kingsport—1951

Frequency: 1320 Kc. **Power:** 5000 Watts, d.
Owned & Operated..... WKIN, Inc.
Address..... Market & Wexler Sts.
Tel.: CI 6-8131 Independent
Pres., Gen. Mgr..... Cy N. Bahakel
Station Manager..... Frank Tirico
Commercial Manager..... Les Tackett
Prog., Pub. Dir..... Miss Dia Bahakel
Chief Engineer..... Roy Giles

WKPT—Kingsport—1940

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By..... Kingsport Bcstg. Co., Inc.
Business-Studio Address..... 222 Commerce St.
Tel.: CI 5-4161 NBC
Representative..... Burn-Smith
President..... C. P. Edwards, Jr.
Gen., Sta. Manager..... Paul L. Overbay
Commercial Mgr..... Phil Weaver
Program Dir..... Martin Karant
Chief Engineer..... Thomas Phillips

WBIR—Knoxville—1941

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By..... Radio Station WBIR, Inc.
Business-Studio Address..... 1513 Hutchison Ave.
Tel.: 5-8101 ABC
Station Representative..... Gill-Perna
President, Manager..... John P. Hart
Comm. Mgr..... Leon Ridings
Program Director..... Robert Agee
Publicity Director..... Robert Wilson
Chief Engineer..... J. Rex Horton

WIVK—Knoxville—1952

Frequency: 860 Kc. **Power:** 1000 Watts d.
Owned-Oper. By..... Dick Bcstg. Co.
Address..... 319 N. Gay Street
Tel.: 4-3693 Independent
Station Representative..... Stars National
President..... James A. Dick
Gen., Sta. Mgr..... David Carpenter
Sales Prom. Mgr., Pub. Dir..... Ken Russell
Program Director..... Claude Tomlinson
Chief Engineer..... Milton Jones

WKGN—Knoxville—1946

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By..... WKGN Inc.
Business Address..... 2200 W. Cumberland Ave.
Tel.: 4-0766 Independent
Station Rep..... O'Connell
Pres., Gen. Mgr..... George P. Mooney
Commercial Manager..... Robert Crenshaw
Program Director..... Marty Laker
Chief Engineer..... Robert Goodman

WKXV—Knoxville—1953

Frequency: 900 Kc. **Power:** 1000 Watts, d.
Owner..... Knoxville Ra-Tel
Address..... 411½ W. Main St.
Tel.: 4-9866 KBS
President..... B. L. Boring
Comm. Manager..... Marvin Thompson

WNOX—Knoxville—1921

Frequency: 990 Kc. **Power:** 10,000 Watts
Owned-Oper. By..... Scripps-Howard Radio, Inc.
Address..... 4400 Whittle Springs Rd. N. E.
Tel.: 3-3171 CBS
Newspaper Affiliation..... News Sentinel
Representative..... John Blair
President..... Jack R. Howard
Gen., Sta. Manager..... R. B. Westergaard

Publicity Director.....Gene Miller
 Comm. Sales Prom. Mgr.....O. L. Smith
 Prog. Director.....C. A. McMahon
 Chief Engineer.....Ray Evans

Station Manager.....Bob Davidson
 Prog. Dir.....Barbara Matthews
 Chief Engineer.....R. C. Wiley

WATE—Knoxville—1927

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WATE, Inc.
 Business-Studio Address.....612 Gay St.
 Tel.: 2-7111.....NBC
 Representative.....Avery-Knodel
 V.P., Gen. Mgr.....W. H. Linebaugh
 Commercial Manager.....J. T. McCloud
 Program Dir.....Wayne Hudson
 Sales Prom. Mgr., Pub. Dir.....Carl Huster
 Chief Engineer.....Fred Andrews

WDXL—Lexington—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Lexington Bcstg. Service, Inc.
 Address.....Broad & Church
 Tel.: WO 8-3500.....KBS
 Sta. Rep., Venard, Rintoul, McConnell; Ayers
 General Manager.....Ben Enochs
 Comm. Mgr.....Ann Flagg
 Prog. Dir.....Ev Flagg

WLAJ—LaFollette—1953

Frequency: 1450 Kc.....Power: 250 Watts
 Owner.....LaFollette Bcstg. Co.
 Business Address.....Fleet Oil Bldg.
 Tel.: 1060.....KBS
 President.....E. F. Wheeler
 General Manager.....John H. Carr
 Program Director.....Tony Gross
 Chief Engineer.....Phil Perdue

WLIV—Livingston—1956

Frequency: 920 Kc.....Power: 1 Kw. d.
 Owned By.....Audio Bcsters
 Address.....P. O. Box 131
 Tel.: Talbot 3-4438.....MBS
 General Manager.....R. H. McCoin
 Program Director.....W. A. Mann
 Chief Engineer.....D. Norris

WDXE—Lawrenceburg—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Lawrenceburg Bcstg. Co.
 Bus. Address.....Locke Bldg., N. Military Ave.
 Tel.: SO 2-4411.....KBS
 Sta. Rep., Venard, Rintoul, McConnell; Beaver
 President.....Aaron B. Robinson
 Gen., Sales Prom. Mgr.....Ken Marston
 Comm. Mgr.....Bud Sawyer
 Program Director.....Bryan F. Bellar
 Chief Engineer.....Phil Kemper

WMSR—Manchester—1956

Frequency: 1580 Kc.....Power: 1 Kw., d.
 Owned.....Manchester Bcstg. Co.
 Address.....611 McArthur St.
 Tel.: PA 8-3526.....Independent
 Representative.....Best
 Gen. Mgr.....L. Murray Chumley
 Comm. Mgr.....Jim Webb

WCOR—Lebanon—1949

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Lebanon Bcstg. Co., Inc.
 Address.....Trousdale Ferry Road
 Tel.: Hickory 4-0474.....KBS
 Pres., Sta. Mgr.....Theo. F. Ezell, Jr.
 Commercial Manager.....Jack Hendrickson
 Program Director.....Walt Dillard
 Chief Engineer.....William Johnston

WCMT—Martin—1957

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned By.....J. T. & H. Sudbury
 Address.....Martin
 Tel.: 460.....Independent
 President.....J. T. Sudbury
 General Managers.....J. T. & H. Sudbury
 Sta. Mgr. Ch. Eng.....D. A. Drumm
 Program Director.....Dorris Gill

WLIL—Lenoir City—1950

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owner.....WLIL, Inc.
 Business Address.....Wilkerson Bldg.
 Tel.: YU 6-7536.....KBS
 Pres., Gen., Sta. Mgr.....Arthur Wilkerson
 Commercial Manager.....Willis Chaney
 Program Director.....Frances Hart
 Chief Engineer.....Allen Breazeale

WGAP—Maryville—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Aluminum Cities Bcstg. Co.
 Business Address.....316 Court St.
 Tel.: YU 3-4310.....Independent
 Representative.....Hil F. Best
 General Manager.....Frank H. Corbett
 Commercial Manager.....Horace McGill
 Program Director.....Ken Johnson
 Chief Engineer.....Henry McDonald

WJJM—Lewisburg—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Louis D. Lingner
 Address.....East Hill
 Tel.: 780.....MBS-KBS
 Representative.....Hil F. Best

WHDM—McKenzie—1954

Frequency: 1440 Kc.....Power: 500 Watts, d.
 Owned.....Tri-County Bcstg. Co., Inc.
 Address.....Hotel McKenzie
 Tel.: EL 2-3371.....Independent
 Station Rep.....Best
 Pres., Gen. Mgr.....Earl S. Nolting
 Sec'y-Treas.....Gladys Nolting
 Sta. Mgr., Prog. Dir.....Lance Beard
 Comm. Manager.....Irene Morgan
 Chief Engineer.....Martin Dill

WBMC—McMinnville—1955

Frequency: 960 Kc. Power: 500 W., d.
 Owned-Oper. Cumberland Valley Bstg. Co.
 Address. Box 270
 Tel.: 2104 Independent
 President Harold Laws
 Gen., Sta. Mgr. Franklin H. Brown
 Program Director James R. Eastman
 Chief Engineer Alvin Byars

WMMT—McMinnville—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By McMinnville Brdg. Co., Inc.
 Address N. Chancery St.
 Tel.: McMinnville KBS
 General Manager Royce E. Richards

WHEY—Millington—1957

Frequency: 1220 Kc. Power: 250 Watts, d.
 Owned By Millington Bcstg. Co., Inc.
 Address 4962 Navy Road
 Tel.: Canal 3-3000 KBS
 Representative Best
 Pres. Gen. Mgr. Early W. Daly
 Station Manager Chad Lassiter
 Program Director George Klein
 Chief Engineer Jasper Wilkinson

KWEM—Memphis—1946

Frequency: 990 Kc. Power: 1000 Watts, d.
 Owned-Operated By KWEM, Inc.
 Address Box 142
 Tel.: GL 8-3311 Independent
 Representative Bernard
 Chairman, Board E. D. Rivers, Jr.
 Gen. Mgr. John R. Barlett
 Comm. Manager Kurt Alexander

WLOK—Memphis—1956

Frequency: 1480 Kc. Power: 5000 Watts d.
 Owned-Oper. By WLOK, Inc.
 Business Address 363 S. 2nd St.
 Tel.: JACKson 7-9565 Independent
 Station Representative Stars National
 Pres. Jules Paglin
 Gen., Comm. Mgr. Eugene P. Weil
 Asst. Sta. Mgr. Robert Bartusch
 Program Director Roland Porter
 Chief Engineer William Jones

WDIA—Memphis—1947

Freq.: 1070 Kc. Power: 50 Kw. d., 5 Kw. n.
 Owned By WDIA, Inc.
 Business-Studio Address 2074 Union Ave.
 Tel.: BR 6-2703 Independent
 Representative Pearson
 President Egmont Sonderling
 V.P., Gen., Sta. Mgr. E. R. "Bert" Ferguson
 Commercial Manager Archie Grinolds
 Sales Promotion Manager Frank Armstrong
 Asst. Mgr., Prog. Dir. David J. Mattis
 Chief Engineer Henry N. Fones

WHBQ—Memphis—1925

Freq.: 560 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Oper. By RKO Teleradio Pictures
 Bus. Studio Address Hotel Chisca
 Tel.: BRoadway 2-3441 MBS
 Station Representative Eastman
 President Thomas F. O'Neil
 General Manager Boone Nevin
 Comm. Mgr. Max Michel, Jr.
 Sales Promotion Manager Brey Armistead
 Program Director Mark Forrester
 Publicity Director Charley Sullivan
 Chief Engineer Welton Roy

WHER—Memphis—1955

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-State Bcstg. Service
 Address 972 S. Third St.
 Tel.: JA 5-6831 Independent
 President Sam C. Phillips
 Gen., Sta. Mgr. William S. Decker, Jr.
 Program Director Jeanne A. Botto
 Chief Engineer Douglas Cousar

WHHM—Memphis—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Cy Blumenthal Co.
 Business-Studio Address 930 Madison Ave.
 Tel.: JA 7-4422 ABC
 Station Representative Webb
 President Cy Blumenthal
 Gen., Sta. Mgr. George Aubrey Crump
 Program Director John Carr
 Chief Engineer Jim Bray

WMC—Memphis—1923

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Business-Studio Address Third & Madison
 Tel.: JA 6-7464 NBC
 News. Afil. Memphis Pub. Co.
 Representative John Blair
 President Enoch Brown
 General Manager H. W. Slavick
 Station Manager Stan Torgerson
 Sales Mgr. Rav Gill
 Prod. Mgr. John McIntosh
 Comm. Mgr. Ray Gill
 Pub. Director Walter E. Frase
 Chief Engineer E. C. Frase, Jr.

WMPS—Memphis—1925

Freq.: 680 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Operated By WMPS, Inc.
 Business-Studio Address 112 Union Ave.
 Tel.: JA 5-2663 Independent
 Representative Radio-TV Representatives
 Pres. Harold R. Krelstein
 Gen., Sta. Mgr. Charles T. DeVois
 Commercial Manager Rodger May
 Prom. Mgr., Pub. Dir. Dick McClary
 Program Dir. W. E. Crump
 Chief Engineer J. G. Deaderick
 Owners of: WJJD, Chicago; WCOP, Boston;
 WCAO, Baltimore.

WREC—Memphis—1922

Frequency: 600 Kc. Power: 5000 Watts

Owned-Oper. By.....WREC Bcstg. Service
 Business-Studio Address.....Hotel Peabody
 Representative.....Katz
 Owner, General Manager...Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program Director.....Jack Michael
 Chief Engineer.....Wilson Roney

WKBJ—Milan—1955

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned.....West Tennessee Bcstg. Co.
 Address.....Milan Hotel
 Tel.: MU 6-2481.....Independent
 President.....Ben Ivey King
 Gen., Station Mgr.....Jack Merrill
 Sales Prom. Mgr.....W. G. Denney
 Prog. Director.....Billy J. Haney
 Chief Engineer.....Bill Markham

WCRK—Morristown—1947

Frequency: 1150 Kc.....1 Kw., d.; 500 W., n.
 Owned-Oper. By.....Cherokee Bcstg. Corp.
 Bus-Studio-Transmitter Address..Radio Center
 Tel.: 1450.....MBS-KBS
 Representative.....Hal Holman
 General Manager.....Howell Ashford

WMTN—Morristown—1957

Frequency: 1300 Kc.....Power: 5 Kw., d.
 Owned-Operated By...E. Tenn. Bcstg. Corp.
 Bus. Address.....Box 2146 Radio Center Sta.
 Tel.: JU 6-7993.....Independent
 Pres., Ch. Eng.....George Guertin
 General Manager.....Bill Holland
 Program Director.....Jimmy Peoples

WGNS—Murfreesboro—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WGNS, Inc.
 Address.....P.O. Box 456
 Tel.: TW 3-5373.....MBS-KBS
 Representative.....Holman
 President, Gen. Mgr.....Cecil Elrod, Jr.
 Comm. Mgr.....Don Howser
 Program Director.....Rae Lane
 Sales Prom. Mgr.....Jerry Brown
 Publicity Director.....Marie Wilson
 Chief Engineer.....William Montgomery

WMTS—Murfreesboro—1953

Frequency: 860 Kc.....Power: 250 Watts
 Owned.....Arthur D. Smith, Jr.
 Address.....112 N. W. Broad St.
 Tel.: TW 3-6611.....Independent
 Representative.....Best
 President.....A. D. Smith, Jr.
 Gen., Sta. Mgr.....Virgil Trimmer
 Comm. Sales Prom. Mgr.....Neil Lancaster
 Program, Public Director.....John D. Hood
 Chief Engineer.....Alfred W. Parsons

WENO—Nashville—1957

Frequency: 1430 Kc.....Power: 5 Kw., d.
 Owned.....Central Bcstg. Corp.
 Address.....Box 5236

Tel.: Madison 7-5401.....Independent
 Representative.....Chas. Bernard
 President.....H. C. Young, Jr.
 Gen. Sta. Mgr.....Jerome Glaser
 Program Director.....Wallie Beecham
 Sales Prom. Mgr.....Johnny Talley
 Publicity Director.....John Moore
 Chief Engineer.....Andy Jones

WKDA—Nashville—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Townsend Invest. Co.
 Address.....First American Natl. Bank Bldg.
 Tel.: AL 4-0511.....Independent
 Representative.....Stars National, Inc.
 President.....Jack S. Stapp
 Prog. Director.....Charles F. Walker
 Sales Prom. Mgr.....Carl A. Babb
 Publicity Director.....Roger Schutt
 Chief Engineer.....Oscar C. Griffin

WLAC—Nashville—1926

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned..Life & Casualty Insurance Co., Tenn.
 Bus-Studio Address.....159 4th Ave. N.
 Tel.: AL 5-0161.....CBS
 Representative.....Katz
 V. P., Gen. Mgr.....F. C. Sowell
 Commercial Manager.....E. G. Blackman
 Sales Prom. Mgr., Pub. Dir.....Thrace Warren
 Program Director.....Paul Oliphant
 Chief Engineer.....F. D. Binns

WMAK—Nashville—1948

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By...Volunteer State Bcstg. Co.
 Address.....Maxwell House Hotel
 Tel.: AL 4-3411.....Independent
 Station Rep.....Broadcast Time Sales
 President.....Howard D. Steere
 Gen. Mgr.....Emil J. Popke, Jr.
 Sta. Mgr.....Robert Hamilton
 Comm. Mgr.....John E. Karr
 Program Director.....Chuck Mefford
 Sales Prom. Mgr.....Roland Wolfe
 Publicity Director.....Ed Schuffman
 Chief Eng.....Homer Cole

WNAH—Nashville—1949

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Hermitage Bcstg. Corp.
 Address.....James Robertson Hotel
 Tel.: AL 4-7611.....MBS-KBS
 Station Representative.....Best
 Pres., Gen. Mgr.....Van T. Irwin, Jr.
 Comm. Manager.....Herman Rippey
 Executive Director.....Goldie G. Irwin
 Program Director.....Jim Williams
 Publicity Director.....Gene Farrell
 Chief Engineer.....Howard Woodard

WSIX—Nashville—1927

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WSIX, Inc.

TENNESSEE

AddressNashville Trust Building
Tel.: AL 5-5431.....ABC
Station Representative.....H.R. Clarke-Brown
President.....Louis R. Draughon
Sta., Gen. Mgr.....E. S. Tanner
Comm Mgr.....Clarence L. Waggoner
Prom. Mgr., Pub. Dir.....W. A. Jones
Program Director.....Bob Larimer
Chief Engineer.....Charles R. Duke

WSM—Nashville—1925

Frequency: 850 Kc.....Power: 50,000 Watts
Owned By.....Natl. Life & Accident Ins. Co.
Business Address.....301 7th Ave., N.
Tel.: AL 4-5656.....NBC
Representative.....John Blair
President.....John H. DeWitt, Jr.
Gen. Mgr.....Bob Cooper
Prom. Mgr.....Royal McCullough
Program Director.....Ott Devine
Chief Engineer.....Carl Jenkins

WVOL—Nashville—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned.....Rounsaville of Nashville
Address.....400 Davidson St.
Tel.: CH 2-0489.....Independent
Representative.....Gill-Perna, Dora-Clayton
Pres., Gen. Mgr.....Robert W. Rounsaville
Sta. Mgr., Pub. Dir.....Carter S. Jones
Comm., Sales Prom. Mgr.....William D. Salmon
Program Director.....Morgan Babb
Chief Engineer.....Wayne D. Robinson

WLIK—Newport—1954

Frequency: 1270 Kc.....Power: 5 Kw., d.
Owned.....WLIK, Inc.
Address.....P. O. Box 270
Tel.: 3095.....KBS
President, Gen. Mgr.....Arthur Wilkerson
V.P., Sta., Comm. Mgr.....Ira B. Crisp

WATO—Oak Ridge—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....253 E. Main St.
Tel.: 5-3535.....MBS
Representative.....Bob Dore
Pres. Gen. Mgr.....Samuel P. Thrower
Comm. Manager.....Leonard M. McCoig
Program Director.....Bob Yongue III
Chief Engineer.....Paul E. Lewis

WOKE—Oak Ridge—1951

Freq.: 1290 Kc..Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....WATO, Inc.
Address.....Box 2017
Tel.: 5-1333.....KBS
Representative.....Hil F. Best
General Manager.....Virgil Trimm
Comm. Mgr.....Joe Brewer
Program Director.....Wayne Hannah
Chief Engineer.....Edward Troupe

WTPR—Paris—1947

Frequency: 710 Kc.....Power: 250 Watts d.

Owner.....Paris Bcstg. Co.
Address.....No. Poplar St.
Tel.: 1700.....KBS
Representative.....Venard, Rintoul & McConnell
President, Gen. Mgr.....A. B. Robinson
Sta. Mgr.....Joe P. Van Dyke
Commercial Manager.....D. A. Drumm
Prog., Pub. Dir.....Verne A. Brooks
Chief Engineer.....Don Somerville

WKSJ—Pulaski—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned.....Richland Broadcasting Co.
Address.....Jones Bldg.
Tel.: EMerson 3-2505.....ABC
Representative.....John M. Clarke Co.
Pres., Gen. Sta. Mgr.....John R. Stephens
Commercial Manager.....Mrs. Alene Cane
Sales Prom. Mgr.....Norris Hammond
Program Director.....George Martin
Publicity Director.....Jack Melby
Chief Engineer.....N. G. Morgan

WTRB—Ripley—1954

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Lauderdale Bcstg.
Address.....113 E. Washington St.
Tel.: 1060.....KBS
Rep.....Hil F. Best
Gen. Mgr.....Colonel L. B. Fuqua
Comm. Mgr.....Charles Thompson
Program Director.....Virginia Harrison
Chief Engr.....Jim Edwards

WRKH—Rockwood—1957

Frequency: 580 Kc.....Power: 500 W., d.
Owned.....Roane Bcstg. Co.
Business Address.....P.O. Box 239
Tel.: 347.....Independent
President.....Herman Spivey
Gen. Sta. Mgr.....Willard W. Wilson
Prog. Dir.....Hugh L. Allen
Chief Engineer.....Reggie Honey

WRGS—Rogersville—1954

Frequency: 1370 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Rogersville Bcstg. Co.
Address.....Burem Road
Tel.: 6491.....Independent
Rep.....Hil F. Best
President.....John E. Beal
Gen. Sta. Mgr.....George B. Beal
Commercial Manager.....Charles W. Beal
Sales Prom. Mgr.....Harry M. Beal
Program Director.....Janelle D. Beal
Chief Engineer.....Fred A. Berry

WORM—Savannah—1956

Frequency: 1010 Kc.....Power: 250 W., d.
Owned.....Savannah Bcstg. Service, Inc.
Business Address.....Cravens Landing Rd.
Tel.: 4981.....KBS
V.P., Gen. Mgr.....Neal B. Bunn
Commercial Manager.....Albert Richter
Program Director.....Chuck Foley
Chief Engineer.....Wesley Jackson

WSEV—Sevierville—1955

Frequency: 930 Kc. Power: 5 Kw., d.
 Owned-Oper. By Smoky Mountain Bcstg. Co.
 Business Address Sevierville
 Tel.: 2844 Independent
 President Norman Burchfiel
 Station Manager Hugh E. Trotter
 Sales Promotion Manager George Myers
 Traffic Manager Malcolm Hodges
 Publicity Director Mary Sue Poe
 Chief Engineer A. T. Henderson

WHAL—Shelbyville—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Shelbyville Bcstg. Co., Inc.
 Address P. O. Box 241
 Tel.: 1400 MBS
 V.P., Gen. Mgr. Charles Christian

WEPG—So. Pittsburgh—1954

Frequency: 910 Kc. Power: 500 Watts, d.
 Owned Marion County Broadcasting Service
 Address Box 8
 Tel.: TE 7-6185 KBS
 President, Gen., Sta. Mgr. Eaton P. Govan, Jr.
 Comm., Sales Prom. Mgr. Vinette B. Govan
 Chief Engineer William H. Dunn

WSMT—Sparta—1953

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sparta Bcstg. Co. Inc.
 Business Address Box 390
 Tel.: 3751 Independent
 Station Representative Best
 President Sam J. Albritton
 Gen., Sta. Mgr. Martha L. Albritton
 Comm., Sales Prom. Mgr. Van L. Slack
 Program Director Ivory O. Hillis
 Publicity Director William T. Passons
 Chief Engineer Gordon L. Moore

WDBL—Springfield—1950

Frequency: 1590 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Springfield Bcstg. Co., Inc.

Address P. O. Box 464
 Tel.: 1287 KBS
 Gen. Mgr. W. N. Locke

WDEH—Sweetwater—1955

Frequency: 800 Kcs. Power: 1 Kw., d.
 Owned By William M. Bryan
 Address Highway 11
 Tel.: Sweetwater KBS
 Manager Lewis Penuel

WJIG—Tullahoma—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Radio Tullahoma
 Business Address West Side Drive
 Tel.: GL 5-2607 KBS
 President M. Davidson Smith III
 Gen. Comm. Mgr. Henry Beam
 Prog. Dir. Joe Hathcock
 Chief Eng. W. C. Spraggins

WENK—Union City—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Union City Bcstg. Co.
 Business Address W-E-N-K Bldg
 Tel.: Turner 5-1240 KBS
 Station Rep. Venard, Rintoul, McConnell
 President Aaron B. Robinson
 Gen., Sta. Mgr. E. B. Fritts
 Chief Engineer Charles Holland

WTUC—Union City—1956

Frequency: 1580 Kc. Power: 250 W., d.
 Owned By Davy Crockett Bcstg. Co.
 Address 227 S. 2nd St.
 Representative Beff
 Gen. Mgr. Louis C. Wraither
 Comm. Mgr. David J. Capps

WCDD—Winchester—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned Franklin County Radio & Bcstg. Co.
 Address P. O. Box 1103
 Tel.: WO 2-2201 ABC-KBS
 Manager Harry W. Sullivan

Pop.: 9,695,000
 Families: 2,789,000
 Radio Homes: 2,727,000

Texas

Stations in State: 238
 TV Homes: 2,149,000
 TV Stations: 49

KNIT—Abilene—1957

Frequency: 1280 Kc. Power: 500 W., d.
 Owned Key City Bcstrs.
 Address Windsor Hotel
 Tel.: OR 4-7211 Independent
 Representative Pearson
 Pres. Gen. Mgr. Howard Barrett
 Station Manager Bro Mingus
 Comm. Sales Prom. Mgr. Forest Lane
 Program Director Virgil Terry
 Chief Engineer John E. Turner

Owned-Oper. By Abilene Radio & TV
 Business Address 4510 S. 14th St.
 Tel.: OWen 2-4242 ABC
 Representative Paul H. Raymer
 President, Gen. Mgr. Dale Ackers
 Sta., Comm. Mgr. Bill Fox
 Program Director Brett Allison
 Chief Engineer Herman Ridgway

KWKC—Abilene—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Citizens Bcstg. Co.
 Bus. Studio Address 2500 Butternut
 Tel.: OR 3-2545 MBS
 Rep. Venard, Rintoul & McConnell, Melville

KRBC—Abilene—1936

Freq.: 1470 Power: 5 Kw. d., 1 Kw. n.

TEXAS

General Manager.....A. C. Etter

KOPY—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts
Owned By.....Leon S. Walton
Business Address.....65 N. Johnson St.
Tel.: MO 4-4324.....Independent
Representative.....Stars National
Pres. Gen. Mgr.....Leon S. Walton
Sta. Comm. Mgr.....Eston R. Pace
Chief Engineer.....O. J. Cunningham, Jr.

KVLF—Alpine—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....Kokernot Field
Tel.: TE 7-2144.....KBS-NBC
Pres., Gen., Sta., Comm. Mgr.....Gene Hendryx
Program Director.....Phil Wayne
Chief Engineer.....Sherman Newsom

KAMQ—Amarillo—1947

Frequency: 1010 Kc.....Power: 5000 Watts d.,
500 Watts n.
Owned.....Top of Texas Broadcasting Co., Inc.
Address.....1301 Polk Street
Tel.: DR 2-6543.....MBS
Representative.....Venard, Rintoul & McConnell
President.....Hoyt Houck
General Manager.....Robert Houck
Sta., Comm., Prom. Mgr.....George Oliver
Prog. Dir.....Webster Smith
Chief Engineer.....Richard Hedgecock

KFDA—Amarillo—1933

Frequency: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lone Star Bcstg. Corp.
Bus.-Studio Address.....Box 128
Tel.: DR 4-1637.....ABC
Representative.....Raymer
President.....Charlie Jordan
Gen. Manager.....Bob Zellermyer
Prog. Dir.....Bill Rogers
Publicity Director.....Bill Vance
Chief Engineer.....Bill Denny

KLYN—Amarillo—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KLYN, Inc.
Address.....Box 2387
Tel.: DR 2-6773.....Independent
President.....Giles F. Miller
Station Director.....Joe S. Ramay
Chief Engineer.....Eugene Fennimore

KGNC—Amarillo—1922

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Plains Radio Bcstg. Co.
Address.....2000 N. Polk St.
Tel.: Evergreen 3-3321.....NBC
Newspaper Affil.....Globe-News
Representative.....Katz
President.....B. E. Walker
General Manager.....Jack D. Liston
Comm. Manager.....Kin Raley
Sta. Mgr., Prog. Dir.....Bill Lane
Publicity Director.....Bill McReynolds
Chief Engineer.....W. H. Torrey

KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.
Owned-Operated By.....R. D. Hollingsworth
Address.....233 Paramount Bldg.
Tel.: DR 4-5235.....Independent
Representative.....Melville
President.....R. D. Hollingsworth
Comm. Mgr.....Don Hodges

KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Pamhandle Bcstg. Co.
Address.....808 Charlotte St.
Tel.: Amarillo.....KBS
Reps.....Broadcast Time Sales, Dora-Clayton
General Manager.....Ray Winkler

KACT—Andrews—1955

Frequency: 1360 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Clint Formby
Address.....P. O. Box 638
Tel.: LA 3-2845.....KBS
Promotion Manager.....Jacqueline Young
Sales Promotion Manager.....Weldon Kidd

KBUD—Athens—1948

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....Henderson Cty. Bcstg. Co.
Address.....Box 309
Tel.: 2277.....KBS
Gen. Mgr., Chief Eng.....J. B. McNutt, Jr.

KALT—Atlanta—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Address.....Box 289
Tel.: 900.....KBS
Representative.....Hil F. Best
President.....Herman H. Wommack, Jr.
Gen., Sta. Mgr., Chief Eng.....David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Wommack
Publicity Director.....Jeane Wommack

KNOW—Austin—1927

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
Tel.: GR 2-6213.....ABC
Station Rep.....Pearson
President.....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Lloyd Riddle
Chief Engineer.....Willis Morter

KTBC—Austin—1939

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....The LBJ Company
Bus.-Studio Address.....P. O. Box 1155
Tel.: GR 2-2424.....CBS
Representative.....Raymer
Chairman of the Board.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam

Sales Manager.....O. P. (Bob) Bobbitt
 Sales Prom. Mgr.....Elmo Brown
 Program Director.....Cactus Pryor
 Chief Engineer.....Ben Hearsh

KOKE—Austin—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio KOKE Inc.
 Address.....1211 E. 6th St.
 Tel.: GR 6-6973.....Independent
 Representative.....McGavren-Quinn, Melville
 President.....Giles E. Miller
 Exec. V.P., Gen. Mgr.....Joe Roddy, Jr.
 V.P.....Jay J. G. Schatz
 Program Director.....Dick Laine
 Chief Engineer.....Buck C. Brown

KVET—Austin—1946

Frequency: 1300 Kc.....Power: 1 Kw.
 Owned.....Austin Bcstg. Corp.
 Address.....Box 1116
 Tel.: GR 8-8521.....MBS
 Representative.....Forjoe, Clarke Brown
 Pres., Gen., Sta. Mgr.....Willard Deason
 Commercial Mgr.....H. W. Dunlop
 Nat. Reg. Sales.....Dave Smith
 Chief Engineer.....Willis Morter

KRUN—Ballinger—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central West Bcstg.
 Address.....Box 351
 Tel.: 3151.....KBS
 Representative.....Best, Melville
 General Manager.....R. F. McGarvey
 Comm. Mgr.....Clayton Jay

KIOX—Bay City—1947

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Bay City Bcstg. Co.
 Business Address.....Box 1391
 Tel.: CI 5-4642.....MBS-KBS
 President.....J. G. Long
 Gen., Station Manager.....Harry L. Becker
 Program Director.....Chuck Farkas
 Comm. Mgr.....Don Rhea
 Chief Eng.....Robert H. Hemphill

KREL—Baytown—1947

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....E. O. Roden & Assoc.
 Business Address.....Box 419
 Tel.: Logan 6-5531.....KBS
 Representative.....Hil F. Best
 President.....E. O. Roden
 Vice President.....W. I. Dove
 Gen. Manager.....Zane D. Roden

KFDM—Beaumont—1924

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Beaumont Bdcstg. Corp.
 Address.....P. O. Box 2950
 Tel.: TE 8-4731.....ABC
 Representative.....Peters, Griffin, Woodward, Inc.
 President.....D. A. Cannan
 Gen. Mgr.....C. B. Locke

Comm. Mgr.....Ed E. Carroll
 Program Director.....Dick McAdoo
 Publicity Director.....H. F. Caldwell
 Chief Eng.....Harold W. Bartlett

KJET—Beaumont—1947

Frequency: 1380 Kc.....Power: 1 Kw., d.
 Owned.....KPBX Bcstg. Corp.
 Address.....P. O. Box 2673
 Tel.: TE 2-0201.....Independent
 Station Rep.....Forjoe
 Transcription.....Capitol
 V. P., Gen., Comm. Mgr.....Walter L. Rubens

KRIC—Beaumont—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Enterprise Co.
 Bus.-Studio-Trans. Address.....3130 Blanche
 Tel.: TE 3-9421.....Independent
 Newspaper Affiliation....."Enterprise", "Journal"
 Representative.....Bramham
 President.....E. C. Davis
 General Manager.....Frank Dusenbury
 Comm. Mgr.....Ed Ditter
 Sls. Prom. Mgr.....Jay Elson
 Prog. Dir.....Dave Livingston
 Chief Engineer.....Jack Easterwood

KTRM—Beaumont—1947

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Tel.: TE 2-8478.....Independent
 Rep.....Clarke Brown; O'Connell; Reilly
 Pres., Gen. Mgr.....Jack Neil
 Sta., Comm. Manager.....Roy D. Shotte
 Sales Prom., Pub. Dir.....Bonnie Cornwell
 Chief Engineer.....Ben Hughes

KIBL—Beeville—1949

Frequency: 1480 Kc.....Power: 250 Wts.
 Owned-Oper. By.....Bee Bdcstg. Co.
 Address.....P. O. Box 650
 Tel.: FL 8-2197.....Independent
 General Manager.....John D. Rossi
 Comm. Manager.....James M. Goodman
 Program Director.....James V. Rossi
 Chief Engineer.....H. E. Bertram

KBLT—Big Lake—1958

Frequency: 1290 Kc.....Power: 1 Kw.
 Owned By.....Big Lake Broadcasting Co.
 Business Address.....1st and Florida Sts.
 Tel.: 129.....KBS
 Station Representative.....Continental
 Gen. Mgr., Ch. Eng.....Don Boston
 Commercial Manager.....James J. Parr
 Program Director.....Rickey Darling

KBST—Big Spring—1936

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Big Spring Bcstg. Co.
 Bus.-Studio Address.....702 Johnson St.
 Tel.: 4-6391.....ABC

Representative Pearson
 President..... William J. Wallace
 Sls. Prom., Pgr. Dir., Pub. Dir., J. N. Young, Jr.
 Chief Engineer..... Andrew M. Jones

KHEM—Big Spring—1956

Frequency: 1270 Kc.....Power: 1 Kw., d.
 Owned By T. Conner & R. Bradbury, Jr.
 Address Box 1066
 Tel.: AM 4-2523.....Independent
 Representative..... Thomas F. Clark
 President..... J. Homer McKinley
 Gen., Sta. Mgr..... Walt Lawson
 Program Director..... Hank Harrell

KBYG—Big Spring—1949

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Oper. By...Maples-McAlister Bcstg. Co.
 Address.....P.O. Box 1366
 Tel.: AM 4-4326.....KBS
 Rep..... Hil F. Best
 Partners.... Grady F. Maples, R. B. McAlister
 Gen. Comm. Mgr..... Jim Richardson
 Chief Engineer..... Marvin Williams

KFYN—Bonham—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned-Oper..... Charles L. & Jessie Mae Cain
 Bus.Studio Address..... 903 E. Fourth St.
 Tel.: JU 3-3151.....KBS
 President, Gen. Mgr..... Charles Cain
 Assistant Manager..... Jessie Mae Cain

KBBB—Borger—1957

Frequency: 1600 Kc.....Power: 500 Watts, d.
 Owned By..... R. L. McAlister
 Address..... Box 1478
 Tel.: Broadway 3-7575.....KBS
 Representative Pearson
 Owner, Gen. Mgr..... R. L. McAlister
 Program Director..... James C. Dixon
 Publicity Director..... June M. Hoopes
 Sales Prom. Mgr..... W. A. Koffroth

KHUZ—Borger—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KHUZ, Inc.
 Business Address..... 1431 Clayton St.
 Tel.: BR 3-3744.....MBS
 President..... R. G. Hughes
 Sta. Mgr., Prog., Pub. Dir..... Jack Roberts
 Comm., Sls. Prom. Mgr..... Louis W. Roberts
 Chief Engineer..... Bostick Wester

KNEL—Brady—1933

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Gene M. Burns
 Business-Studio Address..... 509 So. Bridge
 Tel.: LY 7-7777.....KBS
 Representative..... Hil F. Best
 President..... Gene M. Burns
 Program Director..... Joe McMurry
 Chief Engineer..... Frank Jones

KSTB—Breckenridge—1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Hugh M. McBeath
 Business-Studio Address..... Miller Bldg.
 Tel.: HI 9-3331.....KBS
 Station Rep..... Best
 Gen., Comm. Mgr..... Hugh M. McBeath
 Prog. Dir..... Jay Thompson

KWHI—Brenham—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Tom S. Whitehead
 Business Address..... 108½ Main St.
 Tel.: GR 6-3655.....KBS
 Manager..... Tom S. Whitehead
 Sta., Comm. Mgr..... Dick Chaney
 Sales Prom. Mgr..... Jackie Prigge
 Pub. Dir..... Randy Reets
 Chief Engineer..... L. R. Schlotzman

KTFY—Brownfield—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Tel.: 2111 Independent
 Representative Hil F. Best
 Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett
 Assistant Manager..... E. Crawford Taylor

KBOR—Brownsville—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Brownsville Bcstg. Co.
 Address..... Box 472
 Tel.: LI 2-5677.....ABC
 Representative Best; Weed
 Pres., Gen., Sta. Mgr..... M. J. Wilson
 Commercial Manager..... Vance C. Wilson
 Prog., Pub. Dir..... Lula Ward
 Chief Engineer..... Willis A. Wilson

KBWD—Brownwood—1941

Freq.: 1380 Kc...Power: 1 Kw., d.; 500 W., n.
 Owned-Oper. By.....Brown County Bcstg. Co.
 Business-Studio Address..... 800 Hawkins St.
 Tel.: MI 5-2401.....MBS-KBS
 Representative Avery-Knodel
 Pres., Gen. Manager..... Wendell Mayes
 Commercial Manager..... Fred Perry
 Sta. Mgr. Prog. Dir..... Bill Jamar
 Sales Prom. Mgr..... Bob Duncan
 Publicity Director..... Barbara Taylor
 Chief Engineer..... Jim Bowen

KEAN—Brownwood—1953

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By..... C. E. Farren-P. F. Davidson
 Address..... 2220 Fisk Ave.
 Tel.: 4372 Independent
 Representative Best
 President..... J. H. Childs
 Manager..... Eddy Farren
 Program Director..... Cile Farren

KORA—Bryan—1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Bryan Bcstg. Co.
Bus-Studio Address.....310 E. 25th St.
Tel.: TA 3-1240.....MBS
Station Rep......Best
President.....David C. Jones, Jr.
Sta. Mgr......Roy Greer
Commercial Manager.....J. B. Christian
Chief Eng......James L. Harvey

WTAW—Bryan—1922

Frequency:1150 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....WTAW Bcstg.
Bus-Studio Address.....3703 S. College Ave.
Tel.: VI 6-7788.....KBS
President.....R. E. Lee Glasgow
Gen. Mgr......Art Holt
Comm. Mgr......Bill Hummel
Program Director.....Ron Ruth
Chief Engineer.....Burl Preeitt

KMIL—Cameron—1955

Frequency: 1330 Kc.....**Power:** 500 W., d.
Owned.....Milam Bcstg. Lid.
Address.....Box 832
Tel.: 456.....Independent
Gen. Mgr......Milton F. Brown
Sta. Mgr......Esther Belle White

KBEN—Carrizo Springs—1955

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By..Walter and Roy Herbort
Address.....104 S. 5th St.
Tel.: TR 6-2210.....KBS
General Manager.....Walter Herbort
Commercial Manager.....Roy W. Herbort

KGAS—Carthage—1955

Frequency: 1590 Kc.....**Power:** 1 Kw., d.
Owned.....Carthage B'casting
Address.....Box 955
Tel.: 876.....KBS
General Manager.....Bev E. Brown
Comm. Mgr......Joyce Ann Brown
Prog. Dir......J. C. Kelly
Sales Prom. Mgr......Frank Battles
Chief Engineer.....Robt. E. Ranniger

KDET—Center—1949

Frequency: 930 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Tel.: LY 8-3305.....Independent
Representative.....Clarke Brown
Gen. Mgr......Tom E. Foster
Chief Engineer.....Morris Stagner

KCTX—Childress—1947

Frequency: 1510 Kc.....**Power:** 250 Watts d.
Owned By.....Goldenwest Bcstg. Co., Inc.
Address.....200 N. Main St.
Tel.: WE 7-2563.....KBS
Representative.....Hil F. Best
President.....R. Malone Hagan
Gen. Comm. Mgr......George Morey
Program Director.....Dean Weatherly
Chief Engineer.....Otto Moates

KCAR—Clarksville—1955

Frequency: 1350 Kc.....**Power:** 500 Watts d.
Owned-Operated By.....KCAR, Inc.
Address.....Box 609
Tel.: 58.....KBS
Representative.....Best
President.....Maurice Wooley
Gen., Sta. Mgr......Paul H. Daniels
Prog., Pub. Dir......Jerry MacVarley

KCLE—Cleburne—1947

Frequency: 1120 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Martl, Inc.
Address.....919 N. Main
Tel.: 5-6643.....Independent
Representative.....Hil F. Best
Pres., Gen., Sta. Mgr......George W. Martl
Commercial Mgr......John Martl
Sales Prom. Mgr......Frank H. Hardgrove
Program Director.....D'Voe Lee Smith
Pub. Dir......John S. Butner
Chief Engineer.....George W. Martl

KVLB—Cleveland—1954

Frequency: 1410 Kc.....**Power:** 500 Watts
Owned-Oper. By.....Cleveland Bcstg. Co.
Address.....Box 487
Tel.: 692.....KBS
General Manager.....Harvard C. Bailes
Program Director.....Glen Dodson
Sales Manager.....H. C. Bailes

KSTA—Coleman—1947

Frequency: 1000 Kc.....**Power:** 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Tel.: 8406.....KBS
Representative.....Melville
Manager.....Floyd Shelton
Comm. Manager.....Paul Johnson

KVMC—Colorado City—1950

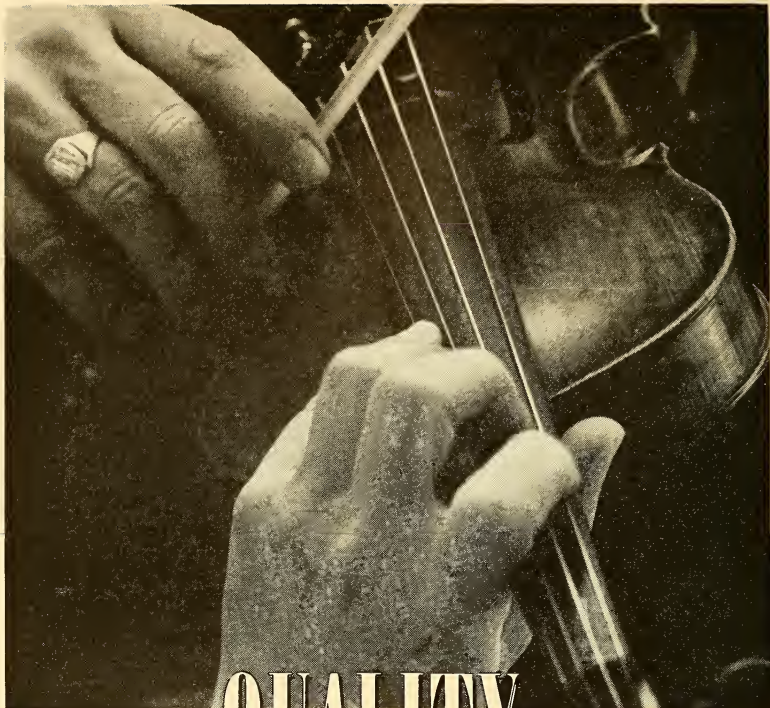
Frequency: 1320 Kc.....**Power:**1000 Watts d.
Owned.....Colo. City Bcstg. Co.
Address.....Box 990
Tel.: Colorado City.....KBS
Representative.....Best
Pres., General Manager.....Eldon Mahon
Comm. Mgr......Lyle Shuman
Prog. Dir......Drew Ballard
Sta. Mgr., Chief Eng......P. A. Richardson

KMCO—Conroe—1951

Frequency: 900 Kc.....**Power:** 500 Watts d.
Owned.....Montgomery County Bcstg. Co.
Address.....324½ N. Main
Tel.: PL 6-4466.....Independent
President.....Reagan Smith
Gen., Sta., Comm. Mgr......David L. Oglesby
Program Director.....Lee Meredith
Pub. Dir......Hal Coley
Chief Engineer.....John W. Neathery, Jr.

KATR—Corpus Christi—1944

Frequency: 1030 Kc.....**Power:** 50 Kw. d.



THE QUALITY TOUCH

—to the trained ear it is quickly recognizable. Likewise, the quality atmosphere of a great radio and television station is just as instantly apparent and valued by quality advertisers!



radio & television dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ RADIO AND TELEVISION SERVICES OF THE DALLAS MORNING NEWS

Owned Broadcasters, Inc.
Address Box 898
Tel.: TU 4-5258 Independent
Representative Weed
Pres. Glenn E. Alexander
Gen., Sales Prom. Mgr. Harry H. Hayes
Sta. Mgr., Program Dir. Edward W. Dunn
Program Director Jimmy Kaye
Chief Engineer Paul Waller

KCCT—Corpus Christi—1954

Frequency: 1150 Kc. **Power:** 1,000 Watts d.
Owned & Oper. By International Radio Co.
Address 403 South Staples
Tel.: TU 4-2426 Independent
Representative O'Connell, Tracy Moore
President Dr. H. P. Garcia
Gen. Mgr., Chief Eng. Mike Ferdin

KEYS—Corpus Christi—1941

Freq.: 1440 Kc. **Power:** 1 Kw. d., 500 W. n.
Owned-Operated By Nueces Bcstg. Co.
Address P. O. Box 1460
Tel.: TU 2-7411 Independent
Representative Avery Knodel
General Manager E. C. Hughes
Sta., Nil. Sls. Mgr. Allan Dale
Program Director Richard B. Lahm
Comm. Mgr. Marion B. Keck
Chief Engineer Harold Griffith

KRYS—Corpus Christi—1927

Frequency: 1360 Kc. **Power:** 1000 Watts
Owned-Oper. By South Texas Broadcasting
Address P. O. Box 6218
Tel.: UL 2-7341 NBC
Representative Peters, Griffin, Woodward, Inc.
Gen. Mgr. A. C. Lloyd, Jr.
Commercial Mgr. Harry H. Hays
Program Director Gordon Clark
Publicity Dir. Louise Boyd
Chief Engineer L. L. Stewart

KSIX—Corpus Christi—1947

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address Show Room Bldg.
Tel.: TU 4-1616 ABC-CBS-KBS
Pres., Gen. Mgr. Vann M. Kennedy
Commercial Mgr. Charles R. Manning
Program Director Eugene M. Looper
Pub. Dir. M. L. Kennedy
Chief Eng. Eric Beals

KUNO—Corpus Christi—1950

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By KUNO Radio
Address-Trans. Loca. 406 19th St.
Tel.: TU 4-5203 Independent
Representative O'Connell, Brown
President McHenry Tichenor
V.P. Sterling Zimmerman
Station Mgr. Herb Garrett
Prog. Dir. Hector Barrera
Chief Engineer J. H. Mayberry

KAND—Corsicana—1937

Owned-Operated By Alto, Inc.
Frequency: 1340 Kc. **Power:** 250 Watts
Bus.-Studio Address 609 W. 7th Ave.
Tel.: TR 4-7421 KBS
Representative Branham
President R. E. Lee Glasgow
General Manager Luther A. Johnson, Jr.
Program Dir. Perry Taylor
Chief Engineer Gene Hellums

KIVY—Crockett—1949

Frequency: 1290 Kc. **Power:** 500 Watts d.
Owner-Oper. By Pioneer Bcstg. Co.
Address Box 870
Tel.: 222 KBS
Pres. Gen., Sta. Mgr., Prog. Dir. J. H. Gibbs
Comm., Prom. Mgr., Chief Eng. Bill Carter

KCFH—Cuero—1949

Frequency: 1600 Kc. **Power:** 500 Watts d
Owned-Oper. By DeWitt Cty. Bcstg. Co.
Tel.: CU 5-3430 Independent
Rep. Best
General Manager A. M. Respondek

WFAA—Dallas—1922

Frequency 820 Kc., 570 Kc.
Power 50,000 W., 5000 W.
Owned-Oper. By A. H. Belo Corp.
Business-Studio Address 1122 Jackson St.
Tel.: RI 1-9631 NBC-ABC
Newspaper Affil. Morning News
Representative Edward M. Petry
President E. M. Dealey
Gen. & Sales Mgr. Norman H. Stewart
Director Alex Keese
Sta., Comm. Mgr. George K. Utley
Sls. Prom., Pub. Dir. Barbara Elam
Prog. Dir. William Crowds
Chief Engineer Jim Webb Cooper

AP News
Is Preferred
 ... by Listeners — because it is
 dependable as well as interesting.

AP
Preferred

50 Rockefeller Plaza · New York 20, N. Y.

KXIT—Dalhart—1948

Frequency: 1410 Kc....Power: 500 Watts, d.
 Owned-Oper. By.....Dalhart Broadcasters
 Address.....Box 1350
 Tel.: 740.....KBS
 Representative.....Best
 Manager.....R. J. Beller

KIXL—Dallas—1947

Frequency: 1040 Kc....Power: 1000 Watts d.
 Owned-Operated By...Variety Bcstg. Co., Inc.
 Business-Studio Address...1401 S. Akard St.
 Tel.: RI 1-5016.....Independent
 Rep.....Clarke Brown, O'Connell, Reilly
 Pres., Gen. Mgr.....Lee Sevall
 Prog. Dir.....Don Robinson
 Chief Engineer.....Bob E. Tripp

KLIF—Dallas—1947

Freq.: 1190 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..McLendon Investment Corp.
 Business-Studio Address...2008A Jackson St.
 Tel.: RI 2-7121.....Independent
 Ch. of Bd.....B. R. McLendon
 President.....Gordon B. McLendon
 General Mgr.....W. S. Morgan, Jr.
 Commercial Mgr.....Al Lurie
 Sales Prom. Mgr.....Don Newbury
 Program Director.....Ken Knox
 Publicity Dir.....Cecil Hobbs
 Chief Engineer.....Glenn Callison

KBOX—Dallas—1952

Frequency: 1480 Kc..Power: 5000 Watts, 500 wts
 Owned By.....KBOX, Inc.
 Address.....9900 McCree Rd.
 Tel.: Diamond 8-3530.....Independent
 Station Representative.....Eastman
 Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
 General Manager.....Edward T. Hunt
 General Sales Manager.....Richard Morrison
 Program Director.....Robb Robbins
 Publicity Director.....Harriet Baker
 Chief Engineer.....Howard Immekus
 Owners of: WRIT, Milwaukee; WIL, St.
 Louis, Mo.

KGKO—Dallas—1953

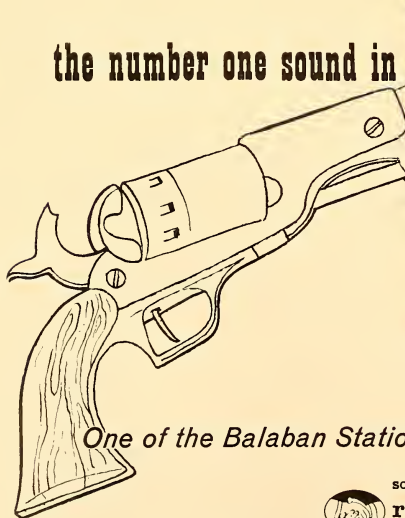
Freq.: 1480 Kc..Power: 5 Kw. d., 500 Watts n.
 Owned-Oper. By.....Lakewood Bcstg. Co.
 Address.....P. O. Box 11747
 Tel.: DA 1-6441.....Independent
 Representative.....Forjoe
 President.....W. L. Pickens
 General Manager.....T. A. (Buddy) Harris
 Prog. Dir.....Marion Hunter

WRR—Dallas—1920

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Fair Park
 Tel.: TA 3-6101.....MBS
 Representative.....Avery-Knodel
 Gen., Mgr., Chief Engr.....Durward Tucker

the number one sound in

BIG "D"



KBOX

DALLAS, TEXAS

JOHN F. BOX, Managing Director

One of the Balaban Stations—in tempo with the times



sold nationally by

robert e. eastman & co., inc.

New York, Chicago, San Francisco, Dallas, St. Louis

Comm. Mgr.....Patricia Olson
 Sales Prom. Mgr.....Charles Frauman
 Program Director.....Richard Weeks

KRLD—Dallas—1926

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned.....Dallas Times Herald Radio
 Address.....Herald Square
 Tel.: RI 2-6811.....CBS
 Representative.....Branham
 Bd. Chairman.....John W. Bunyon
 President.....Clyde W. Rember
 Sta. Mgr., Gen., Comm. Mgr....W. A. Roberts
 Sales Prom. Mgr.....Lloyd Price
 Program Director.....Ted Parrino
 Chief Engineer.....B B. Honeycutt

KSKY—Dallas—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....SKY Bcstg. Service
 Address.....Hotel Stoneleigh
 Tel.: RI 2-6193.....Independent
 General Manager.....A. L. Chilton
 Comm., Prom. Manager.....R. G. Terrill
 Prog. Dir.....Andy Bell
 Chief Engineer.....Morris M. Ming

KDLK—Del Rio—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1182
 Tel.: 5-2431.....KBS
 Station Manager.....Don R. Howard, Jr.

**KDSX—Denison-Sherman
 1948**

Frequency: 950 Kc.....Power: 500 Watts
 Owned-Oper. By.....KDSX, Inc.
 Address.....P. O. Box 263, Denison
 Tel.: HO 5-1600.....Independent
 Sta. Rep.....Melville
 President, Gen. Mgr.....B. V. Hammond, Jr.
 V.P. Station Manager.....L. L. Hendrick
 Commercial Mgr.....William A. Jaco
 Station Director.....William A. Duke
 Chief Engineer.....Joseph D. Knight

KDNT—Denton—1938

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center Bldg.
 Tel.: DU 2-4144.....KBS
 Owner & Manager.....Harwell V. Shepard

KDDD—Dumas—1947

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By....North Plains Bcstg. Corp.
 Address.....Box 337
 Tel.: WE 5-4141.....KBS
 Representative.....Hil F. Best
 President.....Lucian W. Spencer
 Commercial Mgr.....Al Tremble
 Sls. Prom. Mgr.....John James
 Program Dir.....Del Maurer
 Gen., Sta. Mgr.....Ken Duke
 Chief Engineer.....Granville Murphey

MORE LISTENERS ARE TUNED TO



KRLD Radio... CBS... Dallas

**MAXIMUM
 IMPACT**
*At Less Cost
 Per 1000*

*than to any other full-time
 radio station in Texas*

N.C.S. No. 2

KRLD, 50,000 watts, is the radio service of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from atop Texas' tallest tower.
 John W. Bunyon, Chairman of the Board Clyde W. Rember, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

KSP-L—Diboll—1957

Frequency: 1260 Kc. Power: 1 Kw.
 Owner: Arthur Temple, Jr.
 Address: Box 336
 Tel.: MY 8-5533 Independent
 Newspaper Affil.: Angelina Free Press
 General Mgr.: Tommy Ward Lanyon
 Assistant Mgr.: Don Wier
 Comm. Mgr.: Evelyn Lanyon
 Program Dir.: Ruth Ruby
 Chief Engineer: Billy Christine

KEPS—Eagle Pass—1957

Frequency: 1270 Kc. Power: 1 Kw., d.
 Owned: E. J. & W. J. Harpole
 Address: 209 Adams St.
 Tel.: PR 3-3729
 Gen. Mgr.: E. J. Harpole
 Station Manager: Sidney King
 Chief Engineer: Johnny Young

KERC—Eastland—1953

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned: Tri-Cities Bcstg. Co., Eastland
 Address: P. O. Box 590
 Tel.: 102
 Representative: Hil F. Best
 General Manager: Hugh Needl
 Commercial Manager: Ralph Ross
 Chief Engineer: Dale Chick

KURV—Edinburg—1947

Frequency: 710 Kc. Power: 250 Watts
 Owned-Oper. By: KURV, Inc.
 Address: Box 480
 Tel.: DU 3-2777 Independent
 President: Rogers Kelley
 Gen. Mgr., Comm. Mgr.: J. M. McDonald
 Program Director: Hal Jeffcoat
 Chief Engineer: Edgar McBurney

KULP—El Campo—1948

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By: Wharton County Bcstg. Co.
 Business Address: Box 1390
 Tel.: LI 3-3303 Independent
 President: Culp Krueger
 Station, Comm. Manager: V. Frank Jones
 Sales Prom. Mgr.: Bob Harris
 Chief Engineer: Joe H. Miller

KELP—El Paso—1947

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By: KELP Radio Corp.
 Address: 4530 Delta St.
 Tel.: KE 3-3658 Independent
 Representative: Adam Young
 President: Joseph Harris
 Sta. Mgr.: Herb Golombek
 Comm. Manager: Donald W. Ripley
 Program Director: Jack Reynolds
 Chief Eng.: Bill Bowen

KHEY—El Paso—1957

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By: KEPO, Inc.
 Address: 2419 N. Piedras St.
 Tel.: LO 5-2731 Independent
 Representative: Bolling
 President: Ray Odom
 General Manager: Joe Thompson
 Program Director: Virgil Bond
 Chief Engineer: Bill Hilbert

KOYE—El Paso—1958

Frequency: 1150 Kc. Power: 1000 Watts, d.
 Owned By: Coronado Broadcasters
 Address: 470 S. Glenwood St.
 Tel.: Prospect 2-5211 Independent
 Representative: Grant Webb
 Gen. Comm. Mgr.: John S. Chavez
 Program Director: Mario Pschini
 Sales Prom. Public Dir.: Tony Tinajero
 Chief Engineer: Ed Sullivan

KROD—El Paso—1940

Frequency: 600 Kc. Power: 5000 Watts
 Owned: El Paso Times, Inc.
 Address: 2201 Wyoming St.
 Tel.: KE 2-6551
 Representative: CBS
 Pres.: Branham
 General Manager: D. D. Roderick
 Station Mgr.: Val Lawrence
 Comm. Mgr.: Bruce Barnard
 Program Director: Audian Paxson
 Sales Prom. Mgr.: Bob Rector
 Chief Eng.: Dick Amundson
 Chief Eng.: Ed Talbott

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

KSP-L

95.5 MGC. FM

WHERE MUSIC
 HAS FOUND A HOME

Muzac Franchised
 Programmatic Equipped

Friendliest
 Fastest Growing

Finest
 In All East Texas

KSET—El Paso—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Rio Grande Bcstg. Co.
 Address 904 Magoffin
 Tel: KE 2-4974
 Representative Melville, McGavren-Quinn
 President Fred Hervey
 General Manager Tom R. McKenna
 Sta. Mgr., C.E., Prog. Dir. Ed Sullivan

KTSM—El Paso—1929

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address 801 N. Oregon St.
 Tel: KE 2-5423
 Representative NBC
 Rep. George P. Hollingbery
 Pres., Gen. Mgr. Karl O. Wyler
 Sta., Comm. Mgr. Jack B. Chapman
 Prog. Dir. Rudy Tellez
 Chief Engineer Ray Watkins

KPSO—Falfurrias—1953

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned & Oper. By KPSO, Ltd.
 Address Box 307
 Tel: FA 5-2112
 Representative KBS
 Pres., Gen. Mgr. Bob Hicks
 Station Manager Paul Brown
 Commercial Manager Marvin Propes
 Program Director Lawrence Ray Smith
 Chief Engineer H. Gomez

KFLD—Floydada—1951

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By West Texas Bcstrs. Inc.
 Address P. O. Box 1006
 Tel: YU 3-2841
 Representative KBS
 President Continental
 B. A. Robertson
 Gen. Man. Glen Amburn
 Program Director Pauline Webb
 Chief Engineer B. K. Parker, Jr.

KFST—Ft. Stockton—1954

Frequency: 860 Kc. Power: 250 Watts
 Owned KFST, Inc.
 Address Box 651
 Tel: ED 6-2228
 Representative KBS
 Hil F. Best
 Pres. George Baker
 Gen., Sta. Mgr. H. Dennis Fisher
 Prog. Dir. James Fromme, Jr.
 Sales Prom. Mgr. Frank Cummings
 Publicity Director Billie McKenzie
 Chief Eng. Martin Baze, Jr.

KCUL—Fort Worth—1949

Frequency: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned Dalworth Broadcasting Co.
 Address Box 2049
 Tel: ED 6-5641
 Representative Independent
 Charles Bernard
 Pres., Gen. Mgr. Kurt A. Meer
 Sales Prom., Pub. Diane Spiegel
 Program Director Horace Logan
 Chief Engineer Jack Lemons

KFJZ—Fort Worth

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By Tarrant Bcstg. Co.
 Business-Studio Address 4801 W. Freeway
 Tel: PE 7-6631
 Representative Independent
 John Blair
 Pres., Gen. Mgr. Gene L. Cagle
 Nat'l Sales Mgr. Dale Drake
 Commercial Manager Clyde D. Pemberton
 Prog., Pub. Dir. Dave Naugle
 Chief Engineer James T. Peterson

KJIM—Fort Worth—1947

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By Trinity Broadcasting Co.
 Business Address P. O. Box 7321
 Tel: ED 6-7175
 Representative Independent
 Brown, O'Connell, Reilly
 Pres. Gen. Mgr. William D. Schueleer
 Commercial Manager Dick Osburn
 Prog. Dir. Walt Jones
 Chief Engineer Chester Grubbs

KNOK—Fort Worth—1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Townsend Investment Co.
 Business-Studio Address P. O. Box 7116
 Tel: TE 1-1278
 Representative Independent
 Stars National
 President Stewart J. Hepburn
 Commercial Manager Dean McClain

KXOL—Fort Worth—1947

Freq: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By KXOL, Inc.
 Bus.-Studio Address 3004 W. Lancaster St.
 Tel: ED 5-9511
 Representative Independent
 Eastman
 President Wendell Mayes
 Gen. Sales Prom. Mgr. Earle Fletcher
 Local Sales Mgr. Hewel Jones
 Prog. Dir. Bill Enis
 Chief Eng. J. R. Crouse

WBAP—Fort Worth—1922

Frequency 820 Kc., 570 Kc.
 Power 50,000 W., 5,000 W.
 Owned-Oper. By Carter Publications, Inc.
 Business Address Box 1780
 Tel: JE 6-1981
 Representative NBC-ABC
 Newspaper Affiliation Star Telegram
 Representative Peters, Griffin, Woodward, Inc.
 Station Manager Roy Bacus
 Commercial Manager Jack Rogers
 Program. Sls. Dir. Herman K. Clark
 Chief Engineer Rupert Bogan

KNAF—Fredericksburg—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Gillespie Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 311
 Tel: 311
 Representative KBS
 Hil F. Best

Gen. Mgr. Ch. Eng. Norbert Fritz
 Commercial Manager Curtis Short
 Program Director Alene Fritz

KBRZ—Freeport—1952

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By Sta. KBRZ, Inc.
 Address Box 1077
 Tel.: 3-2655 KBS
 Representative Best
 President William D. Schueler
 Sta. Gen. Manager Kenneth Ferguson

KGAF—Gainesville—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Gainesville Bcstg. Co.
 Address P. O. Box 222
 Tel.: HO 5-5546 KBS
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Program Director Bob Couch
 Chief Eng. J. O. Miller

KGBC—Galveston—1947

Frequency: 1540 Kc. Power: 1 Kw. d., 250 n.
 Owned-Oper. By The Galveston Bcstg. Co.
 Business-Studio Address 715 Marine Ave.
 Tel.: SO 3-4329 Independent
 Station Representative John E. Pearson
 Owner, Manager James W. Bradner, Jr.
 Comm. Mgr. Louis F. Johnson
 Prog. Dir. Louis Jay
 Chief Engineer Luke Stripling

KLIE—Galveston—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned Island Bcstg. Co.
 Address 6002 Broadway
 Tel.: 5-6676 Independent
 Gen. Mgr. Robert L. McClellan
 Sales Mgr. M. E. Griffin

KSJ—Gladewater—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gregg City Bcstg. Co.
 Address T. W. Lee Bldg.
 Tel.: 2181 Independent
 Representative Hil F. Best
 Manager C. A. Lee
 Program Director Ted Williford
 Chief Engineer Lloyd Johnson

KCTI—Gonzales—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Gonzales Bcstg. Co.
 Business Address Box 158
 Tel.: 770 KBS
 Representative Cooke
 Gen. Mgr. Lawrence M. Walshak
 Comm. Mgr., Chief Eng. Frank Wilson, Jr.

KSWA—Graham—1948

Frequency: 1330 Kc. Power: 500 Watts d.

Owned By Jones & Gilligan
 Address Box 1019
 Tel.: LI 9-1330 KBS
 General Manager Burney Jones
 Commercial Manager Neil Gilligan, Jr.
 Chief Engineer James Hazelton

KBCS—Grand Prairie—1957

Frequency: 730 Kc. Power: 500 W., d.
 Owned By C. R. Sargent, Sr.
 Address 109 W. Main St.
 Tel.: AN 4-1515 KBS
 Comm. Mgr. C. R. Sargent
 Prog. Dir. Byron Harrison
 Chief Engineer Carl W. Bell

KGVL—Greenville—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By KGVL, Inc.
 Address 1400 Wolfe City Drive
 Tel.: GL 5-1400 KBS
 Representative Pearson
 Pres., Gen. Manager Leo Hackney
 Program Director James D. Jones
 Chief Engineer Raymond Sampson

KCLW—Hamilton—1946

Frequency: 900 Kc. Power: 250 Watts, d.
 Owned Coy Perry
 Address Box 592
 Tel.: 500 KBS
 President Coy Perry
 Gen., Comm. Mgr. Dick Meehan
 Prog. Dir., Chief Eng. Carl Knelly

KGBT—Harlingen—1940

Freq.: 1530 Kc. Power: 50 Kw d., 10 Kw. n.
 Owned-Oper. By Harbenito Radio Co., Inc.
 Address 1519 W. Harrison
 Tel.: GA 3-3910 CBS
 Representative H.R. Clarke Browne
 President McHenry Tichenor
 Gen. Mgr. Troy McDaniel
 Sta. Mgr. Otis Shumate
 Commercial Manager Harry Mooradian
 Program Director Jim Williams
 Sales Prom., Public Director Joel Yowell
 Chief Engineer Al Beck

KGRI—Henderson—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson Bcstg. Co.
 Business-Studio Address P. O. Box 311
 Representative Best
 President Roy B. Cannon
 General Manager Cliff Crawford

KWRD—Henderson—1956

Frequency: 1470 Kc. Power: 500 W., d.
 Owned Wes Dean & Co.
 Address Box 219
 Tel.: 2324 KBS
 Representative Continental
 Manager Wes Dean

KPAN—Hereford—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hereford Broadcasters
Address.....Box 868
Tel.: Emerson 4-1860.....KBS
General Manager.....Clint Formby
Commercial Manager.....Chris Clark
Program Director.....John Callarman
Chief Engineer.....Clayton Fuchs

KHBR—Hillsboro—1948

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By...Hill County Bcastg. Co.
Station Rep.....Best, Melville
Tel.: 2-3431.....KBS
General Manager.....Nelson W. Galle

KCOH—Houston—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Tel.: CA 4-1888.....Independent
Representative.....John E. Pearson
Owner, Gen. Manager.....Robert C. Meeker
Comm. Manager.....Hal Wallace
Program Director.....Roger Wells

KNUZ—Houston—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcastg. Co.
Address.....Box 2135
Tel.: JA 3-2581.....Independent
Representative.....ForJoe
Gen., Sta. Mgr.....David Morris
Commercial Manager.....Forrest Patton
Program Director.....Ken Grant
Sales Prom Mgr.....Jack Crummett
Publicity Director.....Doris Berry
Chief Engineer.....Ed Martin

KILT—Houston—1948

Frequency: 610 Kc.....Power: 5 Kw.
Owned.....McLendon Corp.
Address.....902 Texas Ave.
Tel.: CA 7-1161.....Independent
Representative.....Blair
President.....Gordon B. McLendon
Gen. Mgr.....Bill Weaver
Comm., Sales Prom. Mgr.....Jack Lee
Program Director.....Joe Somerset
Publicity Director.....Red Jones
Chief Engineer.....Glenn Cook

KPRC—Houston—1925

Frequency: 950 Kc.....Power: 5000 Watts

No. 1 AGAIN...

Consistently, K-NUZ pulls top ratings! NIELSEN, Dec., 1958, shows K-NUZ leads in 237 out of 240 quarter-hours — 6 A.M.-6 P.M. Monday-Friday.

PLUS

K-NUZ is dominantly NO. 1 with the ADULT MIDDLE AND UPPER INCOME AUDIENCE (Pulse, April-May, 1958—NIELSEN, June, 1958).



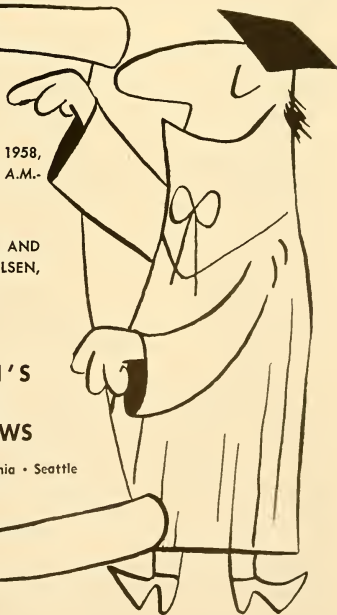
K-NUZ

HOUSTON'S
24-HOUR
MUSIC & NEWS

National Reps.—FORJOE & CO.
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.—CLARKE BROWN CO.
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS
JACKSON 3-2581



Owned-Oper. By.....Taft Bcstg. Co.
 Address.....P. O. Box 1234
 Tel.: MA 3-9271.....NBC
 Newspaper Affil.....Post
 Representative.....Edw. Petry & Co.
 Gen. Mgr.....Jack Harris
 Station Manager.....Frank Stewart
 Commercial Manager.....Cleve Griffin
 Sales Prom. Mgr.....Kirt Harriss
 Program Director.....Lee Norton
 Publicity Director.....Ednah Forester
 Chief Engineer.....Harvey Wheeler

Address.....Box 312
 Tel.: GA 5-2651.....KBS
 General Manager.....Jack Nichols

KEBE—Jacksonville—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Wells & Waller
 Address.....Box 1071
 Tel.: Jacksonville.....KBS
 Commercial Manager.....Jerry D. Spencer
 Prog., Pub. Dir.....Ben Erle Laurie

KTHT—Houston—1944

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Texas Radio Corp.
 Business Address.....4005 Travis St., Box 3011
 Tel.: JA 3-5535.....Independent
 Representative.....Adam Young
 V.P., Gen. Mgr.....Sam H. Bennett
 Asst. Manager.....Grace M. Spanihel
 Station Manager.....Hal Vester
 Program Director.....Milt Willis
 Chief Engineer.....O. B. Johnson

KTXJ—Jasper—1948

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Jasper Bcstg. Co.
 Address.....P. O. Box 6090
 Tel.: DUDley 4-2544.....KBS
 Station Representative.....Continental
 President.....Joe J. Fisher
 Sta., Sales Prom. Mgr.....Gene M. Heard
 Commercial Manager.....Harold Pendergast
 Program Dir.....James Brasher
 Chief Engineer.....Fred B. Smith

KTRH—Houston—1930

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KTRH Bdcstg. Co.
 Address.....Rice Hotel
 Tel.: CA 7-4361.....CBS
 News, Affil.....The Chronicle
 Representative.....Peters, Griffin, Woodward
 President.....B. F. Orr
 General Manager.....W. C. Bryan
 Bus. Mgr.....Tom Jacobs
 Sales Manager.....Larry Rasco
 Sls. Prom. Mgr.....Byron Beasley
 Program Director.....Tim Osborne
 Chief Engineer.....Lester Mullan

KMBL—Junction—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Kimble County Bcstg. Co.
 Address.....Flat Rock Lane
 Tel.: 70.....KBS
 General Mgr.....Farrell M. Brooks

KXYZ—Houston—1930

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Houston Bdcstg.
 Address.....Gulf Bldg.
 Tel.: CA 2-6151.....ABC
 Representative.....Avery-Knodel
 General Manager.....Bill Rozan
 Station Manager.....Ted Hills
 Program, Pub. Dir.....Ken Collins
 Nat. Sales Mgr.....Chris Robinson
 Chief Engineer.....Gerald R. Chinski

KAML—Kenedy—1954

Frequency: 990 Kc.....Power: 250 W., d.
 Owned.....The Camel Co.
 Address.....Box 990, Kenedy
 Tel.: OL 9-2990.....KBS
 Representative.....Avery-Knodel
 President.....Charles W. Balthrope
 Station Manager.....Ed C. Balthrope
 Sales Promotion Manager.....Jim L. Buck
 Program Director.....Chuck Martin
 Chief Engineer.....Bill Porter

KERB—Kermit—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KERB, Inc.
 Address.....Hwy. 302
 Tel.: 3481.....KBS
 Representative.....Best, Melville
 President.....E. S. Walden
 Sales Manager.....Ernie Allen

KYOK—Houston—1947

Frequency: 1590 Kc.....Power: 5 Kw.
 Owned.....KYOK, Inc.
 Address.....613 Preston St.
 Tel.: CA 7-3108.....Independent
 Rep.....Stars National
 President.....Jules J. Paglin
 General Manager.....Stanley W. Ray, Jr.
 Station Manager.....Bruno Leonardt

KERV—Kerrville—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Kerrville Bcstg. Co.
 Address.....P. O. Box 791
 Tel.: CL 7-4003.....KBS
 Station Rep.....Best
 Mgr.....Albert F. Mason
 Sls. Prom. Mgr.....C. L. McClish
 Chief Eng.....Clyde Jones

KSAM—Huntsville—1938

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co.

KOCA—Kilgore—1936

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Oper. By.....Radio Sta. KOCA, Inc.
 Business Address.....Box 989
 Tel.: 2001KBS
 President.....Roy G. Terry
 Gen., Sta. Mgr.....H. A. Degner
 Comm., Sales Prom. Mgr.....Bob Brazier
 Program Director.....J. Wes Jones
 Publicity Director.....Tom Hedrick
 Chief Engineer.....Karem Soule

KLEN—Killeen—1955

Frequency: 1050 Kc.....Power: 250 W., d.
 Owned-Operated By.....Highlite Bcstg Co.
 Address.....Box 935
 Tel.: ME 4-3181.....MBS-KBS
 Pres., Gen. Mgr.....A. W. Stewart
 Comm., Sales Prom. Mgr.....G. M. Wilde
 Program Director.....Judith Bell
 Ch. Eng.....Billy Francis

KINE—Kingsville—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KINE, Inc.
 Business Address.....P.O. Box 846
 Tel.: LYric 2-2822.....Independent
 Representative.....Hil F. Best
 Pres.....James H. Clement
 General Manager.....Ben H. Glusing
 Station Manager.....Jerry Fullerton
 Commercial Manager.....Andy Cook

KPET—Lamesa—1946

Frequency: 690 Kc.....Power: 250 Watts
 Owned.....Lamesa Broadcasting Co.
 Address.....502 S. First
 Tel.: 590.....KBS
 President.....R. O. Parker
 General Manager.....Bob Bradbury

KCYL—Lampasas—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lampasas Bcstg. Co.
 Address.....H'way 281
 Tel.: CH 2-3671.....Independent
 Representative.....Best
 Pres. Sta. Mgr.....V. Dean Turner

KVOZ—Laredo—1952

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Border Broadcasters, Inc.
 Address.....P. O. Box 1498
 Tel.: RA 3-4396.....MBS, KBS
 President.....E. J. Harpole
 General Manager.....Bill Harrell
 Comm. Mgr.....Neil Gilligan, Jr.

KLVT—Levelland—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Herald Broadcasting Co.
 Address.....Box 866
 Tel.: TW 4-3134.....KBS
 Newspaper Affiliation.....Daily Sun News
 President.....Forest Weimhold
 Gen., Sta. Mgr.....Jeff Chandler
 Commercial Manager.....Aubrey Mays

Sales Prom., Prog. Dir.....Bob Turrentine
 Publicity Director.....Tom Spencer
 Chief Engineer.....Gene Parkinson

KVOW—Littlefield—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwestern Bcstrs.
 Business Address.....Box 192
 Tel.: 400.....KBS
 President.....J. C. Rothwell
 Gen. Comm. Mgr.....J. B. McShan
 Program Director.....Joan Saunders
 Chief Engineer.....Alvie Ivey

KETX—Livingston—1957

Frequency: 1440 Kc.....Power: 1 Kw., d.
 Owned.....Polk County Bcstg. Co.
 Business Address.....Box 111
 Tel.: FA 7-8916.....Independent
 Pres., Ch. Eng.....Harold J. Haley
 Sta. Mgr., Prog. Dir.....Wiley K. Poston
 Comm., Sales Prom. Mgr.....Eugene Hanson

KFRO—Longview—1934

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Voice of Longview
 Address.....Curtis Bldg., P. O. Box 792
 Tel.: PL 3-4461.....ABC-KBS
 Representative.....Donald Cooke
 President.....James R. Curtis
 Commercial Mgr.....John Allen
 Program Director.....Howard Kuhn
 Chief Engineer.....Leslie Hellum

KLTI—Longview—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....LeTourneau Radlo Corp.
 Address.....P. O. Box 1866
 Tel.: PL 8-4496.....Independent
 Representative.....Peterson
 President.....R. G. LeTourneau
 Gen., Comm. Mgr.....Bob Geerdes
 Chief Eng.....Brad Redfeair

KDAV—Lubbock—1953

Frequency: 580 Kc.....Power: 500 Watts d.
 Owned.....Western Bcstg.
 Address.....Box 270
 Tel.: SH 4-4567.....Independent
 Station Representative.....Bernard
 Gen. Manager.....D. P. Pinkston
 Comm. Mgr.....Hal Ragan
 Program Director.....Wes Youngblood
 Chief Engineer.....Clem Clements

KDUB—Lubbock—1955

Frequency: 1340 Kc.....Power: 250 Watts
 Owned & Oper. By.....Texas Telecasting Inc.
 Address.....7400 College Avenue
 Tel.: SH 4-2345.....Independent
 Representative.....Branham
 President.....W. D. Rogers
 Vice President.....W. H. Shipley
 Gen. Sales Mgr.....R. S. Nielsen
 Nat. Sales Mgr.....John Henry
 Station Manager.....John Kreiger

Program Director.....Jim Poteet
 Promotion Manager.....Ray Huffer
 Chief Engineer.....Rudy Starnes

Owned-Operated By..Forest Capitol Bcstg. Co.
 Address.....P. O. Box 701
 Tel.: NE 4-7771.....MBS
 Rep.....Venard, Rintoul & McConnell, Melville
 President.....R. W. Wortham, Jr.
 Gen., Sta. Mgr.....Richman G. Lewin
 Comm. Sales Prom. Mgr....Royce Christenson
 Program Director.....Mark Kennedy
 Publicity Director.....Veta Rowin
 Chief Engineer.....Fred C. Hill

KCBD—Lubbock—1946

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned.....Bryant Radio & Television, Inc.
 Address.....P. O. Box 1507
 Tel.: SH 4-1414.....NBC
 Representative.....Raymer
 Pres. Gen. Mgr.....Joe H. Bryant
 Assistant Manager.....Joe S. Bryant
 Station Manager.....Robert L. Snyder
 Nat. Sales Mgr.....Ray Poindexter
 Program Director.....Al Goodnight
 Chief Engineer.....Frank Lee

KMLW—Marlin—1953

Frequency: 1010 Kc.....Power: 250 W., d.
 Owned.....M-L Radio, Inc.
 Address.....P. O. Box 335
 Tel.: WE 6-2551.....Independent
 Pres. Gen. Mgr.....L. F. Leurig
 Sales Prom. Mgr.....Steve Davison
 Chief Engineer.....Jay Navarro

KFYO—Lubbock—1927

Frequency: 790 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
 Business-Studio Address.....914 Ave. J
 Tel.: PO 5-5567.....CBS
 Newspaper Affil.....Avalanche Journal
 Representative.....Katz
 President.....B. W. Walker
 Gen., Sta. Mgr.....Gordon Thompson
 Commercial Manager.....Ernie Mark
 Sales Prom. Mgr.....Dan Tarpley
 Prog. Dir., Pub. Dir.....Robert A. Nash
 Chief Engineer.....W. S. Bledsoe

KADO—Marshall—1957

Frequency: 1410 Kc.....Power: 500 W., d.
 Owned-Operated By...Marshall Bcstg. Corp.
 Address.....Box 961
 Tel.: WE 5-6789.....Independent
 Station Representative.....Weed
 President.....William Sinkin
 General Manager.....Harvey J. Tate
 Commercial Mgr.....Thomas K. Hewlett
 Program Director.....Gene Marshall
 Chief Engineer.....Len Collins

KSEL—Lubbock—1946

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Lubbock Bcstg. Ltd.
 Business Address.....1916 Ave. Q; Box 1524
 Tel.: PO 3-0484.....ABC
 Representative.....Rambreau, Melville
 President.....Walter G. Russell
 Gen., Sta. Mgr.....M. M. Rochester
 Prog., Pub. Dir.....Max Mott
 Chief Engineer.....Roger V. Hively

KMHT—Marshall—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Harrison Cty. Bcstg. Co.
 Address.....408 Marshall National Bank Building
 Tel.: WE 5-7826.....KBS
 Station Rep.....Sears & Ayer; Melville
 President.....E. W. Mahone, Jr.
 Gen., Sta. Mgr.....H. A. Bridge, Jr.
 Comm. Mgr.....Vinson Stevens
 Sales Prom. Mgr., Pub. Dir....Jo Ann Bridge
 Prog. Dir.....Sam Stringfellow
 Chief Engineer.....Pete Talmadge

KLLL—Lubbock—1953

Frequency: 1460 Kc.....Power 1000 Watts d.
 Owned-Oper. By..R. B. McAllister, G. F. Mapes
 Address.....2001 Great Plains Life Bldg.
 Tel.: PE 3-1911.....KBS-MBS
 Representative.....Indie
 Pres., Gen. Manager.....R. B. McAlister
 Station Manager.....E. E. Mark
 Comm. Mgr.....Lowell Cato
 Sales Prom. Mgr.....Wendell Bagwell
 Chief Eng.....Alvis Woolam

KIRT—McAllen-Mission—1957

Frequency: 1580 Kc.....Power: 1 Kw., d.
 Owned.....Pool Bcstg. Co.
 Address.....Box 708 (Mission)
 Tel.: JU 5-1629.....KBS
 Representative.....Melville
 Gen. Mgr.....Robert F. Pool
 Comm. Mgr.....Jim Chandler

KRBA—Lufkin—1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Darrrell E. Yates
 Address.....Lufkin
 Tel.: Lufkin.....KBS
 Representative.....Continental Radio Sales
 Owner, Prom. Mgr.....Darrel E. Yates

KRIO—McAllen—1947

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Valley Bcsting Co.
 Business Address.....500 E. Beaumont St.
 Tel.: MU 6-5454.....MBS
 Station Representative.....Weed; Best
 President.....Gene L. Cagle
 General Manager....."Chuck" McKasson
 Sales Promotion Manager....Charlie Morrill
 Program Director.....Ed Lionel

KTRE—Lufkin—1947

Frequency: 1420 Kc.....Power: 1000 Watts

KCMR—McCamey—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned By.....The Stuart Co.
Address.....Box 1175
Tel.: OL 2-4693.....KBS
Representative.....Hil F. Best
Gen., Comm. Mgr.....Donald Boston
Sta. Manager.....Buz Hudskins
Prog. Dir., Chief Eng.....Claud Barnett

KMAE—McKinney—1946

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....210 E. Virginia St.
Tel.: LI 2-2651.....Independent
Owner.....George W. Smith, Jr.
Comm. Manager.....Melvin Belew
Prog. Dir.....Mrs. Denise Smith

KBUS—Mexia—1956

Frequency: 1590 Kc....Power: 500 Watts, d.
Owned.....Bi-Stone Broadcasting Company
Business Address.....P.O. Box 227
Tel.: GYpsy 6-3874.....KBS
Pres., Ch. Eng.....J. B. McNutt, Jr.
Station Manager.....Ralph Weedon

KCRS—Midland—1935

Freq.: 550 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned.....Midland Bcstg.
Business-Studio Address.....Box 1072
Tel.: MU 2-4383.....ABC
Station Representative.....Avery-Knodel
President.....Wendell Mayes
General Manager.....Wendell Mayes, Jr.
Commercial Manager.....Jerry Hahn
Program Director.....Dean Orton
Chief Engineer.....Tom Yates

KJBC—Midland—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address.....S. Lamesa Rd.
Tel.: MU 4-5152.....KBS
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Manager...William Keith Ward
Sales Prom. Mgr.....Naomi Boswell
Program Director.....Steve Drummond
Publicity Director.....Mildred Thomason

KWEL—Midland—1957

Frequency: 1600 Kc....Power: 1 Kw., d.
Owned By.....Durwood Johnson
Address.....Petroleum Life Bldg.
Tel.: MU 2-4331.....Independent
President.....Durwood Johnson
Commercial Manager.....Bill Hight
Program Director.....John Alan Wolfe
Chief Engineer.....Jerry White

KORC—Mineral Wells—1946

Frequency: 1140 Kc....Power: 250 Watts d.
Owned-Operated By.....Action Bcstg.
Business Address.....P.O. Box 31
Tel.: FA 5-3384.....KBS
Representative.....Melville
Gen., Sta. Mgr.....Bill Stinson

Comm. Mgr., Prog. Dir.....John Slaughter
Chief Engineer.....William McCreary

KVKM—Monahans—1947

Frequency: 1340 Kc....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstns., Inc.
Address.....Box 1118
Tel.: WI 3-4347.....MBS-KBS
Station Rep.....Melville; Everett-McKinney
Pres., Gen. Manager.....J. R. Rucker
Sta. Manager.....Ken Welch
Sales Prom. Mgr.....Bill Mitchell
Program Director.....Jean Welch

KIMP—Mount Pleasant—1948

Frequency: 960 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Tel.: PA 4-4726.....KBS
Pres., Sta. Mgr.....Winston O. Ward
Commercial Manager.....Charles Monk
Program Director.....Bobby Howell
Chief Engineer.....Clarence C. Taylor

KZOL—Muleshoe—1958

Frequency: 1570 Kc....Power: 250 Watts d.
Owned By.....Partnership
Business Address.....P.O. Box 1295
Tel.: 3050.....KBS
Gen., Sta. Mgr.....Theodore Rozzell
Program Director.....Eddy Rutledge
Sales Prom. Mgr.....Jimmy Self
Publicity Director.....Jimmy Rozzell
Chief Engineer.....Bill McDonnell

KOSF—Nacogdoches—1947

Frequency: 1230 Kc....Power: 250 Watts
Owned By.....J. C. Stallings
Address.....300 E. Main St.
Tel.: 4-4633.....ABC-KBS
President.....Kelly Bell
Gen., Sta. Mgr., Pub. Dir.....J. C. S'allings
Comm. Mgr., Program Dir.....R. C. Atherton
Chief Engineer.....Frank Murray

KSFA—Nacogdoches—1947

Frequency: 860 Kc....Power: 1000 Watts d.
Owned-Oper. By...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Tel.: LO 4-3723.....Independent
Station Representative.....Dore
Pres., Gen. Manager.....Wilbur C. Fouts
Sales Promotion Manager..Sarah Jane Moon
Program Director.....Diana Fouts
Chief Engineer.....Royce Smith

KGNB—New Braunfels—1950

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned.....Radio Sta. KGNB
Address.....184 Castell
Tel.: MA 5-3443.....KBS
Newspaper Affiliation.....Herald
Gen., Comm. Mgr.....F. T. Wilson
Chief Eng.....Bob Stewart

KECK—Odessa—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By... Ector County Bcstg. Co.
 Business Address..... 120 W. 3d
 Tel.: FE 2-5791..... Independent
 Representative Forjoe
 General Manager..... Ben Nedow
 Comm. Manager..... Roy Elsner
 Program Director..... Mike Edwards

KOSA—Odessa—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Odessa Bcstg. Corp.
 Business Address..... Box 2529
 Tel.: FE 2-4301..... CBS
 Representative Bolling
 President, Gen. Mgr..... Cecil L. Trigg
 Station Manager..... David G. Scribner
 Commercial Manager..... Brunell Harvey
 Sales Prom. Mgr..... Lou Lindsey
 Program Director..... Don Kirkpatrick
 Chief Engineer..... James Simpson

KOYL—Odessa—1957

Frequency: 1310 Kc. Power: 500 Watts, d.
 Owned By..... Mid-Cities Bcstg. Co.
 Business Address..... P. O. Box 2228
 Tel.: Emerson 6-2801..... Independent
 Station Rep..... Rambeau, Vance, Hopple
 Gen. Mgr. Ch. Eng..... Edward L. Roskelley
 Commercial Manager..... James B. Miller
 Program Director..... Johnny F. Salisbury

KRIG—Odessa—1946

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By..... Radio Odessa, Inc.
 Address Box 231
 Tel.: FEderal 2-6871..... NBC
 Station Representative Melville
 Pres., Gen. Mgr..... Carl S. Goodwin
 Station Manager..... B. M. LaRue
 Commercial Manager..... L. C. Boone
 Program Director..... Jim Simon
 Chief Engineer..... William R. Mettler

KOGT—Orange—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By... Sabine Area Brcstg. Corp.
 Address Orange
 Tel.: TU 3-4381..... KBS
 Station Representative..... Best; Weed
 President M. L. Jacobs
 Exec. V.P., Gen. Manager..... Ed Lovelace
 Comm. Mgr..... John Derrick
 Chief Engineer..... Hulan Smith

KNET—Palestine—1936

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Palestine Bcstg. Corp.
 Business Address..... Box 649
 Tel.: 6077 KBS
 Pres., Gen., Sta. Mgr..... Allen E. Vinson
 Comm., Mgr..... Milton M. Evans
 Sales Promotion Manager... Austin Hotchkiss

Program Director..... Marvin Crain
 Publicity Director..... Tad Dunbar, Jr.
 Chief Engineer..... James K. Richardson

KHHH—Pampa—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned By..... Garrison-Huntley Enterprises
 Address..... P. O. Box 1779
 Tel.: MO 4-2551..... KBS
 Station Representative Melville
 Gen., Comm. Mgr..... Bob Garrison
 Station Manager..... Hank Huntley
 Sales Promotion Manager..... Helen Doyle
 Program Director..... Pat Winegeart
 Publicity Director..... Jack Scott
 Chief Engineer..... Joe Anthony

KPDN—Pampa—1936

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By..... Top O' Texas Bcstg. Co.
 Address Hughes Bldg.
 Tel.: MO 4-7461..... MBS
 Station Rep..... Best
 Gen., Comm. Mgr..... Coy Palmer
 Sta. Mgr., Prog. Dir..... Warren Hasse
 Chief Engineer..... Dennis Dehn

KFTV—Paris—1950

Frequency: 1250 Kc. Power: 500 Watts a.
 Owned-Operated By... Lamar Bcstg. Co., Inc.
 Business Address... 210 1st Natl. Bank Bldg.
 Tel.: SU 4-6876..... KBS
 Pres., Gen. Mgr..... James F. Hendrix

POPULAR Music

650

on your radio

KRCT

PASADENA, TEXAS

Sales Prom., Prog. Dir.....Thomas D. Seay
 Publicity Director.....Pee Wee Reid
 Chief Engineer.....Ross Babigan

KPLT—Paris—1936

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Ron Litteral
 Address.....Box 235
 Tel.: SU 4-3311.....Independent
 Representative.....John E. Pearson
 President, Gen., Sta. Mgr.....Fred Kincaid
 Comm. Mgr.....Willard Marshall
 Program Director.....John Kunsak
 Publicity Director.....Margie Lou Hubbard
 Chief Engineer.....Jeff Methven

KLVL—Pasadena—1950

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Felix H. Morales
 Address.....1811 Pasadena Blvd.
 Representative....Oakes, National Time Sales
 General Manager.....Felix H. Morales
 Sales Manager.....Johnny P. Hernandez
 Program Director.....Joe Martinez Morales

KRCT—Pasadena—1947

Frequency: 650 Kc.....Power: 250 Watts d.
 Address.....Box 1009
 Station Rep.....Bernard
 V. P., General Manager.....J. H. Touchstone
 Comm. Mgr.....George I. Weinman, Jr.

KIUN—Pecos—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KIUN, Inc.
 Business Address.....Pecos
 Tel.: 5-2497.....NBC
 Newspaper Affiliation.....Enterprise
 Representative.....Hil F. Best
 President.....Barney Hubbs
 Gen., Sales Prom. Mgr.....Bill Hubbs
 Station Manager.....David Martin
 Commercial Manager.....Lynn Garrett
 Prog. Dir., Ch. Engr.....Harry Boehnemann

KEYE—Perryton—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Great Plains Bcstg. Co.
 Address.....P. O. Box 917
 Tel.: 5771.....MBS
 President.....Carl Ellis
 Gen., Sta. Mgr.....Irving R. Buchanan
 Comm. Mgr.....G. K. Rupprecht
 Program Director.....Kenneth Roller
 Chief Engineer.....Don Smith

KVOP—Plainview—1944

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVOP, Inc.
 Address.....1100 W. 24th St.
 Tel.: 4-2771.....MBS-KBS
 Gen., Sta. Manager.....Kermit Ashby
 Comm. Manager.....Tut Tawwater

KBOP—Pleasanton—1951

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Atascosa Broadcasting Co.
 Address.....P. O. Box 247
 Tel.: LOcust 9-4871.....KBS
 Station Rep.....Natl. Radio Reps.
 Pres., Gen. Mgr.....Ben L. Parker
 Comm., Prom. Mgr.....Tom Everitt
 Program Director.....Jimmie Ray
 Publicity Director.....Mary E. Parker
 Chief Eng.....Mona Parker

KOLE—Port Arthur—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Address.....Box 1126
 Tel.: YU 2-9436.....Independent
 General Manager.....Socs Vratiss
 Sales Manager.....Bob Tucker

KPAC—Port Arthur—1934

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
 Owned-Oper. By.....Port Arthur College
 Business Address.....1515 Lakeshore Dr.
 Tel.: YU 5-7458.....MBS
 Representative.....Pearson
 President.....W. M. Monroe
 Sales Manager.....George Crouchet, Jr.
 Pub., Program Director.....Corinne Enos
 Chief Engineer.....Charles Segrest

KPOS—Post—1955

Frequency: 1370 Kc.....Power: 500 Wis. d.
 Owned By.....Maples-McAlister Bcstg. Co.
 Address.....201 East Main St.
 Tel.: 550.....KBS
 Gen. Comm. Mgr.....H. J. Porter
 Chief Engineer.....H. Callaway

KOLJ—Quanoh—1952

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Orville L. Jenkins
 Address.....Quanoh
 Tel.: MO 3-2572.....KBS
 Station Rep.....Best
 Owner.....Orville L. Jenkins

KSOX—Raymondville—1957

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Hicks & Stewart
 Address.....Box 1238
 Tel.: MU 9-3333.....Independent
 Gen. Mgr.....James Parr
 Prog. Dir.....Bob Dodson

KFRD—Rosenberg—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Fort Bend Bcstg. Co.
 Business Address.....1501 Radio Lane
 Tel.: NO 2-3776.....Independent
 General Manager.....Jim Hairgrove

KTLU—Rusk—1955

Frequency: 1580 Kc. Power: 500 W., d.
Owned..... E. H. Whitehead
Business Address Rusk
Tel.: MUtual 3-2259..... Independent
Newspaper Affiliation Cherokeean
Pres., Gen. Mgr..... E. H. Whitehead
Comm. Mgr., Prog. Dir..... Jim Carroll
Chief Engineer..... George E. Gunter

KGKL—San Angelo—1928

Freq.: 960 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned..... Angelo Bcstg. Tcstg.
Business-Studio Address..... Box 1878
Tel.: 6151..... ABC
Representative..... John E. Pearson
Pres., Gen. Mgr..... Lewis O. Seibert
Commercial Manager..... Tom Mullins
Program Director..... Charles Gibson
Chief Engineer..... Bill Poteet

KTXL—San Angelo—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned..... San Angelo Bcstg. Co.
Address Box 52
Tel.: 3131..... MBS-KBS
Representative Indie
General Manager..... Neil R. Baird

KWFR—San Angelo—1954

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Solar Broadcasting Co., Inc.
Address 421 W. 26th St.
Tel.: 2-3388..... MBS
Station Representative..... Clark; Weed
President..... Arthur Foster
Gen., Sta. Mgr..... Walton Foster
Commercial Manager..... Richard Dean
Sales Prom., Prog. Dir..... Ray Bankston
Chief Engineer..... R. L. Smith

KPEP—San Angelo—1953

Frequency: 1420 Kc. Power: 1000 Watts, d.
Owned..... D. P. Pinkston
Address Box 1350
Tel.: 8168..... Independent
Representative..... Broadcast Time Sales
General Manager..... Joe Treadway
Comm. Sales Prom. Mgr..... Richard Dean
Chief Engineer..... Jerry Jackson

KCOR—San Antonio—1946

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned..... KCOR, Inc.
Address 111 Martinez St.
Tel.: CA 5-2751..... Independent
Rep. O'Connell
President..... Raoul A. Cortez, Sr.
General Mgr..... Nathan Safir
Station Mgr..... Emilio Nicolas
Sls. Prom. Mgr..... Raoul A. Cortez, Jr.
Commercial Manager..... Ben Tamborello
Program Dir..... Guillermo Lozano
Publicity Dir..... William Lamar
Chief Engineer..... Marvin Fiedler

KENS—San Antonio—1926

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By..... Express Publishing Co.
Business-Studio Address..... Ave. E & 4th St.
Tel.: CA 5-7411..... CBS
Newspaper Affil..... Express, News
Representative. Peters, Griffin, Woodward, Inc.
President..... Frank Huntress, Jr.
Commercial Mgr..... Albert D. Johnson
Manager Herb Carl
Sales Prom. Pub. Dir..... Ken McClure
Chief Engineer..... William J. Jackson

KARS—San Antonio—1953

Frequency: 1250 Kc. Power: 500 Watts d.
Owned-Oper. By..... Leal Bcstg. Co., Inc.
Address 501 W. Quincy
Tel.: CA 7-6373..... Independent
V.P., Gen. Mgr..... Les Miller
Commercial Mgr..... Don Mitchell
Asst. Gen. Manager..... Harold Carr
Program Director..... R. Chavez

KITE—San Antonio—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By..... Radio Station KITE
Business-Studio Address... 310 Transit Tower
Tel.: CA 6-0335..... Independent
Representative Avery-Knodel
Pres., Gen. Mgr..... Charles W. Balthrope
Manager Ed Winton
Station Mgr..... Kelly Wofford
Prog. Mgr..... Stanley Nelson
Chief Engineer..... John Stercovich

KIWW—San Antonio—1948

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By..... Radio KIWW, Inc.
Address 518 W. Houston St.
Tel.: CA 6-5254..... Independent
Station Rep... Natl. Time Sales; Oakes; Harry
President Robert N. Pinkerton
General Manager..... W. M. (Bill) Simpson
Prog. Dir..... Juan Gattas
Chief Eng..... William Ellis

KONO—San Antonio—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
Owned-Operated By..... Mission Bcstg. Co.
Address 317 Arden Grove
Tel.: CA 6-5171..... Independent
Representative..... H-R. Clarke-Brown
Pres., Owner Eugene J. Roth
General Manager..... James M. Brown
Sta. Mgr., Pub. Dir..... Jack Roth
Commercial Manager..... Bob Roth
Sales Promotion Manager..... Bill Miles
Program Director..... Jerry Miller
Dir. Engineering..... George Ing
Chief Engineer..... Bill Kiley

KAKI—San Antonio—1922

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By..... Sunshine Bcstg. Co.
Business-Studio Address..... 1130 Broadway

Tel.: CA 7-1251.....Independent
 Representative.....Blair
 Chairman of the Board.....B. R. McLendon
 President.....Gordon B. McLendon
 General Manager.....Jack Fiedler
 Commercial Manager.....Jim Hamby
 Program Director.....Larry Fischer

KMAC—San Antonio—1926

Frequency: 630 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....Howard W. Davis
 Address.....KMAC Bldg.
 Tel.: CA 3-6211.....ABC-MBS
 Pres., Gen., Sta. Mgr.....Howard W. Davis
 Program Director.....A. S. (Tony) Bessan
 Sales Prom. Mgr.....M. G. McWhorter
 Pub. Dir.....Ginger Hunt
 Chief Eng.....Al Knight

WOAI—San Antonio—1922

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.
 Owned-Oper. By....Southland Industries, Inc.
 Address.....1031 Navarro St.
 Tel.: CA 7-4221.....NBC
 Representative.....Edward Petry & Co., Inc.
 Chairman of the Board.....Hugh Hallif, Jr.
 Pres., Gen. Mgr.....James M. Gaines
 Sta. Manager.....Rex Preis
 Sales Prom. Mgr.....Bill N. Yancy
 Program Manager.....Barclay Russell
 Publicity Director.....Imogene Stanley
 Chief Engineer.....Charles L. Jeffers

KCNY—San Marcos—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Central Brcstg. Co.
 Address.....Box 32
 Tel.: EX 2-3545.....KBS
 Representative.....Hil F. Best
 President.....Dr. Forest L. Whan
 Gen., Sta. Mgr.....William Veidt
 Sales Prom., Prog. Dir.....Clyde Butler
 Publicity Director.....Jerri Veidt
 Chief Engineer.....Don Whan

KBAL—San Saba—1956

Frequency: 1410 Kc.....Power: 500 Watts d.
 Owned By.....San Saba City Bdcstg. Co.
 Address.....P. O. Box 209
 Tel.: 166.....KBS
 Gen. Comm. Mgr.....H. A. Stephens
 Chief Engineer.....J. Morgan

KWED—Seguin—1948

Frequency: 1580 Kc.Power: 1000 Watts d.
 Owned-Oper. By.....Seguin Bdestg. Co.
 Business-Studio Address.....609 E. Court St.
 Tel.: FR 9-2234.....Independent
 Representative.....Hil F. Best
 President, Gen. Mgr.....Garfield Kiel
 Com., Sta. Mgr., Prom. Mgr.....Stan McKenzie
 Prog. Dir.....Henry Lehnhoff

KSML—Seminole—1955

Frequency: 1250 Kc.....Power: 1000 Watts d

KMAC

KISS-FM

31 YEARS OF SERVICE

**SAN ANTONIO'S
 BIG INDEPENDENT**

HOWARD W. DAVIS

Owner

Owned-Oper. By.....Seminole Bcstrs.
 Address.....402 South Main St.
 Tel.: Seminole.....KBS
 Owner.....Marshall Formby
 General Manager.....Hal Blymiller

KSEY—Seymour—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....W. C. Moss, Jr.
 Address.....Lubbock Hy.
 Tel.: Seymour.....KBS
 Station Manager.....W. C. Moss, Jr.

KEVA—Shamrock—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By....Shamrock Tex. Bcstg. Co.
 Address.....Box 21
 Tel.: 620.....KBS
 Gen., Sta. Mgr.....Merita Bumpers
 Commercial Manager.....Charles Gibson
 Chief Engineer.....Robert G. Pennington

**KRRV—Sherman-Denison
 1936**

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.Red River Valley Bcstg. Corp.
 Address..Box 94 (Denison), Box 665 (Sherman)
 Tel.: 201 (Sherman).....MBS
 Representative.....Pearson
 General Manager.....Tom E. Spellman

KTXO—Sherman—1947

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By...O'Connor Bcstg. Corp.
 Business Address.....Hwy. 75 North
 Tel.: TWinbrook 2-8188.....Independent
 Station Rep.....Bogner & Martin
 President.....K. M. Fisher
 Gen., Sta. Mgr.....Harry O'Connor
 Commercial Manager.....Ray Lewis
 Program Director.....Dick Carr
 Chief Engineer.....Raymond Tucker

**KANN—Sinton-Corpus Christi
 1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.
 Owned.....San Patricio Bcstg. Co.
 Business Address.....Box 1366, Sinton
 Tel.: TU 4-1590.....Independent
 Station Representative.....Melville
 Pres., Gen. Mgr.....Tom C. Fleet, Jr.
 Commercial Manager.....Fred E. Mayhew
 Prog. Dir., Ch. Engr.....Ernie Wood

KSNY—Snyder—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Snyder Bdcstg. Co.
 Address.....Box 1468
 Tel.: HI 3-9322.....MBS-KBS
 Station Rep.....Continental
 President.....Mrs. Flora Hughes
 Gen. Sta. Mgr.....Mel Z. Gilbert
 Commercial Mgr.....Frank Taylor

Program Dir.....Mrs. Jewell Sumnerlin
 Chief Engineer.....Coy Thompson

KDWT—Stamford—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....David W. Ratliff
 Address.....Box 1123
 Tel.: PR 3-3401.....MBS-KBS
 Pres., Gen., Sta. Mgr.....David Ratliff
 Comm., Sales Prom. Mgr.....Phil Keener
 Chief Engineer.....Charles Fade

KSTV—Stephenville—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned.....Dixie Bcstrs.
 Address.....P. O. Box 102
 Tel.: LI 3141.....KBS
 Representative.....Beav
 Comm. Mgr.....Mel Bennet

KSST—Sulphur Springs—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Hopkins County Bcstg. Co.
 Business Address.....Radio Road
 Tel.: TU 5-3111.....KBS
 Station Representative.....Melville
 Pres., Gen., Sta. Mgr.....William E. Bradford
 Comm. Mgr.....Clovis Pinion
 Sales Prom. Mgr.....Buddy Funderburk
 Program Director.....Mrs. Sandra Branch
 Publicity Director.....Margaret Thomas
 Chief Engineer.....Bill Bradford

KXOX—Sweetwater—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KXOX
 Business Address.....Hwy. 70 N.; Box 570
 Tel.: BElmont 4-4655.....KBS
 Station Representative.....Melville
 President.....F. L. Ledbetter
 Gen. Mgr.....Myrl Stein
 Comm. Manager.....Elwood Fritsch
 Program Director.....Maxine Stein
 Chief Engineer.....Walter D. Tabler

KTAE—Taylor—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....KTAE, Inc.
 Business Address.....121 E. 2nd St.
 Tel.: EL 2-3631.....KBS
 Representative.....Clarke Brown
 General Manager.....Gillis Conoley
 Prog. Dir.....Fred Switzer
 Commercial Manager.....John Webby
 Chief Engineer.....Robert Sitman

KTEM—Temple—1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Bell Broadcasting Co., Inc.
 Address.....17 South Third
 Tel.: PR 3-5252.....Independent
 Newspaper Affiliation.....Daily Telegram
 Representative.....Clarke Brown
 President.....Frank W. Mayborn
 General Manager.....Harry O'Connor

Program DirectorTom Matts
 Chief Engineer.....Edwin Roberts

KTER—Terrell—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Terrell Bcstg. Corp.
 Bus. Address....Walnut & State Sts.; Box 431
 Tel.: Jordan 3-4497.....Independent
 Pres., Gen. Mgr.....Paul A. Wnorowski
 Sales Prom., Prog. Dir.....Fred Wnorowski
 Chief Engineer.....Martin Pitts

KCMC—Texarkana—1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCMC, Inc.
 Business-Studio Address.....317 Pine St.
 RepresentativeVenard, Melville
 General Manager.....Frank O. Myers
 Chief Engineer.....Harvey Robertson

KTFS—Texarkana—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KTFS, Inc.
 Business-Studio Address....4305 N. State Line
 Tel.: 3-5123KBS
 Reprs.Walker
 Pres., Gen. Manager.....R. S. Bieloh
 Commercial Mgr.....Lynn Brantley
 Program Director.....Jim Waites
 Promotion Manager.....John Isbell
 Chief Engineer.....J. H. Crawford

KTLW—Texas City—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Texas City Bcstg. Ser.
 Business-Studio Address....Show Boat Bldg.
 Tel.: Texas City.....KBS
 Sta. Rep.Best
 Station Mgr.....Roy E. Hanson
 Comm. Mgr.....Robert E. Tisdale

KTUE—Tulia—1954

Frequency: 1260 Kc.....Power: 1 Kw. d.
 Owned-Operated By.....KTUE Bcstg. Co.
 Address.....110 N. Armstrong
 Tel.: Tulia.....KBS
 RepresentativeBest
 Owners.....Clint and Marshall Formby
 Manager.....D. L. McKinney

KDOK—Tyler—1956

Frequency: 1330 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KDOK Bcstg. Co.
 Address.....808 Peoples Bank Building
 Tel.: LYric 3-2519.....Independent
 Station Representative.....Devney; Weed
 President, General Manager..Dana W. Adams
 Commercial Manager.....Sam Matthews
 Sales Promotion Manager.....Lynn Williams
 Program Director.....Rusty Reynolds
 Publicity Director.....Bill Atkins
 Chief Engineer.....Robie Morgan

KGKB—Tyler—1930

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By.....Ron Littler Ent.
 Address.....Kilgore Hwy
 Tel.: LY 2-3873.....Independent
 RepresentativeReilly; Brown
 Pres. Gen. Mgr.....Ron Littler
 Station Mgr.....Ed Smith
 Program Dir.....Tig Willford
 Chief Engineer.....Frank Bonner

KTBB—Tyler—1947

Freq.: 600 Kc.....Power: 1000 Watts
 Owned-Operated By...Blackstone Bcstg. Co.
 Business-Studio Address....Blackstone Hotel
 Tel.: LYric 4-7278.....ABC
 News, Affil.....Courier Times Telegraph
 RepresentativeVenard, Melville
 President.....Mrs. C. N. Clyde
 Gen., Sta. Mgr.....M. Danbom
 Prog. Dir.....Don Tausch
 Publicity Director.....David Bothwell
 Chief Engineer.....R. A. Willeman

KZEY—Tyler—1958

Frequency: 690 Kc.....Power: 250 Watts, d
 Owned By.....E. E. McLemore
 Address.....Lake Park Drive
 Tel.: LYric 3-1744.....Independent
 General Mgr.....R. T. Gibson
 Commercial Mgr.....M. Hinds
 Program Dir.....J. Dixon
 Promotion Mgr.....P. Thornton
 Chief Engineer.....L. Thigpen

KVOU—Uvalde—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....E. J. & W. J. Harpole
 Bus. Address...1400 Batesville Rd.; Box 758
 Tel.: BR 8-4555.....KBS
 Gen. Mgr.....Edward J. Harpole
 Station Manager.....Ed Williams
 Commercial Manager.....Bill Woods
 Program Director.....George Cooper
 Chief Engineer.....William Hensarling, Jr.

KVWC—Vernon—1939

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Johnson-Garrison Co.
 Address.....1813½ Wilbarger
 Tel.: Vernon.....KBS
 RepresentativeClark, Melville
 President.....Bobo Johnson
 General Manager.....Joe Garrison
 Commercial Manager.....Aubrey Rummel

KNAL—Victoria—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Victoria Bcstg. Co.
 Address.....Box 718
 Tel.: HI 3-9176.....Independent
 Representative.....Hil F. Best
 President.....A. B. Alkek
 General Manager.....James A. Traber
 Commercial Manager.....Bob Tharp
 Sales Promotion Manager..Vernon Townsend
 Program Director.....Bob Nance
 Chief Engineer.....Douglas E. Smith

KVIC—Victoria—1939

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. KVIC Bcstg. Co.
 Address. Victoria Bank & Trust Bldg.
 Tel.: Hillcrest 3-9171. MBS-KBS
 President. J. G. Long
 General Mgr. Harry L. Becker
 Business Mgr. Wilburn Jackson
 Commercial Mgr. Dick Weaver
 Program Dir. Gene Feathers
 Chief Engineer. Victor Boldt

KWTX—Waco—1946

Frequency: 1230 Kc. Power: 250 Watts, d.
 Owned-Operated By. KWTX Bcstg. Co.
 Business-Studio Address. P. O. Box 3128
 Tel.: PL 6-4451. MBS
 Representative. Raymer
 President. W. W. Namaan
 Gen. Mgr. M. N. Bostick
 Station Manager. Chuck Hinkle
 Commercial Manager. Mack Brinegar
 Sales Promotion Manager. Oma Owens
 Prog. Dir. Frank Fallon
 Publicity Director. Chuck Hardin
 Chief Engineer. William Moore

WACO—Waco—1922

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By. Waco Bcstg. Co.
 Business Address. 3620 Franklin Ave.
 Tel.: PL 2-6571. ABC
 Representative. Weed, Brown
 President. Wendell Mayes
 V. P., Gen. Mgr. R. Lee Glasgow
 Commercial Manager. Wes Ninemise
 Program Director. Tom Dyeas
 Chief Engineer. Jack Vinson

KBEC—Waxahachie—1955

Frequency: 1390 Kc. Power: 500 W., d
 Owned-Operated By. Richard Tuck Enterprises
 Address. Box 731
 Tel.: WE 7-2710. KBS
 Representative. Melville
 Pres., Gen. Mgr. Richard Tuck
 Commercial Manager. Leon Joslin

KZEE—Weatherford—1956

Frequency: 1220 Kc. Power: 250 W., d.

Owned. G-M Bcstg. Co.
 Address. Box 306
 President. R. Thomas Gibson
 Sta. Mgr. Gene Stanley

KRGV—Weslaco—1927

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. L B J Company
 Business Address. 309 S. Missouri Ave.
 Tel.: WO 8-3131. NBC
 Representative. Raymer
 Pres., Gen. Mgr. J. C. Kellam
 Station Manager. Charles L. Brooks
 Sales Prom. Mgr., Pub. Dir. Hank Page
 Program Director. Dallas Wales
 Chief Engineer. Lewis Hartwig

KSYD—Wichita Falls—1947

Freq.: 990 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By. Grayson Enterprises
 Address. 825 Indiana Ave.
 Tel.: 723-0791. Independent
 Rep. Venard, Rintoul & McConnell
 President. Sydney A. Grayson
 General Mgr. Earl Burnam
 Program Dir. Jim Chase
 Publicity Dir. Billie Foreman
 Chief Engineer. Herb Wiley

KTRN—Wichita Falls—1948

Freq. 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. Texoma Bcstg. Co.
 Address. 917 1/2 Scott St.
 Tel.: 322-5214. Independent
 Representative. Bolling
 Pres. Gen. Mgr. Boyd Kelley
 Commercial Mgr. Roger Stoner
 Program, Pub. Dir. Bill Gordon
 Chief Engineer. Robert A. Harmon

KWFT—Wichita Falls—1939

Frequency: 620 Kc. Power: 5000 Watts
 Owned. North Texas Radio, Inc.
 Address. P. O. Box 420
 Tel.: 72-3-4181. CBS
 Representative. H-R
 Pres., Gen. Mgr. Ben Ludy
 Commercial Manager. A. L. Pierce
 Prog. Dir. Homer Cunningham
 Publicity Director. Mrs. Owanah Shelton
 Chief Engineer. Melvin O. Harrison

Pop.: 861,000
 Families: 239,000
 Radio Homes: 232,000

Utah

Stations in State: 26
 TV Homes: 206,000
 TV Stations: 5

KBUH—Brigham City—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned. Ravella M. Bone
 Business Address. 948 W. Forrest St.
 Tel.: 948. KBS
 Gen. Mgr., Ch. Eng. Wade M. Ebeling
 Sta., Comm. Mgr. Arthur Fishler

Program Director. Dorothy Knudson
 Publicity Director. Gary Evans

KSUB—Cedar City—1937

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By. So. Utah Bcstg. Co.
 Business Address. Box 811

Tel.: 590 CBS
 Station Representative Raymer
 President Samuel B. Nissley
 General Manager Louis T. Sayre
 Commercial Manager Walter V. Lowe
 Prog. Dir. Donald Cartwright
 Chief Engineer Richard Gunn

KBBC—Centerville—1957

Frequency: 1600 Kc. Power: 1 Kw. d
 Owned By Davis Bcstg. Co.
 Address P.O. Box 44, Bountiful, Utah
 Tel.: AXIell 5-5551 Independent
 President J. F. Pingree
 General Manager H. W. Pingree
 Program Director M. Bailey
 Chief Engineer Ed McCleery

KLGN—Logan—1954

Frequency: 1390 Kc. Power: 1,000 Watts d.
 Owned-Oper. By KLGK Radio, Inc.
 Business Address RR #1 Box 231
 Tel.: 2600 Independent
 Station Representative Hopewell
 President F. G. Ziser
 Station Manager Bruce R. Hymas
 Commercial Manager Dee F. Jensen
 Program Director Larry Hunsaker
 Chief Engineer O. C. Haycock

KVNU—Logan—1938

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Cache Valley Bcstg. Co.
 Business Address 1393 N. Main St.; Box 269
 Tel.: 1400 MBS-KBS
 Representative Avery-Knodel
 President Herschel Bullen
 Gen., Sta. Mgr. Reed Bullen
 Commercial Manager W. W. Kirkland
 Program Director Reid Andreasen
 Chief Engineer W. W. Jones

KURA—Moab—1957

Frequency: 1450 Kc. Power: 250 Watts
 Owned By MOAB Bcstg. Corp.
 Address P.O. Box 368
 Tel.: Alpine 3-5001 MBS
 Pres. Gen. Mgr. Forrest L. Simpson
 Station Mgr. Mrs. Ellen Brock
 Program Dir. Lester M. Erbes
 Sales Prom. Mgr. Richard S. McDonald
 Chief Engineer Calvin H. Widows

KMUR—Murray—1948

Frequency: 1290 Kc. Power: 250 Watts
 Owned-Oper. By KMUR, Inc.
 Address 4646 S. State St.
 Tel.: AM 6-4419 Independent
 President O. J. Wilkinson
 V.P. Gen. Mgr. George I. Norman, Jr.
 Asst. Mgr. Bennie L. Williams
 Program Dir. Ted Thomas
 Publicity Dir. Pat Denner
 Chief Engineer James Gamble

KLO—Ogden—1924

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By Interstate Corp.
 Bus. Ad. Hotel Ben Lamond, 7th Floor
 Tel.: EXport 4-5721 Independent
 Representative Avery-Knodel
 President Edris Glassman
 Gen. Mgr. Cecil Heftel
 Sta., Sales Prom. Mgr. Kim Ward
 Commercial Manager Len Allen
 Prog. Dir. Rex Wallgren
 Chief Eng. Wayne Moss

KKOG—Ogden—1956

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By KOPP, Inc.
 Address W. 12th St.
 Tel.: EX 4-3476 KBS
 Station Representative Radio TV Rep.
 President William Lindsay
 Station Manager Robert K. Hansen
 Commercial Manager Roger D. Thomsen
 Chief Engineer Hirshel Urie

KVOG—Ogden—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co.
 Business Address 1538 Gibson Ave.
 Tel.: EX 2-7535 Independent
 Representative Webb
 Pres., Gen. Mgr. Arch G. Webb
 Comm. Mgr. D. B. Affleck
 Program Director Jay Livingood
 Chief Engineer Carl Ruthstrom

KOAL—Price—1936

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Address Price
 Tel.: ME 7-0407 MBS-KBS
 Representative Avery-Knodel
 Commercial Manager Jack Richards

KEYY—Provo—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid Utah Bcstg. Co.
 Business Address 307 S. 16th West
 Tel.: FR 3-2174 KBS
 President D. Spencer Grow
 Gen. Mgr. E. A. Niehary
 Station Manager Joe Meier
 Program Director Hal Parkes
 Chief Engineer J. Lovell Killpack, Jr.

KIXX—Provo—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central Utah Bcstg. Co. Inc.
 Address P. O. Box 550
 Tel.: FR 3-3336 ABC
 Representative Hollingsbery, Webb
 Pres., Comm. Mgr. F. A. Van Wageningen
 Gen., Sta. Mgr. H. E. Van Wageningen
 Chief Engineer F. O. Boyer

KOVO—Provo—1939

Freq.: 960 Kc. Power: 5 Kw., d.; 1 Kw. n.
 Owned-Operated By KOVO Bcstg. Co.
 Business Address Box 99

Tel.: FRanklin 3-8550.....MBS
 Station Representative.....Avery-Knodel
 President.....Ashley L. Robison
 Gen. Mgr.....Glenn Shaw
 Comm. Mgr.....L. H. Curtis
 Sales Promotion Manager.....Jim May
 Program Director.....Don Spainhower
 Publicity Director.....Devern Perry
 Chief Engineer.....Leland Davies

K SVC—Richfield—1947

Freq.: 980 Kc.....Power: 5000 Wts. d., 1000 n.
 Owned-Operated By.....Sevier Valley Bcstg. Co.
 Tel.: TW 6-4457.....Independent
 Representative.....Avery-Knodel
 President.....Homer Bandley
 Gen., Comm. Mgr.....Arthur Tucker
 Prog. Dir., Ch. Engr.....Bill King

KDXU—St. George—1957

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....St. George Bcstg. Co.
 Business Address.....P.O. Box 488
 Tel.: ORchard 3-3579.....KBS
 Gen., Comm. Mgr.....Roy C. Winkelmann
 Program Director.....Ellen Winkelman
 Chief Engineer.....Wendell Motter

KALL—Salt Lake City—1945

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Salt Lake City Bcstg. Co.
 Business-Studio Address.....146 S. Main St.
 Tel.: EM 4-3561.....MBS
 Newspaper Affil...Ogden Standard-Examiner
 Representative.....Avery-Knodel, Inc.
 Pres., Gen. Mgr.....George C. Hatch
 Sta., Comm. Mgr.....Homer K. Peterson
 Sales Manager.....Roger Barkley
 Program Director.....Bob Whitney
 Publicity Director.....Dick Broun
 Chief Engineer.....W. D'Orr Cozzens

KDYL—Salt Lake City—1922

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned.....Intermountain Bcstg & Telev. Corp.
 Bus.-Studio Address.....130 Social Hall Ave.
 Tel.: DA 2-5681.....NBC
 Representative.....Katz
 President, Gen. Mgr.....G. Bennett Larson
 Sta. Comm. Mgr.....Del Leeson
 Program Dir.....Ed Kemp
 Sales Prom. Publicity.....Edward T. Himstreet
 Chief Engineer.....A. L. Gunderson

KNAK—Salt Lake City—1945

Freq.: 1280 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned.....Granite District Radio Bcstg. Co.
 Business-Studio Address.....1042 So. 6th W.
 Tel.: EM 4-3685.....Independent
 Representative.....ForJoe
 President, Chief Eng.....Howard D. Johnson
 Gen., Comm. Mgr.....William Wright
 Program Director.....Mildred Baker

KSL—Salt Lake City—1922

Frequency: 1160 Kc.....Power: 50,000 Watts

Owned-Oper. By.....Radio Service Corp. of Utah
 Bus.-Studio Address.....145 Social Hall Ave.
 Tel.: EL 5-4641.....CBS
 Representative.....CBS Radio Spot Sales
 President.....J. Reuben Clark
 Exec. V.P.....Jay W. Wright
 Commercial Manager.....Joseph A. Kjar
 Pub. Dir.....Robert O. Pusey
 Prom. Manager.....Robert G. Murdock
 Chief Engineer.....Vincent Clayton

KSOP—Salt Lake City—1955

Frequency: 1370 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Seagull Broadcasting Co.
 Address.....1300 West 2320 South
 Tel.: HU 4-4435.....KBS
 Representative.....Oaks & Assoc., Bernard
 Gen. Comm. Mgr.....M. H. Hilton
 Sta. Mgr.....Sam Moll
 Program Director.....Gart Wheeler
 Chief Engineer.....Lyle Wahlquist

KLUB—Salt Lake City—1938

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KLUB Bcstg. Co.
 Business-Studio Address.....165 Social Hall Ave.
 Tel.: EL 9-7794.....ABC
 Representative.....Hollingbery
 President, General Mgr.....Frank C. Carman
 Commercial Mgr., Prom. Mgr...Allan Thomas
 Program Dir.....Paul Droubay
 Chief Eng.....Delbert Williams

you can't "BUCK" it!



In the Salt Lake Market
SURVEYS PROVE
 KSOP offers you more!
 Costs less per thousand listeners.
GET THE FACTS!
 NEW COMBINATION
 LOCAL — NATIONAL
 RATE CARD
 Contact
 Harlan G. Oakes & Associates, West Coast
 and Texas. Charles Bernard all other areas.
KSOP
 Utah's Only Country and Western Music
 Station

KWHO—Salt Lake City—1955

Frequency: 860 Kc.....Power: 1 Kw., d.
Owned-Operated By.....Reese C. Anderson
Address.....510 E. Second South
Tel.: DA 2-5819.....Independent
Station Representative.....Grant
Pres., Gen. Mgr.....Reese C. Anderson
Prog. Dir.....Cherie Johnsen
Chief Engineer.....Marvin C. Zitting

KWIC—Salt Lake City—1957

Frequency: 1570 Kc.....Power: 500 Watts d.
Owned By.....Sugarhouse Broadcasting Co.
Business Address.....1247 Wilmington Ave.
Tel.: HUnter 4-8791.....Independent
Partners.....Dale R. & Marvin R. Curtis
Gen., Sta. Mgr.....Thomas M. Ivory
Comm. Sale Prom. Mgr.....Starley D. Bush

Program Director.....Gerald G. Steorts
Chief Engineer.....Kay D. Turner

KTUT—Tooele City—1956

Frequency: 990 Kc.....Power: 1 Kw., d.
Owned.....Tooele County Radio & TV Bcstg
Business Address.....P.O. Box 449
Tel.: 990.....KBS
President.....Sam Gillette
Gen., Sta. Mgr.....George L. Smith
Program Director.....F. William Houghtaling
Chief Engineer.....Eric Munro

KVEL—Vernal—1947

Frequency: 1250 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Uintah Bcstg. Co.
Address.....120 E. Main St.
Tel.: 494.....KBS
Manager.....Lee Walker

Pop.: 390,000
Families: 113,000
Radio Homes: 109,000

Vermont

Stations in State: 14
TV Homes: 96,000
TV Stations: 1

WBTV—Bennington—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Business Address.....U. S. Rt. 7, Harwood Hill
Tel.: 6321.....Independent
Station Representative.....Devney; Kirby
Pres., Ch. Engr.....J. Gordon Keyworth
Station Manager.....Mrs. J. Gordon Keyworth
Commercial Manager.....Roy M. Andersen

President, Gen., Sta.....Val Carter
Comm. Mgr., Prom. Mgr.....V. J. D'Acuti
Chief Engineer.....Glendon Fleury

WJOY—Burlington—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location.....633 Main St.
Tel.: UN 4-5774.....ABC
Representative.....Everett-McKinney, Kettel Carter
President.....David W. Howe
Gen., Sta. Mgr.....Frank Balch
Program Director.....Dean Slack
Publicity Director.....Robert Leavitt
Chief Eng.....Don Wheatley

WTSB—Brattleboro—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-State Area-Bcstg. Corp.
Address.....Box 819
Tel.: AL 4-4567.....Independent
Station Representative.....Walker-Rawalt
President.....Theodore Feinstein
Gen., Sta., Comm. Mgr.....Phillips Terhune
Program Director.....Edwin Ellis
Chief Engineer.....Edward Somes

WSKI—Montpelier—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Green Mt. Bcstg. Co.
Bus. Address.....Union Mutual Bldg.
Tel.: CApitol 3-5275.....ABC
Station Representative.....Walker-Rawalt
President.....Eben Parsons
Gen., Sta. Mgr.....Daniel B. Ruggles III
Program Director.....Robert Bannon
Chief Eng.....Gerald Marcott

WCAX—Burlington—1931

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCAX Radio, Inc.
Business Address.....100 Market Sq., S.
Tel.: UN 2-5761.....CBS
Representative.....Weed
President, Sta. Mgr.....C. P. Hasbrook
Gen. Mgr.....Stuart T. Martin
Comm. Sales Prom. Mgr.....John W. Millar
Program Director.....William C. Dow
Publicity Director.....Charles S. Lewis
Chief Engineer.....James W. Tierney

WIKE—Newport—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Memphremagog Bcstg. Co.
Business Address.....Box 711
Tel.: 832.....Independent
Sta. Rep.....Devney; Foster, Creed; Potts
President.....E. Dean Finney
Gen. Mgr., Ch. Eng.....Donald A. Thurston

WDOT—Burlington—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....WDOT, Corp.
Address.....109 S. Winooski Ave.
Station Representatives.....Walker

WHWB—Rutland—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned.....Central Vermont Broadcasting Corp.
Address.....Box 591

VERMONT-VIRGINIA

Tel.: PR 3-3200.....Independent
 Representative.....Gill-Perna
 General Manager.....John H. Bennett
 Commercial Manager.....Francis McCormack
 Chief Engineer.....Clair Castor

WSYB—Rutland—1930

Frequency: 1380 Kc..Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Philip Weiss Music Co.
 Bus.-Studio Address.....35 Washington St.
 Tel.: PR 3-8140.....KBS-MBS
 Representative.....McGillivra
 Gen., Comm. Manager.....Philip Weiss
 Business Manager.....J. H. Weiss

WWSR—St. Albans—1941

Frequency: 1420 Kc.....Power: 1 Kw., d.
 Owned.....Vermont Radio Corp.
 Address.....75 North Main Street
 Tel.: LAkeview 4-2157.....Independent
 Station Representative.....Walker-Rawall
 Pres., Gen. Mgr.....Lloyd E. Squier
 Sta., Comm. Mgr.....Cecil S. Fahl
 Chief Engineer.....Ted Boisvert

WTWN—St. Johnsbury—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Twin State Bcstrs. Inc.

Address.....Concord Ave.
 Tel.: PI 8-2344.....Independent
 Station Rep.....Devney; Foster, Creed
 Pres., Gen. Mgr.....E. Dean Finney
 Commercial Manager.....John Byrne
 Program Director.....Stanley Douglas
 Ch. Eng.....Ken Lare

WCRF—Springfield—1954

Frequency: 1480 Kc.....Power: 1 Kw., d.
 Owned-Operated By..Conn. Valley Bcstg. Co.
 Address.....106 Park St.
 Tel.: TUrner 5-4555.....Independent
 Station Rep.....Walker-Rawall
 President, Gen. Mgr.....Carlo F. Zezza
 Commercial Manager..Edwin A. Pancoast, Jr.
 Program Director.....John F. McPadden
 Chief Eng.....D. W. Churchill

WDEV—Waterbury—1931

Freq.: 550 Kc...Power: 5000 Wts. d., 1000 n.
 Owned-Oper. By.....Lloyd E. Squier
 Address.....9 Stowe St.
 Tel.: CH 4-7321.....MBS
 Station Rep..Everett-McKinney; Kettell-Carter
 General Manager.....Lloyd E. Squier
 Comm. Mgr., Pgm. Dir.....Craig S. Parker
 Chief Engineer.....Warren Chase

Pop.: 3,897,000
 Families: 1,009,000
 Radio Homes: 959,000

Virginia

Stations in State: 93
 TV Homes: 787,000
 TV Stations: 15

WBBI—Abingdon—1956

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Burley Bcstg. Inc.
 Address.....P. O. Box 509
 Tel.: MArkEt 8-2147.....Independent
 President.....Nelson T. Barker
 Gen. Comm. Mgr.....L. M. Seamon
 Program Director.....P. Doran
 Promotion Mgr.....S. Thacker

WPIK—Alexandria—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Address.....Virginia Theatre Bldg.
 Tel.: OV 3-3000.....Independent
 President.....Carl L. Lindberg
 V.P., Gen. Mgr.....Howard B. Hayes
 Commercial Manager.....John C. Moran
 Program Director.....Bill Smith
 Ch. Eng.....Charles E. Roudabush

WARL—Arlington—1946

Frequency: 780 Kc.....Power: 1000 W., d.
 Owned...Northern Virginia Broadcasters, Inc.
 Address.....5232 Lee Highway
 Tel.: KE 6-9000.....Independent
 Station Representative.....Webb
 President.....Cy Blumenthal
 Gen., Comm. Mgr.....Ray Armand
 Program Director.....Warren M. Brill

Publicity Director.....John T. Cassidy
 Chief Engineer.....James Petty

WEAM—Arlington—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By..Arlington-Dairfax Bcstg. Co.
 Business Address.....1515 N. Courthouse Rd.
 Tel.: JA 7-7100.....Independent
 Rep.....Bcst. Time Sales
 President.....Harold H. Thoms
 General Manager.....Kenneth L. Wood
 Publicity Director.....Phyllis Van Alstine
 Chief Engineer.....James Self

WBLT—Bedford—1950

Frequency: 1350 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....Bedford Bcstg. Corp.
 Address.....P. O. Box 406
 Tel.: 8245.....Independent
 Pres., Gen. Sta. Mgr.....J. E. Synan
 Commercial Manager.....Douglas B. Catlin
 Program Director.....Robert A. Scott, Jr.
 Chief Engineer.....J. P. Loughlin

WLSD—Big Stone Gap—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Gap Bcstg. Co.
 Business Address.....Box 224
 Tel.: 950.....Independent
 Sta., Comm. Mgr.....W. H. Wren
 Sales Prom. Mgr., Prog. Dir.....Jean Hensley
 Chief Engineer.....Gene Hopkins

WKL V—Blackstone—1947

Frequency: 1440 Kc. Power: 5 Kw., d.
Owned-Oper. By... Blackstone Bdstg. Corp.
Address Drawer 192
Tel.: 478 MBS-KBS
Representative Hopewell
President, Gen. Mgr..... H. L. Umstead
Prog. Dir..... Johnny Clement

WCYB—Bristol—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
Owned-Oper. By... Appalachian Bcstg. Corp.
Address P. O. Box 1009
Station Rep. Weed
President, Gen. Mgr..... Robert H. Smith
Tel.: North 9-4161 ABC
V.P. Gen. Sales Mgr..... Fey Rogers
Program, Publicity Dir..... R. H. Smith, Jr.
Operations Mgr..... Basil Saffer
Chief Engineer..... R. V. Robinson

WFHG—Bristol—1946

Freq.: 980 Kc. Power: 5 Kw., d.; 1 Kw., n.
Owned-Oper. By..... Bristol Bcstg. Co.
Address Valley Drive
Tel.: 3620 MBS-KBS
Station Rep. Walker
Pres..... W. C. Nininger
Gen., Sta. Mgr..... W. L. Nininger
Comm. Mgr., Sales Prom. Mgr.... Jack Martin
Chief Eng..... John Hughlett, Jr.

WCHV—Charlottesville—1933

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..... Barham & Barham
Bus.-Studio-Transmitter Address... Rose Hill Dr.
Tel.: 2-5121 ABC-MBS
Representative Clark
Owner Charles Barham, Jr.
Gen., Sta., Comm. Mgr.... Robert C. Walker
Sales Prom., Pub. Dir..... Charles Smith, Jr.
Program Director..... R. G. Sketchbey
Chief Engineer..... Dan Spitzer

WELK—Charlottesville—1957

Frequency: 1010 Kc. Power: 1 Kw., d.
Owned WELK
Address Harris Rd.
Tel.: 2-8080 Independent
President Lawrence Kennedy

WINA—Charlottesville—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Charlottesville Bcstg. Corp.
Address P. O. Box 1230
Tel.: 2-6177 ABC-KBS
Station Representative..... Walker
Pres., Gen. Mgr..... Donald G. Heyne
Comm. Mgr..... Thomas M. Behrendt
Prog. Dir..... Edward Desmond

WBCR—Christianburg—1954

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By... Montgomery Bcstg. Co.

Address P. O. Box 96
Tel.: EV 2-4063 KBS
Representative Indie Sales
President..... Dr. Vernon H. Baker
Gen., Comm. Mgr., Sta. Mgr. Durwood Powell

WCFV—Clifton Forge—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... James R. Reese, Jr.
Address Box 48
Tel.: 2147 Independent
General Manager..... Claude F. Jones
Comm. Mgr..... T. V. Stevens

WKEY—Covington—1941

Frequency: 1340 Kc. Power: 250 Watts
Owned..... Earl M. Key
Business Address..... Lexington & 3rd St.
Tel.: 8351 ABC-KBS
Representative Devney
Pres., Gen. Mgr..... Earl M. Key
Comm., Prom. Mgr., Pub. Dir. Kenneth L. Bryant
Program Director..... John L. Davis
Chief Engineer..... Donnell D. Dickson, Jr.

WSVS—Crewe—1946

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... So. Virginia Bcstg. Corp.
Business Address..... 800 Melody Lane
Tel.: 7811 Independent
President Calvin S. Willis
Gen. Manager..... Freeman H. Stewart
Comm., Sales Prom. Mgr.... Harold F. Payne
Prog. Director..... Tom Roland
Chief Engineer..... C. E. Wilson

WCVA—Culpeper—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Culpeper Bcstg. Co.
Business Address..... Radio Lane; Box 672
Tel.: 8338 KBS-MBS
Representative Indie
President..... Leonard T. Preston
Gen., Sta. Mgr..... John T. Rogers
Comm., Sales Prom. Mgr.... Tucker Butler
Program Director..... Ed Gambos
Publicity Director..... Ann W. Rogers
Chief Engineer..... Gil Gildermann

WBTM—Danville—1930

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By... Piedmont Bcstg. Corp.
Bus.-Studio Address..... 710 Grove St.
Tel.: SW 3-4411 ABC
Representative Gill-Perna
President..... W. E. Gardner, Jr.
Manager..... Milton Adams
Comm., Sales Prom. Mgr.... Eddie Allgood
Program Director..... Jim Crawford
Chief Eng., Asst. Mgr..... L. C. Motley

WILA—Danville—1957

Frequency: 1580 Kc. Power: 500 Watts
Owned By... WILA, Inc.

Business Address.....905 Main St.
 Tel.: SW 2-2133.....Independent
 Station Representative.....Clayton; Walker
 President.....S. L. Goodman
 Gen., Sta. Mgr.....James C. Clark
 Comm. Sales Prom. Mgr.....George Lund
 Program, Publicity Dir.....Earl Stogner
 Chief Engineer.....Bill Purcell

WDVA—Danville—1947

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Va.-Carolina Bcstg. Corp.
 Address.....Lexington Ave.
 Tel.: SW 2-9311.....MBS
 Representative.....Robert S. Keller
 Pres., Gen. Mgr.....Emerson J. Pryor
 Commercial Mgr.....Stover Morris, Jr.
 Sales Prom. Mgr.....Jeff Waugh
 Program Director.....Richard Campbell
 Chief Engineer.....Howard Clendenen

WEVA—Emporia—1952

Frequency: 860 Kc.....Power: 1000 Watts, d.
 Owned.....Stone Broadcasting Co p.
 Bus. Ad.....Wash. St. & Fla. Ave.; Box 792
 Tel.: 2133.....KBS
 Pres., Gen., Sta. Mgr.....Maxey E. Stone
 Comm., Sales Prom. Mgr.....Sallie J. Whitlock
 Program Dir.....Will Stone
 Publicity Director.....Dick Phillips
 Chief Engineer.....Elton A. Short

WFCR—Fairfax—1955

Freq.: 1310 Kc.....Power: 1000 Wts. d., 500 n.
 Owned.....OK Broadcasting Corp.
 Address.....2nd & Oak Sts.
 Tel.: CR 3-4000.....Independent
 Representative.....Hil F. Best
 President.....George Oleson
 General Manager.....Arthur Kellar
 Sales Promotion Manager.....Jim Larkin
 Program Director.....Jules Henry
 Chief Engineer.....Joe Terrisn

WFAX—Falls Church—1948

Frequency: 1220 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Lamar A. Newcomb
 Address.....Tower Square
 Tel.: JE 2-1220.....KBS
 General Manager.....Lamar A. Newcomb
 Comm. Sales Prom. Mgr.....Howard Gordon
 Program, Pub. Dir.....Genevieve Newcomb
 Chief Engineer.....Richard J. Fenning

WFLO—Farmville—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Colonial Bcstg. Co.
 Business Address.....Farmville, Va.
 Tel.: 870.....Independent
 General Manager.....Carla B. Keys
 Station Manager.....John D. Wilson

WYSR—Franklin—1956

Frequency: 1250 Kc.....Power: 1 Kw., d.
 Address.....104 E. Fourth Ave.
 Tel.: LO 2-3135.....KBS

V. P., Gen. Mgr.....Howard H. Keller
 Sales Mgr.....A. L. Drew

WFVA—Fredericksburg—1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fredericksburg Bcstg. Corp.
 Business Address.....P. O. Drawer 269
 Tel.: ESsex 3-7721.....ABC-KBS
 Station Representative.....Forjee
 Exec. Vice-Pres.....Marion Park Lewis
 Gen., Sta., Comm. Mgr., Ch. Eng., J. C. Morgan
 Sls. Prom. Mgr.....Jack H. Tucker
 Prog., Pub. Dir.....Arch Harrison

WFTR—Front Royal—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sky—Park Bcstg. Corp.
 Address.....P. O. Box 192
 Tel.: 750.....KBS-MBS
 General Manager.....Kenneth Gordon

WBOB—Galax—1947

Frequency: 1360 Kc.....Power: 1000 Watts, d.
 Owned.....Carroll-Grayson Broadcasting Corp.
 Address.....Poplar Knob Road
 Tel.: BE 6-2921.....KBS
 Representative.....Continental Radio Sales
 President.....Robert V. Morris
 Gen., Sta. Mgr.....Joe P. Crockett
 Comm., Prom. Mgr.....Brice Parks
 Program Dir.....Muriel M. Bell
 Publicity Dir.....Marguerite Vass
 Chief Engineer.....Edward Boyer

WDDY—Gloucester—1957

Frequency: 1420 Kc.....Power: 1 Kw., d.
 Owned-Operated By.....Cape Radio, Inc.
 Business Address.....P.O. Box 673
 Tel.: OXford 3-4302.....KBS
 Representative.....Best
 Pres., Gen. Mgr.....Arthur Lazarow
 Asst. Station Manager.....Joan R. Lazarow
 Commercial Manager.....Larry O'Toole
 Ch. Eng.....Kenneth S. Bradby

WMNA—Gretna—1956

Frequency: 730 Kc.....Power: 1 Kw., d.
 Owned.....Central Virginia Bcstg. Co.
 Address.....Box 730
 Tel.: Gretna.....KBS
 V.P., Gen. Mgr.....G. W. Sandefur
 Adv. Mgr.....R C W

WNRG—Grundy—1955

Frequency: 1250 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Va.-Ky. Bcstg. Co., Inc.
 Address.....Box 245
 News Service.....UP
 President.....H. G. Dotson
 Gen., Mgr., Chief Eng., Sta. Mgr.....D. B. Jordan
 Asst. Mgr.....Aubry Garber

WVEC—Hampton—1948

Frequency: 1490 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Peninsula Bcstg. Co.
 Studio-Trans. Address.....1930 Pembroke

Tel.: 6332NBC
 Representative Avery-Knodel
 Pres., Gen. Mgr. Thomas P. Chisman
 V.P. & Dir. Sls. Harrol A. Brauer, Jr.
 Sales Promotion Manager .. Beverly W. Avery
 Program Director Jerry Sandford
 Oper. Mgr. L. W. Klierer
 Chief Engineer William C. King, Jr.

WHBG—Harrisonburg—1956

Frequency: 1360 Kc.Power: 5 Kw. d.
 Owned By Radio Harrisonburg, Inc.
 Address 75 East Market St.
 Tel.: 4-7394Independent
 Representative Pearson
 Sta. Mgr. Larry O'Toole

WSVA—Harrisonburg—1935

Frequency: 550 Kc.Power: 5 Kw. d., 1 Kw. n.
 Owned .. Shenandoah Valley Broadcasting, Inc.
 Address Rawley Pike
 Tel.: 4-4431NBC
 Rep. Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr. Hamilton Shea
 Comm. Mgr. Richard Johnson
 Prom. Mgr., Pub. Director. Andy McCaskey
 Program Director James MacNeil
 Chief Engineer J. MacFoley
 Owners of WGR, Buffalo, N. Y.

WHAP—Hopewell—1948

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By .. The Hopewell Bcstg. Co.
 Bus. Address .. City Point Rd. & Old River Rd.
 Tel.: CEdar 9-7301KBS
 Pres. C. S. Willis
 Sta. Mgr. William R. Craig
 Commercial Manager Mary Boearder
 Sales Prom. Mgr. Robert B. Alvis
 Publicity Director Robert B. Peterson
 Chief Engineer Everett Wilson

WAGE—Leesburg—1958

Frequency: 1290 Kc.Power: 1000 Watts
 Owned By Marion P. Lewis
 Business Address Leesburg
 Tel.: SPring 7-1290Independent
 Station Representative Forjee
 Gen., Sta. Mgr. Wallace L. Hankin
 Commercial Manager Edwin Meyer
 Program Director Edward Ivory
 Chief Engineer John Gill

WREL—Lexington—1948

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By ...Rockbridge Bcstg. Co.
 Tel.: LexingtonKBS
 Representative Indie Sales
 Gen., Comm. Manager Milton B. Henson
 Program Director Joseph E. Lynn, Jr.

WBRG—Lynchburg—1956

Frequency: 1050 Kc.Power: 1 Kw., d.
 Owned Harry A. Epperson, Sr.
 Address Box 1079
 Tel.: Vctor 6-6541KBS

Representative Thomas F. Clark
 Gen., Comm. Mgr. Tom Buckley
 Sales Promotion Manager .. Donald W. Jarvis
 Prog., Pub. Dir. Mrs. Eddie M. Raymond
 Chief Engineer Frank K. Keller

WLVA—Lynchburg—1930

Frequency: 590 Kc.Power: 1000 Watts
 Owned-Oper. By Lynchburg Bcstg. Corp.
 Address 2320 Langhorne Rd.
 Tel.: Vctor 5-1242ABC
 Representative George P. Hollingbery
 Pres., Gen. Mgr. Philip P. Allen
 Comm., Sales Prom. Mgr. Thomas L. Turner
 Prog., Pub. Dir. Warren Uttal
 Chief Engineer John T. Orth

WVOD—Lynchburg—1948

Freq.: 1350 Kc.Power: 5 Kw. d., 1 Kw. n.
 Owned .. Lynchburg Independent Bcstrs., Inc.
 Address P. O. Box 1300
 Tel.: LY 2-3441MBS
 Representative Walker
 Pres. Cy N. Bahakel
 Sta. Mgr., Ch'ef Eng. F. J. Pinkerton
 General Manager Henry Hughes

WPRW—Manassas—1957

Frequency: 1460 Kc.Power: 500 W., d.
 Owned Prince William Bcstg. Corp.
 Address Box 151
 Tel.: EMpire 8-3108Independent
 Station Representative Devney
 Pres., Gen. Mgr. Harold H. Hersch
 Sta., Comm. Mgr. Woody Merchant
 Prog., Pub. Dir. C. A. Sinclair III
 Chief Engineer Craig Stone

WMEV—Marion—1948

Frequency: 1010 Kc.Power: 1000 Watts d.
 Owned-Oper. By .. Mountain Empire Bcstg. Corp.
 Address P. O. Box 470
 Tel.: ST 3-9001ABC-KBS
 Representative Indie Sales
 Pres., Gen., Mgr. Robert C. Wolfenden
 Program Dir. Mrs. R. C. Wolfenden
 Chief Engineer Edward Surface

WHEE—Martinsville—1954

Frequency: 1370 Kc.Power: 1000 Watts, d.
 Owned-Oper. By ...Patrick Henry Bcstg. Corp.
 Business Address P.O. Drawer 552
 Tel.: ME 2-9811Independent
 Pres., Sta., Gen. Mgr. John W. Shultz
 Comm. Mgr. Charles F. Adams
 Sales Prom. Mgr., Pub. Dir. T. W. Patterson
 Program Director Mrs. Grace P. Uram
 Chief Engineer T. E. Tatum

WMVA—Martinsville—1941

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Oper. By .. Martinsville Bcstg. Co., Inc.
 Address Chatham Heights
 Tel.: MErcury 2-2152NBC-KBS
 Representative Bob Dore
 Exec. V.P. & Gen. Mgr. Maynard E. Dillaber
 Commercial Manager Jack Bouldin

WSIG—Mount Jackson—1953

Frequency: 790 Kc. Power: 1 Kw. d.
 Owned By.....WSIG, Inc.
 Address.....WSIG Bldg.
 Tel.: GRanite 7-3128.....KBS
 Station Rep.....Forjoe
 President.....Marion P. Lewis
 Gen. Comm. Mgr.....Philip J. Potter
 Sales Promotion Mgr.....Melvin C. Bakner
 Chief Engineer.....John Gill

WNRV—Narrows—1952

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Giles Bcstg. Co.
 Address.....Route 100
 Tel.: PA 8-2211.....Independent
 Representative.....Hopewell
 President.....H. J. Romanus
 General Manager.....John E. Holland II
 Commercial Manager.....L. P. Williams
 Chief Engineer.....Washington Elitchko

WYOU—Newport News—1947

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By..United Bcstg. Co. of E. Va.
 Business Address.....114 24th St.
 Tel.: CHestnut 7-6664.....Independent
 Station Representative..Dora-Clayton; Devney
 Pres., Gen. Mgr.....Richard Eaton
 Station Manager.....Joseph Gathings
 Sales Prom. Mgr., Pub. Dir.....Pearl Harris
 Program Director.....Al Clarke
 Chief Engineer.....Ernest C. Hooper

**WGH—Norfolk-Newport News
1928**

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By..Hampton Roads Bcstg. Corp.
 Bus. Ad...739 Boush, Norfolk; Box 98 Newport
 Tel.: NORfolk: MADison 2-3353...Independent
 News. Affil.....Daily Press, Times-Herald
 Station Representative.....Blair
 President.....Capt. W. R. Van Buren
 Gen. Manager, V.P.....Edward E. Bishop
 Station Manager.....Dan E. Hydrick
 Commercial Manager.....Sid Oman
 Sls. Prom. Mgr.....Ambert Dail
 Program Director.....Allan McLelan
 Publicity Directors.....B. Walker, P. Day
 Chief Engineer.....George Sokol

WCMS—Norfolk—1954

Frequency: 1050 Kc. Power: 1000 W. d.
 Owned-Oper. By..WCMS Radio Norfolk, Inc.
 Address.....Helena Building
 Tel.: MA 5-0525.....Independent
 Station Representative.....Grant Webb
 Pres., Gen. Mgr.....Roy La Merg
 Commercial Manager.....Al Lynn
 Program Director.....Joe Huppel
 Publicity Director.....Lon Backmon
 Chief Engineer.....Tom Conrad

WLOW—Norfolk—1946

Frequency: 1400 Kc. Power: 280 Watts d.
 Owned By.....WCMS Radio Norfolk, Inc.
 Bus-Studio Addr.....731 Boush St.
 Tel.: MADison 7-5677.....MBS
 Station Representative.....Headley-Read
 General Manager.....Michael Henry
 Commercial Manager.....Paul Enright
 Sales Prom. Mgr.....Mrs. Diane Creef
 Prog. Dir.....Bruce M. Miller
 Chief Engineer.....Joe Barlow

WNOR—Norfolk—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Norfolk Bcstg. Co.
 Address.....1019 Boissevain Ave.
 Tel.: MADison 2-7071.....Independent
 Representative.....Weed
 President.....Louis H. Peterson
 Gen., Sta. Mgr.....Earl Harper
 Commercial Manager.....Jack Harris
 Sales Prom. Mgr., Prog. Dir..Bill Montgomery
 Publicity Director.....Bob Story
 Chief Engineer.....George Hillier

WRAP—Norfolk—1952

Frequency: 850 Kc. Power: 5000 Watts, d
 Owned-Operated By.....Rollins Bcstg., Inc.
 Address.....300 Portlock Bldg.
 Tel.: MA 7-8307.....Independent
 Representative.....Rollins
 President.....O. Wayne Rollins
 V.P. Gen. Mgr.....Paul von Hagel
 Commercial Mgr.....Kush Walters
 Program Dir.....Sid Woods
 Publicity Dir.....Leola Dyson
 Chief Eng.....Glenrazier

WTAR—Norfolk—1923

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By.....WTAR Radio Corp.
 Bus-Studio Address.....720 Boush St.
 Tel.: MA 5-6711.....CBS
 News Affil.....Norfolk Newspapers, Inc.
 Representative.....Edward Petry
 Pres., Gen. Mgr.....Campbell Arnoux
 V.P., Operations.....John C. Peffer
 V.P., Sales.....Robert M. Lambe
 Station Manager.....Ray Turner
 Commercial Manager...Harry W. Moore, Jr.
 Sales Promotion Manager.....Hal Powell
 Prog. Dir.....William Johnson
 Publicity Director.....Joel Carlson
 Chief Eng.....R. L. Lindell

WNVA—Norton—1946

Frequency: 1350 Kc. Power: 5000 Watts
 Owned.....Radio-Wise, Inc.
 Address.....Progress Bldg.
 Tel.: 700.....KBS
 President.....R. B. Helms
 Gen. Mgr.....Jack Helms
 Comm. Mgr.....Jack Darnell
 Chief Engineer.....Gene Tommerdahl

WJMA—Orange—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Charlottesville Bcstg. Co.
 Address... Charlottesville... Box 271
 Tel.: 7263... KBS
 President... Donald G. Heyne
 Commercial Manager... John C. Mahaney, Jr.
 Chief Engineer... E. V. Bossieux, Jr.

WPVA—Petersburg—1955

Frequency: 1280 Kc. Power: 5000 Watts d.
 Owned-Operated By... Harry A. Epperson, Jr.
 Business Address... Box 87
 Tel.: RE 2-3478... KBS
 Representative... Thomas F. Clark
 Pres., Sta. Mgr... Harry E. Epperson, Jr.
 Commercial Manager... Ray Frazier
 Sales Promotion Manager... Bill Belton
 Program Director... Olive P. Epperson
 Publicity Director... Betty Smith
 Chief Engineer... John Dicks

WSSV—Petersburg—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned By... Petersburg Bcstg Co., Inc.
 Business-Studio Address... 112 W. Tabb St.
 Tel.: RE 3-4567... MBS
 Representative... Grant Webb
 Pres., Gen. Mgr... Roger A. Beane
 Comm. Sales Prom. Mgr... Cy Newman
 Program Director... Betty Nunnally
 Publicity Director... John Stevens
 Chief Engineer... Jerome Dvorachek

WAVY—Portsmouth—1941

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By... Tidewater Teleradio, Inc.
 Address... 709 Boush St., Norfolk
 Tel.: MA 7-2345... NBC
 Representative... H.R. Reprs., Inc.
 President... J. Glen Taylor
 Gen., Sta. Mgr... Edward G. Sheridan
 Sales Manager... Edward J. Hennessy
 Program Director... Lee Allan
 Prom., Pub. Dir... Macey Schaffer
 Chief Engineer... William Manrov

WPUV—Pulaski—1946

Frequency: 1580 Kc. Power: 5000 Watts, d.
 Owned-Oper. By... WPUV, Inc.
 Business Address... Dora Hi-Way
 Tel.: 3-3931... KBS
 Pres., Ch. Eng... John A. Columbus
 Comm. Mgr., Pub. Dir... Larry Schoenfeld

WRAD—Radford—1950

Frequency: 1460 Kc. Power: 5 Kw. d. 500 W. n.
 Owned-Oper. By... WRAD Bcstg.
 Address... Radford & Christiansburg
 Tel.: 2461... Independent
 Representative... Robert S. Keller, Inc.
 President... Dr. Perry E. Gresham
 Manager... Dave Milligan

WRIC—Richlands—1951

Frequency: 540 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Clinch Valley Bcstg. Corp.
 Address... P. O. Box 218
 Tel.: Wo 1-4066... KBS
 Station Rep... Rambeau, Vance, Hopple
 President... J. Powell Royall
 Gen., Sta. Mgr... J. H. Lee
 Prog., Pub. Dir... Shirley A. Lee
 Chief Engineer... Earl Graham

WANT—Richmond—1951

Frequency: 990 Kc. Power: 1000 Watts, d.
 Owned... United Broadcasting Co.
 Address... 513 East Main Street
 Tel.: Milton 3-8368... Independent
 Reprs... Oakes; Dora-Clayton; Whittig; Devney
 President... Richard Eaton
 General Manager, Chief Eng... S. J. Bell
 Commercial Manager... Robert M. Benson
 Program Director... Wilbur D. Lewis

WEZL—Richmond—1958

Frequency: 1590 Kc. Power: 5 Kw, d.
 Owned By... WEZL, Inc.
 Address... 305 W. Grace St.
 Tel.: Milton 4-4577... Independent
 Station Rep... Radio-TV Rep
 President... W. E. Bennis, Jr.
 General Manager... William J. Page
 Promotion Manager... J. Canyon

WLLY—Richmond—1955

Frequency: 1320 Kc. Power: 1000 Watts, d.
 Owned... WLLY, Inc.
 Address... Broad-Grace Arcade
 Tel.: MI 9-1223... Independent
 Station Representative... Masla
 Pres., Gen. Mgr... Louis Adelman
 Commercial Manager... Charles M. Quillian
 Program Dir... Gene Creazy
 Chief Engineer... Kenneth Shelton

WMBG—Richmond—1926

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By... Havens & Martin, Inc.
 Bus-Studio Address... 3301 W. Broad St.
 Tel.: EL 5-8611... ABC
 Representative... Bolling Co.
 Pres., Gen., Sta. Mgr... Wilbur M. Havens
 Commercial Mgr... Walter A. Bowry, Jr.
 Sales Prom. Mgr. Pub. Dir... W. J. Filer
 Prog. Dir... Frank Wilson
 Chief Engineer... James Kyle

WRNL—Richmond—1937

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By... Richmond Newspapers, Inc.
 Business-Studio Address... 111 N. Fourth St.
 Tel.: Milton 3-3436... MBS
 Newspaper Affil... News Leader; Times Dispatch
 Representative... Edward Petry
 President... D. Tennant Bryan
 Gen. Station Mgr... E. S. Whitlock

Sales Manager.....Frank Soden
 Prog. Dir.....William Morrison
 Pub., Prom. Director.....Mrs. Jane Creasy
 Chief Engineer.....E. V. Wolstenholme

WLEE—Richmond—1945

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Business-Studio Address...6200 W. Broad St. Rd.
 Tel.: Atlantic 8-2835.....NBC
 Representative.....Brown, McGavren
 President.....Thomas Tinsley
 Gen. Mgr.....H. L. Hudson
 Commercial Mgr.....Don P. Lee
 Sales Prom. Mgr.....Thomas J. McCollum, Jr.
 Program Director.....Robert Gilmore
 Chief Engineer.....Thomas J. Kita

WRVA—Richmond—1932

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.
 Business Address.....22nd & Cary Sts.
 Tel.: Milton 3-3511.....CBS
 Representative.....CBS Radio Spot Sales
 General Manager.....John B. Tansey
 Sales Manager.....Harold Barre
 Promotion Manager.....Irby N. Hollans, Jr.
 Program Manager.....Raymond L. Kennedy
 Production Manager.....Harold Phillips
 Pub. Rel. Mgr.....W. R. Bishop
 Gen., Comm. Mgr.....David M. Wilburn

WXGI—Richmond—1947

Frequency: 950 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Radio Virginia, Inc.
 Bus-Studio Address...300 German School Rd.
 Tel.: BE 3-7666.....Independent
 Station Representative.....Webb
 President.....Douglas H. Robertson
 Gen. Comm. Mgr.....David M. Wilburn
 Chief Engineer.....Charles Charnesky

WDBJ—Roanoke—1924

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Address.....201 Campbell Ave., S.W.
 Tel.: DI 3-8031.....CBS
 News. Affil.....Times, World News
 Representative.Peters, Griffin, Woodward, Inc.
 President.....M. W. Armistead, III
 V.P., Managing Dir.....Ray P. Jordan
 Sta., Comm. Mgr.....Frank E. Koehler
 Sales Prom., Pub. Dir.....Katherine Griffey
 Program Director.....J. Dexter Mills
 Chief Engineer.....J. Robert Crowley

WHYE—Roanoke—1957

Frequency: 910 Kc.....Power: 1 Kw., d.
 Owned.....Jefferson Bcstg. Corp.
 Business Address.....American Theater Bldg.
 Tel.: Diamond 5-0988.....KBS
 Sta. Rep.....O'Connell; Reilley; Brown
 President.....Sherwood J. Tarlow
 Exec. V.P., Gen. Mgr.....Allan W. Roberts
 Commercial Manager.....Nick Bell
 Sales Prom. Mgr.....Jim Gearheart

1ST

IN RICHMOND!!!

LISTENERS

PULSE — Jan-Feb. 1959

MERCHANDISING

Drug
 Grocery
 Community Club Awards

PROMOTIONS

WLEE expositions
 Model Homes
 Mobile Studios
 Newsliners
 European Trips
 Prize Contests

1480

WLEE

1480

President — TOM TINSLEY
 Vice President — IRVIN G. ABELOFF

General Manager — HARVEY HUDSON

National Representatives
 Select Station Representatives — New York
 McGavren-Quinn — Chicago, Detroit, Los Angeles, San Francisco
 Clarke Brown Company — Dallas, Houston, New Orleans, Atlanta

Program Director.....Glen C. Lewis
 Publicity Director.....Jim Mac
 Chief Engineer.....Ray Mills

WRIS—Roanoke—1953

Frequency: 1410 Kc....Power: 5000 Watts d.
 Owned.....Roanoke Independent Bcstrs. Inc.
 Address.....Box 702
 Tel.: 2-3131.....Independent
 Representative.....Walker
 General Mgr.....Cy Bahakel
 Asst. Gen. Mgr.....Frank Tirico

WROV—Roanoke—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WROV Bcstrs., Inc.
 Bus-Studio Address...15th & Cleveland Ave.
 Tel.: DI 3-4444.....ABC
 Representative.....Burn-Smith
 Pres., Gen. Mgr.....Burton L. Levine
 Commercial Manager.....T. M. Aheron
 Pub. Dir.....Barbara Felton
 Chief Engineer.....A. T. Beckley

WSLS—Roanoke—1940

Frequency: 610 Kc..Power: 5 Kw. d. 1 Kw. n.
 Owned.....Shenandoah Life Stations, Inc.
 Business-Studio Address...Radio-TV Center
 Tel.: DI 4-0226.....NBC
 Representative.....John Blair
 President.....Blake T. Newton, Jr.
 Exec. Vice President.....James H. Moore
 Station Mgr.....Horace Fitzpatrick
 Commercial Mgr.....A. S. Trevilian, Jr.
 Sls. Prom. Dir.....C. R. Garrison
 Asst. Oper. Mgr.....G. W. Chernaault, Jr.
 Asst. Mgr. for Eng.....J. P. Briggs

WYTI—Rocky Mount—1956

Frequency: 1570 Kc...Power: 1000 Watts d.
 Owned.....WYTI, Inc.
 Business Address.....P.O. Drawer 471
 Tel.: HU 3-9955.....KBS
 Station Representative.....Best
 President.....S. L. Goodman
 General Manager.....Lester L. Williams
 Commercial Manager.....William E. Jefferson
 Program Director.....Fred W. Vopper
 Chief Engineer.....William A. Farley

WBLU—Salem—1956

Frequency: 1480 Kc.....Power: 1 Kw., d.
 Owned By.....Salem Bcstg. Co.
 Address.....P. O. Box 408
 Tel.: DUpon 9-5443.....Independent
 Gen. Mgr., Ch. Eng.....M. C. Bowers, Jr.
 Commercial Mgr.....R. Bentley

WHLF—South Boston—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Halifax Bcstg. Co.
 Address.....Webster St
 Tel.: 2-9988.....ABC-KBS
 Gen., Comm. Mgr.....John L. Cole, Jr.

Sta. Mgr.....H. Preston Young, Jr.
 Chief Engineer.....Arthur A. Moran, Jr.

WJWS—South Hill—1953

Frequency: 1370 Kc....Power: 1000 Watts d.
 Owned-Operated By...Old Belt Bcstg. Corp.
 Address.....P. O. Box 216
 Tel.: HI 7-4007.....Independent
 President.....C. D. Pennington, Jr.
 Gen., Sta., Comm. Mgr.....W. Hoffer
 Sales Prom. Mgr., Prog. Dir...A. W. Walthall
 Chief Engineer.....Charles E. Brown

WAFB—Staunton—1954

Frequency: 900 Kc.....Power: 1 Kw. d.
 Owned.....Am. Home Bcstg. Corp.
 Address.....P. O. Box 448
 Tel.: TU 6-0100.....Independent
 Station Rep.....Clark
 Pres., Gen. Mgr.....Lloyd Gochenour
 Chief Engineer.....Glenn Thomas

WTON—Staunton—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles P. Blackley
 Business-Studio Address...Morrison Bldg.
 Tel.: 6-6666.....ABC
 Pres., Gen. Mgr.....Charles P. Blackley
 Sta., Comm. Mgr.....Charles E. Seebeck
 Program Director.....Ray H. Honaker, Jr.
 Chief Engineer.....Rex C. Houser

WLPM—Suffolk—1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Suffolk Bcstg. Corp.
 Business Address.....Radio Bldg., Box 626
 Tel.: 2394.....MBS-KBS
 Pres., General Mgr.....Fred L. Hart
 Comm. Mgr.....L. Earl Hundley
 Prog. Dir.....Ted Potter
 Chief Eng.....Veryl W. Rupp

WESR—Tasley—1957

Frequency: 1330 Kc.....Power: 1 Kw.
 Owned.....Accomack-Northampton Bcstg. Co.
 Address.....Box 1330
 Tel.: SU 7-3200.....KBS
 President.....Vernon H. Baker
 Gen. Mgr.....Brooks Russell
 Ch. Eng.....Glenn Kellam

WBOF—Virginia Beach—1954

Frequency: 1600 Kc.....Power: 1 Kw. d.
 Owned.....Va. Beach Bcstg. Corp.
 Business Address.....Box 536
 Tel.: GARDen 8-3434.....KBS
 Station Representative.....Best
 Pres., Gen. Mgr.....Leo Hoarty
 Sta. Mgr., Prog. Dir.....Bob Gheza
 Comm. Mgr.....Ron Phillips
 Sales Promotion Manager.....Bill Rhyne
 Publicity Director.....Joe Burton
 Chief Engineer.....Jack Garrison

WNNT—Warsaw—1949

Frequency: 690 Kc. Power: 250 Watts d.
 Owned. Grayson Headley
 Address. Warsaw
 Tel.: ED 3-6900. KBS
 Pres., Gen. Mgr. Grayson Headley
 Commercial Mgr. Ruth R. Rouzie
 Sales Prom. Mgr. Bill Allison
 Prog. Dir. Chris Naumann
 Chief Engineer. W. Dean Loudy

WEER—Warrenton—1957

Frequency: 1570 Kc. Power: 500 W., d.
 Owned. Radio Associates, Inc.
 Business Address. Box 817
 Tel.: 1500. KBS
 Representative. Best
 President. George Oleson
 Gen. Mgr. Arthur Kellar
 Sales Prom. Manager. Donald W. Herman
 Chief Engineer. Joe Terrian

WKTF—Warrenton—1957

Frequency: 1420 Kc. Power: 5000 Watts
 Owned By. WKTF, Inc.
 Business Address. Warren Green Hotel
 Tel.: 1420. Independent
 Station Representative. Weed
 President. Harry Wismer
 Gen., Sta. Mgr. Bob Greiner
 Commercial Manager. Ed Falls
 Program Director. Jack Heaton
 Chief Engineer. Albert Moore

WAYB—Waynesboro—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Waynesboro Bcstg. Corp.
 Business Address. 526 W. Main St.
 Tel.: WH 3-6066. MBS-KBS
 Rep. Donald Cooke
 Pres., Gen., Sta. Mgr. N. Wilbur Kidd
 Comm., Sales Prom. Mgr. Al Charles
 Prog. Dir. Gene Daugherty
 Chief Engineer. William T. Gabbert

WINC—Winchester—1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Marion P. Lewis
 Business Address. Kerr St.
 Tel.: MOhawk 2-4855. ABC-KBS
 Station Representative. Forjoe
 President. Marion P. Lewis
 Program Director. Gordon Walsh
 Publicity Director. Roy Nester
 Sta. Mgr., Chief Engineer. Phil Whitney

WYVE—Wytheville—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Wythe County Bcstg. Co.
 Address. 195 S. 1st St.
 Tel.: CApitol 8-3185. KBS
 General Manager. Arthur M. Gates
 Commercial Manager. Edward A. Zuber
 Program Director. Frank Fox Lindamood
 Chief Engineer. W. Jack Fleming

Pop.: 2,872,000
 Families: 886,000
 Radio Homes: 866,000

Washington

Stations in State: 80
 TV Homes: 716,000
 TV Stations: 14

KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. KBKW, Inc.
 Address. 701 E. Heron St.
 Tel.: 1015. Independent
 Station Rep. Devney; Feltis; Jacobson
 President. Archie Taft, Jr.
 Gen., Sta. Mgr. Mahlon R. Taft
 Program Director. Dale Gunderson
 Publicity Director. Fred Marinacci
 Chief Engineer. Bob Smading

KXRO—Aberdeen—1927

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By. KXRO, Inc.
 Address. 207½ E. Market St.
 Tel.: AB 4098. MBS-KBS
 Rep. Walker, Ayres, Art Moore
 President. Harry R. Spence
 General Manager. Fred G. Goddard
 Comm. Mgr. Roy Johnson
 Sales Prom. Manager. Monte Cook
 Chief Engineer. Robert J. McNamara

KAGT—Anacortes—1956

Frequency: 1340 Kc. Power: 250 Watts

Owned. Fidalgo Brcstg. Inc.
 Address. 2920 Commercial Ave.
 Tel.: CY 4-2345. KBS
 Representative. Art Moore
 Pres., Gen. Mgr. James C. Frits
 Chief Engineer. Donald Knuteson

KASY—Auburn—1958

Frequency: 1220 Kc. Power: 250 Watts, d
 Owned By. Auburn Broadcasters, Inc.
 Address. 122 S. Division St.
 Tel.: TEmple 3-5220. Independent
 Station Representative. Feltis
 President. Edward Garre
 Co-Owner, Prom. Mgr. Johnny Mowbray
 Program Director. Brian Calkins
 Chief Engineer. Charles Cook

KFKF—Bellevue—1958

Frequency: 1330 Kc. Power: 1 Kw., d.
 Owned. Bellevue Bcstrs.
 Business Address. Pacific Natl. Bank Bldg.
 Tel.: GLencourt 4-1330. Independent
 President. Kemper Freeman
 Station Manager. Bill Coben
 Program Director. Dick Stokke
 Chief Engineer. Jim McGavick

KENY—Bellingham—1958

Frequency: 930 Kc. Power: 1000 Watts d.
Owned By.....Whatcom County Bcstg. Inc.
Business Address.....220-A Unity St.
Tel.: REgent 3-2410.....Independent
Station Representative.....Grant
Pres., Gen. Sta. Mgr.....Tom Haveman
Commercial Manager.....Edgar Marroy
Program Director.....Clayton Holm
Sales Prom., Pub. Dir.....James Bailey

KPUG—Bellingham—1947

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....2340 E. Sunset Dr.
Tel.: REgent 4-1170.....MBS
Newspaper Affil.....Othello (Wa.) Outlook
Station Representative.....Pearson
President.....Jessica L. Longston
Ex. V.P.....Robert E. Pollock
Gen. Manager.....John DiMec
Comm. Mgr.....Oscar Lundgren
Sls. Prom. Mgr.....James Tincker
Program Director.....William Anderson
Publicity Director.....Bernie Veleke
Chief Engineer.....Donald E. Pinney

KVOS—Bellingham—1927

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus. Studio Address.....1155 Ellis St.
Tel.: 790.....ABN
Representative.....Forjoe, Art Moore
President.....Rogan Jones
Gen. Mgr.....Hamilton Brosious
Prog. Dir.....John Sherman
Nat. Sales Manager.....Fred Elsethagen

KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned.....Bruce Bartley
Business Address.....205 Washington Ave.
Tel.: ESsex 7-3995.....Independent
Station Representative.....Feltis; Palmer
General Manager.....Linc Perry
Office Manager.....Shirley Seid
Sales Prom. Mgr.....Bruce Perry
Program Director.....Bill Luckhurst
Chief Engineer.....Bob Adams

KPVA—Camas—1956

Frequency: 1480 Kc. Power: 1 Kw., d.
Owned By... William B. & Cathryn C. Murphy
Address.....714 NE 4th
Tel.: 6431.....Independent
Representatives.....Art Moore, Best
President, Gen. Mgr.....Wm. B. Murphy
Station Mgr.....Cathryn Murphy
Sales Prom. Mgr.....Clarence Hagerty
Assistant Mgr.....Sandy Rhodes
Asst. Ch. Eng.....Vincent N. Ast.

**KELA—Centralia-Chehalis
1937**

Frequency: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Central Bcstg. Corp.

Business Address.....P.O. Box 720, Centralia
Tel.: PE 6-3321.....MBS
Rep.. Walker, O'Connell, McGavren, Art Moore
President.....J. Elroy McCaw
Gen., Sta. Mgr.....Joe Chytil
Sales Prom. Mgr.....Marty O'Toole
Program Director.....Donald Youngmans
Publicity Director.....Bryon Johnson
Chief Engineer.....Bob De Lapp

KITI—Chehalis-Centralia—1954

Frequency: 1420 Kc. Power: 1 Kw. d.
Owned-Operated By.....KITI Corp.
Address.....804 Market St.
Tel.: SH 8-3379.....Independent
Representative.....Feltis, Grant
Pres., Gen. Mgr.....Donald F. Whitman
Sta., Comm. Mgr.....Phil Roewe
Chief Engineer.....Harold C. Singleton

KOZI—Chelan—1957

Frequency: 1220 Kc. Power: 1 Kw., d.
Owned.....Lake Chelan Bcstg. Corp.
Address.....Morse Bldg.
Tel.: 440.....Independent
Representative.....McGillvra
Pres., Gen. Mgr.....Stuart S. Maus
Program Director.....Marjorie Grill
Chief Engineer.....Dean Rhodes

KCLX—Colfax—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....Adrian De Vries
Address.....Box 710
Tel.: EXbrook 7-3441.....KBS
Station Representative.....Best
Owner, Gen. Sta. Mgr.....Adrian De Vries
Program Director.....Betty DeVries
Chief Engineer.....E. O. McVay

KCVL—Colville—1955

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By.....Colville Bcstg. Co.
Bus. Address.....Mantz & Ricky Rd.; Box 208
Tel.: MU 4-6481.....KBS
Station Representative.....Continental; Moore
Pres., Ch. Eng.....Merle B. Peterson
Commercial Manager.....Peggy J. Hull

KGDN—Edmonds—1954

Frequency: 630 Kc. Power: 1000 Watts
Owned.....King's Garden, Inc.
Address.....190th & Fremont
Tel.: LI 3131.....Independent
President.....A. B. Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson
Chief Eng.....Walter Jamison

KXLE—Ellensburg—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600

Tel.: EllensburgKBS
 Representative**McGillivra**
 President**Goodwin Chase, Jr.**
 Gen., Sta. Manager**Joe Kendall**
 Commercial Manager**Bill Hanning**
 Sls. Prom. Mgr. **Bill Allen**
 Publicity Director **Ron Forsell**
 Chief Engineer **Robert I. Sampson**

KULE—Ephrata—1949

Frequency: 730 Kc.Power: 1000 Watts
 Owned By **Coulee Bcstg. Corp.**
 Tel.: SK 4-4686.Independent
 President **Donald R. Berry**
 Gen., Sta., Comm., Prom. Mgr. **Bob Moore**
 Program Director **Dorothy McCue**
 Chief Engineer **Len Brown**

KRKO—Everett—1920

Frequency: 1380 Kc.Power: 1000 Watts
 Address **P. O. Box 916**
 Tel.: Alpine 9-1144.Independent
 Station Representative **Devney: Moore**
 Pres., Gen. Mgr. **W. R. Taft**
 Sales Manager **Tom Kelley**
 Chief Engineer **Dave Foley**

KQTY—Everett—1957

Frequency: 1230 Kc.Power: 250 W.
 Owned. **W. Nelskog, P. Crain, A. Baker**
 Address **3021 Rockefeller**
 Tel.: CE 6111.Independent
 Representative **Grant**
 President **Wally Nelskog**
 Gen. Mgr. **Paul Crain**
 Sta. Mgr. **Earle Gerdon**
 Prog. Dir. **Ray Courtmanch**

KFDR—Grand Coulee—1950

Frequency: 1360 Kc.Power: 1000 Watts
 Owned-Oper. By **Ralph A. Nachtmann**
 Address **Box 395**
 Tel.: 140Independent
 Representative **Best, Art Moore**
 General Manager **R. A. Nachtmann**
 Program Director **Alcuin Theisen**
 Chief Engineer **Frank Van Hemert**

KLOG—Kelso—1949

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. By **KLOG, Inc.**
 Address **P. O. Box 90**
 Tel.: EX 3-4900.Independent
 Station Rep. **Moore; Walker-Rawalt; Oakes**
 President **J. J. Flanigan**
 Gen., Sta. Mgr. **John F. Carlson**
 Commercial Manager **Warren Peterson**
 Program Director **Robert Van Roy**
 Chief Engineer **Robert Meers**

KEPR—Kennewick—1949

Frequency: 610.Power: 5000 Watts
 Owned-Oper. By **KWIE, Inc.**
 Address **11 S. Cascade St.**
 Tel.: JU 2-5151.CBS
 Representative **Art Moore, Robert Meeker**
 President **Thomas C. Bostic**

Sta., Comm. Mgr.**Monte Strohl**
 Program Director **Bill Moody**

KNBX—Kirkland—1947

Frequency: 1050 Kc.Power: 1 Kw. d.
 Owned-Oper. By **Eastside Bdcstg. Co.**
 Business Address. **Civic Center; Box 338**
 Tel.: VAndyke 2-1201.KBS
 Representative **Art Moore**
 General Manager **G. A. Wilson**
 Program Director **R. Anita Busek**
 Chief Engineer **A. W. Lehnhoff**

KFHA—Lakewood—1959

Frequency: 1480 Kc.Power: 1000 Watts
 Owned By **Ferguson & Hall**
 Address **KFHA, Tacoma 99**
 Tel.: JUniper 8-1811.Independent
 Partner. **Adlai C. Ferguson, Jr.**
 Partner, Gen. Mgr. **Robert E. Hall**
 Program Director **Greg Martin**
 Chief Engineer **Herman Hughes**

KBAM—Longview—1955

Frequency: 1220 Kc.Power: 1000 Watts d.
 Owned-Operated By **K-BAM Bcstg. Co.**
 Business Address. **1451 Alaska St.; Box 31**
 Tel.: HA 3-1210.Independent
 Station Rep. **Holman; Grant; Wagner**
 President. **Paul D. Wickre**
 Gen., Sta. Mgr. **William Hoitzzer**
 Commercial Manager **Al Weeks**
 Program Director **Charles Nelson**
 Chief Engineer **Byron Swanson**

KEDO—Longview—1938

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. By **Triad Bcstg. Corp.**
 Address **P. O. Box 779**
 Tel.: HA 5-1500.MBS
 Representative **Feltis; Pearson**
 Pres., Gen. Mgr. **William Boeing, Jr.**
 Comm. Prog. Mgr. **Don L. Veith**
 Chief Engineer **Mac Davis**

KSEM—Moses Lake—1947

Freq.: 1470 Kc.Power: 5 Kw., d.; 1 Kw., n.
 Owned-Operated By **KSEM, Inc.**
 Business Address. **Box 276**
 Tel.: RO 5-3441.KBS
 Station Representative **Day; O'Connell**
 President **Jessica L. Longston**
 Gen. Manager **John R. DiMeeo**
 Station Manager **Roy Robinson**
 Commercial Manager **Gene Wagner**
 Sales Promotion Manager **Bill Berry**
 Program Director **Neil Burmester**
 Chief Engineer **Ken Hansen**

KWIQ—Moses Lake—1956

Frequency: 1260 Kc.Power: 1000 Watts, d.
 Owned. **Central Basin Broadcasting Co.**
 Business Address. **815 W. Broadway**
 Tel.: ROkwell 5-7843.Independent
 Station Representative **Weed; Moore**
 President **Tomas Bostic**
 General Manager **James Schroeder**
 Commercial Manager **Ed Dahlin**

Sales Promotion Manager.....Jack Dillon
 Program Director.....Francis King
 Publicity Director.....Ed Morrissey
 Chief Engineer.....Howard Hammond

KBRC—Mount Vernon—1946

Freq.: 1430 Kc....Power: 5 Kw., D; 1 Kw., N
 Owned-Operated By.....Beckley Radio Co.
 Bus. Studio Address.....P.O. Box 240
 Tel.: GARfield 4-2430.....Independent
 Representative.....Art Moore
 Pres., Gen. Sta. Mgr.....Leo H. Beckley
 Comm. Sales, Prom. Mgr.....Ted Frayling
 Prog., Pub. Director.....Glenn Brooke
 Chief Engineer.....Burt McAllister

KGY—Olympia—1922

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Oper. By.....Tom Olsen
 Address Trans. Loca.....P. O. Box 710
 Tel.: WHItEhall 3-1240.....MBS-KBS
 Representative.....Art Moore, Walker
 Pres., Gen. Mgr.....Tom Olsen
 Sta., Comm. Mgr.....Herb Anderson
 Program, Ch. Eng.....Don Jones
 Publicity Director.....Robert Cummings

KITN—Olympia—1956

Frequency: 1440 Kc....Power: 500 Watts d.
 Owned.....KITN Corp.
 Address.....610 Columbia Street
 Tel.: FL 7-7718.....Independent
 Representative.....Feltis, Grant
 Pres., Gen. Mgr.....D. Whitman
 Chief Engineer.....Harold C. Singleton

KOMW—Omak—1947

Frequency: 680 Kc....Power: 1000 Watts d.
 Owned-Operated By.....KOMW, Inc.
 Business Studio Address.....Box 151
 Tel.: 20.....Independent
 Representative.....Feltis; Ayres
 President.....R. L. McNett
 General Manager.....Dean Nichols
 Comm. Mgr.....Jerry Weaver
 Program Director.....Mrs. Betty Uht

KRSC—Othello—1958

Frequency: 1450 Kc....Power: 100 Watts
 Owned By.....Othello Radio
 Address.....Othello
 Tel.: Othello.....KBS
 General Mgr.....R. E. Pollock
 Station Mgr.....C. Sheppard
 Chief Engineer.....W. Dru

KORD—Pasco—1956

Frequency: 910 Kc....Power: 1 Kw., d.
 Owned.....Music Bcstrs.
 Address.....Box 485
 Tel.: Ll 7-9791.....Independent
 Representative.....W. S. Grant
 Gen. Mgr.....Wally Reid

KPKW—Pasco—1945

Frequency: 1340 Kc....Power: 250 Watts
 Owned By.....Hill & Weges

Address.....Pasco
 Tel.: Pasco.....KBS
 Representative.....Feltis
 Pres., Gen. Mgr.....V. B. Kenworthy
 Comm. Mgr.....Shirley Wallen
 Prog. Dir., Chief Engineer.....Robert Rockne

KONP—Port Angeles—1945

Frequency: 1450 Kc....Power: 250 Watts
 Owned.....Radio Pacific Inc.
 Address.....313 West First Street
 Tel.: GL 7-4200.....KBS
 Newspaper Affiliation.....Evening News
 Representative.....Art Moore
 President.....Charles Webster
 Gen. Mgr.....George Buck
 Sta. Mgr., Prog. Dir.....Jack Keith Proctor
 Sales Promotion Manager.....Robert French
 Publicity Director.....Rachel Gallegher
 Chief Engineer.....Frederick F. Fields

KARY—Prosser—1956

Frequency: 1310 Kc....Power: 1 Kw., d.
 Owned By.....Prosser-Grandview Bcsts.
 Address.....P. O. Box 1310
 Tel.: YUKon 4-7310.....KBS
 Station Rep.....Best
 President.....Ray Rockstrom
 General Mgr.....J. L. Quinn
 Comm. Prom. Mgr.....R. Wilson
 Chief Engineer.....D. Trostel

KOFE—Pullman—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Bayton & Hicks
 Address.....Pullman-Colfax Hy.
 Tel.: 1-5251.....Independent
 Representative.....Ayres, Best
 Station Mgr.....J. Ronald Bayton
 Promotion Mgr.....B. J. Bayton

KAYE—Puyallup—1951

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By.....Henry Perozzo
 Address.....P. O. Box 271
 Tel.: THornwall 5-1711.....KBS
 Station Representative.....Moore
 Gen. Mgr., Ch. Eng.....Henry Perozzo
 Commercial Manager.....Marvin A. Young
 Program Director.....Janet Lee Kelly

KPOR—Quincy—1957

Frequency: 1370 Kc....Power: 1 Kw., d.
 Owned.....Quincy Valley Bcstrs.
 Address.....1st & B St.
 Tel.: SUNset 7-6731.....Independent
 Pres., Gen. Mgr.....Donald R. Nelson
 Chief Engineer.....Jerry Leathers

KAPA—Raymond—1950

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Oper. By.....Seattle Musicasters
 Address.....P. O. Box 626
 Tel.: 1010.....KBS
 Station Rep.....Moore; Walker; Continental
 Sta. Mgr.....R. E. Claunch
 Comm. Mgr.....J. W. Reavley
 Chief Engineer.....Robert Sheetz

KLAN—Renton—1946

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Seattle Musicasters
 Address Trans. Loca.....615 Third Ave.
 Tel.: ALpine 5-8245.....Independent
 President.....Ralph J. Sander, Jr.
 General Manager.....Chas. E. Sullivan

KALE—Richland—1950

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KALE, Inc.
 Address.....P. O. Box 367
 Tel.: 4-3180.....Independent
 Representative.....Walker
 President.....R. S. McCaw
 Gen., Comm. Mgr.....Don Huber

KAYO—Seattle—1926

Freq.: 1150 Kc....Power: 5 Kw. d., 1 Kw. d.
 Owned-Operated By...Wash. Telecasters, Inc.
 Add., Trans. Loca....2939 Fourth Ave. So.
 Tel.: MAin 3-2480.....Independent
 Station Representative.....Young
 President.....Jessica L. Longston
 Gen. Mgr.....R. E. Pollock
 Sta. Mgr.....Jim Hamsstreet
 Comm. Mgr.....Gilbert C. Bond
 Prog. Dir.....Ted Bell
 Chief Engineer.....Verle Jones

KING—Seattle—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....KING Bcstg. Co.
 Address.....320 Aurora Ave.
 Tel.: MUtual 2-3555.....ABC-NBC
 Station Rep.....Blair
 Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
 V.P. Business.....Henry B. Owen
 Station Mgr.....Gibbs Lincoln
 Program Mgr.....Jack Link
 Pub. & Prom. Mgr.....Mel Anderson
 Chief Engineer.....A. A. Shultz

KIRO—Seattle—1927

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Queen City Bcstg. Co.
 Bus-Studio Address...1530 Queen Anne Ave.
 Tel.: AL 9800.....CBS
 Representative.Peters, Griffin, Woodward, Inc.
 President.....Saul Haas
 Comm. Manager.....William F. Tucker
 Station Mcnager.....Lincoln W. Miller
 Program Director.....Clair Weidenaar

KJR—Seattle—1923

Frequency: 950 Kc.Power: 5000 Watts
 Owned-Oper....Mt. Rainier Radio & TV Bcstg.
 Business-Studio Address...2600 26 Ave. S.W.
 Tel.: HO 5100.....Independent
 Representative.Branham, McGavren, Jacobson
 Pres., Gen Mgr.....Lester M. Smith
 Commercial Manager...Gaylen S. Blackford
 Pgm. Director.....Homer Pope
 Chief Engineer.....George Newton

"The Album Sound"

(the ones who buy!)



MUSIC FOR ADULTS AND MATURE YOUNG PEOPLE

5000 WATTS — TOP OF YOUR DIAL

KOL—Seattle—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By... Seattle Bcstg. Co.
 Bus.-Studio Address... 1100 W. Florida St.
 Tel.: MA 2-2312... Independent
 Representative... Bolling
 President... Marie S. Taft
 Gen., Sta. Mgr... Archie Taft, Jr.
 Commercial Manager... W. L. Simpson
 Program Director... Howard Hall
 Publicity Director... Robert Ward
 Chief Engineer... Dallas Barnard

KOMO—Seattle—1926

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By... Fisher's Blend Station, Inc.
 Bus.-Studio Address... 100 4th Ave. No.
 Tel.: MA 4-5000... NBC
 Representative... NBC Spot Sales
 President... O. W. Fisher
 Gen. Mgr., Exec. V. P... W. W. Warren
 Comm. Manager... James McLoughlin
 Station Manager... Maitland Jordan
 Sls. Prom. Mgr... Bob Ryan
 Program Manager... F. J. Patterson
 Pub. Rel. Mgr... Margaret Frey
 Chief Engineer... C. E. Miller

KTIX—Seattle—1956

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By... KTIX, Inc.
 Business Address... 101 Bellevue Ave. North
 Tel.: EAsT 3-1590... Independent
 Station Representative... Webb, Lucas
 Pres., Gen. Mgr... Hugh Ben LaRue
 Comm. Mgr... Bill Rickard
 Publicity Director... Doris Holman
 Chief Engineer... Jack Hemingway

KTW—Seattle—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned... The First Presbyterian Church
 Business Address... 710 Madison
 Tel.: MUlti 2-1250... Independent
 Station Representative... Pickens
 Gen., Sta. Mgr... Don J. Bevilacqua
 Comm., Sales Prom. Mgr... George W. Boucher
 Program Director... William McMillen
 Ch. Eng... James S. Ross

KVI—Seattle—1926

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.
 Bus. Address... Camlin Hotel, 1619 9th Ave.
 Tel.: MAin 4-4848... MBS
 Representative... H.R. Reps.
 President, Gen. Mgr... Mrs. Vernice Irwin
 Commercial Mgr... Earl T. Irwin
 Program Dir... Harry Long
 Chief Engineer... D. M. McDonough

KXA—Seattle—1926

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Operated By... KXA, Inc.
 Bus.-Studio Address... 320 Second Ave., W.

Tel.: AL 8600... Independent
 Representative... Meeker
 President... Wesley I. Dumm
 Comm. Mgr... G. A. Wellington
 Gen. Mgr., Chief Eng... John Dubuque

KGA—Spokane—1926

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Oper. By... Bankers Life & Casualty
 Bus.-Studio Address... Moran Prairie, Box 141
 Tel.: KE 4-0631... ABC
 Representative... Everett-McKinney, O'Connell
 General Manager... Len Greenwood
 Managing Director... John P. Cannaven, Jr.

KHQ—Spokane—1922

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By... KHQ, Inc.
 Bus.-Studio Address... 700 Radio Central Bldg.
 Tel.: MA 4-5131... NBC
 Representative... Katz
 Pres., Gen. Sta. Mgr... Richard O. Dunning
 Comm. Mgr... William Merrill
 Prog. Dir... John Fahey
 Sls. Prom., Pub. Dir... Rex Gerlach
 Chief Engineer... Dee Waymire

KNEW—Spokane—1947

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By... Seattle-Portland Radio
 Business Address... P.O. Box 8033
 Tel.: KE 4-9363... Independent
 Station Representative... McGavren-Quinn
 General Manager... Lester M. Smith
 Program Director... Bill Gratton
 Chief Engineer... Vince Hoffant

KPEG—Spokane—1957

Frequency: 1380 Kc. Power: 5 Kw. d.
 Owned... Bellevue Bcstrs.
 Bus. Ad... 1527 W. 2nd Ave., Box 838
 Tel.: MADison 4-0454... Independent
 President... H. Kemper Freeman
 Gen. Mgr., Ch. Engr... Larry Lester
 Program Director... Mrs. Frances M. St. Dennis

KREM—Spokane—1947

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By... KREM Bcstg. Co.
 Address... 4103 South Regal
 Tel.: KE 4-0466... Independent
 Representative... ForJoe
 Pres., Gen. Mgr... Louis Wasmer
 Sta., Comm. Mgr... Robert Temple
 Sales Prom. Mgr., Pub. Dir... Ted Richeson
 Program Director... E. A. Moseley
 Chief Engineer... Hommer W. Mead

KLYK—Spokane—1921

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... KLYK, Inc.
 Address, Trans. Loca... Realty Bldg.
 Tel.: Riverside 7-8033... MBS
 Station Representative... Moore

PresidentHarold Lampel
 Gen., Comm. Mgr.....William B. Murphy
 Sales Promotion Manager...Cathryn Murphy
 Program Director.....Glenn Huston
 Publicity Director.....Hal Thomas
 Chief Engineer.....Ryder Chronic

KXLY—Spokane—1922

Frequency: 920 Kc.....Power: 5,000 Watts
 Owned-Oper. By.....No. Pacific Radio Corp.
 Address.....W. 315 Sprague Ave.
 Tel.: MA 4-1218.....CBS
 Station Rep.....Avery-Knodel; Day; Jacobson
 Pres.....Norman Alexander
 General Manager.....James R. Agostino
 Station Manager.....George Anthony

KZUN—Spokane—1955

Frequency: 630 Kc.....Power: 500 Watts, d.
 Owned.....Voice of Spokane Valley
 Address.....Box 123
 Tel.: WA 4-2400.....Independent
 Representative.....W. S. Grant
 General Manager.....Robert L. Swartz
 Co-Manager.....Arthur R. MacKelvie
 Sales Manager.....Richard White

KREW—Sunnyside—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cole E. Wylie
 Business Address.....Box 209
 Tel.: TEmple 7-2277.....Independent
 Representative.....Tracy Moore
 Pres., Gen. Mgr.....Cole E. Wylie
 Sta., Comm. Mgr.....Don G. Bennett
 Program Director.....Jean Runyan
 Chief Engineer.....John Berg

KMO—Tacoma—1926

Frequency: 1360 Kc.....Power: 5 Kw.
 Owned.....Tacoma Radio Corp.
 Address.....P. O. Box 1651
 Tel.: WA 2-8733.....Independent
 Station Representative...Avery-Knodel; Moore
 Pres., Gen. Sta. Mgr.....J. Archie Morton
 Prom., Pub. Dir.....Win McCracken
 Chief Engineer.....Duane White

KTAC—Tacoma—1942

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Tacoma Bcstrs., Inc.
 Address.....Winthrop Hotel
 Tel.: BR 2-2241.....Independent
 Representative.....Gill-Perna, Scott; Fellis
 President, Gen. Mgr.....Jerry Geehan
 Assistant Manager.....John Condon
 Prog. Dir., Pub. Dir.....Dick Weeks
 Chief Engineer.....R. C. Velo

KTNT—Tacoma—1952

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tribune Publ. Co.
 Address.....So. 11th & Grant Sts.
 Tel.: FU 3-2561.....Independent
 Newspaper Affil.....News Tribune

RepresentativeWeed
 Station Manager.....Max H. Bice
 Commercial Mgr.....John Upham
 Sales Prom. Mgr.....Robert Lyte
 Program Director.....Don St. Thomas
 Chief Engineer.....Max H. Bice

KENE—Toppenish—1954

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Radio Broadcasters Inc.
 Address.....P. O. Box 350
 Tel.: TO 5-7272.....KBS
 Representative.....Hil F. Best
 President.....Jack R. Woodroffe
 Gen., Sta. Manager.....Robert A. Sumbardo
 Program Director.....Don Downing
 Chief Engineer.....Charles Peterson

KKEY—Vancouver—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By.....Western Bcstg. Co.
 Address.....5500 Fourth Plain Road
 Tel.: OX 3-2565.....KBS
 Representative.....Bernard
 President.....Ralph C. Weagant
 General Mgr.....Ernest Crater
 Commercial Mgr.....Al Picinni
 Program Dir.....Ken Debord
 Chief Engineer.....Bryce Howard

KVAN—Vancouver—1939

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....KVAN, Inc.
 Studio Address.....707 Main St.
 Newspaper Affil.....Coos Bay Times
 Representative.....Grant Webb, Tracy Moore
 President.....Sheldon F. Sackett
 General Mgr.....Larry H. Lau
 Station Mgr.....James Gunn
 Nat. Sales Mgr.....Isabelle Hoyt
 Chief Engineer.....Leo Erickson

KHIT—Walla Walla—1956

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned By.....Leader Broadcasting Co.
 Business Address.....Denny Bldg.
 Tel.: JAcKson 5-1390.....Independent
 Station Representative.....Grant; Fellus
 Pres., Gen., Sta. Mgr.....Arch Le Roux
 Program Director.....Herb Kennedy
 Chief Engineer.....Less Ashworth

KTEL—Walla Walla—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Walla Walla Bdcstg. Co.
 Address.....Box 1028
 Tel.: JAcKson 5-4103.....ABC-KBS
 Sta. Rep.....Rambeau, Vance, Hopple; Cox
 Pres., Gen. Mgr.....Jack Keating
 Sales Prom. Mgr., Prog. Dir...Adaline Bussard
 Chief Engineer.....Beven Roth

KUJ—Walla Walla—1929

Freq.: 1420 Kc...Power: 5000 Wts. d., 1000 n.
 Owned-Operated By.....KUJ, Inc.
 Business Address.....Route 2

Tel.: JA 9-1230.....Independent
 Representative.....Forjoe, Art Moore
 President, Gen. Mgr.....H. E. Studebaker
 Comm. Mgr.....Norval Armes
 Sales Prom. Mgr., Prog. Dir.....Ken Brooks
 Chief Eng.....Glenn Dubbe

KPQ—Wenatchee—1929

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
 Bus.-Studio Address.....32 N. Mission
 Phone: NO 3-5121.....News Service: UP
 Representative.....Forjoe
 Pres., Sta., Gen. Mgr.....James W. Wallace
 V. P., Comm. Mgr.....Pat O'Halloran
 Program Director.....Marc Bowman
 Chief Engineer.....Doug Whipple

KMEL—Wenatchee—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wenatchee Broadcasters
 Address.....P. O. Box 1510
 Tel.: NO 2-7135.....MBS
 Representatives.....McGillvra, Feltis, Cox
 Co-Owners.....S. Maus, M. Sorley
 Sales Manager.....Mark Sorley

KUEN—Wenatchee—1956

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned.....Queens Bcstg. Co.
 Address.....209 Orondo Ave.
 Tel.: NOrmandy 3-5186.....KBS
 Station Representative.....Grant; Feltis
 Gen., Sta. Mgr.....Dale R. Woods
 Comm. Mgr.....W. G. Cannon
 Sales Prom. Mgr.....James Johnson
 Prog. Dir.....William Moeller
 Chief Engineer.....George Frese

KIMA—Yakima—1944

Frequency: 1460 Kc.....Power: 5000 Watts

Owned-Oper. By.....Cascade Bdcstg. Co.
 Address.....P. O. Box 702
 Tel.: GLencourt 2-9111.....ABC-CBS-NBC
 Rep.....Weed & Co., Art Moore
 President.....A. W. Talbot
 Gen. Manager.....Thomas C. Bostic
 Station Mgr.....W. B. Hansen
 Sales Manager.....Gene Grischow
 Program Director.....Rex Heninger
 Chief Engineer.....Dovel DeVon

KIT—Yakima—1929

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....KIT, Inc.
 Bus. Ad.....414½ E. Yakima Ave.; Box 1222
 Tel.: GL 7-8115.....Independent
 Station Representative.....McGavren-Quinn
 President.....Carl E. Haymond
 Gen., Sta. Mgr.....Jack H. Goetz
 Prog. Dir.....John Puckett
 Publicity Director.....Pete Wick
 Chief Engineer.....Dave Hubert

KUTI—Yakima—1954

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....H. A. Roddick
 Address.....316 Butterfield Rd.
 Tel.: CH 8-0980.....Independent
 Station Representative.....Forjoe; Day
 Pres., Gen. Mgr.....H. A. Roddick
 Commercial Manager.....Jack McMahan
 Sales Promotion Manager.....Bill Bainter
 Program Director.....Kay Arnold
 Chief Engineer.....Lee Hurley

KLOQ—Yakima—1947

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned By.....Shela & Durham
 Address.....P. O. Box 172
 Tel.: GL 2-7143.....MBS
 Representative.....Headley-Reed, Walker
 Gen., Sta., Comm. Mgr.....Warren J. Durham

Pop.: 2,095,000
 Families: 563,000
 Radio Homes: 537,000

West Virginia

Stations in State: 48
 TV Homes: 416,000
 TV Stations: 11

WJLS—Beckley—1939

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By.....Joe L. Smith, Jr., Inc.
 Bus.-Studio Address.....WJLS Building
 Tel.: CL 3-7311.....CBS
 Representative.....Burke—Stuart
 President, Gen. Mgr.....Joe L. Smith, Jr.

WWRN—Beckley—1947

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Rahall Bcstg. Co.
 Address.....1708 Harper Road
 Tel.: CL 3-8309.....Independent
 Representative.....Weed
 President.....N. Joe Rahall
 Gen., Sta. Mgr.....R. H. Booth
 Comm. Mgr.....Margaret A. Jenkins

Sls. Prom. Mgr.....Paul Harless
 Prog. Dir.....William G. Dancy
 Publicity Dir.....Robert Harvitz
 Chief Eng.....Anthony P. Gonzalez
 Owners of: WKAP, Allentown, Pa.; WNAR,
 Norristown, Pa.; WFEA, Manchester, N. H.;
 WTSP, St. Petersburg, Fla.
 (See Page 584)

WCST—Berkeley Springs—1958

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned By.....Berkeley Springs Radio St. Corp.
 Business Address.....Berkeley Springs
 Tel.: 771.....Independent
 Gen., Sta. Mgr.....Thomas Butscher
 Commercial Manager.....James Merrill
 Program Director.....Kenneth Robertson
 Chief Engineer.....Gary Daniels

WHIS—Bluefield—1929

Freq.: 1440 Kc. Power: 5 Kw., d.; 500 W., n.
 Owned-Oper. By... Daily Telegraph Prtg. Co.
 Business Address... Municipal Bldg.; Box 10
 Tel.: DA 7-7115
 NBC
 Newspaper Affil... Telegraph; News Observer
 Representative... Katz
 Pres., Gen. Mgr... Hugh Ike Shott
 Sta. Mgr... Melvin Barnett
 Commercial Manager... George Hendricks
 Pub. Director... Janie Marie Lambert
 Chief Engineer... P. T. Flanagan

WKOY—Bluefield—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... WKOY, Inc.
 Address... Box 248
 Tel.: DA 7-6124
 MBS
 Rep... Devney & Co., Holman, Dora-Clayton
 Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley
 Sta. Mgr., Prog. Dir... Ed Erb

WCW—Charleston—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Capitol Bcstg. Corp.
 Address... Kanawha Hotel Bldg.
 Tel.: DI 3-7503
 Independent
 Representative... Dore
 President... E. M. Johnson
 General Mgr... A. J. Files
 Comm. Mgr... Elaine Johnson
 Program Dir... Al Walker
 Sales Prom. Mgr... Gloria Best
 Publicity Dir... Adele Durr
 Chief Engineer... Frank Allender

WCHS—Charleston—1927

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By... The Tierney Co.
 Address... 1111 Virginia St.
 Tel.: DI 2-8131
 CBS
 Representative... Branham
 President... Hawthorne T. Battle
 V.P., Gen. Mgr... John T. Gelder, Jr.
 Station Manager... Robert M. Sinclair
 Commercial Manager... Carl Cook
 Sales Prom., Pub. Dir... Harry Brawley
 Program Director... Joe Farris
 Chief Engineer... William E. Doxon

WHMS—Charleston—1939

Frequency: 1490 Kc. Power: 250 W.
 Owned... Charleston Bcstg. Co.
 Business Address... 315 Professional Bldg.
 Tel.: DI 3-9544
 ABC
 Station Representative... Stars Natl.; Ayers
 President... Joseph L. Brechner
 General Manager... Norman L. Posen
 Commercial Manager... Carl B. Margin
 Sales Promotion Manager... Jean Jespersen
 Program Director... Bill Miller
 Chief Engineer... Vernon Hutchinson

WKAZ—Charleston—1957

Frequency: 950 Kc. Power: 5 Kw., d; 1 Kw. n.
 Owned By... Kanawha Valley Bcstg Co., Inc.

Address... 210 Dickinson St.
 Tel.: Dickens 3-7541
 NBC
 Station Rep... Katz
 President... Lawrence H. Rogers, II
 General Mgr... Tom J. Murray
 Comm., Program Dir... Don O. Hays
 Sales, Prom. Mgr... Jack Williams
 Publicity Dir... Nell McMillan Frazier
 Chief Engineer... William Ford

WTIP—Charleston—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Chemical City Bcstg. Co.
 Bus. Address... Capitol & Fife Sts.; Box 3032
 Tel.: Dickens 2-3166
 MBS-KBS
 Station Rep... Rambeau, Vance, Hoppie
 Pres., Ch. Eng... Gus Zaharis
 General Manager... Mel S. Burka
 Commercial Manager... Bud A. Burka
 Sales Promotion Manager... Bob Bower
 Prog., Pub. Dir... Fred Griffith

WBOY—Clarksburg—1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... WSTV, Inc.
 Business Address... 912 W. Pike St.
 Tel.: MA 4-7571
 NBC
 Representative... Branham
 President... Jack Berkman
 Gen. Mgr... George H. Clinton
 Sta., Comm. Mgr... Anthony Corvello
 Prom. Mgr., Pub. Dir... Carl Loose
 Program Director... Robert Toothman
 Chief Engineer... V. G. Brooks

WHAR—Clarksburg—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Harrison Corp.
 Address Trans. Loca... 1200 E. Pike St.
 Tel.: MAIn 3-1171
 ABC-MBS-KBS
 Rep... Burn-Smith
 Pres., Sta. Mgr... Mason C. Deaver
 General Manager... Charles Gaylord
 Commercial Manager... F. T. Gregg
 Sales Promotion Manager... Jennings Randolph
 Program Director... Paul Ellison
 Chief Engineer... Beryle Snyder

WPDX—Clarksburg—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Clarksburg Bcstg. Corp.
 Business-Studio Address... 339 W. Main St.
 Tel.: MA 4-6425
 Independent
 Station Representative... Pearson
 Gen., Comm. Mgr... Joseph M. Larosa
 Sta. Mgr., Prog. Dir... Dewitt H. Wyatt
 Chief Engineer... Robert D. Hough

WDNE—Elkins—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Marja Bcstg. Corp.
 Address... Davis & Wash. Sts.
 Tel.: Elkins
 KBS
 Pres., Gen. Mgr... John Carr
 Vice-Pres... Howard A. Donahoe
 Program Director... John O'Brien
 Comm. Manager... Grady F. Guye

WMMN—Fairmont—1928

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By Peoples Bcstg. Co.
 Business Address 246 N. High St.
 Tel.: 3100 CBS
 Representative Hollingbery
 President Murray D. Lincoln
 General Manager Herbert E. Evans
 Program Director Frank Lee
 Chief Engineer Harry W. Jackson

WTCS—Fairmont—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned Fairmont Broadcasting Co.
 Address Box 1549
 Tel.: 5000 ABN-KBS
 Representative Gill-Perna, Keystone
 President Paul Pitrolo
 V.P., Gen. Mgr. Nick Fantasia
 Comm. Mgr. Nuna Fabre, Jr.
 Program Director Josephine Trotta
 Chief Engineer Richard L. McBride

WELD—Fisher—1956

Frequency: 690 Kc. Power: 500 W., d.
 Owned-Oper. By Marion P. Lewis
 Address Fisher
 Tel.: LE 8-6062 ABC
 President Marian Park Lewis
 Station Manager Kimberley Johnson
 Program Director G. Gust Boyd, Jr.

**WVW—Grafton-Fairmont
1947**

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned Beacom Bcstg. Enterprises
 Address 400 Quincy Street
 Tel.: GR 2000 MBS
 Representative Gill-Perna, Inc.
 President J. Patrick Beacom
 Sta. Mgr. Robert B. Frazier
 Comm. Mgr. William Cotrell

WHTN—Huntington—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. Cowles Bcstg. Co.
 Business-Studio Address 625 Fourth Ave.
 Tel.: JA 5-7661 MBS
 Rep. Meeker
 General Manager Robert R. Tincher

WPLH—Huntington—1946

Frequency: 1470 Kc. Power: 5000 Watts, d.
 Owned-Oper. By The Tierney Co.
 Business Address 1046½ Third Ave.
 Tel.: JA 3-3421 MBS
 Representative Branham
 President Hawthorne D. Battle
 V.P., Gen. Mgr. Jack Gelder
 Station Mgr. James F. McDonald, Jr.
 Chief Engineer Louis Rowan

WSAZ—Huntington—1923

Freq.: 930 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WSAZ, Inc.

Business-Studio Address 201 Ninth St.
 Tel.: JA 3-8401 NBC
 Newspaper Affil. Huntington Pub. Co.
 Representative Katz
 President Lawrence H. Rogers
 Station Manager George Andrick
 Sales Promotion Manager George Greenwood
 Program Director C. Bosworth Johnson
 Chief Engineer Carroll Kessell

WKYR—Keyser—1953

Freq.: 1270 Kc. Power: 5000 Kw. d.
 Owned WKYR Inc.
 Business Address P.O. Box 231
 Tel.: SUNset 8-3211 KBS
 Station Rep. Burn-Smith
 President Walter Patterson
 Gen., Comm. Mgr. William W. Robinson
 Publicity Director Jack R. Husson
 Chief Engineer Lee Bruner

WLOG—Logan—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greover
 Address 445 Stratton St.
 Tel.: 540 MBS
 Newspaper Affil. Banner
 Partner Clarence H. Frey
 Partner Robert O. Greover
 Comm. Mgr. C. H. Murphey
 Program Director Lucille Gallion
 Chief Engineer Lewis H. Frye

WVOW—Logan—1952

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Logan Bcstg. Co.
 Address Box 1921
 Tel.: 2358 KBS
 General Manager William P. Becker
 Commercial Manager Martha J. Becker
 Program Director Audie Albright
 Chief Engineer John Lamont

WEPM—Martinsburg—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address Peoples Trust Co. Bldg.
 Tel.: AM 3-5252 CBS
 Representative McGillvra
 Co-Owner, Gen. Mgr. C. Leslie Golliday
 Program Director John E. Taylor
 Sta., Comm. Manager George N. O'Brien
 Chief Engineer Sheridan Campbell

WHJC—Matewan—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three States Bcstg. Co.
 Tel.: 4771 KBS
 Representative Continental
 President, Gen. Mgr. Fred Morningstar

WMON—Montgomery—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned Fayette Associates, Inc.
 Address 1028 First Ave.

WEST VIRGINIA

Tel.: HI 2-4620.....MBS
 President.....Arnold M. Vickers
 Station Manager.....Robert L. Marsh
 Program Director.....Richard A. Rhodes
 Chief Engineer.....J. C. Craver

WAJR—Morgantown—1941

Freq.: 1440 Kc. Power: 5 Kw. d., 500 Watts, n.
 Owned-Oper. By...West Virginia Radio Corp.
 Business-Studio Address.....446 Spruce St.
 Tel.: 9488NBC
 Newspaper Affl...W. Va. Newspaper Pub. Co.
 Rep.Tom C. Clark
 PresidentAgnes J. Reeves Greer
 Gen., Sta. Mgr....Malcolm A. Campbell, Jr.
 Comm., Sales Prom. Mgr....James Redmond
 Program Director.....Jack Tennant
 Chief Engineer.....Al Novak

WCLG—Morgantown—1954

Frequency: 1300 Kc. Power: 1000 Watts, d.
 Owned.....Morgantown Broadcasting Co.
 Address.....P. O. Box 885
 Tel.: 2-2222Independent
 Station RepresentativeDevney
 Pres., Gen. Mgr.....C. Leslie Golliday
 Sta., Comm. Mgr.....Charlie Arnett
 Prog. Dir., Ch. Eng.....Jim McEweun

WMOD—Moundsville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Taylor & Gall
 Address.....505 Seventh St.
 Tel.: Tilden 5-1230.....KBS
 Pres., Gen. Mgr.....John T. Taylor
 Comm., Sales Prom. Mgr.....Alice Shein
 Program Director.....Jim Herink
 Publicity Director.....Marlys McCoy
 Chief Engineer.....Felice Regoli

WETZ—New Martinsville 1952

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Magnolia Broadcasting Co.
 Bus. Address...Radio Park, 3rd St., N.; Box 391
 Tel.: GLadstone 5-3030.....KBS
 Station RepresentativeJohnson
 President, Gen. Mgr.....Harry G. Bright
 Comm. Manager.....George K. Eubanks
 Sales Promotion Manager.....Don Hartline
 Program Director.....T. L. Anderson
 Publicity Director.....Lorraine Espy
 Chief Engineer.....J. L. Jones

WOAY—Oak Hill—1947

Frequency: 860 Kc. Power: 10 Kw. d.
 Owned-Oper. By.....Robert R. Thomas, Jr.
 Business Address.....Box 251
 Tel.: HO 9-3361.....Independent
 RepresentativePearson
 Pres., Gen. Mgr.....Robert R. Thomas, Jr.
 Commercial Manager.....A. W. Vickers
 Chief Engineer.....Curtis Horton

WCEF—Parkersburg—1954

Frequency: 1050 Kc. Power: 1000 Watts

Owned.....Franklin Broadcasting Co.
 Address.....P. O. Box 228
 Tel.: GA 2-1844.....KBS
 Representative.....Bcst. Time Sales
 Gen. Mgr., Ch. Eng.....C. E. Franklin
 Commercial Mgr.....Mike Morris
 Sales Prom. Mgr.....Dorothy Leon
 Publicity Director.....Harvey Kaye

WCOM—Parkersburg—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.....Valley Broadcasters Inc.
 Address.....317 Ninth St.
 Tel.: HU 5-4491.....ABC
 RepresentativeDevney
 President.....Joseph M. Handlan
 Gen. Mgr., Ch. Eng.....William E. Collins
 Commercial Manager.....A. N. Archer
 Program Director.....John A. See
 Sales Prom. Mgr.....Lee Hawk

WPAR—Parkersburg—1935

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Business-Studio Address.....211 5th St.
 Tel.: HUDson 5-5475.....CBS
 RepresentativeBranhm
 President.....Jack N. Berkman
 General Manager.....George H. Clinton
 Sta., Comm. Mgr.....Bert L. Walter
 Prog. Dir.....Sherman Grimm
 Chief Eng.....Vilah G. Brooks

WWYO—Pineville—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Wyoming Bdcstg. Co., Inc.
 Address.....Box 184
 Tel.: 2711Independent
 President.....R. D. Bailey
 Gen., Sta., Comm. Mgr.....Edward Hawley
 Program Director.....Elaine Taylor
 Chief Engineer.....William D. Stone

WLOH—Princeton—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Mountain Bcstg. Co.
 Address.....Princeton, W. Va.
 RepresentativeHopewell
 Pres., Sta. Mgr.....Robert L. Harrison
 Commercial Manager.....Bill Waldorf
 Prog. Dir.....Bob Woodburn
 Chief Engineer.....Earl Graham

WMOV—Ravenswood—1957

Frequency: 1360 Kc. Power: 1000 Watts
 Owned By.....Valley Broadcasters, Inc.
 Address.....Gibbs & Gallatine Sts.
 Tel.: BRowning 3-2544.....Independent
 President.....Joseph M. Handlan
 General Mgr.....William Collins
 Station Mgr.....Lloyd R. Daugherty
 Commercial Mgr.....A. N. Archer
 Program Dir.....Bill Watterson
 Chief Engineer.....J. G. Caplinger

WMNF—Richwood—1957

Frequency: 1280 Kc. Power: 1000 Watts

Owned By.....W. Courtney Evans
 Business Address.....P.O. Box 608
 Tel.: Viking 6-0411.....Independent
 Station Representative.....Kentucky Radio Sales
 President.....Herman Dotson
 Gen., Comm. Mgr.....Art Grunewald
 Program Director.....Red Mullens
 Chief Engineer.....Ed Travis

WRON—Ronceverte—1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Blake Bcstg. Co.
 Business Address.....Ronceverte
 Tel.: Midway 5-1327.....KBS
 Pres., Gen. Mgr.....James Venable
 Commercial Manager.....Hollis L. Ines

WKLC—St. Albans—1956

Frequency: 1300 Kc.....Power: 1 Kw., d.
 Business Address.....109 6th Ave.
 Tel.: PA 7-1300.....Independent
 General Manager.....Raymond I. Kandel
 Chief Engineer.....Harry Bowen

WEIR—Weirton—1950

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-State Bcstg. Co.
 Address.....3992 Main St.
 Tel.: 2814.....NBC
 Station Representative.....Weed
 President.....Thomas E. Millsoy
 General Manager.....Edward J. Hirschberg
 Station Manager.....Robert E. Badger

WELC—Welch—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Pocahontas Bcstg. Co.
 Address.....Box 1032
 Tel.: 1140.....KBS
 President, General Manager.....Sam Sidote
 Comm., Prom. Mgr.....James French, Jr.
 Program Director.....Marilyn Sturgill
 Chief Engineer.....Howard R. King

WMCD—Welch—1955

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Williamson Broadcasting Corp.
 Address.....Rhodes Realty Building
 President.....Alice Shein
 Gen., Sta. Mgr.....John Blair
 Chief Engineer.....Clifton Branham

WHAW—Weston—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central W. Va. Serv. Corp.
 Address.....P. O. Box 431
 Tel.: 1555.....KBS-MBS

President.....R. H. Ralston
 Vice Pres.....Francis Andrew
 Station Manager.....Edwin L. Doyle
 Sales Prom. Mgr.....L. C. McMaster
 Prog. Dir., Ch. Eng.....D. L. Beard, Jr.

WHLL—Wheeling—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Wheeling Bcstg. Co.
 Address.....Box 989
 Tel.: CE 3-1300.....Independent
 Representative.....Gill-Perna
 President.....Kenneth Forney
 Gen., Sta. Mgr.....Fred A. Grewe, Jr.
 Commercial Mgr.....Jim Smith
 Program Dir.....Donn Caldwell
 Publicity Dir.....Helen Gaynor
 Chief Engineer.....Fred Baker

WKWK—Wheeling—1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Community Bcstg., Inc.
 Business Address.....16th & Market Sts.
 Tel.: CE 2-2250.....ABC
 Station Representative.....Walker-Rawalt
 Pres., Gen. Manager.....John B. Reynolds
 Commercial Manager.....Elsie M. Cook
 Sales Prom. Mgr., Pub. Dir.....Charles Brand
 Program Director.....Dale M. Schussler
 Chief Engineer.....James Jones

WWVA—Wheeling—1926

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Storer Broadcasting Co.
 Address.....Hawley Bldg.
 Tel.: Cedar 2-1170.....CBS
 Newspaper Affiliation.....Miami Beach Sun
 Representative.....John Blair
 President.....George B. Storer
 Gen., Sta. Mgr.....Paul J. Miller
 Commercial Manager.....Andrew F. Hofmann
 Sales Prom. Mgr.....Howard W. Meagle
 Program Director.....Paul A. Myers
 Publicity Director.....Edward Pollock
 Chief Engineer.....Edwin L. Keim
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit; WSPD, Toledo; WAGA, Atlanta; WJW, Cleveland; WIBG, Philadelphia.

WBTH—Williamson—1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Williamson Bcstg. Corp.
 Business Address.....2nd Ave. at Court St.
 Tel.: Belmont 5-3600.....MBS
 President.....Phil Beinhorn
 Gen., Comm. Mgr.....John Blair
 Prog., Sales Prom. Dir.....S. Rubenstein
 Chief Engineer.....Clifton Branham

Pop.: 4,015,000
 Families: 1,156,000
 Radio Homes: 1,147,000

Wisconsin

Stations in State: 75
 TV Homes: 1,004,000
 TV Stations: 16

WATK—Antigo—1947

Frequency: 900 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Antigo Bcstg. Co.
 Address.....Journal Bldg.
 Tel.: 90.....Independent
 President, Gen. Mgr.....A. F. Berner

WAPL—Appleton—1952

Frequency: 1570 Kw. Power: 1000 Watts d.
 Owned-Oper. By: WAPL Radio
 Address: Balliet Hotel, 124 W. Wash. St.
 Tel: RE 4-9226 Independent
 Station Representative: Walker-Rawalt
 Pres., General Manager: Connie Forster
 Commercial Manager: Ray Verstegen
 Sales Promotion Manager: Jerry Luedtke
 Program Director: Val Sherman
 Technical Engineer: Ralph Evans
 Chief Engineer: James Markham

WHBY—Appleton—1924

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WHBY, Inc.
 Bus.-Studio Address: 600 So. Law St.
 Tel: 3-6639 MBS-KBS
 Gen., Comm. Mgr.: Lewis J. Process
 Program Director: Raymond Brock
 Chief Engineer: George Merkl

WATW—Ashland—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: WATW, Inc.
 Business Address: 321 W. 2nd St.
 Tel: MURdock 2-2727 KBS
 Representative: Thomas F. Clark
 President, Gen. Mgr.: Gene Halker
 Comm. Mgr.: J. E. Huber
 Sales Prom. Mgr.: Robert Murphy
 Program Director: Arnold Peterson
 Chief Engineer: Russ Johnston

WBEV—Beaver Dam—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By: Beaver Dam Bcstg. Co.
 Address: 109½ Front St.
 Tel: TU 5-4442 Independent
 Representative: Hal Holman
 President: W. E. Walker
 General Mgr.: Thomas H. Faile
 Business Mgr.: Duane R. Wendt
 Chief Engineer: Kenneth Morgan

WBEL—Beloit—1948

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By: Beloit Bcstrs., Inc.
 Business-Studio Address: 430 State St.
 Tel: EMerson 5-5525 KBS
 Representative: Gill-Perna
 President: Russ Salter
 General Mgr.: Robert O. Moran
 Sta., Comm. Mgr.: Joe Moen
 Program Director: Bill Greener
 Chief Engineer: Leo Wilson

WGEZ—Beloit—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Beloit Bcstg. Co.
 Business-Studio Address: Hotel Hilton
 Tel: EM 5-8865 MBS
 Rep.: Everett-McKinney
 President: Sidney H. Bliss

General Manager: Vern Williams
 Commercial Manager: Bill Bessaire
 Sta. Mgr.: Tom Anderson
 Program Director: Lou Wendlandt
 Chief Engineer: Wayne Clay

**WWIS—Black River Falls
1958**

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned By: Clarkwood Broadcasting Corp.
 Business Address: P.O. Box 32
 Tel: 4645 KBS
 Station Representative: Grant Webb
 President: Hartley Samuels
 Gen. Mgr., Ch. Eng.: Walter Boller
 Program Director: Arlie Davison

WAXX—Chippewa Falls—1958

Frequency: 1150 Kc. Power: 5 Kw. d.
 Owned: Radio Chippewa
 Address: Box 41
 Tel: PArk 3-2242 Independent
 Station Representative: Pearson
 General Manager: Stephen Bellinger
 Commercial Manager: Paul Jones
 Station Manager: Keith Coleman
 Program Director: Don Shafer
 Chief Engineer: Everett Burrows

WBIZ—Eau Claire—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WBIZ, Inc.
 Address: 609 Cameron St.
 Tel: TE 5-5111 Independent
 Representative: Pearson
 President, General Mgr.: Howard G. Bill
 Commercial Manager: Jack Kelly
 Chief Eng., Prog. Dir.: Harold Jahnke

WEAU—Eau Claire—1936

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Central Bcstg. Co.
 Business-Studio Address: 2415 Hastings Way
 Tel: TEmple 2-3474 NBC
 Representative: Hollingberry
 President: W. C. Bridges
 General Mgr.: Leo Howard
 Commercial Mgr.: Norm Haagenson
 Chief Engineer: T. O. Jorgenson

WECL—Eau Claire—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned: Chippewa Valley Radio & TV Corp.
 Business Address: Rudolph Road
 Tel: TEmple 2-1629 KBS
 Station Representative: Avery-Knodel
 President: Harry S. Hyett
 General Manager: Robert Nelson
 Commercial Manager: Donald Smith
 Program Director: Steve Henry
 Chief Engineer: Everett Burrows

KFIZ—Fond Du Lac—1922

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Tel.: WA 1-3770.....**MBS**
Representative.....Holman
Exec. Vice Pres......Emery W. Martin

WBAY—Green Bay—1922

Frequency: 1360 Kc.....**Power:** 5000 Watts
Owned-Operated By.....Norbartine Fathers
Address.....115 South Jefferson
Tel.: HE 2-3333.....**CBS**
Representative.....Weed
General Manager.....Haydn R. Evans
Comm. Mgr......Joseph De Young
Prom. Manager.....Robert Meister
Sta. Mgr., Prog. Dir......Rodger Mueller
Chief Engineer.....Wallace Stangel

WDUZ—Green Bay—1947

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Tel.: HEmlock 5-5331.....**ABC-KBS**
Station Representative.....McGavren-Quinn
Pres., Gen. Mgr......Ben A. Laird
Sta., Prom. Mgr......Allen H. Embury
Comm. Mgr......Kenneth Sorensen
Program Director.....Robert Sanders
Chief Engineer.....Clifford Graff

WJPG—Green Bay—1947

Freq.: 1440 Kc.....**Power:** 5 Kw. d., 500 W. n.
Owned-Oper. By...Green Bay Newspaper Co.
Business Address.....Box 766
Tel.: HE 57575.....**Independent**
Newspaper Affiliation.....Press-Gazette
Station Representative.....Gill-Perna
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Sales Prom. Mgr......William McCarthy
Program Director.....Clair Stone
Chief Engineer.....Elmo Reed

WTKM—Hartford—1954

Frequency: 1540 Kc.....**Power:** 500 Watts d.
Owned-Operated By..Kettle Moraine Bcstg. Co.
Address.....Town of Erin, Hartford
Tel.: 600.....**KBS**
General Mgr......Walter Zastrow
Station Mgr., Prog. Dir......Don Zastrow
Chief Engineer, Sales Mgr....George Dodge

WHSM—Hayward—1957

Frequency: 910 Kc.....**Power:** 1000 Watts, d.
Owned By.....WJMC, Inc.
Address.....Hayward, Wisc.
Tel.: 303.....**MBS-KBS**
Station Rep......Hollingsbery
President.....W. C. Bridges
General Mgr......Russell J. Brown
Station Mgr......George Palo
Program Dir......Allen Caraway
Chief Engineer.....Robert P. Kolsky

WCLO—Janesville—1930

Frequency: 1230 Kc.....**Power:** 250 Watts

Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Tel.: PL 4-3316.....**MBS**
Newspaper Affiliation.....Daily Gazette
Representative.....Everett-McKinney
President.....Sidney H. Bliss
General Manager.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Program Director.....William Gargano
Chief Engineer.....Wayne Clay

WLIP—Kenosha—1947

Frequency: 1050 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Kenosha Bcstg. Inc.
Business Address.....625 57th St.
Tel.: OL 7-6162.....**Independent**
Representative.....Everett-McKinney
Pres., Gen. Mgr......William L. Lipman
V.P., Sta. Mgr......Hugh L. Gately
Chief Engineer.....Casimer Lubinski

WKBH—La Crosse—1923

Frequency: 1410 Kc.....**Power:** 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.
Tel.: 2-4678.....**Independent**
Representative.....H.R.
President, Station Mgr......Howard Dahl
Program Director.....Berniece Callaway
Sales Manager.....Robert Z. Morrison, Jr.
Chief Engineer.....Al Leeman

WKTY—La Crosse—1948

Frequency: 580 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....Box 751
Tel.: 2-6042.....**ABC**
Rep......Everett-McKinney; Evans
President, Gen. Mgr......Herbert H. Lee
Prog. Dir......Marilyn J. Bahwell
Comm. Mgr......Philip A. Dyer
Publicity Dir......Charlie Kearns
Chief Engineer.....Phil Vehling

WLCC—La Crosse—1947

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned.....La Crosse Radio Inc.
Address.....306 Rivoli Bldg.
Tel.: 4-4521.....**KBS**
Representative.....Masla
Pres., Gen. Mgr......Joe Rohrer
Program Dir......Jean Gitz
Sales Prom., Pub. Dir......Bob Gaumer

WLDY—Ladysmith—1948

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By...Flambeau Bcstg. Co.
Address.....Hwy. 8
Tel.: 585.....**MBS-KBS**
Representative.....Thomas Clark
President.....Ruth B. Nelson
Sec'y Treas., Gen. Mgr......Chas. H. Nelson

WIBA—Madison—1925

Frequency: 1310 Kc.....**Power:** 5000 Watts

WISCONSIN

Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Tel.: CE 3-5311.....NBC
News. Affil.....Capital Times, Wis. St. Journ.
Representative.....Avery-Knodel
President.....William T. Evlue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Chief Engineer.....Norman Hahn

WISC—Madison—1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Wisconsin, Inc.
Address.....4801 W. Bellline Hwy.
Tel.: CE 3-9791.....MBS-ABC
Newspaper Affil., Superior Evening Telegram
Representative, Peters, Griffin, Woodward, Inc.
President.....Ralph M. Imhell
General Manager.....Ralph O'Connor
Commercial Manager.....Lewis J. Bassett
Prog., Pub. Dir.....Phebe Rogers
Chief Engineer.....Walter Harlu

WKOW—Madison—1948

Freq.: 1070 Kc., Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Tel.: AL 7-2261.....CBS
Representative.....Headley-Reed
President.....Stewart Watson
General Manager.....Ben Hovel
Station Manager.....Thomas A. Riggs
Prom. Mgr., Pub. Dir.....James Ray Miller
Chief Engineer.....Robert Wickham

WOMT—Manitowoc—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....1118 Washington St.
Tel.: MU 4-6015.....MBS
Representative.....Hal Holman
Station Mgr.....Francis M. Kadow
Commercial Mgr.....Geo H. Erdman
Program Dir.....Ralph Norman
Chief Eng.....H. E. Willis

WCUB—Manitowoc—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Business Mgt., Inc.
Address.....2500 N. Mirro Lthve
Tel.: MUrray 2-2481.....Independent
Representative.....Radio-TV Reps.
Gen. Mgr.....Christian Schneider
Program Director.....Bob Irish
Publicity Director.....Al McGough
Chief Engineer.....Oren Bushman

WMAM—Marinette—1939

Freq.: 570 Kc.....Power: 250 W. d., 100 W. n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address.....400 Wells St.
Tel.: RE 5-6631.....NBC
Newspaper Affil.....Superior Wis. Telegram
Station Representative.....Hollingsbery
President.....William E. Walker

General Manager.....Joseph D. Mackin
Sta., Comm. Mgr.....John H. Borgen
Program Director.....Howard L. Emich
Publicity Director.....Yvonne Fransee
Chief Engineer.....Al Alexander

WDLB—Marshfield—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Clarkwood Broadcasting Corp.
Address.....Box 512
Tel.: FULTON 4-2191.....Independent
Representative.....Grant-Webb
President, Gen. Mgr.....Hartley L. Samuels
Station Manager.....John R. Thornton
Program Director.....John Kal
Publicity Director.....Glenn Brown
Chief Engineer.....Richard Hanneman

WIGM—Medford—1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....WIGM, Inc.
Business Address.....Box 59
Tel.: 5147.....KBS
Representative.....Clark
Pres., Gen. Mgr.....Paul Allman
Comm., Sales Prom. Mgr.....Joe Dahlvig
Prog., Pub. Dir.....Don Seehafer
Chief Engineer.....Roy Bohnert

WMNE—Menomonie—1951

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address.....603½ Broadway
Tel.: 1156.....KBS
Station Representative.....Hopewell
President.....C. A. Whitford
General Manager.....Don Mortwedt
Sales Promotion Manager.....Thor Edgeberg
Program Director.....LaVern Galton
Chief Engineer.....Joe Dzikonski

WEMP—Milwaukee—1935

Frequency: 1250 Kc.....Power: 5 Kw.
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....1701 W. Wisconsin Ave.
Tel.: DI 2-4040.....Independent
Representative.....Headley-Reed
President.....A. M. Sphaeris
V.P., Gen. Mgr.....Hugh K. Boice, Jr.
Commercial Manager.....John Gagliano
Publicity Director.....Mary Lou Burg
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Pasko

WFOX—Milwaukee—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Wisconsin Bcstrs, Inc.
Address.....208 E. Wisconsin Ave.
Tel.: BROADWAY 2-1272.....Independent
Station Representative.....Pearson
Pres., Gen. Mgr.....Howard Miller
Commercial Manager.....Viola E. Wilson
Program Director.....Jim Lewis
Chief Engineer.....Robert Mayer

WISN—Milwaukee—1923

Frequency: 1150 Kc. Power: 5,000 Watts
 Owned-Oper. By: Hearst Corporation
 Address: 759 N. 19th St.
 Tel.: Division 2-3000
 Newspaper Affiliation: Sentinel
 Representative: Petry
 President: D. L. Provost
 Station Manager: James T. Butler
 Commercial Manager: Herman Schneider
 Sales Prom. Mgr.: Arthur H. Barnes
 Program Director: Melvin Quinn
 Chief Eng.: Donald Weller

Commercial Manager: James Jordan
 Sales Prom., Pub. Dir.: Miss Edith Hanson
 Program Dir.: J. A. Reddy
 Chief Engineer: Conrad Mangrum
 Owners of: WAKE, Atlanta; KCBQ, San Diego, Calif.; WYDE, Birmingham, Ala.; KYA, San Francisco.

WRIT—Milwaukee—1955

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Radio Milwaukee, Inc.
 Address: 5407 W. Martin Dr.
 Tel.: SPring 1-1140
 Representative: Eastman
 Exec. V.P. & Mgr. Dir.: John F. Box, Jr.
 Gen. Mgr.: Bernie Strachota
 Program Dir.: Leland C. Rothman
 Publicity Dir.: Harriet Baker
 Chief Engineer: Ralph Ingraham
 Owners of: WIL, St. Louis; KBOX, Dallas, Texas.

(See Page 622)

WTMJ—Milwaukee—1927

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By: The Journal Co.
 Business Address: 333 W. State
 Tel.: BR 1-6000
 Newspaper Affil.: Journal
 Representative: Christal
 General Manager: George Comte
 Station Manager: R. J. Heiss
 Sales Mgr.: Joseph Killeen
 Prog. Mgr.: Don Loose

WMIL—Milwaukee—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Cream City Bcstg. Co., Inc.
 Bus. Studio Address: 2625 W. Wisconsin Ave.
 Tel.: WE 3-1290
 Independent Station Representative: Gill-Perna
 Pres., Gen. Mgr.: Gene Posner
 Station Manager: Sol Rodoff
 Commercial Manager: Oliver West
 Program Director: Norman Morgraff
 Publicity Director: Jacqueline Kowalski
 Chief Engineer: Gino Monaco

WOKY—Milwaukee—1947

Frequency: 920 Kc. Power: 1 Kw.
 Owned: Bartell Broadcasters, Inc.
 Address: 522 W. Wisc. Ave.
 Tel.: BR 1-8480
 Independent Station Representative: Young
 President: Gerald A. Bartell
 General Mgr.: Mel Bartell

survey-proved
 ... dominant
 in Milwaukee

WRIT

MILWAUKEE, WISCONSIN

JOHN F. BOX, Managing Director

One of the Balaban Stations—in tempo with the times

sold nationally by  **robert e. eastman & co., inc.**
 New York, Chicago, San Francisco, Dallas, St. Louis



Mgr., Engineering.....Philip B. Laeser
 Prom. Mgr.....R. Bruce Wallace

WEKZ—Monroe—1951

Frequency: 1260 Kc.....Power: 1 Kw. d.
 Owned-Operated By..Green County Bcstg. Co.
 Business Address.....Schuetze Bldg.
 Tel: 1260Independent
 President.....Kenneth Stuart
 General Manager.....Joseph Urban
 Commercial Manager.....Stanley Neuberger
 Chief Engineer.....Rex Eylar

WNAM—Neenah—1947

Frequency: 1280 Kc.....Power: 1 Kw.
 Owned.....Neenah-Menasha Bcstg. Co.
 Address.....Radio Park
 Tel: PA 2-6471.....Independent
 Station Rep.....Everrett-McKinney
 V.P., Gen. Mgr.....Don C. Wirth
 Commercial Mgr.....Don Harrington
 Program Dir.....Tom Collins
 Chief Engineer.....Gordon Daily

WCCN—Neillsville—1957

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned.....Central Wisconsin Bcstg.
 Business Address.....140 W. 5th St.
 Tel: 333Independent
 President.....Herman North
 Gen., Sta. Mgr.....Howie Sturtz, Jr.
 Comm., Sales Prom. Mgr.....Wayne Grap
 Prog. Dir., Ch. Eng.....Charles Marvin
 Publicity Director.....Robert Lulloff

WOSH—Oshkosh—1941

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Oshkosh Bcstg. Co.
 Business Address.....2333 Bowen St.
 Tel: Oshkosh.....KBS
 Representative.....Burn-Smith
 General Manager.....Wm. L. McDonald

WFPF—Park Falls—1953

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Northland Bcstg. Co., Inc.
 Address.....Hwy. 13
 Tel: 369KBS
 Representative.....Clark
 Pres., Gen., Comm. Mgr.....Gordon Schluter

WSWW—Platteville—1955

Frequency: 1590 Kc.....Power: 1 Kw. d.
 Owned-Operated By.....Southwest Wisc. Co.
 Address.....P. O. Box 1
 Tel: 2775KBS
 General, Comm. Mgr.....R. J. Bodden
 Chief Engineer.....Lloyd Nowak

WPLY—Plymouth—1954

Frequencies: 1420 Kc..Power: 500 Watts d.
 Owned-Oper. By.....WPLY, Inc.
 Address.....Box 222
 Tel: TWinbrook 3-2661.....KBS

President.....R. Bunker Rogoski
 Gen., Sta. Mgr.....Dalton C. Hille
 Chief Eng.....Chris P. Markworth

WPDR—Portage—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Portage Bcstg. Co.
 Address.....Box 142
 Tel: RI 2-2350.....Independent
 President.....W. T. Comstock
 Manager.....Robert D. Hutchings
 Comm. Mgr.....Carol Mork

WIBU—Poynette—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WIBU
 Bus.-Transmitter Address.....Poynette
 Tel: 98MBS-KBS
 Pres., Gen. Mgr.....William C. Forrest
 Program Director.....Sarah Forrest
 Chief Engineer.....Leonard Dose

WPRE—Prarie Du Chien—1952

Frequency: 980 Kc.....Power: 500 Watts, d.
 Owned.....Prarie Bcstg. Co., Inc.
 Address.....P. O. Box 36
 Tel: 637Independent
 Representative.....Holman
 Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
 Comm., Sales Prom. Mgr.....Thomas Multerer

WRAC—Racine—1951

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WRAC, Inc.
 Business Address.....423 Main St.
 Tel: ME 2-1627.....Independent
 Station Representative.....Devney
 Pres., Gen. Mgr.....William J. Pricaulx
 Comm., Sales Prom. Mgr.....Raymond J. Pawzun
 Program Director.....Edward J. Ruetz
 Chief Engineer.....Ronald Liedick

WRJN—Racine—1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Racine Bcstg. Corp.
 Business Address.....4201 Victory Ave.
 Tel: ME 4-3311.....ABC
 Newspaper Affiliation.....Journal Times
 Station Representative.....Walker-Rawalt
 President.....J. D. McMurray
 General Manager.....H. R. LePoidevin
 Station Manager.....Harold J. Newcomb
 Commercial Manager.....Gerald D. Nelson
 Program Director.....Lyman Merens
 Publicity Director.....Amelia French
 Chief Engineer.....Stanley D. Fisher

WRDB—Reedsburg—1953

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 Address.....Box 207, Reedsburg
 Tel: 400MBS, KBS
 President.....William C. Forrest
 Gen., Sta. Mgr.....Michael J. Flaherty

Commercial Manager.....Lee Olson
 Prog. Dir.....Robert Sands
 Chief Engineer.....Douglas W. Beaudoin

WOBT—Rhineland—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Onelda Bcstg. Co.
 Business Address.....P.O. Box 498
 Tel.: FO 2-6140.....Independent
 Station Representative.....Devney
 President.....James Cleary
 General Manager.....Howard Koenitzer
 Chief Engineer.....William Anderson

WJMC—Rice Lake—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WJMC, Inc.
 Address Trans. Loca.....Box 352
 Tel.: 550.....MBS-KBS
 Representative.....Hollingbery
 President.....W. C. Bridges
 Station Manager.....Russell J. Brown

WRCO—Richland Center—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland Bcstg. Co.
 Address.....P. O. Box 192
 Tel.: MI 7-2111.....KBS
 Pres., Gen. Mgr.....H. D. Pebbles
 Comm. Manager.....Gerald W. Cook
 Chief Engineer.....Pete Athanas

WCWC—Ripon—1957

Frequency: 1600 Kc.....Power: 5 Kw. d.
 Owned.....Central Wisconsin Co., Inc.
 Address.....Radio Road
 Tel.: BL 818.....Independent
 Representative.....Walker
 President.....Miriam Monroe
 Gen., Sta. Mgr.....Francis J. Stratman
 Sales Prom. Mgr.....Roger Westlund
 Prog. Dir.....James Densmoor
 Publicity Dir.....Henrietta Butzin
 Chief Engineer.....Gordon Alsum

WTCH—Shawano—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
 Owner.....Shawano County Leader Pub. Co.
 Business-Studio Address..107 E. Green Bay St.
 Tel.: 668.....KBS
 Representative.....Hil F. Best
 General Manager.....J. P. Donald
 Station Manager.....Ray Gruetzmacher

WHBL—Sheboygan—1926

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.
 Owned-Operated By.....WHBL, Inc.
 Bus.-Studio Address.....Box 27
 Tel.: GL 8-2107.....ABC
 Sta. Rep.....Burn-Smith
 Pres., General Manager.....Paul F. Skinner
 Comm. Manager.....Ray Witthuhn
 Comm. Traffic Mgr.....Doris Donnie
 Chief Engineer.....Christ Bauer

WKTL—Sheboygan—1955

Frequency: 950 Kc.....Power 500 Watts, d.
 Owned By.....Central States Bcstg Co.
 Address.....507 N. 8th St.
 Tel.: Glencourt 7-9481.....Independent
 Representative.....Holman
 President.....W. E. Walker
 General Mgr.....John D. Harvey
 Station Mgr.....Peter Murphy
 Chief Engineer.....Ray Falle

WCOW—Sparta—1951

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned.....Sparta-Tomah Broadcasting Co.
 Address.....124½ S. Water Street
 Tel.: 3307.....KBS
 Station Rep.....Rambeau, Vance, Hopple
 Pres., Gen. Mgr.....John D. Rice
 Commercial Manager.....Charles Sullivan
 Program Director.....Thomas J. Dorsey
 Publicity Director.....Bill S. Lahm
 Chief Engineer.....Thomas P. Heffernan

WSPT—Stevens Point—1948

Frequency: 1010 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.
 Business Address.....414½ Main St.
 Tel.: Diamond 4-9778.....KBS
 Representative.....Hal Holman
 President.....William F. Johns, Sr.
 V.P., Gen. Mgr.....Peter A. Barnard
 Commercial Manager.....David Silverman
 Program Director.....Dick Canney
 Chief Engineer.....Don Du Chene

WDOR—Sturgeon Bay—1951

Frequency: 910 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Door County Bcstg. Co. Inc.
 Address.....15th & Utah St.
 Tel.: Pioneer 3-4411.....KBS
 Pres., Gen., Comm. Mgr....Edward Allen, Jr.
 Prog., Sales Prom. Mgr.....Dolores Allen
 Chief Engineer.....Robert Egeland

WDSM—Superior—1939

Frequency: 710 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Northwest Pub., Inc.
 Busi. Address..230 E. Superior St., Duluth, Minn.
 Tel.: RA 7-8484.....Independent
 News. Affil.....Duluth Herald & News Tribune
 Representative..Peters, Griffin, Woodward, Inc.
 General Manager.....Tom Gavin
 Commercial Mgr.....Mike Daley
 Program Director.....James T. Payton
 Chief Engineer.....George Carlson

WTRW—Two Rivers—1951

Frequency: 1590 Kc.....Power: 1000 W. d.
 Owned-Operated By.....Two Rivers Bcstg. Co.
 Address.....1817 Washington
 Tel.: 324.....KBS
 Station Representative.....Webb
 Pres., Sales Prom. Mgr.....Ken A. Daum
 Gen. Sta. Mgr.....Ray F. Kessenich
 Prog. Dir.....Alvin Anderson
 Publicity.....Eleanore Daum

WISV—Viroqua—1958

Frequency: 1360 Kc. Power: 500 Watts d.
Owned By Parks Robinson
Business Address Box 147
Tel: 5200 Independent
Gen. Mgr., Ch. Eng. Parks Robinson
Program Director Dwain Munyon
Publicity Director Dorothy Geddes

WTTN—Watertown—1950

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By Watertown Radio, Inc.
Address 104 W. Main St.
Tel: 2215 KBS
Station Rep. Hopewell
Pres., Gen. Mgr. Carl V. Kolata
Sta. Mgr. Willard James
Comm. Mgr. Clifford Scott
Program Dir. Ernie Siegrist
Chief Engineer Richard Haskey

WAUX—Waukesha—1947

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By Waukesha Bcstg. Co.
Business-Studio Address 319 W. Main St.
Tel: Liberty 2-6636 Independent
Representative Holman
Gen. Mgr., Prog. Dir. Mig Figi
Commercial Manager Charles E. Williams
Chief Engineer Adin Randall

WDX—Waupaca—1956

Frequency: 800 Kc. Power: 1000 Watts d.
Owned Laird Broadcasting Co.
Address 204½ S. Main
Tel: 83 KBS
Representative Grant Webb
President Ben A. Laird
General Mgr. Garfield L. Fox
Comm. Mgr. Tom Karavakis

WHVF—Wausau—1953

Freq: 1230 Kc. Power: 250 Watts
Owned Lakeland Bcstg. Corp.
Address 1110 Wausau Ave.
Tel: Wausau KBS
President Hilding V. Forseen
General Manager Harold Golding

WOSA—Wausau—1948

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Alvin E. O'Konski
Address 4th & Scott Sts.
Tel: 2-2111 ABN-KBS
Rep. H-R. Bulmer & Johnson

Owner Alvin O'Konski
Mgr. Art N. Lynn
Comm. Mgr. Dan Turner

WRIG—Wausau—1958

Frequency: 1400 Kc. Power: 250 Watts
Owned By WRIG, Inc.
Address 529 Third St.
Tel: 2-1921 Independent
President Duey Wright, Sr.
General Mgr. Duey Wright, Jr.
Comm., Sta. Mgr. Jack Gardiner
Program Dir. Marv Nelles
Chief Engineer Norm Walker

WSAU—Wausau—1937

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By Wisc. Valley TV Corp.
Business Address 427 4th St.
Tel: 2-2111 NBC
Newspaper Affil. Record Herald
Representative Meeker
Gen. Mgr. Richard D. Dudley
Station Manager George Bundner
Comemrcial Manager James Frey
Sales Prom., Pub. Dir. Thomas E. Bolger
Prog. Dir. Don De Byle
Chief Engineer Roland W. Richardt

WBKV—West Bend—1950

Frequency: 1470 Kc. Power: 500 Watts d.
Owned-Oper. By West Bend Bcstg. Co.
Business Address P.O. Box 60
Tel: FE 4-2344 Independent
Representative Clark
Pres., Gen. Mgr. August C. Berkholtz
Station Manager Harold H. Berkholtz
Comm. Mgr., Chief Eng. Paul J. Mueller
Sales Promotion Manager Jack Skidmore
Program Director Robert Becker

**WFHR—Wisconsin Rapids
1940**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By William F. Huffman Radio
Business Address 230 First Ave. South
Tel: 723 MBS
Newspaper Affil. Daily Tribune
Representative Devney & Co.
President Louise F. Huffman
Gen., Sta. Mgr. George T. Frechette
Commercial Manager L. J. Zurawski
Program Director Arnie Strope
Chief Engineer Gordon Miller

Pop. 341,000
Families: 100,000
Radio Homes: 96,000

Wyoming

Stations in State: 22
TV Homes: 54,000
TV Stations: 5

KBBS—Buffalo—1956

Frequency: 1450 Kc. Power: 250 Watts
Owned Northern Wyoming Bcstg. Corp.

Address 98 S. Main Street
Tel: MU 4-7169 KBS
Gen. Mgr. Jack Rosenthal
Comm. Mgr. Lance W. Vanderhoef

KATI—Casper—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned KATI Corp.
 Address P. O. Box 2006
 Tel.: 2-2200 KBS
 Station Representative Pearson
 Pres., Gen. Mgr. Kenneth G. Prather
 Commercial Manager Francis E. Medley
 Sales Prom. Mgr. Misha S. Prather
 Program Director James Lewis
 Chief Engineer Joan Cheatham

KSPR—Casper—1930

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Donald L. Hathaway
 Business Address Box 930
 Tel.: 3-5777 CBS
 Station Representative Walker-Rawalt
 Gen. Mgr. Donald L. Hathaway
 Chief Eng. C. L. Brandt

KVOC—Casper—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KVOC Bcstg. Co.
 Bus.-Studio-Transmitter Address Box 2090
 Tel.: 2-4511 ABC-MBS-IMN
 Station Representative Devney
 Sta., Sales Prom. Mgr. William F. Shutts
 Comm. Mgr., Ch. Eng. Duane W. Simons
 Program Director Robert P. Turner

KFBC—Cheyenne—1940

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Frontier Bcstg. Co.
 Bus.-Studio Address 2923 East Lincoln Way
 Tel.: 4-4461 ABC-CBS-NBC
 Representative Avery Knodel
 News, Affil. Wyoming Eagle, State Tribune
 President Robert S. McCracken
 Gen., Sta. Mgr., Chief Eng. William C. Grove
 Commercial Manager Charles Cahill
 Sales Promotion Manager John J. McKinney
 Program Director Betty Willis
 Publicity Director Margaret O'Brien

KWVO—Cheyenne—1952

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Great West Co.
 Address Box 926
 Tel.: 2-6433 CBS, KBS
 Rep. McGillvra
 President W. T. Wright
 Gen. Mgr. A. C. Etter
 Commercial Mgr. William T. Brack
 Sales Prom. Mgr. R. Dorr Aubuchon
 Program Director J. Cameron Shustar
 Chief Engineer Harold M. Roberts

KODI—Cody—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Park Broadcasters
 Address P. O. Box 762
 Tel.: 1400 Independent
 Station Representative Devney

President R. B. Croft
 General Manager R. B. Beall
 Comm. Manager W. E. Killmer
 Chief Engineer Phil Barnhart

KWIV—Douglas—1957

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned By Douglas Broadcasting, Inc.
 Business Address Box 114
 Tel.: 800 KBS
 Pres., Gen. Sta. Mgr. J. Howard Jones
 Chief Engineer James R. Wheeler

KLUK—Evanston—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By BBH Enterprises
 Address P. O. Box 198
 Tel.: 700 MBS-IMN-KBS
 Representative Avery-Knodel
 President M. D. Buchen
 General Manager Al Pyatt
 Chief Engineer Harry Albers

KMIL—Gillette—1957

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Gillette Bcstg Co.
 Address 405 Lakeside Ave.
 Tel.: MUtual 2-4747 KBS
 President B. Ostlund
 General Mgr. J. Lambros
 Program Dir. R. Allen
 Chief Engineer A. D. Gaddis

KOVE—Lander—1948

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Fremont Bcstg.
 Business Address P. O. Box 436
 Tel.: 488 KBS-MBS
 Representative Continental
 Sta., Gen. Mgr. Dan Breece
 Comm. Manager Dorothy L. Reed
 Sales Prom. Mgr. James Fitzgerald

KOWB—Laramie—1948

Frequency: 1340 Kc. Power: 250 Watts
 Own.-Oper. By Kowboy Bcstg.
 Address Box 972
 Tel.: FRanklin 5-4888 KBS
 Representative Gill-Perna
 President John C. Hunter
 Gen., Sales Prom. Mgr. Charles R. Bell
 Station Manager W. Britt Davis
 Program Director Robert J. Scott
 Commercial Manager Colleen Ralston
 Publicity Director Larry Cobb
 Chief Engineer Lee Kaser

KASL—Newcastle—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned Northeast Wyoming Bcstrs, Inc.
 Address Masonic Bldg.
 Tel.: SH 6-2721 KBS
 Representative Devney
 President Stella Sue Parrott
 Gen., Comm. Mgr. Roy Marsh
 Prog. Dir. Dorothy Accola
 Sales., Prom., Pub. Dir. Denny Hawkins
 Chief Engineer Ben Rinehardt

WYOMING-GUAM

KPOW—Powell—1941

Freq.: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By: A. J. Meyer
Tel.: 222 MBS-KBS
Representative: Avery-Knodel
President, Sta. Manager: Al Meyer
Comm. Manager: K. Meyer
Program Director: Agnes Fields
Chief Engineer: J. S. Kilness

KRAL—Rawlins—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Rawlins Bcstg. Co.
Business Address: Box 385
Tel.: EA 4-2711 MBS, KBS
Gen. Mgr.: W. C. Grove
Sta. Manager: Donald D. Stanczyk
Program Director: Juvana Wheeler
Chief Engineer: R. E. Williams

KWRL—Riverton—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned: Joseph P. Ernst
Business Address: Box 393
Tel.: UL 6-2251 Independent
Station Representative: Devney
President: Joseph P. Ernst
General Manager: William G. Stewart
Comm., Sales Prom. Mgr.: John Hickok
Program Director: Fred Cimmel
Publicity Director: Shirley Ekman
Chief Engineer: Dave Griesel

KVRS—Rock Springs—1938

Freq.: 1360 Kc. Power: 1 Kw. d., 500 Watts n.
Owned: Wyoming Broadcasting Co.
Address: Box 1067
Tel.: 93-94 MBS-IMN-KBS
Representative: Avery-Knodel
President: D. G. Richardson
Gen., Sta. Mgr.: Dwight A. Fisher
Comm., Sales Prom. Mgr.: Laurel H. Mosbey

KWYO—Sheridan—1934

Frequency: 1410 Kc. Power: 1000 d., 500 n.
Owned-Operated By: Bighorn Bcstg. Co.

Business-Studio Address: 21 N. Main
Tel.: ORchard 4-4461 MBS-KBS
Representative: Avery-Knodel
Pres., Gen. Mgr.: Jim Carroll
Commercial Mgr.: Zeke Taggart
Sales Prom. Mgr.: Don Tannehill
Program Director: Don Hargis
Chief Engineer: Bob Crosthwaite

KRTR—Thermopolis—1955

Frequency: 1490 Kc. Power: 250 Watts
Owned: Mildred V. Ernst
Address: 500 Broadway
Tel.: 500 MBS-IMN-KBS
Gen., Comm. Mgr.: Mildred V. Ernst
Sta. Mgr.: Karl V. Kerstan
Chief Engineer: Joseph P. Ernst

KTHE—Thermopolis—1958

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Big Horn Basin Bcstg. Co.
Business Address: P.O. Box 591
Tel.: 386 Independent
Pres., Gen. Mgr.: Hugh R. Graham
Comm., Sales Prom. Mgr.: Bill Dee Peterson
Program Director: Sharon Liesch
Chief Engineer: Joe Henry

KGOS—Torrington—1950

Frequency: 1490 Kc. Power: 250 Watts
Owned: Kermit G. Kath
Address: Box 271
Tel.: Jefferson 2-2158 KBS
Gen., Sta. Mgr.: Kerm Kath
Sales Promotion Manager: Bob Kath
Program Director: Al Anderson
Publicity Director: Jack Jolly
Chief Engineer: Wayne McFarland

KWOR—Worland—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Tel.: Worland KBS
Comm. Manager: Mildred V. Ernst

TERRITORIES and POSSESSIONS

GUAM

KUAM—Agana—1954

Frequency: 610 Kc. Power: 1000 Watts
Owned By: Radio Guam, Inc.
Address: Box 68
Tel.: 7961 ABC-NBC
Station Rep.: Intercont. Services Ltd.

Pres., Gen. Mgr.: Harry M. Engel
Station Mgr.: John P. Barton
Commercial Mgr.: Mary Chapelle
Sales Prom. Mgr.: Len Stein
Program Dir.: Gil Bahr
Publicity Dir.: Dick Williams
Chief Engineer: Stuart Rider

Puerto Rico

WABA—Aguadilla—1951

Frequency: 850 Kc. Power: 500 Watts
 Owned-Operated By: L. Hector Reichard
 Address: Box 188
 Tel: 241 Independent
 General Manager: F. Bonnet Velez

WCMN—Arecibo—1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By: Caribbean Bdcstg Corp.
 Address: P. O. Box 7
 President: Antonio E. Vidal
 General Manager: Nabal Barreto

WMIA—Arecibo—1957

Frequency: 1070 Kc. Power: 500 Watts
 Owned: Abacoa Radio Corp.
 Address: Box 125
 Tel: 463 Independent
 Station Representative: Pan-American
 Pres., Gen. Mgr.: Carlos M. Pirallo-Lopez
 Comm. Manager: Epifanio Rodriguez-Velez
 Program Director: Enid Gomez
 Chief Engineer: Jose E. Medina

WENA—Bayamon—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By: Gustavo Diaz Atilas
 Business Address: Box 157
 Tel: 539 Independent
 President: Gustavo Diaz Atilas
 General Manager: Grimaldi G. Graw
 Commercial Manager: Lidia Velez de Diaz
 Chief Engineer: Fernando Salazar

WNEL—Caguas—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner: Inter-American Radio Corp.
 Address: Box 487
 Tel: 677 Independent
 Pres., Gen. Mgr.: C. E. Eduardo Biascochea
 Station Mgr.: Emilia P. Biascochea
 Program Director: Charles Miner
 Comm. Mgr.: Alberto Flores-Blamindo

WVJP—Caguas—1947

Frequency: 1110 Kc. Power: 250 Watts
 Owned-Oper. By: Borinquen Bdcstg. Co.
 Address: P. O. Box 207
 Tel: 789 Independent
 General Manager: Hector Pereira
 Station Manager: Federico E. Virella
 Commercial Manager: Jorge L. Arzuaga
 Program Director: J. Colon Santiago

WMDD—Fajardo—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: WMDD, Inc.
 Address: Box 387
 General Manager: Agustin B. Comunas

WXRf—Guayama—1948

Frequency: 1590 Kc. Power: 1,000 Watts

Owned-Oper. By: Guayama Bcstg. Co. Inc.
 Business Address: P.O. Box 615
 Tel: 243 Independent
 Pres., Gen. Mgr.: Rafael Fuster, Jr.
 Sta., Comm. Mgr.: Gumersindo Cordero, Jr.
 Program Director: Maria Belen Rivera
 Publicity Director: Jose Gilberto Morales
 Chief Engineer: Johnny Ortiz

WAEI—Mayaguez—1948

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Mario Acosta
 Business Address: 12 Iglesia St.
 Tel: 600 Independent
 Rep.: Pan-American Bcstg.
 Gen. Manager: Mario Acosta
 Comm. Mgr.: Manuel Pirallo

WKJB—Mayaguez—1946

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By: Jose A. Bechara, Jr.
 Address: Box 1293
 Tel: 983 Independent
 Pres., Gen. Mgr.: Jose A. Bechara, Jr.
 Manager: Arturo Cortes

WORA—Mayaguez—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Americas Corp.
 Studio Address: P. O. Box 43
 Tel: 1150 Independent
 Station Representative: Interamerican
 Pres., Gen. Mgr.: Alfredo R. DeArellano
 Sta., Comm. Mgr.: Reinaldo M. Dupont
 Sales Prom., Pub. Dir.: Carlos Vizcarrondo
 Program Director: Nelson Del Valle
 Chief Engineer: John Prather

WPRA—Mayaguez—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By: WPRA, Inc.
 Address: Box 869
 President: Andres Camara
 Gen. Mgr.: E. Camara de Ramos

WTIL—Mayaguez—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By: Mayaguez Radio Corp.
 Address: Post & Palmer Sts.
 Tel: 1290 Independent
 President: William G. Mamary
 Gen., Comm. Mgr.: Gilbert Mamcry
 Station Mgr.: P. R. Fermainit
 Program Dir.: Rafael Colon Diaz
 Chief Engineer: Aristides Zapata

WISO—Ponce—1953

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By: South P. R. Bcstg. Corp.
 Tel: 2-1257 Independent
 President: Andres Grillasca
 Gen. Mgr., Ch. Eng.: Luis E. Freyre
 Program Dir.: A. L. Ramos

Sta. Manager..... Nilda P. Freyre
Sls. Prom. Mgr..... Manuel Pirallo

IN
Puerto Rico
WAPA

680 Kcs **10 Kws**

IS
TOPS
to deliver
your
message

U. S. Sales Office:
CARIBBEAN NETWORKS, INC.
200 West 57th Street
New York 19, N. Y.
Circle 7-8224

WLEO—Ponce—1956

Frequency: 1170 Kc.....Power: 250 Watts
Owned By.....Ponce Broadcasting Corp.
Business Address.....Torres Esq Villa Sts.
Tel.: 2-0136Independent
Pres., Gen. Mgr.....Charles Cordero
Program Director.....Felix Irizarry
Chief Engineer.....J. H. Conesa

WPAB—Ponce—1939

Frequency: 550 Kc...Power: 5 kw.; 1 Kw n.
Owned By....Portorican Am. Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Tel.: 783Independent
Representative.....Inter-American Pub'l, Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo

WPRP—Ponce—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Voice of Porto Rico
Address.....P. O. Box 430
Tel.: 2-0166Independent
RepresentativeInter-Amer. Pub.
President, Gen. Mgr.... Alfredo R. de Arellano
Station, Comm. Mgr.....Antonio Miro
Program Director.....Vicente Lianza
Chief Engineer.....Pedro M. Conesa

WRIO—Rio Piedras—1949

Frequency: 1320 Kc...Power: 5 Kw. d. 1 Kw. n.
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....Box 335, Hato Rey, Rio Piedras
Tel.: 6-2450Independent
President.....Isidoro Quinones Vidal
Sta. Mgr., V.P.....Julio Morales Ortiz

WWW—Rio Piedras—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Gen. Mgr.Frank A. Gandia

WAPA—San Juan—1947

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus. Address357 Ponce De Leon Ave.
Tel.: 3-3000Independent
Representative.....Caribbean Network, Inc.
Owner, Gen. Mgr.....Jose Ramon Quinones
Sta., Comm. Mgr.....Segismundo Quinones
Program Dir.....Francisco Aranzamendi, Jr.
Chief EngineerJose Arzuaga

WHOA—San Juan—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Continental Broadcasting Corp.
AddressBox 168 Hato Rey
Tel.: 2-3187KBS
Representative....Pan-American Broadcasting
Pres., Gen. Mgr.....William R. Anthony
Commercial Mgr.....Richard Ledesma
Program Dir.....Vic Miles
Chief Engineer.....Hans Perl

WIAC—San Juan—1947

Frequency: 740 Kc.....Power: 10 Kw.
 Owned-Oper. By...Radio Station WIBS, Inc.
 Address.....Box 4504
 General Manager.....Tomas Muniz
 Asst. Mgr.....B. P. Rios

WITA—San Juan—1947

Frequency: 1140 Kc.....Power: 500 Watts
 Owned-Oper. By...Electronic Enterprises, Inc.
 Address.....Calle Comercio 450
 Newspaper Affiliation.....El Imparcial
 Tel.: 3-3594.....Independent
 President.....Antonio A. Valdivieso
 General Mgr.....Mariano A. Suarez
 Station Mgr.....Osvaldo T. Velazquez
 Chief Engineer.....Luis Prado Martorell

WKAQ—Santurce—1922

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Oper. By.....El Mundo Bcstg. Corp.
 Business Address...Box 9007, Santurce, P. R.
 Tel.: 2-2023.....Independent
 Newspaper Affiliation.....El Mundo
 Representatives...Inter-American Pub'l., Inc.
 President.....Angel Ramos
 General Mgr.....V. Lamas, Jr.
 Program Director...Esther Pales de Rodriguez
 Chief Eng.....Jose A. Fernandez

WKVM—San Juan—1945

Frequency: 810 Kc.....Power: 5000 Watts
 Owned-Oper...American Colonial Bcstg. Corp.
 Address.....1000 Ponce de Leon Ave.
 Tel.: 3-0840.....Independent
 Representative.....Pan American Bcstg. Co.
 Pres., Gen. Mgr.....R. P. Perry

Virgin Islands

WSTA—St. Thomas—1950

Frequency: 1340 Kc.....Power: 250 Kw.
 Owned-Oper. By.....William N. Greer
 Address.....Box 538
 Tel.: 489.....Independent
 Representative.....Young
 Gen. Mgr., Chief Eng.....William N. Greer
 Commercial Mgr.....Nellie Greer

WIVI—Christiansted—1952

Frequency: 1040 Kc.....Power: 250 Watts
 Owned-Oper...Radio American West Indies, Inc.
 Address.....Christiansted, St. Croix, V. I.
 Tel.: 28.....KBS
 Station Rep.....Pan American
 Pres., Gen. Mgr.....Mrs. Hazel M. Higdon
 Station Manager.....Mrs. Mavis Lang



News Is Preferred...

... by Stations .. because it adds both profits and prestige.

Ap Preferred

50 Rockefeller Plaza



New York 20, N. Y.

PROGRESS MADE BY CBC IN 1958:

... A Year of Many Changes

By J. ALPHONSE OUIMET

President, Canadian Broadcasting Corporation



It has been an eventful year for the Canadian Broadcasting Corporation, as, it seems, every year is. In August, the Canadian Parliament passed a broadcasting act which resulted in overall changes in Canada's broadcasting system. Since 1936 the CBC had been responsible for providing a national radio and television program service, and for regulating all broadcasting of publicly-owned and privately-owned stations in Canada. On Nov. 10 when the new Act was proclaimed, a Board of Broadcast Governors, a Board independent of either the CBC or the private stations, assumed the latter responsibility. At that time too, a new Board of Directors for the CBC was appointed.

* * *

Since July 1, our microwave television network (the longest in the world) has extended from Sydney, Nova Scotia, on the east coast to Victoria, British Columbia, on the west coast. The continent-spanning network, built and operated by the Trans-Canada Telephone System, and the CNR and CPR, provides simultaneous television to three million homes through French and English stations. It links both CBC and private stations across the country, in every province except Newfoundland. In a few months Newfoundland too, will be connected.

* * *

Video tape came into use by the CBC on July 1. At the relay center in Calgary, Alberta, television network programs are recorded on video tape for retelecast at more appropriate

times over stations in the western time zones.

A plan to develop CBC northern broadcasting service went into operation on Nov. 10. At that time the CBC assumed control of radio station CFWH at Whitehorse, the capital of the Yukon. This means that our radio programs are now being broadcast in seven time zones. CFWH was operated for the past 12 years by Canadian Army and Air Force volunteers.

An FM radio network has been planned between Toronto, Ottawa and Montreal, and will soon go into operation.

This Fall we entered the television network market in the United States. Five of our dramas appeared simultaneously on the CBC network in Canada in the "General Motors Presents" series, and on the ABC network in the United States under the series title "Encounter."

* * *

The CBC, in 1958, won seven first awards and seven honorable mention awards at the 22nd Annual American Exhibition of Educational Radio and Television Programs at Ohio State University. No other network in North America received as many awards.

The CBC, during 1958, provided several special broadcasts that made extraordinary demands—the March 31 Federal Election (a record audience of 7,860,000 persons witnessed the live CBC television and radio, French and English coverage of the election results), the Springhill, Nova Scotia mining disaster, and Princess Margaret's tour in Canada.

TELEVISION DAILY

presents

CANADA

KEY PERSONNEL OF
CBC
CARTB
AM STATIONS LISTED
BY PROVINCES

1959

THE FINEST OF TELEVISION AT REASONABLE COST



Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

CBC TELEVISION

NETWORK SALES · TORONTO · CANADA

CANADIAN BROADCASTING CORP.

OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

EXECUTIVES and STAFF

BOARD OF DIRECTORS

J. Alphonse Ouimet, President
E. L. Bushnell, Vice President
Mrs. G. Alixe Carter, Salmon Arm
Mrs. Ellen Armstrong, Calgary
Dr. W. L. Morton, Winnipeg
Mrs. Kate Aitken, Streetsville
R. Dupuis, Montreal
C. Leeson, Stratford
R. L. Dunsmore, Westmount
R. W. Ganong, St. Stephen
Dr. C. B. Lumsden, Wolfville

EXECUTIVE OFFICERS AND ASSISTANTS

J. A. Ouimet, General Manager
E. L. Bushnell, Ass't Gen. Mgr.
Col. R. P. Landry, Controller of Administration
Charles Jennings, Cont. of Bcstg.
A. K. Morrow, Ass't Cont. of Opera., Develop-
ment
Marcel Carter, Controller, Mgt. Planning
A. M. Henderson, Comptroller
J. P. Gilmore, Cont. of Operations
G. W. Richardson, Executive Ass't
W. G. Richardson, Dir. of Engineering
R. C. Fraser, Dir. of Public Relations

NATIONAL OPERATIONS

Charles Jennings, Director of Programs
W. G. Richardson, Director of Engineering
W. E. Powell, Commercial Manager
Harry Bramah, Treasurer
C. E. Stiles, Dir. of Personnel and Admin. Serv.
George Young, Dir. of Sta. Relations
N. M. Morrison, Dir. of Audience Research
C. R. Delafield, Dir. of CBS Intern. Services

REGIONAL OFFICES BRITISH COLUMBIA REGION

701 Hornby St., Vancouver, B. C.
Director, K. P. Caple
Regional Program Dir., Peter Garvie

PRAIRIE REGION

541 Portage Ave., Winnipeg, Manitoba
Director, J. R. Finlay
Regional Program Dir., D. E. Cameron

ONTARIO REGION

354 Jarvis St., Toronto, Ontario
Director, H. G. Walker

QUEBEC REGION

1425 Dorchester St. West, Montreal, Quebec
Director, Gerard Lamarche
Regional Program Dir., Roger Rolland

MARITIME REGION

100 Sackville St., Halifax, Nova Scotia
Director, Capt. W. E. S. Briggs
Regional Program Dir., S. R. Kennedy

NEWFOUNDLAND REGION

T. A. Building, St. John's, Newfoundland
Director, William F. Galgay
Area Engineer, E. D. Witherstone

ARE YOU USING THE RIGHT TOOLS IN CANADA TO GET BUSINESS?

A good question to answer early in 1959, the year expected to set an all-time record of \$21 billion consumer spending in Canada and push the Gross National Product to a new high of \$33 billion.

To sell all you can, you must *reach* all you can. And nothing reaches the Canadian market like the broadcast media. Virtually 100% of Canada's households have radio and 75% have television. In nine of Canada's top fifteen cities over 90% of the homes have TV.

Here are some reasons why business leaders believe Canada's viewers and listeners will be good *buyers* in 1959 . . . and on a level above that of 1958:

- Savings are at an all-time high
- Consumer credit is in good shape
- A substantial increase in housing is boosting sales of major appliances
- There's been a sharp recovery in new car sales
- The number of two-car families is growing steadily
- Department store sales reached an all-time high in 1958

Whatever *you* wish to sell, investigate the advantages of using some of the 148 independent radio stations and 37 independent TV stations that reach all Canadians. Give your sales message impact and the warmth of the *spoken* word.

Canadian Association of Broadcasters

108 Sparks St.,
Ottawa 4, Canada

• 200 St. Clair West,
Toronto, Ontario

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334



Officers

President	D. M. Neill
Immediate Past President.....	V. Dallin
Executive Vice-President.....	T. J. Allard
Vice-President, Radio.....	P. LaLonde
Vice-President, TV.....	G. Stirling
Secretary-Treasurer	Flora Love
Director of Sales and Research, Radio.....	C. W. Fenton
Director of Sales and Research, TV.....	K. Steeves



Directors

D. M. Neill, Fredericton, N. B.; J. A. Manning, Truro, N. S.; G. Stirling, St. John's, Nfld.; D. A. Gourd, Rouyn, P. Q.; P. LaLonde, Montreal; R. Couture, St. Boniface, Man.; T. Burham, Jonquiere, P. Q.; J. A. Dupont, Montreal; M. Brown, London, Ont.; R. T. Snelgrove, Barrie, Ont.; W. H. Stovin, Belleville, Ont.; W. N. Hawkins, Owen Sound, Ont.; R. J. Buss, Medicine Hat, Alta.; D. Dawson, Regina, Sask.; J. O. Blick, Winnipeg, Man.; N. Botterill, Lethbridge, Alta.; J. L. Sayers, Vancouver, B. C.; A. G. Seabrook, Vernon, B. C.; D. M. Armstrong, Victoria, B. C.



Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 149 privately owned (independent) radio broadcasting stations, and 37 television stations in Canada.

CANADA'S PRIVATE BROADCASTERS

... See A Better Outlook For Regulation

By T. J. ALLARD

Executive Vice-President, CARTB



THE high point of 1958 for Canadian private broadcasters was the late-in-the-year appointment of a 15-member Board of Broadcast Governors, under the leadership of Dr. Andrew Stewart, an economist and President of the University of Alberta.

Private broadcasters had pressed for the appointment of such a board before two royal commissions and several parliamentary radio committees. Establishment of the BBG (the Canadian Broadcasting Corporation, Canada's government-owned broadcasting system, now has its own separate board) takes the private stations out of the former situation in which they were regulated by, at the same time that they were competing with the CBC.

The new Board of Broadcast Governors will be concerned only with regulation, and private broadcasters are now hoping for action on two more of their requests before the royal commissions: (1) the immediate licensing of non-government television stations in main metropolitan centres which are now reserved exclusively for government-owned television and, (2) permission to form private networks.

Four new private radio stations and four new TV stations came on the air last year and at year's end there were 30 applications in the hands of the Department of Transport awaiting reference to the new Board of Broadcast Governors in 1959. As soon as applications for second TV stations are accepted there will be a flood of new applications. Second station applications have not been accepted in order to prevent applicants assuming

a favoured position by filing an application on an if as and when basis.

The membership of the Canadian Association of Broadcasters now stands at 149 radio members, 37 television members and 59 associates. Both the Radio and Television Sales and Research offices in Toronto expanded the research and statistical studies supplied to agencies, advertisers, reps and stations this year. Separate radio and television weeks were held (radio week in the spring and TV week in the fall) to inform the public on the informative and entertaining qualities of the media.

The Toronto offices sent out promotion kits featuring spots; fact sheets; idea books; dramatized announcements (including a series of announcements by top Canadian sports stars); display promotional material, etc.

The Canadian Association of Broadcasters annual meeting (held in May this year because of the federal election in March) again featured separate radio and TV workshops.

Radio stations have been encouraged this year by the fact that radio sales have led TV set sales (446,417 radio sets were sold compared to 273,765 TV sets as of September 30).

Most of these new radio sales seem to have gone to multiple radio homes, and car radio sales have also boomed. This has meant an increasing emphasis of diversified radio programs, especially for night time radio.

The trend in television has been toward still more daytime television since network option time swallows much of the Class "A", 8 to 11 p.m. period.

CANADIAN AM STATIONS

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CBA	Sackville, N. B.	688	CFRG	Gravelbourg, Sask.	699
CBAF	Moncton, N. B.	688	CFRN	Edmonton, Alta.	684
CBE	Windsor, Ont.	695	CFRS	Simcoe, Ont.	694
CBF	Montreal, Que.	697	CFRY	Portage La Prairie, Man.	687
CBG	Gander, Nfld.	689	CFSL	Weyburn, Sask.	700
CBH	Halifax, N. S.	689	CFTJ	Galt, Ont.	691
CBI	Sydney, N. S.	690	CFUN	Vancouver, B. C.	686
CBJ	Chicoutimi, Que.	696	CHAB	Moose Jaw, Sask.	699
CBK	Regina, Sask.	700	CHAD	Amos, Que.	696
CBL	Toronto, Ont.	695	CHAT	Medicine Hat, Alta.	685
CBM	Montreal, Que.	697	CHED	Edmonton, Alta.	684
CBN	St. John's, Nfld.	689	CHEF	Granby, Que.	696
CBO	Ottawa, Ont.	693	CHEX	Petersborough, Ont.	693
CBT	Grand Falls, Nfld.	689	CHFA	Edmonton, Alta.	684
CBU	Vancouver, B. C.	686	CHGB	Ste. Anne de La Poc. Que.	698
CBV	Quebec City, Que.	697	CHLN	Three Rivers, Que.	699
CBW	Winnipeg, Man.	687	CHLO	St. Thomas, Ont.	694
CBX	Edmonton, Alta.	684	CHLT	Sherbrooke, Que.	698
CBY	Corner Brook, Nfld.	689	CHML	Hamilton, Ont.	691
CFAB	Windsor, N. S.	690	CHNC	New Carlisle, Que.	697
CFAC	Calgary, Alta.	684	CHNO	Sudbury, Ont.	694
CFAM	Altona, Man.	687	CHNS	Halifax, N. S.	689
CFAR	Flin Flon, Man.	687	CHOK	Sarnia, Ont.	694
CFBC	Saint John, N. B.	688	CHOV	Pembroke, Ont.	693
CFBR	Sudbury, Ont.	694	CHRC	Quebec City, Que.	697
CFCF	Montreal, Que.	697	CHRD	Drummondville, Que.	696
CFCH	North Bay, Ont.	692	CHRL	Roberval, Que.	698
CFCL	Timmins, Ont.	695	CHSJ	Saint John, N. B.	688
CFCN	Calgary, Alta.	684	CHUB	Nanaimo, B. C.	685
CFCO	Chatham, Ont.	691	CHUM	Toronto, Ont.	695
CFCW	Camrose, Alta.	684	CHVC	Niagara Falls, Ont.	692
CFCY	Charlottetown, P. E. I.	696	CHWK	Chilliwack, B. C.	685
CFDA	Victoriaville, Que.	699	CHWO	Oakville, Ont.	693
CFGP	Grande Prairie, Alta.	684	CJAD	Montreal, Que.	697
CFGT	Alma, Que.	696	CJAT	Trail, B. C.	686
CFJB	Brampton, Ont.	691	CJAV	Port Alberni, B. C.	686
CFJC	Kamloops, B. C.	685	CJBC	Toronto, Ont.	695
CFJR	Brockville, Ont.	691	CJBQ	Belleville, Ont.	690
CFNB	Fredericton, N. B.	688	CJBR	Rimouski, Que.	698
CFNS	Saskatoon, Sask.	700	CJCA	Edmonton, Alta.	684
CFOB	Fort Frances, Ont.	691	CJCB	Sydney, N. S.	690
CFOR	Orillia, Ont.	693	CJCH	Halifax, N. S.	690
CFOS	Owen Sound, Ont.	693	CJCS	Stratford, Ont.	694
CFPA	Port Arthur, Ont.	693	CJDC	Dawson Creek, B. C.	685
CFPL	London, Ont.	692	CJEM	Edmundston, N. B.	688
CFPR	Prince Rupert, B. C.	686	CJET	Smith Falls, Ont.	694
CFQC	Saskatoon, Sask.	700	CJFP	Riviere-Du-Loup, Que.	698
CFRA	Ottawa, Ont.	693	CJFX	Antigonish, N. S.	689
CFRB	Toronto, Ont.	695	CJGX	Yorkton, Sask.	700

(Continued on Next Page)

CANADIAN AM STATIONS

LISTED ALPHABETICALLY BY CALL LETTERS

Call Letters	City	Page	Call Letters	City	Page
CJIB . . .	Vernon, B. C.	686	CKLD . . .	Thetford Mines, Que. . . .	699
CJIC . . .	Sault Ste. Marie, Ont. . . .	694	CKLG . . .	North Vancouver, B. C. . .	686
CJKL . . .	Kirkland Lake, Ont.	692	CKLN . . .	Nelson, B. C.	685
CJLS . . .	Yarmouth, N. S.	690	CKLS . . .	La Sarre, Que.	696
CJMS . . .	Montreal, Que.	697	CKLY . . .	Lindsay, Ont.	692
CJMT . . .	Chicoutimi, Que.	696	CKMR . . .	New Castle, N. B.	688
CJNB . . .	North Battleford, Sask. . . .	700	CKNB . . .	Campbellton, N. B.	688
CJNR . . .	Blind River, Ont.	690	CKNW . . .	New Westminster, B. C. . .	685
CJOB . . .	Winnipeg, Man.	687	CKNX . . .	Wingham, Ont.	695
CJOC . . .	Lethbridge, Alta.	684	CKOC . . .	Hamilton, Ont.	691
CJON . . .	St. John's, Nfld.	689	CKOK . . .	Penticton, B. C.	685
CJOR . . .	Vancouver, B. C.	686	CKOM . . .	Saskatoon, Sask.	700
CJOY . . .	Guelph, Ont.	691	CKOT . . .	Tillsonburg, Ont.	694
CJQC . . .	Quebec City, Que.	698	CKOV . . .	Kelowna, B. C.	685
CJRH . . .	Richmond Hill, Ont.	693	CKOX . . .	Woodstock, Ont.	695
CJRL . . .	Kenora, Ont.	691	CKOY . . .	Ottawa, Ont.	693
CJRW . . .	Summerside, P. E. I.	696	CKPC . . .	Brantford, Ont.	691
CJSO . . .	Sorel, Que.	699	CKPG . . .	Prince George, B. C. . . .	686
CJSP . . .	Leamington, Ont.	692	CKPR . . .	Fort William, Ont.	691
CJVI . . .	Victoria, B. C.	687	CKRB . . .	St. George De Beauce, Que.	698
CKAC . . .	Montreal, Que.	697	CKRC . . .	Winnipeg, Man.	687
CKBB . . .	Barrie, Ont.	690	CKRD . . .	Red Deer, Alta.	685
CKBC . . .	Bathurst, N. B.	688	CKRM . . .	Regina, Sask.	700
CKBI . . .	Prince Albert, Sask.	700	CKRN . . .	Rouyn, Que.	698
CKBL . . .	Matane, Que.	697	CKRS . . .	Jonquiere, Que.	696
CKBM . . .	Montmagny, Que.	697	CKSB . . .	St. Boniface, Man.	687
CKBW . . .	Bridgewater, N. S.	689	CKSF . . .	Cornwall, Ont.	691
CKCH . . .	Hull, Que.	696	CKSL . . .	London, Ont.	692
CKCK . . .	Regina, Sask.	700	CKSM . . .	Shawinigan Falls, Que. . .	698
CKCL . . .	Truro, N. S.	690	CKSO . . .	Sudbury, Ont.	694
CKCQ . . .	Quesnel, B. C.	686	CKSW . . .	Swift Current, Sask.	700
CKCR . . .	Kitchener, Ont.	692	CKTB . . .	St. Catharines, Ont.	693
CKCV . . .	Quebec City, Que.	698	CKTR . . .	Trois-Rivieres, Que. . . .	699
CKCW . . .	Moncton, N. B.	688	CKTS . . .	Sherbrooke, Que.	699
CKCY . . .	Sault Ste. Marie, Ont. . . .	694	CKVD . . .	Val D'Or, Que.	699
CKDA . . .	Victoria, B. C.	687	CKVL . . .	Montreal, Que.	697
CKDM . . .	Dauphin, Man.	687	CKVM . . .	Ville-Marie, Que.	699
CKEC . . .	New Glasgow, N. S.	690	CKWS . . .	Kingston, Ont.	692
CKEN . . .	Kentville, N. S.	690	CKWX . . .	Vancouver, B. C.	686
CKEY . . .	Toronto, Ont.	695	CKX . . .	Brandon, Man.	687
CKFH . . .	Toronto, Ont.	695	CKXL . . .	Calgary, Alta.	684
CKGB . . .	Timmins, Ont.	695	CKY . . .	Winnipeg, Man.	688
CKJL . . .	St. Jerome, Que.	698	CKYL . . .	Peace River, Alta.	685
CKLB . . .	Oshawa, Ont.	693	VOAR . . .	St. John's, Nfld.	689
CKLC . . .	Kingston, Ont.	692	VOCM . . .	St. John's, Nfld.	689

"CUSTOMER-SLANTING" The Television Buy

... New Dimensions in Buying Time, Programs, Films

By Sydney Roslow, Ph. D

Director of Pulse, Inc. Founded 1941



THE demand for qualitative information about audiences literally put us into the ratings business as our most conspicuous product, market by market and network. Yet, twenty years ago if I had been shown the crystal ball, no one would have been more surprised. For, engrossed in consumer-attitude studies for governmental agencies, and some ten years with a foremost group of psychologists, my work revolved around special surveying.

Today while we meet the keen competition of ratings-only firms established after ours in 1941, we have kept our qualitative perspective uppermost. And through mass subscription for our data, servicing the most markets and the most subscribers, we have been able to reduce subscription costs materially.

So, briefly, using face-to-face interviewing in the homes of the nation, our trained interview specialists visit an entirely new sample of 100,000 different families monthly. Five thousand different families are interviewed for each once-a-week television program, and the particular characteristics and purchases of each are recorded. Twenty thousand different families are similarly interviewed for multi-broadcast programs, and spectaculars and specials are duly entered. Each month a new category is analyzed. We are now interviewing in all our major markets 365 days of the year. And for all other markets interviewed less than monthly we also use daily interviewing instituted several years ago for the smaller markets.

The value of this information be-

comes obvious when we look at situations such as illustrated in typical situations. Interpreting the percentages in terms of the industry's figure of 45,000,000 television homes for Spring, 1959, the differences are impressive. Let us take just one category:

WEEKLY EXPENDITURE FOR DRUGS, TOILETRIES, COSMETICS

Nighttime	No. Of Programs	Avg. Pulse Network	None Bought	Under \$3.00	Over \$3.00
Musical Programs	10	11.9	25.5%	29.7%	44.8%
Quiz, Panel & Audience Participation	12	16.1	25.5	29.8	44.7
Mysteries, Crime, Melodramas	14	15.6	27.1	29.1	43.8
Dramas	8	20.6	23.3	32.4	44.3
Westerns	23	21.2	26.8	28.2	45.0
Situation Comedy	14	20.2	26.3	26.8	46.9
"Live" Comedy & Variety	14	21.1	26.4	30.0	43.6
Adventure	5	13.5	26.5	29.3	44.2

The above are norms for each kind of program. The individual program, therefore, can be measured against the norm, and its value appraised accordingly. Our data in this and other categories indicate that certain advertisers' programs attract millions of customers and prospects above the norm, or millions below the norm. It behooves an advertiser of a low-customer's show to know when a competitor is out-hitting him with a program attracting more customers and prospects. Plainly the conventional focus on big ratings becomes questionable.

It is our belief that this new concept of customer-slanting (from samples so large that quibbling is impossible), will become a widely recognized and positive contribution to the mechanics of today's demands for lower-cost, more effective product-selling.

Alberta

CFAC—Calgary—1922

Frequency: 960 Kc. Power: 10,000 Watts
 Owned-Oper. By: Calgary Bcastg. Co., Ltd.
 Business Address: Greyhound Bldg.
 Tel.: AM 6-1036. CBC
 President: Basil Dean
 Sta. Manager: A. M. Cairns
 Commercial Manager: D. H. Hartford
 Sales Promotion Manager: G. B. Mannix
 Program Director: George Brown
 Chief Engineer: E. C. Connor

CFCN—Calgary—1922

Frequency: 1060 Kc. Power: 10,000 Watts
 Owned-Oper. By: The Voice of the Prairies, Ltd.
 Bus.-Studio Address: 712 Twelfth Ave., E.
 Tel.: AM 2-1161. CBC
 Representative: Can. Sta. Rep., Oakes
 President, Sta. Manager: H. G. Love
 V. P., Sls. Prom. Mgr.: James A. Love
 Operations Mgr.: Gordon L. Carter
 Prod. Manager: Ned B. Corrigan
 Chief Engineer: Robert W. Lamb

CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 1000 Watts
 Owned-Oper. By: CKXL Ltd.
 Address: 210 9th Ave. S.W.
 Tel.: AM 6-3026. Independent
 Representative: H. C. Stovin, Forje
 President, Gen. Mgr.: A. R. Mackenzie
 Gen. Sales Mgr.: Allan J. Barker
 B'cast. Mgr.: Peter J. Edwards

CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Camrose Bcastg. Co.
 Address: Smith Bldg.
 Tel.: 3044. Independent
 Representative: Lorrie Potts
 Pres., Gen. Mgr.: H. J. Yerxa
 Sta. Mgr., Pub. Dir.: Gene Ross
 Chief Engineer: Kenneth Anholt

CBX—Edmonton—1948

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned-Oper. By: Canadian Bcastg. Corp.
 Bus.-Studio Address: 713 MacDonald Hotel
 Tel.: Edmonton. Independent
 General Manager: J. Alphonse Ouimet
 Sta. Mgr.: D. C. Claringbull
 Commercial Manager: W. E. Powell

CFRN—Edmonton—1934

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By: Sunwapta Bcastg. Co., Ltd.
 Business-Studio Address: 109 CPR Bldg.
 Tel.: GARDen 2-2101. CBC
 Radio Reps.: Young Canadian; Oakes Assoc.
 Pres., Gen. Mgr.: G. R. A. Rice
 Station Manager: A. J. Hopps

Commercial Manager: Tom A. Shandro
 Sales Prom., Pub. Dir.: Mrs. Corinne Noonan
 Program Director: Harry Farmer
 Chief Engineer: Frank G. Makepeace

CHED—Edmonton—1954

Freq.: 1080 Kc. Power: 10,000 Wts. d., 1000 n.
 Owned-Oper. By: CHED, Ltd.
 Address: 10006—107th St.
 Tel.: 4-2111. Independent
 Representative: Stephens & Townsend
 Gen. Commercial Mgr.: M. D. Dyck
 Prog. Dir.: Jerry Forbes
 Chief Engineer: Clint Nichol

CHFA—Edmonton—1949

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Edmonton, Ltd.
 Business Address: 10012—109th St.
 Tel.: 4-2157. CBC
 Station Rep.: Interprovincial; Hunt; Devney
 President: Andre M. Dechene
 Sta. Mgr.: B. J. Gagnon
 Program Director: Marcel Couture
 Chief Engineer: Larry Leclair

CJCA—Edmonton—1922

Frequency: 930 Kc. Power: 10 Kw. d., 5 n.
 Owned-Oper. By: Edmonton Bcastg. Co., Ltd.
 Business Address: 413 Birks Bldg.
 Tel.: 4-4131. CBC
 Representative: All-Canada, Weed
 Sta. Manager: Gerry Gaetz
 Commercial Manager: Rolfe Barnes
 Sales Promotion Manager: W. E. McNabb
 Program Director: Dalt Elton
 Chief Engineer: Frank Hollingworth

CFGP—Grande Prairie—1937

Frequency: 1050 Kc. Power: 10 Kw.
 Owned By: Northern Bcastg. Corp., Ltd.
 Business Address: 9910 99th St.
 Tel.: 2311. CBC
 Representative: All-Canada, Weed
 President: Hugh E. Pearson
 Asst. Mgr., Prog. Dir.: Jack E. Soars
 Station Manager: Cameron A. Perry
 Local Comm. Mgr.: G. Pearcy
 Sales Promotion Manager: Alice Lorenz
 Chief Engineer: Jim de Roaldes

CJOC—Lethbridge—1926

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.
 Owned-Oper. By: Lethbridge Bcastg., Ltd.
 Address: 1015 Third Ave. S.
 Tel.: FA 7-3161. CBC
 Station Representative: All-Canada; Weed
 President: H. R. Carson
 Station Manager: A. J. Balfour
 Commercial Manager: B. J. O'Grady
 Promotion Manager: Mrs. Mary Pieschuk
 Program Director: Wally Stambuck
 Chief Engineer: Doug Card

CHAT—Medicine Hat—1946

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By. Monarch Bcstg. Co., Ltd.
 Address 520 First St.
 Tel.: JAcKson 6-2821. CBC
 Representative Weed, All-Canada
 President. J. H. Yuill
 Gen., Sta. Mgr. R. J. Buss
 Commercial, Prom. Mgr. Orv Kope
 Program Director. Bill Savick
 Publicity Director. June Duncan
 Chief Engineer. Sid Gaffney

CKYL—Peace River—1954

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By. Peace River Bcstg. Co.

Address Radio Bldg.
 Representative Hunt, Lorrie Potts
 Manager W. C. Gliege
 Sls. Prom. Mgr. Dave Lilwall
 Engineer Bob Guy

CKRD—Red Deer—1949

Freq.: 850 Kc. Power: 1000 Watts
 Owned-Oper. By. Central Alberta Bcstg. Co.
 Bus. Address. 5203 Gaetz Ave., Foster Block
 Tel.: 2083 CBC
 Reprs. Bcst. Sales; Radio Reprs.; Messner
 Pres., Gen. Mgr. G. S. Henry
 Comm. Mgr. W. R. Scott
 Prog., Pub. Dir. J. M. Younie
 Chief Engineer. Bob Sears

British Columbia

CHWK—Chilliwack—1927

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By. Fraser Valley Bcstrs., Ltd.
 Address 50 Yale Rd., E.
 Tel.: 3200 CBC
 Representative All-Canada, Weed
 Pres., Gen. Mgr. Jack Pilling
 Comm. Mgr., Prom. Mgr. W. G. Teetzel
 Prod. Mgr. J. M. MacLachlan
 Chief Eng. R. Cartmell

CJDC—Dawson Creek—1948

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By. Radio Station CJDC, Ltd.
 Business Address. 902 - 102nd Ave.
 Tel.: STerling 2-3838. CBS
 Representative. Radio Representative, Cooke
 President H. Michaud
 Gen. Mgr., Comm. Mgr. Mike Lavern
 Program Director. Chuck Mudrak
 Chief Engineer. Mel Lang

CFJC—Kamloops—1927

Frequency: 910 Kc. Power: 1 Kw.
 Owned. Inland Bcstrs., Ltd.
 Address 387—Fourth Ave.
 Tel.: 1021 CBC
 Sta. Rep. All-Canada, Weed
 President Ronald White
 General Manager. Ian G. Clark
 Comm. Sales Prom. Mgr. Walter Harwood
 Program Director. Norman McDonald
 Chief Engineer Fred Webber

CKOV—Kelowna—1931

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Oper. By. Okanagan Bcstrs., Ltd.
 Address Box 1481
 Tel.: 3331 CBC
 Representative All-Canada, Weed
 President. Mrs. J. W. B. Browne
 Gen. Mgr. J. H. Browne
 Comm. Manager. J. D. Bews
 Chief Engineer. A. Vipond

CHUB—Nanaimo—1949

Frequency: 1570 Kc. Power: 10,000 Watts
 Owned-Operated By. Standard Bcstg. Co.
 Business Address. Malaspina Hotel
 Tel.: 2630 Independent
 Newspaper Affil. Vancouver Sun
 Representative Stephens & Towndrow
 Sta. Mgr., Prog. Dir. C. J. Rudd
 Nat. Sales Dir. Sheila Hassell
 Prom., Pub. Mgr. Catherine Sanders
 Chief Engineer. Lew Fox

CKLN—Nelson—1939

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By. News Publishing Co., Ltd.
 Address P. O. Box 250
 Tel.: 10 CBS
 Newspaper Affiliation. Nelson Daily News
 Rep. Stovin & Byles; Adam Young
 Sta. Mgr., Ch. Eng. Alan R. Ramsden

**CKNW—New Westminster
1944**

Frequency: 1320 Kc. Power: 5000 Watts
 Owned By. Radio NW, Ltd.
 Business-Studio Address. 227 Columbia St.
 Tel.: LA 2-2711. Independent
 Representative. Forjoe, R-Reps., B'cast. Reprs.
 President Frank A. Griffiths
 Gen., Station Mgr. W. J. Hughes
 Prog. Dir. Hal Davis
 Natl. Sales Mgr. Mel Cooper
 Chief Engineer. Jack Gordon

CKOK—Penticton—1948

Freq.: 800 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Operated By. CKOK, Ltd.
 Business-Studio Address. 125 Nanaimo Ave.
 Tel.: 2800 CBC
 Representative All Canada; Weed
 Pres., Gen. Mgr. Maurice P. Finnerty
 Station Manager. Ralph J. Robinson
 Sales Mgr. Ken Compton

BRITISH COLUMBIA

Program Director.....Leland H. Faebish
Sales Prom., Pub. Dir.....Ed Boyd
Chief Engr.....George Cameron

CJAV—Port Alberni—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Tel.: 604Independent
Rep.....Hunt, Cooke, Stephens & Towndrow
Pres., Gen. Mgr.....Kenneth Hutcheson
Commercial Mgr.....Ray Jordan
Prog., Sta. Mgr.....Andy Marquis
Publicity Dir.....Shervin Shragge
Chief Engineer.....J. McFegan

CKPG—Prince George—1954

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Tel.: LO 4-2626CBC
RepresentativeAll-Canada, Weed
President.....Frank H. Elphicke
Managing Dir.....Cecil G. Elphicke
Comm. Manager.....R. T. Harkins
Prog. Director.....Ronald A. East
Chief Engineer.....L. Fraser

CFPR—Prince Rupert—1938

Frequency: 1240 Kc.....Power: 250 Watts
Owned By....Canadian Broadcasting Corp.
Address.....343 W. 2nd Ave.
Sta. Mgr.....W. C. Hankinson
Sls. Rep.....H. W. Paulson (Vancouver)

CKCQ—Quesnel—1957

Frequency: 570 Kc.....Power: 1 Kw.
Owned.....Cariboo Bcstrs. Ltd.
Address.....Box 699
Tel.: 485Independent
Representative.....Radio Rep., Cooke
President.....James H. Ritchie
Gen. Mgr., Ch. Eng.....J. Fred Weber
Station Manager.....Dennis Reed
Comm. Prom. Mgr.....John V. Boates
Program Director.....Robert R. Leckie

CJAT—Trail—1931

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....Radio Centre
Tel.: 1840CBC
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Comm. Mgr.....J. P. Kobluk
Prog. Dir.....Ken Hughes
Chief Engineer.....Jack Molyneux

CBU—Vancouver—1947

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Tel.: MA 6121.....CBC
Dir. for Brit. Col.....Kenneth Caples
Comm. Mgr. (Toronto).....Walter E. Powell

CJOR—Vancouver—1926

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Tel.: MUTual 5-6464.....CBC
Representative.....Stovin & Byles, Ltd.
Pres., Sta. Mgr., Gen. Mgr., George C. Chandler
Prog. Director.....Vic Waters
Commercial Mgr.....Don Laws
Publicity Director.....Hudson W. Olson
Chief Engineer.....Art Chandler

CFUN—Vancouver—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio CFUN Ltd.
Address.....1900 W. 4th Ave.
Tel.: REgent 1-6511.....Independent
Rep.....Nat. Broadcast Sales; Devney
President.....R. R. Keay
Gen. Mgr.....J. L. Sayers
Comm. Manager.....Fin Anthony
Program Director.....T. J. Garner
Sales Prom., Pub. Dir.....Doug Reid
Chief Engineer.....Dave Rogers

CKWX—Vancouver—1923

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Oper. By.....CKWX Radio, Ltd.
Business-Studio Address.....1275 Burrard St.
Tel.: MU 4-5131.....MBS
RepresentativeAll-Canada, Weed
President.....Arthur Holstead
General Manager.....Frank H. Elphicke
National Sls. Manager.....Clare Copeland
Program Manager.....John Ansell
Png., Res. Director....MacIntosh MacDonald
Chief Engineer.....Charles Smith

CKLG—North Vancouver 1955

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By....Lions Gate B'casting., Ltd.
Address.....143 E. 11th, North Vancouver
Tel.: YUKon 8-1101.....Independent
Reps.....Stephens-Towndrow; Donald Cook
President.....A. Earson Gibson
Station Mgr.....John N. Hunt
Comm. Manager.....F. W. Mantell
Prog. Director.....Rudy Hartman
Prom., Pub. Mgr.....R. H. Smith
Chief Engineer.....Peter Mackintosh

CJIB—Vernon—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Tel.: 3900CBC
Rep.....All Canada; Weed
President.....Richard Peters
Sta. Manager.....A. G. Seabrook
Commercial Mgr.....Ann Gaustin
Program Director.....Jack Pollard
Sales Prom. Mgr.....Ed Boyd
Publicity Director.....George Leek
Chief Engineer.....Laurie Wright

CJVI—Victoria—1925

Frequency: 900 Kc. Power: 10,000 Watts
 Owned-Oper. By.....Island Bcastg. Co., Ltd.
 Business-Studio Address.....817 Fort Street
 Tel.: EV 2-8221.....CBC
 Representative.....All-Canada
 Sta. Gen. Mgr.....W. M. Guild
 Sls. Prom. Mgr.....Ralph S. Jamison
 Prog. Dir.....Walter Cownden
 Publicity Dir.....William S. Allen
 Chief Engineer.....Joe Sommers

CKDA—Victoria—1950

Frequency: 1280 Kc. Power: 10 Kw.
 Owned-Oper. By.....Capital Bcastg. System
 Address.....1450 Douglas St.
 Tel.: EVergreen 4-9311.....Independent
 Representative.....Radio Reps., Forjoe
 President.....David M. Armstrong
 Gen., Comm. Mgr.....David B. Hill
 Program Director.....Andy Stephen
 Publicity Director.....Geo. Glover
 Chief Engineer.....Norman Berbquist

Manitoba

CFAM—Altona—1957

Frequency: 1290 Kc. Power: 5000 Watts
 Owned.....Southern Manitoba Bcastg. Co.
 Business Address.....P.O. Box 1000
 Tel.: 285.....Independent
 Reps.....Cooke; Hunt; Messner; Natl. Bcast. Sales
 President.....Walter E. Kroeker
 Station Manager.....Dave K. Friesen
 Chief Engineer.....John J. Pauls

CKX—Brandon—1928

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Western Manitoba Bcstrs.
 Address.....2940 Victoria Ave.
 Tel.: Parkway 6-5393.....CBC
 Station Representative
 Radio Reps.; Hunt; Messner; Young Canadian
 Pres., Gen. Manager.....J. B. Craig
 Commercial Manager.....E. D. Holland
 Prog. Dir.....Frank Bird
 Publicity Director.....Marvin Freeman
 Chief Engineer.....E. Humphrey Davies

CKDM—Dauphin—1950

Frequency: 730 Kc. Power: 1000 d.; 250 n.
 Owned.....Dauphin Bcastg. Co., Ltd.
 Address.....3rd Ave., N. E.
 Tel.: 3230.....Independent
 Reps.....Messner; Hunt; Young Canadian
 President.....A. T. Warnock
 Station Manager.....Michael Hopkins
 Sales Promotion Manager.....Lorne G. Bignell
 Program Director.....Brian Skinner
 Chief Engineer.....Alan Watson

CFAR—Flin Flon—1937

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By.....Arctic Radio Corp., Ltd.
 Business Address.....75 Callinan St.
 Tel.: 4422.....CBC
 President.....Grey Mundie
 Station Manager.....C. H. Witney
 Comm., Sales Prom. Mgr.....Alec D. Cobban
 Program Director.....E. Smallwood

**CFRY—Portage La Prairie
1956**

Frequency: 1570 Kc. Power: 250 Watts

Owned.....Portage-Delta Bcastg. Co.
 Address.....Hotel Portage
 Representative.....Lorrie Potts
 Pres., Mgr.....R. D. Hughes
 Comm. Mgr.....Dolores Kustra

CKSB—St. Boniface—1946

Frequency: 1050 Kc. Power: 10,000 Watts d.
 Owned.....Radio-St. Boniface Ltd.
 Address.....607 Langevin St.
 Tel.: CH 7-4865.....CBC
 Reps.....Devney; Hunt; Interprovincial Sales
 President.....Auguste Dansereau
 Gen., Sta. Mgr.....Roland Couture
 Commercial Mgr.....Raoul Normandeau
 Program Dir.....Denis Belair
 Chief Engineer.....Yves Savignac

CBW—Winnipeg—1948

Frequency: 990 Kc. Power: 50,000 Watts
 Owned-Operated By.....Canadian Bcastg. Corp.
 Business Address.....541 Portage Ave.
 Tel.: SP 4-2541.....CBC
 Mgr.....J. A. Ouimet
 Reg. Director.....J. R. Finlay
 Prog. Dir.....A. E. Parr
 Reg. Engineer.....R. D. Cahoon
 Comm. Sls. Rep.....R. L. Horley
 Publicity Dir.....C. E. l'Ami

CJOB—Winnipeg—1946

Freq.: 680 Kc. Power: 5 Kw., d.; 2500 W., n.
 Business Address.....10th Fl., Lindsay Bldg.
 Tel.: WH 2-6374.....Independent
 Sta. Rep.....Radio Reps.; Young Canadian
 Pres., Gen. Mgr.....John O. Blick
 Commercial Manager.....R. M. MacLennan
 Sales Prom. Mgr.....R. Moody
 Prog. Director.....George C. Davies
 Chief Engineer.....R. V. Durlé

CKRC—Winnipeg—1927

Frequency: 630 Kc. Power: 5000 Watts
 Owned.....Transcanada Communications, Ltd.
 Bus.-Studio Address.....300 Carlton St.
 Tel.: WH 2-2201.....CBC
 Representative.....Weed All-Canada
 Gen., Sta. Mgr.....William A. Speers

MANITOBA-NEW BRUNSWICK

Commercial Manager..... R. F. Tait
Sales Promotion Manager.... Gordon Walker
Program Director.....Robert Bye
Chief Engineer.....Burt Hooper

CKY—Winnipeg—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.

Business Address.....432 Main St. N.
Tel.: Whitehall 3-1531.....Independent
Representative.....Stovin, Forjoe
President.....Lloyd E. Moffat
Station Manager.....Jack M. Davidson
Comm. Manager.....D. McDerimid
Program Director.....Jack R. Stewart
Chief Engineer.....Andy Malowanchuk

New Brunswick

CKBC—Bathurst—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bathurst Broadcasting Co., Ltd.
Business Address.....455 Golf St.
Tel.: LI 6-4461.....Independent
Station Representative.....Potts
President.....J. Leo Hachey
Station Manager.....W. A. Winton
Comm., Sales Prom. Mgr.....R. J. Gallagher
Prog., Pub. Dir.....Ray Bourque
Chief Engineer.....Phil Paquet

CKNB—Campbellton—1939

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Tel.: Plaza 3-4415.....CBS
Representative.....Hardy, Weed
President.....John Alexander
Sta., Comm. Mgr.....Robert D. Richards
Chief Engineer.....Phil Paquet

CJEM—Edmundston—1944

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Address.....91 Canada Rd.
Tel.: RE 5-3351.....CBS
Representative.....Stovin, Young
Gen. Mgr.....Jack Brilliant
Station, Comm. Mgr.....Georges Guerrette

CFNB—Fredericton—1923

Frequency: 550 Kc.....Power: 5000 Watts
Owned.....James S. Neill & Son, Ltd.
Address.....York St.
Tel.: GR 5-5501.....CBS
Representative.....All-Canada, Weed
President.....J. Stewart Neill
General Manager.....D. Malcolm Neill
Prog. Director.....H. L. McFee
Sta., Comm. Manager.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CBAF—Moncton—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Georges & Archibald Sts.
General Manager.....Alphonse Ouimet
Sta. Mgr.....J. E. R. Teasdale
Commercial Mgr.....W. E. Powell
Prog. Dir.....C. Jennings

CKCW—Moncton—1934

Frequency: 1220 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Address.....K of P Bldg.
Tel.: EV 4-9111.....CBC
Station Rep.....Young Canadian; Stovin-Byles
Pres., Gen. Mgr.....F. A. Lynds
Sta., Comm. Mgr.....Tom H. Tonner
Sales Prom. Mgr., Prog. Dir.....Bob Reid
Chief Engineer.....Keith MacConnell

CKMR—New Castle—1949

Frequency: 790 Kc.....Power: 1000 Watts
Owned.....Miramichi Bcstg. Co., Ltd.
Business Address.....New Castle
Tel.: 690.....CBC
Sta. Rep.....Radio Time Sales; Hunt
President.....L. W. Flett
Sta., Comm. Mgr.....R. J. Wallace
Sales Prom. Mgr., Pub. Dir.....Fred Haining

CBA—Sackville—1939

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....100 Sackville St., Halifax, N. S.
Regional Director.....W. E. S. Briggs
Regional Prog. Dir.....S. R. Kennedy
Comm. Rep.....Don LeBlanc
Press & Info. Rep.....A. W. Wilson

CFBC—Saint John—1946

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Fundy Bcstg. Co., Ltd.
Business Address.....68 Carleton St.; Box 930
Tel.: OX 2-3301.....CBC
Station Rep.....Radio Reps.; Young Canadian
President.....A. M. A. McLean
General Manager.....R. T. Bowman
Sales Manager.....Vincent Saunders
Program Supervisor.....D. H. Armstrong
Publicity Director.....Marita McNulty
Chief Engineer.....H. M. Stout

CHSJ—Saint John—1947

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Newspaper Afil.....Journal, Globe
Representative.....All Canada, Weed & Co.
General Manager.....George A. Cromwell
Comm. Mgr.....James Morrow
Station Manager.....Earl McCarron

Newfoundland

CBY—Corner Brook—1949

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Representative... C. V. Hierlihy
 Gen. Mgr. (CBC)... J. Alphonse Ouimet
 Comm. Mgr.... W. E. Powell
 Prog. Dir.... Charles Jennings

CBG—Gander—1949

Frequency: 1450 Kc. Power: 1000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Address... Gander
 General Manager... J. A. Ouimet
 Sta. Mgr.... A. W. Barrett
 Comm. Mgr.... W. E. Powell
 Prog. Dir.... Charles Jennings

CBT—Grand Falls—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Business Address... Mill Road
 Tel.: 2102... CBC
 Gen. Mgr.... J. Alphonse Ouimet
 Station Manager... John J. Grace
 Press & Info. Dept., Prom. Mgr... Ron C. Fraser
 Comm. Manager... G. D. Halley
 Prog. Director... R. G. O'Brien
 Chief Engineer... E. D. Witherstone

CBN—St. John's—1949

Frequency: 640 Kc. Power: 10,000 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Address... Box E 5372
 Telephone... 7181
 General Manager (CBC)... J. Alphonse Ouimet
 Commercial Mgr. (CBC)... W. E. Powell
 Dir. for NFLD... W. F. Galgay
 Prog. Director... Charles Jennings

CJON—St. John's—1951

Frequency: 930 Kc. Power: 10,000 Watts
 Owned-Oper. By... Nfld. Bcstg. Co., Ltd.
 Address... Prince of Wales St.
 Tel.: 7105... Independent
 Station Rep... Stovin-Byles; Weed
 Pres... Geoffrey W. Stirling
 General Manager... Don Jamieson
 Sta. Mgr... George MacDonald
 Commercial Manager... Jack Baird
 Sales Promotion Manager... Mary Brennan
 Program Director... G. A. Wiggins
 Publicity Director... Judith A. Curtis
 Chief Engineer... Oscar Hierlihy

VOAR—St. John's—1929

Frequency: 1230 Kc. Power: 100 Watts d.
 Owned... Seventh-day Adventists Corp.
 Address... 106 Freshwater Rd.
 Tel.: 6760... Independent
 General Manager... W. A. Nelson
 Chief Engineer... G. O. Adams
 George Rabbits

VOCM—St. Johns—1936

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By... Colonial Bcstg. System
 Address... McBride's Hill & Water Sts.
 Tel.: 3140... Independent
 Rep... Radio TV Sales; Young Canadian
 Pres., Ch. Eng... W. B. Williams
 Managing Director... H. N. Butler
 Station Mgr... J. V. Butler
 Commercial Mgr... Denys Ferry
 Program Director... J. M. Murdoch
 Sales Prom. Mgr... Bill Squires
 Publicity Dir... Bob Lockhart

Nova Scotia

CJFX—Antigonish—1943

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By... Atlantic Bcstrs., Ltd.
 Address... St. Ninian St.
 Tel.: 580... CBC
 Station Rep... Young Canadians; Mulvihill
 President... Rev. Dr. F. Giniven
 Gen., Sta. Mgr... J. Clyde Nunn
 Commercial Manager... Bruce Rafuse
 Sales Prom. Mgr... Charles O'Brien
 Chief Eng... Gordon MacDougall

CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Oper. By... Acadia Bcstg. Co., Ltd.
 Business Address... 399 King St.
 Tel.: LI 3-2401... CBC
 Representative... Radio Reps., Don Cooke

President... C. J. Morrow
 General Manager... John F. Hirtle
 Sta. Mgr., Comm. Mgr... James A. MacLeod
 Sales Prom. Mgr., Pub. Dir... David Flack
 Program Director... A. Maxwell Ramey
 Chief Engineer... Douglas B. Hirtle

CBH—Halifax—1947

Frequency: 1330 Kc. Power: 100 Watts
 Owned-Operated By... Canadian Bcstg. Corp.
 Business-Studio Address... 100 Sackville St.
 Regional Director... W. E. S. Briggs
 Reg. Prog. Dir... J. A. MacEwen
 Comm. Rep... Don LeBlanc
 Press & Infor. Rep... A. W. Wilson

CHNS—Halifax—1926

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.

Bus.-Studio Address.....10 Tobin St.
Tel.: 3-8318.....CBC
Representative.....All-Canada, Weed
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Gretg

CJCH—Halifax—1944

Freq.: 920 Kc. Power: 10,000 Wts. d., 5000 n.
Owned-Operated By.....CJCH Limited
Bus.-Studio Address.....741 Robie St.
Tel.: 5-5443.....Independent
Representative.....Mulvihill, Young Can.
President.....B. Pearson McCurdy
Station Manager.....E. Finlay MacDonald
Comm. Manager.....Howard E. Gerard
Sls. Prom. Manager.....Clair Chambers
Program Director.....Leonard J. Chapple
Chief Engineer.....A. Reginald MacWilliams

CKEN—Kentville—1947

(See CFAB, Windsor)

CKEC—New Glasgow—1953

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
Address.....130 George St.
Tel.: 2-4200.....CBC
Representative.....Donald Cooke
Pres., Gen. Mgr.....James M. Cameron
Prog. Dir.....W. Ellis
Chief Engineer.....Lew Wright

CBI—Sydney—1948

Freq.: 1140 Kc. Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Address.....P. O. Box 700
Tel: 4495.....CBC
President.....J. A. Oulmet
Station Manager.....F. G. Cooke
Comm. Mgr.....Don LeBlanc
Publicity Dir.....Bert Wilson
Chief Engineer.....G. R. Oulton

CJCB—Sydney—1929

Freq.: 1270 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Cape Breton Bcstrs., Ltd.
Business Address.....Charlotte St.
Tel.: 5596.....CBC
Station Rep.....All Canada; Weed; Reynolds
President.....Nathaniel Nathanson
Station Manager.....Norris L. Nathanson
Commercial Manager.....M. Grant
Sales Promotion Manager.....Lloyd W. Taylor
Program Director.....T. C. Robertson
Publicity Director.....Florence MacLeod
Chief Engineer.....A. E. Vernon

CKCL—Truro—1947

Frequency: 600 Kc. Power: 1,000 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Tel.: 4491.....Independent
Representative.....Radio Time Sales
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....H. C. Deryk Upton
Program Director.....Jack Armstrong
Chief Engineer.....E. S. Bernasconi

CFAB—Windsor—1944

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address.....Radio Centre
Tel.: 2111.....Independent
Representative.....Lorrie Potts
President.....F. J. Burns
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....J. F. Crossan
Program Director.....Willard Bishop
Chief Engineer.....A. M. Bishop

CJLS—Yarmouth—1934

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By....Gateway Bcstg. Co., Ltd.
Address.....222 W. Main St.
Tel.: 500.....CBC
Representative.....All-Canada, Weed
Gen., Comm. Mgr.....D. L. Smith

Ontario**CKBB—Barrie—1949**

Freq.: 950 Kc. Power: 5000 Wts. d., 2500 n.
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Business Address.....Box 519
Tel.: PA 6-6466.....Independent
Representative.....Young, Mulvihill
Pres.....Ralph T. Snelgrove
Sta. Mgr.....Robert Hunter
Comm. Mgr.....Edward Delaney
Program Director.....Jack Ruttle
Chief Engr.....Jack Mattenley

CJBQ—Belleville—1946

Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.

Business Address...11 Victoria Ave.; Box 399
Tel.: Woodland 8-5555.....CBC
Representative.....Young, Stovin
President.....A. MacLean Halcg
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....L. Jourard
Sls. Prom. Manager.....T. Hookings
Chief Engineer.....J. B. Buchanan

CJNR—Blind River—1958

Frequency: 730 Kc. Power: 1000 Watts
Owned By.....Nash Radio-TV Bcstg. Co.
Address.....Lawton St.
Tel.: ELgin 6-2209.....CBC
Representative.....Radio-TV Sales

President.....Thomas C. Nash
 Sta., Comm. Mgr.....C. McKnight
 Program Dir.....Jack Reid

CFJB—Brampton—1953

Frequency: 1090 Kc.....Power: 250 W. d.
 Owned-Oper. By.....CFJB, Ltd.
 Address.....2 Ellen St.
 Tel.: GL 1-3110.....Independent
 Rep.....Radio Time Sales
 President.....Emerson McKinney
 Sta. Mgr.....John Fox
 Chief Eng.....Robert McBean

CKPC—Brantford—1923

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Oper. By...Telephone City Bcast. Ltd.
 Address.....525 Colborne St.
 Tel.: Plaza 3-2664.....CBC
 Station Representative.....Potts; Hunt
 President.....Mrs. Florence M. Buchanan
 Station Manager.....R. Buchanan
 Comm., Prom. Mgr.....Russ Waters
 Prog. Dir.....Arnold Anderson
 Chief Engineer.....J. Featherston

CFJR—Brockville—1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By...Eastern Ontario Bcast. Co., Ltd.
 Business-Studio Address...Revere Hotel Bldg.
 Tel.: Diamond 2-4628.....CBC
 Station Rep.....Stovin-Byles; Young Canadian
 Pres., Gen. Mgr.....Jack R. Radford
 Asst. Sta. Mgr.....Thomas Statham
 Comm. Mgr.....Keith Pelton
 Prog., Pub. Dir.....Jim Chapman
 Chief Engineer.....Sid Penstone

CFCO—Chatham—1926

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....John Beardall
 Business Address.....Box 550
 Tel.: EL 2-3000.....CBC
 Manager.....John Beardall
 Chief Engineer.....Gordon Brooks

CKSF—Cornwall—1945

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Operated By Standard-Freeholder, Ltd.
 Business-Studio Address.....36 Pitt St.
 Tel.: Wellington 3-2030.....CBC
 Newspaper Affil.....Dly. Standard-Freeholder
 Station Rep.....Stovin-Byles; Devney
 President.....G. D. Fleming
 Sta., Comm. Mgr.....Fred H. Pemberton
 Sales Prom. Mgr.....Alma Larocque
 Program Director.....John Larocque
 Chief Engineer.....Mahlon Clark

CFOB—Fort Frances—1944

Frequency: 800 Kc.....Power: 1000 Watts
 Owned By.....Border Bcastg., Ltd.
 Business-Studio Address.....242 Scott St.
 Tel.: 200.....CBC
 Rep.....Cooke, Radio Reps., Bcast. Reps.
 Manager.....Don Fawcett

CKPR—Fort William—1931

Freq.: 580 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....H. F. Dougall Co., Ltd.
 Bus.-Studio Address...Radio Hall, Victoria Ave.
 Tel.: 3-3477.....CBC
 Station Reps.....Radio Reps.; All Canada
 Pres., Gen. Mgr.....H. F. Dougall
 Sta., Comm. Mgr.....George Jeffrey
 Sales Prom. Mgr.....Jack Masters
 Prog., Pub. Dir.....J. P. Friesan
 Chief Engineer.....W. T. Ross

CFTJ—Galt—1954

Frequency: 1110 Kc.....Power: 250 Watts
 Owned-Oper. By.....Galt B'casting Co., Ltd.
 Address.....3 Ainslie St.
 Tel.: 4318.....Independent
 Representative.....Radio Time Sales
 Pres., Gen. Mgr.....John V. Evans
 Chief Eng.....Paul Kemper

CJOY—Guelph—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....CJOY, Ltd.
 Business Address.....Bond Bldg.
 Tel.: TA 4-0670.....Independent
 Representative.....Radio Reps., Cooke
 Pres., Sta. Mgr.....Wallace Slatter
 General Mgr.....Frederick T. Metcalf
 Program Director.....J. D. LeBlanc
 Commercial Mgr.....J. Jackson
 Chief Engineer.....J. Milligan

CHML—Hamilton—1926

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Oper. By...Maple Leaf Bcastg. Co., Ltd.
 Business-Studio Address.....848 Main St., E.
 Tel.: LI 9-2411.....CBC
 Program Director.....William E. Hall
 Rep.....Stephens & Towndrow
 President.....Kenneth D. Soble
 General Manager.....Tom Darling
 Commercial Manager.....W. D. Whitaker
 Prog. Dir.....William E. Hall
 Sales Prom. Mgr., Pub. Dir.....Babs Corbett
 Chief Engineer.....Hugh Potter

CKOC—Hamilton—1922

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned.....Wentworth Radio Bcastg. Co., Ltd.
 Business-Studio Address.....32 John St., N.
 Tel.: JA 7-4483.....CBC
 Representative.....All-Canada, Wood
 President.....Clifford Sifton
 V. P., General Manager.....W. T. Cranston
 Comm. Mgr., Asst. Mgr.....J. N. Inkster
 Sales Promotion Manager.....Lyn Cooper
 Program Director.....John M. Hill
 Chief Engineer.....Leslie Horton

CJRL—Kenora—1938

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Oper. By...Lake of Woods B'cast. Ltd.
 Business Address...Johnson Block Main St.
 Tel.: 7850.....CBC
 Newspaper Affiliation.....Miner & News

ONTARIO

RepresentativeStovin-Byles
PresidentStuart King
Station ManagerWilliam Wylie
Program DirectorJack Thomson

CKLC—Kingston—1953

Frequency: 1380 Kc.Power: 5 Kw.
Owned-Oper. By...St. Lawrence Bcstg. Co., Ltd.
Address99 Brock St.
Tel.: LI 2-4927.Independent
RepresentativeStovin, Forjoe
Sta., Gen. Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Director.....C. J. Birmingham
Chief Engineer.....Barry M. Ogden

CKWS—Kingston—1942

Frequency: 960 Kc.Power: 5000 Watts
Owned-Oper. By...Frontenac Bcstg. Co., Ltd.
Address170 Queen St.
Tel.: LI 2-4877.CBC-NEC
Newspaper Affil.Kingston Whig Standard
Rep.....Natl. Bcst. Sales, Weed
President.....Senator W. R. Davies
Gen. Manager.....Harvey Freeman
Station Manager.....Wally Rewegan
Commercial Manager.....Bill Kins
Prog. Director.....Allan Brooks
Sales Prom. Mgr.....Mrs. Rita Lloyd
Pub. Director.....Carl Cogan
Chief Engineer.....Bert Cobb

CJKL—Kirkland Lake—1934

Frequency: 560 Kc.Power: 5000 Watts
Owned.....Kirkland Lake Bcstg., Ltd.
Address22 Govt. Rd. West
Tel.: 27CBC
Reps.....Natl. Bcst Sales; All Canada; Weed
President.....Irma Brydson
General Manager.....H. C. Freeman
Station Manager.....K. C. Billings
Commercial Manager.....Dave Clark
Prog. Dir.....Don O'Neil
Chief Engineer.....C. L. Spence

CKCR—Kitchener—1929

Frequency: 1490 Kc.Power: 250 Watts
Owned-Opera. By...K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Tel.: SH 3-3628CBC
Rep.....Natl. Bcst. Sales; Devney
Pres., Gen. Mgr.....James C. Mitchell
Comm. Mgr.....Jack G. Liddle
Sales Prom. Mgr.....G. J. Schus
Program Dir.....Gordon Ross
Publicity Dir.....John Hodges
Chief EngineerIon Hartman

CJSP—Leamington—1954

Frequency: 710 Kc.Power: 250 Watts
Owned-Operated By...Sun Parlor Bcstrs., Ltd.
Address23 Erie St., N.
Tel.: 2780Independent
RepresentativeRadio-TV Sales; Best
Pres., Comm. Mgr.....A. A. Bruner
Sales Manager.....J. L. Moore

Program Dir.....Lou Tomasi
Sales Prom. Mgr.....Mrs. Eleanor Carper
Chief Engineer.....Ed Derkach

CKLY—Lindsay—1955

Frequency: 910 Kc.Power: 1 Kw.
Owned-Operated By...Greg-May Bcstg. Ltd.
Business Address249 Kent St.
Tel.: FA 4-3585.Independent
Sta. Rep.....Radio Time Sales; Hunt
Pres., Sta. Mgr.....E. N. Gregory
Gen. Mgr., Ch. Engr.....C. A. Gregory

CFPL—London—1922

Frequency: 980 Kc.Power: 5000 Watts
Owned-Oper.....London Free Press Printing Co.
Address442 Richmond St.
Tel.: GEneral 8-8391CBC
Newspaper Affil.London Free Press
RepresentativeWeed, All-Canada
President.....Walter J. Blackburn
Gen. Mgr.Murray T. Brown
Comm., Station Mgr.....Douglas C. Trowell
Prog. Dir.....Ward M. Cornell
Sls. Prom. Mgr., Pub. Dir.....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CKSL—London—1956

Frequency: 1290 Kc.Power: 5 Kw.
OwnedLondon Bcstrs.
Address343 Richmond St.
Tel.: GEneral 2-4181Independent
RepresentativeYoung Canadian
President.....F. Vincent Regan
Gen., Sta. Mgr.....William E. Robinson
Comm. Mgr.....Fred Ursel
Sales Prom. Mgr., Pub. Dir.....Pat Dorey
Program Director.....Vaughn Bjerre
Chief Engineer.....Ron Turnpenny

CHVC—Niagara Falls—1947

Frequency: 1600 Kc.Power: 5,000 Watts
Owned-Oper. By...Radio Station CHVC, Ltd.
Business AddressRainbow Bridge
Tel.: EL 8-7151Independent
Station Rep.....Potts; Cooke; Hunt
President.....B. Howard Bedford
Asst., Comm. Mgr.....A. W. Blakely
Program Director.....J. Ross Kenzie
Publicity Director.....Crawford Douglas
Chief Engineer.....Les Rooke

CFCH—North Bay—1931

Frequency: 600 Kc.Power: 1000 Watts
Owned-Oper. By...Northern Bcstg.
AddressFrazer Ave. & 1st St.
Tel.: GR 4-2000CBC
Sta. Rep...Natl. Bcst. Sls.; All Canada; Weed
President.....Mrs. A. P. Campbell
Gen., Sta. Mgr.....Harry M. Edgar
Commercial Manager.....Clarence Houston
Sales Promotion Manager.....George Barr
Program Director.....Bill O'Halloran
Chief Engineer.....Jack Barnaby

CHWO—Oakville—1956

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.
 OwnedCHWO Radio
 AddressRadio Bldg.
 Tel.: VI 5-2821.Independent
 Representative.....Radio & TV Sales Inc.
 Pres., Gen. Mgr.....Howard C. Caine
 Commercial Manager.....Victor Tipple
 Program Director.....Robert McLaughlin
 Chief Engineer.....Hans J. Wecke

CFOR—Orillia—1945

Freq.: 1570 Kc. Power: 10 Kw. d.; 1 Kw. n.
 Owned-Oper. By.....Radio Station CFOR
 Bus-Studio Address.....241 West St., N.
 Tel.: FA 4-3511.CBC
 Rep.....Stephens & Towndrow
 Pres., Gen. Mgr.....Gordon E. Smith
 Comm., Sales Prom. Mgr.....William J. Pratt
 Program Director.....Pete McGarvey
 Chief Engineer.....George Slinn

CKLB—Oshawa—1946

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
 Business-Studio Address.....16 Centre St.
 Tel.: RA 3-3415.Independent
 Rep.....Lorrie Potts, John N. Hunt, Devney
 General Mgr.....A. H. Collins
 Station Mgr.....Gordon G. Garrison
 Commercial Mgr.....R. P. MacGowan
 Program Director.....Fred M. Oliver
 Chief Engineer.....W. C. Marchand

CBO—Ottawa—1924

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus-Studio Address...Chateau Laurier Hotel
 Tel.: (Toronto) WA 3-5461.CBC
 Gen. Mgr.....J. A. Ouimet
 Station Manager.....Charles P. Wright
 Comm. Mgr.....W. E. Powell
 Prog. Dir.....Charles Jennings

CFRA—Ottawa—1947

Frequency: 560 Kc. Power: 5000 Watts
 OwnedCFRA, Ltd.
 Address150 Isabella St.
 Tel.: CE 3-6241.Independent
 Representative...Stephens & Towndrow, Weed
 Pres., Gen., Sta. Mgr.....Frank Ryan
 Comm. Mgr.....George M. Gowling
 Program Director.....Terry Kieley
 Program Manager.....Tom Foley
 Publicity Director.....Don MacKinnon
 Chief Engineer.....Harold Peerenboom

CKOY—Ottawa—1924

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....CKOY, Ltd.
 Address635 Richmond Rd.
 Tel.: PA 2-2650.CBC
 Station Rep.....Cooke, Natl. Bcst. Sales
 PresidentIrving Cameron

Station Mgr.....Jack Daly
 Commercial Manager.....Don Hamilton
 Prog. Dir.....Keith Sterling
 Pub. Dir.....Ann Hammell
 Chief Engineer.....Ken Puittock

CFOS—Owen Sound—1940

Frequency: 560 Kc. Power: 1000 Watts
 Owned.....Grey & Bruce Bcstg. Co., Ltd.
 Address.....270 9th St. E.
 Tel.: 1940CBC
 Station Rep.....Stovin-Byles; Young Canadian
 PresidentC. J. McTavish
 Station Manager.....William N. Hawkins
 Commercial Manager.....Russ Tomlinson
 Program Director.....D. Danard
 Publicity Director.....Ron Boyd
 Chief Engineer.....R. Speck

CHOV—Pembroke—1942

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By...Ottawa Valley Bcstg. Co.
 Business Address.....319 Pembroke St., E.
 Tel.: RE 2-3657.CBC
 RepresentativeStovin
 President.....E. Gordon Archibald
 Commercial Manager.....Ramsay F. Garrow
 Sales Promotion Manager.....J. B. Scott
 Program Director.....William K. Kutschke
 Chief Engineer.....W. Edwin Schmidt

CHEX—Peterborough—1942

Frequency: 980. Power: 5000 Watts
 Owned.....Kawartha Bcstg. Co., Ltd.
 Business-Studio Address.....Box 627
 Tel.: RI 2-7708.CBC
 News. Affil.....The Examiner
 RepresentativeNatl. Bcst. Sales, Weed
 President.....W. R. Davies
 Gen. Mgr.....H. C. Freeman
 Station Manager.....N. J. Weatherwax
 Chief Engineer.....A. Crump

CFPA—Port Arthur—1944

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Ralph H. Parker
 Bus. Address.....87 N. Hill St.; Box 747
 Tel.: 4-2404CBC
 Sta. Rep.....Mulvihill; Messner; Hunt; Weed
 President, Gen. Mgr.....Ralph H. Parker
 Commercial Manager.....Don Willis
 Program Director.....Doug Phillips

CJRH—Richmond Hill—1957

Freq.: 1310 Kc. Power: 1000 Wts. d., 250 n.
 Owned.....Radio Richmond Hill
 Business Address.....50 Yonge St., N.
 Tel.: A Venue 5-4915.Independent
 Station Representative.....Radio Reps. Ltd.
 Pres., Gen. Mgr.....John O. Graham
 Station Manager.....Stewart H. Coxford
 Commercial Manager.....Stanley L. Larke
 Program Director.....Stephen K. Appleby
 Chief Engineer.....William McDougall

CKTB—St. Catharines—1930

Frequency: 610 Kc. Power: 5000 Watts

Owned.....Niagara District Bcstg. Co., Ltd.
 Business-Studio Address.....12 Yates St.
 Tel.: MU 4-1174.....CBC
 Station Representative.....Mulvihill; Devney
 President.....W. B. C. Burgoyne
 Gen., Sta. Mgr.....Mary C. Burgoyne
 Comm. Manager.....V. A. Lococo
 Sales Prom. Mgr., Pub. Dir.....Roy Bonisteel
 Prog. Dir.....Jack Dawson
 Chief Engineer.....W. H. Allen

CHLO—St. Thomas—1948

Frequency: 680 Kc.....Power: 1000 Watts
 Owner.....Station CHLO, Ltd.
 Address.....133 Curtis St.
 Tel.: ME 1-3910.....CBC
 Representative.....Radio-TV Sales; Cooke
 President.....G. C. Nicholls
 Gen., Sta. Mgr.....John L. Moore
 Comm. Mgr.....George Harper
 Sales Prom., Pub. Dir.....Don Lumley
 Program Director.....W. G. Moyer
 Chief Engineer.....W. R. Oan

CHOK—Sarnia—1946

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Sarnia Bcstg., Ltd.
 Address.....148½ Front St. N.
 Tel.: DI 4-1121.....CBC
 Representative.....Cooke, Mulvihill
 Pres., Gen. Mgr.....Claude R. Irvine
 Station Manager.....Karl E. Monk
 Commercial Manager.....Arthur H. J. O'Hagan
 Program Director.....George Ludgate
 Chief Engineer.....Robert F. Cooke

CJIC—Sault Ste. Marie—1934

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hyland Radio-TV Ltd.
 Address.....119 East St.
 Tel.: 3-1121.....CBC
 Representative.....Lorrie Potts, McGillvra
 President.....J. G. Hyland
 Gen. Manager.....E. Vance
 Comm. Mgr.....Wilf Belec

CKCY—Sault Ste. Marie—1955

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Algonquin Radio & TV
 Address.....254 Queen St., E.
 Tel.: AL 3-2393.....Independent
 Representative.....Young Canadian
 President.....C. P. Greco
 Manager.....F. A. Bestall

CFRS—Simcoe—1956

Frequency: 1560 Kc.....Power: 250 W., d.
 Owned.....Simcoe Bcstg. Co.
 Business Address.....228 John St.
 Tel.: GA 6-3240.....Independent
 Representative.....Radio & TV Sales
 Pres., Gen. Mgr.....Ted M. Fielder
 Sta., Comm. Mgr.....Fred G. Sherratt
 Sales Prom. Mgr.....Richard T. Maxwell
 Publicity Director.....Phil Clayton
 Chief Engineer.....Robert Watmough

CJET—Smith Falls—1955

Frequency: 1070 Kc.....Power: 1000 Watts
 Owned.....Rideau Broadcasting Ltd.
 Address.....Box 1070
 Tel.: 1070.....Independent
 Representative.....Lorrie Potts, McGillvra
 President, Gen. Mgr.....Jark Pollie
 Comm. Mgr.....Don Slater
 Chief Engineer.....Fred Roney

CJCS—Stratford—1924

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....CJCS, Ltd.
 Address.....125 Ontario St.
 Tel.: 1675.....CBC
 Station Rep.....Radio Reps.; Weed
 Pres., Gen. Manager.....Frank M. Squires
 Sta., Comm. Mgr.....S. E. Tapley
 Program Director.....William Inkol
 Chief Engineer.....John Grigg

CFBR—Sudbury—1957

Frequency: 550 Kc.....Power: 1000 Watts
 Owned.....Sudbury Bcstg. Co.
 Bus. Address.....166 Elm St., W.; Box 700
 Tel.: OSborne 4-6401.....CBC
 Sta. Rep.....Interprovincial; Hunt; Young
 Pres., Gen. Mgr.....F. Baxter Ricard
 Sta., Comm. Mgr.....Rene Riel
 Program Director.....Jean Pierre Coallier
 Publicity Director.....Robert Grandmaison
 Chief Engineer.....Henry Albert

CHNO—Sudbury—1947

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
 Business Address.....166 Elm St., W.
 Tel.: OS 4-6401.....CBC
 Sta. Rep.....Hunt; Young Canadian
 President, General Mgr.....F. B. Ricard
 Station, Commercial Manager.....Peter Scott
 Chief Engineer.....Henry Albert

CKSO—Sudbury—1935

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....CKSO, Radio, Ltd.
 Business Address.....336 Ash St.; Box 400
 Tel.: OS 4-1711.....CBC
 Representative.....All-Canada, Weed
 President.....G. M. Miller, Q.C.
 Gen., Sta. Mgr.....W. J. Woodill
 Nat. Comm. Mgr.....Ralph Connor
 Program Director.....Robert Station
 Chief Engineer.....James McRae

CKOT—Tillsonburg—1955

Frequency: 1510 Kc.....Power: 1 Kw., d.
 Owned-Oper. By.....Tillsonburg Bcstg. Co., Ltd.
 Address.....20 Baldwin St.
 Tel.: 1500.....Independent
 Representative.....Radio Reps.
 General Manager.....John Lamers
 Comm. Mgr.....Jack Campbell
 Prog. Dir., Chief Eng.....A. Ken Orton

CFCL—Timmins—1951

Frequency: 580 Kc. Power: 1 Kw. d n.
Owned. J. Conrad Lavigne Ent. Ltd.
Address Box 620
Tel: 577 CBC
Representative. Mulvihill; Hunt; Devney
President. J. Conrad Lavigne
Gen. Mgr. Rene Barrette
Comm. Mgr. Ted Meunier
Station Mgr. Albert Aube
Program Dir. Gerald Lefebvre
Chief Engineer Roch Demers

CKGB—Timmins—1933

Freq: 680 Kc. Power: 5000 Watts
Owned-Oper. By Timmins Bcstg. Ltd.
Bus.-Studio Address Cedar St., South
Tel: 680 CBC
Newspaper Affiliation Daily Press
Rep. Natl. Bcst. Sales, Weed, All-Canada
President. K. R. Thomson
Dir. of Bcstg. H. C. Freeman
Station Manager. W. G. Hall
Comm. Mgr. Gino Cicci
Program Director. B. Nadeau
Publicity Director. D. Kelly
Chief Engineer. E. Mott

CBL—Toronto—1927

Frequency: 740 Kc. Power: 50,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business-Studio Address 354 Jarvis St.
General Manager (CBC) J. Alphonse Outmet
Dir. of Radio J. M. Kannawin
Commercial Manager (CBC) W. E. Powell
Program Director (CBC) Charles Jennings

CFRB—Toronto—1927

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By Rogers Radio Bcstg. Co., Ltd.
Address 37 Bloor St. W.
Tel: Walnut 4-5711 CBS
Sta. Rep. All Canada; Young Canadian
President J. Elsworth Rogers
V.P. E. W. Bickle
V.P. Sales Waldo Holden
Station Mgr. Wes McKnight
Sls. Prom. Mgr., Pub. Dir. Ken Marsden
Chief Engineer Clive Eastwood

CHUM—Toronto—1945

Freq: 1050 Kc. Power: 5000 Wts. d. 2500 n.
Owned-Oper. By York Bcstrs., Ltd.
Address 250 Adelaide St. W.
Tel: UN 1-4441 Independent
Station Rep. Stephens & Towndrow
President, Gen. Mgr. Allan F. Waters
Pub. Dir. Phil Stone
Comm. Mgr. Wes Armstrong
Program Director Allan Slaight
Chief Engineer George Jones

CJBC—Toronto—1943

Frequency: 860 Kc. Power: 50 Kw.
Owned Canadian Broadcasting Corp.
Address 354 Jarvis Street
Tel: WA 3-5461 CBC

Representative Horace N. Stovin
General Manager Dr. Ira Dilworth
Director of Radio J. M. Kannawin
Commercial Manager W. E. Powell
Asst. Dir. of Radio R. de Boer
Regional Engineer H. R. Hilliard

CKEY—Toronto—1944

Frequency: 580 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned By Frybrook Ltd.
Bus. Address 1262 Don Mills Rd.
Tel: Hickory 4-2580 Independent
Representative Natl. Bcst. Sales, Cooke
President Jack K. Cooke
Gen., Sta. Mgr. Hal Cooke
Commercial Mgr. James Armstrong
Program Director Don Inasley
Publicity Dir. Bas Foster
Chief Engineer Allan Taylor

CKFH—Toronto—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned Foster Hewitt Bcstg., Ltd.
Address 1 Grenville St.
Tel: WA 3-0921 Independent
President Foster Hewitt
Commercial Mgr. Keith Davey
Prog., Pub. Dir. Barry Nesbitt
Chief Engineer Gerald Wilson

CBE—Windsor—1950

Frequency: 1550 Kc. Power: 10,000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Address Security Bldg.
Tel: CL 4-5116 CBC
General Manager J. A. Ouimet
Station Manager K. A. Murray
Commercial Manager W. E. Powell
Sales Prom. Mgr. R. S. Joynt
Program Director M. W. Robinson
Publicity Director J. S. Brickenden
Chief Engineer R. A. Clark

CKLW—Windsor

(See U. S. Listing, Detroit, Mich.)

CKNX—Wingham—1926

Frequency: 920 Kc. Power: 2500 Watts
Owned CKNX, Ltd.
Address Carling Terrace
Tel: Wingham 158 CBC
Station Rep. Potts; Young Canadian
Pres. W. T. Cruickshank
General Manager G. W. Cruickshank
Sta. Manager J. J. Cruickshank
Program Dir. John Langridge
Publicity Director Roger West
Chief Engineer S. C. Reid

CKOX—Woodstock—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Oxford Bcstg. Co.
Business Address 290 Dundas St.
Tel: LE 7-3414 Independent
Representative Lorrie Potts, Hunt
President, Gen.-Station Mgr. Monty J. Werry
Program Director William Toner
Chief Engineer Paul Hunter

Prince Edward Island

CFCY—Charlottetown—1924

Frequency: 630 Kc. Power: 5 Kw.
Owned-Oper. By. Island Radio Bcstg. Co.
Business-Studio Address. 85 Kent St.
Tel.: 7347 CBC
Representative All-Canada, Weed
President Mrs. K. S. Rogers
Sta. Mgr., Comm. Mgr. R. F. Large
Promotion Manager. M. E. Large

CJRW—Summerside—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Gulf Bcstg. Co., Ltd.
Business-Studio Address. 218 Water St.
Tel.: 2201 Independent
Representative Radio Reps.
Pres., General Manager. R. C. Schurman
Program Director. L. E. Huestis
Chief Engineer. Angus MacKie

Quebec

CFGT—Alma—1953

Frequency: 1270 Kc. Power: 1 Kw.
Owned-Oper. By. Radio Lac. St. Jean, Ltee.
Address. 200 DuPont Ave.
Tel.: NO 2-3461. Independent
General Manager. Jean Jacques Fortin
Commercial Mgr. Jacques Cote
Program Dir. Rosaire Pelletier
Chief Engineer. Claude Collard

CHAD—Amos—1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Northern Radio Inc.
Business Address. P. O. Box 70
Tel.: RO 2-7741. CBC
Rep. Weed
Pres., Gen. Mgr. David A. Gourde
Sta., Comm. Mgr. Yvon Martel
Chief Eng. Jean G. Langevin

CBJ—Chicoutimi—1933

Frequency: 1580 Kc. Power: 10,000 Watts
Owned-Oper. By. Canadian Bcstg. Corp.
Tel.: CBC
Address. Ottawa
General Manager. J. A. Oulmet
Station Manager. V. Fortin
Chief Engineer. J. Roberts

CJMT—Chicoutimi—1954

Frequency: 1420 Kc. Power: 1000 Watts
Owned CJMT Ltd.
Business Address. 365 Racine St.
Tel.: LI 3-1517. Independent
Station Rep. Interprovincial; Weed
President. J. O. Masse
Sta. Mgr. J. Marcel Houle
Commercial Manager. Pierre Tremblay
Sales Prom. Mgr. Francois Ranger
Program Director. Andre Jean
Chief Engineer. Lucien Simard

CHRD—Drummondville—1954

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Radio Drummond Ltee.
Address. 248 Lindsay St.

Tel.: 2-5458 Independent
Representative Renaud
Mgr., Comm. Dir. Benoit Vanier

CHEF—Granby—1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. La Voix de l'Est Ltee.
Business Address. Granby
Tel.: 2-3301 Independent
Newspaper Affil. La Voix de l'Est
Station Representative. RTS; Hardy
Pres., Gen. Mgr. Aime Laurion
Station Manager. Constant Brodeur
Comm. Mgr., Pub. Dir. R. M. Dube
Sales Prom. Mgr. Andre Laque
Chief Engineer. Gerard Laliberte

CKCH—Hull—1933

Frequency: 970 Kc. Power: 5000 Watts
Owned Syndicat D'Oeuvres Soc. Limit.
Business Studio Address. 121 Notre-Dame St.
Tel. PR 7-2771
News. Affil. Le Droit
Representative Weed
President Wilfrid Carr
Sta. Manager. J. P. Lemire
Comm. Manager. Henry Allard
Publicity Dir. S. Lanctot
Chief Engineer. J. L. Guerette

CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts
Owned Radio-Saguenay Ltd.
Address. 735 St.-Hubert St.
Tel.: LI 2-4551. Independent
Representative. Hardy, Young
President Henri Lepage
Gen., Comm. Mgr. Tom Burham
Sta. Mgr., Prog. Dir. Guy Boivin
Chief Engineer. Gerard Lemieux

CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Radio LaSarre, Inc.
Business Address. P.O. Box 70, Rouyn
Tel.: ROger 2-7741, Rouyn CBC
Sta. Rep. Weed; Trans-Ocean; Hunt

Pres., Gen. Mgr. David Armand Gourd
 Comm., Sales Prom. Mgr. Y. Martel
 Program Director B. Valiquette
 Chief Engineer J. G. Langevin

CKBL—Matane—1948

Frequency: 1250 Kc. Power: 5000 Watts
 Owned By

La Compagnie De Radiodiffusion De Matane
 Address 4 Rue St. Sacrement
 Tel.: 1100 CBC
 Representative Hardy, Young
 Pres., Gen. Mgr. Rene Lapointe
 Station Mgr. Octave Lapointe
 Comm., Sales Prom. Mgr. J. Paul Cote
 Prog., Pub. Dir. Claude Guenette
 Chief Engineer Yvan Fortier

CKBM—Montmagny—1954

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Radio Alleghanys, Inc.
 Address 8, Rue St. Thomas
 Tel.: 801 Independent
 Representative Radio & TV Sales
 President, Prog. Dir. Henri Deschenes
 Gen., Comm., Sis. Prom. Mgr. Andre Mercier
 Chief Engineer Marcel Coulombe

CBF—Montreal—1937

Frequency: 690 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Address 1425 Dorchester St. W.
 Tel.: UN 6-2571 CBC-ABC-MBS-NBC
 General Mgr. J. A. Ouimet
 Dir., Sound Bcstng. Benoit Lafleur
 Commercial Mgr. W. E. Powell
 Program Dir. Jean-Marie Dugas

CBM—Montreal—1936

Frequency: 940 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Business Address P.O. Box 6000
 Tel.: UNiversity 6-2571 NBC
 Gen. Mgr. J. Alphonse Ouimet
 Dir., Sound Bcstng. Benoit Lafleur
 Commercial Manager Maurice Valiquette
 Program Director Kenneth Withers
 Publicity Director J. J. Trudeau
 Chief Engineer Etienne Dubreuil

CFCF—Montreal—1919

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Marconi Co.
 Bus. Studio Address 4824 Cote des Neiges Rd.
 Tel.: RE 1-1101 ABC-CBC
 Representative Weed, All-Canada
 General Manager R. E. Misener
 Comm. Mgr. Keith Dancy
 Program Director Vin Dittmer
 Chief Engineer J. Creighton Douglas

CJAD—Montreal—1945

Frequency: 800 Kc. Power: 10,000 Watts
 Owned-Operated By CJAD, Ltd.
 Business-Studio Address 1191 Mountain St.
 Tel.: UNiversity 6-6821 CBS

Sta. Rep., Radio Time Sales: Young Canadian
 Pres., Gen. Mgr. J. Art Dupont
 Sta. Mgr. H. T. McCurdy
 Comm. Mgr. Berthe Poulet
 Prog. Dir. Ned Conlon
 Sales Prom. Manager R. L. Laurion
 Publicity Director Miss Gerry Brown
 Chief Engineer Aurele Bolavert

CJMS—Montreal—1954

Frequency: 1280 Kc. Power: 5000 Watts
 Owned CJMS Radio, Inc.
 Address 188 Dorchester St., E.
 Tel.: UN 1-3456 Independent
 Station Representative Stephens; Towndrow
 President Fernand Guay
 Station Manager J. "Johnny" Nadon
 Program Director Jean Lajoie
 Chief Engineer Jean Garceau

CKAC—Montreal—1922

Frequency: 730 Kc. Power: 50,000 Watts
 Owned Publication La Presse
 Studio Address 980 St. Catherine St. W.
 Tel.: UNiversity 6-7301 CBS
 Representative Weed, I.B.S. Canada
 News, Affil. La Presse
 Pres. Mrs. A. Du Tremblay
 Sta. Manager Phil Lalonde
 Program Director Ferdinand Biondi
 Comm. Mgr. G. Bourassa
 Sales Prom. Mgr., Pub. Dir. Paul Gelinas
 Chief Engineer Leonard Spencer

CKVL—Montreal—1946

Frequency: 850 Kc. Power: 10,000 Watts
 Address 211 Gordon Ave.
 Tel.: PO 6-2311 Independent
 Newspaper Affil. Radlomonde Ltd.
 Rep. Radio & TV Sls., Inc., Cooke
 President Jack Tietolman
 Station Manager Corey Thomson

CHNC—New Carlisle—1933

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Gaspesia Radio Bcstg. Co.
 Tel.: 63 & 64 CBC
 Representative Hardy, Young
 President Dr. Charles A. Dumont
 General Mgr. Dr. Charles Houde
 Sta., Comm. Manager J. R. Peloquin
 Chief Engineer Bruce MacDonald

CBV—Quebec City—1934

Frequency: 980 Kc. Power: 5,000 Watts
 Owned Canadian Bcstg. Corp.
 Bus. Address Palais Montcalm, St. John St.
 Tel.: LA 5-8155 CBC
 General Manager J. A. Ouimet
 Station Manager Rene Dussault
 Commercial Manager Maurice Valiquette

CHRC—Quebec City—1926

Frequency: 800 Kc. Power: 10,000 Watts
 Owned-Operated By CHRC, Limitée

QUEBEC

Business Address.....1149, rue St. Jean
Tel.: LA 2-8177.....Independent
Station Rep.....Hardy; Young Canadian
President.....Herve Baribeau
General Manager.....Henri Lepage
Station Manager.....Aurele Pelletier
Comm., Sls. Prom. Mgr...F. Richard Thibodeau
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC—Quebec City—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....The Goodwill Bcstrs. of Quebec
Address.....405 Blvd. Hamel
Tel.: MU 3-4931.....CBC
Station Representative.....Radio & TV Sales
President.....Paul Lepage
Gen., Sta. Mgr.....H. Burnside
Program Director.....Richard Drew
Chief Engineer.....Fernand Guilmette

CKCV—Quebec City—1926

Frequency: 1280 Kc.....Power: 5 Kw.
Owned-Operated By.....CKCV, Ltd.
Bus.-Studio Address.....978 St. John St.
Tel.: LA 2-1585.....CBC
Rep.....Weed, Interprov.
President.....Gaston Pratte
Gen. Mgr.....Paul Lepage
Sta., Comm. Mgr.....Marcel Leboeuf
Sales Prom., Pub. Dir.....Jean-Gay Bernier
Prog. Dir.....Michel Gariepy
Chief Engineer.....Lucien Gobell

CJBR—Rimouski—1937

Frequency: 900 Kc.....Power: 10,000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
Business Address.....6 St. Jean St.
Tel.: RA 3-2217.....CBC
Newspaper Affil.....Le Progres Du Golfe
Station Representative.....IBS, Ltd.; Weed
President.....Jacques Brillant
Gen., Sta. Mgr.....Andre Lecomte
Sls. Prom., Prog. Dir.....S. Burgess
Publicity Director.....Harry A. Willsie
Chief Eng.....Ronald Tennett, Marcel Vallee

CJFP—Riviere-Du-Loup—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temisouata Ltee
Address.....322 rue Lafontaine
Tel.: 2727.....CBC
Representative.....IBS, Young
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau

CHRL—Roberval—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....C. P. 930
Tel.: 450.....Independent
Representative.....Jos. A. Hardy

CKRN—Rouyn—1937

Frequency: 1400 Kc.....Power: 250 Watts

Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Tel.: RO 2-7741.....CBC
Representative.....Weed
Pres., Gen. Mgr.....David A. Gourd
Station Mgr.....Guy Lauzon
Comm. Mgr.....G. Chartrand
Chief Engineer.....Guy Langevin

CHGB—Ste. Anne de La Poc 1938

Freq.: 1350 Kc.....Power: 1 Kw. d., 250 W. n.
Owned.....CHGB, Ltd.
Tel.:.....CBC
Representative.....Renaud, McGillivra
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Sales Prom. Mgr.....A. Freve

CKRB—St. George De Beauce 1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Tel.: 751.....Independent
Station Rep.....Renaud; I.B.S., Ltd.
Managing, Comm. Dir.....Charles A. Thibaudeau

CKJL—St. Jerome—1956

Frequency: 900 Kc.....Power: 1 Kw.
Owned.....Radio Laurentides
Address.....Hotel Lapointe
Tel.: GE 8-8383.....Independent
Representative.....Lorrie Potts
Pres., Gen. Mgr.....Jean Lalonde
Commercial Mgr.....Marcel Cadieux
Program Dir.....Hank Bassior
Sales Prom. Mgr.....Blaise Gouin
Publicity Dir.....Clude Gratton
Chief Engineer.....Jean Senecal

CKSM—Shawinigan Falls 1951

Frequency: 1220 Kc.....Power: 1000 Watts
Owned.....Shawinigan Falls Bcstg.
Address.....Box 69
Tel.: LE 6-4494.....Independent
Representative.....Hardy
Gen. Mgr., Pub. Dir.....Allen Rogerson
Comm. Mgr.....Emilien Beaulieu
Prog. Dir.....Alain Chartier
Chief Engineer.....Ernest Brunelle

CHLT—Sherbrooke—1947

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Tel.: LO 9-2525.....CBC
Representative.....Trans. Ocean; Young
President.....Paul Desruisseaux
General Manager.....J. Alphee Gauthier
Comm. Sales Prom. Mgr.....Jean Louis Gauthier
Prog. Dir.....Viateur Bernard
Chief Engineer.....Le. Gilbeau

CKTS—Sherbrooke—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. Telegram Printing & Pub. Co.
 Business-Studio Address 221 Dufferin St.
 Tel.: LO 9-2525 CBC
 Representative Hardy, Young
 President C. B. Howard
 Commercial Mgr. Morris C. Austin
 General Manager J. L. Gauthier
 Prog. Dir. Dick Varney
 Pub. Dir. Gordon Beerworth
 Chief Eng. Marcel Girard

CJSO—Sorel—1945

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Richelleu, Ltee
 Business Studio Address 72 du Roi St.
 Tel.: RI 3-3318 Independent
 Station Representative Trans-Ocean
 President J. Arthur Villeneuve
 General Manager Henri Olivier
 Station Manager Maurice Boulianne
 Comm. Manager Maurice Berube
 Program Director Claude Rochon
 Sls. Prom. Manager L. Brouillard
 Chief Engineer Joseph Cardin

CKLD—Thetford Mines—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Radio Megantic Ltee.
 Address Ave Labbe
 Tel.: FE 5-7500 CBC
 Representative Hardy
 Newspaper Affil. Canadian Press
 Pres., Sta. Manager Henri Lagueux
 Comm. Mgr. Will Dugre
 Sls. Prom. Manager Lise Cote
 Prog. Director R. Buri
 Chief Engineer Paul Cloutier

CHLN—Three Rivers—1927

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By Radio Trois-Rivieres, Inc.
 Bus-Studio Address 522 Bonaventure St.
 Tel.: FR 4-3556 Independent
 Representative IBS, Young
 President Honore Dansereau
 Station Manager Léon Trépanier
 Program Dir. Maurice Dansereau

Comm., Prom., Pub. Dir. Maurice Duval
 Chief Engineer Oric Lefebvre

CKTR—Trois-Rivieres—1954

Freq.: 1150 Kc. Power: 5000 Wts. d., 1000 n.
 Owned-Oper. By CKTR, Ltd.
 Address 543 Gervais St.
 Tel.: FR 5-4855 Independent
 Station Representative Cooke; Trans-Ocean
 President Paul Aboud
 Gen. Sta. Mgr. J.F. Rufiangue
 Commercial Manager Charles Couture
 Program Director Jacques Dulresne
 Publicity Director Jacques Hebert
 Chief Engineer Herve Lapointe

CKVD—Val D'Or—1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned Northern Radio-Radio Nord, Inc.
 Address P. O. Box 70
 Representative Renaud, Weed
 President David A. Gourd
 Station Manager Franco Capellari
 Sls. Prom. Mgr., Comm. Mgr. Yvon Martel
 Chief Engineer Jean Guy Langevin

CFDA—Victoriaville—1951

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Victoriaville Limitee
 Address Victoriaville
 Tel.: PL 2-5545 Independent
 Representative Radio & TV Sales
 President Dr. C. A. Gilbert
 Gen., Sta., Comm. Mgr. Roger Gilbert
 Sales Prom. Mgr. Real Vaudrevil
 Prog. Dir. J. Maurice Bilodeau

CKVM—Ville-Marie—1950

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By Radio Temiscamingue
 Business Address C.P. 330
 Tel.: 710 CBC
 Representative Young Canadian, Hardy
 President Herve LeBlanc
 Sta., Comm. Mgr. Guy Burette
 Sales Promotion Mgr. Gisele Loiselle
 Prog., Pub. Dir. Marcel Ladouceur
 Chief Engineer Gaston Tasset

Saskatchewan

CFRG—Gravelbourg—1952

Frequency: 710 Kc., d., 1230 Kc., n.
 Power: 5 Kw., d., 250 W., n.
 Owned-Oper. By Radio Gravelbourg, Ltd.
 Address Edifice Villeneuve
 Tel.: 155 CBC
 Representative Hunt
 Gen., Sta., Comm. Mgr. Dumont LePage
 Sales Prom. Mgr. Joseph E. DeGagne
 Chief Engineer Marc Riou

CHAB—Moose Jaw—1922

Freq.: 800 Kc. Power: 10,000 Wts. d., 5000 n.
 Owned-Operated By CHAB, Ltd.
 Bus-Studio Address 127 Main N.
 Tel.: OX 2-6464 CBC
 Station Representative Weed
 Pres., Gen. Mgr. Jack Moffat
 Station Manager Sid Boyling
 Commercial Manager Nev Skingle
 Sales Prom. Mgr. Terry McBurney

Program Director..... Jay Leddy
 Chief Engineer..... M. Pickford

CJNB—North Battleford—1947

Frequency: 1460 Kc. Power: 10,000 Watts
 Owned-Oper. By.....Northwestern Bcstg. Co., Ltd.
 Business Address..... P.O. Box 1460
 Tel.: 2477 Independent
 Representative Stovin
 President..... Harry S. Hay
 Gen., Sta. Mgr..... Harry Dekker
 Commercial Manager..... Alex Johnson
 Sales Prom. Mgr., Pub. Dir. Mrs. Chris Dekker
 Program Director..... Lee Sage
 Chief Engineer..... Al Ruddell

CKBI—Prince Albert—1934

Frequency: 900 Kc. Power: 10,000 Watts
 Owned-Oper. By..... Central Bcstg. Co., Ltd.
 Address 10th St. West
 Tel.: ROger 3-7421..... CBC
 Representative All-Canada, Weed
 General Manager..... E. A. Rawlinson
 Comm., Sales Prom. Mgr..... G. Prest
 Program Director..... Ian Barrie
 Chief Engineer..... T. Van Nes

CBK—Regina—1939

Frequency: 540 Kc. Power: 50 Kw.
 Owned..... Canadian Bcstg. Corp.
 Business Address..... 1840 McIntyre St., Box 347
 Tel.: LAkeside 3-6641..... CBC
 Sta. Mgr..... R. H. Roberts

CKCK—Regina—1922

Frequency: 620 Kc. Power: 5000 Watts
 Owned..... Trans Canada Communications Ltd.
 Address..... 1853 Hamilton St.
 Tel.: LA 2-8525..... CBC
 Newspaper Affiliation..... Leader Post
 Representative All-Canada, Weed
 President Clifford Sifton
 General Manager..... Harold A. Crittenden
 Station Manger..... Donald R. Dawson
 Commercial Manager..... Roy Malone
 Sales Prom., Pub. Dir..... Miss Lorie Molter
 Program Director..... Bob MacDonald
 Chief Engineer..... E. A. Strong

CKRM—Regina—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By..... Western Communications Ltd.
 Business-Studio Address..... 2060 Halifax St.
 Tel.: LA 3-5661 Independent
 Representative Young Canadian
 President..... Dr. E. A. McCusker
 Gen. Manager..... W. E. Collier
 Commercial Manager..... H. C. Dane
 Program Director..... B. R. Hill
 Chief Eng..... L. Cozine

CFNS—Saskatoon—1952

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Oper. By..... Radio-Prairies-Nord, Ltd.

Address 1902 Broadway
 Tel.: Windsor 9-3766..... CBC
 Station Rep..... IBS Ltd., Hunt; Devney
 President Cl. Denis
 Sta. Mgr..... Charles Papen
 Comm. Mgr..... J. DeGagne
 Prog. Dir..... M. A. Papen
 Chief Engineer J. Lacroix

CFQC—Saskatoon—1923

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By..... A. A. Murphy & Sons, Ltd.
 Bus.-Studio Address..... 216 1st Ave., N.
 Tel.: CHerry 2-6611..... CBC
 Representative Young, Oakes
 President..... A. A. Murphy
 Station Mgr..... Vernon Dallin
 Comm. Mgr..... E. C. Bourassa
 Program Director..... Roy Currie
 Chief Engineer..... Lyn Hoskins

CKOM—Saskatoon—1951

Frequency 1420 Kc. Power: 5000 Watts
 Owned..... Saskatoon Community Bcstg. Co., Ltd.
 Address Empire Hotel
 Tel.: OLiver 2-1420..... Independent
 Representative Stovin, Weed
 Pres., Gen. Mgr..... R. A. Hosie
 Sta., Comm. Mgr..... G. D. Tunncliffe
 Sales Prom., Pub. Dir..... Patricia Baudru
 Program Director..... A. E. Stilling
 Chief Engineer..... Maynard Greer

CKSW—Swift Current—1956

Frequency: 1400 Kc. Power: 250 Watts
 Owned..... Frontier City Bcstg.
 Address..... 134 Central Ave.
 Tel.: PR 3-4605..... Independent
 Representative Radio Reps.
 Pres., Gen. Mgr..... Douglas Scott
 Sta. Mgr., Prog. Dir..... Wilf Gilbey
 Comm., Sales Prom. Mgr..... William H. Friest
 Chief Engineer..... Mac Hanna

CFSL—Weyburn—1957

Frequency: 1340 Kc. Power: 250 Watts
 Owned..... Soo Line Bcstg. Co.
 Business Address..... P.O. Box 1330
 Tel.: 4666 Independent
 Sta. Rep..... Stovin-Byles; Natl. Bcst. Sales
 President..... Gordon H. Russell
 Gen. Mgr..... Keith D. Baker
 Com. Rep..... Ivan Stinson
 Program Director..... George Sillery

CJGX—Yorkton—1927

Freq.: 940 Kc. Power: 10,000 Wts. d., 1000 n.
 Owned-Oper. By..... Yorkton Bcstg. Co., Ltd.
 Business Address..... Tower Bldg.
 Tel.: 3-2258 CBC
 Sta. Reps..... Messner; Young Canadian
 President..... Dawson Richardson
 Gen. Mgr..... F. K. Tully
 Sta. Mgr..... J. M. Shortreed
 Comm. Mgr..... G. G. Gallagher
 Prom. Mgr., Pub. Dir..... J. C. Goodman
 Prog. Dir..... M. G. Phillips
 Chief Engineer..... H. F. McRae

THE FOREIGN LANGUAGE RADIO MARKET

... Translation Know-How Is The Key

By CHARLES BALTIM

Vice President, Sales Manager
WHOM, New York City



THE most effective method of selling the Foreign Language Market is to do so in the language the listener understands best—his native tongue. But it is not enough to depend upon his knowledge of the language alone, for unless the message creates a desire for the product or service, a lot of money and motion have been wasted.

* * *

To do a good job, the foreign language commercial must be expressed not only in words the listener comprehends but in meaningful ideas as well. It is practically impossible to translate English copy verbatim into a foreign tongue. Colloquial, everyday expressions which lend impact in English often becomes a linguistic mish-mash in translation.

Sales themes must be regarded from the psychological viewpoint of the listener or they will fail to achieve the expected results. The really effective foreign language sales story takes into account many factors that consciously or subconsciously determine the consumer's buying habits.

* * *

The many problems concerned with getting over a message to a foreign-speaking market with maximum effectiveness have largely been solved, fortunately for advertising agencies and clients.

Today, most of the leading foreign language stations in the United States

are equipped to handle, from all angles, the educated projection of words and ideas into the desired tongue. At WHOM, for example, there is maintained a service for consultation and translation which is available to all accounts. The station has participated in many conferences and auditions designed to pin-point the most effective methods of reaching the tremendous number of Americans who speak a second language.

The business of foreign language radio in this country has assumed major proportions. Scores of leading advertisers in the United States are using this great advertising medium with increasing success.

* * *

Once the message is prepared for foreign-language consumption, it still requires a competent announcer to deliver. Competence is measured in terms of the ability to handle the spoken word in a convincing and conversational manner without traces of any accent which belies a true knowledge of the language. Listeners love to hear their native tongue spoken correctly and fluently.

* * *

And the most conspicuous successes are scored, not surprisingly, by those advertisers who reach this vast market in the familiar vernacular and idioms of the listeners for whom the message has been specifically tailored.

STATIONS FEATURING NEGRO PROGRAMS

ALABAMA

(100% Programming)

WENN—Birmingham
WJLD—Birmingham
WEUP—Huntsville
WGOK—Mobile
WMOZ—Mobile
WRMA—Montgomery
WRBS—Tuscaloosa
(8 or more hours per week)
WRFS—Alexander City
WATM—Atmore
WAUD—Auburn
WXAL—Demopolis
WDIG—Dothan
WOOF—Dothan
WBLO—Evergreen
WOWL—Florence
WETO—Gadsden
WJHO—Opelika
WROS—Scottsboro
WHBB—Selma
WJDB—Thomasville
WTUS—Tuskegee

ARKANSAS

(100% Programming)

KOKY—Little Rock
(8 or more hours per week)
KVRC—Arkadelphia
KBBA—Benton
KLCN—Blytheville
KXJK—Forrest City
KFFA—Helena
KCLA—Pine Bluff
KOTN—Pine Bluff
KPBA—Pine Bluff
KWYN—Wynne

CALIFORNIA

(8 or more hours per week)

KICO—Calexico
KCRE—Crescent City
KGST—Fresno
KGFJ—Hollywood
KGER—Long Beach
KPOP—Los Angeles
KWBR—Oakland
KALI—Pasadena
KSAN—San Francisco

COLORADO

(8 or more hours per week)

KFSC—Denver

DELAWARE

(8 or more hours per week)

WILM—Wilmington

DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington

FLORIDA

(100% Programming)

WOBS—Jacksonville
WFEC—Miami
WMBM—Miami Beach
WBOP—Pensacola
WTMP—Tampa
(8 or more hours per week)
WSWN—Belle Glade
WDSP—DeFuniak Springs
WFTL—Fort Lauderdale
WIRA—Fort Pierce
WRHC—Jacksonville
WMAF—Madison
WMOP—Ocala
WCNH—Quincy
WTRR—Sanford
WTNT—Tallahassee

GEORGIA

(100% Programming)

WAOK—Atlanta
WCLS—Columbus
WCRY—Macon
(8 or more hours per week)
WAAG—Adel
WJAZ—Albany
WDEC—Americus
WAUG—Augusta
WBIA—Augusta
WGIG—Brunswick
WMOG—Brunswick
WGRA—Cairo
WCLA—Claxton
WDAK—Columbus
WMJM—Cordele
WDWD—Dawson
WBHB—Fitzgerald
WFPM—Fort Valley

- WHIE—Griffin
- WLAG—LaGrange
- WIBB—Macon
- WYTH—Madison
- WMTM—Moultrie
- WBBN—Perry
- WSPA—Savannah
- WKTG—Thomasville
- WGOV—Valdosta
- WACL—Waycross
- WBRO—Waynesboro
- WBMK—West Point

ILLINOIS

(100% Programming)

- WBEE—Chicago
(8 or more hours per week)
- WAAF—Chicago
- WGES—Chicago
- WHFC—Chicago
- WSBC—Chicago
- WTAQ—LaGrange
- WOPA—Oak Park
- WROK—Rockford

INDIANA

(8 or more hours per week)

- WGRY—Gary
- WWCA—Gary
- WJOB—Hammond
- WGEE—Indianapolis

KANSAS

(8 or more hours per week)

- KCKN—Kansas City
- KTOP—Topeka

KENTUCKY

(100% Programming)

- WLou—Louisville
(8 or more hours per week)
- WKIC—Hazard
- WMLF—Pineville

LOUISIANA

(100% Programming)

- WXOK—Baton Rouge
- WBOK—New Orleans
- WYLD—New Orleans
- KOKA—Shreveport
(8 or more hours per week)
- KDBS—Alexandria
- KFNV—Ferriday
- KLEC—Jonesville
- KAOK—Lake Charles
- KLPL—Lake Providence
- KLIC—Monroe
- KSLO—Opelousas
- KTLD—Tallulah

MARYLAND

(100% Programming)

- WANN—Annapolis
- WEBB—Baltimore
- WSID—Baltimore
(8 or more hours per week)
- WITH—Baltimore
- WUST—Bethesda
- WDVM—Pocomoke City

MICHIGAN

(8 or more hours per week)

- WJLB—Detroit
- WAMM—Flint
- WBBC—Flint
- WCHB—Inkster

MISSISSIPPI

(100% Programming)

- WOKJ—Jackson
- WQIC—Meridian
(8 or more hours per week)
- WGLC—Centreville
- WROX—Clarksdale
- WCLD—Cleveland
- WACR—Columbus
- WMAG—Forest
- WGVM—Greenville
- WMDC—Hazlehurst
- WKOZ—Kosciusko
- WESY—Leland
- WMBC—Macon
- WSJC—Magee
- WHNY—McComb
- WNAT—Natchez
- WSSO—Starkville
- WROB—West Point

MISSOURI

(100% Programming)

- KPRS—Kansas City
- KATZ—St. Louis
- KXLW—St. Louis
(8 or more hours per week)
- KSTL—St. Louis

NEVADA

(8 or more hours per week)

- KENO—Las Vegas

NEW JERSEY

(8 or more hours per week)

- WMID—Atlantic City
- WCAM—Camden
- WHBI—Newark
- WBUD—Trenton

NEW MEXICO

(8 or more hours per week)

- KFUN—Las Vegas

NEGRO PROGRAMMING

NEW YORK

(8 or more hours per week)

WLBB—New York
WVOV—New York
WWRL—New York

NORTH CAROLINA

(100% Programming)

WSRC—Durham
WAAA—Winston-Salem
(8 or more hours per week)
WBBB—Burlington
WGIV—Charlotte
WCDJ—Edenton
WFMO—Fairmont
WFAI—Fayetteville
WFMC—Goldsboro
WGBG—Greensboro
WHVH—Henderson
WHPE—High Point
WISP—Kinston
WPAQ—Mt. Airy
WRAL—Raleigh
WCEC—Rocky Mount
WSAT—Salisbury
WEEB—Southern Pines
WAIR—Winston-Salem

OHIO

(100% Programming)

WCIN—Cincinnati
WJMO—Cleveland
(8 or more hours per week)
WVKO—Columbus

OKLAHOMA

(8 or more hours per week)

KWPR—Claremore
KBIX—Muskogee
KHGB—Okmulgee

PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia
(8 or more hours per week)
WDAS—Philadelphia
WAMO—Pittsburgh

SOUTH CAROLINA

(100% Programming)

WYNN—Florence
(8 or more hours per week)
WANS—Anderson
WBAW—Barnwell
WBSC—Bennettsville
WPAL—Charleston
WOIC—Columbia
WJMX—Florence
WOLS—Florence
WESC—Greenville

WEAB—Greer
WJOT—Lake City
WLCM—Lancaster
WJAY—Mullins
WTND—Orangeburg
WSSC—Sumter
WALD—Walterboro

TENNESSEE

(100% Programming)

WMFS—Chattanooga
WJAK—Jackson
WLOK—Memphis
WVOL—Nashville
(8 or more hours per week)
WEAG—Alcoa
WMCH—Church Hill
WJZM—Clarksville
WDKN—Dickson
WBEJ—Elizabethton
KWEM—Memphis
WDIA—Memphis
WHEY—Millington
WLAC—Nashville
WTUC—Union City

TEXAS

(8 or more hours per week)

KJET—Beaumont
KRIC—Beaumont
KNOK—Fort Worth
KGBC—Galveston
KYOK—Houston
KSEL—Lubbock
KMHT—Marshall
KLVV—Pasadena
KFTV—Paris
KOLE—Port Arthur
KCOR—San Antonio
KDOK—Tyler

VIRGINIA

(100% Programming)

WYOU—Newport News
WRAP—Norfolk
WANT—Richmond
(8 or more hours per week)
WBTM—Danville
WEVA—Emporia
WHAP—Hopewell
WBRG—Lynchburg
WMVA—Martinsville
WSSV—Petersburg
WYTI—Rocky Mount
WHLF—South Boston

WASHINGTON

(8 or more hours per week)

KNBX—Kirkland

RADIO DAILY
TELEVISION DAILY

presents

FM STATIONS

LISTED BY STATE AND CITY
WITH CALL LETTERS, CHANNEL,
FREQUENCY, ERP, LAT. - LONG.
NEW CONSTRUCTION PERMITS

1959

FIRST IN FM

CONCERT NETWORK, INC.

LAWRENCE WYNN, General Manager

28 West 44th Street BRyant 9-7530

NEW YORK	WNCN	104.3
BOSTON	WBCN	104.1
HARTFORD	WHCN	105.9
PROVIDENCE	WXCN	101.5

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1959 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1959

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
ALABAMA					
Albertville	WAVU-FM	105.1	4.5	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co., Inc.
Anniston	WHMA-FM	100.5	3.7	190	Anniston Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WSFM	93.7	20	80	J. V. Melonas
Clanton	WKLF-FM	100.9	.37	255	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	92.5	7	30	N. Ala. Bcstg. Co.
Homewood	WJLD	104.7	23	300	Johnston Bcstg. Co.
Lanett	WRLD-FM	102.9	8.5	165	Valley Bcstg. Co., Inc.
Mobile	WKRK-FM	99.9	3	310	WKRK-TV Inc.
Tuscaloosa	WTBC-FM	95.7	17.5	320	Tuscaloosa Bcstg. Co.
ARIZONA					
Globe	KWJB-FM	100.3	11	2,270	Gila Bcstg. Co.
Mesa	KTYL-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlcstrs., Inc.
Tucson	KFMM	99.5	7.2	—24	Copper State Bcstg. Corp.
ARKANSAS					
Blytheville	KLCN-FM	96.1	21	600	H. L. Sudbry
Jonesboro	KBTM-FM	101.9	8	200	Patterson Bros.
Mammoth Spring	KAMS	103.9	.31	125	Radio Station KALM
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.
CALIFORNIA					
Atherton	KPEN	101.3	18	2,400	Peninsula FM
Bakersfield	KERN-FM	94.1	9.1	240	McClatchy Newspapers
	KQXR	101.5	14.5	155	KLEF Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacific Foundation
	KRE-FM	102.9	19.5	—32	Central Calif. Bcstrs. Inc.
Beverly Hills	KCBH	98.7	75	1,218	A. A. Crawford
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
Eureka	KRED	96.3	5.6	3,200	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, The Geo. Harm Station
	KMJ-FM	97.9	7.3	630	McClatchy Newspapers
	KRFM	93.7	70	4,600	Calif. Inland Bcstg. Co.
Glendale	KFMJ	97.1	58	750	Brazy Bcstg. Corp.
	KUTE	101.9	82	620	R. P. Adams
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bcstg. Co.
	KBCA	105.1	6	2,900	Radio Beverly Hills
	KBIQ	104.3	55	2,950	KPLA, Inc.
	KBM5	105.9	60	770	Planned Music, Inc.
	KFAC-FM	92.3	59	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	Echo Pk. Evangelistic Assn.
	KHJ-FM	101.1	16.8	2,950	RKO Teleradio Pictures
	KHOF	99.5	100	260	The Maple Chapel
	KNX-FM	93.1	67	2,870	Columbia Bcstg. System
	KPOL-FM	93.9	38	550	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	KRHM Bcstg. Co.
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
Marysville	KWYC-FM	99.9	4.9	150	Marysville-Yuba City Bcstrs.
Modesto	KBEE-FM	103.3	11.5	150	McClatchy Bcstg. Co.
	KTRB-FM	104.1	4.7	283	KTRB Bcstg. Co., Inc.
Oakland	KAFE	98.1	1.5	1,080	D. X. Solo
Ontario	KASK-FM	93.5	1	—415	The Daily Report Co.

(Continued on Page 709)

ASCAP AND THE BROADCASTERS

... Next Step: The U. S. District Court

By EMANUEL DANNETT

Counsel, All-Industry Radio Music License Committee



ALL-INDUSTRY Radio Music License Committee was formed on May 1, 1958. The music licensing situation at the time of the Committee's organization was entirely different from that which prevailed in 1940.

In 1940, when the radio industry was confronted with a demand by ASCAP for a substantial increase in license fees, broadcasters had these choices: to capitulate to ASCAP's demands; or to cease broadcasting ASCAP music. No other choice was available. To have broadcast without an ASCAP license would have been unthinkable since that would have subjected stations to liability in astronomical sums for copyright infringement. The industry thus chose the only genuinely available course and abandoned the use of ASCAP music until licenses containing fair and equitable terms could be negotiated.

Today, ASCAP is functioning under the Consent Decree of 1950. Under that decree, any station, upon the expiration of its license, is entitled to broadcast ASCAP music merely by sending a written notice to ASCAP stating it desires to broadcast ASCAP compositions. Thus, unlike the situation in 1940, today a station can continue to broadcast ASCAP compositions without fear of copyright infringement and without the necessity of first having accepted ASCAP's terms as to license fees. Under the Consent Decree, if no agreement is reached with ASCAP as to fees, the station must commence a rate case in the United States District Court for the Southern District of New York. That court will determine what con-

stitutes reasonable fees to ASCAP.

Meetings were held with ASCAP on November 6 and December 2 and 3. Prior to those meetings, the Committee undertook a survey of industry conditions to determine the proposals to be submitted to ASCAP.

The emergence of television, during the past decade, as the dominant entertainment medium and its adverse effect upon radio, the substantial reduction in radio network programs, the substantial increase in the number of radio stations, and the change in the industry pattern from the sale of programs to spot announcements, led the Committee to conclude that many of the provisions of ASCAP's licenses were today obsolete and that a substantial improvement in the terms of the licenses was required.

The problems of radio broadcasters were reviewed at length at the ASCAP meetings, and the Committee there pointed out the reasons why the licenses, and especially the fees, should be substantially revised. However, hopes of reaching an amicable understanding were shattered when, on December 3, the Committee was informed that no financial concession of any kind would be made.

This left the broadcasters with the alternative either of accepting ASCAP's proposal for the renewal of its licenses on the old terms, or of proceeding under the ASCAP Consent Decree in a rate case before the United States District Court. All the stations represented by Committee members have elected to proceed by the route of the Consent Decree.

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Sacramento	KCRA-FM	96.1	11	380	KCRA, Inc. McClatchy Newspapers Town & Country Bcstrs. Cal-Val Radio, Inc. Los Tres Diablos Bcstrs. KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KFBK-FM	92.5	1.9	—115	
	KJML	95.3	1	158	
San Diego	KXOA-FM	107.9	12.5	200	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KDWD	98.1	3.7	650	
	KF5D-FM	94.1	33	425	
San Fernando	KITT	105.3	56	180	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KVFM	94.3	.86	—130	
	KCB5-FM	98.9	35	640	
San Francisco	KEAR	97.3	82	1,100	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KGO-FM	103.7	23.6	930	
	KNBC-FM	99.7	45	1,240	
San Jose	KSFR	94.9	9.5	1,170	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	K5JO-FM	92.3	1.4	—66	
	KWIZ-FM	96.7	1	160	
Santa Ana	KRCW	97.5	17.5	2,890	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
Santa Barbara	K5MA-FM	102.5	27	—57	
Santa Maria	KDFC	102.1	33	1,050	
Sausalito	KDWC	98.3	.81	250	KF5D, Inc. Music Unlimited San Fernando Valley Bcstg. Co. Columbia Bcstg. System, Inc. Electronic Service Corp. Amer. Bcstg.-Paramount Theatres Notional Bcstg. Co., Inc. K.5.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
West Covina					

COLORADO

Boulder	KRNW	97.3	2	—730	Colorado Recording Co. KDEN Bcstg. Corp. Note Bcstg. Co. Good Music Associates Garden of Gods Bcstg. Co.
Denver	KDEN-FM	99.5	1.5	594	
	KFML-FM	98.5	2.35	580	
Manitou Springs	KTGM	105.1	10	250	Colorado Recording Co. KDEN Bcstg. Corp. Note Bcstg. Co. Good Music Associates Garden of Gods Bcstg. Co.
	K5MS-FM	102.7	10	—780	

CONNECTICUT

Brookfield	WGHF	95.1	20	500	Easton Bcstg. System, Inc. Berkshire Bcstg. Corp.
Danbury	WLAD-FM	98.3	.34	280	

Hartford	WHCN	105.9	7	750	Concert Network Inc.
----------	------	-------	---	-----	----------------------

Owner: Concert Network, Inc.; Year Established: 1956; Address: P.O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Meola.

Hartford	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp. Silver City Crystal Co. Triangle Publications, Inc. Western Conn. Bcstg. Co.
Meriden	WMMW-FM	95.7	20	1,100	
New Haven	WNHC-FM	99.1	10	630	
Stamford	WSTC-FM	96.7	.65	305	

DELAWARE

Dover	WDOV-FM	94.7	2.8	200	Dover Bcstg. Corp. Delmarva Bcstg. Co. J. B. Reynolds
Wilmington	WDEL-FM	93.7	20	460	
	WJBR	99.5	19	500	

DISTRICT OF COLUMBIA

Washington	WASH	97.1	15	470	Comm'l Radio Equip. Co. United Bcstg. Co., Inc. Good Music Station, Inc. Evening Star Bcstg. Co. Washington Bcstg. Co. National Bcstg. Co., Inc. Washington Post Co. WWDC, Inc.
	WFAN	100.3	9.4	320	
	WGMS-FM	103.5	20	440	
	WMAL-FM	107.3	20	450	
	WOL-FM	98.7	20	485	
	WRC-FM	93.9	20	484	
	WTOP-FM	96.3	20	390	
	WWDC-FM	101.1	20	410	

FLORIDA

Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp. Univ. of Flo. H'dole Drive-In Theatres, Inc. City of Jacksonville Flo. Bcstg. Co. Radio Jax, Inc. Biscayne TV Corp. Storer Bcstg. Co. Community Service Bcstrs. Inc. P. Brake	
	WRUF-FM	104.1	12	407		
	WSJG	94.9	56	460		
	WJAX-FM	95.1	7.7	560		
	WMBR-FM	96.1	50	850		
	WZFM	96.9	9.7	350		
	Miami	WCKR-FM	97.3	100		250
		WGB5-FM	96.3	1.55		80
		WMET-FM	93.9	13		170
		WWPB-FM	101.5	9.2		275

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co. WHOO Radio Inc. Central Fla. Bcstg. Co. Palm Beach Radio Inc. Dixie Radio, Inc. Tampa Times Co. The Tribune Co. FM Bcstrs.
	WHOO-FM	96.5	59	460	
	WORZ	100.3	16.5	300	
Palm Beach	WWPG-FM	97.9	22	235	
	WDLP-FM	98.9	1.6	300	
Panama City	WDAE-FM	100.7	65	434	
Tampa	WFLA-FM	93.3	46	910	
	WPKM	104.7	10.5	160	

GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp. Storer Bcstg. Co. Glenkaren Associates, Inc. Atlanta Newspapers, Inc. Garden City Bcstg. Co. Musicast of the South, Inc. Columbus Bcstg. Co. Northeast Ga. Bcstg. Co. LaGrange Bcstg. Co. Southeastern Bcstg. Co. Newnan Bcstg. Co. Savannah Bcstg. Co., Inc. R. G. LeTourneau
Atlanta	WAGA-FM	103.3	36	960	
	WGKA-FM	92.9	9.4	270	
	WSB-FM	98.5	45.48	770	
Augusta	WAUG-FM	105.7	5.5	100	
	WBBO-FM	103.7	19.3	682	
Columbus	WRBL-FM	93.3	25	570	
	WDUN-FM	103.9	.34	175	
Gainesville	WLAG-FM	104.1	2.3	180	
LaGrange	WMAZ-FM	99.1	3	170	
Macon	WCOH-FM	96.7	.33	240	
Newnan	WTOC-FM	97.3	7.9	397	
Savannah	WLET-FM	106.1	.73	190	
Toccoa					

HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.
----------	---------	------	-----	------	------------------------

ILLINOIS

Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co. Bloomington Bcstg. Corp. Carmi Bcstg. Co. Champaign News Gazette Inc. Columbia Bcstg. System, Inc. Carol Music, Inc. DeHaan Hi-Fi, Inc. Buddy Black Bcstg. Co. Zenith Radio Corp. American Bcstg. Co., Inc. Functional Music Inc. Gale Bcstg. Co., Inc. F. S. Kovas, Jr. National Bcstg. Co., Inc. Northern Ill. Bcstg. Co., Inc. F. J. Curtis WHFC, Inc. Illinois Bcstg. Co. Illinois Bcstg. Co. E. R. C. Schoonfield North Shore Bcstg. Co., Inc. First Trust Association Jacksonville Radio & TV Bcstg. Mattoon Bcstg. Co. Mt. Vernon Radio & TV Co. Village Bcstg. Co. Illinois Bcstg. Co. Paris Bcstg. Co. WMBD, Inc. Quincy Newspapers, Inc. Lee Bcstg. Inc. Rockford Bcstrs. Inc. Rock Island Bcstg. Co. WTAX Inc.
Bloomington	WJBC-FM	101.5	5.1	425	
Carmi	WROY-FM	97.3	11	210	
Champaign	WDWS-FM	97.5	27	430	
	WBBM-FM	96.3	10.5	560	
Chicago	WCLM	101.9	18	500	
	WDHF	95.5	52	270	
	WEBH	93.9	35	240	
	WEFM	99.5	44	560	
	WENR-FM	94.7	4.3	580	
	WFMF	100.3	33	540	
	WFMT	98.7	29.5	550	
	WKFM	103.5	50	500	
	WMAQ-FM	101.1	24	640	
	WNIB	97.1	11	210	
	WSEL	104.3	40	567	
Cicero	WEHS	97.9	21	200	
Decatur	WSOY-FM	102.1	31	460	
Effingham	WSEI	95.7	20	295	
Elmwood Pk.	WXFM	105.9	32	250	
Evanston	WEAW-FM	105.1	36	300	
Harrisburg	WEBQ-FM	99.9	1.65	305	
Jacksonville	WLDS-FM	100.5	9	340	
Mattoon	WLBH-FM	96.9	23	190	
Mt. Vernon	WMIX-FM	94.1	15.2	550	
Oak Park	WOPA-FM	102.7	3.6	260	
Olney	WVLN-FM	92.9	18.5	338	
Paris	WRB-FM	98.3	1	225	
Peoria	WMBD-FM	92.5	2.5	550	
Quincy	WGEN-FM	105.1	8.3	640	
	WTAD-FM	99.5	27	770	
Rockford	WROK-FM	97.5	16	300	
Rock Island	WHBF-FM	98.9	3.7	380	
Springfield	WTAX-FM	103.7	6.7	315	

INDIANA

Bloomington	WFIU	103.7	33	200	Indiana Univ. White River Bcstg. Co. News-Examiner Co. First Baptist Church Truth Radio Corp. South Central Bcstg. Corp. South Shore Bcstg. Corp. Williams FM Service Jasper on the Air, Inc. Electronic Laboratories, Inc. Chronicle Publishing Co., Inc. Tri-City Radio Corp.
Columbus	WCSI-FM	98.3	.76	231	
Connersville	WCNB-FM	100.3	9.8	270	
Crawfordsville	WBBS	106.3	1	58	
Elkhart	WTRC-FM	100.7	9.7	350	
Evansville	WIKY-FM	104.1	19	450	
Hammond	WJOB-FM	92.3	3.1	400	
Indianapolis	WFMS	95.5	4.5	110	
Jasper	WITZ-FM	104.7	1.65	280	
Madison	WORX-FM	96.7	.35	290	
Marion	WMRI-FM	106.9	31	275	
Muncie	WMUN	104.1	7.4	286	

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Wabash	WAIU-FM	97.5	4.6	88	Wabash-Peru Bcstg. Co., Inc.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

IOWA

Boone	KFGQ-FM	99.3	.31	200	Boone Biblical College
Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	33	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	Dubuque Bcstg. Co.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

KANSAS

Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.
---------	--------	-------	----	-----	--------------------

KENTUCKY

Ashland	WCMI-FM	93.7	2.75	200	Edwina Bcstg. Co.
Central City	WNES-FM	101.9	21.5	215	Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Henderson	WSON-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WHOP-FM	98.7	8.7	210	Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Madisonville	WMFW-FM	93.9	2.5	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.
Somerset	WSFC-FM	92.3	3	210	Southeastern Bcstg. Co.

LOUISIANA

Alexandria	KALB-FM	96.9	8.4	393	Alexandria Bcstg. Co.
Baton Rouge	WBRL	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	Liner's Bcstg. Sta., Inc.
New Orleans	WDSU-FM	105.3	3.4	590	WDSU Bcstg. Co.
	WRCM	97.1	5.9	250	Supreme Bcstg. Co., Inc.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	13.5	390	International Bcstg. Corp.

MAINE

Caribou	WFST-FM	97.7	.19	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	9.6	250	Twin City Bcstg. Co., Inc.

MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WTH-FM	104.3	20	500	Md. Bcstg. Co.
Bethesda	WUST-FM	106.3	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—4	Tower Realty Co.
Hagerstown	WARK-FM	106.9	2.2	225	United Bcstg. Co. of W. Md.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.

MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.
--------	------	-------	----	-----	----------------------

Owner: Concert Network Inc.; Year Established: 1958; Address: 171 Newbury St., Boston 16, Mass.; Phone: Copley 7-6020; President: T. M. Hastings; General and Station Manager: John Thornton; Program Director: John Quincy Adams; Chief Engineer: Kim Kirshway.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	Plough Bcstg. Corp.
	WEEL-FM	103.3	20	430	Columbia Bcstg. System, Inc.
	WHDH-FM	94.5	20	455	WHDH, Inc.
	WRKO-FM	98.5	20	410	RKO Teleradio Pictures, Inc.
Brockton	WBET-FM	97.7	.8	275	Enterprise Publishing Co.
Cambridge	WHRB-FM	107.1	.96	44	Harvard Radio Bcstg. Co., Inc.

Cambridge WXHR 96.9 20 440 Middlesex Bcstg. Co.

Owner: Middlesex Broadcasting Co.; Address: Cambridge, Mass.; Manager: Wallace Dunlap.

Greenfield	WHAJ-FM	98.3	1	—240	Haigis Bcstg. Corp.
Lowell	WLLH-FM	99.5	12.2	600	Merrimac Bcstg. Co., Inc.
New Bedford	WBSP-FM	97.3	2.5	330	Bay State Bcstg. Co.
	WNBH-FM	98.1	20	380	E. Anthony & Sons, Inc.
Springfield	WHYN-FM	93.1	3.2	1,000	Hampden-Hampshire Corp.
	WMA5-FM	94.7	1.35	175	WMA5 Inc.
	WCRB-FM	102.5	9.2	180	Charles River Bcstg. Co.
Waltham	WOCB-FM	94.3	1	155	E. Anthony & Sons
West Yarmouth	WTAG-FM	96.1	10	640	WTAG Inc.
Worcester					

MICHIGAN

Benton Harbor	WHFB-FM	99.9	9.2	230	Palladium Publishing Co.
Coldwater	WTVB-FM	98.3	.26	230	Twin Valley Bcstrs. Inc.
Dearborn	WKMH-FM	100.3	7.1	190	Knorr Bcstg. Corp.
Detroit	WDET-FM	101.9	52	320	Wayne State Univ.
	WHFI	94.7	20.5	220	Meadowcroft Bcstg. Inc.
	WJBK-FM	93.1	30	440	Storer Bcstg. Co.
	WJR-FM	96.3	24	483	The Goodwill Station, Inc.
	WMUZ	103.5	19.5	180	Alpha Bcstg. Co.
	WMZK	97.9	10	430	Booth Bcstg. Co.
	WWJ-FM	97.1	50	480	Evening News Assn. Inc.
	WXYZ-FM	101.1	27	880	WXYZ Inc.
Grand Rapids	WJEF-FM	93.7	11.5	420	Fetzer Bcstg. Co.
	WLAV-FM	96.9	1.75	210	Stevens-Wismer Bcstg. Inc.
	WLDM	95.5	20	430	Lincoln Bcstg. Co.
Oak Park	WOMC	104.3	61	390	Sparks Bcstg. Co.
Royal Oak	WSAM-FM	98.1	1.7	330	Knorr Bcstg. Corp.
Saginaw	WSTR-FM	103.1	.285	210	WSTR, Inc.
Sturgis					

MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Supply Co.
Minneapolis	KTIS-FM	98.5	5.3	250	Northwestern Bible College
	KWFM	97.1	21	150	Fidelity Bcstg. Co.
	WLOL-FM	99.5	9.7	320	WLOL-FM Corp.
	KFAM-FM	104.7	15	425	The Times Publishing Co.
St. Cloud	KWNO-FM	97.5	18.5	610	Winona Radio Service
Winona					

MISSISSIPPI

Jackson	WJDX-FM	102.9	50	6,000	Lamar Life Ins. Co.
---------	---------	-------	----	-------	---------------------

MISSOURI

Clayton	KFUO-FM	99.1	6.7	260	Lutheran Church, Mo. Synod
Joplin	WMBH-FM	96.1	70	450	O'Brien & Assoc., Inc.
Kansas City	KCAK	93.3	35	300	FM Bcstrs. Inc.
	KSMO-FM	94.9	56	390	Meredith Engr. Co.
	KBOA-FM	98.9	6.9	320	Kennett Bcstg. Corp.
Kennett	KWOC-FM	94.5	14	215	Poplar Bluff Broadcasting Co.
Poplar Bluff	KCFM	93.7	70	550	Commercial Bcstg. Co.
St. Louis	KTTS-FM	94.7	9.1	660	Independent Bcstg. Co.
Springfield	KWPM-FM	93.9	3.4	130	R. F. Neathery
West Plains					

NEBRASKA

Lincoln	KFMQ	95.3	.32	100	H. Burton
---------	------	------	-----	-----	-----------

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Reno	KNEV	95.5	10.5	35	E. B. Cobb

NEVADA

NEW HAMPSHIRE

Berlin	WKQC	103.7	10	290	McKee Bcstg. Co., Inc.
Claremont	WT5V-FM	106.1	3.4	1,000	Grandview, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.

NEW JERSEY

Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	15	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAC, Inc.
Princeton	WPRB	103.9	8.5	195	Princeton Bcstg. Service Inc.
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Zarephath	WAWZ-FM	99.1	4.8	175	Pillar of Fire, Inc.

NEW MEXICO

Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.

NEW YORK

Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
Binghamton	WKOP-FM	95.3	4.20	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	1	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	106.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WWOL-FM	104.1	250	310	Greater Eric Bcstg. Co.
Cherry Valley	WRRG	101.9	5.4	1,080	Northeast Radio Corp.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	270	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Northeast Radio Corp.
Hempstead	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hornell	WVHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WBRA	103.7	5.6	890	Northeast Radio Corp.
	WHCU-FM	97.3	40	730	Cornell Univ.
Jamestown	WYBR-FM	93.5	175	—210	Cornell Radio Guild, Inc.
Kenmore	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Massena	WINE-FM	103.3	4.6	230	Western N. Y. Bcstg. Co.
New York	WM5A-FM	105.3	13	335	The Brockway Co.
	WABC-FM	95.5	6.5	760	American Bcstg. Co.
	WBAI	99.5	18	588	WBAI-FM Inc.
	WBFM	101.9	10.3	650	Muzak Corp.
	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.
	WEVD-FM	97.9	20	340	DEB5 Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNCN	104.3	15	560	Concert Network Inc.

New York WNCN 104.3 15 560 Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1957; Address: 28 West 44th St., N.Y.C.; Phone: BRyant 9-7530; President: T. M. Hastings; General and Commercial Manager: Lawrence L. Wynn; Program Director: John Quincy Adams; Chief Engineer: David Passell.

Niagara Falls	WNEW-FM	102.7	54	1,360	Metropolitan Bcstg. Corp.
Olean	WNYC-FM	93.9	18	535	NYC Municipal Bcstg. System
Patchogue	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.
	WQXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.
	WHLD-FM	98.5	46	420	E. C. Hull
	WHDL-FM	95.7	43	830	WHDL, Inc.
	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Rochester	WHFM	98.9	8.7	240	Riggs & Greene Bcstg. Corp.
Schenectady	WGFM	99.5	6	805	General Electric Co.
S. Bristol	WRRE	95.1	5.3	990	Northeast Radio Corp.
Syracuse	WDDS-FM	93.1	97	660	Functional Bcstg. Inc.
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.
	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
Utica	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Wethersfield	WRRL	107.7	5.4	460	Northeast Radio Corp.
White Plains	WFAA-FM	103.9	.12	675	Westchester Bcstg. Corp.
Woodside	WRFM	105.1	20	235	Long Island Bcstg. Corp.

NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
Charlotte	WSOC-FM	103.5	35	415	WSOC Bcstg. Co.
Durham	WDBC-FM	105.1	36	380	Durham Radio Corp.
Elkin	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Fayetteville	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Franklin	WF5C-FM	94.5	.93	—310	Macon County Bcstg. Co.
Gastonia	WGNC-FM	101.9	11.1	890	C. T. McSwain
Greensboro	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Henderson	WMDE	98.7	5.8	110	H. C. Hall
Hendersonville	WHNC-FM	92.5	9	260	Henderson Radio Corp.
High Point	WHKP-FM	102.5	9.5	2	Radio Hendersonville
	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
	WMFR-FM	99.5	8	350	WMFR Inc.
Laurinburg	WNOS-FM	100.3	2.7	195	Statesville Bcstg. Co.
Leaksville	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
Lexington	WLOE-FM	94.5	20	96	WLOE Inc.
Marion	WBUY-FM	94.3	.3	210	Davidson County Bcstg. Co.
Raleigh	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
Reidsville	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Rocky Mount	WEED-FM	92.1	.27	160	W. A. Wynne
	WFMA	100.7	33	400	Eastern Carolina Electronics
Salisbury	WSTP-FM	106.5	2.9	250	WSTP, Inc.
Sanford	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMC	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	42	160	Piedmont Publishing Co.

OHIO

Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WICA-FM	103.7	40	270	WICA Inc.
Bellaire	WTRX-FM	100.5	9	500	WTRX Inc.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.
Cincinnati	WCPO-FM	105.1	12.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.
	W5AI-FM	102.7	14.7	500	Gordon Bcstg. Co.
Cleveland	KYW-FM	105.7	27	950	Westinghouse Bcstg. Co., Inc.
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.
	WHK-FM	100.7	11.5	620	Forest City Publishing Co.
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.
Cleveland Hgts.	WSRS-FM	95.3	1	250	WSRS Inc.
Columbus	WBNS-FM	97.1	54	315	RadioOhio, Inc.
	WCOL-FM	92.3	6.8	350	Air Trails, Inc.
	WVCO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
Dayton	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
Elyria	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	96.7	1	215	Seneca Radio Corp.
Fremont	WFRO-FM	99.3	1	285	Wolfe Bcstg. Corp.
Hamilton	WQMS	96.7	.29	200	Community Bcstg. Co.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcsta. Co.
Mt. Vernon	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Portsmouth	WPAY-FM	104.1	7	520	P. F. Braden
Springfield	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.
Stuebenville	WSTV-FM	103.5	3.1	880	WSTV, Inc.

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Toledo	WAHE	92.5	10	135	Hillebrand Electronics
	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTOD-FM	99.9	8.8	160	Booth Bcstg. Co.
Wooster Youngstown	WTOL-FM	104.7	1.3	156	Community Bcstg. Co.
	WWST-FM	104.5	13	330	Wooster Republican Printing Co.
	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.

OKLAHOMA

Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
Stillwater	KYFM	98.9	1.5	155	Capital City Bcstg. Co.
	K5PI	93.9	3.9	300	Stillwater Publishing Co.

OREGON

Eugene	KUGN-FM	99.1	.39	60	KUGN, Inc.
Grants Pass	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
Portland	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPFM	97.1	33	900	Bcstrs. Ore. Ltd.
	KPOJ-FM	98.7	4.4	1,100	KPOJ, Inc.
	KQFM	100.3	17	960	H. Q. Cox

PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.	
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.	
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.	
Bloomsburg	WHLM-FM	106.5	8.8	600	Bloom Radio	
Butler	WBUT-FM	97.7	.72	290	WBUT Radio	
Chambersburg	WCHA-FM	95.9	.7	240	Chambersburg Bcstg. Co., Inc.	
DuBois	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.	
Easton	WEEX-FM	99.9	3.3	200	Easton Publishing Co.	
	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.	
Erie	WERC-FM	99.9	9.7	400	WERC Bcstg. Corp.	
Harrisburg	WHP-FM	97.3	1.55	—35	WHP Inc.	
Hazleton	WAZL-FM	97.9	6	630	Hazleton Bcstg. Co., Inc.	
Johnstown	WARD-FM	92.1	.285	—87	Central Bcstg.	
	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.	
Lancaster	WGAL-FM	101.3	3.8	215	WGAL, Inc.	
	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.	
	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.	
Lebanon	WMGW-FM	100.3	10	585	Meadville Bcstg. Service Inc.	
Meadville	WCAU-FM	98.1	10	660	WCAU, Inc.	
Philadelphia	WDA5-FM	105.3	20	285	M. M. Leon, Inc.	
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.	
	WFNL-FM	95.7	20	490	Franklin Bcstrs. Corp.	
	WHAT-FM	105.3	20	290	Independence Bcstg. Co., Inc.	
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.	
	WIP-FM	93.3	20	430	WIP Bcstg. Inc.	
	WPEN-FM	102.9	20	420	Wm. Penn Bcstg. Co.	
	Pittsburgh	KDKA-FM	92.9	47	890	Westinghouse Bcstg.
		WFMP	99.7	24	470	National Bcstg. Co., Inc.
		WKJF	93.7	40	470	A. J. R. Greer
		WWSW-FM	94.5	50	940	WWSW Radio Inc.
	Pottsville	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.
	Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.	
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.	
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.	
Washington	WJPA-FM	104.3	4	360	Washington Bcstg. Co.	
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.	
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.	
York	WRAX-FM	100.3	4	1,220	WGAL, Inc.	
	WNOW-FM	105.7	1.2	465	WNOW, Inc.	

RHODE ISLAND

Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Cherry & Webb Bcstg. Co.
	WTMH	101.5	20	500	General Bcstg. Corp.

Providence WXCN 101.5 20 — Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1955; Address: P.O. Box 1015, Providence, R. I.; Phone: N1agara 7-4827; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Hlavas.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Woonsocket	WWON-FM	106.3	.39	215	Woonsocket Bcstg. Co.

SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	68	700	WCSC, Inc.
	WTMA-FM	95.1	10	385	Corp. of Charleston
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Greenville Bcstg. Co.
	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Orangeburg	WORF-FM	102.7	4.6	110	WTND Inc.
Rock Hill	WRHI-FM	98.3	.65	310	York County Bcstg. Co.
Seneca	WSNW-FM	98.1	9.4	330	Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

TENNESSEE

Bristol	WOPI-FM	96.9	9.7	260	Radiophone Bcstg. St. WOPI Inc.
Greeneville	WGRV-FM	94.9	4.6	250	Radio Greeneville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJHL-FM	100.7	9.6	1,400	WJHL, Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WBIR, Inc.
Memphis	WMCJ	99.7	300	940	Memphis Publishing Co.
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.

TEXAS

Austin	KAZZ	95.5	1.35	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	9.1	360	Enterprise Co.
Cedar Hill	KDFW	99.5	25	770	C & F Musicasting Co.
Cleburne	KCLE-FM	94.9	6.4	260	Marti, Inc.
Corpus Christi	KDMC	95.5	4.1	280	Master Music, Inc.
Dallas	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	KRLD Radio Corp.
	KSFM	105.3	11	280	Metropolitan Bcstg. Corp.
	WRR-FM	101.1	68	500	City of Dallas
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard

Diboll KSPJ 95.5 1

Address: P. O. Box 336, Diboll, Texas; Phone: MY 8-5533; Manager: Tommy Ward Lanyon; Assistant Manager: Don Wier; Program Director: Ruth Ruby; Commercial Manager: Evelyn Lanyon.

Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	102.9	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
Lubbock	KSEL-FM	93.7	9.6	195	Southwestern Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	3	515	The Walmac Co.
	KONO-FM	92.9	4.4	475	Mission Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.5	390	KCMC, Inc.

UTAH

Salt Lake City	KDYL-FM	98.7	1.2	2,970	Intermountain Bcstg. & TV Corp.
	KSL-FM	100.3	6.1	3,660	Radio Service Corp. of Ut.

VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WVOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WCOD	98.1	34	430	Havens & Martin Inc.
	WRNL-FM	102.1	50	320	Richmond Newspapers Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
	WLSL-FM	99.1	21	1,890	Roanoke Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

WASHINGTON

Seattle	KING-FM	98.1	15	410	King Bcstg. Co.
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.
	KISW	99.9	2.1	350	E. W. Lippincott
	KMCS	98.9	10.5	1,070	FM Bcstrs. Inc.
Spokane	KREM-FM	92.9	4.8	720	KREM Bcstg. Corp.
	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
Tacoma	KTWR	103.9	.85	240	T. W. Read

WEST VIRGINIA

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
	WKAZ-FM	97.5	9	124	Kanawha Valley Bcstg. Co.
	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Huntington	WHTN-FM	100.5	53	560	Cowles Bcstg. Co.
	WLOG-FM	103.3	2.1	725	Frey & Groever
Martinsburg	WPEM-FM	94.3	.81	170	Martinsburg Bcstg. Co.
Morgantown	WAJR-FM	99.3	99.3	1	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	14.5	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	Ohio Valley Bcstg. Corp.
Wheeling	WKWK-FM	97.3	10	470	Community Bcstg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bcstg. Co.

WISCONSIN

Eau Claire	WEAU-FM	94.1	60	360	Central Bcstg. Co.
	WWCF	94.9	37	1,300	W. C. Forrest
Greenfield	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Janesville	WISC-FM	98.1	1	105	Radio Wisconsin Inc.
Madison	WMFM	104.1	7.5	80	E. W. Fessler
	WDLB-FM	103.9	.25	250	Clarkwood Bcstg. Corp.
Marshfield	WLIN	100.7	22	348	Wis. Valley TV Corp.
Merrill	WFMR	96.5	15	215	High Fidelity Bcstg. Corp.
	WQFM	93.3	30	190	Koeth Bcstg. Corp.
Milwaukee	WRJN-FM	100.7	15	265	Racine Bcstg. Corp.
Racine	WJMC-FM	96.3	50	540	WJMC Inc.
Rice Lake	WBKV-FM	92.5	6	145	West Bend Bcstg. Co.
West Bend	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.
Wisconsin Rapids					

Ap News
Is Preferred

... by Listeners — because it is
dependable as well as interesting.

Ap
Preferred

50 Rockefeller Plaza · New York 20, N. Y.

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

KSPL

95.5 MGC. FM

WHERE MUSIC
HAS FOUND A HOME

Muzac Franchised
Programmatic Equipped

Friendliest
Fastest Growing

Finest
In All East Texas

CONSTRUCTION PERMITS FOR NEW FM STATIONS

(As of January 1959)

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

ALABAMA

Athens	WJOF	104.3	1.05	260	Athens Bcstg. Co., Inc.
Birmingham	WTAF	106.9	15.5	900	WBRC Inc.

CALIFORNIA

Alameda	—	92.7	.275	—2	Henry & Larsen
Bakersfield	KGEE-FM	96.5	2.95	3,730	KGEE Inc.
El Cajon	KFUM	93.3	3.4	160	K. C. Forror
Fresno	KJPO	99.5	17.5	360	J. H. Poole
	KMAK-FM	99.5	26	175	McMahan Bcstg. Co.
Inglewood	KTYM-FM	103.9	.45	385	A. J. Williams
La Habra	KDOG	95.9	.48	360	W. E. Clark
Lancaster	KANT-FM	107.9	20.5	1,520	C. W. Fray
Los Angeles	KMLA	100.3	58	1,190	KMLA Bcstg. Corp.
	—	107.5	19.5	175	Bible Institute of L. A.
National City	KEAX	99.3	.84	—80	J. H. Harmon
Newport Beach	KAJS	103.1	.86	41	A. J. Stone
Oxnard	KOXR-FM	104.7	10.5	14	Oxnard Bcstg. Corp.
Palm Springs	KPSR	92.1	1	—600	R. T. Sampson
Redondo Beach	KAPP	93.5	1	82	South Bay Bcstg. Co.
Riverside	KACE-FM	92.7	.69	—50	K-ACE Radio Inc.
	KPIP	99.1	1.55	1,630	Parker-Lee Inc.
	KQXM	97.5	81	1,690	Medical Evangelists Alumni
Sacramento	KGMS-FM	100.5	15	200	Capitol Radio Enterprises
	KSRM	96.9	3.5	250	Audiolab Inc.
San Bernardino	KPAX	99.9	30	1,570	S. C. Corwin
San Diego	KCBQ-FM	107.7	9.3	195	KCBQ Inc.
	KFMB-FM	100.7	18.5	630	Marietta Bcstg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	200	KGB Inc.
	KSON-FM	103.7	11.5	155	Broadmoor Bcstg. Corp.
	—	106.5	3.5	240	Barbary Coast Records Inc.
San Fernando	KSFV	106.3	1	—110	San Fernando Bcstg. Co.
San Francisco	KBAY-FM	104.5	29	890	S. W. Corwin
	KFRG-FM	106.1	71	1,160	RKO Teleradio Pictures Inc.
	KOBY-FM	95.7	27.1	1,038	Mid-American Bcstrs. Inc.
	KPUP	106.9	18	1,020	F. Mieuli
	KRON-FM	96.5	13.5	1,230	Chronicle Publishing Co.
	KYA-FM	93.3	16.5	710	Golden State Bcstrs., Inc.
	—	105.3	17.5	450	Bay FM Bcstrs.
San Jose	KRPM	98.5	3.8	—111	The Audio House, Inc.
San Luis Obispo	—	99.9	3.8	—510	KATY, Sweetheart of S.L.O. Inc.
Santa Ana	KFIL	106.3	1	145	P. F. Brestoff
Santa Barbara	KFMC	107.9	29.5	—800	S. C. Corwin
	KMUZ	99.9	3.1	110	Tri-Counties Bcstg. Co.
Santa Maria	KEYM	99.1	3.2	—135	Santa Maria Bcstg. Co.
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1,571	Valley Bcstrs. Inc.
	KWG-FM	105.7	3.5	130	KWG Bcstg. Co.
Ventura	KUDU-FM	95.1	24	—16	Tri-Counties Public Service Inc.
	KVEN-FM	100.7	12	280	Coast Ventura Co.

COLORADO

Colo. Springs	KFMH	96.5	24.5	1,590	FM Colorado Co.
Denver	KLIR-FM	100.3	8.8	236	G. B. Anderson
	—	98.5	9.1	380	KDEN Bcstg. Co.
Grand Junction	—	92.3	2.8	—10	Western Slope Bcstg. Co.

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

CONNECTICUT

Hartford	WDRC-FM	102.9	7	750	Conn. Bcstg. Co. General Bcstg. Inc. Yale Bcstg. Co., Inc.
	—	93.7	7	750	
New Haven	WYBC-FM	94.3	.3	120	

FLORIDA

Coral Gables	WVCG-FM	105.1	18.5	220	Peninsular Bcstg. Corp. Fla. Air-Power Inc. Rand Bcstg. Co. Trans-Chord Co.
Ft. Lauderdale	WWIL-FM	103.5	15.5	175	
Miami	—	99.9	105	210	
St. Petersburg	—	99.5	31	190	

GEORGIA

Macon	WNEX-FM	96.9	4.1	415	Macon Bcstg. Co.
-------	---------	------	-----	-----	------------------

ILLINOIS

Chicago	WFMQ	107.5	11	560	L. Vihon
---------	------	-------	----	-----	----------

INDIANA

Indianapolis	WIBC-FM	93.1	2.8	170	WIBC Inc.
--------------	---------	------	-----	-----	-----------

KANSAS

Kansas City	—	98.1	4.4	159	F. W. Hurlburt G. B. Anderson C. B. Axton
Newton	KJRG-FM	96.7	.25	225	
Topeka	KTOP-FM	100.1	.76	100	

KENTUCKY

Hazard	WKIC-FM	96.5	15	400	Mountain Bcstg. Service Inc.
--------	---------	------	----	-----	------------------------------

MAINE

Portland	—	97.9	10	175	Casco Bcstrs. Corp.
----------	---	------	----	-----	---------------------

MARYLAND

Annapolis	WANN-FM	107.9	4.04	205	Annapolis Bcstg. Corp. Audiophonic Corp. United Bcstg. Co. of E. Md. Monocacy Bcstg. Co. Tri-Suburban Bcstg. Corp. WTOW Inc.
Baltimore	WFDS-FM	97.9	15	240	
	WSID-FM	92.3	11	185	
Frederick	WFMD-FM	99.9	2.1	1,120	
Silver Spring	WAYL	99.5	20	280	
Towson	WTCW-FM	101.9	20	280	

MASSACHUSETTS

Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. System WHAV Bcstg. Co. Lawrence Bcstg. Co.
Haverhill	WHAV-FM	95.5	20	350	
Lawrence	WGJH-FM	93.7	1.35	210	

MICHIGAN

Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co. Gross Telecasting Inc.
Lansing	—	97.5	46	340	

NEW JERSEY

Fair Lawn	WRBI	105.5	1	125	Radio Bergen Inc. F. H. Accorsi
Red Bank	WFHA-FM	106.3	1	155	

(Continued on Next Page)

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

NEW MEXICO

Roswell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
---------	---------	------	-----	-----	-------------------

NEW YORK

Babylon Buffalo	WBAB-FM	102.3	.670	110	Babylon-Bay Shore Bcstg. Corp. WEBR Inc. Transcontinent TV Corp.
	WEBR-FM	96.1	16	340	
	WGR-FM	96.9	17.5	320	

Hicksville	WLIR	92.7	81	140	John R. Rieger
------------	------	------	----	-----	----------------

Owner: John R. Rieger; Year Established: 1958; Address: 67 N. Broadway, Hicksville, N. Y.; Program Director: Dorothy C. Rieger; Chief Engineer: Ray Lanahan.

Hicksville New Rochelle Peekskill Rochester	WLIR	92.7	81	140	High Fidelity Music Co. Radio New Rochelle Inc. Highland Broadcasting Corp. Transcontinent TV Corp.
	WNRC-FM	93.5	1	190	
	WLNA-FM	100.7	20	500	
	WROC-FM	97.9	18	410	

NORTH CAROLINA

Hickory Roxboro Winston-Salem	WHKY-FM	102.9	15	325	Catawba Valley Bcstg. Co. Roxboro Bcstg. Co. Winsonette, Inc.
	WRXO-FM	96.7	.60	280	
	WYFS	107.5	1.55	195	

OHIO

Akron Cleveland E. Liverpool Hamilton Lancaster Middletown Salem Youngstown	WCUE-FM	96.5	14.5	105	Akron Bcstg. Corp. Moody Bible Institute (Chi.) Friendly Bcstg. Co. E. Liverpool Bcstg. Co. Ft. Hamilton Bcstg. Co. Hocking Valley Bcstg. Corp. P. F. Braden R. C. Jones Mahoning Valley Bcstg. Corp. M. Jones
	WCRF-FM	103.3	21.5	575	
	WJMO-FM	106.5	16.5	51	
	WOHI-FM	104.3	27	330	
	WUOH	103.5	8.7	255	
	WHOK-FM	95.5	16	140	
	WPFB-FM	105.9	30	350	
	WSOM	105.1	100	400	
	WBBW-FM	93.3	19.5	39	
	WYNS	101.1	24.5	110	

OKLAHOMA

Durant Okla. City	KSEO-FM	107.3	2.9	365	Durant Pub.-Bcstg. Co. Musicord, Inc.
	KCEF	92.3	6.6	225	

OREGON

Eugene Medford	KEGA	93.1	1.35	90	KEED Inc. Music, Inc. C. E. Wilson
	KFMY	97.9	3.6	-60	
	KBOY-FM	95.3	.65	-225	

PENNSYLVANIA

Braddock Carlisle Glenside Montrose Oil City Philadelphia Waynesboro Wilkes-Barre	WLOA-FM	96.9	68	490	Matta Bcstg. Co. R. F. Lewis, Jr., Inc. High-Fidelity Bcstrs. Corp. Montrose Bcstg. Corp. WKRZ Inc. George Voron & Co. R. F. Lewis Jr., Inc. R. G. Evans
	WHYL-FM	102.3	.76	19	
	WIFI	92.5	20	300	
	WPFL-FM	96.5	57	500	
	WDJR	98.5	3.4	300	
	—	106.1	20	480	
	WAYZ-FM	101.5	3	21	
	WYZZ	103.3	3.1	975	

RHODE ISLAND

Cranston	WLOV	99.9	3.4	255	Neighborly Bcstg. Co.
----------	------	------	-----	-----	-----------------------

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
------	--------------	-------	---------------	---------------------	----------

TENNESSEE

Memphis	WMPS-FM	97.1	21.5	380	WMPS Inc.
---------	---------	------	------	-----	-----------

TEXAS

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Dallas	WFAA-FM	97.9	38	300	A. H. Belo Corp.
El Paso	KHMS	94.7	2.55	—115	H-M Service Co.
Ft. Worth	—	97.1	22	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co., Inc.
Lubbock	KBFM	96.3	3.6	275	J. W. Blankenship
Midland	KNFM	92.3	3.4	410	FM Associates
Waxahachie	KBEC-FM	93.5	.35	115	R. Tuck Enterprises

UTAH

Salt Lake City	KLUB-FM	97.1	23	—190	KLUB Bcstg. Co.
----------------	---------	------	----	------	-----------------

VIRGINIA

Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co., Inc.
Norfolk	WYFI	99.9	11.5	70	Electronic Research Inc.
Woodbridge	WBVA	105.9	9.5	305	S & W Enterprises Inc.

WASHINGTON

Edmonds	KGFM	105.3	17.5	760	King's Garden, Inc.
Seattle	KLSN	96.5	14.5	350	Sight & Sound
	—	101.5	10	1,070	Chem-Air, Inc.
Tacoma	KLAY-FM	106.3	.850	240	C. F. Huntington

WISCONSIN

Madison	WIBA-FM	101.5	45	1,020	Badger Bcstg. Co.
Milwaukee	WTMJ-FM	94.1	2.8	980	The Journal Co.

SEE PAGE 69

FOR RADIO RECEIVERS — WORLDWIDE

SEE PAGE 39

FOR SPOT RADIO TIME SALES FIGURES

GRANADA TV

BRITAIN'S NORTHERN REGION PROGRAMME COMPANY MONDAY THRU FRIDAY

Facts about the Northern Region

Population 12,651,850. Viewers able to receive Granada TV 7,420,000



Some Programmes presented by Granada TV

PLAYS

The Skin of Our Teeth
Death of a Salesman
All My Sons
The Strong are Lonely

ENTERTAINMENT

Chelsea at Nine
Sir Thomas Beecham at
Lincoln's Inn

DISCUSSIONS

Homosexuality and the Law
A Blessing or a Sin
The Troubled Middle East
Insanity or Illness
Thou Shalt Not Kill

SPECIAL FEATURE

Rochdale by-Election

GRANADA TV NETWORK LONDON AND MANCHESTER

TELEVISION DAILY

presents

*INTERNATIONAL
BROADCASTING*



BRITISH COMMERCIAL TV
INTERNATIONAL STATIONS
RADIO CADENA NACIONAL, S.A.
RADIO PROGRAMAS de MEXICO, S.A.

1959

Just published by Intam Ltd.

THE
INTERNATIONAL
TELEVISION
.....
DATA BOOK

**A World-wide survey of Coverage, Transmission Times,
Advertising Rates and Production Procedures**

Intam Ltd, the International Division of the London Press Exchange Organization, announce the publication of their International Television Data Book — the first comprehensive survey of the Commercial Television Services of the world (excluding U.S.A. and Canada).

This one volume covers all known relevant facts of interest to advertisers about the television services of 29 countries, including information on the production facilities available in each country.

The International Television Data Book is priced at U.S. \$35, and is available from Intam Ltd, Romano House, Strand, London WC2, England.

INTAM LTD



THE INTERNATIONAL DIVISION OF THE LONDON PRESS EXCHANGE ORGANIZATION

BRITISH COMMERCIAL TV

INDEPENDENT TELEVISION AUTHORITY

14 Princes Gate, London, S.W.7

Phone: KNightsbridge 5341

Chairman	Sir Ivone Kirkpatrick
Deputy Chairman	Sir Ronald Matthews
Director-General	Sir Robert Fraser
Press Officer.....	J. D. R. Cuthbert
Chief Engineer.....	P. A. T. Bevan

Transmitting Stations

Croydon (London Area)

Band III, Channel 9
AP: 30 kw; VP: 120 kw
Commenced September 22, 1955

Winter Hill (Northern Region)

Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced Feb. 17, 1956

Lichfield (Midlands)

Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced February 17, 1956

Emley Moor (Northern Region)

Band III, Channel 10
AP: 50 kw (max.); VP: 200 kw (max.)
Commenced November 3, 1956

Black Hill (Central Scotland)

Band III, Channel 10
AP: $\frac{1}{4}$ of VP's $\left\{ \begin{array}{l} 475 \text{ kw N.E.} \\ 200 \text{ kw S.W.} \\ 65 \text{ kw N.W. \& S.E.} \end{array} \right.$
Commenced August 31, 1957

St. Hilary Down (South Wales and West of England)

Band III, Channel 10
AP: 50 kw; VP: 200 kw
Commenced January 14, 1958

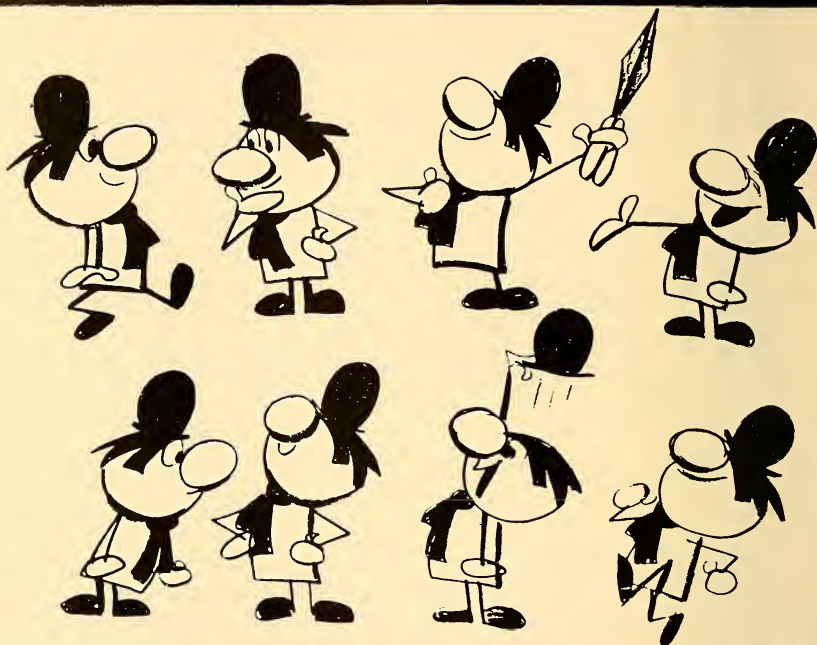
Chillerton Down I.O.W. (Southampton Area)

Band III, Channel 11
AP: 25 kw; VP: 100 kw
Commenced Summer 1958

Burnhope (North East Region)

Band III, Channel 8
ERP: 100 kw
Commenced Jan. 15, 1959

The Best in Cartoons



A NEW CARTOON CHARACTER — **FOOFOO**

Halas & **B**atchelor
Cartoon Films Ltd.



Lysbeth House, Soho Square, London, W.1

PROGRAM CONTRACTORS APPOINTED BY ITA

Independent Television Authority provides and operates transmitters for commercial television. Program Contractors produce programs and receive revenue from sales of advertising time, paying rent to ITA for the hire of transmitters. .

A.B.C. Television Ltd.

Hanover Square, London W.1
Phone: Hyde Pk 7222

Midlands and Northern Transmissions:
Saturday and Sunday

Chairman.....Sir Philip Warter
Deputy Chairman.....Dr. Eric Fletcher
Managing Director.....Howard Thomas

Anglia Television Ltd.

Nascreno House, London W.1
Phone: Gerrard 6042

Chairman Marquis Townsend of Rainham
Chief Executive.....Donald Stevenson

Associated-Rediffusion Ltd.

Television House, Kingsway, London
W.C.2

Phone: Holborn 7888

London Transmission: Monday to Friday

Chairman.....J. Spencer Wills
Managing Director.....P. Adorian
General Manager.....T. M. Brownrigg
Press Officer.....Norman Hoskins

Associated Television Ltd.

Television House, Kingsway, London
W.C.2

Phone: Chancery 4488

London Transmission: Saturday and
Sunday

Birmingham Transmission: Monday to
Friday

ChairmanPrince Littler
Deputy Chairman.....Norman Collins
Managing Director.....Val Parnell
Deputy Mgr. Director.....Lew Grade

Directors.....Val Parnell,
Lew Grade, Richard Meyer, Robert
Renwick, C. O. Stanley, Hugh Cudlip,
E. S. Birk, J. L. Drummond.

Granada TV Network Ltd.

36 Golden Square, London, W.1
Phone: Regent 8080

Northern Region Transmission: Monday
to Friday

Chairman.....Sidney L. Bernstein
General Manager.....Cecil Bernstein
Secretary.....Joe Warton
Exec. Dir. & Gen. Mgr.....Victor Peers
TV Sales, Ad Dir.....Alex Anson
TV Exec. Producer.....Denis Forman
Prog. Controller.....Stuart Griffiths
Chief Engineer.....Reg Hammans
PublicityDon Harker
Producers.....Josephine Douglas,
Peter Eton, Harry Elton, Barrie Heads,
Tim Hewat.

Directors.....Warren Jenkins,
David Warwick, Herbert Wise, Francis
Coleman, Graham Evans, Wilfred Field-
ing, David Main, James Ormerod, Cliff
Owen, Michael Scott, Mark Stuart,
Max MorganWitts, Mike Wooller.

Senior Drama Dir.....Silvio Narizzano

Scottish Television Ltd.

Television House, Kingsway, London
W.C.2

Phone: Holburn 1331

Scottish Transmission: All Week

ChairmanRoy Thomson
Managing Director...James M. Coltart

(Continued on Page 729)

MR. PRODUCER!

Give your product a face-lift!

Give your budget a tonic!

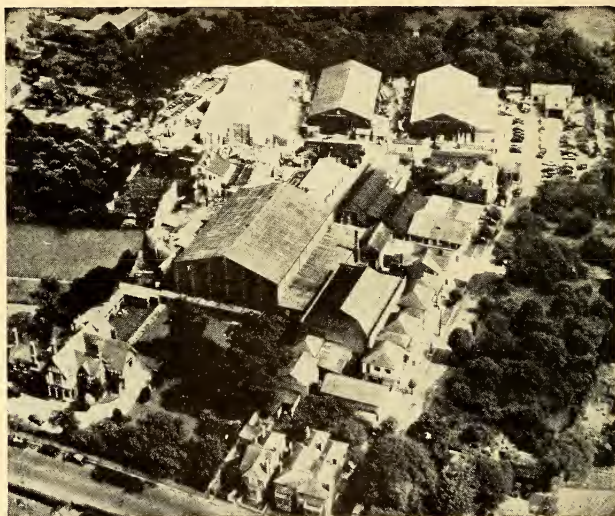
Give yourself a holiday!

Jet yourself to England!

—and production in England means production at

WALTON STUDIOS

ENGLAND'S OLDEST AND LARGEST INDEPENDENT STUDIO



Where efficiency is high

Where enthusiasm is great

Where costs are lowest

Complete servicing, from minor location facilities to handling of major features and television series.

Contact us direct — or through your London office — for our confidential assessment of production costs on any contemplated venture, and it's most probable that we will be at least 10% below any other legitimate estimate. And, if you wish, you can operate under our all-in fixed-price contract.

Enquiries: J. K. MORRIS, Managing Director

WALTON-ON-THAMES, SURREY, ENGLAND

West End of London — 25 Minutes

London Airport — 15 Minutes

Southern Television Ltd.

Southern Tv Center, Northam,
Southampton
Phone: Holborn 7888

Chairman.....John Davis
General Manager.....C. D. Wilson
Press Officer.....Jeff Winnington

T.W.W. Ltd.

195 Oxford Street, London W.1
Phone: Gerrard 6996
Wales and West of England
Transmission: All Week

Chairman... Rt. Hon. Viscount Cilcennin
President... Rt. Hon. the Earl of Derby
General Manager.....J. R. Myers

B.B.C. TELEVISION SERVICE
(Government controlled)

Television Center, Wood Lane, W12
Phone: Shepherd Bush 8030

Director General.....Sir Ian Jacob
Dir. TV Broadcasting....Gerald Beadle
Controller, Programmes....K. A. Adam
Head of Program Planning
Mrs. J. R. Spicer

Superintendent of Engineering
D. C. Birkenshaw
Publicity Officer.....George Campey
Presentation Editor.....B. C. Rawes
Head of TV Films Dept....J. H. Mewett

BRITISH TV STUDIOS

Ardmore Studios Ltd.

11 St. Stephens Green, Dublin
Phone: Bray 3490

Brighton Studios

St. Nicholas Rd., Brighton Sussex
Phone: Brighton 20905

Bushey

Melbourne Rd., Bushey, Herts.
Phone: Bushey Heath 1621

Halliford Films Studios

Manygate Lane, Shepperton, Middlesex
Phone: Walton-on-Thames 6341

Kay Film Studio

72A Carlton Hill, St. John's Wood, London
Phone: Maida Vale 1141

Marylebone Studios

245 Marylebone Rd., London
Phone: Ambassador 1881

Merton Park

269 Kingston Rd., London
Phone: Liberty 4291

National

Boreham Wood, Elstree, Herts.
Phone: Elstree 1644

Pinewood Studios

Iver Heath, Bucks.
Phone: Iver 700

Shepperton Studios

Shepperton, Middlesex
Phone: Chertsey 2611

Southall Studios

Gladstone Rd., Middlesex
Phone: Southall 3281

Twickenham

St. Margaret's, Twickenham
Phone: Popesgrove 9063

Walton Studios Ltd.

Walton-on-Thames, Surrey
Phone: Walton-on-Thames 8811
Mgr. Director.....J. K. Morris

BRITISH PRODUCER-DISTRIBUTORS

Action Films Ltd.

Vigo St. London, W. 1

Phone: Regent 8600

TV Supervisor.....S. Lyndon-Haynes

Alliance Film Studios, Ltd.

Twickenham Studios, Middlesex

Phone: Popesgrove 9063

Directors:.....G. J. & K. W. Shipman

Anglo-Scottish Pictures Ltd.

Shepperton Studios, Middlesex

Phone: Chertsey 2611

Directors.....L. Reeves, J. Crichton Slagg,
B. Davies

Anvil Films Ltd.

Beaconsfield Studios

Phone: Beaconsfield 557

Directors:.....R. N. May, K. Cameron,
C. H. Warren

Associated British Picture Corp. Ltd.

Elstree Studios

Phone: Elstree 1600

Directors.....Philip Warter, Eric Fletcher,
C. J. Latta

Harold Baim Productions Ltd.

199 Piccadilly, London W. 1

Phone: Regent 5640

Directors:.....Harold Baim, G. Baim

Basic Films Ltd.

Soho Square, London, W. 1

Phone: Gerrard 7015

Directors...L. Clore, John Taylor, B. Vincent

Biographic Cartoon Films Ltd.

90 Dean, London W. 1

Phone: Gerrard 9682

Directors.....Keith Learner, N. Hanna,
Bob Godfrey

Boulton-Hawker Films Ltd.

Hadleigh, Suffolk

Phone: Hadleigh 2235

Directors.....M. J. Boulton, K. P. Boulton

British Alfa Films Ltd.

Southampton Row, London W. 1

Phone: Terminus 1195

Directors.....H. Haymsen, P. A. Haymsen

British Documentary Films Ltd.

37 Furzehill Rd., Boreham Wood

Phone: Elstree 2646

Director.....Ronald Haines

British Films Ltd.

199 Piccadilly, London W. 1

Phone: Regent 2828

Directors...K. L. Lockstone, H. Russell Smith

Christine Bruce Prod. Ltd.

66 Wardour St., London W. 1

Phone: Gerrard 8788

Producer.....D. Carter

Burlington Films Ltd.

12 Buckingham St., London W. 1

Phone: Trafalgar 1688

Directors.....J. F. Argyle, G. A. Gray

Burnell Prod. Ltd.

98 Mount St., London W. 1

Phone: Grosvenor 1463

Henry Caldwell Prod. Ltd.

23 Albermarle St., London W. 1

Phone: Hyde Park 4820

Directors.....John & Henry Caldwell

CBS News

26 Hallam St., London W. 1

Phone: Langham 1166

Chief.....Charles Collingwood

Conbarr Prod. Ltd.

19 Chapel Side, London W. 2

Phone: Baywater 6033

Directors.....A. P. Barralet, W. Price,
D. de Marney

Crest Film Prod. Ltd.

171 Shatesbury Ave., London W. 2

Phone: Temple Bar 3982

Directors.....D. C. Wynne, Russell Lloyd

Bernard Delfont TV Ltd.

Whitcomb St., London W. C. 2

Phone: Whitehall 9901

Directors...Bernard Delfont, Robert Nesbitt,
W. Marsh, Keith Devon

Walt Disney Prod. Ltd.

68 Pall Mall, London W. 1

Phone: Trafalgar 8010

Directors.....Thomas Swan, C. James,
Cyril Edgar

Elder Film Prod. Ltd.

Glasgow, Scotland

Phone: Glasgow Bell 0252

Director.....John C. Elder

Douglas Fairbanks Ltd.

Boreham Wood, Elstree

Phone: Elstree 1644

Directors...Douglas Fairbanks, Edwin Herbert,
H. Allan Hawes, Tom White, Peter Marriott

Film Centre Ltd.

25 Conduit St., London W. 1
 Phone: Mayfair 8661

Directors.....John Grierson, Stuart Legg,
 Ernestine Roberts, Raymond Spottiswoode

Film House Prod. Ltd.

142 Wardour St., London W. 1
 Phone: Gerrard 6461

Director.....R. W. Dickenson

Four Falcons Ltd.

60 Wardour St., London W. 1
 Phone: Gerrard 5158

Directors.....James Robertson Justice,
 Richard Meyer

Four Provinces Films Ltd.

Lansdowne Rd., Dublin
 Phone: Dublin 63361

Directors..John Ford, Brian Desmond Hurst,
 Michael Scott

Fremantle International

Warwick St., London W. 1
 Phone: Gerrard 8227

Gen. Manager.....Angela Cuthbertson

Gateway TV Prod. Ltd.

Palmers Green, London
 Phone: Palmers Green 1003

Directors...W. H. Baddeley, C. W. Bending,
 E. J. Chard, A. M. Wright

**Halas-Batchelor Cartoon
 Films Ltd.**

10 Soho Square, London W. 1
 Phone: Gerrard 7681

Directors.....John Halas, Joy Batchelor,
 S. Eckman, Jr.

Helios Telefilm Prod. Ltd.

17 Pembridge Place, London W.2
 Phone: Bayswater 5703

Directors.....Otto Kreisler, C. H. Bonner,
 A. F. Kreisler

Jack Hylton TV Prod. Ltd.

3 Savile Road, London W. 1
 Phone: Regent 6711

Directors.....Jack Hylton, A. H. Maxwell,
 John Baxter, Hugh Charles

Interfilms Ltd.

144 Piccadilly, London W. 1
 Phone: Mayfair 8272

Directors.....Brian Kingcome, J. Heyting,
 E. M. Smedley-Aston

Langton Films Ltd.

34 South Molton, London W. 1
 Phone: Mayfair 6557

Directors.....A. P. Hope, John Croydon,
 P. Crane, A. Shaughnessy

London Film

116 Piccadilly, London W. 1
 Phone: 8272

Directors:.....H. G. Boxall, Vincent Korda,
 David Cunyngham

Mancunian Film Corp.

2 Parsonage, Manchester 3
 Phone: Blackfriar 1023

Directors.....M. I. Blakeley, John E. and
 Thomas Blakeley

Martlet Prod. Ltd.

171 Shatesbury Ave., London W. C. 2
 Phone: Temple Bar 3982

Producer.....D. Wynne

M. E. Films Ltd.

4 Park Lane, London W. 1
 Phone: Hyde Park 2418

Directors.....R. Montgomeries, P. E. Hyne

**National Telefilm
 Associates (U.K.)**

109 Jermyn St., London S. W. 1
 Phone: Trafalgar 1127

Mgr. Dir.....Vernon Burns

Orb Film Distribution Ltd.

41 Wardour St., London W. 1
 Phone: Gerrard 8282

Directors..Nat Miller, L. Miller, B. Holland

Peregrine Film Prod. Ltd.

23 Albert Terrace Mews, London N. W. 1
 Phone: Primrose 5849

Directors.....K. Mander, D. Cheshire

Phoenix Film Prod. Ltd.

31 Hanover Court, London W. 1
 Phone: Mayfair 9692

Directors...L. Casel-Gerard, Tom Conway,
 C. Campion, B. Knowles, George Mills

Radiovision Ltd.

91 Moorgate, London E. C. 2
 Phone: Metropolitan 0211

Directors.....H. Scott-Thompson, D. Miller

Rayant Pictures Ltd.

11 St. James Place, London S. W. 1
 Phone: Grosvenor 5441

Directors..D. Hill, A. Gikson, R. F. Hopkins

Ross TV Prod. Ltd.

7 Harley St., London W. 1
 Phone: Langham 5391

Directors..C. M. Bailey-Watson, J. E. Struge,
 N.B. Whitney

Sapphire Films Ltd.

Walton Studios, Surrey
 Phone: Walton-on-Thames 8811

Directors.....Arthur Jarratt, D. R. Humm,
 W. J. Gudgin, H. Weinstein

(Continued on Next Page)

Screen Gems Ltd.

150 Wardour St., London W. 1
Phone: Gerrard 4321

Director.....J. B. Cron

TV Workshop Prod. Ltd.

St. Martin's St., London W. C. 2
Phone: Whitehall 8397

Directors.....M. Munden, D. R. Shand

Templar Film Studios

7 Lynedoch St., Glasgow, C. 3
Phone: Douglas 2648

Director.....A. R. Black

Towers Of London Ltd.

84 Halla St., London W. 1
Phone: Langham 6248

DirectorA. Towers

**Transatlantic Picture Corp.
Ltd.**

36 Golden Square, London W. 1
Phone: Regent 8080

Directors.....Sidney Bernstein,
Alfred Hitchcock

Video Shows Ltd.

24 Austin Friars, London E. C. 2
Phone: London Wall 3000

Directors...Oliver Smedley, J. A. Collins,
T. S. Sutherland, H. B. Richardson

Warwick TV Prod. Ltd.

3 Audley Square, London W. 1
Phone: Grosvenor 7621

Directors.....Harold Huth, M. T. Elms

Helen Wiggins Films Ltd.

145 Wardour St., London W. 1
Phone: Gerrard 5719

Mgr. Dir.....Helen Wiggins

Willoughby Film Prod. Ltd.

25 Sackville St., London W. 1
Phone: 0030

Directors.....G. W. Willoughby, G. S.
Willoughby

Wynn Film Prod. Ltd.

Broadhurst Gds., London N. W. 6
Phone: Temple Bar 3982

Directors.....D. C. Wynne, R. H. Lloyd

**BRITISH ADVERTISING
AGENCIES**

FREDERICK ALDRIDGE LTD.

1 Whitefriars St., London, E.C. 4
Phone: Fleet 8444

ALLARDYCE PALMER LTD.

109 Kingsway, London, W.C. 2
Phone: Holborn 9281

**R. ANDERSON ADVERTISING CO.
LTD.**

14 William IV St., Strand, London
Phone: Temple Bar 1925

APEX ADVERTISING LTD.

80 Holyhead Rd., Coventry
Phone: Coventry: 40228

ARMSTRONG-WARDEN LTD.

69 New Oxford St., London, W.C. 1.
Phone: Temple Bar 6351

AUGER & TURNER LTD.

40 Gerrard St., London, W. 1.
Phone: Gerrard 4951

**PAUL BARATTE & ASSOCIATES
LTD.**

73 New Bond St., London, W. 1.
Phone: Mayfair 6921

BARKER, DRABBLE & CO.

329 High Holborn, London, W. 1.
Phone: Holborn 5157

BARON MOSS ADVERTISING LTD.

177 Piccadilly, London, W. 1
Phone: Hyde Park 3791

ALFRED BATES & SON LTD.

130 Fleet St., London, E.C. 4
Phone: Fleet St. 8831

JOHN BENINGTON LTD.

5 New Court, London, W.C. 2
Phone: Holborn 1345

**CLIFFORD BLOXHAM & PARTNERS
LTD.**

Red Lion St., London, W.C. 1.
Phone: Chancery 6341

**ROBERT BRANDON & PARTNERS
LTD.**

47 Albermarle St., London, W. 1.
Phone: Hyde Park 0901

BRIGHT ADVERTISING SERVICES

235 Bath St., Glasgow
Phone: Glasgow City 7977

D. BROOK-HART CO.

48 Dover St., London, W. 1.
Phone: Mayfair 6147

T. B. BROWNE LTD.

117 Piccadilly, London W. 1.
Phone: Grosvenor 5351

R. S. CAPLIN LTD.

128 Park Lane, London, W. 1.
Phone: Mayfair 4973

CENTRAL ADVERTISING SERVICE LTD.

25 Haymarket, London, S.W. 1.
Phone: Trafalgar 7565

COMMERCIAL RADIO-TV LTD.

22 Earlsfort Terr., Dublin
Dublin 52930

CYRIL H. CLARKE & CO. LTD.

14 St. Peter's Square, Manchester 2
Phone: Central 8673

W. S. CRAWFORD LTD.

233 High Holborn, London W.C. 1.
Phone: Holborn 4381

CROSSLEY & CO. LTD.

18 High Holborn, London W.C. 1.
Phone: Holborn 5524

GEORGE CUMING LTD.

159 New Bond St., London, W. 1.
Phone: Mayfair 4736

DAVIES & CO.

95 Bishopsgate, London E.C. 2
Phone: London Wall 3036

HARRY DAWSON ADVERTISING

16 Pantom St., London, S.W. 1
Phone: Trafalgar 4418

ARTHUR DIXON LTD.

7 Saville Row, London, W. 1.
Phone: Regent 4413

DORLAND ADVERTISING LTD.

18 Regent St., London S.W. 1.
Phone: Whitehall 0112

DUDLEY TURNER & VINCENT LTD.

19 Buckingham St., London, W.C. 2
Phone: Trafalgar 4444

ERWIN WASEY, RUTHRAUFF & RYAN LTD.

Park Lane, London, W. 1.
Phone: Mayfair 8171

MARK FAWDRY LTD.

Hanover Square, London, W. 1.
Phone: Hyde Park 9176

FOOTE, CONE & BELDING LTD.

42 Hill St., London, W.C. 1.
Phone: Mayfair 9181

L. J. FOWLER & CO. LTD.

71 Great Hampton St., Birmingham 18
Phone: North 4353

ROBERT FREEMAN CO. LTD.

7 Swallow St., London, W. 1.
Phone: Regent 7521

FRANK GAYTON ADVERTISING LTD.

156 Upper New Walk, Leicester
Phone: Granby 261

E. WALTER GEORGE LTD.

25 Lower Belgrave St., London, S.W. 1.
Phone: Sloane 0174

G. S. GERRARD LTD.

10 Argyll St., London, W. 1.
Phone: Gerrard 6816

GODBOLDS LTD.

General Bldg., Aldwych, London
Phone: Chancery 9671

GORDON & GOTCH ADVERTISING LTD.

St. Bride St., London, E.C. 4
Phone: Fleet Street 4030

GRAHAM & GILIES LTD.

38 Golden Square, London, W. 1.
Phone: Gerrard 9121

GRANT ADVERTISING LTD.

36 Grosvenor St., London, W. 1.
Phone: Mayfair 6051

HERBERT GREAVES LTD.

6 Booth St., Manchester
Phone: Central 7605

GREENLY'S LTD.

9 Berkeley St., London, W. 1.
Phone: Grosvenor 7971

CREIGHTON GRIFFITHS LTD.

50 Cathedral Rd., Cardiff, Wales
Phone: 30371

JOHN HALIFAX LTD.

New Walk, Leicester
Phone: Leicester 20109

HARRISONS ADVERTISING LTD.

53 George St., Hull
Phone: Central 29001

JOHN HART & CO.

38 Chancery Lane, London, W.C. 2.
Phone: Chancery 7876

(Continued on Next Page)

HAVAS LTD.

4 Lincoln Inn Fields, London
Phone: Chancery 4076

HEDLEY, BYRNE & CO. LTD.

140 Park Lane, London, W. 1.
Phone: Mayfair 5026

EDWARD HILTON ADVERTISING LTD.

63 Pershore St., Birmingham
Phone: Midland 7571

JOHN HOBSON & PARTNERS LTD.

38 Fitzroy Square, London, W. 1.
Phone: Langham 3070

CHARLES HOBSON LTD.

2 Chandos St., London, W. 1.
Phone: Langham 1066

A. N. HOLDEN & CO. LTD.

94 Mount St., London, W. 1.
Phone: Grosvenor 2536

HOLMAN ADVERTISING LTD.

11 Bedford Square, London, W.C. 1.
Phone: Museum 4303

HOWATS ADVERTISING SERVICE LTD.

111 Union St., Glasgow
Phone: Central 4436

HECTOR HUGHES & PARTNERS LTD.

Broadwick St., London, W. 1.
Phone: Gerrard 0724

HYDE & PARTNERS LTD.

Queen St. Chambers, London, E.C. 4
Phone: Central 6603

INGHAM, BUTTERWORTH LTD.

260 Deansgate, Manchester
Phone: Blackfriars 2257

R. H. JACKSON LTD.

22 Lloyd St., Manchester
Phone: Blackfriars 8306

JACKSON'S ADVERTISING SERVICE LTD.

Old Broad St., London, E.C. 2
Phone: London Wall 7837

WALTER JUDD LTD.

47 Gresham St., London, E.C. 2
Phone: Monarch 7644

KINGHAM ADVERTISING AGENCY LTD.

14 Gt. Chappel St., London, W. 1.
Phone: Gerrard 9674

ARTHUR KNIGHT LTD.

24 Gilbert St., London, W. 1.
Phone: Mayfair 9476

LAMBE & ROBINSON LTD.

169 Regent St., London, W. 1.
Phone: Regent 8621

LARDER & STEVENS LTD.

72 Fleet St., London, E.C. 4
Phone: Fleet Street 1422

LINTAS LTD.

Portman Square, London, W. 1.
Phone: Welbeck 4466

DAVID MACAULAY ADVERTISING LTD.

Gt. Cumberland Place, London, W. 1.
Phone: Ambassador 7371

BARBOUR & MacLAREN ADVERTISING LTD.

206 Sauchiehall St., Glasgow
Phone: Douglas 9211

McCALLUM ADVERTISING LTD.

19 Walker St., Edinburgh, Scotland
Phone: Caledonian 7258

McCANN-ERICKSON ADVERTISING LTD.

Fleet St., London, E.C. 4
Phone: Fleet Street 6543

McMURTRIE LTD.

11 Bothwell St., Glasgow
Phone: Central 1933

J. P. McNULTY & CO. LTD.

Clifford Inn, London, E.C. 4
Phone: Holborn 1679

MASON-PEACOCK LTD.

184 Strand, London, W.C. 2
Phone: Temple Bar 2044

MAYFAIR ADVERTISING LTD.

Temple Station Bldg., London, W.C. 2
Phone: Covent Gd. 0844

C. MITCHELL & CO. LTD.

2 Snow Hill, London, E.C. 1.
Phone: Central 6481

MODERN ADVERTISING SERVICE LTD.

High Holborn, London, W.C. 1.
Phone: Holborn 1361

MURRAY-WATSON TV LTD.

58 Brook St., London, W. 1.
Phone: Grosvenor 3508

NAPPER, STINTON, WOOLLEY LTD.

19 Ct. Chappel St., London, W. 1.
Phone: Gerrard 2633

**NATIONAL ADVERTISING CORP.
LTD.**

52 Portland Place, London, W. 1.
Phone: Langham 2050

**NELSON ADVERTISING SERVICE
LTD.**

Jermyn St., London, S.W. 1.
Phone: Whitehall 8727

**NICHOLLS, DORRITY ADVERTISING
LTD.**

19 Queen St. Mayfair, London, W. 1.
Phone: Grosvenor 3629

OELRICHS ADVERTISING LTD.

53 Wostenholm Rd., Sheffield
Phone: Sheffield 53351

OSBORNE-PEACOCK CO. LTD.

26 Albermarle St., London, W. 1.
Phone: Hyde Park 4080

S. C. PEACOCK LTD.

302 High Holborn, London, W.C. 1.
Phone: Chancery 2605

J. PEERS & ASSOCIATES LTD.

2 Langham Place, London, W. 1.
Phone: Langham 8434

ALFRED PEMBERTON LTD.

93 Park Lane, London, W. 1.
Phone: Mayfair 9010

**PORTLAND ADVERTISING SERVICE
LTD.**

206 Stockport Rd., Manchester
Phone: Ardwick 4922

FREDERICK E. POTTER LTD.

Arundel St., London, W.C. 2
Phone: Temple Bar 6101

RICHARD POTTS & PARTNERS LTD.

34 High Holborn, London, W.C. 1.
Phone: Chancery 4974

PRATT & CO. LTD.

Hanover Square, London, W. 1.
Phone: Mayfair 2017

RAYNOR, WEBBER & STILES LTD.

45 Bedford Square, London, W.C. 1.
Phone: Langham 8734

REID WALKER ADVERTISING LTD.

Arundel St., London, W.C. 2
Phone: Covent Gd. 2871

RICHMOND TOWERS LTD.

1 Bloomsbury St., London, W. C. 1.
Phone: Museum 1791

RILEY ADVERTISING LTD.

27 Augustus Rd., Birmingham
Phone: Edgbaston 4121

RIPLEY, PRESTON & CO. LTD.

111 Fleet St., London, E.C. 4
Phone: Fleet St. 0931

MAX RITSON & PARTNERS LTD.

33 Henrietta St., London, W.C. 2
Phone: Temple Bar 3861

ROBERTSON & SCOTT LTD.

42 Charlotte Sq., Edinburgh
Phone: Caledonian 6602

ROLES & PARKER LTD.

22 Red Lion St., London, W.C. 1.
Phone: Chancery 7744

G. S. ROYDS LTD.

Mandeville Place, London, W. 1.
Phone: Welbeck 7733

**RUMBLE, CROWTHER & NICHOLAS
LTD.**

184 Strand, London, W.C. 2
Phone: Temple Bar 9271

SAMSON, CLARK & CO. LTD.

61 Mortimer St., London, W. 1.
Phone: Museum 5050

**EDWARD SAUNDERS & PARTNERS
LTD.**

445 Strand, London, W.C. 2
Phone: Covent Gd. 1178

SAWARD, BAKER & CO. LTD.

20 Gate St., London, W.C. 2
Phone: Chancery 7685

**SCOTT-TURNER & ASSOCIATES
LTD.**

18 Dover St., London, W. 1.
Phone: Hyde Park 0481

F. W. SEARS LTD.

21 Grosvenor St., London, W. 1.
Phone: Grosvenor 7452

SELLS LTD.

Lancaster Pl. Strand, London, W.C. 2
Phone: Temple Bar 0082

SERVICE ADVERTISING CO. LTD.

77 Brooks St., London, W. 1
Phone: 1447

ROBERT SHARP & PARTNERS LTD.

45 Albermarle St., London, W. 1.
Phone: Hyde Park 6351
(Continued on Next Page)

SIMPSON & GEMMELL LTD.

108 Renfield St., Glasgow
Phone: Douglas 3736

SMEE'S ADVERTISING LTD.

5 Duke Ave., Manchester Sq., London, W. 1
Phone: Hunter 6644

SMITH'S ADVERTISING AGENCY LTD.

302 High Holborn, London, W.C. 1.
Phone: Holborn 5811

A. N. SPICER ADVERTISING LTD.

73 Robertson St., Glasgow
Phone: Central 6991

STEWART SKINGLE LTD.

191 Strand, London, W.C. 2
Phone: Temple Bar 9507

SPOTTISWOODE ADVERTISING LTD.

34 Brook St., London, W. 1.
Phone: Hyde Park 1221

HENRY SQUIRE & CO. LTD.

Norfolk St., London, W.C. 2
Phone: Temple Bar 9093

STEPHENS ADVERTISING SERVICE LTD.

12 Clifford St., London, W. 1.
Phone: Hyde Park 1641

STERLING ADVERTISING LTD.

19 Colmore Row, Birmingham
Phone: Central 2772

STOWE & BOWDEN LTD.

105 Princess St., Manchester
Phone: Central 9624

G. STREET & CO. LTD.

11 Berkeley St., London W. 1.
Phone: Legation 7020

STUART ADVERTISING AGENCY LTD.

37 Park St., London, W. 1.
Phone: Mayfair 9255

JOHN TAIT & PARTNERS LTD.

Trafalgar Square, London, W.C. 2
Phone: Whitehall 4683

TALBOT ADVERTISING

45 Fleet St., London, E.C. 4
Phone: Fleet St. 5438

TAYLOR ADVERTISING SERVICE LTD.

85 Gloucester Place, London, W. 1.
Phone: Hunter 9851

THAMES ADVERTISING SERVICE LTD.

78 Fleet St., London, E.C. 4
Phone: Fleet St. 5801

J. WALTER THOMPSON CO. LTD.

40 Berkeley Square, London, W. 1.
Phone: Mayfair 9496

McINNES THOMSON ADVERTISING LTD.

111 Union St., Glasgow
Phone: City 0461

TIBBENHAM LTD.

244 Holborn, London, W.C. 1
Phone: Holborn 8074

WILFRID TISBURY & CO. LTD.

12 Princess St., London, W. 1.
Phone: Grosvenor 6724

S. D. TOON & HEATH LTD.

Poplar Rd., Warwickshire
Phone: Solihull 1144

TULLY-CRABBE LTD.

Collingswood St., Newcastle-on-Tyne
Phone: Newcastle-on-Tyne 25373

UNITED KINGDOM ADVERTISING CO. LTD.

25 Shaftesbury Ave., London, W. 1.
Phone: Gerrard 6881

C. VERNON & SONS LTD.

19 Stratford Place, London, W. 1.
Phone: Mayfair 2117

J. W. VICKERS & CO. LTD.

7 Great Winchester St., London, E.C. 2
Phone: London Wall 4914

WILKES BROS. & GREENWOOD LTD.

299 Oxford St., London, W. 1.
Phone: Grosvenor 7777

WILSON ADVERTISING LTD.

11 Peter St., Manchester
Phone: Blackfriars 4446

S. H. WRIGHT & CO. LTD.

44 Bedford Row, London, W.C. 1.
Phone: Chancery 8328

CONROY WYKES ADVERTISING LTD.

6 Duke St., London, W. 1.
Phone: Welbeck 1676

YOUNG & RUBICAM LTD.

8 Baker St., London, W. 1.
Phone: Hunter 5511

U. S. AND CANADIAN INTERNATIONAL STATIONS

Station Operator and Location	Call Letters	Power
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw
	-2	50 kw
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio.....	WLWO-1	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
*Radio Station KGEI, Inc., Belmont, Calif.....	KGEI	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

Call Letters	Frequency (kc.)	Call Letters	Frequency (kc.)
CHAC	6160	CKNA	5970
CHLA	21710	CKNC	17820
CHLS	9610	CKNK	11945
CHOL	11720	CKOB	6090
CKCS	15220	CKRA	11760
CKCX	15190	CKRP	21600
CKEX	11900	CKRZ	6060
CKLO	9630	CKXA	11705
CKLP	9585	CHYS	17865
CHAY	5990	CKUS	15105
CHLR	9710	CKSR	15255
CHFO	9740	CKBR	15275
CHRX	17735	CHSB	17710

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEVW	1600	
Acaponeta, Nay	XELH	1400	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortega Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEIO	560	
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEII	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Apatzingan, Mich.	XECJ	770	
Arueca, Jal.	XEED	1490	
Atemajac, Jal.	XEKB	1590	
Atotomilco, Jal.	XEHE	1460	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1430	
Campeche, Camp.	XEUK	1370	Casanova Brito
Cananea, Son.	XEID	630	
Cardenas, SLP.	XEIJ	1540	
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEFO	680	
Chihuahua, Chih.	XEHM	920	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Chilpancingo, Gro.	XEJW	1450	
Chilpancingo, Gro.	XEIZ	630	
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chich.	XEAY	660	
Ciudad Delicia, Chich.	XEBN	1240	
Ciudad Delicia, Chich.	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	990	Roberto Chavez Gonzalez
Ciudad Guzman	XEIS	670	
Ciudad Jimenez, Chich.	XEJZ	1320	
Ciudad Juarez, Chich.	EXFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chich.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chich.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chich.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENO	960	

(Continued on Page 741)

**NEW YORK! HOLLYWOOD!
TIMBUKTU!**

**Film Shippers to
All the World**



*the oldest yet most modern and experienced international shippers and customs brokers
servicing the motion picture and television industries throughout the world.*

BARNETT INTERNATIONAL FORWARDERS, INC.

543 WEST 43rd STREET. NEW YORK 36, NEW YORK
BRyant 9-1616
Cable "BARINTFOR", N. Y.

AIRPORT OFFICE: AIR CARGO SERVICE BLDG. NO. 80 • N. Y. Int'l Airport, Jamaica 30, N. Y.
6364 SANTA MONICA BOULEVARD, LOS ANGELES 38, CAL. • HOLLYWOOD 4-8221



News Is Preferred ...

**... by Stations .. because it adds
both profits and prestige.**

**Ap
Preferred**

50 Rockefeller Plaza

•

New York 20, N. Y.

(Continued from Page 739)

Location	Call Letters	Frequency	Owner
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Madero, Tam.	XERP	1320	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XEHO	910	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XER	810	
Ciudad Reynosa, Tam.	XEJN	940	
Ciudad Serdan, Pueb.	XELU	1340	
Ciudad Valle	XECV	610	
Ciudad Valles, S.L.P.	XECV	1260	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1280	J. Roberto Levy
Comalcalco	XECY	570	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamaloapan, Ver.	XEFU	630	
Cozumul, Q.R.	XEUP	1420	
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	620	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	590	Jose Valenzuela
El Gruyo, Jal.	XEJY	1540	
El Sauzal, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEEY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGI	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur.	XEPM	690	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.

(Continued on Next Page)

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guamachil, Sin.	XEJL	1400	
Guanajuata, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XESN	680	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Gutierrez Zamora, Ver.	XEGF	1420	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEIQ	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEDG	1520	
Hidalgo, del Parral, Chich.	XEJR	1490	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huatabampo, Son.	XESD	1450	
Huauchinango, Puebla	XEGU	1490	
Huetamo, Mich.	XEKM	1490	
Huimanquillo, Tab.	XETH	1520	
Iguala, Gro.	XEHA	1250	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEGO	1080	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
Jojutla, Mar.	XELP	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno, Jal.	XELM	770	
Lagos de Moreno, Jal.	XELJ	1110	
La Paz, B.C.	XEEK	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEY	730	
Leon, Gto.	XEKY	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis	XEEI	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XEIU	560	
Manzanillo, Col.	XE	1360	
Manzanillo, Col.	XEAL	1490	
Manzanillo, Col.	XECS	1400	

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Martinez de la Torre, Ver.	XEHU	1300	
Martinez de la Torre, Ver.	XEHZ	1330	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matchuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEIF	1520	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	630	Radio Emisora de Occidente
Mazatlan, Sin.	XENX	1270	
Meoqui, Chih.	XEBZ	1590	
Merida, Yuc.	XEZ	600	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.B.	XEHG	1370	Consuelo Tonnella King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEIP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEB3	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERPM	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1530	
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEIL	1550	
Minatitlan, Ver.	XEDW	970	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1450	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Montemorelos, N.L.	XERN	1320	
Monterrey, N.L.	XEEH	600	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	

(Continued on Next Page)

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEMB	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEQ	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1480	
Nogales	XEXW	1300	
Nogales, Son.	XEHN	1270	
Nueva Italia, Mich.	XENI	1320	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XER	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1550	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	990	
Oaxaca	XEEK	650	
Oaxaca, Oax	XEOX	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	1420	
Panuco, Ver.	XEIK	1570	
Parras, Coah.	XEJQ	1440	
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Puerto Vallarta, Jal.	XEIT	1410	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriguez Familiar
Quertaro, Que.	XEDI	570	
Reynosa, Tam.	XEFP	1240	

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	570	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Blas, Nay.	XEJM	1570	
San Blas, Nay.	XEIF	1240	
San Luis de Paz, Gto.	XEGX	1480	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif. Mexicano
San Luis Potosi, S.L.P.	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
San Pedro, Coah.	XEBF	1410	
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago, Nay.	XESI	1240	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XEJT	1460	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Tapachula	XEXQ	670	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1380	
Tecuala, Nay.	XETD	1450	
Tehuacan, Pue.	XEEX	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEJI	1390	
Tehuantepec, Oax.	XEUC	550	
Tehuantepec, Oax.	XEDS	600	
Tepatlan, Jal.	XEFG	1500	
Tepic, Nay.	XENL	860	

(Continued on Next Page)

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay	XEEF	620	
Tepic, Nay	XEEU	810	
Teziutlan, Pue.	XEGF	680	
Teziutlan, Pue.	XEFJ	1330	
Tierra Blanca, Ve.	XEJF	1350	
Tijuana, B.C.	XEAK	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferre
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, Pue.	XEKA	1560	
Torreón, Coah.	XEEG	760	
Torreón, Coah.	XETJ	570	
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila. S A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQL	1580	
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Amable Martinez
Bayamo	CMDE	1260	Cadena Oriental
Bayamo	CMDT	820	Reloj del Aire
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	Radio Oriente
Caibarien	CMHS	1020	A. Aragones Machado
Caibaiguan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Union Radio
Camaguey	CMFA	1110	P. A. Alejo
Camaguey	CMJE	680	Radio Progreso
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ, S.A.
Camaguey	CMJW	1440	Adres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	CNC
Camaguey	CMJG	1000	Cadena Oriental de Radio
Camaguey	CMJK	1160	Jones, Castrillon y Cia.
Cardenas	CMGB	1580	R. Rodriguez Aragon
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJY	760	R. Miranda C.
Ciego de Avila	CMJM	840	CNC
Ciego de Avila	CMJV	900	Circuito CMQ, S.A.
Ciego de Avila	CMJZ	1500	P. Castellanos Caballero
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	A. A. Jimenez F.
Ciego de Avila	CMJS	800	Cadena Oriental de Radio
Ciego de Avila	CMJO	1470	Bonifacino Idefonso Morales
Cienfuegos	CMHU	720	M. R. Vazquez
Cienfuegos	CMHH	940	Radio Garcia Serra
Cienfuegos	CMHN	680	Radio Progreso
Cienfuegos	CMHF	1040	H. Valdes Yero
Cienfuegos	CMJH	1350	Telerrape, S.A.
Colon	CMGO	1030	Insular de Radiodifusion
Colon	CMGU	1340	Cadena Oriental de Radio
Consolacion del Norte	CMAX	1400	G. Blanco Pi.
Cruces	CMHK	1210	Virgilio Villanueva Fernandez
Encrucijada	CMHE	1090	H. Valdez Yero
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guane	CMAP	1210	Juan Escobar
Guantanamo	CMDJ	950	Radio Oriente
Guantanamo	CMDN	1110	CNC
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. Abrutia A.
Guantanamo	CMKG	1490	Red Provincial
Guantanamo	CMDU	710	Insular de Radiodifusion
Guantanamo	CMKH	1140	Cadena Oriental de Radio
Guantanamo	CMKI	1400	Union Radio, S.A.
Guantanamo	CMKS	1070	Radio Savon
Havana	CMBR	1170	C. Rodriguez
Havana	CMCW	1290	Guy M. Lavin G.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia. Electrica, S.A.

(Continued on Next Page)

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Havana	CMCM	1460	Cia. Transradio Columbia, S.A.
Havana	CMCQ	890	Radio Onda Musical
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	A. F. Rodriguez
Havana	CMCB	1330	Radio Reloj, S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Ucard, S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Ortalejo Fernandez
Havana	CMCI	1260	Cadena Oriental
Havana	CMCX	1060	Espacio Aereo
Havana	CMCG	1420	Radio Memoria
Havana	CMBQ	1010	Radio Continental CMBQ, S.A.
Havana	CMCK	980	Cia. Radiodiff. COCO y CMCK, S.A.
Havana	CMBF	950	Radio Universal, S.A.
Havana	CMCF	910	Union Radio
Havana	CMCY	350	Radio Siboney
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Onda Musical
Havana	CMBC	690	Radio Progreso
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Mambi
Havana	CMW	590	CNC
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	CNC
Holguin	CMDR	1410	Insular de Radiodifusion
Holguin	CMDS	1580	Radio Norte
Holguin	CMDL	1150	E. Acosta Pita
Holguin	CMDC	1290	Cadena Oriental
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental
Holguin	CMKJ	740	Circuito CMQ, S.A.
Holguin	CMKP	670	Radio Progreso
Holguin	CMKM	560	Union Radio, S.A.
Jabotibonico	CMJJ	540	N. Rios Miera
Jobellanos	CMGN	960	CNC
Mantanzas	CMGF	930	CNC
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	CNC
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	1440	O Menocal Santana
Moron	CMJX	1230	Dr. Pablo Castellanos Caballero
Moron	CMFC	1320	Indular de Radiodifusion
Moron	CMJU	1420	E. F. Fernandez
Moron	CMFB	620	Insular de Radiodifusion
Nuevitas	CMJQ	1300	Juan Filigulieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	CNC
Pinar del Rio	CMAG	880	Union Radio
Pinar del Rio	CMAS	990	Radio Garcia Serra
Pinar del Rio	CMAD	1240	C. Rodriguez
Pinar del Rio	CMAE	1300	C. Rodriguez
Pinar del Rio	CMAF	680	Radio Progreso
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidentia, S.A.

STATIONS OF CUBA-HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Pinar del Rio	CMAQ	920	Circuito CMQ, S.A.
Pinar del Rio	CMAR	1190	CIR
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	OIR
Sagua la Grande	CMHR	1570	Radio Tiempo
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
San Cristobal	CMAC	1030	Guillermo Garcia
Sancti Spiritus	CMHL	1450	Radio Tiempo
Sancti Spiritus	CMHP	1250	F. G. Enriquez
Sancti Spiritus	CMHT	993	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio, S.A.
San Luis	CMKQ	1460	Raul de Arms Trompeta
Santiago de Cuba	CMDY	870	Reloj de Aire
Santiago de Cuba	CMDW	1030	R. Miranda C.
Santiago de Cuba	CMDH	1060	E. Hernandez Callard
Santiago de Cuba	CMDK	1120	Radio Turquino
Santiago de Cuba	CMDV	1550	J. Camadro Porro
Santiago de Cuba	CMDB	680	Radio Progreso
Santiago de Cuba	CMKN	930	CNC
Santiago de Cuba	CMKC	850	Radio Oriental, S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio
Santiago de Cuba	CMKU	630	Circuito CMQ, S.A.
Santiago de Cuba	CMKW	1000	Reloj del Aire, S.A.
Santiago de Cuba	CMDZ	890	Radio Cadena Santiago
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio, S.A.
Santiago de Cuba	CMDA	1320	Red Provincial
Santa Clara	CMHX	1480	D. G. Garcia Rodriguez
Santa Clara	CMHA	1280	J. M. Vazquez
Santa Clara	CMHV	1180	Insular de Radiodifusion
Santa Clara	CMHI	570	CNC
Santa Clara	CMHQ	640	Circuito CMQ, S.A.
Santa Clara	CMHW	810	CNC
Santa Clara	CMHZ	970	M. Gonzalez Cuesta
Santa Clara	CHMM	1130	Cadena Oriental de Radio
Santa Clara	CMHG	670	Radio Progreso
Santa Clara	CMHD	890	Union Radio, S.A.
Santa Clara	CMHC	1410	M. Perez Marrero
Santa Fe	CMBN	1370	Circuito Radiales, S.A.
Victoria de las Tunas	CMDQ	840	J. L. Lima Delgado
Victoria de las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon
Victoria de las Tunas	CMKE	1240	R. Miranda C.
Victoria de las Tunas	CMDP	1280	Cadena Oriental de Radio

STATIONS OF HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Gonaives	4VMD	1500	—
Leogane	4VK	1080	—
Petionville	4AVHL	1260	—
Port-au-Prince	4VYM	1250	—
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H13A	1230	
Ciudad Trujillo	H1T	1400	Ramon Pacheco
Ciudad Trujillo	H1Z	1350	Frank Hatton
Ciudad Trujillo	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo	H1N	1220	Expedi Pou
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo	H15K	1440	Pedro Julio Santana
Ciudad Trujillo	HIT-TV	Chan. 4	J. Arismendi Trujillo
La Vega	H1IL	1400	Joaquin C. Pellicer
La Vega	H18T	1360	J. Arismendi Trujillo
Moca	H1IA	1490	Rafael Western
Puerto Plata	H19U	1240	Luis A. Pelegrin
Salcedo	H1ZA	1440	J. Alfred Achecar
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H1IJ	610	Fausto M. Donastorg
Santiago	H12K	1450	Roque C. Lleras
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11N	1220	Expedi Pou
Santiago	H16T	1380	J. Arismendi Trujillo

STATIONS OF BAHAMAS & JAMAICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	720	Jamaica Bestg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

RADIO CADENA NACIONAL, S.A.

Main Office: Vallarta #1
Mexico 4, D. F.-Mexico
P. O. Box 7892
Cable: RCN — Phone: 46-96-48
Monterrey Office: Edif. Alanis Tamez 509
Padre Mier y Cap. E. Carranza
Monterrey, N. L., Mexico

— PERSONNEL —

President and General Manager.....Rafael Cutberto Navarro
Public Relations.....Emilio Nassar, Jr.
Traffic Dept. Enrique Bernal Servin
Publicity Dept.....Agustin Sierra G.

RADIO PROGRAMAS DE MEXICO, S.A.

Institucion Mexicana de Radio
General Offices: Bucareli 109
Phones:
General Offices: 36-29-01 — 12-65-44 — 13-91-14
P. O. Box 1324
Mexico City, Mexico

— PERSONNEL —

President & General Manager.....Clemente Serna Martinez
Vice President.....Antonio Eufrazio Ontiveros
Vice President.....Horacio Niño Medina
ManagerJavier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Asst. to Pres. & Gen. Mgr.....Homero Rios D.
Audio & Recording Supervisor.....Ing. Dario Mondragon

RADIO CADENA NACIONAL, S. A.

MEMBER STATIONS

Location	Call Letters	Frequency Kcs.	Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600	Mazatlan, Sin.	XERJ	1320
Acapulco, Gro.	XEKU	710	Merida, Yuc.	XEZ	600
Aguascalientes, Ags.	XERO	1490	Mexicali, B.C.	XECL	990
Agua Prieta, Son.	XEAQ	1490	Mexico, D. F.	XERCN	1110
			Miguel Aleman, Tamps.	XEHI	1470
Cd. del Carmen, Camp	XECC	1340	Monterrey, N. L.	XET	990
Cd. Juarez, Chih.	XEJ	970	Monterrey, N. L.	XEJM	1450
Cd. Juarez, Chih.	XEFV	1240	Monterrey, N. L.	XEG	1050
Cd. Juarez, Chih.	XEWG	1490	Mrelia, Mich.	XESF	1300
Cd. Obregon, Son.	XEAP	1290			
Cd. Valles, S.L.P.	XECV	610	Nogales, Son.	XECG	1240
Cd. Victoria	XEGW	1380	Nva. Rosita, Coah.	XENR	980
Culiacan, Sin.	XECQ	1300	Nvo. Laredo, Tamps.	XEK	960
Chihuahua, Chih.	XEM	1390			
			Oaxaca, Oax.	XEOA	570
Durango, Dgo.	XEDU	860			
			Pachuca, Hgo.	XEPK	1420
El Mante, Tamps.	XECM	1450	Puebla, Pue.	XECD	1170
Ensenada, B. C.	XEDX	1010			
			Reynosa, Tamps.	XEOR	1390
Guadalajara, Jal.	XEHL	1010			
Guadalajara, Jal.	XEBA	840	Sahuayo, Mich.	XEGC	1490
Guadalajara, Jal.	XEAD	1150	Saltillo, Coah.	XEKS	1330
Guaymas, Son.	XEBQ	1240	San Luis Potosi, S.L.P.	XEPO	1310
Hermosillo, Son.	XEDL	1250			
			Tampico, Tamps.	XEFW	810
Jimenez, Chih.	XEJZ	1320	Tapachula, Chis.	XEKQ	670
			Tehuantepec, Oax.	XEKZ	600
Leon, Gto.	XELG	680	Tepic, Nay.	XEXT	980
Leon, Gto.	XERW	1390	Tijuana, B. C.	XEBG	1550
Los Mochis, Sin.	XECU	1470	Toluca, Mex.	XECH	1490
			Torreón, Coah.	XEBP	1310
			Tuxtla Gutierrez, Chis.	XEUE	580
Matamoros, Tamps.	XEO	970	Veracruz, Ver.	XETF	1250
Matamoros, Tamps.	XEMT	1340	Zacatecas, Zac.	XEXZ	1150

TELEVISION DAILY

presents

***REGIONAL
NETWORKS***

**BRANCH OFFICES
EXECUTIVE PERSONNEL
GROUP STATION OPERATIONS
STATIONS COMPRISING GROUP**

1959

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NORMANDY 3-3311

V. P. West Div. James G. Riddell
 V. P. West Div., Consult. Earl Hudson
 Sales Manager Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSW5-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KKLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTOW, Casper, Wyo.; KOTA-TV, Rapid City; KVIP, Redding, Calif.

ABC Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NORMANDY 3-3311

Western Sales Mgr. Harry Woodworth
 Sales Service Mgr. Sheila Manes
 Program Director Dresser Dahlstead
 Chief Engineer Ralph Denechoud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCAL, Redlands; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KFLW, Klamath Falls; KYJC, Medford; all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KLUB, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.

Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: BALDWIN 2-3773

President Charles Sawyer
 General Manager Homer H. Odum
 Vice Pres. Alex Buchan

STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZL, Louisville, Ky.

Alabama Community Network

P. O. Box 411, Albertville, Ala.

Phone: Albertville 830

Pres., Gen. Mgr. Pat M. Courington

BRANCH OFFICE

Scottsboro, Ala., James Thompson, Phone 123

STATIONS

WAVU-AM-FM, Albertville, Ala.; WCRI, Scottsboro, Ala.

Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.

Phone: MAIn 4-6333

General Manager Wm. J. Wagner
 Representative Alaska Radio-TV Sales

STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager William O. Paine

STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KHBC, Hilo.

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: HIGHLAND 3779

Gen., Comm. Mgr. Elmo Mills
 Sales Promotion Mgr. Harry McTigue
 Program Director Art Grunewald
 Publicity Director Jack Mills
 Chief Engineer Dave Jordan

BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: VOLunteer 4-2148; Representative, Harry McTigue.

STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: ALPINE 4-4161

Pres., Gen. Mgr. Richard O. Lewis
 V.P. Chg. of Sales. Ray C. Smucker
 Program Director. Jack Willis
 Chief Engineer. Harold Haughwout
 V.P. Chg. of Prog. Paul Hughes

BRANCH OFFICES

P. O. Box 2348, Tucson, Ariz., Harry B. Chambers, Mgr., Phone MA 2-4664; P. O. Box 1677, Flagstaff, Ariz., Chas. Saunders, Pres., Mgr., Phone: PR 4-2581; P. O. Box 1631, Prescott, Ariz., Harold Ritter, Pres., Mgr., Phone: 244; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; Highway 60-70, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Bor 1118, Douglas, Ariz., Dick Miller, Mgr., Phone: EM 4-3484.

STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flagstaff; KCNA, Tucson; KIKO, Globe; KAWT, Douglas, all Arizona.

Arizona Network

840 N. Central Ave., Phoenix, Ariz.
 Phone: ALpine 8-8181

Pres., Gen. Mgr. John L. Hogg
 Comm. Mgr. James W. Ross

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

Arkansas Network

1001 Spring St., Little Rock, Ark.

General Manager. T. K. Barton
 Commercial Mgr. Ernest Howard

STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager. Walter C. Bridges

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

Balaban Stations

3715 Lindell Blvd., St. Louis 8, Mo.
 Phone: OLive 2-4500

Pres. & Mgr. Dir. John Box, Jr.
 Sales Mgr. Stanley N. Kaplan
 Sales Promo. Mgr. Wm. P. McKibben
 Program Dir. William Armstrong
 Publicity Dir. Harriet Baker
 Chief Engineer. Ralph Ingraham

STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.; KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.; WICS-TV, Springfield, Ill.

The Bartell Family Radio Group

Box 105, Madison 1, Wisconsin
 Phone: CEdar 3-0733

President. Gerald A. Bartell
 Managing Dir. Lee Bartell

Commercial Manager. James P. Smith
 Engineering Dir. Ralph Evans

BRANCH OFFICES

Number One Nob Hill Circle, San Francisco 6, Cal., (KYA) Morton J. Wagner, V.P., Gen. Mgr., Phone: DOuglas 2-2536; Seventh Ave. at Ash, San Diego 1, Cal. (KCBQ) Lee Bartell, Pres., Gen. Mgr., Phone: BELmont 2-7161; 522 W. Wis. Ave., Milwaukee 3, Wis. (WOKY) Mel Bartell, V.P., Gen. Mgr., Phone: BRoadway 1-8480; Georgian Terrace Hotel, Atlanta 83, Ga. (WAKE) Jayne Swain, Sta. Mgr., Phone: TRinity 5-8511; 1901 Montgomery Hiway, Birmingham, Ala. (WYDE) Tom Whitley, Sta. Mgr., Phone: FAirfax 2-4511.

STATIONS

WYDE, Birmingham, Ala.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WOKY, Milwaukee, Wis.; KYA, San Francisco, California.

Ap

News
Is Preferred

... by Sponsors — because it
insures a day-to-day association
with quality.

Ap

Preferred

50 Rockefeller Plaza • New York 20, N. Y.

Blue Ridge Network

c/o WBAW, Jackson St., Barnwell, S. C.
 Representative Cannon

STATIONS

WBAW, Barnwell; WSNW, Seneca; WABU, Abbeville; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

Booth Broadcasting Co.

700 Buhl Bldg., Detroit 26, Mich.
 Phone: WOODWARD 2-0220

Bd. Chmn., Pres. John L. Booth
 Vice President Thomas J. Warner
 Gen. Managers R. W. Phillips (WSGW), J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey (WIOU), M. G. Creel (WJVA), S. Miller (WTOD).

Program Director Edwin E. Nyy
 Publicity Director Richard Desautel
 Chief Engineer Edward H. Clark

STATIONS

WJLB, Detroit; WSGW, Saginaw; WBBC, Flint; WIBM, Jackson, all Michigan; WIOU, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WMKZ-FM, Jackson, Mich.; WTRT-FM, Toledo, O.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
 Phone: Kenmore 6-0854

President James Murley
 Program Director E. P. Gieringer
 Merchandising Director F. P. Russell
 Representative Weed

STATIONS

WHDH, Boston, Mass.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE

Weed & Company

Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
 Phone: Windsor 7-7675

Pres., Gen. Mgr. Les Biederman
 Comm. Mgr. Robert Detwiler
 Chief Engineer William H. Kiker

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City; WBDG-TV, Cheboygan, all Mich.

Cactus State Network

K.I.U.N. Radio, Pecos, Tex.
 Phone: Pecos 5-2497

President Jack Hawkins
 Gen. Mgr., Pub. Dir. Bill Hubbs
 Commercial Mgr. David Martin
 Sales Prom Mgr. Lynn Garrett
 Prog. Dir., Ch. Engr. Harry Boehnemann

BRANCH OFFICES

Alpine, Tex.; Gene Hendrix; Ft. Stockton, Tex.; Geo. Baker; Cortez, Colo.; Jack Hawkins.

STATIONS

KIUN, Pecos; KFST, Ft. Stockton; KVLV, Alpine, all Tex.; KVFC, Cortez, Colo.

California Farm Network

2223 Fulton St., Berkeley 4, Cal.
 Phone: TH 3-9600

Manager Milton L. Levy
 Radio Director Al Tiffany

STATIONS

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo, all Calif.

California-Oregon TV Trio

Box 1021, Eureka, Calif.
 Phone: Hillside 3-3123

Pres., Gen. Mgr. William B. Smullin
 V.P., Sales Donald H. Telford
 V.P., Engr. Edward A. Malone

BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Walter Richartz, Mgr., Phone: TU 4-8131.

California Northern Group

c/o Station KSYC, Yreka, Calif.
 Phone: Victor 2-4158

President D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
 Phone: Overland 6-0260

Gen. Mgr. Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KRDP Brawley, all Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.

President Paul A. Brandt

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Carolina Radio Group

Box 609, Durham, North Carolina
 Phone: Durham 8-6129

President Larry L. Welch
 General Manager H. Tom Morris
 Representative Pearson

STATIONS

WTIK, Durham; WFNC, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.

Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington
Phone: GLencourt 2-9111

President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Gen. Sales Mgr.....Herchel R. Cary
Promotion Mgr.....Ed Morrissey
Program Director.....James W. Nolan, Jr.
Engineering Director.....M. E. Burrill

BRANCH OFFICES

P. O. Box 766, Pasco, Wash., Monte Strohl, Mgr., Phone: Kennewick Justice 6-6184; P. O. Box 306, Moses Lake, Wash., James Schroeder, Mgr., Phone: ROckwell 5-7843; P. O. Box 615, Lewiston, Idaho, Ben Shropshire, Mgr., Phone: SHerwood 3-5581.

STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV, Yakima; KWIQ, Moses Lake, all Wash.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg
Commercial Mgr.....Gordon Mason
Sales Promotion Mgr.....Phil Hillman
Program Director.....Robert P. Sutton
Publicity Dir.....Lloyd Brownfield
Chief Engineer.....Ted Denton

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 805 Peachtree St. N.E., Atlanta 8, Ga., TR 4-4407. George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 4, Mo., PR 3-1120. Eugene R. Myers, Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28, Cal., HO 9-1212. Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: OLive 1-2345

President.....Merle S. Jones
General Manager.....Clark B. George

Sls. Prom., Info. Serv. Dir.....Austin Hoywood
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hine
Engineer in Charge.....Edwin Miller

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLD-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRET-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOI, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLLX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah; KINY-TV, Juneau, Alaska; KEY-T, Santa Barbara, Cal.; KREY-TV, Montrose, Colo.; KHBC-TV, Hilo, T. H.; KMAU-TV, Wailuku, T. H.; KLEW-TV, Lewiston, Idaho; KXLF-TV, Butte, Mont.; KXGN-TV, Glendive, Mont.; KBAS-TV, Ephrata, Wash.

Colorado Network

P. O. Box 279, Montrose, Colo.
Phone: 599

Representative.....Cory

STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.

Columbia New England Radio Network

c/o WEEL, 182 Tremont St., Boston 11, Mass.
Phone: Hubbard 2-2323

Gen. Mgr.....Thomas Y. Gorman
Comm. Mgr.....Robert Sinnott
National Rep.....CBS Radio Spot Sales

STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRG, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Concert Network, Inc.

171 Newbury St., Boston 16, Mass.
Phone: Copley 7-6020

President.....T. Mitchell Hastings
General Manager.....Lawrence L. Wyann
Program Director.....John Q. Adams
Chief Engineer.....David Passell

BRANCH OFFICES

28 W. 44th St., N. Y. C. 22. Phone: ER 9-7530.
 Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,
 Hartford, Conn. Phone: BEverly 5-8622, Ch.
 Engr., Wm. Meola; P. O. Box 1015, Providence,
 R. I. Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.;
 WHCN, Hartford, Conn.; WXCN, Providence,
 R. I.

The Connecticut State Network

440 Meadow St., Waterbury, Conn.
 Phone: Plaza 5-1121

President.....Samuel R. Elman
 Vice-President.....Charles Bell
 Directors.....Ed Waller,
 Julian Schwartz, John Ellinger, Donald Las-
 ser, Edward Taddie.

STATIONS

WATR, Waterbury; WHAY, New Britain;
 WNHC, New Haven; WTOR, Torrington;
 WSTC, Stamford; WNAB, Bridgeport; WICH,
 Norwich.

Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.
 Phone: Plaza 7-0630

President.....C. Wrede Petersmeyer
 Sec.-Treas.....Robert F. Bryan
 Asst. to Pres.....Johnston F. Northrop
 Dir. Sales.....Don L. Kearney
 Dir. Programming.....Robert H. Salk
 Dir. Research.....Charles H. Smith
 Dir. Engineering.....George G. Jacobs
 Dir. Prom. & Adv.....Robt. J. Sullivan

STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-
 AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;
 KGUL-TV, Houston, Tex.; KBET-TV, Sacramento,
 Calif.

Country Music Network

730 Fifth Ave. (Suite 1901), New York 19, N. Y.
 Phone: Circle 6-7242

President.....Charles "Chuck" Bernard
 Asst. to President.....Rita Hughes
 Promotion Director.....Leonard Kessler

BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.
 Baltimore 1, Md.
 Phone: LE 9-1680

Exec. in Chg.....Miss L. Wentworth
 Room 624, 1000 Main St., Dallas, Texas
 Phone: RI 1-5217

Exec. in Chg.....Diane Spiegel

STATIONS

KOFY, San Francisco; KPIK, Colorado
 Springs; KLAQ, Denver; WARL, Washington,
 D. C.; WOOO, DeLand-Daytona Beach; WMIE,
 Miami; WHBO, Tampa; KCKN, Kansas City;
 WBMD, Baltimore; KEVE, Minneapolis-St. Paul;
 KWEM, Memphis; KCUK, Fort Worth-Dallas;
 KRCT, Houston; KSOP, Salt Lake City; WCMS,
 Norfolk, Va.; WEXL, Detroit; WHFC, Chicago;
 WQIK, Jacksonville; WPFA, Pensacola; KDAV,

Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,
 Nashville, Tenn.; WBAC, Cleveland, Tenn.;
 WQSN, Charleston, S. C.; WPNX, Columbus,
 Ga.; WEAS, Atlanta, Ga.; WABB, Mobile, Ala.;
 WATV, Birmingham, Ala.; KLRA, Little Rock,
 Ark.; KFAY, Fayetteville, Ark.; KTCS, Ft.
 Smith, Ark.; WCBG, Chambersburg, Pa.;
 WTTL, Madisonville, Ky.; WLDB, Atlantic City,
 N. J.; WTAQ, LaGrange, Ill.; WMRO, Aurora,
 Ill.; WREM, Remsen-Utica-Rome, N. Y.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio
 Phone: Cherry 1-1822

Chrmn. of Board.....James D. Shouse
 Pres., Gen. Mgr.....Robert E. Dunville
 V.P., Television.....John T. Murphy
 V.P., Sales.....H. P. Lasker

BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone
 Plaza 1-5353, H. P. Lasker, V.P. Sales; 360
 N. Michigan Ave., Chicago 1, Ill., State 2-6693,
 H. Albrecht, V.P. Central Div.

STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV),
 Indianapolis, Ind.; WWLT (TV), WLW (Radio),
 Cincinnati; WLW-D (TV), Dayton; WLW-C (TV),
 Columbus, all Ohio.

Dairyland Network

1410 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: Federal 8-5689

President.....H. W. Linder

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL,
 Marshall, Minn.; KTOE, Mankato, Minn.;
 KDMA, Montevideo, Minn.; KLRG Redwood
 Falls, Minn.; KFAM, St. Cloud, Minn.

Vic Diehm Radio Group, Inc.

706-716 Hazleton Nat'l. Bank Bldg.
 Hazleton, Pa.
 Phone: GL 4-3531

President.....Victor C. Diehm
 Administration Assistant...Kathryn E. Kahler
 Commercial Mgr.....Robert J. Sacco
 National Sales Manager.....Thomas A. Tito
 Program Director.....Robert Williams
 Publicity Director.....Paul Cerula
 Chief Engineer.....Arthur Deters

BRANCH OFFICES

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.
 (WAZL) Victor C. Diehm, Phone: GL 4-3531;
 Colorado & Poplar Sts., Allentown, Pa. (WHOL)
 Victor C. Diehm, Phone: HEmlack 4-4801;
 Drawer "A" Main Post Office, Tallahassee,
 Fla. (WTAL) Victor C. Diehm, Phone: 2-1270;
 Bloomsburg, Pa. (WHLM) Harry L. Magee,
 Phone: STerling 4-5500.

STATIONS

WAZL, Hazleton; WHOL, Allentown; WHLM,
 Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.
 Phone: JUNiper 3-1743

Pres., Gen. Mgr.....Charles W. Holt

Commercial Mgr. Stanley Lightsey
 Sales Prom. Mgr. Frank Zalnoski
 Chief, Pub. Dir. Connie I. Holt
 Chief Engineer. Charles Sharpling

BRANCH OFFICES

Montgomery, Ala. (WHYY) Robert N. Robinson;
 Tulsa, Okla. (KOME) Stan Hagan; McComb, Miss. (WHNY) Carroll Hines.

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.; WGCM, Gulfport; WQBC, Vicksburg; WGVM, Greenville; WABG, Greenwood; WKOZ, Kosciusko; WRJW, Picayune; WCLD, Cleveland, all Miss.; WFUN, Huntsville; WAGE, Dothan, both Ala.; WMEN, Tallahassee, Fla.; KOME, Tulsa, Okla.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
 Phone: 7-9611

President A. B. Robinson
 V. P., Gen. Mgr. Jack Cecil
 Representative Venard, Rintoul, McConnell

STATIONS

WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

East Coast Network

Box 509, Edenton, N. C.
 Phone: Edenton 2178

President E. M. Schuman
 General Mgr. R. W. Schuman
 Commercial Mgr. R. P. Harrell
 Program Dir. Boyce Williams
 Publicity Dir. Haneey Carson
 Chief Engineer. Anthony Ostopoff

STATIONS

WCDJ, Edenton, N. C.; WMBL, Morehead City; WDDW, New Bern; WTAB, Tabor City; WHED, Washington; All. N. Car.

East Texas Network

205 Austin St., Center, Tex.
 Phone: LYric 8-3304

President Tom E. Foster

STATIONS

KRBA Lufkin; KDET Center; KSIJ Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange; KADO, Marshall, all Texas.

Farm & Home Radio

Cedar & Division, Grand Island, Nebr.
 Phone: DU 2-2800

President Don Searle
 Exec. V.P. Bill Martin
 Sales Mgr. Bill Moore
 Business Mgr. Willard Morton
 Program Dir. Bill Delzell
 Chief Engineer. U. L. Lynch

STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.

Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.
 Phone: FI 5-2101

President John E. Fetzer
 Executive V.P. Carl E. Lee
 Secy., Treas. E. L. Tait
 Assistant Secretary Robt. C. Van Horn

STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTW, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

Five-Star Group

10th & Fillmore Sts.
 c/o Station WREN, Topeka, Kans.
 Phone: Central 2-0505

President Max Falkenstien
 Secy.-Treas. Bob Pratt
 Representative Hollingberry

STATIONS

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

Friendly Group

Exchange Realty Bldg., Steubenville, O.
 Phone: ATlantic 2-6265

President Jack N. Berkman
 Exec. V.P., Gen. Mgr. John J. Laux
 Vice Pres. Fred Weber
 Sales Prom. Mgr. Robert Harris
 National Sales-TV Rod Gibson
 National Sales-Radio Lee Gaynor
 Chief Engineer. Charles Shepherd

BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y.,
 Phone: MU 3-6977, Rod Gibson, Nat'l. Sales Mgr.;
 211 Smithfield St., Pittsburgh 22, Pa.,
 Phone: GR 1-3288, Rex King.

STATIONS

KMLB, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WAAM-FM, Parkersburg, W. Va.

Gamble-Laue Stations

140 S.W. Columbia, Portland, Ore.
 Phone: CA 8-3333

President Ted R. Gamble

STATIONS

KOIN TV-AM-FM, Portland, Ore.; KOMO-TV, Seattle, Wash.; KSBW-AM-FM, Salinas and KSBY-TV San Luis Obispo, Calif.

Gannett Stations

40 Franklin St., Rochester, New York
 Phone: BAKER 5-6740

Exec. Vice-President Paul Miller
 Gen. Business Mgr. L. N. Bitner
 Managing Dir., Radio Group C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y.

Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.
 Phone: NAtional 4-4075

President W. F. Rust, Jr.
 Gen. Sls, Prom. Mgr. Ralph Gottlieb
 Comm. Mgr. James McCann
 Gen. Mgr., Sales Prom. Mgr. Ralph Gottlieb
 Pgm. Director Wm. Morrissey
 Chief Engineer Albert Davis

BRANCH OFFICES

York, Pa. (WNOV) F. Richard Hill, Sta. Mgr.; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr.; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHERwood 2-5951; Claremont, N. H. (WTSV) Bill Perry, Sta. Mgr., Phone: 1800; Hanover, N. H. (WTSL) Howard Chase, Sta. Mgr., Phone: 1400; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover, all in New Hampshire; WNOV, York, Pa.; WAEB, Allentown, Pa.

Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.

Phone: 3584

President.....E. J. McKellar
Sec.-Treas.....R. L. Owens

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; KGCX, Sidney, Mont.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681

Pres., Gen. Mgr.....G. Bennett Larson
Comm. Mgr.....Del Leeson
Local Sales Mgr.....Jack Adamson
Sales Prom., Pub. Dir.....Edw. T. Himstreet
Program Dir.....Ed Kemp
Chief Engineer.....A. L. Gunderson
RepresentativeWeed

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEL, Pocatello, Idaho; KTFL, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

Griffin Radio-TV

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President.....James C. Leake
Sales Prom., Pub. Dir.....Charles Larkin
Chief Engineer.....Robert Snider

BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, Mgr., Phone: Hickory 6-6184; P.O. Box 1788, Little Rock, Ark. (KATV) John Fugate, Mgr., Phone: FRanklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) James P. Walker, Mgr., Phone: FIlmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: Victor 3-664.

STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTV, Oklahoma City.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.

Phone: Circle 5-7667

V.P., Exec. Dir.....Charles McCabe
V.P., Gen. Mgr.....D. L. Provost

STATIONS

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE, Pittsburgh; WTAE (TV), Pittsburgh, Pa. (50% ownership).

Highland Stations

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

RepresentativeMeeker

STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.

Hildreth Network Stations

27 State St., Bangor, Maine

Phone: Bangor 6446

President.....Horace A. Hildreth
Exec. V.P., Gen. Mgr.....Leon P. Gorman, Jr.
Nat'l. Sales Mgr.....William J. Mullen

BRANCH OFFICES

Presque Isle (WAGM AM-TV) Dick Marshall; Houlton (WABM) Dick Marshall; Portland (WPOR) Leon P. Gorman, Jr., Exec. V.P., all Maine.

STATIONS

WABI-AM-TV, Bangor; WABM, Houlton; WAGM-AM-TV, Presque Isle; WPOR, Portland, all Maine.

Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6464

Pres., Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sls. Mgr.....A. Bartlett Ross, Jr.

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

Intermountain Network, Inc.

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 4-3561

Chairman of Board.....George C. Hatch
President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Pidge
Assistant to President.....Kenneth J. Hanni
Eng. Director.....W. D'Orr Cozzens

BRANCH OFFICE

P.O. Box 1408, Edgewater Branch, Denver, Colo., Phone: BELmont 7-2734, V.P. in Chg., Jack Shapiro.

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; KYSN, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KOWB, Laramie, Wyo.; KBTk, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.;

KELK, Elko, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KSVK, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KVRB, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.

Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833

President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr.....Charles Crutchfield

STATIONS

WBT, WBTB Charlotte, N. C.; WBTW (TV) Florence, S. C.

Knorr Bestg. Corp. (Grp.)

15001 Michigan Ave., Dearborn, Mich.
Phone: Tiffany 6-8500

Pres., Gen. Mgr.....Fred A. Knorr
Comm Mgr.....John O. Gilbert, II
Sales Prom., Pub. Dir.....Lee C. Hanson
Program Dir.....Richard S. Buller
Chief Engineer.....Jerrold L. Martin

BRANCH OFFICES

Mich. Nat'l. Bank Bldg., Battle Creek, Mich.,
Paul J. Haller, Managing Dir., Phone: WO 4-7174; 15001 Michigan Ave., Dearborn, Mich.,
John J. Carroll, Managing Dir., Phone: TI 6-8500; 112 W. Water St., Flint 3, Mich., W. Eldon Garner, Managing Dir., Phone: CE 9-7608; 441 Wildwood Ave., Jackson, Mich. Nathan H. Alberstein, Comm. Mgr., Phone: ST 4-7181; 2435 Holland Ave., Saginaw, Mich., Geo. M. Millar, V.P., Phone: PL 2-8161.

STATIONS

WKMH, Dearborn-Detroit; WSAW, Saginaw; WKHM, Jackson; WKMF, Detroit-Flint; WELL, Battle Creek, all Mich.

Don Lee Broadcasting System

1313 North Vine Street, Hollywood 28, Calif
Phone: HOLLYWOOD 2-2133

V.P., Gen. Mgr.....Norman Boggs
Sec.-Treas.....A. M. Quinn
V.P., Programming.....Tony LaFrano
Nat'l. Sales Dir.....Paul H. Martin
Sales Manager.....Terry Mann
Press Info. Dir.....Tony Arnone
Promotion Mgr.....Russell Smith
News & Special Events.....Les Mawhinney
Chief Engineer.....Robert Bullock

BRANCH OFFICES

415 Bush St., San Francisco 8, Cal., Wendell Campbell, V.P., Phone: YUKON 2-9200; National Reps., H-R Representatives; New York, Chicago, San Francisco, Detroit, Atlanta, Houston, Dallas, New Orleans.

STATIONS

KMAP, Bakersfield, Calif.; KPAY, Chico, Calif.; KXO, El Centro, Calif.; KRDG, Redding, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KGMS, Sacramento, Calif.; KSBW, Salinas, Calif.; KITO, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; CKOK, Tulare, Calif.; KWJB, Globe, Arizona; KGLU, Safford, Ariz.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KPUG, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle, Wash.

ADDITIONAL GROUPS AVAILABLE:

KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KVOY, Yuma, Arizona; KVNA, Flagstaff, Arizona; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona; KWJB, Globe, Ariz.; KGLU, Safford, Ariz.

The Linder Group

Box 393, Willmar, Minn.
Phone: BELmont 5-1340

RepresentativePearson

STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLW Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

Lobster Network of Maine

212 Middle St., Portland, Maine
SPRuce 5-2336

PresidentFaust Couture
Gen. Mgr.....Melvin L. Stone
Commercial Manager.....David L. Royte
Sales Promotion Manager.....John Libby
Program Director.....Howard Leonard
Publicity Director.....James Nields III
Chief Engineer.....T. Richard Dunn

BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture, Pres., Phone: 2-7650; 160 Bangor St., Augusta, Me., Norman Gallant, Mgr., Phone: MAYfair 3-3878; 26 Central St., Bangor, Me., James Hinchey, Mgr., Phone: 7354; 89 Congress St., Rumford, Me., Kenneth Ellis, Mgr., Phone: 1057; 61 Water St., Skowhegan, Me., Harry Heustis, Mgr., Phone: GREENwood 4-2727; School St., Sanford, Me., John Carlson, Mgr., Phone: 1574; P. O. Box 65, Caribou, Me., Elby Stevens, Mgr., Phone: 3731.

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Tex.
Phone: CI 5-4642

Managing Director.....J. G. Long
Gen., Comm. Mgr.....Harry L. Becker

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPRuce 2-0181

President.....William H. Rines
 General Manager.....Donald K. Powers
 Chief Engineer.....Charles R. Brown

BRANCH OFFICES

Water St., Augusta, Me., Les Hubley, Sta. Mgr., Phone: MAYfair 3-4735; Main St., Bangor, Me., Ed Guernsey, Sta. Mgr., Phone: BANgor 2-4657.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; all Maine.

J. Elroy McCaw Stations

7 Central Pk. West, New York 23, N. Y.

Phone: JUDson 2-7000

STATIONS

KTVW (TV), Seattle, Wash.; WINS, New York; KELA, Centralia, Wash.; KALE, Richland, Wash.; KONA (TV), Honolulu; KTVR (TV), Denver; KDAY, Hollywood, Calif.

McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.

Phone: GilBERT 2-5011

President.....Eleanor McClatchy
 Dir. of Sales.....Keith Collins

STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

President.....Fred Bohlen
 Vice Pres.....E. T. Meredith
 Treas., Radio-TV Dir.....Payson Hall
 Asst. Dir. Radio-TV.....C. A. Larson

STATIONS

KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV, Syracuse; KRMG Tulsa, Okla.

Metropolitan Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

Board Chairman.....John W. Kluge
 President.....Richard D. Buckley
 V.P., TV Oper.....Bennet H. Korn
 Treasurer.....Richard L. Geismar
 Secretary.....Arthur Israel
 Comptroller.....Joseph J. Madden
 Assistant Treasurer.....Clemens M. Weber
 Gen. Counsel, Asst. Sec'y.....Robert Dreyer

BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW, Washington 4, D. C. (WTTG) John E. McArdle, Sta. Mgr., Phone: STerling 3-5300; 5000 Euclid Ave., Cleveland 3, O. (WHK) Henry W. Simmen, Sta. Mgr., Phone: EXpress 1-5000.

STATIONS

WNEU-TV-AM-FM, NYC; WTTG, Wash., D.C.; WHK-AM-FM, Cleveland, O.

Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

STATIONS

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KTKN, Ketchikan, all Alaska.

The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

President.....Birney Imes, Jr.
 General Manager.....Bob Evans

STATIONS

WCBI, Columbus; WONA, Winona; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Miracle Valley Radio Network

3rd & N. St. N.

Station WETZ, New Martinsville, W. Va.
 Executive.....John T. Taylor
 Representative.....Clark

STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Manager.....Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

National Spanish Language Network

370 Lexington Ave., Suite 610,

New York 17, N. Y.

Phone: MURray Hill 5-1300

PERSONNEL (KWKW)

President.....Marshall S. Neal
 General Manager.....Arthur Gordon
 Commercial Mgr.....Dan Curtin
 Sales Prom., Pub. Dir.....Al Alperton

BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.,
 Phone: DUUnkirk 2-3200, Ch. Exec., Harlan Oakes.

STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; KIWW, San Antonio; KCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVJ, Houston; all Texas.

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: JACkson 5-0801

Chairman.....Paul W. Morency

STATIONS

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.

Phone: 3-7111

STATIONS

WSYR AM TV Syracuse, WPTA-TV Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPL, Birmingham, Ala.; KTVI-TV, St. Louis.

North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.

Phone: Pioneer 8-2344

Pres., Gen. Mgr. E. Dean Finney

Assistant Manager Donald Thurston

STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNO, Barre, Vt.

Northeast Radio Network

Bibbins Hall, Terrace Hill, Ithaca, N. Y.

Phone: 4-6357

Pres. R. B. Gervan

General Manager H. S. Brown

Program Supervisor John Deal

Engineering Manager Donald Udey

STATIONS

WRRE-FM, Bristol Center; WRRF-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRR-FM, Ithaca; WFLY-FM, Troy-Alb.-Schen.; WRRL-FM, Weathersfield; WBNF, Binghamton; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN, Utica-Rome; WDLA, Walton; WWNV, Watertown; WKOP-FM, Binghamton; WJTN-FM, Jamestown; WHLD-FM, Niag. Falls-Buff.; WRUN-FM, Utica-Rome; WGNV, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

OK Group

Headquarters: 505 Baronne St., New Orleans.

Phone: TU 5363

President Jules J. Paglin

Exec. V.P., Gen. Mgr. Stanley Ray Jr.

Representative Stars National

STATIONS

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; WGOK, Mobile, Ala.

The Oregon Trail Network

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon

General Manager Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBK, LaGrande, Ore.

Ozark Network

1037 S. Glenstone, Springfield, Mo.

General Manager Richard Bradley

Representative Best

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer;

KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

Plough Broadcasting Stations

112 Union Ave., Memphis, Tenn.

Owner Abe Plough

STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.; WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.

John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.

Phone: HOllywood 3-3205

President John H. Poole

Gen. Mgr. David T. Harris

Representative Weed

STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

The Rahall Group

Box 689, Allentown, Pa.

Phone: HEMlock 3-3166

President N. Joe Rahall

General Manager Ogden R. Davies

STATIONS

WKAP, Allentown, Pa.; WFEA, Manchester, N. H.; WTSP, St. Petersburg, Fla.; WWNH, Beckley, W. Va.; WNR, Norristown, Pa.

RKO Teleradio Pictures, Inc.

1440 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8000

Pres., Board Chrmn. Thomas F. O'Neil

V.P., Treasurer Geo. R. Ruppel

Vice-Presidents George N. Steffy,

Robert Leder, John B. Poor, Arnold Kaufman,

Walter Branson, Wendell B. Campbell, Ed-

ward L. Walton, Wm. H. Grumbles; Daniel

O'Shea, Norman Boggs.

Asst. Secretary Patrick J. Winkler

STATIONS

WNAC-AM FM TV, Boston; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; CKLW-TV, Detroit-Windsor; WGMS, Washington, D. C. Also owns and operates Don Lee & Yankee Networks.

Rollins Broadcasting, Inc.

414 French St., Wilmington 1, Del.

Phone: OLYmpia 4-8881

President O. Wayne Rollins

Vice-President . . . Mrs. Madalyn Pruett Copley

Vice-Presidents Henry B. Tippie,

Albert R. Lanphear.

Dir. of Sales Albert R. Lanphear

Dir. Public Rel. Tim Crow

Engineering Dir. G. Russell Chambers

BRANCH OFFICES

565 Fifth Ave., N. Y. C. 36, Graeme Zimmer, Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., Ed Sloan, Midwest Sales, Phone: FInancial 6-8611; Arcade Bldg., St. Louis 1, Mo., Bob Lyons, Midwest Sales.; Phone: CHestnut 1-6000.

WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WBEE, Chicago, Ill.; WGEE, Indianapolis, Ind.; KATZ, St. Louis, Mo.; WNJR, Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.; WRAP, Norfolk, Va.

Rounsvale Radio Stations

3165 Mathieson Dr., N.E., Atlanta, Ga.
Phone: Cedar 3-2195

Pres., Gen. Mgr. Robert W. Rounsvale
V.P., Natl. Sales Mgr. Harold F. Walker
Vice-President John Fulton
Sales Promotion Manager Harold Walker
Chief Engineer Paul Cram

STATIONS

WQXI, Atlanta, Ga.; WLOU, Louisville, Ky.; WCIN, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President Jack R. Howard

STATIONS

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

Southeastern Key Market Network

P. O. Box 600, Florence, Ala.
Phone: AT 2-7711

President Richard B. Biddle
General Manager Bill Mapes
Traffic Manager Bettye Fowler
Representative RVH; Forjoe

STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Atmore; WAUD, Auburn; WEZB, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWW, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZK, Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRI, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTCB, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK,

Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren; KNLR, N. Little Rock.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiac Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBB, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPF, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUJ, Gainesville; WKEU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WYTH, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylva; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point; WGRA, Cairo; WDWD, Dawson; WSIZ, Douglas; WTIF, Tifton.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPL, Ville Platte; KVCL, Winnfield; KLUE, Shreveport; KDBS, Alexandria.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFGV, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville; WHKY, Hickory; WRRZ, Clinton; WEWO, Laurinburg; WMAP, Monroe; WFLP, Fayetteville.

SOUTH CAROLINA: WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WHAN, Charleston; WGCD, Chester; WPFJ, Darlington; WDSC,

Dillon; WELP, Easley; WFIS, Fountain Inn; WGTN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York; WLAT, Conway.

TENNESSEE: WLAR, Athens; WMFS, Chattanooga; WKRM, Columbia; WKBL, Covington; WDKN, Dickson; WDSG, Dyersburg; WCPH, Etowah; WAGG, Franklin; WIRJ, Humboldt; WKGN, Knoxville; WLAF, LaFollette; WHDM, McKenzie; WJIM, Lewisburg; WHER, Memphis; WKBJ, Milan; WCRK, Morristown; WGNS, Murfreesboro; WMAK, Nashville; WKSR, Pulaski; WRGS, Rogersville; WORM, Savannah; WHAL, Shelbyville; WEPG, South Pittsburg; WJIG, Tullahoma; WCDT, Winchester.

TEXAS: KREL, Baytown; KVLB, Cleveland; KFST, Ft. Stockton.

Southern Michigan Network

WTVB Bldg., Coldwater, Mich.

Phone: BRoadway 9-9119

General Manager.....E. Harold Munn, Jr.
Commercial Manager...Normand H. Moore
Chief Engineer.....Virgil Royer

STATIONS

WTVB-AM-FM, Coldwater; WSTR-AM-FM, Sturgis, both Mich.

Southern Minnesota Network

101 N. Second St.

c/o KYSM, Mankato, Minn.

National Rep.Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

The Southwest Network

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

President.....Dorrance D. Roderick
Vice President.....Val Lawrence
General Manager.....Bruce M. Barnard
Commercial Manager.....Audian H. Paxson
RepresentativeBranham

STATIONS

KROD-AM-TV, El Paso, Tex.; KAVE-AM-TV, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSL, Silver City, New Mex.; KZUM, Farmington, New Mex.

Speidel-Fisher Broadcasting Group

Box 298

WQOK, Greenville, S. C.

National Rep.....Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: EXpress 7-5251

Gen. Mgr.....Clair R. McCollough

STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-

AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.

Phone: UNION 6-0211

Chrmn., President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
Exec. Vice Pres.....Lee B. Wailles
Exec. V.P. Oper.....Stanton P. Kettler
Treasurer.....Harry A. Steensen
V.P., Secretary.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Radio Ops.....William E. Rine
V.P. TV Ops.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Advertising & Sls. Prom.....A. C. Schofield
Asst. Secretaries.....Bertha C. Prestler,
A. A. Church

V.P.'s, Managing Directors, WSPD-TV, Allen L. Haid; WAGA-TV, J. Robert Kerns; WAGA, James E. Bailey; WJBK-TV, Bill Michaels; WJBK, Harry R. Lipson; WWVA, Paul J. Miller; WIBG, Lionel F. Baxter.

Managing Directors, WSPD, Reginald Martin; WGBS, Bernard E. Neary; WJW-TV, Ben Wickham. WJW, Reginald P. Meridew.

BRANCH OFFICES

625 Madison Ave., N.Y.C. 22, Maurice E. McMurray, Natl. Sales Dir. & James P. Storer, Merch. Mgr., Phone: Plaza 1-3940; 230 N. Mich. Ave., Chicago 1, Ill., Floyd E. Beaton, Midwest Sales Mgr., Phone: FRanklin 2-6498.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Phila., Pa.

Storz Broadcasting Co.

222 S. 15th St., Omaha 2, Nebr.

Phone: WEBster 4700

PresidentTodd Storz
General Counsel.....Herbert S. Dolgoff
Nat. Prog. Dir.....William Stewart
Dir., Engineering.....Robert Tilton

STATIONS

WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTIX, New Orleans, La.; WQAM, Miami, Fla.

Tallecorn Network

Suite 432, Des Moines Bldg., Des Moines, Iowa
PresidentGlen Stanley
Vice President.....Bernie Jacobsen
V.P., Comm. Mgr.....Dutch Horning
National Rep.....John E. Pearson Co.

STATIONS

KROS, Clinton; KSIB, Creston; KDTH, DuBuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oskaloosa; KOKX, Keokuk; KXIC, Iowa City.

Tele-Broadcasters, Inc.

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

Phone: MU 7-8436

President.....H. Scott Killgore

STATIONS

KALI, Pasadena, Calif.; KUDL, Kansas City, Mo.; WPOP, Hartford, Conn.; WPOW, N. Y. C.

Texas Broadcasting System

Herald Square, Dallas, Tex.

Phone: RI 2-6811

General Manager.....Clyde W. Renbert

STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

Texas Spanish Language Network

c/o Suite 610, 370 Lexington Ave., N. Y. C. 17

Phone: MU 5-1300

President.....Robert N. Pinkerton

General Manager.....Arthur Gordon

Sales Promotion Mgr.....Al Alpert

Reps.....Nat'l. Time Sls.: Oakes; Harry

STATIONS

KIWW, San Antonio; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; XEJ, El Paso; KCCT, Corpus Christi, all Tex.

XEJ, Juarez (El Paso); KIWW, San Antonio;

KTXN, Austin; XEO, Brownsville; XEOR, Mc-

Allen, Tex.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErshing 7-6631

President & Gen. Mgr.....Gene L. Cagle

Comm., Sales Prom. Mgr.....Dale Drake

Chief Engineer.....James T. Peterson

STATIONS

Basic: KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; WRR, Dallas; KCMC, Texarkana; KFRO, Longview; KTBB, Tyler, all Texas.

Supplemental: KRRV, Sherman; KPLT, Paris;

KENS, San Antonio; KBWD, Brownwood;

KTRH, Houston; KFDA, Amarillo; KRIO, Mc-

Allen; KGVV, Greenville; WACO, Waco;

KNOW, Austin, all Texas.

Time, Inc.

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

Phone: JU 6-1212

V.P. (Time, Inc.),

Bcst. Ops.....Weston C Pullen, Jr.

Coordinator, Bcst. Ops.....Ole G. Morby

STATIONS

KDYL-AM-FM, KTVT, Salt Lake City, Utah;

KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,

Grand Rapids, Mich.; WFBM-AM-TV, Indian-

apolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President.....Vassie G. Balkcum

General Manager.....Wally Voigt

Vice-President.....Jack P. Hankins

Secretary-Treasurer.....Bill Currie

Office Mgr.....Nina Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;

WHIT, New Bern; WTIK, Durham; WGNL,

Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.; WELS, Kinston, N. C.; WRCS, Ahoskie, N. C.; WFMO, Fairmont, N. C.; WEYE, Sanford, N. C.; WHVH, Henderson, N. C.; WJAY, Mullins, S. C.

Transcontinent Television Corp.

15 E. 47th Street, New York City

Phone: Plaza 1-3030

Ch. of the Board.....Paul A. Schoellkopf, Jr.

President.....David C. Moore

Ch. Exec. Comm.....J. Fred Schoellkopf, IV

Treasurer.....Clifford M. Kirtland

Vice Pres. Chg. Sales.....George C. Stevens

Vice Pres., Engineering.....Carl Hoffman

Ch. Finance Comm.....David Forman

STATIONS

WGR AM-TV, Buffalo, N. Y.; WROC-TV,

Rochester, N. Y.; WNEP-TV, Scranton, Pa.;

WSVA AM-TV, Harrisonburg, W. Va.

Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 39, Pa.

Phone: EVERgreen 2-4700

V.P., Gen. Mgr.....Roger W. Clipp

Exec. Asst. to Gen. Mgr.....David J. Bennett

Dir. of Natl. Sales.....Edward H. Benedict

Dir. Public Rel., Pgmng....John D. Scheuer, Jr.

Dir. of Engineering.....Henry E. Rhea

Business Mgr.....John C. Harlan

Research Mgr.....Richard W. Gideon

Program Supervisor....James R. Van de Velde

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-

FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Al-

toona, Pa.; WNHC-AM-FM-TV, New Haven,

Conn.; WLBR-TV, Lebanon, Pa.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Phone: EM 4-8433

Sales Promotion Manager.....Dave Hess

STATIONS

KSLM, Salem; KFLY, Corvallis; KORE,

Eugene, Ore.

Tri-W Network

Bankhead-Long Bldg.

Station WWWB, Jasper, Ala.

President.....W. W. Bankhead

Representative.....Keystone

STATIONS

WWWB, Jasper; WWWW, Fayette; WWWR,

Russellville, Ala.

Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.

Phone: FEderal 6-9631

President.....Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,

Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;

KDHL, Fairbault; KSUM, Fairmont; WEVE,

Eveleth; KJLM, Detroit Lakes; KROX, Crook-

ston; KNUJ, New Ulm; KVOX, Fargo-Moorhead,

all in Minnesota; KDLR, Devils Lake; KNDC,

Hettinger, all in North Dakota and others.

United Broadcasting Network

Eighth & Eye Sts., N.W., Washington, D. C.
PresidentRichard Eaton
RepresentativeMcGillvra

BRANCH OFFICE

420 Madison Ave., New York, N. Y.

STATIONS

WOOK, WFAN-FM, Washington, D. C.;
WARK, Hagerstown; WSID, Baltimore; WINX,
Rockville, Md.; WANT, Richmond; WYOU,
Newport News, Va.; WJMO, Cleveland, Ohio.

West Texas Television Network

7400 College Ave., Lubbock, Texas

Phone: SHERWOOD 4-2345

Pres., Gen. Mgr.W. D. "Dub" Rogers
General Sales Manager. E. A. "Buzz" Hrssett
RepresentativeBranham

STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-
Sweetwater; KEDY-TV, Big Spring, all Texas.

Westinghouse Broadcasting Co., Inc.

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

Phone: MURRAY Hill 7-0808

PresidentDonald H. McGannon
Adm. Asst. to Pres.C. C. Woodard, Jr.
V.P., EngineeringR. N. Harmon
V.P., SalesA. W. Dannenbaum
V.P., ProgrammingR. M. Pack
Nat'l. Engineering Mgr.G. E. Hagerty
Nat. Radio Sales Mgr.P. B. Bascom
Nat. TV Sales Mgr.R. M. McGredy
Mid-West Sales Mgr.E. M. Blain
Nat'l. Program Mgr.William Kaland
Nat'l. Adv., Sales Prom. Mgr.D. E. Partridge
Dir. of Research.M. A. Goldberg
Coordinator, Pub. and

Spec. EventsM. R. Santangelo
V.P., WashingtonJ. E. Baudino
V.P., BostonW. C. Swartley
V.P., PittsburghH. C. Lund
V. P., ClevelandR. V. Tooke
V.P., ChicagoRalph Atlass
West Coast ExecutiveP. G. Lasky

BRANCH OFFICES

2818 Prudential Plaza, Chicago, Ill., Phone:
STATE 2-1856; 1625 "K" St., N.W., Washington,
D. C., Phone: STERLING 3-0903.

STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort
Wayne, Ind.; WBZ-WBZA, Boston-Springfield,
Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-
land, Ohio; KYW-TV, Cleveland, Ohio; KEX,
Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-
TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;
WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,
Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,
Cleveland, O.; KEX-FM, Portland, Ore.

Wisconsin Network

230 First Ave. S., Wisconsin Rapids, Wis.

Phone: 723

PresidentJohn M. Walter
Gen., Comm. Mgr.George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,
Poyntette; WHBY, Appleton; WHBL, Sheboygan;
WJPG, Green Bay; WFHR, Wisconsin
Rapids; WWCF, Baraboo; WSAU, Wausau;
WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,
Beloit, Wisc.

QXR Network

229 West 43rd St., New York 36, N. Y.

Phone: LACKAWANNA 4-1100

Board ChairmanArthur Hays Sulzberger
PresidentOrvil E. Dryfoos
General ManagerJames Sondhelm
Exec. V.P.Elliott M. Sanger
V.P. SalesNorman S. McGee

STATIONS

WFLY-FM, Albany, Troy, Schenectady;
WKOP-FM, Binghamton; WRRE-FM, Bristol;
WHLD-FM, Buffalo-Niagara Falls; WRRD-FM,
DeRuyter; WRRR-FM, Ithaca; WJTN-FM, James-
town; WRRC-FM, Mohawk Valley; WHDL-FM,
Olean; WHAM-FM, Rochester; WSYR-FM, Syra-
cuse; WRUN-FM, Utica-Rome; WRRL-FM,
Wethersfield, all New York.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

STATIONS

..KFBC, Cheyenne; KRAL, Rawlins; KVOC,
Casper; KSID, Sidney.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

PresidentNorman Knight
Exec. V.P.George W. Steffy
V.P. SalesThomas Bateson
Nat'l. Sales Mgr.Proctor Jones
Sales Promotion Mgr.George Hallberg
Program DirectorJohn D. Maloy
Publicity DirectorPhyllis Doherty
Chief EngineerIrving B. Robinson

STATIONS

WNAC, Boston; WFAU, Augusta, Maine;
WIDE, Biddeford, Maine; WALE, Fall River,
Mass.; WEIM, Fitchburg, Mass.; WHAL, Green-
field, Mass.; WOCC, Hyannis, Mass.; WCOU,
Lewiston, Maine; WLLH, Lowell, Mass.; WNLC,
New London, Conn.; WBRK, Pittsfield, Mass.;
WPOR, Portland, Maine; WEAN, Providence,
R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans,
Vt.; WMAS, Springfield, Mass.; WWCO, Water-
bury, Conn.; WAAB, Worcester, Mass.; WABI,
Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP,
Hartford, Conn.; WABM, Houlton, Me.; WGR,
Manchester, N. H.; WAGM, Presque Isle, Me.;
WTOR, Torrington, Conn.; WARE, Ware, Mass.;
WKXL, Concord, N. H.; WKNE, Keene, N. H.;
WNHC, New Haven, Conn.; WHMP, North-
ampton, Mass.; WDEV, Waterbury, Vt.; WERI,
Westerly, R. I.

ABC Film Syndication • Angel Bread • Ballantine Beer

Bon Ami • Crown Gold Gasoline • Dutch Masters Cigars

Minnesota Mining and Manufacturing Corp. . . "Scotch Tape"

Auto-Lite • ABC Network • "BC" Headache Powders

British Petroleum • Le Page's Plastic-Pak • Ferris Ham

Morton Pies • Thermo Mug • Hillman Motor Car Corp.

Lewyt Electronic Cleaner • Sylvan Seal Milk • White Rock

Narragansett Beer • Michigan Consolidated Gas Co.

New Jersey Bureau of Traffic Safety • Webb & Knapp

Sandran • Olin Mathieson Chemical Corporation • Pontiac

Williams Shaving Cream • RCA Electronic Tube Division

TV Commercials By: **NATIONAL SCREEN SERVICE**
TELEVISION & INDUSTRIAL FILMS DIVISION

IN NEW YORK - 509 MADISON AVENUE - Circle 6-5700
IN HOLLYWOOD - 7026 SANTA MONICA BLVD. - Phone 53136





TELEVISION DAILY

presents



TELEVISION
1959

TWENTY-SECOND ANNUAL EDITION

CHARLES A. ALICOATE

Editor-In-Chief
Copyright 1959 by
RADIO DAILY CORP.
1501 Broadway, N. Y. 36, N. Y.



W. J. GERMAN, Inc.

Agents for the Sale and Distribution of

EASTMAN FILMS

FOR TELEVISION

We take pride in our service to that large segment of artists, technicians and craftsmen whose skills are fruitful in supplying information and entertainment which speaks the universal language of the motion picture.

We count ourselves fortunate to be part of the great enterprise which enriches the lives of people throughout the world via the screens of television, motion picture theatres, halls, homes and meeting places.

FORT LEE, NEW JERSEY

Longacre 5-5978

Hollywood:

6677 Santa Monica Blvd.

HOLLYWOOD 4-6131

Chicago:

6040 N. Pulaski Rd.

IRving 8-4064

PRODUCTION OF VARIOUS TYPES OF TELEVISION SETS


(From 1947 to 1958)

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>Value (add 000)</i>
1947	116,315	37,039	25,217	178,571	\$ 50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899


TELEVISION RETAIL SALES

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	938,596
1957	3,976,961	2,486,412	96,847	3,560,220
1958	2,936,321	(2,203,761)		5,140,082

Source: EIA.



what
goes in
here



comes out
flawless
here

when film
is processed at
CFI

From original photography to release prints, skilled CFI technicians accurately interpret the creative objectives of the cinematographer. Exacting CFI laboratory control and advanced processing methods insure maximum definition and correct tone reproduction . . . consistently.

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, California • HOLLYWOOD 9-1441
521 W. 57th St., New York 19, New York • CIRCLE 6-0210

COMPLETE 35MM AND 16MM FILM SERVICES

NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1955

Nationwide Networks Only, 1957-1955 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions) (—)</i>	<i>1955 (Millions) (*)</i>
<i>Broadcast Revenues</i>			
Radio	\$ 73.5	\$ 70.2	\$ 74.5
Television*	467.9	442.3	371.
	-----	-----	-----
Total	\$541.4	\$512.5	\$448.5
<i>Broadcast Expenses</i>			
Radio	\$ 73.5	\$ 69.8	\$ 69.4
Television*	397.2	356.9	306.0
	-----	-----	-----
Total	\$470.7	\$426.7	\$375.4
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$.0	\$.4	\$ 5.1
Television*	70.7	85.4	63.0
	-----	-----	-----
Total	\$ 70.7	\$ 85.8	\$ 73.1

Note: RADIO—(—) Includes operation of 19 network owned stations in 1956 and 21 in 1957. (*) Includes 2,947 AM, AM-FM or independent stations in 1956 and 3,143 in 1957.

TELEVISION—(*) Includes three post-freeze stations (UHF). (—) 1956 data covers three networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF). (—) Data for 1955 covers four networks and 16 owned and operated stations, 95 pre-freeze and 325 post-freeze stations (225 VHF and 103 UHF).

Source: FCC.

The Standard of Quality

Wherever Films Are Used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 275

THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300

THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

*Agents for the Sale and Distribution of
Eastman Professional Motion Picture Films*

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

Product	Est. Exp. 1958	Product	Est. Exp. 1958
AGRICULTURE	\$ 1,350,000	COSMETICS & TOILETRIES.....	46,749,000
Feeds, Meals	746,000	Cosmetics	8,133,000
Miscellaneous	604,000	Deodorants	3,426,000
ALE, BEER, & WINE.....	44,214,000	Depilatories	295,000
Beer & Ale.....	40,299,000	Hair Tonics & Shampoos.....	8,674,000
Wine	3,915,000	Hand & Face Creams, Lotions....	2,813,000
AMUSEMENTS, ENTERTAINMENT	559,000	Home Permanents & Coloring....	5,890,000
AUTOMOTIVE	7,376,000	Perfumes, Toilet Waters, etc.....	1,704,000
Anti-Freeze	112,000	Razors, Blades	1,904,000
Batteries	131,000	Shaving Creams, Lotions, etc.....	1,694,000
Cars	4,134,000	Toilet Soaps	10,744,000
Tires & Tubes.....	1,554,000	Miscellaneous	1,472,000
Trucks & Trailers.....	132,000	DENTAL PRODUCTS	14,467,000
Miscellaneous Accessories & Sup- plies	1,313,000	Dentifrices	11,132,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES	2,789,000	Mouthwashes	2,455,000
Fixtures, Plumbing, Supplies....	562,000	Miscellaneous	880,000
Materials	656,000	DRUG PRODUCTS	44,626,000
Paints	1,185,000	Cold Remedies	12,863,000
Power Tools	59,000	Headache Remedies	7,792,000
Miscellaneous	327,000	Indigestion Remedies	8,988,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,241,000	Laxatives	3,082,000
Clothing	11,269,000	Vitamins	2,825,000
Footwear	1,445,000	Weight Aids	1,917,000
Hosiery	497,000	Miscellaneous Drug Products....	6,285,000
Miscellaneous	30,000	Drug Stores	874,000
CONFECTIONS & SOFT DRINKS..	28,237,000	FOOD & GROCERY PRODUCTS... ..	135,687,000
Confections	12,039,000	Baked Goods	26,469,000
Soft Drinks	16,198,000	Cereals	11,552,000
CONSUMER SERVICES	14,605,000	Coffee, Tea & Food Drinks.....	32,140,000
Dry Cleaning & Laundries.....	81,000	Condiments, Sauces, Appetizers..	5,515,000
Financial	2,181,000	Dairy Products	7,853,000
Insurance	2,773,000	Desserts	2,023,000
Medical & Dental.....	151,000	Dry Foods (Flour, Mixes, Rice, etc.)	8,314,000
Moving, Hauling, Storage.....	317,000	Fruits & Vegetables, Juices.....	9,429,000
Public Utilities	7,099,000	Macaroni, Noodles, Chili, etc....	1,934,000
Religious, Political, Unions.....	1,224,000	Margarine, Shortenings	6,673,000
Schools & Colleges.....	135,000	Meat, Poultry & Fish.....	6,366,000
Miscellaneous Services	644,000	Soups	461,000
		Miscellaneous Foods	6,420,000
		Miscellaneous Frozen Foods.....	1,454,000
		Food Stores	9,084,000
		GARDEN SUPPLIES & EQUIPMENT	661,000
		GASOLINE & LUBRICANTS.....	24,479,000
		Gasoline & Oil.....	23,411,000
		Oil Additives	858,000
		Miscellaneous	210,000

(Continued on Page 776)

Economee TV

78
Fact-Based
Half Hours!



Host-
Narrator
**TRUMAN
BRADLEY**

SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings... Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco...

27.4

Economee TV

Citizen!
Communist!
Counterspy!



Starring
**RICHARD
CARLSON**

I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy...

24.9

Economee TV

Action!
Gallantry!
Excitement!



Starring
**The Corps
Of Cadets**

WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay...

26.3

SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

Economee TV

Glorious as
our country's
history!



Starring
**The U. S.
Midshipmen**

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte...

28.7

Economee TV

Mystery!
Thrills!
Romance!



Starring
**KENT
TAYLOR**

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh...

25.2

Economee TV

America's
Favorite
Family Show!



Starring
MACDONALD
CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh ...

26.8

CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

Economee TV

ECONOMEETV TELEVISION PROGRAMS, INC.,
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

78
High-Rated
Half Hours!



Starring
DAVID
BRIAN

MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham ...

21.3

Economee TV

Action and
suspense ...
romance and
humor!



Host
HERBERT
MARSHALL

TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio ...

32.5

ALL RATINGS SHOWN ARB or PULSE, 1958

Economee TV

Great new
stars in
each show!



Host-
Narrator
ADOLPHE
MENJOU

FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham ...

22.8

Economee TV

Puts a smile
in your
programming!



Starring
ANN
BAKER

MEET CORLISS ARCHER

39 sparkling half-hour situation comedies, lavishly staged, skillfully directed. Pensacola 17.4, Buffalo ...

20.0

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

(Continued from Page 773)

Product	Est. Exp. 1958
HOTELS, RESORTS, RESTAURANTS	423,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	29,650,000
Cleaners, Cleansers*	24,051,000
Floor & Furniture Polishes, Waxes	4,146,000
Glass Cleaners	392,000
Home Dry Cleaners.....	405,000
Shoe Polish	148,000
Miscellaneous Cleaners	508,000
HOUSEHOLD EQUIPMENT— APPLIANCES	4,621,000
HOUSEHOLD FURNISHINGS	2,926,000
Beds, Mattresses, Springs.....	1,671,000
Furniture & Other Furnishings...	1,255,000
HOUSEHOLD LAUNDRY PRODUCTS	29,940,000
Bleaches, Starches	4,814,000
Packaged Soaps, Detergents*.....	23,217,000
Miscellaneous	1,909,000
HOUSEHOLD PAPER PRODUCTS.	5,163,000
Cleansing Tissues	1,411,000
Food Wraps	1,417,000
Napkins	347,000
Toilet Tissue	755,000
Miscellaneous	1,233,000
HOUSEHOLD, GENERAL	4,101,000
Brooms, Brushes, Mops, etc.....	430,000
China, Glassware, Crockery, Con- tainers	356,000
Disinfectants, Deodorizers	1,090,000
Fuels (heating, etc.).....	488,000
Insecticides, Rodenticides	821,000
Kitchen Utensils	89,000
Miscellaneous	827,000
NOTIONS	384,000
PET PRODUCTS	4,411,000
PUBLICATIONS	757,000

Product	Est. Exp. 1958
SPORTING GOODS, BICYCLES, TOYS	3,045,000
Toys & Games.....	2,819,000
Miscellaneous	191,000
STATIONERY, OFFICE EQUIPMENT	149,000
TELEVISION, RADIO, PHONO- GRAPH, MUSICAL INSTRU- MENTS	1,501,000
Antennas	108,000
Radio & Television Sets.....	208,000
Records	750,000
Miscellaneous	435,000
TOBACCO PRODUCTS & SUPPLIES	31,119,000
Cigarettes	28,164,000
Cigars, Pipe Tobacco.....	2,562,000
Miscellaneous	393,000
TRANSPORTATION & TRAVEL... ..	2,937,000
Air	1,469,000
Bus	666,000
Rail	100,000
Miscellaneous	100,000
WATCHES, JEWELRY, CAMERAS.	4,459,000
Cameras, Accessories, Supplies... ..	290,000
Clocks & Watches.....	1,925,000
Jewelry	160,000
Pens & Pencils.....	1,988,000
Miscellaneous	96,000
MISCELLANEOUS	7,144,000
Trading Stamps	892,000
Miscellaneous Products	2,760,000
Miscellaneous Stores	3,492,000
TOTAL	\$511,770,000

* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

'EQUAL ACCESS' DRIVE GAINS GROUND

... Canon 35 Study Is Important Step

By ROBERT O. SWEZEY
Chairman, NAB Freedom
of Information Committee



CANON 35 of the Canons of Judicial Ethics of the American Bar Association is still the focal point of the broadcasters' struggle for equal access and recognition comparable to that afforded the print media. It will be recalled that Canon 35, which has been officially adopted in some eighteen states and followed as a matter of course in many others, arbitrarily denies the use of radio and television equipment as well as photographic equipment in the coverage of court proceedings. Considerable headway has been made during the past year in familiarizing lawyers, broadcasters and, to a certain extent, the general public with the arguments, pro and con, on this issue. Many articles have been written and many speeches made. Gradually, out of the welter of argument and discussion, it has become apparent that the real question involved is only whether photography and the broadcasting of court proceedings will interfere with the due administration of justice. If they do not, there is no basis for their prohibition.

A signal forward step was taken by the American Bar Association itself, motivated by the insistent appeals of the broadcasters, the press photographers, and a progressive element within the legal fraternity, including a number of prominent judges and attorneys. In the annual meeting of the Association held in Los Angeles in August of 1958, the House of Delegates, following the recommendation of its Board of Governors, authorized the President of the ABA to appoint a special committee composed of

nine members of the Association "to conduct a continuing study of the problem involved in connection with Canon 35 and the proposed amendment, with the authority to conduct such surveys (with the prior approval of the Board of Governors) as may be deemed necessary to obtain reliable factual data on the experience of judges and lawyers in those courts where either photography, televising or broadcasting, or all of them are permitted." In due course, after the Los Angeles meeting, the President of the ABA appointed that committee, which is presently considering the problem assigned to it. We anticipate that the committee will give the broadcasters ample opportunity to meet with the committee and fully discuss the situation.

The most helpful judicial support which our position has received during the past year was the decision of the Oklahoma Criminal Court of Appeals—the court of last resort in criminal matters—rendered in the case of Lyles vs. Oklahoma in September, which held that Canon 35 was "obsolete and unrealistic", and that radio and television are entitled to the same courtroom rights as the press. It remains for us broadcasters to demonstrate convincingly that we can cover court proceedings without causing interference or distraction of the participants; that television and radio are bona fide professional news media, and not merely purveyors of entertainment; that we are willing and able to conform to the standards of conduct essential to the preservation of dignity of court proceedings.



For SERVICE in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



TELEVISION DAILY

presents

***TELEVISION
NETWORKS***

**O & O STATIONS
AFFILIATED OUTLETS
U. S. MAP OF NETWORK
EXECUTIVE PERSONNEL**



1959

DAYTIME TV SHOWS CAN SUCCEED ... But They Can't Be Built Overnight

By OLIVER TREYZ
President, ABC Television



OCTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

* * *

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our ex-

panded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

* * *

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

* * *

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.

ABC TELEVISION NETWORK

JAMES G. RIDDELL **Vice President in Charge of Western Division**

James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.



WILLIAM P. MULLEN **Vice President in Charge of Sales**



William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

THOMAS W. MOORE **Vice President in Charge of Programming and Talent**

Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.

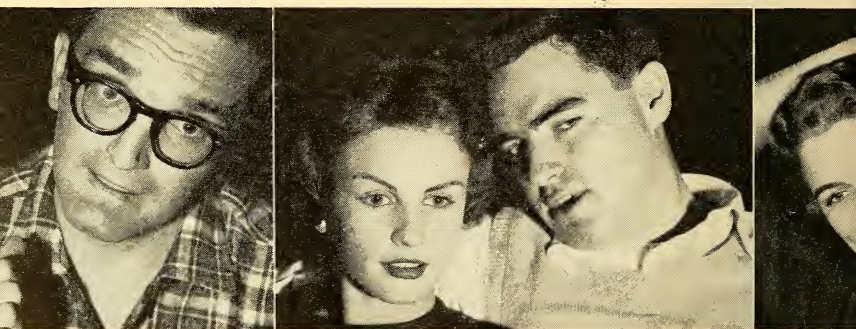




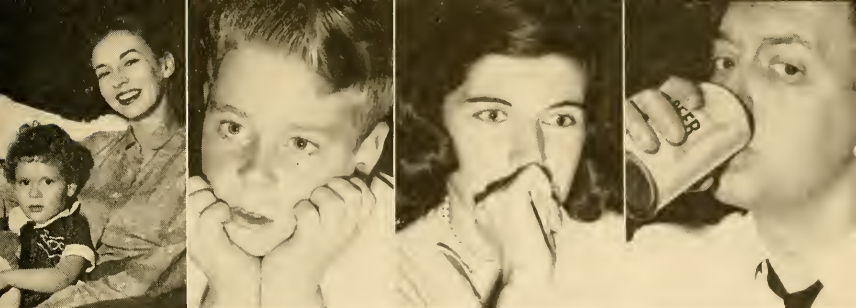
ABC Television has gained more homes



combined...wins top ratings most



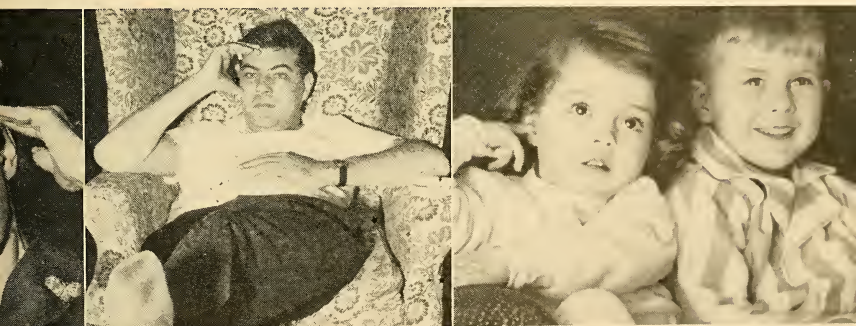
in the Top Ten. Clearly, America



by far than the two other networks



nights of the week...has most programs



has turned to ABC-TV. Have you?

ABC TELEVISION



ABC Television has gained more homes

by far than the two other networks



combined...wins top ratings most

nights of the week...has most programs



in the Top Ten. Clearly, America

has turned to ABC-TV. Have you?

ABC TELEVISION

A M E R I C A N BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company
 Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC
 Oliver Treyz... Pres. TV Network
 Julius Barnathan... Vice President
 James W. Beach... Vice-President
 Alfred Beckman... Vice-President
 Slocum Chapin... Vice-President
 Girard Chester... Vice-President
 Donald Coyle... Vice-President
 Sanford Cummings... Vice-President
 John Daly... Vice-President
 Edward DeGray... Vice-President
 Theodore Fetter... Vice-President
 Michael J. Foster... Vice-President
 Henry T. Hede... Vice President
 Robert H. Hinckley... Vice-President
 Earl Hudson... Vice-President
 Frank Marx... Vice-President
 John H. Mitchell... Vice-President
 Thomas Moore... Vice-President
 William P. Mullen... Vice-President
 Sterling C. Quinlan... Vice-President
 James C. Riddell... Vice President
 Stephen Riddleberger... Vice President
 Selig Seligman... Vice-President
 Joseph Stamler... Vice-President
 William H. Trevarthen... Vice President
 Thomas Velotta... Vice-President
 Mortimer Weinbach... Vice-President
 Omar Elder... Secretary & Assistant General Counsel
 Michael P. Boland... Assistant Treasurer
 J. Russell Gavin... Assistant Treasurer

TELEVISION

Oliver Treyz... President of ABC-TV Network

Engineering

Frank Marx... Vice-President in Charge
 G. Edward Hamilton... Dir. of Eng. Oprs.
 Richard Hamilton... Supervisor of Communications
 George Milne... Dir. of Traffic & Comm.
 Clure Owen... Administrative Assistant
 John Preston... Director of Engineering Facilities
 Lawrence A. Ruddell... Recording Director
 Reginald Willcocks... Traffic Manager
 Merle Worster... Eastern Engineering Ops. Mgr.

Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC
 George Ast... Purchasing Agent

Michael P. Boland... Assistant Treasurer
 Joseph Fitzpatrick... Internal Auditor
 J. Russell Gavin... Assistant Treasurer
 Edward Graessle... Manager of Treasury Affairs
 Marie McWilliams... Director of Personnel
 Joseph Spagnola... Dir. of Office & Studio Services

Legal

Mortimer Weinbach... Vice-President & General Counsel
 Omar Elder... Secretary & Ass't. General Counsel
 Richard L. Freund... Dir. of Labor Relations

Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent
 Theodore H. Fetter... V.P. & Program Director
 Giraud Chester... V.P. in Charge of Daytime Programs
 Armund Grant... Dir. Daytime Progs.
 John B. Green... Ntwk. Exec. Producer
 Frederick P. Laffey... Business Manager & Budget Officer
 Leonard Maskin... Admin. Mgr.
 Daniel Melnick... Program Development Manager
 William Seaman... Program Production Manager
 William Whitehouse... Dir. of Sports

Services

Walter Trevarthen... V.-P. in Charge
 Bernard Paulson... Mgr., Production Services
 John Kneeshaw... Oprs. Mgr.
 Ruth K. Blaine... Bus. Mgr.
 James McNaughton... Executive Art Director
 Frederick J. Schuhman... Studio Services Coordinator
 Arthur Segal... Plant Svcs. Spv.

News, Special Events & Public Affairs

John Daly... Vice-President in Charge of News, Special Events & Public Affairs
 Donald G. Coe... Dir. of Special Events and Ops.
 Catharine Lynch... Librarian
 Francis N. Littlejohn... Dir. of News & Public Affairs
 Wiley Hance... Mgr. of Public Affairs

Press Information

Michael J. Foster... Vice-President in Charge
 Stephen Strassberg... Director of Press Information
 Sidney R. Mesibow... Dir. of Spec. Exploitation Projects

Station Clearance

Donald S. Shaw Jr... Director of Station Clearance
 Joseph Ciaquinto... Manager Station Clearance

Continuity Acceptance

Grace Johnsen... Director

Advertising

Dean Linger... Dir. of Advertising

Sales

William P. Mullen..... V.P. in Charge
Donald W. Coyle..... V.P. & TV Gen. Sales Mgr.
Slocum Chapin..... V.P. in charge of Western
Division TV Net-sales
Henry T. Hede..... V.P. Admin. Sls. Mgr.
Charles Ayres..... Eastern Sales Mgr.
Harold Day..... Dir. of Daytime Sales

Owned & Operated Stations

Stephen Riddleberger..... V.P. in Chg.

Station Relations

Alfred R. Beckman..... V.P. in Charge
Ralph S. Hatcher..... Mgr., Station Rel.

Research and Sales Development

Julius Barnathan..... V.P. in Chg. TV Research
Bert Briller..... Dir. of Sales Development
Robert P. Engelke..... Mgr. of Sales Development

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt..... President
Richard P. Morgan..... V.P. in Chge. Operations
William L. Clark..... Vice-President &
Director of Western Sales Division
Lee Francis..... Advertising & Promotion Manager
Joseph F. Greene..... Asst. to V.P., Synd. Sales
Raymond Fox..... Comptroller

CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan..... Vice-President in
Charge of WBKB
James W. Beach..... Vice-President and
Director of Network TV
Grover Allen..... Exec. Producer
Ralph Andrews..... Film Director
Manuel Fingerhut..... Comptroller, WBKB
William Gillogly..... Dir. of Sales, TV Net.
Elliott W. Henry, Jr..... Pub. and Prom. Dir.
William P. Kusack..... Manager of Engineering
Dept.
Rex Maupin..... Dir. of Music for WBKB &
ABC C. D.
Con O'Dea..... Manager, WBKB News &
Special Events

Daniel Schuffman..... Program Manager, WBKB
Matthew Vieracker..... General Manager, WBKB

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager
Joseph C. Cassel..... Comptroller
Harold Christian..... V. P., in Charge of
Merchandising & Research
Ralph Dawson..... Television Sales Manager
Charles Kocher..... Chief Engineer
John Lee..... Television Studio Manager
John Pival..... Vice-President for Television
Peter Strand..... TV Executive Producer
Hal Gordon..... Musical Director

HOLLYWOOD

ABC Television Center

Hollywood 27, Calif.

James G. Riddell..... Vice-President, Western Div.
J. Clifford Anderson..... Director of Labor Relations
Jack Brembeck..... Mgr., Adv., Pub., Promo.
Dorothy L. Brown..... Continuity Acceptance Editor,
Western Division
Milt Fishman..... Dir. Radio-TV News
Rowe S. Giesen..... Mgr. Prog. Svcs.
Theodore Grenier..... Chief Engineer, Western
Division

Earl Hudson..... V.P., Advisory, W.D.
Courtney McLeod..... Admin. Mgr., TV Progs.
Norma T. Olson..... Director TV Program
Operations

Daniel P. O'Reilly..... Dir. News Dept.
Austin Peterson..... Prog. Con. TV Network, W.D.
Frank G. Ralston, Jr..... Network Film Dept. Dir.
Peter G. Robinson..... Program Director, KABC-TV
Elton Rule..... Sales Manager, KABC-TV
Florence T. Schiro..... Personnel Director
Selig Seligman..... V.P. & Gen. Mgr. KABC-TV
John C. Wagner..... Controller, Western Division
Ernest Stern..... Dir. of Publicity
Western Division

Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.
Sanford Cummings..... V.P. Net. Prog. Dept.
Mitchell L. Gamson..... ABC Coordinator-
Warner Bros. TV
Gene Gordon..... ABC-Disney Coord.
Chester Kulman..... Mgr. Film Dept., KABC-TV
Howard H. Lipstone..... Spv. Guest Relations
Robert Rowen..... Mgr. Purchasing Dept.
Norman Sloane..... Sales Serv. Mgr. &
Office Mgr., KABC-TV

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell..... V. P. in Charge of
San Francisco Office
George Rice..... Program Manager
Vincent Francis..... Western Division Sales Manager
TV Network
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager
Edith Kirby..... Traffic Manager
Robert Mitchell..... Film Editor
Noel Pazdral..... TV Sls. Opr. Mgr.
Lorraine Pedersen..... Continuity Acceptance Editor
David Sacks..... Sales Manager, KGO-TV
Henry Saroyan..... Comptroller & Purchasing Agent
Edward Smith..... Production Manager
Yale Roe..... Nat. Spot Sales Mgr.

WASHINGTON

4461 Connecticut Ave., N.W.

Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge
of Washington Office

WABC-TV, NEW YORK

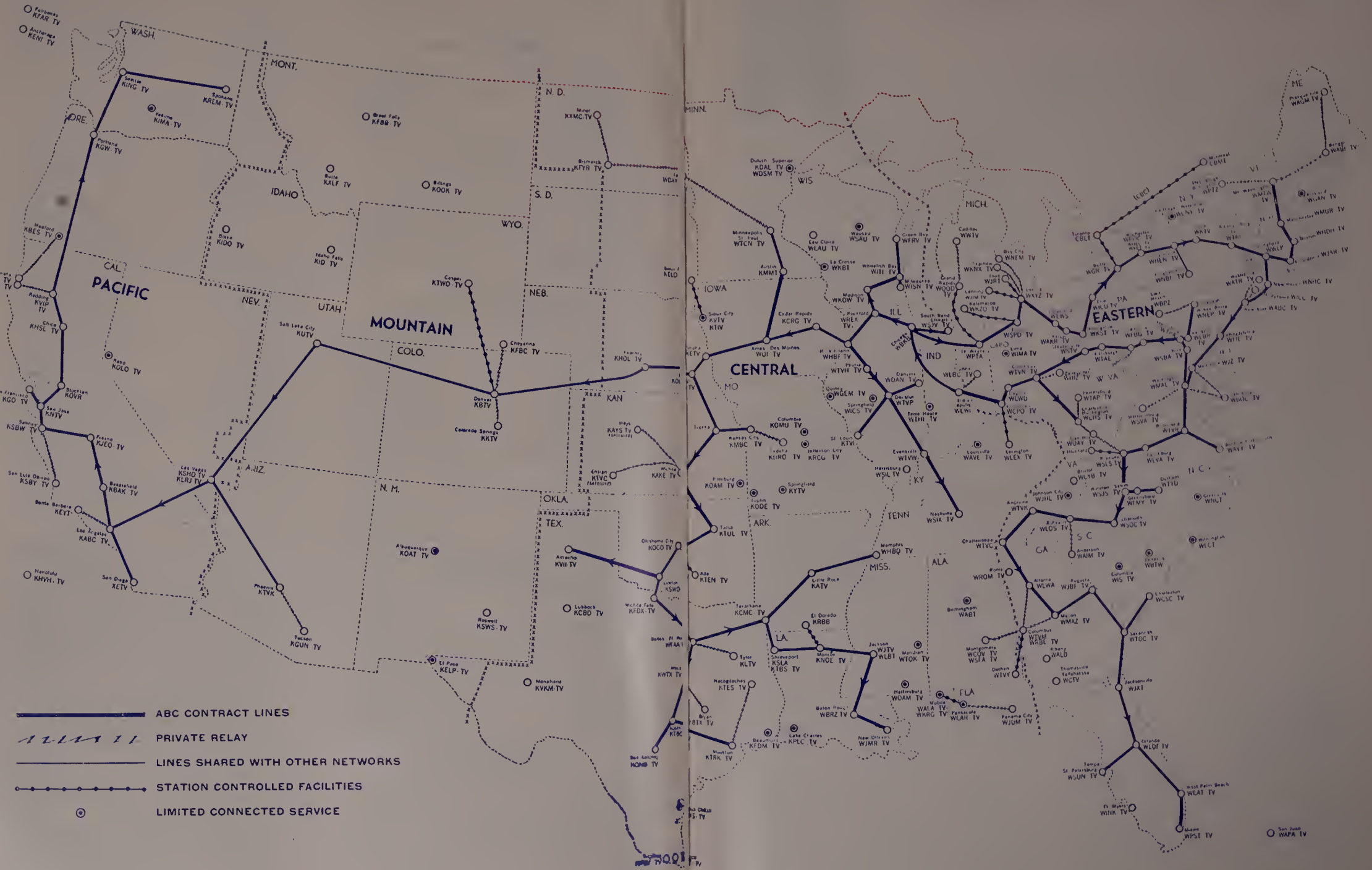
7 West 66th St., New York 22, N. Y.

Joseph Stamler..... V.P. in Charge of WABC-TV
Gordon Kunz..... Production Manager of WABC-TV
James Szabo..... Sales Mgr.
Alvin Hollander, Jr..... Program Director
Takashi Kako..... Film Director
Lawrence Eisenberg..... Publicity Director
Libby Calamio..... Art Director

ABC-TV Station Affiliates Association BOARD OF GOVERNORS

Chairman—Joseph Hladki..... KCRG-TV, Cedar
Rapids, Ia.
Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake
City, Utah
Secty.—Donald Davis..... KMBC-TV, Kansas
City, Mo.
Treas.—Howard Maschmeier..... WNHC, New
Haven, Conn.
Joseph Bernard..... KTVI-TV, St. Louis, Mo.
John Dilly..... WSJV, Elkhart, Indiana
Joseph Drilling..... KJEO-TV, Fresno, Calif.
John Gelder..... WCHS-TV, Charleston, W. Va.
D. A. Noel..... WHBQ-TV, Memphis, Tenn.

ABC TELEVISION NETWORK



- ABC CONTRACT LINES
- PRIVATE RELAY
- LINES SHARED WITH OTHER NETWORKS
- STATION CONTROLLED FACILITIES
- LIMITED CONNECTED SERVICE

PROGRAMMING IS TV'S CORNERSTONE

... Talent, \$\$\$ Essential Ingredients

By LOUIS G. COWAN
President, CBS Television



PROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodtkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Aurthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be

consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.

CBS TELEVISION NETWORK

LOUIS G. COWAN, **President of the CBS Television Network Division**

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included \$64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.



HUBBELL ROBINSON, JR. **Executive Vice President in Charge of Network Programs**

Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.



WILLIAM H. HYLAN **Vice President of Sales Administration**

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.





Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

During 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

The
novelty
of
television
has
worn
off . . .

CBS TELEVISION A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 250.

CBS TELEVISION DIVISION OFFICERS

Louis G. Cowan..... President
Hubbell Robinson Jr..... Exec. V.P. in Charge
of Network Programs
Harry G. Ommerle... Vice-President in Charge
of Network Programs
Michael Dann..... Vice President in Charge
of Network Programs, New York
William Dozier..... Vice President, Programs,
Hollywood
Guy Della Cioppa..... Vice President & Director
of Network Programs, Hollywood
R. M. Weitman..... V.P. Prog. Devel.
Oscar Katz... V.P. in Chg. of Daytime Programs
H. Leslie Atlass..... Vice-President in Charge
of Central Division
Edward L. Saxe... V.P. in Charge of Operations
General Services
William H. Hylan... V.-P. of Sales Administration
Thomas Dawson... Vice-President—Network Sales
Edmund C. Bunker... Vice-President and General
Sales Manager, Network Sales
William B. Lodge... Vice-President of Engineering
and Station Relations
W. Spencer Harrison..... Vice-President and
Business Mgr. of Talent & Contract Properties
Charles S. Steinberg..... Vice President,
Inform. Svcs.
Thos. K. Fisher..... Vice-President and
General Attorney
William J. Flynn..... Controller
Network Sales
Thomas H. Dawson... Vice-President—Network
Sales
Edmund C. Bunker..... Vice-President, General
Sales Manager, Network Sales
Sam K. Maxwell..... Daytime Sales Manager
Roland Blair..... Mid-Western Sales Manager
Robert Swats..... Detroit Sales Manager
William J. Fagan..... Business Manager
Robert Hoag..... Program Sales Mgr.
Edward F. Lethen, Jr..... Manager of Network
Sales Development

George Zurich..... Sales Service Manager
George A. Kolpin..... Contract Manager

Affiliate Relations

Carl Ward..... Vice-President in Charge
Gordon Hayes..... National Mgr.
Robert Wood..... Mgr., Contracts & Records
Bert Lown..... Western Manager
Ed Scovill..... Midwest Manager
David R. Williams..... Eastern Manager
Donald Clancy..... Administrative Manager
Robert F. Jamieson... Mgr. of Station Contracts

Network Programs

Hubbell Robinson, Jr... Executive Vice President
in Charge of Network Programs
Harry G. Ommerle... Vice-President in Charge
of Network Programs
Michael Dann..... Vice-President in Charge
of Network Programs, N. Y.
William Dozier..... Vice-President,
Programs, Hollywood
Guy Della Cioppa..... Vice-President & Director,
Network Programs, Hollywood
R. M. Weitman..... V.P. Prog. Devel.
Oscar Katz..... Vice President in Charge
of Daytime Programs
Lester Gottlieb..... Director, Progr. Develop.
Robert D. Martin... Talent & Casting Director
New York
Bert Berman... Dir. of Daytime Pgm. Development
Richard Lewine..... Director, Special Programs

Operations

Edward L. Saxe..... Vice-President in Charge
of Operations
Henry Grossman... Dir. of Facilities Operations
R. G. Thompson..... Director of Technical
Operations
E. Carlton Winckler..... Dir. Prod. Ops.
H. C. Meier... Manager of Network Operations
Newell T. Schwin..... Dir. Production Sls.
Walter R. Pierson... Dir. Production Facilities
Planning
Albert J. Raymond..... Mgr. of Theater and
Stage Operations
Anthony Boschetti... Manager of Procurement
Paul Wittlig..... Manager of New Effects
Development
Orville Sather... Manager of Technical Operations
M. Clay Adams... Manager of Film Productions
Operation

Gordon Shadwick.....Manager of Film Service
Operations
George Lehmann.....Manager of Scenery
Construction

Advertising & Sales Promotion

William Golden.....Creative Director
George Bristol.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy.....Director of Program Promotion
Richard Golden.....Director of Sales Presentations
David Fuchs.....Mgr., Sales Presents.
Leonard Broom.....Promotion Mgr., N. Y.
Edward Side.....Production Manager

Press Information

Charles Steinberg.....Vice President
Information Services
Hank Warner.....Director, Press Information
Harry Feeney.....Manager of Trade &
Business News
Robert Blake.....Director—Hollywood
Dorothy Leffler.....Director of Magazine Division

Research

Jay Eliasberg.....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist.....Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering
and Affiliate Relations
A. B. Chamberlain.....Dir. of Engineering
H. A. Chinn.....Chief Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison.....Vice-President and Busi-
ness Mgr. of Talent & Contract Properties
Philip Feldman.....V.P. & Bus. Mgr., Talent
& Contracts, Hollywood
Merritt H. Coleman.....Director of Business Affairs
David Klingner.....Budget Control Manager

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley.....Director, Accounting Ops.

Executive Division, Hollywood

H. G. Theis.....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge
of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Jack Bush.....Manager of News Film Production
George Crothers.....Director of Educational &
Religious Broadcasts
Henry Wefing.....Executive Assistant to
Director News
James Burke.....Assignment Editor, CBS News
David Zellmer.....Executive Producer of TV News
Robert Skedgell.....Exec. Producer of Radio News
William MacPhail.....Director of Sports
Theodore F. Koop.....Director of News and
Public Affairs, Washington

CBS TELEVISION STATIONS DIVISION

Merle S. Jones.....President
Craig Lawrence.....Vice President in Charge of
CBS Television-Owned Stations
WCBS-TV, 488 Madison Ave.
New York 22, N. Y.

Frank Shakespeare, Jr.....General Manager
Norman E. Walt.....Sales Manager
Clarence Worden.....Assistant to General Manager
Dan Gallagher.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
John Horn.....Publicity Manager
WBBM-TV, 410 N. Michigan Ave.
Chicago, Ill.

H. Leslie Atlas.....Vice-President, Central Division
KNXT, 1313 North Vine St.
Los Angeles 28, Calif.
Clark B. George.....General Manager
WCAU-TV, City Line &
Monument Aves., Phila., Pa
John Schneider.....General Manager
KMOX-TV, 12th & Cole Streets
St. Louis 4, Mo.

Gene Wilkey.....General Manager
CBS Television Spot Sales
Bruce Bryant.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Arthur Elliott, Jr.....Eastern Sales Manager
Frank Elliott.....Director Sales Development
W. Thomas Dawson.....Director Sales Promotion
Branch Offices

John White.....Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser.....Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
Howard Marsh.....Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
Richard Loftus.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles
CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President
Leslie Harris.....Vice-President, Production
John Howell.....Vice President & Gen. Sls. Mgr.
Fred Mahlstedt.....Dir. Oper. & Prodn.
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
Murray Benson.....Dir. of Licensing
Robert Fuller.....Dir. of Publicity
Howard Kany.....Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge
Tom Means.....Director

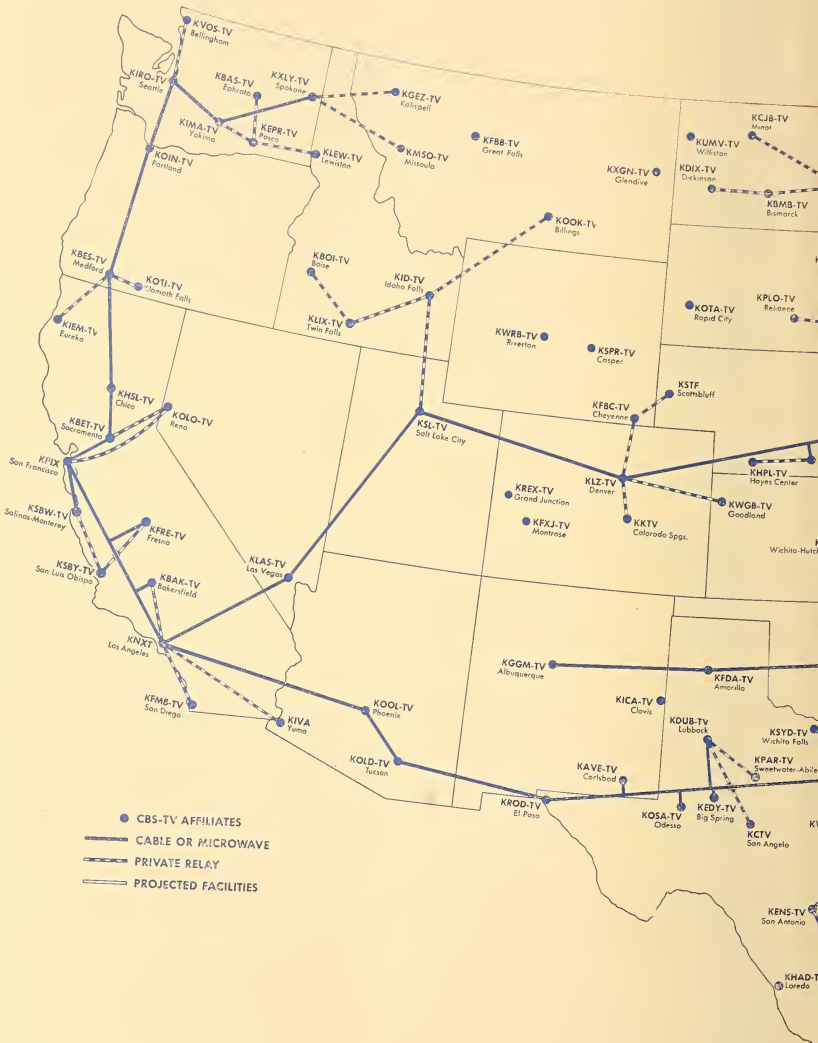
Information Services

Charles Oppenheim.....Director
Howard Berk.....Dir. of Publicity, CBS Owned
TV Stations & CBS-TV Spot Sls.

Legal

Thomas K. Fisher.....V.P. & Gen. Attorney
Programming
Hal Hough.....Director

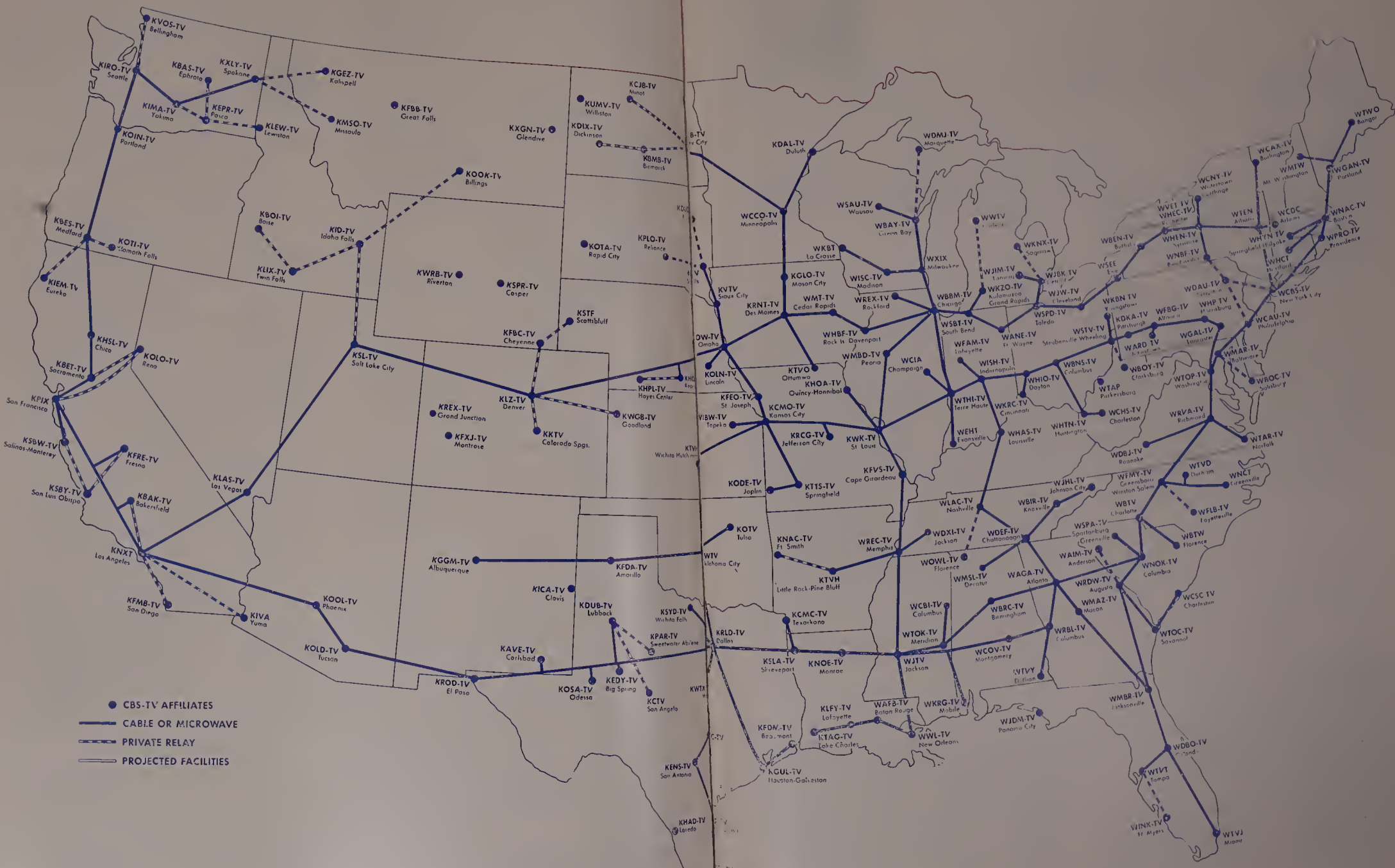
CBS TELEVIS



ON NETWORK



CBS TELEVISION NETWORK



- CBS-TV AFFILIATES
- CABLE OR MICROWAVE
- - - PRIVATE RELAY
- PROJECTED FACILITIES

NETWORK TV OFFERS BARGAIN BUYS ... To The Small-Budget Advertiser

By WALTER D. SCOTT
Executive Vice President
NBC-TV Network



In this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as \$500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

* * *

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under \$1,000,000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen

in over 100 leading markets. Here are some of the schedules available to such an advertiser:

* * *

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

* * *

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs—specials, mystery, western, news or variety—any time of the day or night, on network television.

NBC TELEVISION NETWORK

ROBERT E. KINTNER President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas and with the War Department Bureau of Public Relations in Washington. He joined ABC in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.



DAVID C. ADAMS Senior Executive Vice President

David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC.




WALTER D. SCOTT Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.







By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION
• BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR
THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTER-
NATIONAL BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDA-
TION • STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 265.

DEPARTMENTS EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Morton Gaffin.....Dir., New Bus. & Prom.
John W. Mulholland..Mgr. Central TV Spot Sales
David Scott.....Mgr., New England Spot Sales

NBC Owned Stations WRCA-TV, New York

William N. Davidson...V.P. & General Manager

WNBC, New Britain-Hartford

Peter B. Kenney.....V.P. & General Manager

WRC-TV, Washington

Arleton D. Smith.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray....V.P. & General Manager

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
David Levy.....V.P., TV Network Programs
and Talent

TV NETWORK BUSINESS AFFAIRS

Norman Racusin.....Director, Business Affairs
John J. Heywood.....Director, Unit Manager

NEWS

William McAndrew.....Vice President, News
Joseph O. Meyers.....Director, News
Julian Goodman.....Mgr., News & Special
Events, Washington
William Ray.....Mgr., News, Central Div.
Stanley G. Rotkewicz..Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
George Heineman.....Mgr. Public Affairs
Leslie C. Vaughan.....Manager, Administration
News

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs
Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....Dir. Nighttime Programs
Joseph P. Cunneff....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Mgr., Special Projects
Carl Lindemann, Jr.....Dir. Day Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
Albert McCleery.....Exec. Producer
Roger Muir.....Exec. Producer
James H. Nelson.....Prog. Services
George M. Rogers, Jr.....Mgr., Administ.
Participating Programs
Herbert Sussan.....Dir. Special Programs
David Tebet.....Gen. Program Exec.
Ernest V. Theiss.....Mgr. Night Prog. Admins.

Music

Samuel Chotzinoff.....Gen. Music Director

TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales
Don Durgin.....V.P., TV Network Sales
Edward R. Hitz.....V.P., TV Sales, Central Div.
Thomas B. McFadden....V.P., Gen. Sales Exec.
Charles R. Abry.....Gen. Sales Exec.
Raymond F. Eichman....Dir. Sales Presentations
& Promotion
Harry T. Floyd.....Mgr., TV Sales, Western Div.
Stephen Flynn.....Dir., TV Sales Services
Walter W. Cross.....Mgr., TV Sales, Detroit
David Hedley.....Mgr., TV Sales Presentations
James Hergen.....Director, Partic. Program Sales
Arthur Johnson.....Mgr., Station Sales
Richard L. Linkroum....Dir., Spec. Pgm. Sales
Robert McFadyen....Dir., TV Sales Development
Hamilton Robinson....Mgr., Office Services
Andrew Ross.....Art Dir., Sales Plann.
Dean Shaffner.....Dir., Sales Planning
Ira Wolff.....Mgr., Sales Prom.

FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation
Nicholas Gilles.....Director, Business Affairs
Sherman Hildreth.....Dir., Station Fac. Ops.

Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.
Paul Gallant.....Mgr., Radio Technical Ops.
Henry P. Hayes.....Mgr., Radio Recording Sales
James Chenard.....Business Mgr.
Charles Bennis.....Mgr., Radio Recording

Design, Art & Scenic Production

Walter E. Giebelhaus....Dir., TV Net. Design,
Art & Scenic Prodn.
Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services
Peter Bonardi.....Mgr., Scenic Const. & Painting
John P. Seibert.....Business Mgr.

General Services

William S. Hedges.....V.P., General Services
Michael Clancy.....Supervisor, Protection
Edwin L. Dunham....Mgr., Music Library & Svcs.
Mildred Joy.....Chief Librarian

Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.
Henry Moss.....Mgr., Film Services
Stanley Parlan.....Mgr., Film Coordination
& Preparations
Chas. L. Townsend....Mgr., Film & Kine Oper.
Edward A. Whitney.....Mgr., Bcst. Routine
Charles Corcoran....Mgr., Video Tape, Film, &
Kine Operations

TV Network Live Operations

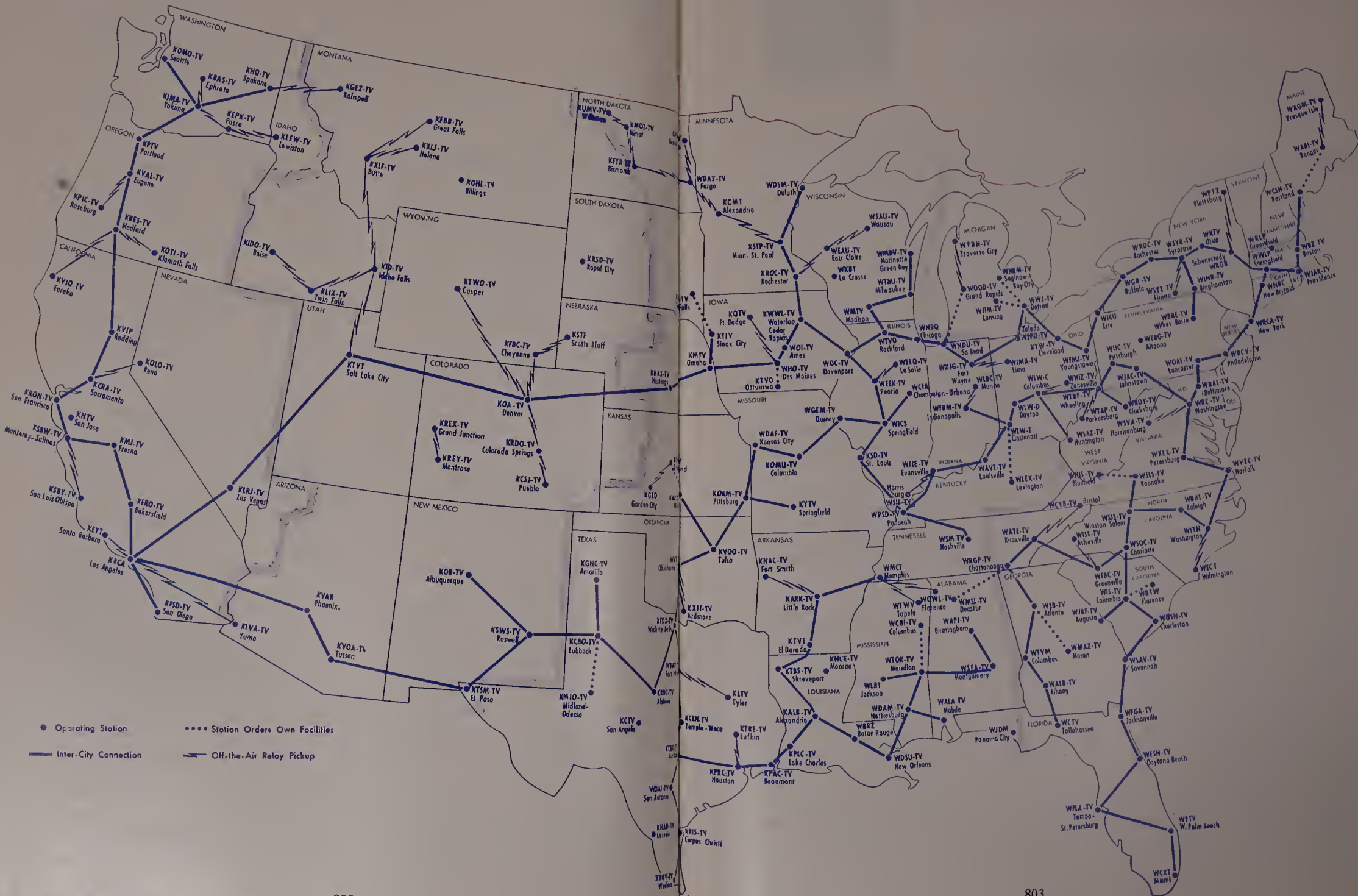
Anthony Hennig.....Dir., TV Net. Live Ops.
Richard Aimone.....Mgr., Effects
Thomas H. Phelan....Mgr., Maint. & Plant Fac.
Humbert Rodomista...Mgr., Scheduling & Adm.
John B. Rogers.....Mgr., Studio & Theatre Ops.
Courtney A. Snell.....Mgr., N. Y. Field Ops.
Thomas G. Tart.....Business Mgr.

Operations Control & Planning

Norman H. Grant....Dir., Ops. Control & Planning
Richard H. Edmondson...Mgr., Tech. &
Ops. Planning
Robert MacKichan....Mgr., Show Requirements
& Estimating
George McElrath.....Mgr., Broadcast Central
Peter Affe.....Mgr., Facilities
Planning & Utilization
John J. Weir.....Mgr., Broadcast & Operations

NBC TELEVIS

ION NETWORK



THE EARLY YEARS OF A FILM NETWORK

... Another National Program Service?



By CHARLES (Bud) BARRY
President, NTA Film Network

THERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely

grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

- a. Not enough independent stations in many markets.
- b. Not enough prime time available on stations already affiliated with our major competitors.
- c. Not enough programs.
- d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammelled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.

NTA TELEVISION NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

Chairman of the Board.....Ely A. Landau
President.....Charles C. Barry
Exec. Vice President.....Oliver A. Unger
Vice President.....Harold Goldman
Vice President.....Edythe Rein
Vice President.....David Melamed
Treasurer.....Eric Haight
Secretary.....H. I. Bucher
Controller.....Burton Lippman
Board of Directors.....Ely A. Landau,
Oliver A. Unger, Harold Goldman, Edythe Rein,
Harold Kovner, Charles C. Barry.
Director of Station Relations....Anthony Azzatu
Exec. Dir. Advertising, Promotion, Merchandising
Lester Krugman
Dir. of Network Operations....Lynn Christenson
Director of Press.....Harry Albus
Dir. of Promotion, Sales Service..Martin Roberts
Dir. of Merchandising.....Irving Lichtenstein
Creative Director, Advertising....Ernest Fladell

BRANCH OFFICES

Chicago

612 N. Michigan Ave.
Chicago, Ill.
MI 2-5561

Hollywood

8721 Sunset Blvd.
Hollywood, Calif.
OL 2-7222

SWEETEST THING IN SIGHT

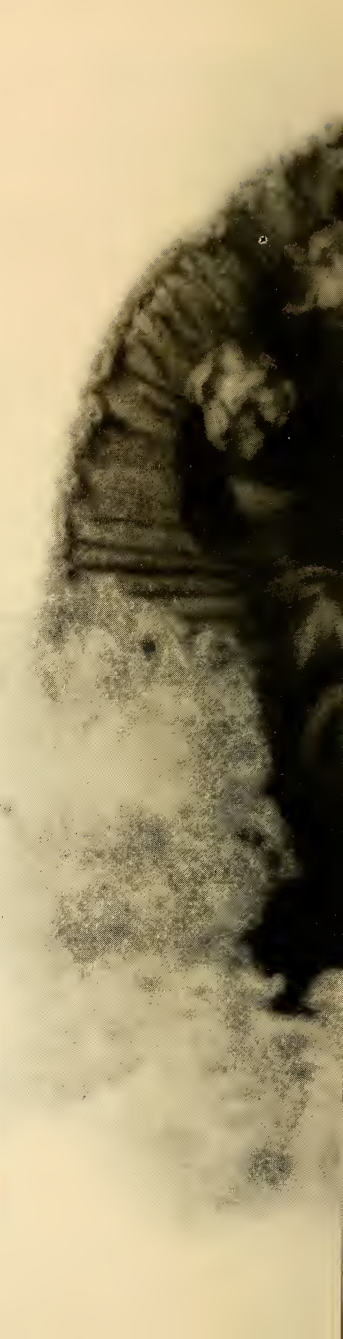
It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

SHIRLEY TEMPLE SPRING SPECIALS / SHIRLEY TEMPLE FALL FESTIVAL '59

(8 weekends: April 5 through May 24, 1959)

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine productions. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

(12 weekends: Oct. 3 through Dec. 20, 1959)





Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N. Y. JU 2-7300 **NTA TELEVISION NETWORK**

SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

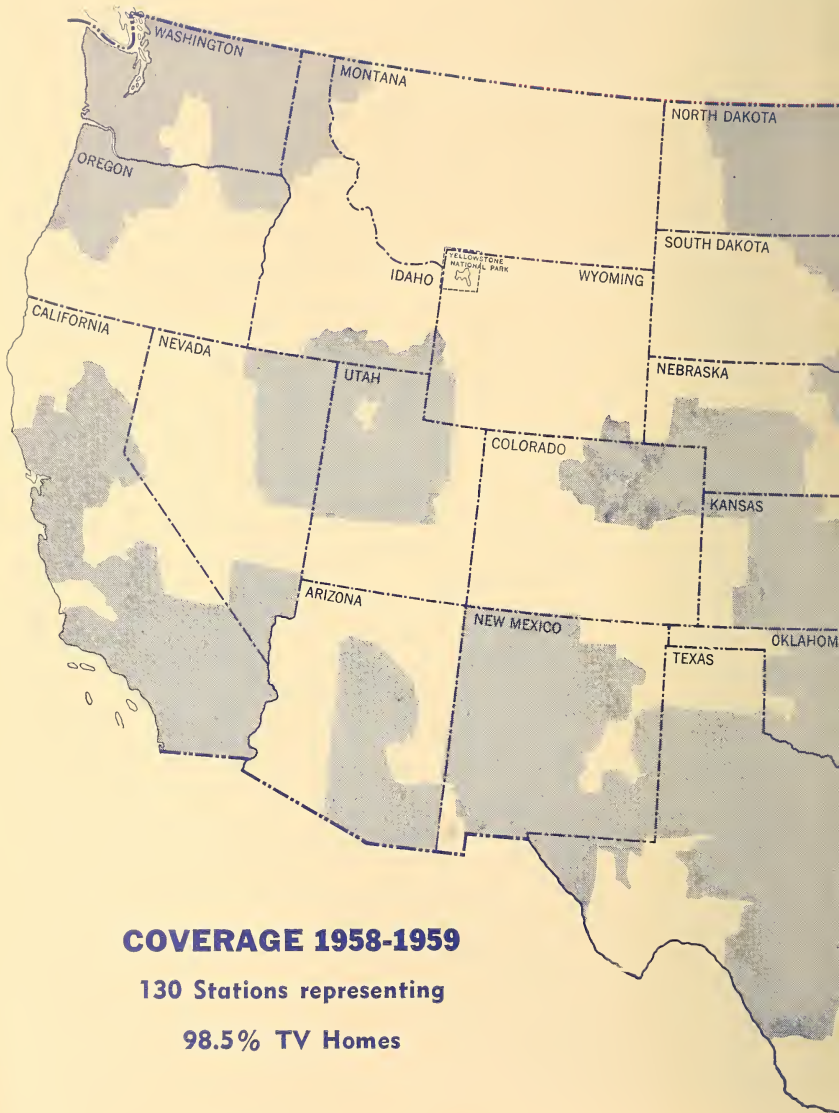
In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

SHIRLEY TEMPLE SPRING SPECIALS / SHIRLEY TEMPLE FALL FESTIVAL '59

(8 weekends: April 5 through May 24, 1959)

(12 weekends: Oct. 4 through Dec. 20, 1959)



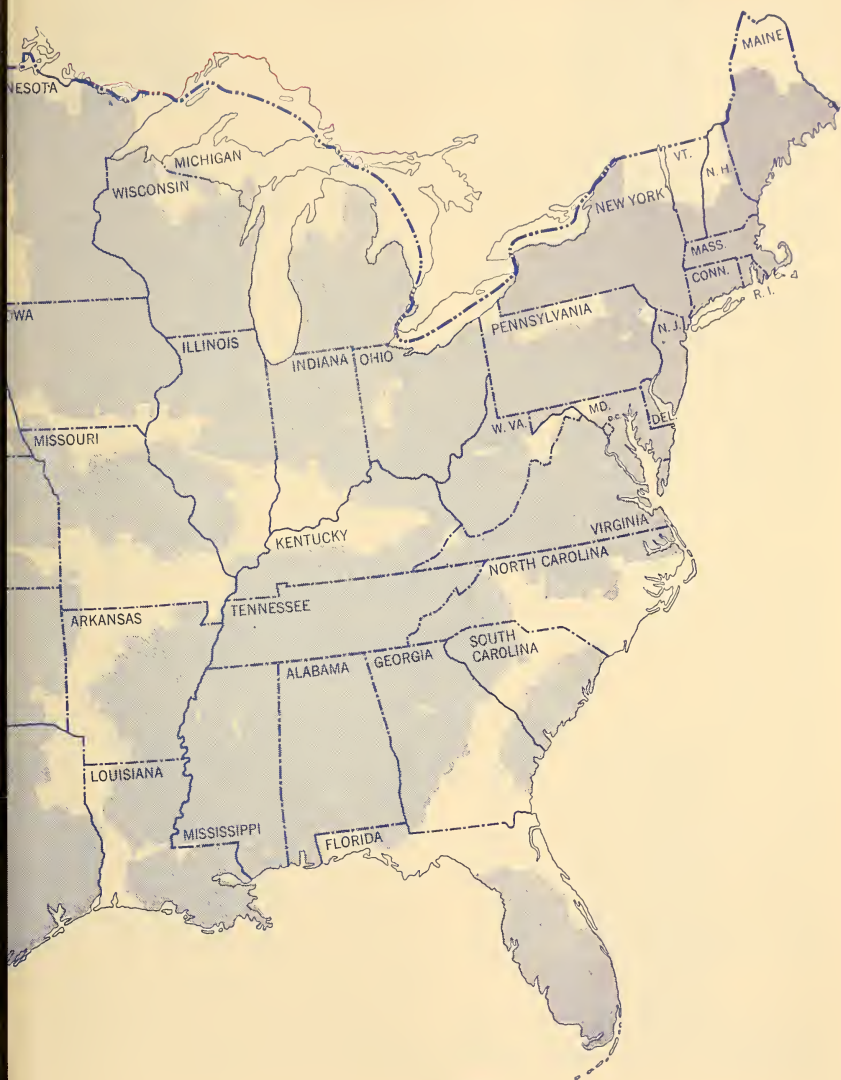


COVERAGE 1958-1959

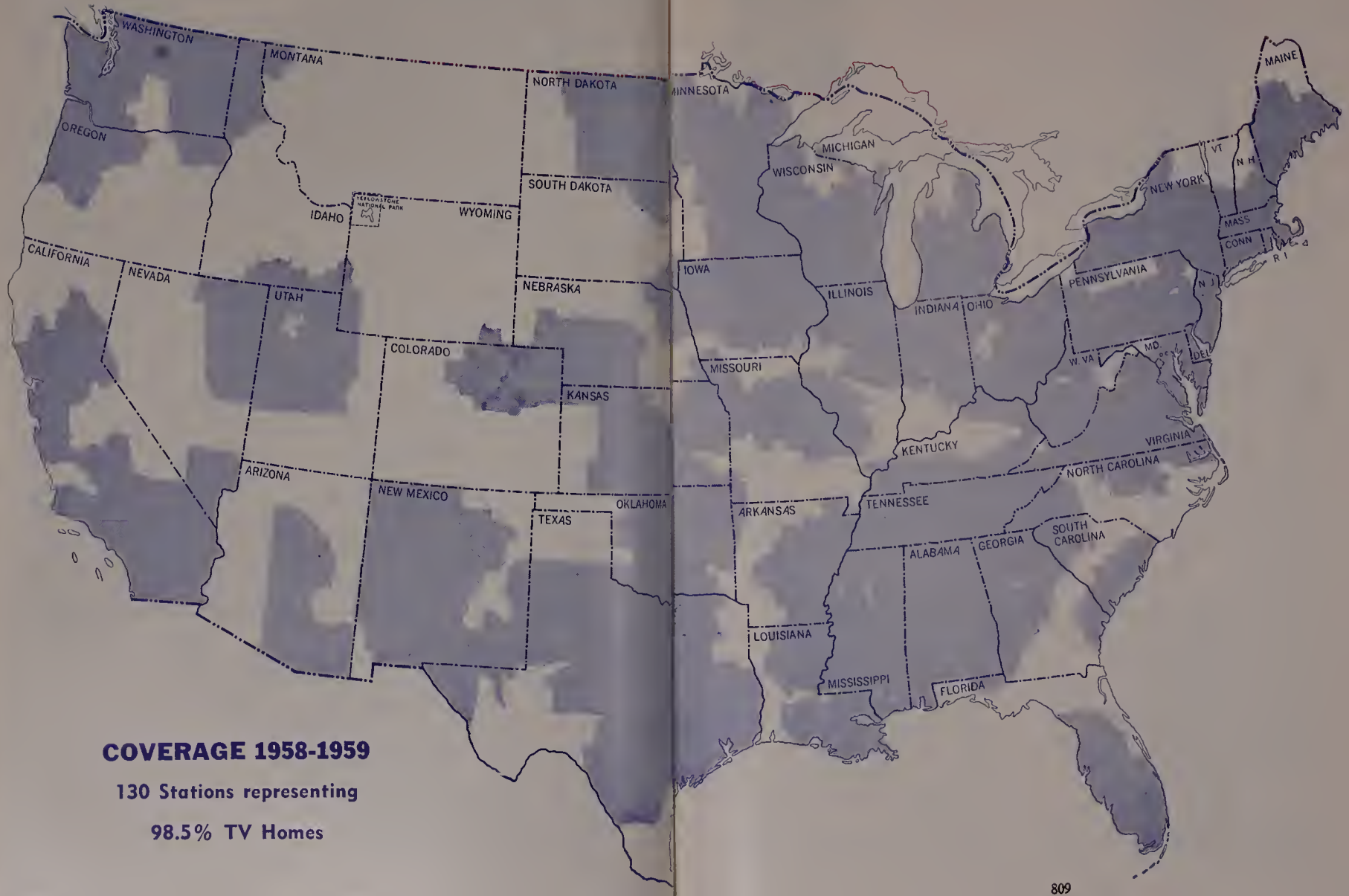
130 Stations representing

98.5% TV Homes

NETWORK



NTA TELEVISION NETWORK



TELEVISION FILM'S FOREIGN MARKET— ... A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.



THE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

* * *

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

* * *

To take care of the needs of this increasing world-wide activity, the production and distribution com-

panies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the upswing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

* * *

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

TELEVISION DAILY

presents

TV STATIONS

KEY PERSONNEL
ADDRESSES & PHONE
ALPHABETICALLY LISTED
BY STATES AND CITIES
STATISTICAL COVERAGE

1959

TELEVISION STATIONS

Commercial Stations of U. S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	852	KFDA-TV	Amarillo, Tex.	885
KABC-TV	Los Angeles, Calif.	823	KFDM-TV	Beaumont, Tex.	886
KAKE-TV	Wichita, Kan.	846	KFDX-TV	Wichita Falls, Tex.	894
KALB-TV	Alexandria, La.	847	KFEQ-TV	St. Joseph, Mo.	858
KARD-TV	Wichita, Kan.	846	KFJZ-TV	Fort Worth, Tex.	889
KARK-TV	Little Rock, Ark.	819	KFMB-TV	San Diego, Calif.	824
KATV	Little Rock, Ark.	821	KFRE-TV	Fresno, Calif.	821
KAVE-TV	Carlsbad, N. M.	863	KFSD-TV	San Diego, Calif.	824
KAYS-TV	Hays, Kan.	845	KFVS-TV	Cape Girardeau, Mo.	857
KBAK-TV	Bakersfield, Calif.	821	KFYR-TV	Bismarck, N. D.	868
KBES-TV	Medford, Ore.	875	KGBT-TV	Harlingen, Tex.	889
KBET-TV	Sacramento, Calif.	823	KGGM-TV	Albuquerque, N. M.	863
KBLR-TV	Goodland, Kan.	845	KGHL-TV	Billings, Mont.	858
KBMB-TV	Bismarck, N. D.	868	KGLD	Garden City, Kan.	845
KBOL-TV	Boise, Ida.	839	KGLO-TV	Mason City, Iowa	844
KBTW	Denver, Colo.	827	KGMB-TV	Honolulu, Hawaii	837
KBTX-TV	Bryan, Tex.	886	KGNC-TV	Amarillo, Tex.	885
KCBD-TV	Lubbock, Tex.	891	KGNS-TV	Laredo, Tex.	891
KCEN-TV	Temple, Tex.	894	KGO-TV	San Francisco, Calif.	824
KCIX-TV	Nampa, Ida.	839	KGUL-TV	Galveston-Houston, Tex.	889
KCKT	Great Bend, Kans.	845	KGUN	Tucson, Ariz.	819
KCMC-TV	Texarkana, Tex.	894	KGW-TV	Portland, Ore.	875
KCMO-TV	Kansas City, Mo.	857	KHAS-TV	Hastings, Neb.	859
KCMT	Alexandria, Minn.	853	KHJ-TV	Los Angeles, Calif.	823
KCOP-TV	Los Angeles, Calif.	823	KHOL-TV	Kearney, Neb.	859
KCOR-TV	San Antonio, Tex.	893	KHQ-TV	Spokane, Wash.	898
KCRA-TV	Sacramento, Calif.	824	KHQA-TV	Hannibal, Mo.	857
KCRG-TV	Cedar Rapids, Iowa	844	KHSL-TV	Chico, Calif.	821
KCSJ-TV	Pueblo, Colo.	827	KHVH-TV	Honolulu, Hawaii	837
KCTV	San Angelo, Tex.	893	KICA-TV	Clovis, N. M.	863
KDAL-TV	Duluth-Superior, Minn.	853	KID-TV	Idaho Falls, Ida.	839
KDIX-TV	Dickinson, N. D.	868	KIEM-TV	Eureka, Calif.	821
KDKA-TV	Pittsburgh, Pa.	879	KIMA-TV	Yakima, Wash.	899
KDUB-TV	Lubbock, Tex.	891	KING-TV	Seattle, Wash.	898
KEDY-TV	Big Spring, Tex.	886	KINY-TV	Juneau, Alaska	818
KELO-TV	Sioux Falls, S. D.	882	KIRO-TV	Seattle, Wash.	898
KELP-TV	El Paso, Tex.	887	KIVA	Yuma, Ariz.	819
KENI-TV	Anchorage, Alaska	818	KJEO	Fresno, Calif.	821
KENS-TV	San Antonio, Tex.	893	KKTV	Colorado Springs, Colo.	825
KERO-TV	Bakersfield, Calif.	821	KLAS-TV	Las Vegas, Nev.	861
KETV	Omaha, Neb.	860	KLFY-TV	Lafayette, La.	847
KEY-T	Santa Barbara, Calif.	825	KLIX-TV	Twin Falls, Ida.	839
KFAR-TV	Fairbanks, Alaska	818	KLOR-TV	Provo, Utah	894
KFBB-TV	Great Falls, Mont.	859	KLRJ-TV	Las Vegas, Nev.	861
KFBC-TV	Cheyenne, Wyo.	901			

Station	City—State	Page	Station	City—State	Page
KLTV	— Tyler, Tex.	894	KREY-TV	— Montrose, Colo.	827
KLZ-TV	— Denver, Colo.	825	KRGV-TV	— Weslaco, Tex.	894
KMBC-TV	— Kansas City, Mo.	857	KRIS-TV	— Corpus Christi, Tex.	886
KMID-TV	— Midland, Tex.	892	KRLD-TV	— Dallas, Tex.	887
KMJ-TV	— Fresno, Calif.	821	KRNT-TV	— Des Moines, Iowa	844
KMMT	— Austin, Minn.	853	KROC-TV	— Rochester, Minn.	855
KMOŞ-TV	— Sedalia, Mo.	858	KROD-TV	— El Paso, Tex.	889
KMOX-TV	— St. Louis, Mo.	858	KRON-TV	— San Francisco, Calif.	824
KMSO-TV	— Missoula, Mont.	859	KRSD-TV	— Rapid City, S. D.	882
KMSP-TV	— Minneapolis-St. Paul, Minn.	855	KRTV	— Great Falls, Mont.	859
KMTV	— Omaha, Neb.	860	KSBW-TV	— Salinas, Calif.	824
KMVI	— Wailuku, Hawaii	837	KSBY-TV	— San Luis Obispo, Calif.	825
KNAC-TV	— Fort Smith, Ark.	819	KSD-TV	— St. Louis, Mo.	858
KNOE-TV	— Monroe, La.	847	KSHO-TV	— Las Vegas, Nev.	861
KNOP-TV	— North Platte, Neb.	860	KSL-TV	— Salt Lake City, Utah	894
KNOX-TV	— Grand Forks, N. D.	869	KSLA-TV	— Shreveport, La.	848
KNTV	— San Jose, Calif.	825	KSPR	— Casper, Wyo.	901
KNXT	— Los Angeles, Calif.	823	KSTP-TV	— St. Paul-Minneapolis, Minn.	855
KOA-TV	— Denver, Colo.	827	KSOW-TV	— Lawton, Okla.	874
KOAM-TV	— Pittsburg, Kan.	846	KSWO-TV	— Roswell, N. M.	863
KOAT-TV	— Albuquerque, N. M.	863	KSYP-TV	— Wichita Falls, Tex.	894
KOB-TV	— Albuquerque, N. M.	863	KTAG-TV	— Lake Charles, La.	847
KOCO-TV	— Enid, Okla.	874	KTBC-TV	— Austin, Tex.	886
KODE-TV	— Joplin, Mo.	857	KTBS-TV	— Shreveport, La.	848
KOIN-TV	— Portland, Ore.	875	KTEN	— Ada, Okla.	874
KOLD-TV	— Tucson, Ariz.	819	KTES	— Nacogdoches, Tex.	892
KOLN-TV	— Lincoln, Neb.	859	KTHV	— Little Rock, Ark.	819
KOLO-TV	— Reno, Nev.	861	KTIV	— Sioux City, Iowa	845
KOMO-TV	— Seattle, Wash.	898	KTLA	— Los Angeles, Calif.	823
KOMU-TV	— Columbia, Mo.	857	KTNT-TV	— Tacoma-Seattle, Wash.	899
KONA-TV	— Honolulu, Hawaii	837	KTRE-TV	— Lufkin, Tex.	892
KONO-TV	— San Antonio, Tex.	893	KTRK-TV	— Houston, Tex.	891
KOOK-TV	— Billings, Mont.	859	KTRX	— Kennewick-Pasco, Wash.	898
KOOL-TV	— Phoenix, Ariz.	818	KTSM-TV	— El Paso, Tex.	889
KOSA-TV	— Odessa, Tex.	892	KTTS-TV	— Springfield, Mo.	858
KOTA-TV	— Rapid City, S. D.	882	KTUV	— Los Angeles, Calif.	823
KOTI-TV	— Klamath Falls, Ore.	875	KTUL-TV	— Tulsa, Okla.	874
KOTV	— Tulsa, Okla.	874	KTVA	— Anchorage, Alaska	818
KOVR-TV	— Stockton, Calif.	825	KTVB	— Boise, Ida.	839
KPAC-TV	— Port Arthur, Tex.	892	KTVG-TV	— Ensign, Kan.	845
KPAR-TV	— Abilene, Tex.	885	KTVE	— El Dorado, Ark.	819
KPHO-TV	— Phoenix, Ariz.	818	KTVF	— Fairbanks, Alaska	818
KPIX	— San Francisco, Calif.	824	KTVH	— Hutchinson, Kan.	845
KPLC-TV	— Lake Charles, La.	847	KTVI	— St. Louis, Mo.	858
KPLR-TV	— St. Louis, Mo.	858	KTVK	— Phoenix, Ariz.	819
KPRC-TV	— Houston, Tex.	889	KTVO	— Ottumwa, Iowa	845
KPTV	— Portland, Ore.	875	KTVR	— Denver, Colo.	827
KQTV	— Fort Dodge, Iowa	844	KTVT	— Salt Lake City, Utah	895
KRBC-TV	— Abilene, Tex.	885	KTVU	— San Francisco-Oakland, Calif.	824
KRCA	— Los Angeles, Calif.	823	KTVW	— Seattle, Wash.	898
KRCG-TV	— Jefferson City, Mo.	857	KTVO-TV	— Casper, Wyo.	901
KRDO-TV	— Colorado Springs, Colo.	825	KUAM-TV	— Agana, Guam	902
KREM-TV	— Spokane, Wash.	898	KULR	— Kalispell, Mont.	859
KREX-TV	— Grand Junction, Colo.	827	KUTV	— Salt Lake City, Utah	895
			KVAL-TV	— Eugene, Ore.	875
			KVAR	— Mesa, Ariz.	818
			KVII-TV	— Amarillo, Tex.	885

Station	City—State	Page	Station	City—State	Page
KVIP	— Redding, Calif.	823	WBTW	— Florence, S. C.	882
KVIQ-TV	— Eureka, Calif.	821	WBZ-TV	— Boston, Mass.	851
KVKM-TV	— Monahans, Tex.	892	WCAU-TV	— Philadelphia, Pa.	879
KVOA-TV	— Tucson, Ariz.	819	WCAX-TV	— Burlington, Vt.	895
KVOO-TV	— Tulsa, Okla.	874	WCBI-TV	— Columbus, Miss.	855
KVOS-TV	— Bellingham, Wash.	898	WCBS-TV	— New York, N. Y.	865
KVTV	— Sioux City, Iowa	845	WCCO-TV	— Minneapolis, Minn.	853
KWRB-TV	— Riverton, Wyo.	901	WCHS-TV	— Charleston, W. Va.	899
KWTV	— Oklahoma City, Okla.	874	WCIA	— Champaign, Ill.	839
KWTX-TV	— Waco, Tex.	894	WCKT	— Miami, Fla.	832
KWWL-TV	— Waterloo, Iowa	845	WCNY-TV	— Carthage, N. Y.	864
KXAB-TV	— Aberdeen, S. D.	882	WCOV-TV	— Montgomery, Ala.	817
KXGN-TV	— Glendive, Mont.	859	WCPO-TV	— Cincinnati, Ohio	871
KXII	— Ardmore, Okla.	874	WCSC-TV	— Charleston, S. C.	881
KXJB-TV	— Valley City, N. D.	869	WCSTV	— Portland, Me.	849
KXLF-TV	— Butte, Mont.	859	WCTV	— Thomasville, Ga.	837
KXLY-TV	— Spokane, Wash.	898	WCYB-TV	— Bristol, Va.	895
KXMC-TV	— Minot, N. D.	869	WDAF-TV	— Kansas City, Mo.	857
KYTV	— Springfield, Mo.	858	WDAM-TV	— Hattiesburg, Miss.	855
KYW-TV	— Cleveland, Ohio	871	WDAN-TV	— Danville, Ill.	840
KZTV	— Corpus Christi, Tex.	887	WDAU-TV	— Scranton, Pa.	880
WABC-TV	— New York, N. Y.	864	WDAY-TV	— Fargo, N. D.	869
WABI-TV	— Bangor, Me.	849	WDBJ-TV	— Roanoke, Va.	897
WAFB-TV	— Baton Rouge, La.	847	WDBO-TV	— Orlando, Fla.	833
WAGA-TV	— Atlanta, Ga.	835	WDEF-TV	— Chattanooga, Tenn.	883
WAGM-TV	— Presque Isle, Me.	849	WDMJ-TV	— Marquette, Mich.	852
WAIM-TV	— Anderson, S. C.	881	WDSM-TV	— Duluth-Superior, Minn.	853
WAKR-TV	— Akron, Ohio	871	WDSU-TV	— New Orleans, La.	847
WALA-TV	— Mobile, Ala.	817	WDXI-TV	— Jackson, Tenn.	883
WALB-TV	— Albany, Ga.	835	WEAR-TV	— Pensacola, Fla.	833
WANE-TV	— Fort Wayne, Ind.	841	WEAT-TV	— West Palm Beach, Fla.	835
WAPA-TV	— San Juan, P. R.	902	WEAU-TV	— Eau Claire, Wis.	900
WAPI-TV	— Birmingham, Ala.	817	WECT	— Wilmington, N. C.	868
WARD-TV	— Johnstown, Pa.	877	WEEK-TV	— Peoria, Ill.	840
WAST	— Albany, N. Y.	864	WEHT	— Evansville, Ind.	841
WATE-TV	— Knoxville, Tenn.	883	WESH-TV	— Daytona Beach, Fla.	831
WATR-TV	— New Haven, Conn.	831	WEWS	— Cleveland, Ohio	871
WAVE-TV	— Louisville, Ky.	846	WFAA-TV	— Dallas, Tex.	887
WAVY-TV	— Norfolk, Va.	897	WFAM-TV	— Lafayette, Ind.	843
WBAL-TV	— Baltimore, Md.	850	WFBC-TV	— Greenville, S. C.	882
WBAP-TV	— Fort Worth, Tex.	889	WFBG-TV	— Altoona, Pa.	875
WBAY-TV	— Green Bay, Wis.	900	WFBM-TV	— Indianapolis, Ind.	843
WBBM-TV	— Chicago, Ill.	839	WFGA-TV	— Jacksonville, Fla.	832
WBEN-TV	— Buffalo, N. Y.	864	WFIE-TV	— Evansville, Ind.	841
WBIR-TV	— Knoxville, Tenn.	883	WFIL-TV	— Philadelphia, Pa.	877
WBKB	— Chicago, Ill.	840	WFLA-TV	— Tampa, Fla.	833
WBNS-TV	— Columbus, Ohio	872	WFMJ-TV	— Youngstown, Ohio	873
WBOC-TV	— Salisbury, Md.	850	WFMV-TV	— Greensboro, N. C.	868
WBOY-TV	— Clarksburg, W. Va.	899	WFRV-TV	— Green Bay, Wis.	900
WBPZ-TV	— Lock Haven, Pa.	877	WGAL-TV	— Lancaster, Pa.	877
WBRC-TV	— Birmingham, Ala.	817	WGAN-TV	— Portland, Me.	849
WBRE-TV	— Wilkes-Barre, Pa.	880	WGEM-TV	— Quincy, Ill.	840
WBZ	— Baton Rouge, La.	847	WGN-TV	— Chicago, Ill.	839
WBT	— Charlotte, N. C.	867	WGR-TV	— Buffalo, N. Y.	864

Station	City—State	Page	Station	City—State	Page
WHAS-TV	— Louisville, Ky.	846	WITI-TV	— Milwaukee, Wis.	901
WHBF-TV	— Rock Island, Ill.	841	WITN	— Washington, N. C.	868
WHBQ-TV	— Memphis, Tenn.	883	WJAC-TV	— Johnstown, Pa.	877
WHCT	— Hartford, Conn.	829	WJAR-TV	— Providence, R. I.	881
WHDH-TV	— Boston, Mass.	851	WJBF-TV	— Augusta, Ga.	835
WHEC-TV	— Rochester, N. Y.	865	WJBK-TV	— Detroit, Mich.	852
WHEN-TV	— Syracuse, N. Y.	867	WJDM	— Panama City, Fla.	833
WHIO-TV	— Dayton, Ohio	872	WJHL-TV	— Johnson City, Tenn.	883
WHIS-TV	— Bluefield, W. Va.	899	WJIM-TV	— Lansing, Mich.	852
WHIZ-TV	— Zanesville, Ohio	873	WJMR-TV	— New Orleans, La.	847
WHO-TV	— Des Moines, Iowa	844	WJPB-TV	— Fairmont, W. Va.	899
WHP-TV	— Harrisburg, Pa.	877	WJRT	— Flint, Mich.	852
WHTN-TV	— Huntington, W. Va.	899	WJTV	— Jackson, Miss.	855
WHYN	— Springfield, Mass.	851	WJW-TV	— Cleveland, Ohio	872
WIBW-TV	— Topeka, Kan.	846	WJXT	— Jacksonville, Fla.	832
WICC-TV	— Bridgeport, Conn.	829	WJZ-TV	— Baltimore, Md.	850
WICS	— Springfield, Ill.	841	WKAQ-TV	— San Juan, P. R.	902
WICU-TV	— Erie, Pa.	877	WKBN-TV	— Youngstown, Ohio	873
WIIC	— Pittsburgh, Pa.	880	WKBT	— La Crosse, Wis.	900
WILX-TV	— Onondaga-Lansing, Mich.	853	WKBW-TV	— Buffalo, N. Y.	864
WIMA-TV	— Lima, Ohio	873	WKJG-TV	— Fort Wayne, Ind.	841
WINK-TV	— Fort Myers, Fla.	831	WKNX-TV	— Saginaw, Mich.	853
WINR-TV	— Binghamton, N. Y.	864	WKOW-TV	— Madison, Wis.	900
WIS-TV	— Columbia, S. C.	881	WKRC-TV	— Cincinnati, Ohio	871
WISC-TV	— Madison, Wis.	900	WKRK-TV	— Mobile, Ala.	817
WISE-TV	— Asheville, N. C.	867	WKST-TV	— New Castle, Pa.	877
WISH-TV	— Indianapolis, Ind.	843	WKTU	— Utica, N. Y.	867
WISN-TV	— Milwaukee, Wis.	901	WKY-TV	— Oklahoma City, Okla.	874

HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS
 RADIO STATIONS • TELEVISION STATIONS

*More than a decade
 of Constructive Service
 to Broadcasters and
 the Broadcasting Industry*

50 East 58 Street
 New York 22, N. Y.

ELdorado 5-0405

Station	City—State	Page
WKYT	— Lexington, Ky.	846
WKZO-TV	— Kalamazoo, Mich.	852
WLAC-TV	— Nashville, Tenn.	885
WLBC-TV	— Muncie, Ind.	843
WLBT	— Jackson, Miss.	855
WLBZ-TV	— Bangor, Me.	849
WLEX-TV	— Lexington, Ky.	846
WLOF-TV	— Orlando, Fla.	833
WLOS-TV	— Asheville, N. C.	867
WLVA-TV	— Lynchburg, Va.	897
WLW-A	— Atlanta, Ga.	835
WLW-C	— Columbus, Ohio	872
WLW-D	— Dayton, Ohio	873
WLW-I	— Indianapolis, Ind.	843
WLW-I	— Cincinnati, Ohio	871
WLYH-TV	— Lebanon, Pa.	877
WMAL-TV	— Washington, D. C.	831
WMAR-TV	— Baltimore, Md.	850
WMAZ-TV	— Macon, Ga.	837
WMBD-TV	— Peoria, Ill.	840
WMBV-TV	— Marinette, Wis.	901
WMCT	— Memphis, Tenn.	883
WMSL-TV	— Decatur, Ala.	817
WMT-TV	— Cedar Rapids, Iowa	844
WMTV	— Madison, Wis.	900
WMTW-TV	— Poland Spring, Me.	849
WMUR-TV	— Manchester, N. H.	861
WNAC-TV	— Boston, Mass.	851
WNBC	— New Britain, Conn.	829
WNBFTV	— Binghamton, N. Y.	864
WNBQ	— Chicago, Ill.	839
WNCT	— Greenville, N. C.	868
WNDU-TV	— South Bend, Ind.	843
WNEM-TV	— Bay City, Mich.	851
WNEP-TV	— Scranton, Pa.	880
WNEW-TV	— New York, N. Y.	865
WNHC-TV	— New Haven, Conn.	831
WNOK-TV	— Columbia, S. C.	881
WNTA-TV	— Newark, N. J.	863
WOAI-TV	— San Antonio, Tex.	893
WOAY-TV	— Oak Hill, W. Va.	899
WOC-TV	— Davenport, Iowa	844
WOLT-TV	— Ames, Iowa	844
WOOD-TV	— Grand Rapids, Mich.	852
WOR-TV	— New York, N. Y.	865
WORA-TV	— Mayaguez, P. R.	902
WOW-TV	— Omaha, Neb.	860
WOWL-TV	— Florence, Ala.	817
WPBN-TV	— Traverse City, Mich.	853
WPIX	— New York, N. Y.	865
WPRO-TV	— Providence, R. I.	881
WPSD-TV	— Paducah, Ky.	846
WPST-TV	— Miami, Fla.	833
WPTA	— Fort Wayne, Ind.	843
WPTV	— Palm Beach, Fla.	833
WPTZ	— Plattsburgh, N. Y.	865
WRAL-TV	— Raleigh, N. C.	868
WRBL-TV	— Columbus, Ga.	835
WRC-TV	— Washington, D. C.	831
WRCA-TV	— New York, N. Y.	865
WRCV-TV	— Philadelphia, Pa.	879
WRDW-TV	— Augusta, Ga.	835
WREC-TV	— Memphis, Tenn.	885
WREX-TV	— Rockford, Ill.	840
WRGB	— Schenectady, N. Y.	867
WRGP-TV	— Chattanooga, Tenn.	883
WRIK-TV	— Ponce, P. R.	902
WRLP	— Greenfield, Mass.	851

Station	City—State	Page
WROC-TV	— Rochester, N. Y.	865
WRVA-TV	— Richmond, Va.	897
WSAU-TV	— Wausau, Wis.	901
WSAV-TV	— Savannah, Ga.	837
WSAZ-TV	— Huntington, W. Va.	899
WSB-TV	— Atlanta, Ga.	835
WSBA-TV	— York, Pa.	881
WSBT-TV	— South Bend, Ind.	843
WSEE	— Erie, Pa.	875
WSFA-TV	— Montgomery, Ala.	817
WSIL-TV	— Harrisburg, Ill.	840
WSIX-TV	— Nashville, Tenn.	885
WSJS-TV	— Winston-Salem, N. C.	868
WSJV	— South Bend-Elkhart, Ind.	843
WLSL-TV	— Roanoke, Va.	897
WSM-TV	— Nashville, Tenn.	885
WSOC-TV	— Charlotte, N. C.	867
WSPA-TV	— Spartanburg, S. C.	882
WSPD-TV	— Toledo, Ohio	873
WSTV-TV	— Steubenville, Ohio	873
WSUN-TV	— St. Petersburg, Fla.	833
WSUR-TV	— Ponce, P. R.	902
WSVA-TV	— Harrisonburg, Va.	897
WSYR-TV	— Syracuse, N. Y.	867
WTAE	— Pittsburgh, Pa.	880
WTAP-TV	— Parkersburg, W. Va.	900
WTAR-TV	— Norfolk, Va.	897
WTGN-TV	— Minneapolis, Minn.	855
WTEN	— Albany, N. Y.	864
WTHI-TV	— Terre Haute, Ind.	844
WTIC-TV	— Hartford, Conn.	829
WTMJ-TV	— Milwaukee, Wis.	901
WTOG-TV	— Savannah, Ga.	837
WTOK-TV	— Meridian, Miss.	857
WTOLE-TV	— Toledo, Ohio	873
WTOP-TV	— Washington, D. C.	831
WTOV-TV	— Norfolk, Va.	897
WTPA	— Harrisburg, Pa.	877
WTRF-TV	— Wheeling, W. Va.	900
WTTG	— Washington, D. C.	831
WTTV	— Bloomington, Ind.	841
WTVG	— Chattanooga, Tenn.	883
WTVB	— Durham, N. C.	867
WTVH	— Peoria, Ill.	840
WTVJ	— Miami, Fla.	882
WTVK	— Knoxville, Tenn.	833
WTVM	— Columbus, Ga.	837
WTVN-TV	— Columbus, Ohio	872
WTVQ	— Rockford, Ill.	840
WTVP	— Decatur, Ill.	840
WTVR	— Richmond, Va.	897
WTVT	— Tampa, Fla.	833
WTVW	— Evansville, Ind.	841
WTVY	— Dothan, Ala.	817
WTVV	— Tupelo, Miss.	857
WUSN-TV	— Charleston, S. C.	881
WVEC-TV	— Hampton-Norfolk, Va.	895
WVET-TV	— Rochester, N. Y.	865
WVUE-TV	— New Orleans, La.	848
WWJ-TV	— Detroit, Mich.	852
WWL-TV	— New Orleans, La.	848
WWLP	— Springfield, Mass.	851
WWOR	— Worcester, Mass.	851
WWTW	— Cadillac, Mich.	852
WXEX-TV	— Petersburg, Va.	897
WXIX	— Milwaukee, Wis.	901
WXYZ-TV	— Detroit, Mich.	852
XETV	— San Diego-Tijuana, Calif./Mex.	824

Pop.: 3,345,000
Families: 864,000
Radio Homes: 819,000

Alabama

Stations in State: 106
TV Homes: 614,000
TV Stations: 11

WAPI-TV—Birmingham—1949

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Oper. By.....Alabama Bcstg. System
Business Address.....P. O. Box 2553
Tel.: FA 3-6141.....ABC-NBC
Newspaper Affiliation.....Birmingham News
Representative..Harrington, Righter & Parsons
V.P., Gen. Mgr.....Charles F. Grisham
Sales Dir.....Albert J. Gillen
Program Director.....Ray A. Forr
Pub., Prom. Dir.....James Chenoweth
Production.....Johnny Johnson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WBRC, Inc.
Bus. Studio Address.....Atop Red Mountain
Tel.: FA 2-4701.....CBS
Representative.....Katz
President.....Hubert Taft, Jr.
Gen. Sta. Mgr.....B. T. Schlunkert
Commercial Manager.....Oliver V. Naylor
Film. Prog., Ch. Eng.....Keith E. Barze
Public., Prom. Dir.....Jim Creamer
Chief Engineer.....R. L. DuPriest

WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw..VP: 189 W.
Owned-Oper. By..Tenn. Valley Radio & TV Co.
Address.....701 Banks St.
Tel.: EL 3-0361.....ABC-CBS-NBC
Rep.....Masla
President.....Frank Whisenant
Commercial Manager.....Gene Harwell
Program, Prom. Mgr.....Alice A. Whisenant
Film Manager.....Mort Hargrove
Chief Engineer.....Alvin B. Millwood

WTVY—Dothan—1955

Channel: 9 VHF..A.P.: 14.1 Kw..VP: 28.2 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Cottonwood Rd.
Tel.: 5-2810.....CBS
Representative.....O'Connell
President.....Charles Woods
VP., Gen., Sta. Mgr.....F. E. Busby
Commercial Manager.....Arthur Creamer
Program Director.....Darryl D. Griffin
Prom., Pub. Dir.....Warren L. Jones, Jr.
Film Manager.....Jerry Davis
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF..AP: 600 Kw..VP: 20.9 Kw.
Owned.....TV Muscle Shoals, Inc.
Business Address.....840 Cypress Mill Rd.
Tel.: AT 2-7711.....CBS-NBC
Representative.....Forjoe-TV
Pres., Gen. Mgr.....Richard B. Biddle
Nat. Sales Mgr.....Bill Mapes

Comm. Mgr.....Jack Worley
Prog. Dir.....John Utley
Prom. Dir.....Bill Wynne
Pub. Dir.....Mrs. Pat Bradley
Film Mgr.....John Abbott
Chief Engineer.....Larry Rohling

WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Representative.....H-R
Pres., Gen. Sta. Mgr.....W. O. Pape
Nat'l Sales Mgr.....Jim McNamara
Program Director.....Dick McMullen
Publicity Dir.....Chuck Thompson
Film Manager.....Joe Daniels
Chief Engineer.....Raymond Hurley

WKRQ-TV—Mobile—1955

Channel: 5 VHF...AP: 50 Kw...VP: 100
Owned-Operated By.....WKRQ-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....ABC-CBS-NTA
Newspaper Affiliation.....Press-Register
Representative.....Avery Knodel
President.....Kenneth R. Giddens
General Manager.....C. P. Persons, Jr.
Program Dir.....George Layne
Publicity Dir.....Sara Spottswood
Film Manager.....Bob Grimes
Chief Engineer.....J. L. Evans

WCOV-TV—Montgomery—1953

Channel: 20...AP: 117 Kw...VP: 200 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: AM 5-3561.....ABC-CBS
Representative.....Adam Young; Ayers
President.....O. P. Covington
Gen., Sta. Manager.....Hugh Smith
Commercial Manager.....Morris South
Prod., Prog. Dir.....Caldwell Stewart
Prom., Publicity Director.....Martha Hall
Film Manager.....Bob House
Chief Engineer.....W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned and Operated By..WKY TV Sys. Inc.
Business Address.....10 East Delano
Tel.: AM 5-1251.....NBC-ABC
Newspaper Affil.....Okla. Publishing Co.
Representative.....Katz
President.....E. K. Gaylord
General Manager.....Carter Hardwick
Nat. Sales Mgr.....W. H. Yeoman
Program Director.....Gene Jacobsen
Prom. Manager.....Burt Lydic
Film Manager.....Alice Mayfield
Chief Engineer.....Robert M. Hayward

Pop.: 221,000
 Families: 64,000
 Radio Homes: 63,000

Alaska

Stations in State: 13
 TV Homes: 42,000
 TV Stations: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.
 Owned-Oper. By...Midnight Sun Bcstg. Co.
 Business Address.....Box 1160
 Tel: 5-2201.....NBC-ABC-CBS
 Reprs.....Fletcher; Day
 President.....Harry J. Hill
 Sta., Gen. Mgr.....Alvin O. Bramstedt
 Comm. Mgr.....William Stewart
 Program Director.....Gerry Hinchee
 Prom., Pub. Director.....Mrs. Marcia Hiber
 Film Manager.....Mrs. Laura Hendricks
 Chief Engineer.....Charles Gray

KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.
 Owned-Oper. By...Northern Television, Inc.
 Business Address.....4th & Denali Sts.
 Representative.....Weed; Alaska Radio-TV
 Pres., Gen., Sta. Mgr.....A. G. Hiebert
 Prog. Dir.....Paul West
 Prom., Pub. Dir.....Dorothy Rydall
 Film Manager.....Sarah Van Housen
 V.P., Tech. Dir.....Jack Walden

KFAR-TV—Fairbanks—1955

Channel: 2 VHF..AP: 2 Kw..VP: 5.4 Kw.
 Owned-Oper. By...Midnight Sun Bcstg. Co.
 Business Address.....516 Second Ave.
 Tel: 2125.....CBS
 Reprs.....Fletcher; Day

President.....Harry C. Hill
 General Manager.....Alvin C. Bramstedt
 Station Manager.....Don Andon
 Commercial Mgr.....Jack Barnhart
 Prog. Dir.....Donna Madow
 Chief Engineer.....Charles Gray

KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
 Owned-Oper. By...Northern TV, Inc.
 Business Address.....Box 590
 Tel: 3636.....CBS
 Representative.....Alaska Radio-TV Sales
 Pres., Gen. Mgr.....A. G. Hiebert
 Station Manager.....Walt Welch
 Commercial Mgr.....John Griffin
 Program Director.....Vern Francis
 Prom., Pub. Dir.....Joan Bovee
 Film Manager.....Lawrence Roberts
 Chief Engineer.....Garth Anderson

KINY-TV—Juneau—1956

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.
 Owned-Oper. By...Alaska Bcstg. System, Inc.
 Bus. Add...831 Securities Bldg., Seattle, Wash.
 Tel: SE 6333.....CBS
 Representative.....Alaska Radio-TV
 Pres., Gen. Mgr.....William J. Wagner
 Station Manager.....J. W. McKinley
 Sales Mgr.....Warren Price
 Production Manager.....Richard Peter
 Chief Engineer.....Gordon Burnett

Pop.: 1,215,000
 Families: 339,000
 Radio Homes: 330,000

Arizona

Stations in State: 47
 TV Homes: 267,000
 TV Stations: 9

KVAR—Mesa—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
 Owned-Oper. By...KTAR Broadcasting Co.
 Address.....1101 No. Central Ave., Phoenix
 Tel: AL 4-4161.....NBC
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....Richard O. Lewis
 Commercial Mgr.....Ray Smucker
 Program Director.....Robert Vache
 Publicity Dir.....Paul Hughes
 Promotion Director.....Carol Ackerman
 Film Director.....Betty Campbell
 Chief Engineer.....John Beck

V.P., Sta. Mgr.....Kenneth Morton
 V.P., Sta. Prog. Dir.....Jack Murphy
 Sales Mgr.....Kenneth Morton
 Film Manager.....Helen Lane
 Publicity Dir.....Homer Lane
 Chief Engineer.....Nelson Nichols

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw..VP: 17.5 Kw.
 Owned-Oper. By...Meredith Publishing Co.
 Business Address.....17th & Locust St.
 Tel: AT 8-8511.....Independent
 Representative.....Katz
 General Manager.....Richard B. Rawls
 Sta., Comm. Mgr.....Howard Stalaker
 Program Director.....Robert Martin
 Prom., Pub. Dir.....Stephen Q. Shannon
 Film Manager.....Thomas Sherlock
 Chief Engineer.....George McClanathan
 Owners of KCMO-TV, Kansas City, Mo.;
 WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse,
 N. Y.

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By...KOOL Radio-TV, Inc.
 Business Address.....511 West Adams St.
 Tel: ALpine 3-3121.....CBS
 Representative.....Hollingsbery
 Ch. of Bd.....Gene Austry
 Pres., Gen. Mgr.....Tom Chauncey

(See Page 498)

KTVK—Phoenix—1955

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By... Arizona TV Co.
 Address... 3435 No. 16th St.
 Tel.: AM 6-5691... ABC
 Station Representative... Weed TV
 General Manager... Leon Nowell
 Sta., Comm. Manager... Burton B. LaDow
 Program Director... Don Tuckwood
 Prod. Mgr... Lloyd Steinkamp
 Chief Engineer... George McLouth

KGUN—Tucson—1956

Channel: 9 VHF... AP: 31.6 Kw... VP: 63.1 Kw.
 Owned-Oper. By... Tucson Television Co.
 Business Address... 2175 North 6th Ave.
 Tel. MA 3-3633... ABC
 Rep... Headley-Reed; Clark Brown
 President... Tom E. Foster
 General Manager... Tolbert Foster
 Sta. Mgr., Prog. Mgr... James Hays
 Comm. Mgr... Ben L. Slack
 Prom. Public. Dir... Charlotte Hutchinson
 Film Mgr... Dan Dellinger
 Chief Engineer... Jack Tudor

KOLD-TV—Tucson—1953

Channel: 13 VHF... AP: 16.5 Kw... VP: 33 Kw.
 Owned-Oper. By... Old Pueblo Bcstg. Co.
 Business Address... 115 W. Drachman St.
 Tel.: MA 4-2511... CBS
 Representative... Hollingsbery

Managing Dir... Tom Chauncey
 General Manager... E. S. Mittendorf
 Commercial Manager... Bernie Perlin
 Program Director... Budd Wiener
 Chief Eng... Bob Shriener

KVOA-TV—Tucson—1953

Channel: 4 VHF... AP: 2.69... VP: 5.37 Kw
 Owned-Oper. By... Arizona Bcstg. Co.
 Business Address... 209 West Elm St.
 Tel.: MAin 3-2555... NBC-NTA
 Representative... The Branham Co.
 President... Clinton D. McKinnon
 Station Manager... Fred L'Vance
 Operations Manager... Gordon E. Hamilton
 Program Director... Henry Hubbard
 Prom., Public. Dir... Jim Owen
 Film Manager... E. D. Wood
 Chief Engineer... Raymond H. Holsclaw

KIVA—Yuma—1953

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.
 Owned-Oper. By... Valley Telecasting Co.
 Business Address... P. O. Bin 1671
 Tel.: ST 6-8311... NBC-CBS-ABC
 President... Harry C. Butcher
 General Manager... Ray C. Smucker
 Sta., Prom. Mgr... Leavenworth Wheeler
 Publicity Director... Jean Van Cleaf
 Program Director... Russ Siner
 Commercial Manager... Patrick Carrick
 Film Director... Aretta Crowell
 Chief Engineer... Blake Ramsey

Arkansas

Pop.: 1,929,000
 Families: 548,000
 Radio Homes: 541,000

Stations in State: 61
 TV Homes: 362,000
 TV Stations: 6

KTVE—El Dorado—1955

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By... Donald W. Reynolds
 Address... Box 791
 Tel.: UN 2-3488... ABC-NBC
 Station Representative... O'Connell
 President... Joe F. Rushton
 General Manager... Bill Bigley
 Comm. Mgr... W. C. Womack
 Prog... John Turner
 Prom., Pub. Dir... Fred Landry
 Film Manager... John Turner
 Chief Engineer... John Long

Prom. Director... Charles Putnam
 Production Mgr... Robert L. McCay
 Chief Engineer... Ruben L. Masters

KARK-TV—Little Rock—1954

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Arkansas Radio & Equip. Co.
 Business Address... 10th & Spring Streets
 Tel.: FRanklin 6-2481... NBC
 Representative... Petry
 President... T. H. Barton
 Commercial Mgr... H. Lee Bryant
 Sta. Film Mgr... Douglas Romine
 Program Dir... Fred Schmutz
 Prom. Public Dir... Shirley R. Kennedy
 Chief Engineer... Champ Smith

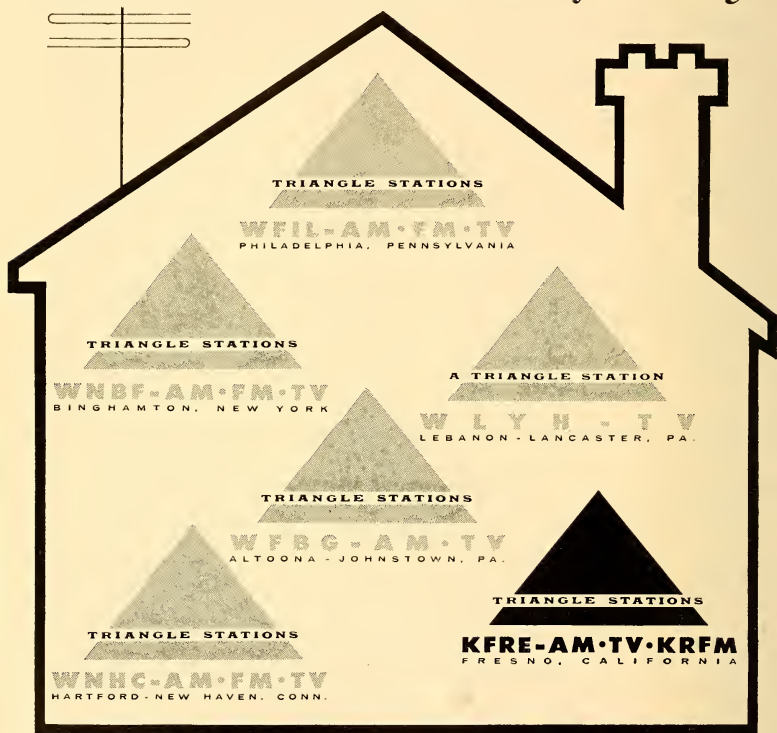
KNAC-TV—Fort Smith—1956

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned By... Donald W. Reynolds
 Business Address... 101 N. 4th St.
 Tel.: SU 3-3131... ABC-CBS-CBC
 Newspaper Affil... American-Times Record
 Representative... Venard, Rintoul & McConnell
 President... Jack Sobol
 V.P., Gen. Mgr... Walter M. Windsor
 Sales Manager... Rex Hayes
 Program Director... Pat Porta

KTHV—Little Rock—1955

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By... Arkansas TV Co.
 Address... 8th & Izard Sts.
 Tel.: FR 4-3764... CBS
 Newspaper Affil... Arkansas Democrat
 Station Representative... Bramham
 President... K. A. Engel

new member in the family



KFRE-AM-TV-KRFM, Fresno—serving the world's richest farm market—have joined the Triangle family. \$4 billion annual spendable income. 2.6 million consumers. Remember, there's no business like Fresno business. Call Blair-TV today for the facts on the newest Triangle Stations.

Source: Sales Management, 1958

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Gen., Sta. Manager.....B. G. Robertson
Comm. Manager.....W. V. Hutt
Prom. Dir.....John Pounders
Prog. Dir., Film Manager.....Jack Bomar
Chief Engineer.....Cecil Suilt

KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw...VP: 170 Kw.

Owned-Oper. By.....Central South Sales Co.
Address.....310½ W. 3rd St.
Tel.: FR 4-1691.....ABC
Representative.....Avery-Knodel, Inc.
President.....James C. Leake
General Manager.....John H. Fugate
Prom., Pub. Director.....Joe Myers
Chief Engineer.....A. R. Garrett

Pop.: 14,899,000
Families: 4,799,000
Radio Homes: 4,761,000

California

Stations in State: 183
TV Homes: 4,169,000
TV Stations: 36

KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....29 Woody Road
Tel.: EX 9-1761.....CBS-ABC
Newspaper Affil.....San Francisco Chronicle
Representative.....Weed
President.....Harold P. See
General Manager.....Edward R. Tabor
Program Dir.....Matt Burak

Publicity Dir.....Fred Zehnder
Film Manager.....Jerry Youker
Chief Engineer.....Hurschell McKenzie

KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By.....California-Oregon TV, Inc.
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Rep.....Blair Television Associates, Inc.
President.....William B. Smullin
VP-Manager.....Donald H. Telford
Comm. Mgr.....Robert Miller
Station Manager.....W. Edwin Smith
Pub. Dir.....Jack Mortimer
Prom. Dir.....Ben Randall
Chief Engineer.....Donald King

KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw...VP: 110 Kw.
Owned-Oper. By.....Marietta Broadcasting Co.
Business Address.....1420 Truxtun Ave.
Tel.: FA 7-1441.....NBC-ABC
Representative.....Petry
President.....J. D. Wrathner
Vice Pres.....George Whitney
General Manager.....A. M. Mortensen
Sales Mgr.....Roland T. Kay
Program Manager.....Kenneth R. Croes
Prom. Public Dir.....Margaret Ireton
Production Manager.....Bruce Fleming
Film Manager.....K. R. Croes
Chief Engineer.....Edwin Andress

KFRE-TV—Fresno—1956

Channel: 12 VHF...AP: 158...VP: 316 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6444.....CBS
Representative.....Blair-TV
Station Manager.....Ed J. Frech
Sales Manager.....John Barrett
Program Director.....Hal O'Donnell
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw...VP: 312 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 E. 4th St.
Tel.: FI 2-0141.....ABC-CBS
Representative.....Avery-Knodel
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Nat'l Sales Mgr.....George Ross
Program Dir.....Martin Jacobson
Prom. Public Dir.....Don Miller
Film Manager.....Earl Ling
Chief Engineer.....R. B. Pope

KJEO—Fresno—1953

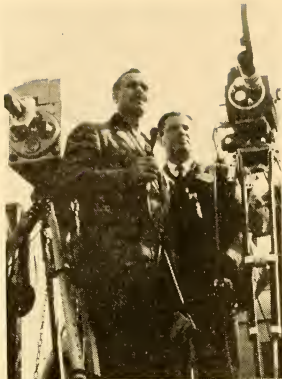
Channel 47 UHF..AP: 222 Kw...VP: 444 Kw.
Owned:.....O'Neill Broadcasting Co.
Business Address.....P. O. Box 1708
Tel.: BA 2-2411.....ABC
Representative.....H-R TV
President.....J. E. O'Neill
V.P., General Manager.....Joseph C. Drilling
Comm. Manager.....W. O. Edholm
Production Manager.....Don Webster
Prom., Public, Dir.....Phil McPherson
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw...VP: 14.8 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 84
Tel.: HI 3-3061.....ABC-NBC
Representative.....Hollingbery
Pres., Gen. Mgr.....Carroll R. Hauser
Comm. Prom. Dir.....Ralph Sacks

KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw...VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers
Address.....1117 "N" St.
Tel.: AM 8-6666.....NBC
Representative.....Katz



Declaration of an Independent

KTLA CHANNEL 5...in order to form the **STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA**, presents this powerful combination of personality and equipment...

CLETE ROBERTS—the globe-trotting reporter, winner of 3 Emmies and 6 Gold Mikes, with an international reputation for sharp and authoritative commentary.

BILL KENNEALLY—the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

TELECOPTER—the amazing airborne TV Station, bringing millions of viewers the sight and sound of the news while it happens.

A mobile ground fleet spear-headed by the "PROWL CAR"—covering news everywhere in the Southland.

**JOIN THE INDEPENDENT STATION
WHERE THE RIGHT COMBINATION
GUARANTEES THE BEST NEWS
AND THE BIGGEST SALES**

Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.

KTLA

CHANNEL

5

President Eleanor McClatchy
Station Mgr. John Edwards
Nat'l Sls. & Ser. Mgr. W. Leffler
Program Director Joseph Tomes
Comm. Manager Orbie Sullivan
Chief Engineer J. B. Hancock

KCOP-TV—Los Angeles—1953

Channel: 13 VHF AP: 83.2 Kw. VP: 170 Kw.
Owned-Oper. By KCOP-TV, Inc.
Bus.-Studio Address 1000 Cahuenga Blvd.
Tel.: HO 2-7311 Independent
Representative Petry
V.P. & Gen. Mgr. Alvin G. Flanagan
Commercial Manager Amos T. Baron
Sales Prom Dir. Hal Biard
Program Dir. Mary Warren
Publicity Dir. Jerry Ross
Chief Engineer Al Browdy

KRCA—Los Angeles—1949

Channel: 4 VHF AP: 23.5 Kw. VP: 47 Kw.
Owned NBC
Bus.-Studio Address Sunset & Vine St.
Tel.: TH 5-7000 NBC
Representative NBC Spot Sales
V.P., General Manager Thomas McCray
Commercial Manager James Parks
Promotion Dir. Frank Hovore
Prog. Dir. Jack Kenaston
Operations Manager Robert Henry
Film Manager George Burke
Chief Engineer John Knight

KABC-TV—Los Angeles—1949

Channel: 7 VHF AP: 82 Kw. VP: 165 Kw.
Owned-Oper. By ABC
Business Address Prospect & Talmadge Streets
Tel.: NO 3-3311 ABC
Representative Katz
V.P., Gen. Mgr. Selig J. Seligman
Gen. Sales Mgr. Elton Rule
Program Director Peter Robinson
Prom., Pub. Dir. Jack Brembeck
Prod. Mgr. Louis Sanman
Film Manager Howard Lipstone
Chief Engineer Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9 VHF AP: 81 Kw. VP: 162 Kw.
Owned-Oper. By RKO Teleradio, Inc.
Business-Studio Address 1313 N. Vine St.
Tel.: HO 2-2133 Independent
Representative H-R
President Thomas F. O'Neil
Vice Pres., Gen. Mgr. J. T. Reynolds
Commercial Manager Howard Wheeler
Promotion Director Bob Nelson
Program Director James D. Higson
Film Manager Bill White
Publicity Director Tony Arnone
Chief Engineer Bob Bullock

KNXT—Los Angeles—1948

Channel: 2 VHF AP: 23.4 Kw. VP: 46.8 Kw.
Owned-Oper. By CBS Inc.

Business-Studio Address 1313 N. Vine St.
Tel.: Olive 1-2345 CBS
Representative CBS TV Spot Sales
President Merle S. Jones
General Manager Clark B. George
Gen. Sales Mgr. R. D. Wood
Program Director Donald M. Hine
Prom., Publicity Director Austin Heywood
Film Manager Bill Alcine
Tech. Oper. Mgr. H. W. Pangborn

KTLA—Los Angeles—1947

Channel: 5 VHF AP: 15 Kw. VP: 30 Kw.
Owned-Oper. Paramount TV Production, Inc.
Studio Address 5800 Sunset Blvd., H'wood
Tel.: HO 9-3181 Independent
Representative PGW
V.P. in Charge James A. Schulte
Commercial Mgr. Richard Jolliffe
Program Dir. Lee Cooley
Promotion Dir. James J. Rue
Publicity Dir. Dick Robbins
Chief Engineer John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF AP: 83 Kw. VP: 165 Kw.
Owned-Oper. By Times-Mirror Co.
Business Address 5746 Sunset Blvd.
Tel.: HO 2-7111 Independent
Newspaper Affil. L.A. Times, Mirror
Representative Blair TV
Pres., Gen. Mgr. Richard A. Moore
V.P.-Sales John R. Vrba
V.P.-Programming Robert Breckner
Dir. & Merch. & Prom. Jack O'Mara
Film Manager Richard Woollen

**XEM-TV—Mexicali-El Centro
1957**

(See Mexico Stations)

KVIP—Redding—1956

Channel: 7 VHF AP: 158.5 Kw. VP: 316 Kw.
Owned By Shasta Telecasting Corp.
Business Address 2770 Pioneer Drive
Tel.: CH 1-1414 ABC-NBC
Representative Hollingbery
Pres., Gen. Mgr. George C. Fleharty
Commercial Manager Ray Grant
Program Director Lee Arnold
Chief Eng., Ass't Mgr. Russell K. Olsen

KBET-TV—Sacramento—1955

Channel: 10 AP: 158 Kw. VP: 316 Kw.
Owned By Great Western Bcstg Corp.
Address 601 7th Ave.
Tel.: GI 1-4041 CBS
Rep. H-R
President J. H. Whitney
Vice-Pres., Gen. Mgr. John H. Schacht
Station Mgr. George Greaves
Commercial Mgr. George J. Kapel
Film Mgr. Nick Luppino
Promotion Dir. Harvey Tepfer
Chief Eng. Pete Onnagian

KCRA-TV—Sacramento—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....KCRA, Inc.
 Address.....310 10th St.
 Tel.: Hlckory 4-7300.....NBC
 Representative.....Petry
 Pres., Gen. Mgr.....Ewins C. Kelly
 Sta. Mgr.....Robert E. Kelly
 Film Mgr., Prog. Dir.....Tom Breen
 Prom. Dir.....Ted F. Hardy
 Chief Engineer.....W. Herbert Hartman

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By.....Salinas Bcstg. Corp.
 Address.....238 John St.
 Tel.: HA 2-6422.....ABC-CBS-NBC
 Representative.....H-R Television
 Pres., Gen. Mgr.....John C. Cohan
 Asst. Gen. Mgr.....W. M. Oates
 Comm. Mgr.....Graham H. Moore
 Prog. Dir.....Gary Ferlisi
 Prom. Dir.....Clark Bradley
 Dir. of Tech. Oper.....Bill Hargan
 Chief Engineer.....Wes Chamey

KFSD-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....KFSD, Inc.
 Business Address.....P.O. Box 628
 Tel.: CO 2-2421.....NBC
 Representative.....Katz
 President.....James G. Rogers
 V.P., General Manager.....William E. Goetze
 V.P., Dir. Sales.....Jay Grill
 Merchandising Mgr.....John Abernathy
 Prom., Public. Dir.....Frank Reynolds
 Program Director.....Burke Ormsby
 Chief Engineer.....LeRoy A. Bellwood

KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Marietta Bcstg. Inc.
 Business Address.....1405 Fifth Ave.
 Tel.: BE 2-2114.....CBS
 Representative.....Petry
 President.....Jack D. Wrather
 V.P., Gen. Mgr.....George Whitney
 Station Mgr.....Bill Fox
 Prog. Mgr.....George Stantis
 Prom., Pub. Rel.....Dan Bellus
 Film Manager.....Del Gay
 Chief Engineer.....Charles Abel

**XETV—San Diego—Tia Juana
1953**

Channel: 6 VHF..AP: 117 Kw..VP: 318 Kw.
 Owned By.....Radio Television S.A.
 Business Address.....4229 Park Blvd.
 Tel.: CY 8-7191.....ABC
 Station Representative.....Blair
 President.....Frank Fouce
 V.P., Gen. Mgr.....Julian M. Kaufman

Business Mgr.....Lou Meiers
 Sales Mgr.....Hank Guzik
 Prog., Prom. Dir.....Harrison W. H. Eagles
 Merch. Dir.....Bill Story
 Film Manager.....Wayne Fereze

KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....929 Mission St.
 Tel.: GA 1-1100.....NBC
 Newspaper Affiliation.....Chronicle
 Representative..Peters, Griffin, Woodward Inc.
 President.....Charles Thlerlot
 Gen. Manager.....Harold P. See
 Station Manager.....A. H. Constant
 Sales Mgr.....Norman Louvau
 Program Dir.....Douglas Elleson
 Promotion Dir.....Roland Irving
 Sls. Prom., Mdsq. Dir.....Cecil Webb
 Film Buyer.....Jim Bentley
 Publicity Dir.....Thomas Mullahey
 Chief Engineer.....J. L. Berryhill

KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.
 Owned-Oper.....Amer. Bcstg. Paramount Thtrs.
 Address.....277 Golden Gate Ave.
 Tel.: UN 3-0077.....ABC
 Representative.....Blair
 V.P., Gen., Sta. Mgr.....John H. Mitchell
 Sales Mgr.....David Sacks
 Pub., Promotion Director...George T. Rodman
 Program Director.....George Rice
 Film Manager.....Robert Mitchell
 Chief Engineer.....Harry Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Westinghouse Bcstg., Inc.
 Address.....2655 Van Ness Ave.
 Tel.: PR 6-5100.....CBS
 Sta. Representative.....Katz
 After July 1.....TvAR
 Pres.....Donald H. McGannon
 Exec. Director.....Philip G. Lasky
 General Manager.....Louis S. Simon
 Asst. Gen. Manager.....George Mathiesen
 Commercial Manager.....L. P. Fraiberg
 Pro. Dir., Film Mgr.....Ray A. Hubbard
 Promotion Dir.....George Goldman
 Publicity Dir.....Al Baccari
 Chief Engineer.....Thomas T. Ely
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-
 land; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore,
 Md.

**KTVU—San Francisco-Oakland
1958**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned.....S. F.-Oakland TV, Inc.
 Address.....1 Jack London Sq., Oakland
 Tel.: TE 4-2000.....Independent
 Representative.....H-R Television
 Gen. Mgr.....William D. Pabst

Gen. Sales Mgr.....Ward D. Ingram
 Prog. Dir.....Kenneth B. Craig
 Prom. Director.....A. Richard Robertson
 Publicity Director.....Don Arlett
 Film Manager.....Stan Lichenstein
 Chief Engineer.....Robert Arne

KNTV—San Jose—1955

Channel: 11 VHF...AP: 123 Kw...VP: 60 Kw.
 Owned-Oper. By...Standard Radio & TV Co.
 Address.....645 Park Avenue
 Tel: CY 7-5577.....Independent
 Representative.....Weed
 President.....A. T. Gilliland
 Gen. Mgr.....Roger Van Duzer
 Comm. Mgr., Prom. Dir.....Fram Conrad
 Chief Engineer.....Bruce Joyner

**KSBY-TV—San Luis Obispo
 1953**

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.
 Owned-Oper. By.....Salinas Valley Bcstg.
 Business Address.....Box 286
 Tel: LI 3-0920.....ABC-CBS-NBC
 Representative.....H-R
 Pres., Gen. Mgr.....John C. Cohan
 Commercial Manager.....Graham Moore
 Program Director.....Gaby Ferlisi
 Prom. Dir.....Clarke Bradley

Station Manager.....Arthur V. Hapgood
 Film Manager.....Dick Williams
 Publicity Director.....Orval Brown
 Chief Engineer.....Charles Mitchell

KEY-T—Santa Barbara—1953

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.
 Owned.....Key TV, Inc.
 Business Address.....730 Miramonte Dr.
 Tel: WO 5-8533.....ABC-CBS-NBC
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Richard C. Bell
 Comm. Mgr.....Bob Burris
 Prom. Dir.....Joe Constantino
 Prog. Dir.....Mary Ann Casey
 Chief Engineer.....Paul Williams

KOVR-TV—Stockton—1954

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Television Diablo, Inc.
 Address.....225 E. Miner Ave.
 Tel: HO 6-6981.....ABC
 Representative.....Blair
 President.....Paul Miller
 Gen. Mgr.....Glover DeLaney
 Program Film Mgr.....Bel Lange
 Prom. Dir.....Frank Wright
 Chief Engineer.....Richard J. Anderson

Pop.: 1,729,000
 Families: 523,000
 Radio Homes: 484,000

Colorado

Stations in State: 56
 TV Homes: 408,000
 TV Stations: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF...AP: 54 Kw...VP: 107½ Kw.
 Owned-Operated By.....TV Colorado, Inc.
 Address.....P. O. Box 1078
 Tel: ME 4-2844.....ABC-CBS
 Representative.....Bolling
 President, Gen., Station Mgr...James D. Russell
 Commercial Manager.....Robert D. Ellis
 Program Dir.....Carl Pehlman
 Prom., Pub. Director.....Jack East
 Film Mgr.....Jerry Mahanke
 Chief Engineer.....H. Strang

**KRDO-TV—Colorado Springs
 1953**

Channel: 13 VHF...AP: 5.65 Kw...VP: 11.31 Kw.
 Owned-Oper. By.....Pikes Peak Bcstg. Co.
 Business Address.....399 South Eighth St.
 Tel: ME 2-1515.....NBC
 Representative.....Pearson
 President.....Harry W. Hoth
 Station Manager.....Jay E. Gardner
 Film Manager.....Hugh Sweeney
 Chief Engineer.....Herb Schubarth

KLZ-TV—Denver—1953

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Time, Inc.
 Business Address.....131 Speer Blvd.

Tel: MA 3-4271.....CBS
 Representative.....Katz
 Pres., Gen. Mgr.....Hugh B. Terry
 Sta. Mgr., Sales Dir.....Jack Tipton
 Program Director.....Paul Blue
 Promotion Director.....Jimm Seaney
 Publicity Director.....Ed McLaughlin
 Film Manager.....William Witt
 Chief Engineer.....Eugene Jenkins

**Ap News
 Is Preferred**

... by Stations — because it
 adds both profits and prestige.

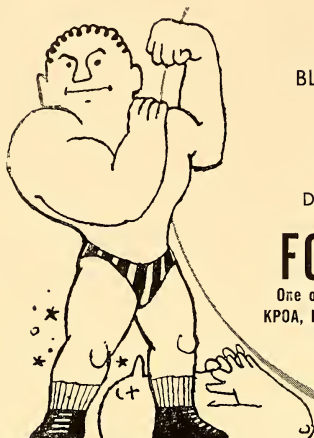
Ap

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

KTVR

Channel 2 DENVER, COLORADO



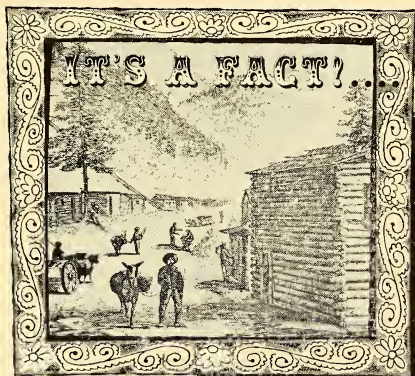
Station Representative
BLAIR TELEVISION ASSOCIATES

DAVID MENDEL SOHN
General Manager
550 Lincoln Street

Denver, Colo. Keystone 4-8281

FOUNDERS CORP.

One of the Founders' group of stations, including
KPOA, Honolulu, and the Inter-Island Network; WTAC,
Flint, Michigan; and KTVR, Channel 2,
Denver, Colorado



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 ... the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of \$2,803,077,000

MORE FACTS

FACT: One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day ... a new record!

FACT: When Channel 9 TV personalities promoted kids theatre party ... Downtown Theatre jammed! Thousands turned away! Out-pulled competition's identical promotion ... same day and same time ... Two to one!

THE FACT IS ...

The best buy in Denver is ...

KBTU  Channel **9**
THE FAMILY STATION

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?



KBTV—Denver—1952

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.
 Owned-Operated By.....TV Denver, Inc.
 Address.....1089 Bannock St.
 Tel.: AM 6-3601.....ABC
 Representative, Peters, Griffin, Woodward, Inc.
 President.....John C. Mullins
 Station Manager.....Joseph Herold
 Nat. Sls. Mgr.....Robert L. Brown
 Prog. Mgr.....Mann Reed
 Promotion Director.....Barry Lorie
 Film Mgr.....Don Mumford
 Chief Engineer.....Jim Butts

KOA-TV—Denver—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Metropolitan TV Co.
 Business Address.....1625 California
 Tel.: MA 3-6211.....NBC
 Representative.....NBC Spot Sales
 Pres., Gen. Manager.....William Grant
 Station Mgr.....Ralph Radetsky
 Commercial Manager.....Dick Harris
 Program Director.....Heyward Siddons
 Prom., Pub. Dir.....Dean Faulkner
 Film Manager.....Sam Houston, Jr.
 Chief Engineer.....S. Davidson

KTVR—Denver—1951

Channel: 2 VHF..AP: 100 Kw..VP: 50. Kw.
 Owned-Oper. By.....KTVR, Inc.
 Business Address.....550 Lincoln St.
 Tel.: KE 4-8281.....Independent

Representative Blair
 Exec. V.P., Gen. Mgr.....Hugh B. La Rue
 Gen. Mgr.....Dave Mendelsohn
 Commercial Manager.....Jim Brennan
 Program Director.....Doug Taylor
 Chief Engineer.....Robert C. Artman

**KREX-TV—Grand Junction
 1954**

Channel 5 VHF..AP: 6.46 Kw..VP: 12.9 Kw.
 Owned By.....Western Slope Bcstg Co., Inc.
 Business Address Box 30
 Tel.: CH 2-5000.....ABC-CBS-NBC
 Station Representative.....Holman; McGuire
 President, General Mgr.Rex Howell
 Sta., Comm. Mgr.....Robbie Robinson
 Chief Engineer.....James Meyer

KREY-TV—Montrose—1956

Channel: 10 VHF..AP: 308 Kw..VP: 616 Kw
 (Satellite of KREX-TV)

KCSJ-TV—Pueblo—1953

Channel: 5 VHF..AP: 6.8 Kw..VP: 13.6 Kw.
 Owned-Oper. ByStar Broadcasting Co.
 Business Address2226 Television Lane
 Tel.: LI 4-5782.....NBC
 Station Representative.....Pearson; McGuire
 Executive Director.....Cliff Hendrix
 Station Manager.....J. G. Croll
 Film Manager.....Jackson Cravens
 Chief Engineer Marion C. Cunningham



News Is Preferred...

**... by Stations . . because it adds
 both profits and prestige.**

**Ap
 Preferred**

50 Rockefeller Plaza

• New York 20, N. Y.

NOW

WTIC-TV CHANNEL 3

MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



Pop.: 2,425,000
Families: 724,000
Radio Homes: 706,000

Connecticut

Stations in State: 30
TV Homes: 658,000
TV Stations: 9

WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
Owned By.....Conn.-N. Y. Bcsters.
Business Address.....Box 9140
Tel.: AM 8-1601.....ABC
Representative.....Adam Young
Comm. Mgr.....Manning Slater
Pgm. Dir.....Harry Downie
Film Ed.....Irving Magltnick
Chief Engineer.....Russell Adams

Owned..Travelers Broadcasting Service Corp.
Business Address.....26 Grove Street
Tel.: JAckson 5-0801.....CBS
Representative..Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr.....Walter C. Johnson
V.P., Sales.....Irwin C. Cowper
VP, Prog.....Leonard J. Patricelli
Prom. Dir.....Eugene J. Muriaty
VP, Pub. Rel.....Berard L. Mullins
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor

WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.
Owned-Oper. By.....Capitol Bcstg. Inc.
Business Address.....555 Asylum St.
Tel.: JAckson 5-2611.....Independent
Station Representatives...Young; Nona Kirby
Pres., Gen. Mgr.....Edward D. Taddei
V.P., Prog. Dir.....David K Harris
Gen Sales Mgr.....Bruce Compton
Chief Engineer.....Anthony Guarino, Jr.

WNBC—New Britain—1952

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned..New Britain Bcstg. Co. (Subs. of NBC)
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Representative.....NBC Spot Sales
President.....P. A. Sugg
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Sales Dir.....Robert J. Reardon
Film Manager.....Phillip B. Hale
Program Manager.....Robert W. Bray

WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.

SEE PAGE 41

FOR RADIO

MARKETS RANKED

BY SPOT VOLUME

1ST

✓ARB
✓NIELSEN



Nielsen and ARB agree WNHCTV, Hartford-New Haven, is FIRST!* WNHCTV, the only station covering a vast area of 831,000 TV homes... the entire state of Connecticut plus portions of Massachusetts and Long Island. WNHCTV... your best buy.

*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958

ARB, Hartford-New Haven, Dec. 1-7, 1958

Television Magazine, January 1959

A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBC-AM • TV, Altoona-Johnstown, Pa. / WNHCTV-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

WNHC-TV—New Haven—1948

Channel: 8VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By Triangle Publications, Inc.
 Business Address 1110 Chapel St.
 Tel.: Spruce 7-3611...ABC
 News. Affil. Phila. Inquirer & Daily News
 Station Representative Blair
 General Manager Howard W. Mashmeier
 Sales Mgr. John F. Cundiff
 Prog. Mgr. Chester R. Cooper
 Chief Engineer Howard W. Wessenberg
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

WATR-TV—New Haven—1953

Channel: 53 UHF...AP: 125 Kw...VP: 345 Kw.
 Owned-Operated By WATR, Inc.
 Business Address 440 Meadow St.
 Tel.: PL 5-1121...ABC
 Station Rep. McGavren-Quinn; Kirby
 President Harold Thomas
 Gen., Sta., Commercial Mgr. Samuel Elman
 Prog. Dir., Film Manager Astrid Curtis
 Chief Engineer Andrew Torres

Pop.: 921,000
 Families: 274,000
 Radio Homes: 270,000

Dist. of Columbia

Stations in State: 6
 TV Homes: 247,000
 TV Stations: 5

WMAL-TV—Washington—1947

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address 4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100...ABC
 Newspaper Affiliation The Evening Star
 Representative H-R Television
 President John W. Thompson, Jr.
 General Manager F. S. Houwink
 Commercial Manager Neal J. Edwards
 Program Director Theodore N. McDowell
 Prom. & Pub. Director E. Haywood Meeks
 Film Manager Robert Morgan
 Chief Engineer Allan Powley

WTOP-TV—Washington—1949

Channel: 9 VHF...AP: 174 Kw...VP: 316 Kw.
 Owned By Wash. Post Bcstg Div.
 Business Address 40th & Brandywine Sts.
 Tel.: EM 2-9300...CBS
 Newspaper Affiliation Wash. Post, Br. Div.
 Representative CBS TV Spot Sales
 President, Br. Div. John S. Hayes
 Vice-Pres., TV George F. Hartford
 Comm. Mgr. Robert A. J. Bordley
 Pub. & Prom. Director Robert M. Adams
 Program Director Thomas B. Jones
 Film Manager William Hedgpeth
 Vice President for Engineering Clyde Hunt

WRC-TV—Washington—1947

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus. Address 4001 Nebraska Avenue, N.W.
 Tel.: EM 2-4000...NBC
 Representative NBC Television Spot Sales
 President Robert E. Kintner
 VP, Gen. Mgr. Carleton D. Smith
 Dir. TV Sales, Adv., Prom. & P.R. Wm Coyle
 Comm. Mgr. Peter B. James
 Program Dir. Wes Harris
 Adv. Prom. Mgr. Ralph R. McCawley
 Pub. Mgr. Edwin H. Peterson
 Dir. of Oper. Lefferts A. McClelland

WTTG—Washington—1947

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By Metropolitan Bcstg. Corp.
 Business-Studio Address Hotel Raleigh
 Tel.: Sterling 3-5300...NTA
 Representative Weed and Co.
 President Bernard Goodwin
 Station Manager John E. McArdle
 Production Manager Edward Scherer
 Publicity Director Charles Heaton
 Chief Engineer Malcolm M. Burleson

Pop.: 4,241,000
 Families: 1,238,000
 Radio Homes: 1,208,000

Florida

Stations in State: 148
 TV Homes: 954,000
 TV Stations: 23

**WESH-TV—Daytona Beach
 1956**

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Oper. By Telrad, Inc.
 Business Address P.O. Box 1712
 Tel.: CL 3-6591...Independent
 Rep. Avery Knodel
 President John H. Perry, Jr.
 General Manager Thomas S. Gilchrist, Jr.

Station Mgr. Walter Strouse
 Program Dir. John Whitmore
 Gen. Sls. Mgr. Thomas B. Newsom
 Chief Engineer A. O. Peck

WINK-TV—Fort Myers—1954

Channel: 11 VHF...AP: 6 Kw...VP: 12 Kw.
 Owned By Ft. Myers Bcstg Co.
 Business Address Palm Beach Blvd.
 Tel.: ED 4-1131...ABC-CBS

FLORIDA

Representative Walker-Rawalt
 President Edward McBride
 Gen., Sales Mgr. A. J. Bauer
 Technical Dir. Bob Bachman
 Program Dir. Frank Nodine
 Publicity Dir. Dixie Howell

WFGA-TV—Jacksonville—1957

Channel: 12 VHF... AP: 200 Kw... VP: 316 Kw.
 Owned Florida-Georgia TV Co., Inc.
 Address 1070 E. Adams St.
 Tel.: EL 6-3381 ABC-NBC
 Representative Peters, Griffin, Woodward
 President George H. Hodges
 Gen., Sta. Mgr. Jesse H. Cripe
 Comm. Mgr. Ralph Nimmons
 Program Dir. Rusty Bruton
 Prom., Pub. Dir. William G. Walker
 Film Manager Herb Gold
 Chief Engineer Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF... AP: 69.2 Kw... VP: 100 Kw.
 Owned-Oper. By Washington Post
 Business Address 605 S. Main
 Tel.: EX 8-0501 ABC-CBS
 Newspaper Affil. Wash. Post & Times Herald
 Representative CBS TV Spot Sales
 President Glenn Marshall, Jr.
 Vice President Charles M. Stone
 Commercial Manager David Booher
 Prog. Dir., Film Mgr. Leonard L. Mosby, Jr.
 Prom., Pub. Dir. Philip J. McMahon
 Chief Engineer Ernest Vordermark

WTVJ—Miami—1949

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By WTVJ, Inc.
 Address 316 N. Miami Ave.
 Tel.: FR 4-6262 CBS
 Representative. Peters, Griffin, Woodward, Inc.
 President Mitchell Wolfson
 General Manager Lee Ruwitch
 Vice-Pres., Operations Mgr. John A. Shay
 Sales Manager Ken Bagwell
 Commercial Manager William Brazzil
 Program Director Lee Waller
 Promotion Director Burt Toppan
 Pub. Dir. George Vickery
 Film Manager Robert J. Ross
 Chief Engineer Earl W. Lewis

WCKT—Miami—1956

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By .. Biscayne Television Corp.
 Business Address P.O. Box 38 M
 Tel.: PL 1-6692 NBC
 Newspaper Affiliaton Herald; News
 Representative NBC Spot Sales
 President, Gen. Mgr. Niles Trammell
 Station Manager Charles Kelly
 Commercial Manager Robert L. Fidler
 Production Manager Gene Walz
 Promotion Director Jon Arden
 Adv., Pub. Dir. Symon Cowles
 Film Manager Frank Struzziari
 Chief Engineer M. C. Scott, Jr.

In South Florida
WTVJ
 beats every
 other station
 by a
 wide
 margin ←

Month after month, year after year, every recognized rating service places WTVJ at the top of the list of South Florida TV stations by a wide margin. See your PGW colonel now.

WTVJ SOUTH FLORIDA



Represented by: Peters, Griffin, Woodward, Inc.



WPST-TV—Miami—1957

Channel: 10 VHF..AP: 195 Kw..VP: 316 Kw.
 Owned.....Public Service TV, Inc.
 Business Address.....21st & Biscayne Blvd.
 Tel.: FR 1-6501.....ABC
 Representative.....Petry
 Gen. Mgr.....Walter Koessler
 Nat. Sales Mgr.....Bob Hanna
 Operations Mgr.....Jack Barry
 Prom., Pub. Dir.....Nat Tashman
 Film Mgr.....John Murphy
 Chief Engineer.....William R. Needs

V.P., Natl. Sales Mgr.....Milt de Reyna
 General Manager.....Hugh Barclay
 Commercial Manager.....Byron Hayford
 Program Director.....William Becker
 Chief Engineer.....Claude Maenza

WEAR-TV—Pensacola—1953

Channel: 3 VHF...AP: 33 Kw...VP: 55 Kw.
 Owned-Oper. By.....Gulfport Bcstg. Corp.
 Business Address.....Highway 90
 Tel.: GL 5-7311.....ABC-CBS
 Representative.....Hollingbery
 President, Gen. Mgr.....Mel Wheeler
 Asst. Gen. Sales Mgr.....Milt de Reyna, Jr.
 Comm. Mgr.....Irv Welch
 Chief Engineer.....Gene Sudduth

WDBO-TV—Orlando—1954

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Cherry Bcstg.
 Business Address.....30 S. Ivamhoe Blvd.
 Tel.: CH 1-1491.....CBS
 Representative.....Blair-TV
 President.....William S. Cherry, Jr.
 General Manager.....Harold P. Danforth
 Sales Co-ordinator.....A. V. Carlson
 Prod. Dir.....Mark V. Barker, Jr.
 Prog. Dir., Film Buyer.....Walter E. Sickles
 Promotion Director.....Margaret Davis
 Publicity Director.....Kay Gabrielson
 Film Manager.....Harold P. Danforth, Jr.
 Chief Engineer.....J. E. Yarbrough

**WSUN-TV—St. Petersburg
1953**

Channel: 38 UHF..AP: 107 Kw..VP: 200 Kw.
 Owned-Operated By...City of St. Petersburg
 Business Address.....Municipal Pier
 Tel.: 5-4121.....ABC
 Representative...Venard, Rintoul & McConnell
 General Manager.....Fred P. Shawn
 Commercial Manager.....Earl W. Welde
 Program Director.....Leo Ribitzki
 Promotion Director.....Jerome Becker
 Pub. Director.....Jean Miller
 Film Managers.....Ribitzki, Shawn
 Chief Engineer.....William J. Coddling

WLOF-TV—Orlando—1958

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Mid Florida TV Corp.
 Address.....639 W. Central Ave.
 Tel.: GArden 4-8537.....ABC
 Representative.....Young TV, Inc.
 President.....Joseph L. Brechner
 V.P., Gen. Mgr.....Donn Colee
 Commercial Mgr.....Lee Hall
 Prog., Prom. Dir.....Walter Baker
 Publicity Director.....Lucy Conroy
 Film Manager.....Hank Johnson
 Chief Engineer.....Dodd Daniels

WCTV—Tallahassee—1955

(See Thomasville, Ga.)

WFLA-TV—Tampa—1955

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Tribune Company
 Address.....Box 1410
 Tel.: 2-0131.....NBC
 Newspaper Affiliation.....Tampa Tribune
 Representative.....Blair-TV
 President.....J. C. Council
 V.P., General Manager...George W. Harvey
 Sales Mgr.....William B. Faber
 Prog. Dir., Film Mgr.....J. E. Faraghan
 Promotion Director.....Byron Taggart
 Prog. Oper. Mgr.....Carl Bergquist
 Production Manager.....L. George Geiger
 Chief Engineer.....J. H. Mitchell

WPTV—Palm Beach—1954

Channel: 5 VHF..AP: 60.3 Kw..VP: 100 Kw.
 Owned-Oper.....John H. Phipps Bcstg.
 Business Address.....5 Cocoonut Row
 Tel.: TE 3-2471.....NBC
 Representative.....Blair TV Assoc.
 President.....John H. Phipps
 General Manager.....Herschel Graves
 Comm. Mgrs.....K. Kampion, R. L. Ray
 Station Mgr.....Chester E. Pike, Jr.
 Dir. of Oper.....Robert D. Murphy
 Film Mgr.....Robert E. Abel
 Chief Engineer.....Lewis Evenden

WTVT—Tampa—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WKY Television
 Bus. Ad...3213 Grand Central Ave.; Box 1198
 Tel.: RE 6-1313.....CBS
 Representative.....Katz
 President.....E. K. Gaylord
 Manager.....Eugene B. Dodson
 Commercial Mgr.....John Haberman
 Promotion Director.....Robert Edrington
 Film Mgr.....Jayne Boyd

WJDM—Panama City—1953

Channel: 7 VHF..AP: 5.36 Kw..VP: 10.7 Kw.
 Owned-Operated By.....WJDM-TV
 Business Address.....Box 428
 Tel.: AD 4-2251.....NBC-ABC-CBS
 Representative.....Hollingbery
 President.....Mel Wheeler

White Columns The home of WSB Radio and WSB-TV



Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

Thirty-six years of programming in the public interest has earned for these stations an audience confidence and respect which means much to advertisers. It means a *pre-conditioned* acceptance of your programs. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

wsb radio / wsb-tv

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

Program Dir. Robert Doty
Chief Engineer William Witt

WEAT-TV—West Palm Beach 1955

Channel: 12 VHF..AP: 83 Kw..VP: 250 Kw.
Owned-Oper. By. WEAT TV, Inc.

Business Address P.O. Box 70
Tel.: TE 3-9668. ABC
Representative Venard Rintoul McConnell
President Rex Rand
Gen. Mgr. Bertram Lebhear, Jr.
Gen. Sales Mgr. E. J. Hennessy
Production Director Jack Poole
Chief Engineer J. Ross McPherson

Pop.: 3,809,000
Families: 1,003,000
Radio Homes: 999,000

Georgia

Stations in State: 124
TV Homes: 744,000
TV Stations: 13

WAGA-TV—Atlanta—1949

Channel: 5 AP: 50 Kw. VP: 100 Kw.
Owned-Operated By. Storer Bcstg. Co., Inc.
Business Address 1018 W. Peachtree St.
Tel.: TR 2-3553 CBS
Representative **Katz**
President. George B. Storer
General Manager. J. Robert Kerns
Commercial Manager. William Flynn
Program Director. Henry Davis
Promotion Director. Louis O. Hertz, Jr.
Film Manager. Douglas Johnson
Chief Engineer. Hugo Bondy
Owners of: WJBK-TV, Detroit; WSPD-TV,
Toledo; WJW-TV, Cleveland.
(See Page 836)

WSB-TV—Atlanta—1948

Channel: 2 VHF AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By. The Atlanta Newspapers
Business Address 1601 W. Peachtree St., N.E.
Tel.: TR 5-7221 NBC
Newspaper Affiliations Journal-Constitution
Representative **Petry**
Board Chairman James M. Cox, Jr.
Exec. Dir. J. Leonard Reinsch
General Manager Marcus Bartlett
Comm. Mgr. Don E. Heald
Prom., Pub. Dir. Walter Paschall
Film Director Jean Hendrix
Chief Engineer. R. A. Holbrook

WALB-TV—Albany—1954

Channel: 10 VHF..AP: 56 Kw..VP: 112 Kw.
Owned-Oper. By. Herald Publishing Co.
Business Address Stuart Ave.
Tel.: HE 5-8388. ABC-CBS-NBC
Newspaper Affiliation Herald
Representative Venard, Rintoul & McConnell
President. James H. Gray
Gen., Comm. Manager. Raymond E. Carow
Program Director. Harold Suit
Prom., Dir., Film Mgr. Reba Hill
Chief Engineer. Bruce Singleton

WLW-A—Atlanta—1951

Channel: 11 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By. Crosley Bcstg. Corp.
Bus. Address 1611 W. Peachtree St. N.E.
Tel.: TR 2-1141. ABC

Representative Bomar-Lowrance; Moore
President R. E. Dunville
V.P.-General Manager H. A. LeBrun
V.P.-Business Manager J. P. Dwyer
Comm. Sales Manager. James H. Burgess
Program Dir. Bob Hendrickson
Prom. Dir. Howard Rowe
Production Manager. Jim Sharp
Chief Engineer Harvey Aderhold

WJBF-TV—Augusta—1953

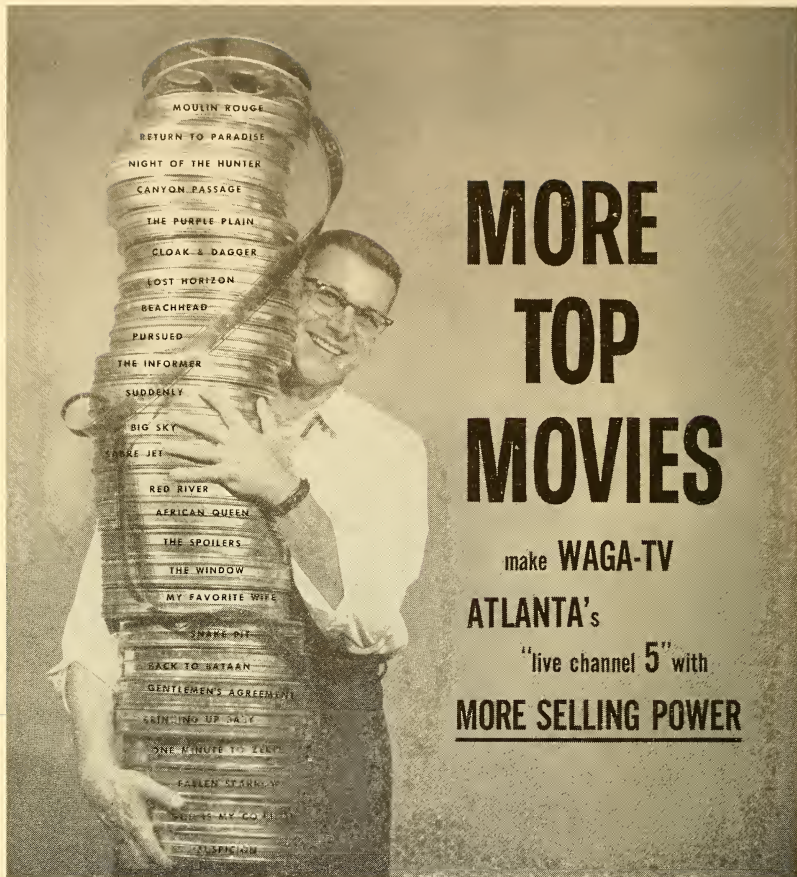
Channel 6: VHF AP: 50 Kw. VP 100 Kw.
Owned-Oper. By. Georgia-Carolina Bcstg. Co.
Business Address Television Park
Tel.: PA 2-6666 ABC-NBC
Representative Hollingbery
President Gen. Mgr. J. B. Fuqua
Commercial Mgr. George Oliviere
Program, Prom. Dir. John Radeck
Chief Engineer John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF..AP: 60 Kw..VP: 102 Kw.
Owned-Oper. By. Southeastern Newspapers
Business Address P.O. Box F, N. Augusta
Tel.: TA 4-5432. ABC-CBS-NTA
Newspaper Affiliation Chronicle, Herald
Representative Branham Company
President Pat H. Rice, Jr.
General Manager J. W. Hicks
Sta., Comm. Mgr. Lou Stratton
Program Dir. Richard A. Fennel
Prom., Pub. Dir. Don Shepherd
Film Manager. Frank Allen
Chief Engineer. Joseph P. Gill, Jr.

WRBL-TV—Columbus—1953

Channel: 4 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By. Columbus Bcstg. Co.
Business Address 1350 13th Ave.
Tel.: FA 2-0602. CBS-ABC
Newspaper Affil. Ledger Enquirer
Representative Hollingbery
Gen. Manager J. W. Woodruff, Jr.
Sta. Mgr., Film Buyer. Ridley Bell
Commercial Manager. George "Red" Jenkins
Program Director. Robert H. Walton
Promotion Director. Carrie Barry
Pub. Dir. Doug Wallace
Film Manager. Fred Tomlin
Chief Engineer. Joe A. Gamble



MORE TOP MOVIES

make WAGA-TV

ATLANTA's

"live channel 5" with

MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man *today*.

Storer Television

WAGA-TV
Atlanta

WJBK-TV
Detroit

WJW-TV
Cleveland

WSPD-TV
Toledo

WITI-TV
Milwaukee



WTVM—Columbus—1953

Channel: 28 UHF.. AP: 121 Kw.. VP: 234 Kw.
 Owned..... Martin Thea. of Georgia, Inc.
 Business Address..... 1307 1st Ave.
 Tel.: FA 2-8828..... NBC-ABC
 Station Representative..... Young
 President..... E. D. Martin
 Gen. Mgr..... Guy Tiller
 Station Manager..... Frank Ragsdale
 Commercial Manager..... Ben Purvis
 Program Director..... Tom Hipps
 Promotion Director..... Jack Rathbun
 Film Manager..... Herman Ragland
 Chief Engineer..... Charles Parrott

Business Address..... Liberty Nat'l Bank Bldg.
 Tel.: AD 6-0303..... ABC-NBC
 Representative..... Blair
 Pres., Gen. Mgr., Sta. Mgr..... Harben Daniel
 Ex. V.P..... Charles Bell
 Operations Manager..... M. E. Thompson
 Commercial Manager..... H. M. Humpidge
 Program Director..... William E. Lucas
 Prom., Pub. Dir..... Mrs. Shirley Slater
 Film Manager..... Alyce Miller
 Chief Engineer..... Byron Strong

WMAZ-TV—Macon—1953

Channel: 13 VHF.. AP: 125 Kw.. VP: 250 Kw.
 Owned-Oper. By..... Southeastern Bcstg. Co.
 Business Address..... Bankers Insurance Bldg.
 Tel.: 2-7373..... CBS-ABC-NBC
 Representative..... Avery-Knodel
 President, Ch. Eng..... George Rankin, Jr.
 General Manager..... Wilton E. Cobb
 Comm. Manager..... Frank Crowther
 Promotion Director..... Joe Andrews
 Publicity Director..... Sara Lawson McGinty
 Film Manager..... Jim Arnold
 Chief Engineer..... J. D. Lawhon

WTOC-TV—Savannah—1954

Channel: 11 VHF.. AP: 104 Kw.. VP: 207.5 Kw.
 Owned-Oper. By..... Savannah Bcstg. Co.
 Business Address..... 516 Abercorn St.
 Tel.: AD 2-0127..... CBS-ABC
 Station Representative..... Avery-Knodel
 President & Gen. Mgr., William T. Knight, Jr.
 Commercial Mgr..... Ben B. Williams
 Film Mgr., Program Director .. Dwight J. Bruce
 Promotion Director..... Frank S. Bryson, Jr.
 Chief Engineer..... Kyle Goodman

WSAV-TV—Savannah—1956

Channel: 3 VHF.. AP: 16.2 Kw.. VP: 32.4 Kw.
 Owned-Oper. By..... WSAV, Inc.

WCTV—Thomasville—1955

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By .. John H. Phipps Bcstg Co.
 Business Address .. Box 3166, MSS, Tallahassee
 Tel.: 3-3665 .. ABC-CBS-NBC
 Station Representative..... Blair; Cummings
 Owner .. John H. Phipps
 Mng. Dir..... L. Herschel Graves
 Station Manager..... Joseph E. Hosford
 Dir. Engineering .. Wm. A. Snowden

Pop.: 569,500
 Families: 143,300
 Radio Homes: 128,800

Hawaii

Stations in State: 15
 TV Homes: 104,700
 TV Stations: 7

KGMB-TV—Honolulu—1952

Channel: 9 VHF.. AP: 79 Kw.. VP: 132 Kw.
 Owned-Oper..... Hialcnd Deve. Corp.
 Business Address..... 1534 Kapiolani Boulevard
 Tel.: 9-2011..... CBS
 Newspaper Affil..... Star Bulletin
 Representative..... Peters, Griffin, Woodward
 President, Gen. Mgr..... J. Howard Worrall
 Gen. Sls. Mgr..... Charles Crockett
 Sta., Comm. Mgr..... Melvin B. Wright
 Program Director..... Dar Ried
 Prom., Pub. Dir..... Colleen Ng
 Chief Engineer..... Daniel O. Hunter

Pres., Gen. Mgr..... John D. Keating
 Sta., Gen. Sales Mgr..... Art Sprinkle
 Nat'l Sales Mgr..... Jim Spencer
 Film Manager..... Mary Stasack
 Chief Engineer..... Alvin Chang

KHVH-TV—Honolulu—1954

Channel: 4 VHF.. AP: 13.1 Kw.. VP: 26.3 Kw.
 Owned-Oper. By..... Kaiser Hawaiian TV, Inc.
 Address..... 1290 Ala Moana Blvd.
 Tel.: 5-3991..... ABC
 Representative..... Young-TV
 Gen. Mgr..... Richard C. Block
 Business Mgr..... Jay S. Clark
 Prom. Dir..... Paul Yamamoto
 Chief Engineer..... R. T. Miyahira

KONA-TV—Honolulu—1952

Channel: 2 VHF... AP: 30 Kw... VP: 60 Kw.
 Owned-Oper. By..... Radio Honolulu, Ltd.
 Business Address..... 1170 Auahi St.
 Tel.: 6-2366..... NBC
 Newspaper Affil..... Honolulu Advertiser
 Representative..... NBC Spot Sales

KMVI—Wailuku—1955

Channel: 12 VHF.. AP: 15 W.. VP: 30 Ww.
 Owned-Oper..... Maui Publishing Co., Ltd.
 Business Address..... Box 374
 Tel.: 33-981..... CBS
 General Manager..... Ezra J. Crane
 Station Manager..... Richard E. Kawson
 Commercial Mgr..... Frank R. Mowacic

GEE!

THIS BEER REALLY TASTES LIKE BEER



He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put **GEE!** In Your Chicago Sales

WGN-TV

**CHANNEL 9
CHICAGO**



**441 N. MICHIGAN AVE.
CHICAGO 11, ILLINOIS**

Pop.: 666,000
Families: 201,000
TV Stations: 7

Idaho

Stations in State: 33
TV Homes: 145,000
Radio Homes: 194,000

KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw... VP: 65 Kw.
Owned-Oper. By... Boise Valley Bcstrs. Inc.
Business Address... 1007 Jefferson St.
Tel.: 3-2511... CBS
Representative. Peters, Griffin, Woodward, Inc.
Pres., Gen. Mgr... Westerman Whillock
Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.
Publicity Director... Sheila Wagner
Production Director... Vestal Baker
Film Manager... Robert Howell
Chief Eng... J. A. Johtz, Jr.

KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 166 Kw.
Owned-Oper. By... KTVB, Inc.
Address... 709 Idaho St.
Tel.: 2-4611... ABC-NBC
Representative... Blair
Pres. and Gen. Mgr... Georgia M. Davidson
Commercial Mgr... George Ganz, Jr.
Prog. Director... Del Lundbom
Prom. Mgr... Evelyn Winters
Film Manager... William Harvey
Chief Engineer... Harold Toedtemeier

KID-TV—Idaho Falls—1952

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Idaho Radio Corp.
Business Address... Box 761

Tel.: JA 2-5100... CBS-NBC-ABC
Representative... Gill-Perna; Moore
President... A. W. Schwieder
Gen. Mgr... C. N. Layne
Sta., Comm. Mgr... Claude Cain
Program Dir... Roy Southwick
Prom. Mgr... Mel Richardson
Chief Engineer... Carroll Secrist

KCIX-TV—Nampa—1958

Channel: 6 VHF... AP: 41.7 Kw... VP: 83.2 Kw.
Owned-Oper. By... Hagadone Bcstg Co.
Address... 208 - 12th Ave., S.
Tel.: 6-6616... ABC-CBS-NBC
Representative... McGavren-Quinn
President... Roger L. Hagadone
Sales Manager... David F. Jolly
Program Dir... Jesse B. Godfrey

KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By... So. Idaho Bcstg. & TV Co.
Address... Eastland Dr. & Elizabeth St.
Tel.: RE 3-5840... ABC-CBS-NBC
Representative... Gill-Perna; Moore
Vice President... Cecil L. Heltel
General Mgr... Gordon Glasmann
Station Mgr... Joe Gibney
Program Director... Dave Fox
Chief Engineer... C. W. Evans

Pop.: 10,175,000
Families: 3,095,000
Radio Homes: 3,035,000

Illinois

Stations in State: 94
TV Homes: 2,799,000
TV Stations: 25

WCIA—Champaign—1953

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Midwest Television, Inc.
Business Address... 509 S. Neil St.
Tel.: FL 6-8333... CBS-NBC
Representative... Hollingsbery
President... August C. Meyer
V.P., Sales Manager... Guy Main
National Sales Dir... Leonard Davis
Film Mgr... John Ketterer
Production Manager... James Fielding
Chief Engineer... Bob Myers

Publicity Dir... George Condon
Program Director... Frank Atlass
Film Manager... Patricia Danneman
Chief Engineer... J. J. Beloungy

WGN-TV—Chicago—1948

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... WGN, Inc.
Business Address... 441 N. Michigan Ave
Tel.: MI 2-7600... NTA
Newspaper Affiliation... Chicago Tribune
Representative... Petry
President... J. Howard Wood
V.P., Gen. Mgr... Ward L. Quaall
Program Director... Alexander C. Field
Sales Mgr... Bradley R. Eidmann
Promotion Director... Charles A. Wilson
Publicity Director... James Hanlon
Film Director... Edward Warren
Chief Engineer... Carl J. Meyers

WBBM-TV—Chicago—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... CBS, Inc.
Bus. Studio Address... 630 N. McClurg Ct.
Tel.: WH 4-6000... CBS
Representative... CBS TV Spot Sales
Vice-Pres., Gen. Mgr... H. Leslie Atlass
Sales Manager... George Arkedis
Promotion Director... William Hohmann
Production Manager... Jack Wartlike

WNBQ—Chicago—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By... National Bcstg. Co.

Business-Studo Address...Merchandise Mart
 Tel.: SU 7-8300.....NBC
Representative.....NBC Spot Sales
President.....Robert E. Kintner
V.P., General Manager.....Lloyd E. Yoder
Gen. Exec......Robert W. Lemon
Dir. of Sales.....William B. Decker
Prom. Director.....John Keys
Program Dir......Harry D. Triage
Publicity Director.....Chet Campbell
Chief Engineer.....Howard C. Lutgens

WBKB—Chicago—1948

Chcnnel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....190 N. State St.
 Tel.: AN 3-0800.....ABC
Representative.....Blair-TV
General Manager.....Mathew Vieracker
Station Manager.....Sterling C. Quinlan
Commercial Manager.....Clarence Hieder
Film Dir......Ralph Andrews
Prog. Dir......Dan Schuffman
Prom., Pub. Dir......Elliott Henry
Chief Engineer.....William P. Kusack

WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.
Owned-Oper. By.....Northwestern Publishing Co.
Business Address.....1500 N. Washington Ave.
 Tel.: 1700.....ABC
Representative.....Everett-McKinney, Inc.
General Manager.....Robert J. Burow
Station Manager.....Max Shaffer
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Chief Engineer.....Norlyn Dossey

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 631-Southside Dr.
 Tel.: 8-4304.....ABC
Representative.....Gill-Perna
President.....Geo. A. Bolas
Stz. Mgr......B. K. West
Program Mgr......Jack Kussart
Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....Television Bldg.
 Tel.: Clearbrook 3-7922.....ABC
Representative.....Walker
Pres., Gen. Mgr......Oscar L. Turner
Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw..VP: 500 Kw.
Owned-Operated By.....West Central Bcstg. Co.
Address.....2907 Springfield Rd., E. Peoria
 Tel.: 9-3961.....NBC
Representative.....Headley-Reed
President.....Robert S. Kerr

V.P., Gen. Mgr......Fred C. Mueller
Comm. Manager.....John Leslie
Program Director.....Victor Fletcher
Promotion Director.....Al Knapp
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.
Owned.....WMBD, Inc.
Business Address.....212 SW Jefferson Ave.
 Tel.: 6-0711.....CBS
Representative.....Peters, Griffin, Woodward, Inc.
President.....Charles C. Caley
V.P. & Mgr......Robert O. Runnerstrom
Dir. of Sales.....Samuel F. Jackson
Reg. Sales Mgr......Robert M. Riley, Jr.
Prom. Dir......James J. Johnston
Prog. Dir......Winthrop P. Baker
Chief Engineer.....George Pyle

WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.
Owned.....Hilltop Bcstg. Co.
Business Address.....621 Main St.
 Tel.: 9-7211.....ABC
President.....Henry P. Slane
Gen. Mgr......Harold V. Phillips
Controller.....Gerald W. Swank
Sales Manager.....David J. Schlink
Program, Film Mgr......Robert Holben
Prom., Pub. Dir......Andy Amyx
Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953

Channel: 10 VHF..AP 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
 Tel.: BA 2-6840.....ABC-NBC
Newspaper Affiliation.....Quincy Herald Whig
Representative.....Young TV Corp.
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr......J. Ben Stewart
Program Director.....Fred Colgan
Publicity Director.....Hal Heidbreder
Chief Engineer.....Frank E. Laughlin

WREX-TV—Rockford—1953

Channel: 13 VHF..AP: 115 Kw..VP: 229 Kw.
Owned-Oper. By.....Greater Rockford TV, Inc.
Business Address.....Auburn & Winnebago Rds.
 Tel.: Rockford 8-1813.....ABC-CBS-NTA
Newspaper Affil......Star & Republic
Representative.....H-R Representatives
President.....L. E. Caster
General Manager.....Joe M. Baisch
Comm. Manager.....Rod MacDonald
Program Director.....John Mazzie
Prom., Pub. Dir......Charles Olson
Film Manager.....Gene Hines
Chief Engineer.....Dick Peck

WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.

Owned-Oper. By...Winnebago Television Corp.
 Business Address.....Meridian Rd.
 Tel.: 3-5413.....NBC
 Representative.....Headley-Reed
 President.....Harry Balaban
 Manager.....Harold Froelich
 Sales Manager.....Gene Denari
 Program Dir.....John W. Kelin
 Film Director.....Carl P. Stemler
 Owners of: WIC-TV, Springfield, Ill.

Director of Sales.....Maurice Corken
 Program Director.....Forest W. Cooke
 Prom., Pub. Dir.....Fern Hawks
 Merchandising Mgr.....H. E. Darton
 Film Manager.....Joseph Greer
 Chief Engineer.....Robert J. Snett

WICS—Springfield—1953

Channel: 20 UHF..AP: 182.5 Kw..VP: 406 Kw.
 Owned-Oper. By.....Plains Television Corp.
 Business Address.....Leland Office Bldg.
 Tel.: 8-0465.....NBC
 Representative.....Adam Young
 President.....Elmer Balaban
 General Manager.....Milton D. Friedland
 Comm. Manager.....Warren King
 Program Director.....H. J. Hoskins
 Promotion Dir.....William Means
 Film Manager.....William Shaw
 Chief Engineer.....Jerold Merritt
 Owners of: WTOV-TV, Rockford, Ill.

WHBF-TV—Rock Island—1950

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.
 Owned-Oper. By.....Rock Island Bcstg. Co.
 Business Address...Telco Bldg., 231 18th St.
 Tel.: R.L. 6-5441.....ABC-CBS
 Newspaper Affil....."The Argus"
 Representative.....Avery-Knodel, Hyett
 President.....Ben. H. Potter
 V.P., Sta., Gen. Manager...Leslie C. Johnson

Pop.: 4,639,000
 Families: 1,475,000
 Radio Homes: 1,421,000

Indiana

Stations in State: 61
 TV Homes: 1,315,000
 TV Stations: 18

WTTV—Bloomington—1949

Channel: 4 VHF...AP: 28.8 Kw...VP: 44.6
 Owned-Oper. By.....Sarkes Tarzian, Inc.
 Business Address.....340 Bluff Rd.
 Tel.: ST 7-2211.....Independent
 Representative.....Meeker
 President.....Sarkes Tarzian
 Gen., Sta. Mgr.....Herb Nelson
 Commercial Manager.....Frank Willis
 Program Director.....Susan Sherman
 Prom., Pub. Dir.....Keith Wilson
 Film Manager.....Ed Justice
 Chief Engineer.....Carl Onken

WTVW—Evansville—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Evansville TV, Inc.
 Business Address.....405 Carpenter St.
 Tel.: H. 2-1121.....ABC
 Representative.....Hollingbery
 President.....Ferris E. Traylor
 Gen. Sta. Mgr.....Dick Shively
 Comm. Mgr.....Al McKelfresh
 Program Dir.....William Hill
 Prom. Dir.....Jack MacGregor
 Film Manager.....S. J. Rusche
 Chief Engineer.....John Schutta

WEHT—Evansville—1953

Channel: 50 UHF. AP: 83.2 Kw..VP: 155 Kw.
 Owned-Oper. By.....WEHT, Inc.
 Business Address.....Box 395
 Tel.: HA 4-9215.....CBS
 Representative.....Young
 Pres., Gen. Mgr.....Edwin G. Richter, Jr.
 Sales Mgr.....Howard D. Duncan
 Program Dir.....Ulysses A. Carlini
 Promotion Dir.....Mrs. Priscilla Finberg
 Chief Engineer.....Robert M. Cleveland

WANE-TV—Fort Wayne—1954

Channel: 15 UHF..AP: 222 Kw..VP: 445 Kw.
 Owned-Oper. By..Indiana Broadcasting Corp.
 Business Address.....2915 W. State Blvd.
 Tel.: A-9411.....CBS
 Representative.....Petry
 President.....C. Wrede Petersmeyer
 Station Manager.....Reid G. Chapman
 Sales Dir.....John Keenan
 Program Director.....J. Larry Beauchamp
 Promotion Director.....Douglas Shull
 Film Manager.....James Goheen
 Chief Engineer.....Charles E. Wallace
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,
 Indianapolis; KGUL-TV, Houston, Tex.

WFIE-TV—Evansville—1953

Channel: 14 UHF..AP: 104.8 Kw..VP: 200 Kw.
 Owned-Oper. By.....WFIE, Inc.
 Business Address.....1115 Mount Auburn Rd.
 Tel.: HA 5-6201.....NBC
 Representative.....Raymer
 President.....Nathan Lord
 V.P., Gen. Mgr.....Berry Smith
 Comm. Manager.....Lee Browning
 Prog. Dir.....Chester T. Behrman
 Prom., Pub Director.....Ed Yalowitz
 Chief Engineer.....Paul Kelley

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF..AP: 144 Kw..VP: 263 Kw.
 Owned.....WKJG, Inc.
 Business Address.....220 E. Jefferson St.
 Tel.: AN 2295.....NBC
 Station Rep.....H R Television Inc.
 President.....John F. Dille, Jr.
 Gen., Sta. Mgr.....Edward G. Thoms



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

where else . . .

—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?

—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . .* and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

The Nation's 13th Television Market

... with the only basic NBC coverage of 760,000 TV set-owning families

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlocker
 Promotion Director Wilson Schroeder
 Chief Engineer Eugene A. Chase

WPTA—Fort Wayne—1957

Channel: 21 UHF . AP: 98 Kw. . VP: 178 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address Butler Road
 Tel.: AN-7125 ABC
 Station Representative Young
 Gen., Sta. Mgr. Sarkes Tarzian
 Comm., Prom. Mgr. Ronald R. Ross
 Program Dir. Richard D. Morgan
 Publicity Director Arthur Hook
 Film Manager Barbara Railsback
 Chief Engineer Grant Hoatson
 Fred Molchin

WFBM-TV—Indianapolis—1949

Channel: 6 AP: 50 Kw. . VP: 100 Kw.
 Owned By Time, Inc.
 Bus. Studio Address 1330 N. Meridian St.
 Tel.: MEIrose 4-8521 NBC
 Representative Katz
 President W. C. Pullen, Jr.
 V.P., Gen. Mgr. Eldon Campbell
 Commercial Manager Don Menke
 Nat. Sales Mgr. Hugh L. Kibbey
 Prog. Dir. William Fall
 Promotion Director John F. Hurlbut
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders

WISH-TV—Indianapolis—1954

Channel: 8 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MEIrose 4-6411 CBS-NTA
 Representative Bolling
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Manager Joseph E. Lake
 Program Director Steve Briggs
 Prom., Pub. Director Ray Reisinger
 Chief Engineer Stokes Gresham, Jr.
 Owners of: KOTV, Tulsa, Okla.; WANE-TV,
 Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

WLW-I—Indianapolis—1957

Channel: 13 VHF . AP: 158 Kw. . VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MEIrose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 President Robert E. Dunville
 General Manager John B. Babcock
 Spec. Bcst. Serv. Dir. Bruce B. Cox
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Promotion Director Lyle Allen
 Film Manager Ken Read
 Chief Engineer Norman Nixon

WFAM-TV—Lafayette—1953

Channel: 59 UHF . AP: 51 Kw. . VP: 102 Kw.

Owned Lafayette Bcstg., Inc.
 Business Address McCarty Lane
 Tel.: 2-7306 CBS-NBC
 Representative Rambeau
 President E. J. Bannon
 Gen., Sta. Mgr. Henry Rosenthal
 Comm. Mgr. Dick Pittenger
 Program Director Harry Bradway
 Film Manager Al Spafford
 Chief Engineer Richard Cochran

WLBC-TV—Muncie—1953

Channel: 49 UHF . AP: 8.5 Kw. . VP: 17 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Business Address Box 271
 Tel.: Atlas 8-4403 ABC-CBS-NBC
 Representative Holman
 Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr. Bill Craig
 Program Director Lee Allerton
 Chief Engineer Pat Finnegan

WNDU-TV—South Bend—1955

Channel: 16 UHF . AP: 153.4 Kw. . VP: 282 Kw.
 Owned-Oper. By Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111 NBC
 Station Representative Pety
 President . Rev. Theodore M. Hesburgh, C.S.C.
 Gen., Sta. Mgr. Bernard C. Barth
 Comm. Manager Wm. Thomas Hamilton
 Prom., Pub. Dir. June Borkowski
 Film Manager H. Allen Hervey
 Chief Engineer Basil O'Hagan

WSBT-TV—South Bend—1952

Channel: 22 UHF . AP: 122 Kw. . VP: 204 Kw.
 Owned-Operated By South Bend Tribune
 Address 300 W. Jefferson Blvd.
 Tel.: CE 3-3141 CBS
 Newspaper Affil. Tribune
 Representative Raymer
 President Franklin D. Schurz
 Sta. Gen. Mgr. Neal B. Welch
 National Sales Mgr. Wilbur R. Darch
 Program Director Robert Drain
 Prom., Pub. Dir. James Halpin
 Film Manager Walter A. Sweitzer, Jr.
 Chief Engineer Arthur R. O'Neil

WSJV—South Bend-Elkhart 1954

Channel: 28 UHF . AP: 148 Kw. . VP: 268 Kw.
 Owned-Oper. By Truth Publishing Co.
 Business Address Box 28, South Bend
 Tel.: Central 2-2828 ABC
 Newspaper Affiliation Elkhart Truth
 Representatives H-R
 President John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Program Director Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Production Mgr. W. Forest Morrow
 Chief Engineer Lester E. Zellner

WTHI-TV—Terre Haute—1954

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By...Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Tel.: CRawford 9481.....ABC-CBS-NBC-NTA

RepresentativeBolling
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Program Director.....Ben Falber, Jr.
Prom. Dir.....Charles Cogan
Chief Engineer.....Don Petit

Pop.: 2,875,000
Families: 884,000
Radio Homes: 876,000

Iowa

Stations in State: 65
TV Homes: 776,000
TV Stations: 12

WOI-TV—Ames—1950

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....Iowa State College
AddressService Bldg.
Tel.: CE 2-3400.....ABC
RepresentativeH-R
President.....Dr. James Hilton
Gen. MangerRobert C. Mulhall
Assoc. Gen. ManagerJames H. Davis
Commercial Mgr.....Ted Tosilebe
Chief Engineer.....Keith Ketcham

WHO-TV—Des Moines—1954

Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By...Central Broadcasting Co.
Business Address.....1100 Walnut St.
Tel.: AT 8-6511.....NBC
Representative.Peters, Griffin, Woodward, Inc.
President.....Col. B. J. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loye
Sales Manager.....Robert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Film Editor.....Robert P. Kress
Chief Engineer.....Roy W. Pratt

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF..AP: 156 Kw...VP: 316 Kw.
Owned-Oper. By.....Cedar Rapids TV Co.
Business Address.....104½ First St., S.W.
Tel.: EM 4-4149.....ABC
Representative.....Weed TV Corp.
Newspaper Affiliation ..Cedar Rapids Gazette
President.....Joseph F. Hladky, Jr.
General Manager.....Redd Gardner
Commercial Manager.....Gene McClure
Prog. Dir., Film Mgr.....Ralph D. Willey
Prom., Pub. Dir.....Edna A. Herbst
Chief Engineer.....Ira V. McDaniel

KRNT-TV—Des Moines—1955

Channel: 8 VHF..AP: 199.5 Kw...VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
AddressNinth & Pleasant St.
Tel.: CH 3-4141.....CBS
RepresentativeKatz
General Manager.....Robert W. Dillon
Commercial Manager.....Paul M. Elliott
Program Dir.....Joe G. Hudgens
Sls. Mgr.....Bill Hippee
Chief Engineer.....Charles F. Quentin

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF..AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
Tel.: EM 4-4171.....CBS
RepresentativeKatz
President.....William B. Dolph
Exec. V.P., Gen. Mgr.....William B. Quarton
V.P., Sales.....Lew Van Nostrand
V.P., Operations.....Douglas B. Grant
Promotion Director.....Richard Pinney
Film Mgr.....Belle Warren
Chief Engineer.....George Hixenbaugh

KQTV—Fort Dodge—1953

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.
Owned-Oper. By...Northwest Television Co.
Business Address.....Warden Bldg.
Tel.: 4-0351.....ABC-CBS-NBC
RepresentativePearson
Pres., Gen. Mgr.....Edward Breen
Exec. Vice Pres.....Gene P. Loffler
Comm. Manager.....Rollie Camp
Program Director.....Richard Johnson
Film Manager.....Stanley McCurdy
Chief Engineer.....David Sinclair

WOC-TV—Davenport—1949

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....805 Brady St.
Tel.: 3-3661.....NBC
Representative.Peters, Griffin, Woodward, Inc.
President.....Col. B. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....F. Pax Shaffer
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Promotion Director.....Richard W. Upp
Chief Engineer.....Paul Arvidson

KGLO-TV—Mason City—1954

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address.....Second & Pennsylvania
Tel.: 2800.....CBS
RepresentativeWeed
President.....Lee P. Loomis
Exec. V.P., Gen. Manager.....Herbert R. Ohrt
Nat'l Sales Mgr.....Walther Rothschild
Film. Comm. Manager.....Lloyd Loers
Prod. Mgr., Prog. Director.....Douglas Sherwin
Chief Engineer.....Roger Sawyer

IOWA-KANSAS

KTVO—Ottumwa—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By...KTVO Television, Inc.
Business Address.....209 East 2nd St.
Tel.: Murray 2-4535.....ABC-CBS-NBC-NTA
Representative.....Hollingbery
Pres., Gen. Mgr.....James J. Conroy
Sta., Comm. Mgr.....Berg Allison
Program Director.....James Frost
Film Manager.....Glen Proeschold
Chief Engineer.....Lloyd Hansen

KTIV—Sioux City—1954

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Tel.: 8-0545.....NBC
Newspaper Affil.....Journal-Tribune
Representative.....Hollingbery
Pres., Gen. Mgr.....Dietrich Dirks
Comm. Mgr.....Eugene T. Flaherty
Prog. Dir.....Don Stone
Prom., Pub. Dir.....Bill Mote
Chief Engineer.....Alvin Smith

KVTV—Sioux City—1953

Channel: 9 VHF..AP: 144 Kw..VP: 288 Kw.
Owned-Oper. By.....Peoples Bcstg. Corp.
Business Address.....7th & Douglas
Tel.: 2-2711.....CBS-ABC
Representative.....Katz
V.P., Corp. Mgr.....Herbert E. Evans
General Manager.....Donald D. Sullivan
Comm. Manager.....Robert B. Donovan
Prog. Director.....Clark Pollock
Promotion Director.....John Schambow
Film Manager.....Carl Morris
Chief Eng.....Robert G. Engelhardt

KWWL-TV—Waterloo—1953

Channel: 7 VHF..AP: 214 Kw..VP: 316 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Insurance Bldg.
Tel.: AD 4-4404.....NBC
Representative.....Avery-Knodel
Pres., Gen., Sta. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000
Families: 724,000
Radio Homes: 672,000

Kansas

Stations in State: 47
TV Homes: 571,000
TV Stations: 10

KTVC-TV—Ensign—1957

(Satellite of KAKE-TV, Wichita)

Channel: 6 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
Owned.....S.W. Kansas TV Co., Inc.
Bus. Address.....705½ Second St., Dodge City
Tel.: HU 3-6666, Dodge City.....ABC
Representative.....Katz
President.....Leigh Warner
Gen., Sta. Mgr.....Wendell Elliott
Prog. Dir., Film Mgr.....Herschel Holland
Chief Engineer.....Kenneth Karr

KGLD—Garden City—1958

Channel: 11 VHF..AP: 24.7 Kw..VP: 49.3 Kw.
(Satellite of KCKT, Great Bend)
Owned-Oper. By.....Central Kans. TV Co.
Business Address.....Box 182, Great Bend
Tel.: BRidge 6-4311.....NBC
Station Representative.....Bolling
Resident Manager.....O. Carmichael
Chief Engineer.....H. Haeefe

KBLR-TV—Goodland—1959

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tri-State TV, Inc.
Business Address.....17th St. & B'way Ave.
Tel.: TW 9-2331.....CBS
Pres., Gen. Mgr.....Leslie Whittemore
Station Manager.....E. R. Jones
Sales Manager.....Jack Walkmeyer
Program Director.....B. McEvoy
Chief Engineer.....Paul Bateman

KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Central Kansas TV Co., Inc.
Business Address.....Box 182
Tel.: GL 3-7868.....NBC
Representative.....Bolling
P. esident.....E. C. Wedell
Gen., Sta. Mgr.....E. L. Kuhlman
Program Director.....Bonnie Perry
Prom., Pub. Dir.....Lelia Henkle
Film Manager.....Wayne Davis
Chief Eng.....H. G. Haeefe

KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 63.2 Kw..VP: 116.5 Kw.
Owned-Oper. By.....Kays, Inc.
Business Address.....2300 Hall St.
Representative.....Holman, Katz
President.....Ross Beach, Sr.
General Mgr.....Robert E. Schmidt
Station Mgr.....Gene Canfield
Production Dir.....Richard A. McDaniel
Chief Engineer.....Jame E. Kane

KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Tel.: MO 5-5503.....CBS
News. Affil.....Minneapolis Star & Tribune
Station Representative.....Blair
President.....Joyce A. Swan
General Mgr.....Howard O. Peterson

KANSAS-KENTUCKY

Commercial Manager.....Eugene F. Gray
 Prog. Dir., Film Mgr.....Robert D. Snyder
 Promotion Director.....Mrs. Dean Howing
 Chief Engineer.....Ken H. Cook

KOAM-TV—Pittsburg—1953

Channel: 7 VHF..AP: 138 Kw..VP: 245 Kw.
 Owned-Oper...Mid-Continent Telecasting, Inc.
 Business Address.....Box 659
 Tel.: 2508.....NBC-ABC
 Representative.....Katz
 General Manager.....R. E. Wade
 Program Director.....Louis R. Martin

WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Stauffer Publications, Inc.
 Business Address.....Box 119
 Tel.: CE 3-2377.....ABC-CBS-NBC
 Representative.....Avery-Knodel
 President.....O. S. Stauffer
 Gen. Mgr.....Thad M. Sandstrom
 Sales Coordinator.....Ray C. Senate
 Prog. Dir., Film Mgr.....Rush Evans
 Chief Engineer.....G. E. Voiles

KAKE-TV—Wichita—1954

Channel: 10 VHF..AP: 219 Kw..VP: 316 Kw.
 Owned-Oper. By.....KAKE-TV, Inc.
 Business Address.....1500 N. West St.
 Tel.: WH 3-4221.....ABC
 Representative.....Katz
 President.....Mark Adams
 Gen. Sta. Mgr.....Martin Umansky
 Commercial Mgr.....Donivan D. Waldron
 Program Dir.....John Froome
 Film Mgr.....Bary Hultgren
 Prom., Pub. Dir.....Robert C. Payne
 Chief Engineer.....Harold Newby

KARD-TV—Wichita—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Wichita TV Corp.
 Address.....833 N. Main St.
 Tel.: AM 5-5633.....NBC
 Representative.....Petry
 President.....G. M. Brown
 V.P., Gen. Sta. Mgr.....W. Moyer
 Comm. Manager.....Donald Sbarra
 Program Director.....Sam Worsham
 Chief Engineer.....Russell V. Goyette

Pop.: 3,209,000
 Families: 883,000
 Radio Homes: 865,000

Kentucky

Stations in State: 78
 TV Homes: 617,000
 TV Stations: 9

WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW..VP: 17.3 Kw.
 Owned.....WKYT, Inc.
 Business Address.....177 N. Upper St.
 Tel.: 2-2533.....CBS
 Representative.....Young
 President.....Hulbert Taft, Jr.
 Gen. Mgr., Film Buyer.....R. C. Wiegand
 Program Director.....Garry Brown
 Film Director.....Dave Fleischer
 Chief Engineer.....Robert Austin

General Manager.....Nathan Lord
 Commercial Manager.....Ralph Jackson
 Prog., Film Dir.....George Patterson
 Prom., Pub. Dir.....Jas. Caldwell
 Chief Engineer.....Wilbur Hudson

WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WHAS, Inc.
 Address.....525 W. Broadway
 Tel.: JU 5-2211.....CBS
 Representative.....Harrington, Righter, Parsons
 Director.....Victor A. Sholis
 Program Director.....Sam Gifford
 Prom. Dir.....William Loader
 Film Manager.....Charles McDaniel
 Dir. Engineering.....O. W. Towner

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw..VP: 17.0 Kw.
 Owned-Oper. By.....WLEX-TV, Inc.
 Business Address.....P.O. Box 1457
 Tel.: 4-8747.....ABC-NBC
 Representatives.....Bolling; Dora-Clayton
 Exec. V.P., Gen. Mgr.....Earl Boyles
 Station Manager.....Harry C. Barfield
 Program Mgr.....Alex B. Macaulay
 Chief Engineer.....Jim Robertson

WPSD-TV—Paducah—1957

Channel: 6 UHF..AP: 50 Kw..VP: 100 Kw.
 Owned.....Paducah Newspapers, Inc.
 Business Address.....100 Television Lane
 Tel.: 2-8214.....NBC-NTA
 Representative.....Pearson
 President.....Edwin J. Paxton, Sr.
 V.P., Mgr., Dir.....E. J. Paxton, Jr.
 General Mgr.....Sam Livingston
 Sales Mgr.....Charles M. Neel
 Prog. Dir.....Fitz Hooton
 Film Mgr.....Bill Watson
 Chief Engineer.....William Mobley

WAVE-TV—Louisville—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....WAVE, Inc.
 Address.....334 East Broadway
 Tel.: JU 5-2201.....NBC-ABC
 Representative.....NBC Spot Sales
 President.....George W. Norton, Jr.

Pop.: 3,221,000
 Families: 889,000
 Radio Homes: 843,000

Louisiana

Stations in State: 79
 TV Homes: 666,000
 TV Stations: 14

KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.
 Owned.....Lanford Telecast. Co., Inc.
 Business Address.....605-11 Washington
 Tel.: 52456.....ABC-CBS-NBC
 Representative.....Weed
 Pres., Film Buyer.....T. B. Lanford
 General Manager.....Willard L. Cobb
 Oper., Prog. Mgr.....Larry McHale
 Chief Engineer.....Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.
 Owned.....Modern Bcstg. Co., Inc.
 Business Address.....P.O. Box 2671
 Tel.: DI 4-8571.....CBS
 Station Representative.....Blair
 Board Chairman.....Dwight W. Martin
 Pres., Gen. Mgr.....Tom E. Gibbens
 Comm. Mgr.....Mervyn E. Rhys
 Program Director.....Don G. Hallmann
 Prom., Pub. Dir.....Grace McElveen
 Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1955

Channel: 2 VHF..AP: 56.2 Kw..VP: 97.7 Kw.
 Owned-Operated By.....La. TV Bcstg. Co.
 Bus. Address.....1650 Highland Rd.; Box 2906
 Tel.: DI 8-1491.....ABC-NBC-NTA
 News. Affil....State-Times Morning Advocate
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Douglas L. Manship
 Sales Manager.....Jules L. Mayeux
 Program, Film Mgr.....John Ferguson
 Promotion Director.....Edward F. Hessel, Jr.
 Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Camellia Bcstg. Co. Inc.
 Address.....P.O. Box 398
 Tel.: CE 5-9494.....CBS
 Representative.....O'Connell; Clarke Brown
 President.....Paul H. DeClouet
 Gen. Mgr.....Dierrell Hamm
 Comm. Mgr.....Guy Corley
 Prog. Dir.....David Manning
 Prom. Dir.....Toni Coons
 Film Mgr.....LeRoy Guidry
 Chief Engineer.....Maurice Wynn

KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw
 Owned-Oper. By.....Calcasieu Bcstg. Co.

Business Address.....320 Division St.
 Tel.: HE 6-3631.....ABC-NBC
 Representative.....Weed
 President.....T. B. Lanford
 Gen., Sta. Manager.....P. E. Mills, Jr.
 Comm. Manager.....Art Reuben
 Prom. Dir.....Adele Barnette
 Prog. Director.....A. B. Craft, Jr.
 Chief Engineer.....Ed Barton

KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 Kw.
 Owned-Oper. By.....KTAG-TV Associates
 Business Address.....645 15th St.
 Tel.: HE 9-9413.....CBS
 Representative.....Pearson
 President.....Warren Berwick
 Vice Pres.....Kevin Reilly
 Station Mgr.....Harper Clark
 Chief Engineer.....Lawrence Vickair

KNOE-TV—Monroe—1953

Channel: .8 VHF..AP: 115 Kw..VP: 230 Kw.
 Owned-Oper. By.....Noe Enterprises, Inc.
 Business Address.....Box 1472
 Tel.: FA 2-8155.....ABC-CBS-NTA
 Station Representative...H-R Representatives
 Board Chairman.....James A. Noe
 President.....James A. Noe, Jr.
 Vice-Pres., Gen. Mgr.....Paul H. Goldman
 Sales & Prom. Mgr.....Jack Ansell, Jr.
 Program Director.....Harry Arthur
 Dir. Engineering.....Ray Boyd

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WDSU Bcstg. Corp.
 Business-Studio Address.....520 Royal St.
 Tel.: TU 4371.....NBC
 Representative.....Blair
 President.....Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr.....Robert D. Swezey
 V.P., Comm. Mgr.....A. Louis Read
 Program Director.....Jerry Romig
 Film Dir.....Elaine Phillips
 Prom., Pub. Dir.....Marion Annenberg
 Operations Mgr.....Stanley Holiday
 Chief Engineer.....Lindsey Riddle

WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co. Inc.
 Business Address.....Jung Hotel
 Tel.: EX 3131.....ABC

LOUISIANA

Representative Weed
Pres. Chester F. Owens
V.P., Mgr., Dir. Geo. A. Mayoral
V.P., Secy.-Treas. Robert E. Jeffers
General Mgr. Mort Silverman
Station Mgr. Dick Kepler

Program Director Tom Abbott
Dir. Engineering George Mayoral

WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned Loyola University
Address 1024 N. Rampart St.
Tel.: EX 4444 CBS
Representative Katz
General Manager W. H. Summerville
Sales Manager Lawrence M. Carino
Program Director E. M. Hoerner
Promotion Mgr. Hughes D. Drumm
Chief Engineer J. D. Bloom, Jr.

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By Shreveport TV Corp.
Business Address Box 92
Tel.: 3-6151 CBS
Representative Paul H. Raymer
Gen. Mgr. Ben Beckham, Jr.
Station Mgr. Winston B. Linam
Comm. Mgr. Deane R. Flett
Prom., Pub. Dir. Carol Vinson
Chief Engineer Morris C. Barten

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 55 Kw..VP: 95 Kw.
Owned-Oper. By New Orleans TV Corp.
Business Address 1422 Cleveland Ave.
Tel.: Jackson 2-2481 ABC
Representative Weed
Pres., Gen. Mgr. Joseph A. Paretti
Vice President Chester F. Owens
Secty. Treas. Chalin O. Perez

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By KTBS, Inc.
Address 312 E. Kings Hwy.
Tel.: 7-3644 NBC-ABC
Representative Edward Petry
Pres., Gen. Mgr. E. Newton Wray
Station Manager Patrick J. White
Commercial Manager Joe B. Foster
Program Director Don Moore
Promotion Director Doug Duperrault
Film Manager Marvin Perry
Chief Engineer Claude R. Scott



CHANNEL 13

**AMERICA'S NEWEST
MAJOR MARKET STATION**

Represented Nationally by
WEED TELEVISION CORP.

Pop.: 959,000
Families: 279,000
Radio Homes: 270,000

Maine

Stations in State: 23
TV Homes: 242,000
TV Stations: 7

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
Owned-Oper....Community Telecasting Serv.
Business Address.....55-57 State St.
Tel.: 6446.....ABC-CBS
Reps.....Hollingbery, Kettel-Carter
President.....Horace Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
V.P.-Operations.....Walter L. Dickson
Station Manager.....Richard B. Bronson
Comm. Mgr.....Robert C. McCausland
Program Director.....Leon H. Nelson
Promotion Director.....Jeanice Bryant
Film Manager.....Ralph Libby

WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18:6 Kw..VP: 36.35 Kw.
Owned-Operated By....WLBZ Television Inc.
Business Address.....7 Main St.
Tel.: 2-4822.....ABC
Sta. Rep.....Weed
President.....William H. Rines
Station Manager.....Rudolph O. Marcoux
Program, Prod. Mgr.....James Robinson
Film Manager.....Don Deakin
Chief Engineer.....John Wibby
(See Page 462)

WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address...477 Congress St., Portland
Tel.: Portland Sp. 3-5665.....ABC
Rep.....Harrington, Righter & Parsons
Pres. & Gen. Mgr.....John W. Guider
Sta., Comm. Mgr.....Robert L. Maynard
Prog., Prom. Dir.....Robert M. Joyce
Publicity Director.....Richard Gove
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By....Maine Radio & TV Co.

Business Office.....157 High Street
Tel.: SP 2-0181.....ABC-NBC
Representative.....Weed
President.....William H. Rines
Asst. to Pres.....Elmore B. Lyford
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....George Bowler
Chief Engineer.....Chas. Brown
(See Page 462)

WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Tel.: SP 2-4661.....CBS
Newspaper Affil.....Gannett Publ. Co.
Station Rep...Avery-Knodel; Foster & Creed
President.....Jean Gannett Williams
General Manager.....Creighton E. Gatchell
Prog. Dir.....William G. Wadman
Comm. Manager.....Richard E. Bates
Sta. Manager.....Samuel G. Henderson
Prom., Pub. Dir.....John M. Havey
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WAGM-TV—Presque Isle—1956

Channel: 8 VHF..AP: 30 Kw..VP: 60 Kw.
Owned-Oper. By....Aroostook Bcstg. Corp.
Business Address.....489 Main St.
Tel.: 8-2461.....ABC-NBC
Station Rep.....Hollingbery; Kettel-Carten
President.....Horace A. Hildreth
Exec. V.P.....Leon P. Gorman, Jr.
Station Manager.....Stanley A. Lyons
Commercial Manager.....Forrest J. Craig
Program Director.....Keith Fowles
Film Manager.....Mrs. L. Joyce Gilbert
Chief Engineer.....J. Richards

NATIONAL - REGIONAL SPOT TV ADVERTISERS

See Page 77
FOR TOP 100

Pop.: 3,030,000
 Families: 842,070
 Radio Homes: 795,000

Maryland

Stations in State: 35
 TV Homes: 731,000
 TV Stations: 6

WJZ-TV—Baltimore—1957

Channel: 13 VHF .AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Business Address.....Television Hill
 Tel.: MO 4-7600.....ABC
 Sta. Representative.....Blair TV
 After July 1.....TvAR
 President.....Donald H. McGannon
 Gen., Sta. Mgr.....Larry H. Israel
 Sales Mgr.....Joseph P. Dougherty
 Pub. Dir.....Tommy Dukehart
 Ops. Mgr.....Jim Kilian
 Prog. Mgr.....Joel Chaseman
 Promotion Director..A. H. "Chris" Christensen
 Chief Engineer.....B. Wolfe
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-
 land; KPIX, San Francisco; KDKA-TV, Pitts-
 burgh.

WBAL-TV—Baltimore—1948

Channel: 11 VHF .AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Tel.: HO 7-3000.....NBC
 Newspaper Affil.....Baltimore News, Post
 Representative.....Edward Petry
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner

Station Manager.....Brent O. Guntz
 Asst. Sta. & Sales Mgr.....Willis K. Freiert
 Program Director.....James E. Kovach
 Promotion Mgr.....Kent Redgrave

WMAR-TV—Baltimore—1947

Channel: 2 VHF .AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Business Address.....2 W. Redwood St.
 Tel.: MU 5-5670.....CBS
 Newspaper Affiliation..Baltimore Sunpapers
 Representative.....Katz
 President.....William F. Schmick, Sr.
 Exec. V.P.....William F. Schmick, Jr.
 General Manager.....E. K. Jett
 Commercial Manager.....E. A. Lang
 Promotion Director.....Anthony Picha
 Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954

Channel: 16 UHF .AP: 8.4 Kw..VP: 15.8 Kw.
 Owned & Oper.....Peninsula Broadcasting Co.
 Address.....Radio-Tv, Park
 Tel.: PI 9-6131.....ABC-CBS
 Sta. Rep.....Headley-Read
 President.....John W. Downing
 Gen., Prom. Mgr.....Charles J. Truitt
 Commercial Manager.....H. Wendell Henry

WMAR-TV
 SUNPAPERS
 TELEVISION
 Baltimore 3, Md.

CBS
 TELEVISION

**IN MARYLAND
 MOST
 PEOPLE WATCH
 WMAR TV
 CHANNEL
 2**

**"MARYLAND'S
 PIONEER TELEVISION
 STATION"**

Pop.: 5,125,000
Families: 1,559,000
Radio Homes: 1,529,000

Massachusetts

Stations in State: 58
TV Homes: 1,418,000
TV Stations: 12

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw.. VP: 56.24 Kw.
Owned-Oper By...Westinghouse B'casting Co.
Address.....1170 Soldiers Field Rd.
Tel.: AL 4-5670.....NBC
Sta. Representative..Peters, Griffin, Woodward
After July 1.....TVAR
President.....Donald H. McGannon
General Mgr.....F. A. Tooke
Program Director.....H. B. Cahon
Promotion Director.....W. B. Colvin
Publicity Director.....Frances M. Corcoran
Film Manager.....R. Jenkins
Chief Engineer.....W. H. Hauser
Owners of: KYW-TV, Cleveland; KPXK, San Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Baltimore.

WHDH-TV—Boston—1957

Channel: 5 VHF..AP: 32.4 Kw..VP: 64.6 Kw.
Owned.....WHDH, Inc.
Address.....6 St. James Ave.
Tel.: HANcock 6-5500.....ABC-CBS-NBC-NTA
Newspaper Afil.....Herald, Traveler
Representative.....Blair-TV
President.....Robert B. Choate
V.P., Man. Dir.....William B. McGrath
V.P., Sales Dir.....Alexander M. Tanger
Dir of TV.....Leslie G. Arries, Jr.
Dir. Sales Prom.....Robert B. Cheyne
Publicity Dir.....Joseph Costanza
Film Manager.....Joseph Levine
Chief Engineer.....Philip K. Baldwin

WNAC-TV—Boston—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address...21 Brookline Ave.
Tel.: CO 6-0800.....CBS
Representative.....H.R.
President.....Norman Knight
Exec. V.P.....George Steify
V.P., Sales.....Tom Bateson
Nat. Sales Mgr.....Proctor Jones
Promotion Dir.....George Hallberg
Program Dir.....John D. Maloy
Publicity Dir.....Phyllis Doherty
Film Manager.....Guy Giampapa
Technical Director.....Harry Whittemore

WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)
Channel: 32 UHF..AP: 100 Kw..VP: 200 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 32, Northfield
Tel.: Northfield 336.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Pres., Gen. Mgr.....William L. Putnam
Commercial Manager.....Horace Nichols

WWLP—Springfield—1952

Channel: 22 VHF..AP: 107 Kw..VP: 219 Kw.
Owned By.....Springfield TV Bcstg. Corp.
Business Address.....P.O. Box 2210
Tel.: State 5-5311.....ABC-NBC
Sta. Rep.....Hollingbery; Kettell-Carter
Chairman.....Roger L. Putnam
Pres., Gen. Mgr.....William L. Putnam
Gen. Sales Mgr.....J. H. Ferguson, Jr.
Station Mgr.....John Fergie
Program Director.....Jerry Barnes
Promotion Mgr.....Frank Dougherty, Jr.
Film Buyer.....Wallace Sawyer
Chief Engineer.....Ralph Jay

WHYN—Springfield—1953

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Tel.: RE 4-1126.....ABC-CBS-NTA
Representative.....Branham, Wheeler
President.....William Dwight
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program, Film Mgr.....Murray Tesser
Chief Engineer.....Harold Schumacker

WWOR—Worcester—1952

Channel: 14 UHF..AP: 18.2 Kw..VP: 9.6 Kw.
Owned By.....Springfield TV Bcstg. Co.
Business Address..P. O. Box 2210, Springfield
Tel.: State 5-5311.....ABC-NBC
Representative.....Hollingbery, Kettell-Carter
Pres. & Gen. Mgr.....William L. Putnam
Vice President.....George R. Townsend
Program Dir.....Jerry Barnes
Chief Engineer.....James MacMahon

Pop.: 8,099,000
Families: 2,329,000
Radio Homes: 2,289,000

Michigan

Stations in State: 95
TV Homes: 2,095,003
TV Stations: 19

WNEM-TV—Bay City-Saginaw—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Gerity Bcstg. Co.
Business Address.....Wenonah Hotel

Tel.: TW 3-4504.....NBC-NTA
Representative.....Petty
President.....James Gerity, Jr.
V.P., Gen. Mgr.....Russell A. Gohring
Dir. Operations.....Tom Matthews
Production Director.....Hal Stone
Promotion Director.....Thomas Sumner

MICHIGAN

Film Manager.....Vince Collins
 Chief Engineer.....Leo Heisel

WWTV—Cadillac—1954

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Fetzer TV, Inc.
 Business Address.....417 N. Mitchell St.
 Tel.: PR 5-3478.....ABC-CBS
 Representative.....Hollingbery
 President.....John E. Fetzer
 Gen. Mgr.....Gene Ellerman
 Prog. Dir.....Paul Hill
 Prom., Mdsq. Mgr.....John Wheat
 Chief Engineer.....George A. Wilson

**CKLW-TV—Detroit-Windsor
 1954**

Channel: 9 VHF..AP: 138 Kw..VP: 325 Kw.
 Owned-Oper...Western Ontario Brdcstng. Co.
 Business Address.....3300 Guardian Bldg.
 Tel.: WO 1-7200.....CBC
 Rep.....All-Canada TV Ltd., Adam Young
 Pres., Gen. Manager.....J. E. Campeau
 Oper. Mgr., Prog. Dir.....S. C. Ritchie
 Comm. Mgr.....Norman Hawkins
 Prom., Pub. Dir.....Arthur Gloster
 Film Manager.....Arthur MacColl
 Dir. of Engineering.....Stuart Clark

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg Co.
 Business Address.....7441 Second Blvd.
 Tel.: TR 3-7400.....CBS
 Newspaper Affiliation.....Miami Beach Sun
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Dir.....Bill Michaels
 Program Mgr.....Ralph R. Rust
 Comm. Mgrs...K. T. McKenney, B. S. Buchanan
 Prom., Merch. Mgr.....Bob Edell
 Publicity Dir.....Betty Anderson
 Chief Engineer.....Joseph B. Haigh
 Owners of: WSPD-TV, Toledo; WAGA-TV,
 Atlanta; WJW-TV, Cleveland.

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.
 Owned-Operated By...Evening News Assoc.
 Business Address.....622 W. Lafayette
 Tel.: WO 2-2000.....NBC
 Newspaper Affiliation.....Detroit News
 Representative,Peters, Griffin, Woodward, Inc.
 President.....Warren S. Booth
 General Manager.....Edwin K. Wheeler
 Asst. General Manager.....Don DeGroot
 Sta. Mgr.....James Schiavone
 Business Manager.....Henry C. Rogers
 Prog. & Prod. Manager.....Ian Harrower
 Sales Prom. Manager.....Glenn Kyker
 Sls. Development Mgr....Frank Steltenkamp
 Natl. Sls. Mgr.....Ray W. Colie
 Local Sls. Mgr.....John A. Wales
 Gen. Eng. Manager.....E. J. Love

WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By...American Broadcasting Co.
 Business Address.....1700 Mutual Bldg.
 Tel.: WO 3-8321.....ABC
 Representative.....Blair-TV
 V.P.....John F. Pival
 Sales Manager.....Ralph Dawson
 Merchandising Manager....Harold Christian
 Film Mgr.....Ken Sims
 Prom., Publicity Director.....Bud Kirwan
 Chief Engineer.....Charles Kocher

WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....WJR, Goodwin Station, Inc.
 Business Address.....2302 Lapeer Road
 Tel.: CE 9-6611.....ABC
 Station Rep.....Harrington, Righter & Parsons
 President.....John F. Patt
 Gen. Mgr.....Worth Kramer
 Sta. Mgr.....A. Donovan Faust
 Program Director.....Franklin C. Mitchell
 Prom., Public. Dir.....Donn Shelton
 Film Mgr.....Francis Edwards
 Chief Engineer.....C. Jones

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Wood Bcstg., Inc.
 Address.....120 College S E
 Tel.: GLendale 9-4125.....ABC-NBC-NTA
 Representative.....Katz
 Pres., Gen. Mgr.....Willard Schroeder
 Gen. Sales Manager.....Arthur M. Swift
 Program Director.....John Shaw
 Promotion Director.....Clark Grant
 Publicity Director.....John Burpee
 Film Manager.....Bob Smith
 Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....590 West Maple
 Tel.: FI 5-2101.....ABC-CBS
 Representative.....Avery-Knodel, Inc.
 President.....John E. Fetzer
 V.P., Managing Director.....Carl E. Lee
 Sales Manager.....Donald DeSmit
 Program Director.....Charles Lynch
 Promotion Director.....William Hunt
 Film Mgr.....Mel Haavind
 Chief Engineer.....Arthur Covell

WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Gross Telecasting, Inc.
 Address.....2820 E. Saginaw
 Tel.: IV 2-1333.....ABC-CBS-NBC
 Representative.....Peters, Griffin, Woodward
 President.....Harold Gross
 Commercial Mgr.....Keith R. Oliver
 Film Manager.....Phil Sherck
 Prom., Pub.....Ned Ryan
 Chief Engineer.....Carleton Musson

WDMJ-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Oper. By Lake Superior Bcstg Co.
 Business Address 249 W. Washington St.
 Newspaper Affiliation Mining Journal
 Tel.: CA 6-3524 CBS
 Representative Weed
 President Frank J. Russell, Jr.
 General Mgr. W. H. Treloar
 Sta. Comm. Mgr. Robert J. Luke
 Program Dir. Ted Hansen
 Promotion Dir. Ruby Apostle
 Film Mgr. Kenneth Borst
 Chief Engineer Paul Anick

WKNX-TV—Saginaw—1953

Channel: 57 UHF AP: 207 Kw. VP: 103 Kw.
 Owned-Operated By Lake Huron Bcstg. Co.
 Address 221 S. Wash. Ave.
 Tel.: PL 3-4471 CBS
 Representative Gill-Perna, Inc.
 President, Gen. Mgr. William J. Edwards
 V.P. Hon. Alvin M. Bentley
 Station Manager Howard H. Wolfe
 Commercial Manager Robert M. Chandler
 Program Director Robert A. Oliver
 Business Mgr. L. Lee Purvis
 Prom. Dir. Vincent Picard
 Film Manager A. J. Schweitzer
 Chief Engineer Max W. Thomas

**WILX-TV—Onondaga-Lansing
1959**

Channel: 10 VHF AP: 174 Kw. VP: 316 Kw.
 Owned-Oper. By TV Corp. of Mich.
 Business Address Hotel Hayes, Jackson
 Tel.: State 3-2621 NBC
 Sta. Rep. Venard, Rintoul, McConnell
 Pres., Gen. Mgr. J. C. Pomeroy
 Gen. Sales Mgr. Martin Giaimo
 Promotion Manager L. B. Fishout
 Program Director David Froh
 Chief Engineer Donald Wright

**WPBN-TV—Traverse City
1954**

Channel: 7 VHF AP: 32.4 Kw. VP: 53.7 Kw.
 Owned-Oper. By Midwestern Bcstg. Co.
 Business Address Paul Bunyan Bldg.
 Tel.: WI 7-7675 NBC
 Representative Beckjorden
 President, Gen. Mgr. Les Biederman
 Station Mgr., Prog. Dir. John Anderson
 Commercial Mgr. R. E. Detwiler
 V.P.-Chief Engineer William H. Kiker

Pop.: 3,325,000
 Families: 969,700
 Radio Homes: 946,000

Minnesota

Stations in State: 63
 TV Homes: 814,000
 TV Stations: 11

KCMT—Alexandria—1958

Channel: 7 VHF AP: 13.2 Kw. VP: 26.6 Kw.
 Owned By Central Minn. TV Co.
 Business Address 7th & Fillmore
 Tel.: RO 3-5166 ABC-NBC
 Sta. Rep. Avery-Knodel, Inc.
 President Joseph O. Perino
 Gen. Sta. Mgr. Glenn W. Flint
 Comm. Mgr. Gideon Klein
 Prog. Dir. Ken Bechtel
 Prom. Dir. Russell Cox
 Film Mgr. Douglas Froemming
 Chief Engineer K. Olson

Owned-Oper. By Red River Bcstg. Co., Inc.
 Business Address Bradley Building
 Tel.: RA 2-2628 ABC-CBS
 Representative Avery-Knodel
 General Manager Odin S. Ramsland
 Sales Manager John Grandy
 Chief Engineer Robert Dettman

**WDSM-TV—Duluth-Superior
1954**

Channel: 6 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Northwest Publications, Inc.
 Bus. Address 230 E. Superior St., Duluth
 Tel.: RA 7-8484 ABC-NBC
 News. Affil. Duluth Herald & News-Tribune
 Sta. Rep. Peters, Griffin, Woodward; Evans
 President Bernard H. Ridder
 General Mgr. Clarence D. Tully
 Commercial Manager Carlo Anneke
 Program Dir. Ed Conrad
 Promotion Director Martin Olson
 Film Manager Bill Ashton
 Chief Engineer George Carlson

KMMT—Austin—1953

Channel 6 VHF AP: 6.17 Kw. VP: 12.3 Kw.
 Owned By Blackhawk Bcstg. Co.
 Business Address Hiway No. 105 S.
 Tel.: HE 3-8836 ABC-NTA
 Representative Avery-Knodel, Inc.
 General Manager Thomas L. Young
 Commercial Manager Don Jones
 Promotion Director Marge Nelson
 Film Manager Dick Lane
 Chief Engineer Leo Chenier

WCCO-TV—Minneapolis—1949

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Midwest Radio-TV Inc.
 Bus. Studio Address Radio City—50 S. 9th St.
 Tel.: FE 8-0552 CBS
 Newspaper Affiliation Star & Tribune Co.

**KDAL-TV—Duluth-Superior
1954**

Channel: 3 VHF AP: 50 Kw. VP: 100 Kw.

**There's always
something
interesting and
exciting on**

**KMSP-TV
Channel 9**

MINNEAPOLIS-ST. PAUL

AN NTA OWNED AND OPERATED STATION

Chr. of Bd. Wm. J. McNally
 President Robert B. Ridder
 Exec. V.P. F. Van Konynenburg
 Asst. Mgr. for TV Sherman Headley
 Comm. Mgr. Robert N. Ekstrum
 Film Manager Harry C. Jones
 Prom., Pub. Director Gene Godt
 Program Dir. Gwen Harvey
 Chief Engineer John M. Sherman

KMSP-TV—Minneapolis-St. Paul 1955

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By United Television, Inc.
 Business Address 180 Foshay Tower
 Tel.: FE 9-8811. NTA
 Station Rep. NTA Spot Sales; H & R West
 Pres., Gen. Mgr. Donald Swartz
 Commercial Manager Richard Butterfield
 Nat. Sales Mgr. James W. Anderson
 Program Dir. Joseph Carney
 Publicity Director David Lee
 Chief Engineer Gordon Benson

WTCN-TV—Minneapolis—1953

Channel: 11 VHF. AP: 150 Kw. VP: 316 Kw.
 Owned-Operated By Twin State Bcstg. Inc.
 Business Address 2925 Dean Blvd.
 Tel.: Walnut 7-8881. ABC
 Representative Katz
 President Weston C. Pullen, Jr.
 Gen., Sta. Mgr. Phil Hoffman
 Commercial Manager James R. Hoel

Prog. Dir., Film Mgr. Ted Snider
 Asst. Mgr. John M. Baldwin
 Chief Engineer W. Fritze

KROC-TV—Rochester—1953

Channel: 10 VHF. AP: 120 Kw. VP: 240 Kw.
 Owned-Oper. By So. Minn. Bcstg. Co.
 Business Address 100 - 1st Ave. Bldg.
 Tel.: AT 2-8665. NBC
 Station Representative Meeker; Hyett
 President Mrs. Gregory P. Gentling
 General Manager G. David Gentling
 Station Manager Willard Lampman
 Comm. Mgr. Will Jackson
 Prom., Pub. Director Mrs. Gene Holmes
 Prog. Dir., Film Manager Don Perry
 Chief Engineer Robert W. Cross

KSTP-TV—St. Paul—Minneapolis—1948

Channel: 5 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned-Operated By KSTP, Inc.
 Bus., Trans. Lo. 3415 University Ave., St. Paul
 Tel.: MI 5-2724. NBC
 Representative Edward Petry
 President, Gen. Mgr. Stanley E. Hubbard
 Exec. V.P. & Treas. K. M. Hance
 National Sales Dir. James E. Blake
 V.P. Chge. Sales Marvin L. Rosene
 V.P. Research, Dev. Stanley S. Hubbard
 Prog. Dir., Film Mgr. Del Franklin
 Prom., Pub. Director William Davey
 Chief Engineer Wm. S. Sadler

Pop.: 2,259,000
 Families: 585,000
 Radio Homes: 569,000

Mississippi

Stations in State: 72
 TV Stations: 11
 TV Homes: 334,000

WCBI-TV—Columbus—1956

Channel: 4 VHF. AP: 18 Kw. VP: 20 Kw.
 Owned-Oper. By Bernie Imes, Jr.
 Business Address Highway 12 North
 Tel.: FAirfax 8-5631. ABC-CBS-NBC-NTA
 Newspaper Affiliation Commercial Dispatch
 Representative Everett-McKinney
 President Birney Imes, Jr.
 Gen., Prom. Mgr. P. B. Hinman
 Commercial Mgr. Bill Whitfield
 Program Director Jack Huffman
 Film Manager Edward Prescott
 Chief Engineer Tom McFerrin

WDAM-TV—Hattiesburg

Channel: 9 VHF. AP: 33.1 Kw. VP: 55 Kw.
 Owned-Oper. By Lion Television Corp.
 Business Address Box 1649
 Tel.: JU 4-8441. ABC-NBC
 Representative Pearson
 President David A. Matison
 General Mgr. Marvin Reuben
 Comm. Mgr. Jerry P. Keith
 Program Director Dave L. Waite
 Promotion Director Max Goodman
 Film Manager Charles Shade
 Chief Engineer Clarence Vogel

WJTV—Jackson—1954

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By Capitol Broadcasting Co.
 Business Address Box 8187
 Tel.: FI 4-2512. ABC-CBS-NTA
 Newspaper Affil. Clarion Ledger; Daily News
 Station Representative Katz
 President T. M. Heder, Jr.
 General Manager L. M. Sepaugh
 Station Manager Owens F. Alexander
 Comm. Manager Bill Carlier
 Program Director Ken Parks
 Prom., Pub. Dir. Sandy McMillan
 Film Manager L. M. Sepaugh, Jr.
 Chief Engineer C. A. Perkins

WLBTV—Jackson—1953

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Lamar Life Bcstg. Co.
 Business Address 715 S. Jefferson
 Tel.: FI 2-2691. ABC-NBC
 Representative Hollingbery
 President P. K. Lutken
 Gen., Station Mgr. Fred L. Beard
 Comm. Manager Frank Gentry
 Program Director Maurice Thompson
 Prom., Pub. Director Charles H. Allen

KPLR-TV

channel **11** st. louis, mo.

**DESIGNED
EQUIPPED
STAFFED
PROGRAMMED**

WITH THE CATALYST OF EXCITING TELEVISION

IMAGINATION

from it's

VIDEO CITY STUDIOS ✱

Chase/Park Plaza Hotels

St. Louis 8, Missouri

✱
16 *new concept on location studios*

2 *video tape units*

swimming pool

ice rink

75' by **65'** *main production stage*

For The Full
Channel 11 Story
See the Colonel
at P.G.W.

MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*



Film Manager.....Bruce Nicholson
Chief Engineer.....Bob Smathers

WTOK-TV—Meridian—1953

Channel: 11 VHF..AP: 156 Kw..VP: 316 Kw.
Owned-Oper. By...Southern Television Corp.
Business Address...Southern Bldg.
Tel.: 3-1441.....ABC-CBS-NBC
Representative.....Headly-Reed
President.....Robert F. Wright
Sales Manager.....W. B. Crooks
Prog., Prom. Dir.....Cecil Germany
Chief Engineer.....Joe Saxon

WTWV—Tupelo—1957

Channel: 9 VHF..AP: 13.6 Kw..VP: 27.2 Kw.
Owned-Oper. By.....Tupelo Citz. TV Co.
Bus. Address.....Beech Springs Rd.; Box 163
Tel.: VI 2-7620.....NBC
Representative.....Jack Masla
Pres., Gen. Mgr.....Frank K. Spain
Commercial Manager...Charles H. Hicks, Jr.
Program Director.....William B. Landers
Prom., Pub. Dir.....Perrin Purvis
Film Manager.....Gerald D. Stanford

Pop.: 4,531,070
Families: 1,359,000
Radio Homes: 1,321,000

Missouri

Stations in State: 77
TV Homes: 1,169,000
TV Stations: 17

**KFVS-TV—Cape Girardeau
1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Hirsch Broadcasting Co.
Business Address.....324 Broadway
Tel.: ED 5-5511.....CBS
Station Representative.....Headley-Reed Co.
President.....Oscar C. Hirsch

KODE-TV—Joplin—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....WSTV, Inc.
Business Address.....1928 W 13th St.
Tel.: MA 3-7260.....ABC-CBS-NTA
Representative.....Avery-Knodel
President.....Jack N. Berkman
General Manager.....Harry Burke
Commercial Mgr.....D. T. Knight
Program Director.....Ronald Robson
Prom., Pub. Dir.....William Harned
Chief Engineer.....Jack Langford

KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63, South
Tel.: Gibson 2-1122.....ABC-NBC-NTA
Representative.....H.R.
Director of TV.....Edward C. Lambert
Station Manager.....Glenn G. Griswold
Commercial Manager.....John O. Conwell
Program Director.....Monte Gurwit
Promotion Director.....Jean Meredith
Film Manager.....Ron C. Hunt
Chief Engineer.....William J. Reagan

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith Publishing Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....CBS
Representative.....Katz
General Manager.....E. K. Hartenbower
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen

Owners of: KPHO, Phoenix, Ariz.; WOW-TV,
Omaha, Neb.; WHEN-TV, Syracuse, N. Y.
(See Page 498)

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address.....510 Main St., Quincy, Ill.
Tel.: BA 2-6200.....CBS
Representative.....Weed
Gen., Nat'l. Sls. Mgr.....Walter Rothschild
Program Dir.....Bob Eickmeyer
Promotion Director.....Dick Moore
Film Manager.....Jean Eager
Chief Engineer.....J. E. Gray

WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By...Natl. Missouri TV Inc.
Business Address.....Signal Hill
Tel.: PL 3-4567.....NBC
Representative...Harrington, Righter, & Parsons
President.....Charles L. Glett
General Manager.....William A. Bates
Station Manager.....Jay Barrington
Comm. Manager.....E. Manne Russo
Program Director.....Bob Wormington
Promotion Director.....Jud Woods
Chief Engineer.....James Schmidt

KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Jefferson TV Co.
Business Address.....Jefferson City
Tel.: 6-6188.....ABC-CBS
Newspaper Affiliation.....News Tribune
Representative.....Blair TV Assoc.
President.....William H. Weldon
Gen., Film Mgr.....Robert Blosser
Sales Mgr.....R. E. Maxwell
Chief Engineer.....Edward Schuelein

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....KMBC Bcastg. Co.
Business Address.....11th & Central Streets

MISSOURI-MONTANA

Tel.: HA 1-2650.....ABC
 Representative. Peters, Griffin, Woodward, Inc.
 President Donald Dwight Davis
 Exec. V.P. John T. Schilling
 V.P. & Sales Man.....George J. Higgins
 Station Mgr. Mori Greiner
 Production Manager.....Lou Kemper
 Promotion Director.....Joe Redmond
 Chief Engineer.....Henry Goldenberg

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw...VP: 16.4 Kw.
 Owned-Oper. By....Cook Paint & Varnish Co.
 Business Address.....2100 W. Broadway
 Tel.: TAYlor 6-1651.....ABC
 Representative Pearson
 Gen., Sta. Mgr..... John Garner
 Commercial Manager.....Virgil L. Cobia
 Prog., Prom. Dir.....Miss Le Chapman
 Chief Engineer.....Bob Klein

KTTS-TV—Springfield—1953

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
 Owned-Oper. By.....Independent Bcstg. Co.
 Business Address.....P.O. Box 1716 SSS
 Tel.: UNiversity 2-7474.....CBS-NTA
 Representative Weed
 President J. H. G. Cooper
 Gen., Sta. Mgr..... G. Pearson Ward
 Sales Manager.....Jack Lloyd
 Program Director.....Kevin McAndrews
 Film Manager.....Ted Tucker
 Chief Engineer.....William F. Curry

KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By....Springfield Television Inc.
 Business Address.....999 W. Sunshine
 Tel.: 6-2766.....NBC-ABC
 Representative Hollingbery
 Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
 Co-Mgr., Prog. Dir.....Carl Fox
 Chief Engineer.....E. Dennis White

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....KFEQ Bcstg. Co.
 Business Address.....40th & Faraon
 Tel.: ADams 3-2528.....ABC-CBS
 Representative Blair Assoc.
 President..... Jesse D. Fine
 Gen., Sta. Mgr.....Ted Nelson
 Sales Manager.....Carlton Schirmer
 Prog. Dir., Film Mgr.....Gene Milsteen
 Promotion Director.....Franklin Kay
 Chief Engineer.....John Carroll

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By....North Kingshighway, Inc.
 Address.....4935 Lindell Blvd.
 Tel.: FOrEst 7-3300.....Independent
 Representative.....Peters, Griffin, Woodward
 PresidentHarold Koplar
 Exec. Vice President.....James L. Caddigan
 Dir. of Sales.....James Goldsmith
 Publicity-Promo.....M. E. Furey
 Dir. of Engineering.....K. E. Hildebrand
 (See Page 856)

KSD-TV—St. Louis—1947

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By...The Pulitzer Publishing Co.
 Address.....1111 Olive St.
 Tel.: MAin 1-111.....NBC
 Newspaper Affiliation..St. Louis Post-Dispatch
 Representative.....NBC Spot Sales
 PresidentJoseph Pulitzer, Jr.
 Gen., Sta. Mgr.....Harold Grams
 Commercial Mgr.....Guy E. Yeldell
 Pub. Dir.....Robert Hannon
 Film Mgr.....Keith Gunther
 Promotion Director.....Fred J. Mueller
 Chief Engineer.....J. E. Risk

KMOX-TV—St. Louis—1958

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....CBS, Inc.
 Business Address.....12th & Cole Sts.
 Tel.: MAin 1-9100.....CBS
 Representative.....CBS-TV Spot Sales
 Gen. Mgr.....Gene Wilkey
 Sales Manager.....Charles McAbee
 Prog. Dir., Film Mgr.....Leon Drew
 Dir. of Tech. Oper.....Harry Harvey
 Dir., Pub., Prom.....Tom Stanton

KTVI—St. Louis—1955

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned.....Signal Hill Telecasting Corp.
 Business Address.....5915 Berthold
 Tel.: MI 7-3600.....ABC
 Newspaper Affiliation.....Globe Democrat
 RepresentativeBlair-TV
 PresidentHarry Tenenbaum
 V.P., Gen. Mgr.....Joseph Bernard
 V.P., Sta. Mgr.....Paul E. Peltason
 Commercial Manager.....Paul Litt
 Prog. Dir.....Frederick S. Buschmeyer
 Promotion Director.....Don B. Curran
 Film Manager.....John Link
 Chief Engineer.....Richard Trompeter

Pop.: 674,000
 Families: 211,000
 Radio Homes: 197,900

Montana

Stations in State: 32
 TV Homes: 122,000
 TV Stations: 10

KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
 Address.....214 N. 30th St.
 Owned.....Midland Empire Bcstg. Co.

Tel.: 2-4676NBC
 Station RepresentativeYoung
 President.....P. N. Fortin
 General Manager.....Jeff Kiichli
 Commercial Mgr.....Warren Marshall

Prog., Prom. Dir. Gertrude Nyberg
 Chief Engineer D. Jansma

KOOK-TV—Billings—1953

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By Montana Network
 Business Address P. O. Box 2557
 Tel.: 2-5611 ABC-CBS
 Station Representative Gill-Perna; Moore
 Pres., Gen. Mgr. Joseph S. Sample
 Station Manager Ed Peiss
 Comm. Manager John Conner
 Program Director George Green
 Promotion Director Conna G. May
 Publicity Director C. Randall Phlimp
 Film Manager Duane McCoy
 Chief Engineer Grant French

KXLF-TV—Butte—1953

Channel: 4 VHF..AP: 29.5 Kw..VP: 56.2 Kw.
 Owned-Oper. By Television Montana
 Business Address Box 1956
 Tel.: 2-9111 ABC-NBC-CBS
 Representative Gill Perna, Moore
 Pres., Gen. Mgr. E. B. Craney
 Station Manager Jim Manning
 Chief Engineer Lloyd Scott

KXGN-TV—Glendive—1957

Channel: 5 VHF..AP: 2.5 Kw..VP: 5 Kw.
 Owned by Glendive Bcstg. Corp.
 Address 122 S. Merrill Ave.
 Tel.: EMpire 5-3377 ABC-CBS
 Representative Grant Webb
 Pres., Film Mgr. Lewis W. Moore
 Pres., Gen. Mgr. E. B. Craney
 General Manager Daniel C. Palen
 Program Director Shirley Henriksen

KFBB-TV—Great Falls—1953

Channel: 5 VHF..AP: 12.7 Kw..VP: 25.4 Kw.
 Owned-Oper. By Wilkins Broadcast Inc.

Business Address Box 1139
 Tel.: GL 3-4377 ABC-CBS-NBC
 Station Representative Gill-Perna
 Pres., Gen. Mgr. J. P. Wilkins
 Comm., Sta. Manager W. C. Blanchette
 Program Director Pen Brown
 Chief Engineer Anthony Lopuch

KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.
 Owned By Snyder & Assoc.
 Business Address Box 818
 Tel.: GL 2-2433 Independent
 Sta. Rep. Forjoe
 Pres., Gen., Sta. Mgr. Dan Snyder
 Program, Prom. Dir. Don Bradley

KULR—Kalispell—1957

Channel: 9 AP: 8.9 Kw. VP: 15.1 Kw.
 Owned By KGEZ-TV, Inc.
 Business Address Buffalo Hill
 Tel.: SK 6-5056 CBS-NBC
 Representative Donald Cooke
 President Frank Reardon
 Station Manager G. Norman Penwell
 Ch. Eng. Jess Waymire

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.
 Owned-Oper. By Mosby's Inc.
 Business Address 127 East Main St.
 Tel.: 9-4169 ABC-CBS-NBC
 Pres., Sta. Mgr. A. J. Mosby
 Comm. Mgr., Prog. Dir. Stanley Deck
 Prom., Pub. Dir. Laurel Eicholz
 Film Manager Linda Paoli
 Chief Engineer Amos Hargarve

Pop.: 1,519,000
 Families: 461,000
 Radio Homes: 450,000

Nebraska

Stations in State: 33
 TV Homes: 373,000
 TV Stations: 11

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By Nebraska TV Corp.
 Business Address Box 476
 Tel.: 3-1321 NBC
 Newspaper Affiliation Hastings Daily Tribune
 Representative Weed
 President Fred A. Seaton
 General Mgr. Duane L. Watts
 Operations Mgr. Bob Schuuelle
 Chief Engineer Duane Allison

Tel.: WY 5-5952 ABC-CBS
 Representative Meeker
 President Wayne Brewster
 Gen. Mgr. Harold Hamilton
 Station Manager Jack Gilbert
 Film Mgr. Bob Brooke
 Production Manager Moe Milliken
 Pub. Director Tom Nuss
 Dir. of Eng. Dixie Greely

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
 Owned-Oper. By Bi-States Co.
 Business Address Holdrege, Nebr.

KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 153 Kw..VP: 316 Kw.
 Owned By Cornhusker Radio & TV Corp.
 Address 40th and W Sis.
 Tel.: 6-2387 ABC-CBS-NTA
 Representative Avery-Knodel
 President John E. Fetzer
 Gen., Sta. Mgr. A. James Ebel

In the
rich
OMAHA
market—
it's

WOW-TV
Channel 6



A MEREDITH STATION
affiliated with
Better Homes and Gardens and
Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by BLAIR-TV, Inc.

Comm. Manager Lester C. Rau
Program Director Robert L. Johnson
Prom., Pub. Dir. Charles Wallick
Film Manager Eli Modenstein
Chief Engineer D. R. Taylor

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP. 13 Kw..VP: 25.9 Kw.
Owned By.....North Platte TV Inc.
Business Address.....Box 756
Tel.: 5474.....NBC
President.....Russ Clarke
Gen., Sta. Mgr.....Bob Riedy
Comm. Mgr.....Howard Morgan, Jr.
Program, Prom. Dir.....Bill Wood

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
OwnedHerald Corp.
Address.....27th & Douglas Sts.
Tel.: HARney 7777.....ABC-NTA
Newspaper Affil.World-Herald
Station Representative.....H-R Representatives
President.....Ben H. Cowdery
V.P., Gen. Mgr.....Eugene S. Thomas
Commercial Manager.....Robert O. Parson
Program Director.....W. D. Donaldson
Prom., Pub. Dir.....Robert F. Coats
Film Manager.....Dewey Nelsen
Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus. Trans. Address.....2615 Farnam St.
Tel.: HA 3333.....NBC
RepresentativePetry
President.....Edward W. May
Gen. Sta. Mgr.....Owen Saddler
Commercial Mgr.....Arden E. Swisher
Program Director.....Lew Jeffrey
Promotion DirectorAmos Eastridge
Film Manager.....Ken Michaelsen
Pub. Dir.....Burt Mann
Chief Engineer.....R. J. Schroeder

WOW-TV—Omaha—1949

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Tel.: WE 3400.....CBS
RepresentativeBlair TV
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Prog. Dir., Film Mgr.....Bill McBride
Prom., Pub. Dir.....Robert Seitzer
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn
Owners of: KCMO-TV, Kansas City, Mo.;
KPHO, Phoenix, Ariz; WHEN-TV, Syracuse,
N. Y.

(See Page 498)

Pop.: 286,000
Families: 96,000
Radio Homes: 87,000

Nevada

Stations in State: 17
TV Homes: 88,000
TV Stations: 6

KLRJ-TV—Las Vegas—1955

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By...Southwestern Publishing
Bus. Address...4850 Henderson Hwy.; Box 550
Tel.: DU 2-1760.....NBC-NTA
Newspaper Affiliation.....Review-Journal
Representative.....Avery-Knodel
President.....Donald W. Reynolds
General Mgr.....William D. Stiles
Station Manager.....Mark Smith
Nat'l Sls. Mgr.....Allen W. Dunn
Managing Director.....A. E. Cahlan
Prog. Dir., Film Mgr.....Robert Shehtanian
Chief Engineer.....David Rogers

Program Director.....Don Holladay
Chief Engineer.....Herschel C. McKenzie

KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.
Owned-Oper.....TV Co. of Amer., Inc.
Business Address.....El Rancho Hotel
Tel.: DU 2-8010.....ABC
Representative.....Forjoe
V.P., Gen. Mgr.....George Glavin
Commercial Mgr.....Hal Wilkerson
Oper. Mgr.....Lee Peer
Chief Engineer.....Al Mehner

KOLO-TV—Reno—1953

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.
Owned-Oper...Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Tel.: FA 3-0721.....ABC-CBS-NBC
Representative.....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Sta. Mgr.....Lee Hirshland
Prod. Dir.....Durward Yasmer
Pub. Dir.....Helen Busscher
Chief Engineer.....Tom Hughes

KLAS-TV—Las Vegas—1953

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Address.....250 E. Desert Inn Rd.
Tel.: DU 2-6138.....CBS
Newspaper Affiliation.....Sun
Representative.....Weed
President.....Herman M. Greenspun
General Manager.....Marian Y. Komar
Sales Mgr.....Alex Gold

Pop.: 584,000
Families: 174,000
Radio Homes: 170,000

New Hampshire

Stations in State: 16
TV Homes: 155,000
TV Stations: 2

WMUR-TV—Manchester—1953

Channel: 9 VHF...AP: 155 Kw...VP: 282 Kw.
Owned-Oper. By.....United TV Co. of N. H.
Business Address.....1819 Elm St.
Tel.: NAtional 3-8061.....ABC

Representative.....Forjoe
President.....Francis P. Murphy
Comm. Manager.....Gordon Moore
Prog. Dir.....Warren S. Park
Chief Engineer.....Ralph U. Nadeau

**FOR RADIO STATION
PERSONNEL
SEE PAGE 516**

**There's always
something
interesting and
exciting on
WNTA-TV
Channel 13**

METROPOLITAN N. Y.

AN NTA OWNED AND OPERATED STATION

Pop.: 5,865,000
Families: 1,745,000
Radio Homes: 1,731,000

New Jersey

Stations in State: 26
TV Homes: 1,539,000
TV Stations: 5

WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....National Telefilm Assoc.
Business Address.....1020 Broad Street
Tel.: MI 2-6400.....NTA

V.P. Gen. Mgr.....Malcolm C. Klein
Sales Mgr.....Paul O'Brien
Business Mgr.....Joe Morris
Program Director.....Jack Lynn
Sales Prom. Dir.....Barbara Wilkens
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000
Families: 249,000
Radio Homes: 247,000

New Mexico

Stations in State: 43
TV Homes: 172,000
TV Stations: 7

KGGM-TV—Albuquerque—1953

Channel: 13 VHF..AP: 44.6 Kw..VP: 89.1 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 Coal Ave. S. W.
Tel.: CH 3-2285.....CBS
RepresentativeBranham
Pres., Gen., Sta. Mgr. A. R. Hebenstreit
Comm. Manager Ralph C. Rhoads
Prom. Dir..... Jim Laramore
Traff. Dir.....Vergie Abeyta
Film Manager.....Stretch Scherer
Chief Engineer.....Leonard F. Dodds

KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw..VP: 10.7 Kw.
Owned-Oper. By ..Voice of the Caverns, Inc.
Business Address.....P.O. Box 631
Tel.: TUXedo 5-4101.....CES
Representative Branham
President Edward Talbot
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Neal Jones
Promotion Director.....Marjorie Winfield
Publicity Director.....Jerri Wright
Film Manager.....Harvey Kagen
Chief Engineer W. C. Carnahan

KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw..VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulane Dr.
Tel.: ALpine 5-8716.....ABC-NTA
Station Representative.....Bolling; Brown
President.....Clinton D. McKinnon
Gen., Sta. Mgr.....Max A. Sklower
Program Director.....Phil Eakins
Chief Engineer James Sharmon

KICA-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.
Owned-Oper. ByKICA, Inc.
Business Address.....1000 Sycamore St.
Tel.: PO 3-5511.....CBS
Station Representative Branham
President Frank Lesley
Gen., Sta. Mgr.....J. H. Morris
Commercial Manager.....Jim Wilkes
Program Director.....James Moreland
Film Manager.....Jim Martin
Chief Engineer.....M. S. O'Dell

KOB-TV—Albuquerque—1948

Channel: 4 VHF..AP: 5.3 Kw..VP: 10.2 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus.-Studio Address...1430 Coal Ave., S. W.
Tel.: CH 3-4411.....NBC
RepresentativePetty
Pres. Stanley Hubbard
Gen., Sta. Mgr.....George S. Johnson
Commercial Manager....Robert D. Williams
Prog. Dir., Film Mgr.....Jerry Danziger
Prom., Pub. Dir.....Lowell Christison
Chief Engineer.....Jerry Danziger

KSWs-TV—Roswell—1953

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....ABC-CBS-NBC
RepresentativeMeeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Prod. DirectorOwen Moore
Act. Ch. Eng.....Edward R. Ridlon

Pop.: 17,125,000
Families: 5,359,000
Radio Homes: 5,285,000

New York

Stations in State: 125
TV Homes 4,829,000
TV Stations: 32

WTEN—Albany—1953

Channel: 10 UHF..AP: 72.5 Kw..VP: 145 Kw.
Owned-Oper. By.....Capital Cities TV Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager.....William J. Lewis
Program Dir.....Charles Pogan
Promotion Dir.....Harry L. Goldman
Chief Engineer.....Charles Heisler

WAST—Albany—1953

Channel: 35 UHF..AP: 380 Kw..VP: 85.2 Kw.
Owned-Operated By..Van Curler Bcstg. Corp.
Business Address.....15 N. Pearl St.
Tel.: Albany 5-5291.....ABC-NTA
Representatives Venard, Rintoul & McConnell
President.....S. H. Fabian
General Mgr.....William A. Ripple
Commercial Mgr.....Dom Tovino
Prog. Dir., Film Mgr.....Fred D. Shavor
Chief Engineer.....Elmer C. Snow

WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw..VP: 1070 Kw.
Owned.....Binghamton Press Co.
Business Address.....70 Henry St.
Tel.: 4-4318.....ABC-CBS-NBC
Station Representative.....Everett-McKinney
General Manager.....David F. Milligan
Commercial Manager.....Bob Treuitt
Program Director.....Shirley Ricciardelli
Chief Engineer.....G. Ricciardelli

WBNF-TV—Binghamton—1949

Channel: 12 VHF..AP: 83 Kw..VP: 166 Kw.
Owned Oper. By.....Triangle Publications, Inc.
Business Address.....One Henry St.
Tel.: 3-7311.....ABC-CBS
Newspaper Affiliation.....Phila. Inquirer
Representative.....Blair TV, Inc.
Vice President.....Roger W. Clipp
General Manager.....George R. Durham
Commercial Manager.....Edward M. Scala
Oper. Mgr.....Russ Baker
Merchandise Mgr.....Ruth Hider
Film Manager.....Betty Edwards
Chief Engineer.....Lamar Cox

WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 54 Kw..VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Statler-Hilton Hotel
Tel.: MO 0930.....CBS
Newspaper Affiliation.....Evening News
Sta. Rep.....Harrington, Righter, Parsons
President.....Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter

Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Director.....Frederick W. Keller
Chief Engineer.....Ralph J. Kingsley

WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 42.7 Kw..VP: 70.8 Kw.
Owned-Operated By.....WKBW, Inc.
Business Address.....1420 Main St.
Tel.: GARfield 0770.....ABC
Sta. Rep.....Avery-Knodell
Pres., Gen. Mgr.....Dr. Clinton H. Churchill
Commercial Mgr.....Thomas E. Martin
Program Dir.....Labe B. Mell
Chief Engineer.....Floyd A. Timberlake

WGR-TV—Buffalo—1954

Channel: 2VHF..AP: 66 Kw..VP: 100 Kw.
Owned.....Transcontinent TV Corp.
Business Address.....184 Barton St.
Tel.: Su 7115.....NBC
Representative.....Peters, Griffin, Woodward
President.....David C. Moore
Asst. Gen. Mgr.....William P. Dix, Jr.
Sta. Mgr.....Van Beuren W. DeVries
Comm. Mgr.....G. Paschall Swift
Program Dir.....Paul Sciandra
Owners of: WROC-TV, Rochester, N. Y.;
WNEP-TV, Scranton, Pa.; WSWA-TV, Harrison-
burg, Va.

WCNY-TV—Carthage—1954

Channel: 7 VHF..AP: 95.5 Kw..VP: 178 Kw.
Owned-Oper. By.....The Brockway Company
Bus. Address..P. O. Box 211, Watertown, N. Y.
Tel.: SU 2-1800.....ABC-CBS
Newspaper Affil.....Watertown Daily Times
Representative.....Weed
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Commercial Manager.....Alfred M. Tauroney
Prog., Director.....David M. Graves
Film Manager.....John A. LaLiberte
Chief Engineer.....Michael R. Yonkovig

WNTA-TV—Newark, N. J.

(See New Jersey listing)

WABC-TV—New York—1948

Channel: 7 VHF..AP: 55 Kw..VP: 110 Kw.
Owned By..American Bcstg.-Para. Theas Inc.
Business Address.....7 W. 66th St.
Tel.: SU 7-5000.....ABC
Representative.....Blair TV
President.....Leonard Goldenson
Vice President.....Robert L. Stone
Sales Manager.....J. Stampler
Program Director.....A. L. Hollander, Jr.

Jr., Res. & Sls. Dev.....Lawrence Pollock
 Publicity Director.....Lawrence Eisenberg
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WNEW-TV—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.
 Owned-Oper. By...Metropolitan Bcstg. Corp.
 Business Address.....205 E. 67th St.
 Tel.: LE 5-1000.....Independent
 Representative.....Weed
 President.....Bernard Goodwin
 V.P.....Richard D. Buckley
 V.P., Sta. Mgr.....Bennett H. Korn
 Prog., Pub. Dir.....David Yarnell
 Adv., Prom. Dir.....Kenneth Klein
 Film Manager.....Elizabeth Bain
 Chief Engineer.....William Kelly

WCBS-TV—New York—1941

Channel: 2 VHF...AP: 21 Kw...VP: 42 Kw.
 Owned-Oper....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 Tel.: PL 1-2345.....CBS
 Representative.....CBS TV Spot Sales
 President (CBS Inc.).....Frank Stanton
 Pres. (CBS TV Stations Div.)...Merle S. Jones
 General Manager.....Frank Shakespeare
 Asst. General Mgr.....Clarence Worden
 General Sales Mgr.....Norman Walt
 Program Director.....Dan Gallagher
 Promotion Director.....Robert G. Patt
 Publicity Director.....Robert Fuller
 Film Dept. Manager.....William C. Lacey
 Dir. Tech. Operations...Robert G. Thompson

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.
 Owned-Oper. By....RKO Teleradio Pictures
 Business Address.....1440 Broadway
 Tel.: LO 4-8000.....Independent
 Station Representative.....H.R.
 President.....Thomas F. O'Neil
 V.P., Gen. Mgr.....Robert J. Leder
 Dir. of Program.....Robert S. Smith
 Commercial Mgr.....Bert Lambert
 Dir. Sls. Dev.....Robert Hoffman
 Program Dir.....Ivan Reiner
 Opera. Superv.....Barney Boyle
 Public Rel.....Marvin Camp
 Chief Engineer.....Harry Tilly

WPIX—New York—1948

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....WPIX, Inc.
 Address.....220 E. 42nd St.
 Tel.: MU 2-6500.....NTA
 News. Affil...N. Y. Dly. News; Chicago Trib.
 Representative.Peters, Griffin, Woodward, Inc.
 V.P., Gen. Mgr.....Fred M. Thrower
 V.P. in Chg. Sales.....J. A. Patterson
 V.P. Operations.....L. J. Pope
 Manager of Opra.....Alice E. Cook
 Promotion Manager.....F. X. Tuoti
 Live Program Manager.....W. D. Engels
 Film Manager.....W. Cooper
 Chief Engineer.....O. S. Freeman

WRCA-TV—New York—1941

Channel: 4 VHF...AP: 12.9 Kw...VP: 30.2 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Representative.....NBC Spot Sales Dept.
 General Manager.....William Davidson
 Marketing Dir.....Max Buck
 Commercial Manager.....Jay Heitin
 Program Director.....George Heineman
 Sales Prom. Mgr.....Michael Lannon
 Film Manager.....Al Odeal
 Chief Engineer.....John H. Riedel

WPTZ—Plattsburgh—1954

Channel: 5 VHF...AP: 12 Kw...VP: 20 Kw.
 Owned-Oper. By...Rollins Bcstg. Tcstg. of N.Y.
 Business Address.....357 Cornelia St.
 Tel.: 3070.....ABC-NBC-NTA
 Station Representative.....Blair; McDermott
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....George BarenBregge
 Commercial Manager.....Lincoln A. Mayo
 Prog. Dir.....Al Cahill
 Publicity Director.....Dick Ford
 Chief Engineer.....Joseph Missick

WHEC-TV—Rochester—1953

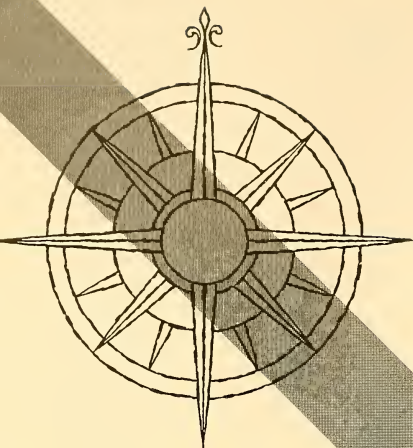
Channel: 10 VHF...AP: 66 Kw...VP: 124 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....191 East Ave.
 Tel.: BA 5-3050.....ABC-CBS
 Newspaper Affili.....Gannett Co.
 Representative.....Everett-McKinney
 President.....Paul Miller
 General Mgr.....Lowell Mac Millan
 Comm. Manager.....LeMoine C. Wheeler
 Program, Film Mgr.....William J. Adams
 Production Dir.....Dorothy Cotton
 Technical Director.....Richard K. Blackburn

WROC-TV—Rochester—1949

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Transcontinental TV Corp.
 Business Address.....201 Humboldt St.
 Tel.: BU 8-8400.....ABC-NBC
 Station Rep.....PGW; McDermott
 President.....David C. Moore
 Gen. Mgr.....Gunnar O. Wiig
 Ass't. Gen. Mgr.....John W. Kennedy, Jr.
 Commercial Mgr.....Armin N. Bender
 Program Director.....Charles Siverson
 Promotion Director.....L. Walton Smith
 Film Manager.....Eugene Zacher
 Chief Engineer.....Kenneth Gardner
 Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WSVN-TV, Harrisonburg, Va.

WVET-TV—Rochester—1953

Channel: 10 VHF...AP: 62.5 Kw...VP: 123 Kw.
 Owned-Oper. By...Veterans Bcstg. Co., Inc.
 Business Office.....17 Clinton Ave. S.
 Tel.: HAmilton 6-4820.....ABC-CBS-NTA
 Representative.....Bolling
 Pres., Gen. Mgr.....Ervin F. Lyke
 Comm. Manager.....Arthur Murrellwright
 Program Director.....F. Chase Taylor
 Publicity Director.....Bill Schubert



**CHARLOTTE-WBTV RULES ABSOLUTE
AS FIRST TELEVISION MARKET
IN ENTIRE SOUTHEAST
AS MEASURED BY N.C.S. # 3**

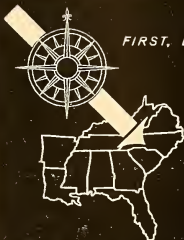
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



*FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST*



JEFFERSON STANDARD
BROADCASTING COMPANY

Film Manager.....Arthur V. Cook
 Chief Engineer.....Raymond Jobs

WRGB—Schenectady—1939

Channel: 6 VHF..AP: 47 Kw..VP: 93 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address...1400 Balltown Rd.
 Tel.: FR 7-2261.....NBC
 Representative.....NBC Spot Sales
 President.....Robert Paxton
 Gen. Mgr.....J. Milton Lang
 Operations Mgr.....Merl L. Galusha
 Marketing Mgr.....Robert F. Reid
 Sales Manager.....George F. Spring
 Program Dir.....Donn Chown
 Promotion Mgr.....Arthur R. Gorland
 Film Mgr.....William Monroe
 Chief Engineer.....Willard J. Purcell

WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw..VP: 316 Kw.
 Owned-Oper. By..Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Tel.: GR 4-8511.....ABC-CBS-NTA
 Representative.....Katz
 President.....E. T. Meredith, Jr.
 Vice-Pres. & Gen. Mgr.....Paul Adanti
 Comm. Manager.....Frederick R. Menzies
 Prog. Dir., Film Mgr.....Gordon Alderman
 Promotion Director.....Robert Peel
 Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.;
 KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.
 (See Page 498)

WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Central N. Y. Bcstg. Corp.
 Business Address.....1030 James St.
 Tel.: GRanite 4-3911.....NBC
 News. Affil..Post & Standard, Herald-Journal
 Representative...Harrington-Richter-Parsons
 Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
 Comm. Manager.....William R. Alford, Jr.
 V.P. in Charge of Prog.....William V. Rothrum
 Prom., Pub. Director.....Louis Switzer
 Film Manager.....Les Martin
 Chief Engineer.....Albert Eicholzer

WKTU—Utica—1949

Channel: 13 VHF..AP: 159 Kw..VP: 316 Kw.
 Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.
 Business Address.....P.O. Box 386
 Tel.: RE 3-0404.....ABC-CBS-NBC
 Representative.....Donald Cooke, Inc.
 President.....Gordon Gray
 Exec. Vice Pres.....William T. MacNeilly
 Gen., Comm. Mgr.....Michael C. Fusco
 Program Director.....Jack Fredericks
 Publicity Director.....Frank Grenewald
 Promotion Director.....Steve Purcell
 Film Manager.....Joseph Casaletta
 Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000
 Families: 1,224,000
 Radio Homes: 1,198,000

North Carolina

Stations in State: 135
 TV Homes: 905,000
 TV Stations: 17

WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.
 Owned-Operated By.....WISE-TV, Inc.
 Address.....92 Haywood St.
 Tel.: AL 3-5381.....NBC
 Station Representative..Broadcast Time Sales
 President.....Harold H. Thoms

WLOS-TV—Asheville—1954

Channel: 13 VHF..AP: 85 Kw..VP: 170 Kw.
 Owned-Oper. By...Skyway Broadcasting Co.
 Business Address.....288 Macon Avenue
 Tel.: AL 4-4321.....ABC-NTA
 Station Representative.....PGW; Ayers
 Pres., Gen. Mgr.....T. A. Eiland
 Commercial Manager.....Saul Rosenzweig
 Program Director.....Ashe Dawes
 Prom., Pub. Dir.....Jack Winters
 Film Mgr.....Bob Hensley
 Chief Engineer.....George Sprague

WBTV—Charlotte—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By..Jefferson Standard Bcstg. Co.
 Business Address.....1 Jefferson Pl.
 Tel.: ED 3-8833.....CBS-NBC
 Representative.....CBS TV Spot Sales
 President.....Joseph M. Bryan

Exec. V.P., Gen. Mgr...Charles H. Crutchfield
 V.P., Managing Dir.....Kenneth J. Treadwell
 V.P. Dir. of Engineering.....Thomas Howard
 Gen. Sales Mgr.....Wallace J. Jorgenson
 Promotion Mgr.....John Dillon
 Prod. Mgr.....Robert L. Rierson
 Prog. Mgr.....Lacy Sellars
 Publicity Director.....James Babb
 Film Supervisor.....J. Nathan Tucker

WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....WSOC Bcstg. Co.
 Business Address.....Box 2536
 Tel.: FR 6-8401.....ABC-NBC
 Station Representative.....H-R Reprs.; F-J
 Pres., Gen. Mgr.....Larry Walker
 V.P., Gen. Sales Mgr...C. George Henderson
 Prog. Dir.....Robert Provence
 Prom., Pub. Dir.....James W. Evans
 Film Manager.....Hall Houpe
 Chief Engineer.....L. L. Caudle, Jr.

WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.
 Owned-Oper...Durham Bcstg. Enterprises, Inc.
 Business Address.....1750 Newton Rd.
 Tel.: 2-2111.....ABC-CBS
 Representative.....Petry

NORTH CAROLINA-NORTH DAKOTA

General Mgr. Harmon L. Duncan
 Comm. Manager. Mike Thompson
 Program Director. Ernie Grep
 Prom., Pub. Dir. Ken Corbitt
 Film Mgr. Jack Preddy
 Chief Engineer. Henry Cronin

WFMY-TV—Greensboro—1949

Channel: 2 VHF..AP: 100 Kw..VP: 100 Kw.
 Owned-Operated By... Greensboro News Co.
 Business Address... Phillips Ave. at White St.
 Tel.: BR 4-0114.....ABC-CBS
 News. Affil.....News, Record
 Representative...Harrington, Righter & Parsons
 President.....E. B. Jeffress
 General Manager.....C. O. Jeffress
 Station Manager.....Gaines Kelley
 Commercial Manager.....E. A. Hassett
 Prog., Pub. Dir.....Gomer R. Lesch
 Promotion Director.....Judd A. Choler
 Film Manager.....Don Causey
 Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By... Carolina Bcstg. System Inc.
 Business Address... S. Evans St. Ext.; Box 898
 Tel.: 6181ABC-CBS-NTA
 RepresentativeHollingbery
 President.....Earl Westbrook
 General Manager.....A. Hartwell Campbell
 Oper. Mgr.....Marion B. Tribley
 Comm. Manager.....John G. Clark, Jr.
 Program Director.....Bill Norwood
 Prom., Pub. Manager.....Dave Mosier
 Production Manager.....Mac Nicholson
 Film Mgr.....Bill Carroll
 Chief Engineer.....Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By... Capitol Bcstg. Co., Inc.
 Business Address... 2619 Western Blvd.
 Tel.: VAnce 8-2511.....ABC-NBC
 RepresentativeH-R
 President.....A. J. Fletcher
 V.P., Gen. Mgr.....Fred Fletcher
 Commercial Manager.....Fletcher Turner

Prog. Dir.....George Hall
 Film Mgr.....James Riddle
 Prom., Pub. Dir.....David Witherspoon
 Chief Engineer.....Virgil Duncan

WITN—Washington—1955

Channel: 7 VHF..AP: 160 Kw..VP: 316 Kw.
 Owned-Oper. By... North Carolina TV, Inc.
 Business Address... P.O. Box 468
 Tel.: WH 6-3131.....NBC
 Station Representative...Headley-Reed; Ayers
 Pres., Gen., Sta. Mgr.....W. R. Roberson, Jr.
 V.P., Sls. Manager.....T. H. Patterson
 Program, Film Mgr.....Hal Wilson
 Promotion Director.....Peggy J. Cooper
 Chief Engineer.....Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF..AP: 62 Kw..VP: 100 Kw.
 Owned-Oper. By... Atlantic Telecasting Corp.
 Business Address... P.O. Box 1769
 Tel.: RO 3-4666.....ABC-CBS-NBC
 Station Representative...Weed; Ayers
 President.....Dan. D. Cameron
 General Mgr.....Claud O'Shields
 Program Dir.....Wayne Jackson
 Prom., Pub. Dir.....Faith Buchanan
 Film Manager.....Roland Register
 Production Manager.....Jack Forehand
 Chief Engineer.....E. I. Herring, Jr.

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.
 Owned-Oper. By... Triangle Bcstg. Corp.
 Business Address... 419-21 N. Spruce St.
 Tel.: PA 5-2311.....NBC
 Newspaper Aff..Journal & Twin City Sentinel
 RepresentativeHeadley-Reed
 President.....W. K. Hoyt
 Exec. V.P. & Gen. Mgr.....Harold Essex
 Sales Manager.....Harry B. Shaw
 Program Manager.....John A. Comas
 Promotion Dir.....Richard Barron
 Publicity Dir.....Harold Carter
 Film Manager.....Carl Wiegold
 Operations Manager.....Phil Hedrick

Ppp.: 696,000
 Families: 189,000
 Radio Homes: 183,000

North Dakota

Stations in State: 19
 TV Homes: 128,000
 TV Stations: 9

KBMB-TV—Bismarck—1955

Channel: 12 VHF..AP: 45 Kw..VP: 90 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 1811 - 15th St.
 Tel.: CA 3-9197.....CBS
 RepresentativeWeed
 Pres.....John W. Boler
 Manager.....Howard Morris
 Commercial Mgr.....F. E. Fitzsimmonds
 Chief Engineer.....Thomas Ahner

KFYR-TV—Bismarck—1953

Channel: 5 VHF..VP: 50 Kw..VP: 100 Kw.

Owned-Oper. By... Meyer Bcstg. Co.
 Business Address... 202½ Fourth St.
 Tel.: CA 3-0900.....ABC-NBC
 RepresentativeBlair-TV Assoc.
 President, Gen. Mgr.....William Ekberg
 Station Manager.....Cal Culver
 Comm. Manager.....A. L. Anderson
 Chief Engineer.....Ivar Nelson

KDIX-TV—Dickinson—1956

Channel: 2 VHF..AP: 13 Kw..VP: 26 Kw.
 Owned-Oper. By... Dickinson Radio Ass'n
 Business Address... 119 2nd Ave. West

NORTH DAKOTA

Tel.: 5133 ABC-CBS
 Station Representative.....Holman; Hurley
 President.....Dr. P. J. Weir
 General Manager.....Orville F. Burda
 Commercial Manager.....Mal Hallock
 Program Director.....Lauren Haacke
 Promotion Director.....Ruth Adams
 Film Manager.....Carol Wanner
 Chief Engineer.....Benjamin Lockerd

General Mgr.....R. C. Lukkason
 Chief Engineer.....David L. Chumley

KXMC-TV—Minot—1953

Channel: 13 VHF..AP: 120 Kw..VP: 245 Kw.
 Owned-Oper. By....North Dakota Bcstg. Co.
 Address.....Highway 83, S.
 Tel.: 51-161.....ABC-CBS
 Representative.....Weed
 President.....John W. Boler
 V.P., Sta. Mgr.....Chester Rieten
 Program Dir.....Rod Romine
 Chief Engineer.....Henry Haeusler

WDAY-TV—Fargo—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WDAY, Inc.
 Business Address.....207 N. 5th St.
 Tel.: AD 2-3371.....ABC-NBC
 Newspaper Affiliation.....Forum
 Representative...Peters, Griffin, Woodward, Inc.
 President.....E. C. Reineke
 Gen., Sales Mgr.....Tom Barnes
 Station Manager.....Jack Dunn
 Program Manager.....Ken Kennedy
 Promotion Mgr.....Roy Pedersen
 Film Manager.....Buddy Nulph

KXJB-TV—Valley City—1954

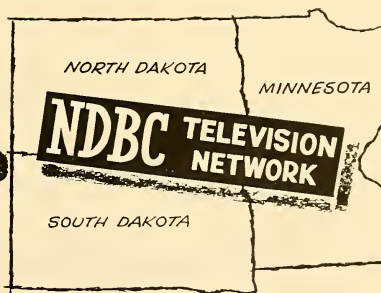
Channel: 4 VHF..AP: 57 Kw..VP: 100 Kw.
 Owned-Oper. By....North Dakota Bcstg. Co.
 Bus. Ad.....4000 W. Main, Fargo, N. D.
 Tel.: ADams 5-4461.....ABC-CBS
 Representative.....Weed
 Pres., Gen. Mgr.....John W. Boler
 Commercial Manager.....W. L. Hurley
 Program Director.....Constance Blackstead
 Prom., Pub. Dir.....Lois Bonk
 Film Manager.....Steve Winter
 Chief Engineer.....Robert Ridgeway

KNOX-TV—Grand Forks 1955

Channel: 10 VHF..AP: 14.1 Kw..VP: 28.2 Kw.
 Owned-Oper. By....Community Radio Corp.
 Business Address.....Box 1110
 Tel.: 4-4611.....NBC
 Rep.....Rambeau, Vance, Hopple
 President.....Arthur Tweet

LOOKING FOR TOP MARKETS...?

**TAKE A LOOK AT KXJB-TV,
Valley City — Fargo — Grand Forks**



KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets... North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.

But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact!

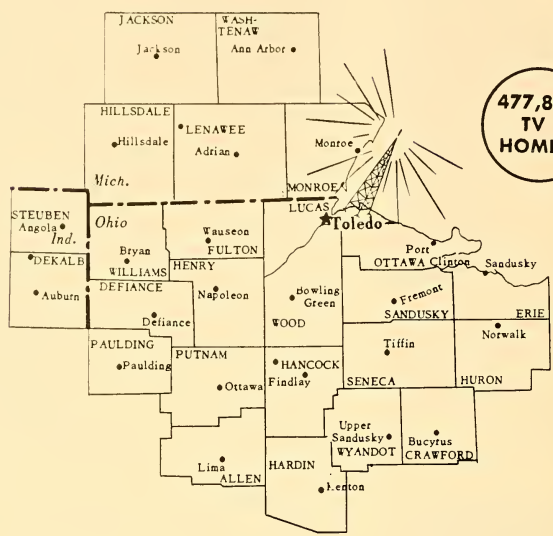
Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

KXJB-TV, Valley City-Fargo-Grand Forks; KBMB-TV, Bismarck-Mandan; KCJB-TV, Minot, KDIX-TV, Dickinson, KXAB-TV, Aberdeen* (*on the air October, 1958).

Station Representative:
Weed Television Co.

Minneapolis Representative:
Bill Hurley, 300 Roanoke Bldg.

"Billion Dollar Pocketbook"



477,800
TV
HOMES



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE
OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL
13

WSPD-TV



Represented Nationally
by KATZ

TOLEDO,
OHIO

Pop.: 9,749,000
Families: 2,925,000
Radio Homes: 2,845,000

Ohio

Stations in State: 88
TV Homes: 2,661,000
TV Stations: 28

WAKR-TV—Akron—1953

Channel: 49 UHF..AP: 107 Kw..VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Tel.: PO 2-8811.....ABC
Newspaper Affiliation.....Beacon Journal
Station Representative.....McGavren-Quinn
President.....S. Bernard Berk
Gen., Sta. Mgr.....Roger G. Berk
Commercial Manager....Kenneth M. Keegan
Prog., Prom. Dir.....Robert I. Bostian
Film Manager.....Jack F. Lotz
Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Tel.: CA 1-0777.....ABC
Newspaper Affiliation.....Cincinnati Post
Representative.....Blair
V.P., General Mgr.....M. C. Waters
Asst. Gen. Mgr.....Glenn C. Miller
Prog. Director.....Colin G. Male
Pub. Director.....Vera Schulte
Film Manager.....Bernie Borden
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Tel.: GA 1-1331.....CBS
Newspaper Affil.....Times-Star
Representative.....Katz
Exec. V.P.....David G. Taft
Gen. Sales Mgr.....Roger B. Read
Program Director.....Paul E. Shumate
Dir. of Marketing.....John J. Walsh
Prod. Manager.....William Horstman
Publicity Director.....Gregory Olberding
Promotion Director.....Lila Lambert
Film Manager.....John Hill
Chief Engineer.....Hugh D. LaCrosse

WLW-TV—Cincinnati—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Tel.: CH 1-1822.....NBC

Rep.....WLW Sales, NBC Spot Sales
Chairman of the Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P.-Television.....John T. Murphy
V.P.-Programming.....Al Bland
V.P.-Pub. Relations.....Gil Kingsbury
V.P.-Treas.....K. T. Murphy
V.P.-Sales.....H. P. Lasker
V.P.-Engineering.....R. J. Rockwell
Sales Mgr.....Steve Crane
Dir. Client Service Dept.....Jack Frazier
Program Dir.....Abe Cowan
Film Dir.....Tom Storey
Tech. Adm. Ass't.....Howard Leppe

WEWS—Cleveland—1947

Channel: 5 VHF..AP: 60.3 Kw..VP: 93.3 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Bus. Address.....Euclid at E. 30th St.
Tel.: HE 2-1500.....ABC
Newspaper Affiliation.....E. W. Scripps Co.
Representative.....Blair TV
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Pub. Dir.....Robert K. Doerr
Pub. Service Dir.....John J. Moffitt
Nat'l Adv. Mgr.....Jay S. Kerkes
Film Director.....John J. Richards
Ohio Sales Mgr.....Peter Hlinka
Ass't Gen. Mgr.....Donald L. Perris
Operations Dir.....Ernest E. Sindelar
Prod. Supervisor.....James E. Kirkey
Prog. Supervisor.....Earl W. Keyes
Chief Engineer.....Joseph B. Epperson

KYW-TV—Cleveland—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address..815 Superior St., N.E.
Tel.: CH 1-0942.....NBC
Sta. Representative..Peters, Griffin, Woodward
After July 1.....TvAR
President.....D. McGannon
General Mgr.....George H. Mathiesen
Sales Manager.....Albert Krivin
Program Manager.....Ralph Hanson
Adv't. Prom.....Robert Nashick
Chief Engineer.....Sidney V. Stadig
Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 182 Kw..VP: 302 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....1630 Euclid Ave.
 Tel.: TO 1-6080.....CBS
 Representative.....Katz
 President.....George B. Storer
 Managing Director.....Ben Wickham
 Local Sales Mgr.....John B. Garfield
 Publicity Director.....Ted Anthony
 Prom. Dir.....Joseph Mertens
 Prog. Dir., Film Mgr.....Edward L. Herp
 Chief Engineer.....H. A. Brinkman
 Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta.

WBNS-TV—Columbus—1949

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Tel.: CA 8-3538.....CBS
 Station Representative.....Blair TV
 Dir. of Television.....Richard A. Borel
 Program Director.....John A. Haldi
 Sales Director.....Robert D. Thomas
 Promotion Director.....Jack Dorr
 Sales Serv Mgr.....Robert M. Sprouse
 Merchandising Dir.....Mel Grossman
 Film Buyer.....Betty Dixon
 Chief Engineer.....Lester H. Natzger

WLW-C—Columbus—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Tel.: AM 3-5441.....NBC
 Station Rep.....Crosley; NBC Spot Sls.
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Sales Manager.....Walter E. Bartlett
 Program Director.....Bud Gillis
 Prom., Pub. Dir.....Jack Kavanagh
 Film Dir.....Juanita W. Mitchell
 Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Radio Cincinnati
 Business Address...753 Harman Ave.; Box 718
 Tel.: CA 8-5801.....ABC-NFA
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 General Manager.....J. W. McGough
 Asst. Gen., Sales Mgr.....Chuck Dwyer
 Prog. Dir.....Joseph A. Jenkins
 Prom., Pub. Dir.....Harry Mohr
 Film Manager.....Paul Lloyd
 Chief Engineer.....Ray Owens

WHIO-TV—Dayton—1949

Channel 7 VHF..AP: 100 Kw..VP: 200 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.

buyers buy

PRODUCTS ADVERTISED ON
CHANNEL 8 • CBS
WJW-TV
CLEVELAND, OHIO

Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup. Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV**.



Storer Television

WJW-TV WSPD-TV WAGA-TV WITI-TV WJBK-TV
 Cleveland Toledo Atlanta Milwaukee Detroit

Business Address.....1414 Wilmington Ave.
 Tel.: CL 4-5311.....CBS-NTA
 Newsp. Affili.....News, Journal Herald
 Representative.....Hollingsbery
 President.....James M. Cox Jr.
 General Manager.....Robert H. Moody
 Commercial Manager.....Stanley G. Mouse
 Prog., Prom. Director.....Charles Gay
 Film Mgr.....Bill Campbell
 Publicity Dir.....Naomi Montgomery
 Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Business-Studio Address...4595 S. Dixie Hwy.
 Tel.: AX 3-2101.....ABC-NBC
 General Mgr.....George Gray
 Comm. Manager.....Dale A. Smith
 Program Dir.....Paul Law
 Prom., Pub. Director.....Dorothy A. Sanders
 Chief Engineer.....Robert Wehrmann

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 97.7 Kw..VP: 195 Kw.
 Owned-Operated By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.
 Tel.: CA 5-3010.....ABC-CBS-NBC
 Representative.....H-R
 President.....G. E. Hamilton
 General Manager.....Robert W. Mack
 Sta., Comm. Mgr.....J. L. Spring
 Program Director.....Sam Fitzsimmons
 Chief Engineer.....M. L. Lamb

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 117 Kw..VP: 234 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....Exchange Realty Bldg.
 Tel.: ATLantic 2-6265.....ABC-CBS-NTA
 Representative.....Avery-Knodel
 President.....Jack N. Berkman
 Gen., Sta. Manager.....John J. Laux
 Comm., Film Mgr.....Joseph M. Troesch
 Production Supvrs.....Higgins, Arim
 Prom., Pub. Dir.....Robert Harris
 Chief Engineer.....Charles S. Shepherd

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bdcstg. Co.
 Business-Studio Address.....136 Huron St.
 Tel.: CH 8-6201.....ABC-NBC
 Representative.....Katz
 President.....George B. Storer
 Vice President.....Allen L. Haid
 Managing Dir.....Peter Storer
 Commercial Manager.....Bill Ashworth
 Chief Engineer.....Bill Stringfellow
 Owners of WJBK-TV, Detroit; WAGA-TV,
 Atlanta; WJW-TV, Cleveland.

(See Page 870)

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned By.....Community Bcstg. Co.
 Business Address.....604 Jackson St.
 Tel.: CH 3-3291.....CBS-NBC
 Station Representative.....H-R
 President.....Frazier Reams
 Gen. Sta. Mgr.....Thomas S. Bretherton
 Comm. Mgr.....R. B. Stone
 Program, Film Mgr.....Robert H. Kriehoff
 Prom., Public. Dir.....Steve Fayer

**WFMJ-TV—Youngstown
1953**

Channel: 21 UHF..AP: 87.5 Kw..VP: 175 Kw.
 Owned-Operated By...Vindicator Printing Co.
 Address.....101 W. Boardman Street
 Tel.: RI 4-8611.....NBC
 Newspaper Affil...The Youngstown Vindicator
 Representative.....Headley-Reed
 President.....William F. Maag Jr.
 Gen., Sta., Comm.....Mitchell F. Stanley
 Program Director.....Jay A. Grier
 Film Manager.....Eugene L. Donahay
 Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF..AP: 215 Kw..VP: 430 Kw.
 Owned-Operated By.....WKBN Bcstg. Co.
 Address.....3930 Sunset Blvd.
 Tel.: ST 2-1145.....CBS
 Representative.....Raymer
 President, Gen. Mgr....W. P. Williamson, Jr.
 Sta., Comm. Mgr.....J. L. Bowden
 Program Director.....Paul Turner
 Prom., Pub. Dir.....W. P. Williamson, III
 Film Manager.....Jack Beatty
 Chief Engineer.....B. T. Wilkens

WKST-TV—Youngstown—1957

(See New Castle, Pa.)

WHIZ-TV—Zanesville—1953

Channel: 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.
 Owned-Oper. By...Southeastern Ohio TV Sys.
 Bus. Address...Lind Arcade Bldg., N. 5th St.
 Tel.: GL 2-5431.....NBC
 Representative.....Pearson
 President.....Clay Littick
 Gen., Station Mgr.....Allan Land
 Comm. Manager.....Nate Milder
 Program Director.....Reed Mellon
 Prom., Pub. Director.....Naomi Lorton
 Film Manager.....Rcdph Young
 Chief Engineer.....William A. Hunt, Sr.

Pop.: 2,378,000
Families: 739,000
Radio Homes: 718,000

Oklahoma

Stations in State: 55
TV Homes: 676,000
TV Stations: 14

KTEN—Ada—1954

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.
Owned-Oper. By...Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Tel.: Federal 2-2211.....ABC-CBS-NBC-NTA
Rep....Venard, Rintoul & McConnell; Browne
Pres., Gen. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Promotion Director.....Earl Miller
Film Manager.....Doyle Page
Chief Engineer.....Fred Smith

KXII—Ardmore—1956

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley Estate
Business Address.....114 N. Washington
Tel.: 946.....NBC
Newspaper Affil.....Daily Ardmoreite
Representative.....Pearson
General Mgr.....John Easley Riesen
Commercial Mgr.....Gordon E. Lack
Promotion Dir.....Barbara Winkler
Chief Engineer.....Bill Kolb

KOCO-TV—Enid—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Cimarron TV Corp.
Address.....63rd & Portland
Tel.: VI 2-6633.....ABC
Representative.....Blair TV Assoc.
President.....L. E. Caster
General Mgr.....Charlie Keys
Program Dir.....N. B. Chase
Operation Dir.....Bill Bailey
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953

Channel: 7 VHF...AP: 5 Kw....VP: 10 Kw.
Owned By.....Oklahoma Quality Bcstg. Co.
Address.....Box 699
Tel.: EL 5-1380.....ABC
Representative.....Pearson
President.....R. H. Drewry
General Manager.....Emmett Keough
Commercial Mgr.....R. H. Scott
Prog. Dir.....Tom Reddell
Film Mgr.....Paul N. Goode
Chief Engineer.....Jim Lockerd

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Tel.: VI 3-6641.....CBS
Representative.....Petty
President.....Roy J. Turner
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden

Prog. Dir.....Carl Gadd
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address.....500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affiliation.....Daily Oklahoman
Representative.....Katz
President.....E. K. Gaylord
Station Manager.....Norman P. Bagwell
Commercial Manager.....James R. Terrell
Program Director.....Joe Jerkins
Promotion Director.....Jack Sherry
Publicity Director.....Gene Allen
Oper. Mgr.....Kieth Mathers
Chief Engineer.....G. Lyons

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: CH 2-9233.....CBS
Representative.....Petty
President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Commercial Manager.....Edward Pfeiffer
Prog., Film Mgr.....Dale E. Hart
Prom., Pub. Dir.....Robert Freeland
Chief Engineer.....LaVoy Hooker
Owners of WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 9697
Tel.: HI 6-6184.....ABC-NTA
Representative.....Avery-Knodel
President.....James C. Leake
General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Bob Gordon
Prom., Pub. Director.....Chas. E. Larkins
Film Mgr.....John Rauser
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper.....Central Plains Enterprises, Inc.
Business Address.....3701 S. Peoria; Box 1349
Tel.: RI 2-5561.....NBC
Representative.....Blair TV
President.....Harold C. Stuart
Gen., Sta. Mgr.....C. B. Akers
Comm. Manager.....John Devine
Program Director.....Bill Sadler
Promotion Director.....Gordon Gerhardt
Publicity Director.....Ann Fellows
Film Manager.....Allen Cox
Chief Engineer.....J. M. Bushnell

Pop.: 1,879,000
Families: 596,000
Radio Homes: 587,000

Oregon

Stations in State: 71
TV Homes: 447,000
TV Stations: 9

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Tel.: DI 3-2551.....NBC
Rep.....Hollingbery, Art Moore
President.....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Commercial Manager.....Glenn Nickell
Prog. Dir.....R. E. Anderson
Prom., Pub. Director.....Arlene J. Richardson
Film Manager.....Walt Young
Chief Engineer.....William R. Riley

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.
Owned-Oper. By.....Calif.Oreg. TV, Inc.
Business Address.....Box 732
Tel.: TU 4-8131.....ABC-CBS-NBC
Representative.....Blair TV
General Mgr.....William B. Smullin
Station Mgr.....Walter R. Richartz
Program Director.....R. W. Green
Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.
Owned-Oper. By.....Calif.-Ore. TV Inc.
Business Address.....Box 1189
Tel.: SP 3-4581.....ABC-CBS-NBC
Newspaper Affil.....Grants Pass Courier
Representative.....Blair TV
Sta. Manager.....Jerold R. Poulos

KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By.....King Bcstg. Co.

Business Address.....1139 S. W. 13th Ave.
Tel.: CA 3-6364.....ABC
Representative.....Blair TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P. Broadcast Div.....Otto P. Brandt
V.P. Business Div.....Henry B. Owen
Station Manager.....Walter E. Wagstaff
Comm. Manager.....John Pindell
Program Director.....Tom Dargan
Prom., Pub. Dir.....Wm. R. Nutt
Chief Engineer.....Clare Hanawalt

KOIN-TV—Portland—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Tel.: CA 8-3333.....CBS
Newspaper Affil.....Oregonian
Rep.....CBS Spot Sales
President.....Theodore R. Gamble
V.P., Managing Dir.....C. Howard Lane
National Sales Mgr.....John L. Palmer
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Film Manager.....Ted W. Cooke
Chief Engineer.....Louis S. Bookwalter

KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Oregon TV, Inc.
Address.....735 S.W. 20th Pl.
Tel.: CA 2-9921.....NBC
Representative.....Katz
President.....George Haggarty
Sta. Manager.....Francis Riordan
Oper. Mgr.....Terry Mason
Program Director.....Gordon White
Pub., Prom. Dir.....A. R. McLaughlin
Chief Engineer.....Eugene Phelps

Pop.: 11,788,000
Families: 3,829,000
Radio Homes: 3,746,000

Pennsylvania

Stations in State: 147
TV Homes: 3,409,000
TV Stations: 39

WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave
Tel.: Windsor 4-2031.....ABC-CBS-NTA
Newspaper Affiliation.....Phila. Inquirer
Representative.....Blair TV
General Mgr.....Frank Palmer
Station Manager.....Jack Snyder
Commercial Manager.....Robert E. Miller
Program Director.....William G. Mulvey
Promotion Director.....Ed Shea
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw..VP: 170 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: 5-7575.....CBS
Newspaper Affiliation.....Times; News
Representative.....Young TV Corp.
President.....George J. Mead
Gen. Manager.....Cecil M. Sansbury
Promotion Director.....Liz Gorton

1ST

WFIL-TV . . . Delaware Valley's
FIRST station, month after month
after month. Before you buy, check
all Philadelphia ARB's for 1957,
1958 and 1959.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KPFE-AM • TV • KRFM, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw...VP:316 Kw.
Owned-Oper.....Dispatch, Inc.
Bus.-Trans. Address.....3514 State St.
Tel: Erie 4-5201.....NBC
Newspaper Affil.....Dispatch
Representative.....Petry
President.....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Bob Lundquist
Program. Film Mgr.....Bruce Flaherty
Prom., Public. Dir.....William Babcock
Chief Engineer.....Mike Csop

WHP-TV—Harrisburg—1953

Channel: 55 UHF..AP: 502 Kw..VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....CBS
Representative.....Bolling
President.....E. J. Stackpole
General Mgr.....Mrs. A. K. Redmond
Comm. Prom. Dir.....Geo. Gottschalk, Jr.
Program Dir.....Joseph S. Harper
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953

Channel: 27 UHF..AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....ABC
Newspaper Affiliation.....Patriot-News
Representative...Harrington, Righter, Parsons
General Manager.....Donald D. Wear
Sales Mgr.....Allen Solada
Prom., Prog. Dir.....Mac McCauley
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown—1953

Channel: 56 UHF..AP: 114 Kw...VP: 217 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel.: 7-0761.....CBS
Representative.....Weed
President.....W. M. Thomas
General Manager.....George G. Gartland
Station Manager.....Howard Morris
Commercial Manager.....Joseph Cavanaugh
Program Director.....William Santoro
Film Manager.....John Kabo
Chief Engineer.....D. Kline

WJAC-TV—Johnstown—1949

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....ABC-NBC
Newspaper Affil.....The Tribune-Democrat
Representative.....Katz
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog., Film Director.....Frank P. Cummins

V.P.-Technical Oper.....Nevin L. Straub
Chief Engineer.....Theodore Campbell

WGAL-TV—Lancaster—1949

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Address.....Lincoln Highway W.
Tel: EX 3-5851.....CBS-NBC
Representative.....Meeker
President, Gen. Mgr.....Clair R. McCollough
Ass't Gen. Mgr.....J. Robert Gulick
Station Manager.....Harold E. Miller
Business Manager.....Harry J. Shaub, Jr.
Program Director.....Paul Rodenhauer
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathlot

WLYH-TV—Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw...VP: 129 Kw.
Owned.....Triangle Publications, Inc.
Bus. Address.....R. D. #5, Television Hill
Tel: CRestview 3-4551.....Independent
Representative.....Blair
Gen. Mgr.....Joe Zimmermann
Dir. Nat. Sales.....Edward H. Benedict
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV; New Haven, Conn.

WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw...VP: 21.9 Kw.
Owned.....Lock Haven Bcstg. Corp.
Business Address.....132½ E. Main St.
Tel: 4038.....ABC
Station Rep.....Devney
President.....Donald C. Welch
Gen., Sta. Mgr.....Harris Lipez
Prom. Dir., Film Mgr.....Lee Vernon
Program, Public. Dir.....Geo. Sperry, Jr.
Chief Engineer.....Albert Stratmoen

WKST-TV—New Castle—1953

Channel: 45 UHF..AP: 118 Kw...VP: 200 Kw.
Owned.....WKST, Inc.
Address.....First Federal Plaza
Tel: OL 4-5501.....ABC-NTA
Representative.....Everett-McKinney
Pres., Gen. Mgr.....S. W. Townsend
Commercial Mgr.....Robert C. Harnack
Program, Prom. Dir.....Fred Nebat

WFIL-TV—Philadelphia—1947

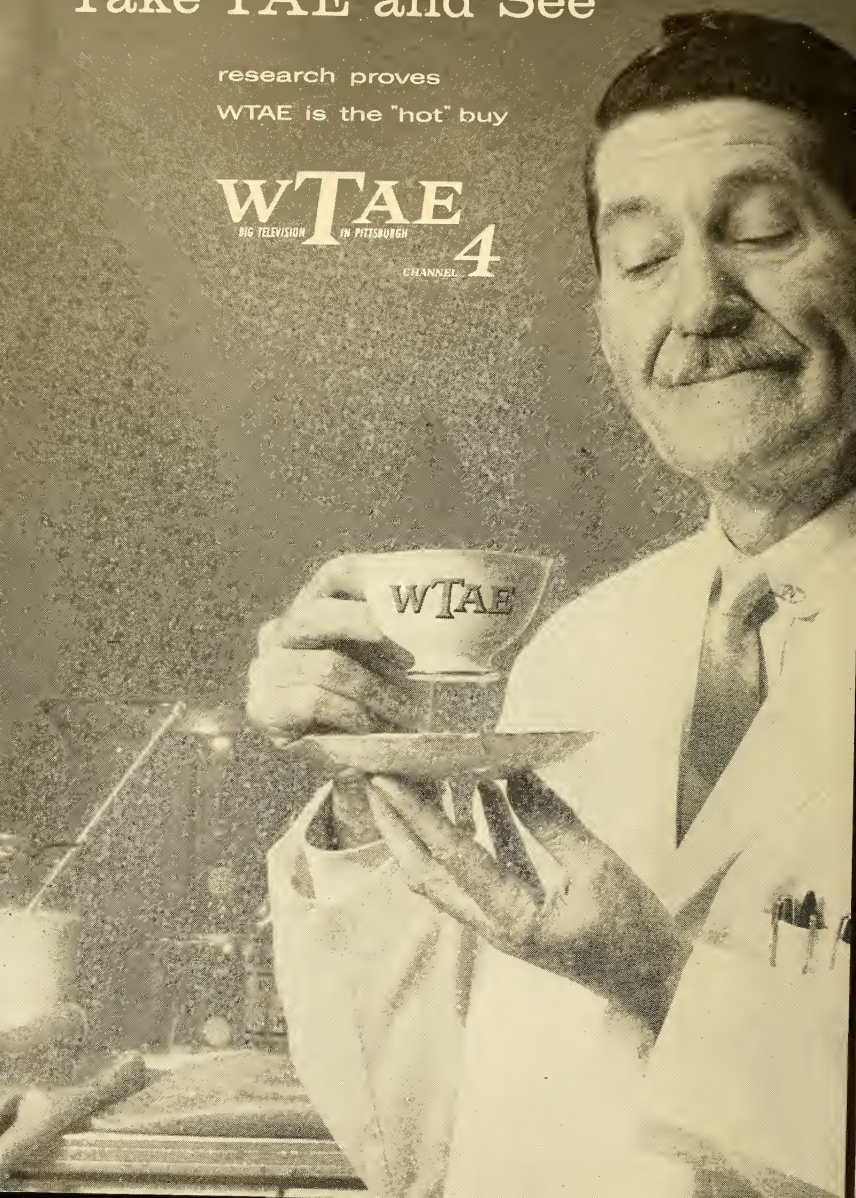
Channel: 6 VHF..AP: 37 Kw...VP: 74 Kw.
Owned-Oper. By.....Triangle Publications Inc.
Business Address.....46th & Market Sts.
Tel: EV 2-4700.....ABC
Newspaper Affiliation.....Philadelphia Inquirer
Representative.....Blair TV
General Manager.....Roger W. Clipp
Station Mgr.....George A. Koehler
Gen. Sales Manager.....Kenneth W. Stowman
T.V. Sales Mgr.....Kenneth Curto
Program Director.....Lew Klein
Business Mgr.....John C. Harlan
Dir. Natl. Sales.....Edward H. Benedict
Chief Engineer.....Henry Rhea
Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

in the NEW PITTSBURGH

Take TAE and See

research proves
WTAE is the "hot" buy

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4



WRCV-TV—Philadelphia—1941

Channel: 3 VHF..AP: 50.1 Kw..VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....1613 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Comm. Manager...Theodore H. Walworth, Jr.
 Program Director.....George Cyr
 Prom., Pub. Dir.....John P. Wiley
 Film Manager.....Frank Hall
 Mgr. Tech. Oper.....William A. Howard

WCAU-TV—Philadelphia—1948

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: GR 7-8300.....CBS
 Representative.....CBS TV Spot Sales
 Manag. Dir.....Donald W. Thornburgh
 General Mgr.....John A. Schneider
 Gen. Scles Mgr.....James Conley

Reg. Sales Mgr.....E. Gordon Walls
 Program Dir.....John Dolph, Jr.
 Dir. Prom. & Info.....Robert N. Pryor
 Film Mgr.....Allan Ludlum
 V.P. In chg. Engineering.....John G. Leitch

KDKA-TV—Pittsburgh—1949

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
 Owned-Oper. By..Westinghouse Brcdstg. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative..Peters, Griffin, Woodward
 After July 1.....TvAR
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 General Manager.....Jerome R. Reeves
 Comm. Manager.....John Stilli
 Program Director.....Cal Jones
 Promotion Director.....David N. Lewis
 Film Manager.....Richard Dreyfuss
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-
 land; KPIX, San Francisco; WJZ-TV, Baltimore,
 Md.

MORE
 ADVERTISERS
 BUY
 KDKA-TV
 THAN ANY
 OTHER
 PITTSBURGH
 TV
 STATION

E

First in ratings, talent, programming for 38 counties in Penn-
 sylvania, Ohio, West Virginia and Maryland. Gives you more
 audience, month after month, than any other TV station in the
 \$4.7 billion Pittsburgh market area.

ACID PROOF: ARB share-of-audience figures, from sign-
 on to sign-off, consistently give KDKA-TV an average of almost
 twice that of the 2nd Pittsburgh station. For all the facts call
 John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Remember . . . no selling campaign is complete without the
 WBC stations.



KDKA 2 TV

Represented by P.G.W. PITTSBURGH
 WESTINGHOUSE BROADCASTING COMPANY, INC.

PENNSYLVANIA

WIIC—Pittsburgh—1957

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 OwnedWIIC, Inc.
 Address.....341 Rising Main St.
 Tel.: WE 1-6900.....NBC
 Newspaper Affil.....Post Gazette
 RepresentativeBlair TV
 President.....H. K. Brennen
 Gen. Mgr.....Robert A. Mortensen
 Commercial Mgr.....Roger D. Rice
 Operations, Prod.....Shelton Weaver
 Prom., Pub. Dir.....Caley E. Augustine
 Chief Engineer.....Henry Kaiser

WTAE—Pittsburgh—1958

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Television City, Inc.
 Business Address.....400 Ardmore Blvd.
 Tel.: CHurchill 2-4300.....ABC-NTA
 Newspaper Affil.....Sun-Telegraph
 Station RepresentativeKatz
 President.....Earl F. Reed
 General Manager.....Franklin G. Snyder
 Sales Mgr.....Alan Trench
 Program Director.....Dave Murray
 Prom. Dir.....Gregory Van Camp
 Film Mgr.....Howard Reser

WNBP-TV—Scranton—1954

Channel: 16 UHF..AP: 102 Kw..VP: 191 Kw.
 Owned-Oper. By..Northeastern Pa. Bcstg. Inc.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....ABC

RepresentativeAvery-Knodel
 PresidentMitchell Jenkins
 Gen., Sta. Mgr.....Thomas P. Shelburne
 Commercial Manager.....Malcolmn W. Dale
 Prom., Pub. Dir.....Louise Tillie
 Film Manager.....Donald Shook
 Prog. Dir.....Hal Berg
 Ch. Eng.....Roswell J. Parker
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSVB-TV, Harrisonburg, Va.

WDAU-TV—Scranton—1953

Channel: 22 UHF..AP: 544 Kw..VP: 100 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....CBS
 RepresentativeH-R
 President.....Donald W. Thornburgh
 Vice-Pres., Gen. Mgr.....Vance L. Eckersley
 General Sales Mgr.....Francis H. Conway
 Station Manager.....Robert E. McDowell
 Prog. Dir., Film Mgr.....Mort Rosenthal
 Prcm., Pub. Dir.....Doug Holcomb
 Chief Engineer.....K. R. Cooke

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned-Oper. By.....WBRE TV Inc.
 Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 RepresentativeHeadley Reed
 President.....Louis G. Baltimore
 V.P., General Manager....David M. Baltimore

FROM THE HEART
 OF PITTSBURGH
 TO THE ENTIRE
 TRI-STATE AREA!

WIIC



REPRESENTED BY BLAIR-TV

BASIC NBC AFFILIATE

CHANNEL

11

WRITE
 PHONE
 WIRE

WIIC Pittsburgh 14, Pa.

FAirfax 1-8700 TWX: PG 16

Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Promotion Dir.....Richard Paul
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WSBA-TV—York—1952

Channel: 43 UHF..AP: 66 Kw..VP: 132 Kw.

Owned-Operated By..Susquehanna Bcstg. Co.
Business Address.....S. Queen St. Extended
Tel.: 2-5531.....ABC
Representative.....Jack Masla
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Publicity Director.....Sonia L. Strohmam
Chief Engineer.....Arthur C. Hafer

Pop.: 881,000
Families: 267,000
Radio Homes: 249,030

Rhode Island

Stations in State: 13
TV Homes: 243,000
TV Stations: 3

WJAR-TV—Providence—1949

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Tel.: GA 1-8255.....ABC-NBC
Representative.....Petry
Vice President.....George O. Griffith
Sta. Mgr.....J. S. Sinclair
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Film Mgr.....Chester Dowling

Chief Engineer.....Thomas Prior

WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Cherry & Webb Bcstg. Co.
Address.....24 Mason St.
Tel.: PL 1-9776.....CBS
Representative.....Blair-TV
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Comm. Mgr.....Eugene W. Wilkin
Prog. Dir.....Raymond A. Gilvard
Prod. Mgr.....Donald S. Moeller
Chief Engineer.....John V. Ferri

Pop.: 2,510,000
Families: 623,000
Radio Homes: 605,090

South Carolina

Stations in State: 70
TV Homes: 454,000
TV Stations: 11

WAIM-TV—Anderson—1953

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....ABC-CBS
Newspaper Affil...Independent & Daily Mail
Representative.....Headley-Reed
Owner.....Wilton E. Hall
General Mgr.....Glenn P. Warnock
Sales Mgr.....John McCallum
Program Director.....Ray Barath
Chief Engineer.....Earl Cosend

WUSN-TV—Charleston—1954

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....ABC-NBC
Representative.....Bolling
Pres., Gen. Mgr.....J. Drayton Hastie
Sec'y, Ass't Gen. Mgr.....Doug M. Bradham
Commercial Mgr.....Grange S. Cuthbert, Jr.
Prod. Director.....Bob Edwards
Chief Engineer.....Walter M. Nelson

WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Tel.: RAYmond 3-8371.....CBS
Representative.....Peters, Griffin, Woodward
President, Gen. Mgr.....John M. Rivers
Station Manager.....Roland Weeks
Commercial Manager.....Ralph Thornley
National Sales Mgr.....Charles S. Cady
Program Director.....Charles Hall
Prom., Pub. Director.....Mrs. Annie Lee Small
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Rudy Hughes

WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Bcstg. Co. of the South
Business Address.....1111 Bull St.
Tel.: ALPine 3-8356.....ABC-NBC
Representative.....Peters, Griffin, Woodward, Inc.
President.....G. Richard Shafto
Station Manager.....Charles A. Batson
Comm. Manager.....Law Epps
Program Director.....Dixon Lovvoren
Prom., Pub. Dir.....Tom Cureton
Film Manager.....Bob Humphries
Chief Engineer.....Barnett Goldberg

WNOK-TV—Columbia—1953

Channel: 67 NHF..AP: 47 Kw..VP: 93.5 Kw.

SOUTH CAROLINA-SOUTH DAKOTA

Owned-Oper. By.....Palmetto Radio Corp.
Business Address...1811 Main St.; Box 5307
Tel.: AL 2-7737.....CBS
Representative.....Raymer
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....David C. Phillips
Prog. Dir., Film Mgr.....Graham M. Thomas
Promotion Director.....Pat Conder
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Address.....Box 630
Tel.: MO 2-1566.....ABC-CBS-NBC
Representative.....CBS Television Spot Sales
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Nat'l Sales Mgr.....John H. Brock
Program Director.....George B. Burnette
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.

Owned-Oper. By.....WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....NBC
Newspaper Affiliation.....News-Piedmont
Representative.....Weed
President.....R. A. Jolley
General Manager.....Kenneth Beachboard
Commercial Manager.....Bob Glass
Program Director.....Norvin C. Duncan
Prom., Pub. Dir.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg—1956

Channel: 7 VHF..AP: 144 Kw..VP: 257 Kw.
Owned-Oper. By...Spartan Radiocasting Co.
Business Address.....224 E. Main St.
Tel.: 3-3621.....CBS
Representative.....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Nat. Sales Mgr.....Roger Shaffer
Commercial Manager.....Jack Sholar
Prog. Dir., Film Mgr.....James B. Hobbs, Jr.
Promotion Mgr.....William A. Adams
Engineering Dir.....Harold Beckholt

Pop.: 732,000
Families: 205,000
Radio Homes: 198,000

South Dakota

Stations in State: 20
TV Homes: 129,000
TV Stations: 9

KXAB-TV—Aberdeen—1958

Channel: 9 VHF..AP: 15 Kw..VP: 30 Kw.
Owned-Operated By...N. Dak. Bcstg. Co. Inc.
Bus. Address...4000 W. Main St., Fargo, N.D.
Tel.: AD 5-4461.....ABC-NBC
Representative.....Weed
President.....John W. Boler
Station Mgr.....Neel Edwards
Commercial Manager.....M. J. O'Leary
Prog., Prom. Dir.....Connie Blackstead
Chief Engineer.....Henry Hausler

KOTA-TV—Rapid City—1955

Channel: 3 VHF..AP: 37.5 Kw..VP: 72.4 Kw.
Owned-Oper. By...Duhamel Enterprises, Inc.
Business Address.....524½ 6th St.; Box 1752
Tel.: Fillmore 2-2000.....ABC-CBS
Representative.....Headley-Reed
Pres., Gen. Mgr.....Helen S. Duhamel
Commercial Mgr.....William F. Turner

Prog. Dir., Film Mgr.....J. Norman Heffron
Chief Engineer.....Robert Musfeldt

KRSD-TV—Rapid City—1958

Channel: 7...AP: 12.9 Kw..VP: 25.7 Kw.
Owned.....Heart of Black Hills Stations
Address.....1438 Mt. View Drive
Representative.....Meeker
General Mgr.....Eli Daniels

KELO-TV—Sioux Falls—1953

Channel: 11 VHF..AP: 123 Kw..VP: 220 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Tel.: 4-5841.....ABC-CBS-NBC
Station Representative.....H-R; Evans
President.....Joseph L. Floyd
Gen., Comm. Mgr.....Evans A. Nord
Sta. Mgr., Prog. Dir.....Tom Sheeley
Prom., Pub. Director.....Jack Townsend
Chief Engineer.....Les Froke

Pop.: 3,695,000
Families: 1,009,000
Radio Homes: 976,000

Tennessee

Stations in State: 105
TV Homes: 738,000
TV Stations: 15

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address.....3300 Broad St.
Tel.: AM 7-3393.....CBS
Representative.....Branham
President.....Carter M. Parham
Gen. Sta. Mgr.....Otis H. Segler
Nat. Sales Mgr.....Richard W. Holloway
Prog., Pub. Dir.....Morris Quave
Promotion Dir.....Mrs. Nancy Cook
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Mountain City TV, Inc.
Business Address.....1214 McCallie Ave.
Tel.: OX 8-1505.....NBC
Representative.....H-R
Pres., Gen. Mgr.....R. G. Patterson
Sta. Mgr., Prog. Dir.....Helen Patterson
Commercial Mgr.....George P. Moore
Film Mgr.....Jim Nabors
Chief Engineer.....B. B. Barne

WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Martin Theatres of Georgia, Inc.
Business Address.....Hotel Patten; Box 1026
Tel.: AM 6-4151.....ABC
Representative.....Meeker, Ayres
Gen. Mgr., Film Buyer.....Reeve Owen
Commercial Manager.....Joe Windsor
Prog. Dir.....Jack Sausman
Promotion Director.....Conrad Alexander
Publicity Director.....Earl Winger
Ch. Eng.....Leon Webb

WDXI-TV—Jackson—1955

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Dixie Bcstg. Co.
Business Address.....Williams Bldg.
Tel.: 7-9611.....ABC-CBS
Representative.....Venard, Rintoul, McConnell
President.....Aaron B. Robinson
General Manager.....John E. North
Commercial Mgr.....Jack Mayer
Prog. Dir., Film Mgr.....James W. Hoppers
Publicity Dir.....Marge Borg
Chief Engineer.....James Thomas

WJHL-TV—Johnson City 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.
Tel.: 6200.....ABC-CBS
Representative.....Pearson
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.
Sales Mgr.....J. Will Hall
Program Director.....Alfred Gregory
Prom., Pub. Director.....W. A. McDonald
Film Manager.....Vernita Wright
Chief Engineer.....Rowland Medler

WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper.WATE, Inc.
Business Address.....612 S. Gay St.
Tel.: 2-7111.....NBC
Representative.....Avery-Knodel
V.P., Gen. Mgr.....W. Henry Linebrough
Comm. Manager.....J. T. McCloud
Program Director.....Jack Weideman
Prom. Publicity Director.....Carl Huster
Film Buyer.....J. H. Reese
Chief Engineer.....Fred M. Andrews

WBIR-TV—Knoxville—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WBIR, Inc.
Business Address.....1513 Hutchison Ave.
Tel.: 5-8101.....CBS
Representative.....Katz
Pres., Gen. Mgr.....John P. Hart
Local Sales Mgr.....R. S. Quinn
Prom., Pub. Dir.....Robert Wilson
Prog. Dir., Film Mgr.....Neal Branch
Chief Engineer.....J. Rex Horton

WTVK—Knoxville—1953

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....So. Central Bcstg. Co.
Business Address.....P. O. Box 1388
Tel.: 5-2113.....ABC
Representative.....Pearson
Pres., Gen., Sta., Comm. Mgr.....J. Engelbrecht
Commercial Mgr.....Guy L. Smith, III
Prog. Dir., Film Mgr.....Bill Eckstein
Sales Promotion.....Florence Woodford
Chief Engineer.....Carl Lawson

WHBQ-TV—Memphis—1953

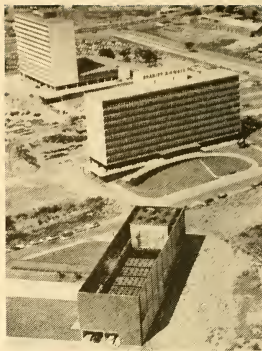
Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....1381 Madison Ave.
Tel.: BR 2-3441.....ABC
Representative.....H-R
President.....Thomas F. O'Neil
Gen. Mgr.....D. A. Noel
Prog., Pub. Dir.....Gene Roper
Promotion Director.....Anne Berkeley
Film Mgr.....Freddie Burns
Chief Engineer.....Welton Roy

WMCT—Memphis—1948

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw



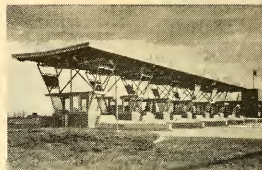
\$7,700,000 Southwestern Bell Telephone Company building—Fort Worth



Exchange Park, 120 Acre Business center—Dallas



Multi million dollar Sears Shopping Center, largest in area—Fort Worth



Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than \$1 billion* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000** and retail sales have climbed from a little over \$1 billion** to almost \$2 bil-

lion** since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

*Source: Printers Ink Guide to marketing October 31, 1958

**Source: Sales Management



WBAP-TV CHANNEL 5

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

ROY BACUS
Manager

JACK ROGERS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

Owned-Operated.....Memphis Publish Co.
 Address.....P.O. Box 8325
 Tel.: BRoadway 2-0552.....NBC
 Newspaper Affil.....Commercial Appeal
 Representative.....Blair TV
 General Manager.....H. W. Slavick
 Station, Comm. Mgr.....Earl Moreland
 Chief Engineer.....E. C. Fraze, Jr.

Film Editor.....Donnie Gross
 Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WSIX Inc.
 Business Address.....Nashville Trust Bldg.
 Tel.: AL 5-5431.....ABC
 Station Representative.....H.R.; Brown
 President.....Louis R. Draughon
 Sta., Gen. Mgr.....E. S. Tanner
 Commercial Manager.....George Morris
 Operations Director.....Robert L. Chaudoin
 Prom., Pub. Dir.....W. A. Jones

WREC-TV—Memphis—1956

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....WREC Bcstg. Service
 Business Address.....Hotel Peabody Bldg.
 Tel.: JA 5-1313.....CBS
 Representative.....Katz
 Owner, Gen. Mgr.....Hoyt B. Wooten
 Commercial Mgr.....Charles B. Brakefield
 Prog. Dir.....Jack Michael
 Chief Engineer.....Wilson Raney

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned...Nat'l Life & Accident Insurance Co.
 Address.....7th & Union
 Tel.: AL 4-5656.....NBC
 Representative.....Petry
 President.....John H. DeWitt, Jr.
 Gen. Manager.....Irving Waugh
 Comm. Manager.....Hi Bramham
 Sales Dir.....Tom Griscom
 Operations Mgr.....Brad Crandall
 Production Mgr.....Elmer Alley
 Prom. Dir.....Charlie Cash
 Film Manager.....Brad Crandall
 Chief Engineer.....Aaron Shelton

WLAC-TV—Nashville—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.WLAC-TV Inc.
 Address.....159 Fourth Avenue North
 Tel.: CH 2-4331.....CBS
 Representative.....Katz
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Ass't to Mgr.....Ruth C. Talley
 Gen. Sls. Manager.....R. M. Reuschle
 Operations Mgr.....Roy A. Smith

Texas

Pop.: 9,695,000
 Families: 2,789,000
 Radio Homes: 2,727,000

Stations in State: 238
 TV Homes: 2,149,000
 TV Stations: 49

**KPAR-TV—Abilene—
 Sweetwater—1956**

Channel: 12 VHF..AP: 72.5 Kw...VP: 145 Kw.
 Owned-Oper. By.....Texas Telecasting, Inc.
 Bus. Address.7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345.....CBS-NTA
 Representative.....Branham
 Pres., Gen. Mgr.....W. D. "Dub" Rogers
 Vice President.....W. H. Shipley
 V.P., Sta. Mgr.....Jimmie Isaacs
 General Sales Manager..R. S. "Bud" Rogers
 Prog. Dir., Film Mgr.....Ray Trent
 National Sales Manager.....John Henry
 Promotion Manager.....Ray Huffer
 Chief Engineer.....Rudy Starnes

KFDA-TV—Amarillo—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned & Oper. By....Amarillo Bcstg. Co., Inc.
 Address.....P. O. Box 1440
 Tel.: EV 3-2226.....CBS-NTA
 Representative.....Blair
 President.....Gene L. Cagle
 Gen. Sta., Film Mgr.....Ed Moore
 Operations Director.....Bill Spiller
 Promotion Director.....Claudette Leachman
 Merch. Dir.....Howard Roberson

KRBC-TV—Abilene—1953

Channel: 9 VHF..AP: 13.8 Kw...VP: 27.5 Kw.
 Owned-Oper. By....Abilene Radio & TV Co.
 Business Address.....4510 So. 14th St.
 Tel.: OW 2-4242.....NBC
 Representative.....Raymer
 President.....Dale Ackers
 Sta. Mgr.....George C. Breeding, Jr.
 Commercial Manager.....Dan C. Guthrie
 Program Director.....Normand Mann
 Chief Engineer.....Troy Mallon

KGNC-TV—Amarillo—1953

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By..Globe News Publishing Co.
 Business Address.....2000 N. Polk St.
 Tel.: EVergreen 3-3321.....NBC
 Newspaper Affiliation...News, Times, Globe
 Representative.....Katz
 President.....Parker Prouty
 General Manager.....Jack Liston
 Sta. Mgr.....Bob Watson
 Commercial Manager.....Bill Clarke
 Adv. Prom. Mgr.....Roberta Kelley
 Prod. Mgr.....Bud Purgley
 Chief Engineer.....W. H. Torrey

KVII-TV—Amarillo—1957

Channel: 7...AP: 158 Kw...VP: 316 Kw.

Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel.: FL 6-5241.....ABC
 Station Representative.....Bolling
 President.....Jack C. Vaughn
 V.P., Gen. Mgr.....Dick Watts
 Asst. Gen. Mgr.....Gordon R. Phillips
 Regional Sales Manager.....John Conboye
 Operations Manager.....Jerry Gardner

KTBC-TV—Austin—1952

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....The L-B-J Co.
 Address.....Box 1155
 Tel.: GR 2-2424.....ABC-CBS-NBC
 Representative.....Raymer
 Chairman of Bd.....Claudia T. Johnson
 Pres., Gen. Mgr.....J. C. Kellam
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Program Director.....Richard "Cactus" Pryor
 Publicity Dir.....Elmo Brown
 Chief Engineer.....Ben Hearn

KFDM-TV—Beaumont—1955

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Beaumont Bcstg. Corp.
 Business Address.....1420 Calder Ave.
 Tel.: TE 8-4731.....ABC-CBS
 Representative.....Peters, Griffin, Woodward
 President.....D. A. Cannan
 General Manager.....C. B. Locke
 Commercial Mgr.....Mott M. Johnson
 Program Dir.....Bob McManus
 Program. Film Mgr.....Jack Dahmer
 Chief Engineer.....Harold W. Bartlett

KEDY-TV—Big Spring—1956

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.
 Owned-Oper. By.....Texas Telecasting
 Address.....7400 College Ave., Lubbock, Tex.
 Tel.: SH 4-2345 (Lubbock).....CBS
 Representative.....Branham
 President.....W. D. Rogers
 Vice President.....W. H. Shipley
 Natl. Sales Mgr.....John Henry
 Program Mgr.....Ray Trent
 Chief Engineer.....Rudy Starnes

KBTX-TV—Bryan—1957

Channel: 3 VHF..AP: 30.2 Kw..VP: 60.3 Kw.
 Owned.....Brazos Bcstg. Co.
 Business Address.....Box 3237
 Tel.: VI 6-777.....ABC-CBS
 Representative.....Raymer
 President.....W. C. Mitchell
 Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Comm. Mgr.....David G. Haines
 Prog. Dir.....Rod Whisenant
 Pub. Dir.....Barbara Keller
 Film Mgr.....Charles Henderson
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcstg. Co.
 Business Address.....Box 840
 Tel.: TU 3-6511.....ABC-NBC
 Representative.....Peters, Griffin, Woodward

KRLD-TV channel



the number 1 station

in the number 1 market!

N. C. S. #3 and
 Television Magazine "Top 100" Survey

Low-band channel, with maximum power, telecasting from its
 tremendous tower (1,685 feet above average terrain)... reaches
 more than 650,000 TV Homes!

John W. Runyon, Chairman of the Board Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Pres., Gen. Mgr. T. Frank Smith
 V.P.-Sales W. M. Eikner
 V.P.-Programs Charles Nethery
 Promotion Dir. Harry Abbott
 Chief Engineer Joseph W. Collier

KZTV—Corpus Christi—1956

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By KSIX-Television, Inc.
 Business Address Show Room Bldg.
 Tel.: Tulip 4-1616 ABC-CBS
 Station Representative Branham
 Pres., Gen. Mgr. Vann M. Kennedy
 Commercial Manager William Lydle
 Prom., Pub. Dir. M. L. Kennedy
 Program Dir. Gene Looper

WBAP-TV—Dallas—1948

(See Ft. Worth Listing)

WFAA-TV—Dallas—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By A. H. Belo Corp.
 Business Address... 3000 Harry Hines Blvd.
 Tel.: RI 1-3315 ABC
 Newspaper Affiliation Morning News
 Representative Pety
 Managing Dir. Alex Keese
 Station Manager Mike Shapiro
 General Sales Manager Dick Drummy
 Program Director Bob King
 Prom., Pub. Dir. Rikki Boltz
 Film Manager Dunlap Clark
 Chief Engineer Jim W. Cooper

KFJZ-TV—Dallas—1955

(See Ft. Worth Listing)

KRLD-TV—Dallas—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned Times Herald Printing Co.
 Business Address Herald Square
 Tel.: RI 2-6811 CBS
 Newspaper Affiliation... Dallas Times Herald
 Representative Branham
 President Clyde Rembert
 V.P., Gen. Mgr. Roy M. Flynn
 Comm. Manager Gene Cuny
 Program Director Ves Box
 Prom., Pub. Director Jack Saunders
 Film Manager Nick Mueller
 Chief Engineer B. B. Honeycutt

KELP-TV—El Paso—1956

Channel: 13 VHF..AP: 15.8 Kw..VP: 26.6 Kw.
 Owned-Oper. By KELP TV Corp.
 Business Address 4530 Delta St.; Box 105
 Tel.: KE 3-5911 ABC
 Representative Young TV
 President Norman Alexander
 General Manager Harry Edelman
 Sta. Prog. Dir. Jerry Baker
 Promotion Director George Harkins
 Film Manager Harold Wooley
 Ch. Eng. Michael Gaglio



IMPACT!
56.1%

**BIGGEST SHARE OF AUDIENCE IN AMERICA
 IN MARKETS OF 3 OR MORE STATIONS***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (*ARB, November 1958)

EL PASO POPULATION NOW 5th IN TEXAS

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth:

5th	El Paso	283,000
6th	Austin	197,000
7th	Corpus Christi	175,000
8th	Lubbock	148,000
9th	Amarillo	145,000
10th	Waco	125,000

See your Branham man
 for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 35 years. KPRC-TV, now over ten years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



FIRST IN THE SOUTH'S FIRST MARKET



KPRC-TV CHANNEL HOUSTON **2**

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY AND COMPANY

KROD-TV—El Paso—1952

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By..... Roderick Bcstg. Co.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS-NTA
 Newspaper Affiliation.....Times
 Representative.....Branham
 President.....D. D. Roderick
 Gen., Sta. Mgr.....Val Lawrence
 Prog., Prom. Dir.....Bernie Bracher
 Film Manager.....Frank Jordan
 Chief Engineer.....Edward P. Talbott

KTSM-TV—El Paso—1953

Channel: 9 VHF...AP: 28 Kw...VP: 58 Kw
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 Pres., Gen. Mgr.....Karl O. Wyler, Sr.
 Exec. Ass't.....Karl O. Wyler, Jr.
 Commercial Manager.....Roy T. Chapman
 Prog. Dir., Film Mgr.....Jack R. Rye
 Promotion Director.....Mary Davis
 Publicity Director.....Conrey Bryson
 Chief Engineer.....Kenneth J. Walton

WBAP-TV—Fort Worth—1948

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....NBC
 Newspaper Affiliation.....Star-Telegram
 Representative.....Peters, Griffin, Woodward
 President.....Amon Carter, Jr.
 Gen., Sta. Mgr.....Roy Bacus
 Commercial Manager.....Jack Rogers
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Margret McDonald
 Film Manager.....Lynn Trammell
 Chief Engineer.....Rupert Bogan

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF...AP: 105 Kw...VP: 210 Kw
 Owned-Oper. By...Texas State Network, Inc.
 Address.....4801 W. Freeway
 Tel.: PE 7-6631.....NTA
 Representative.....Blair TV
 President.....Gene L. Cagle

Gen., Sta. Mgr.....Stan Wilson
 Comm. Mgr.....John Hopkins
 Prog. Dir.....Olin Terry
 Promotion Director.....Bill Camfield
 Publicity Director.....Janis Wisocki
 Film Mgr.....Arno W. Mueller, Jr.
 Chief Engineer.....Bill Kessell

**KGUL-TV—Galveston-Houston
1952**

Channel: 11 VHF. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Business Address.....Prudential Bldg.
 Tel.: JA 9-4811.....CBS
 Representative.....CBS Television Spot Sales
 President.....C. Wrede Petersmeyer
 V.P., Gen. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert S. Wilson
 Program Director.....Thomas L. Thompson
 Prom., Pub. Dir.....Roland Brazier
 Film Manager.....Bud Johnson
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,
 Indianapolis; WANE-TV, Fort Wayne, Ind.

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenot Bcstg. Co.
 Business Address.....1521 W. Harrison St.
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....H-R Reps.
 President.....McHenry Tichenor
 General Manager.....Troy McDaniel
 Comm. Manager.....Harry Moradian
 Promotion Dir.....Mal Kananoff
 Chief Engineer.....Al Beck

KPRC-TV—Houston—1950

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Houston Post Co.
 Bus. Address...3014 Post Oak Rd.; Box 1234
 Tel.: MA 3-9271.....NBC
 Newspaper Affiliation.....Post
 Representative.....Petry
 V.P., Gen. Mgr.....Jack Harris
 Commercial Manager.....Jack Healy
 Sta. Manager.....Jack McGrew
 Operations Director.....Paul Huhndorff
 Program Director.....Ridge Radney
 Publicity Dir.....Edna Forester
 Film Manager.....Earl Corridon
 Chief Engineer.....Paul Huhndorff

HOUSTON'S FAMILY STATION HOUSTON'S FIRST STATION

Monday thru Friday*
First Noon to 6 p. m.
First 6-10 p. m.

6 of Top 10
12 of Top 20
Shows in Town.

(*ARB November 1958)



KTRK-TV—Houston—1954

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.
 Owned-Oper...Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....ABC
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Prom., Pub. Director.....John Chapman
 Chief Engineer.....Tom Hiner

KCBD-TV—Lubbock—1952

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By....Bryant Radio & TV Inc.
 Business Address....5600 Ave. A; Box 1507
 Tel.: SH 4-1414.....ABC-NBC
 Representative.....Raymer
 Pres., Gen. Manager.....Joe H. Bryant
 Asst. Gen. Manager.....Robert L. Snyder
 National Sales Mgr.....Ray Poindexter
 Comm. Manager.....George L. Tarter
 Program Director.....Bill Taylor
 Promotion Director.....Joan Prigmore
 Film Manager.....J. M. Hollers
 Chief Engineer.....Frank Lee

KGNS-TV—Laredo—1956

Channel: 8 VHF..AP: 1.15 Kw..VP: 2.27 Kw.
 Owned-Oper. By...International Broadcasters
 Business Address.....820 Convent St.
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA
 Station Rep.....Venard, Rintoul, McConnell
 President.....Donald W. Reynolds
 General Manager.....Roy J. Bowman
 Commercial Manager.....Jim Shelton
 Program Director.....Dave Leyendecker
 Prom., Pub. Dir.....Mrs. Amalia Samuëz
 Film Manager.....Ernie Ramirez
 Chief Engineer.....W. Irvén Simpson

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By....Texas Telecasting, Inc.
 Bus. Address....7400 College Ave.; Box 1475
 Tel.: SH 4-2345.....CBS-NTA
 Representative.....Branham
 Pres., Gen. Mgr.....W. D. (Dub) Rogers
 Vice President.....W. H. Shipley
 Gen. Sales Mgr.....R. S. "Bud" Nielsen
 National Sales Manager.....John Henry
 Prog. Dir., Film Mgr.....Ray Trent
 Prom. Mgr.....Ray Huffer
 Chief Engineer.....Rudy Starnes

Texas best major-market buy.. West Texas Television Network

KDUB stations

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
 - Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
 - Delivers greater % of audience in all time segments than any other BIG Texas market!
 - Larger in area (51,000 sq. mi.) than the state of New York!
- REPRESENTED BY THE BRANHAM COMPANY
- W. D. "Dub" Rogers, President and Gen. Mgr.
 R. S. "Bud" Nielsen, General Sales Manager
 John Henry, National Sales Manager

ARE YOU
ON THE
DOTTED
LINE
WITH
9 ?

BETTER
GET
WITH
IT NOW!
300,000
PROSPEROUS
FAST BUYING
PEOPLE SERVED
ONLY BY
THEIR
POPULAR

KTRE-TV

LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. &
General Manager
The Only Non-Metropolitan
Market With Basic
NBC Programming Live*
*Via Microwave from
KPRC-TV in Houston

NATIONAL
REPRESENTATIVES
Venard, Rintoul &
McConnell, Inc.
New York, Chicago,
San Francisco, Los
Angeles and Boston

SOUTHWEST
REPRESENTATIVE
Clyde Melville
Company of
Dallas

80,000
TELEVISION
SETS IN THE
BOOMING
LUMBER RICH
LUFKIN-NACOGDOCHES
EAST TEXAS AREA
SERVED BY KTRE-TV

KTRE-TV—Lufkin—1955

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.
Owned-Oper. By...Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
Tel.: NE 4-7771.....NBC-CBS-ABC
Sta. Rep..Venard, Rintoul, McConnell; Melville
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman Lewin
Commercial Manager.....Murphy Martin
Prog., Prom. Dir.....Mark Kennedy
Publicity Director.....Veta Rowin
Film Manager.....Glenn Marmstrong
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Midland, Tex.
Tel.: MU 2-7321.....ABC-NBC
Rep.....Venard, Rintoul & McConnell, Brown
General Manager.....Roy Herndon
Chief Engineer.....Bill Buford

KVKM-TV—Monahans—1958

Channel: 9 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....Tri-Cities Bcstg. Co.
Business Address.....Box 1118
Tel.: WI 3-3231.....ABC
Sta. Rep.....Melville; Everett-McKinney
Pres., Gen. Mgr.....J. Ross Rucker
Station Mgr.....Hillman Taylor
Chief Engineer.....Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF..AP: 9.12 Kw..VP: 16.6 Kw.
Owned-Oper. By.....East Texas Bcstg. Co.
Business Address.....Box 248
Tel.: LOgan 4-4181.....ABC
Pres., Gen. Mgr.....Lee Scarborough
Chief Engineer.....Frank Murry

KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By....Odessa Television Co.
Bus. Address.....1211 N. Whitaker; Box 4186
Tel.: FE 7-8301.....CBS
Representative.....Bolling
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
National Sales Manager.....George Collie
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KPAC-TV—Port Arthur—1957

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned.....Texas Goldcoast TV Inc.
Address.....Box 1059
Tel.: YUkon 5-5557.....NBC
Representative.....Raymer
Pres., Gen. Mgr.....Julius Gordon
Sls. Mgr.....Mack Newberry
Program, Film Mgr.....Doug Thompson
Ch. Eng.....Glenn Boatright

KCTV—San Angelo—1953

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
 Owned-Oper. By..Westex Television Co., Inc.
 Business Address.....Box 1941
 Tel.: 7183CBS
 Rep....Melville, Venard, Rintoul & McConnell
 President.....B. P. Bludworth
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard
 Prog. Dir.....A. Cobb
 Film Manager.....Charles Cathey
 Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kc.
 Owned-Oper. By.....KCOR, Inc.
 Business Address.....111 Martinez St.
 RepresentativeRichard O'Connell, Inc.
 President.....Raoul A. Cortez, Sr.
 General Mgr.....Nathan Safir
 Commercial Mgr.....Ben Tamborello
 Station Mgr.....Emilio Nicolas
 Program Dir.....Sam Murray, Jr.
 Promotion Dir.....Raoul A. Cortez, Jr.
 Publicity Dir.....William Lamar
 Film Mgr.....Robert Carns
 Dir. Engineering.....Marvin Fiedler

KENS-TV—San Antonio—1950

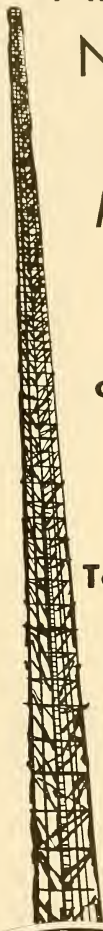
Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Express Publ. Co.
 Business Address.....Ave. E & 4th St.
 Tel.: CA 5-7411.....CBS-NTA
 Representative.....Peters, Griffin, Woodward
 Newspaper Affil.....Express & News
 President.....Frank G. Huntress, Jr.
 General Manager.....Albert D. Johnson
 Station Mgr.....Wayne Kearl
 Prog. Dir., Film Mgr.....Ken James
 Prom., Pub. Dir.....Kenneth McClure
 Chief Engineer.....William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Mission Tcstg. Corp.
 Business Address.....1408 N. St. Mary's St.
 Tel.: CA 6-7611.....ABC-NTA
 Station Representative.....H-R; Brown
 President.....Eugene J. Roth
 Gen., Sta. Mgr.....James M. Brown
 Commercial Mgr.....Bob A. Roth
 Program Director.....Perry Dickey
 Prom., Pub. Dir.....Katie Ferguson
 Film Manager.....Sam Rocco
 Engineering Dir.....George W. Ing

WOAI-TV—San Antonio—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By....Southland Industries, Inc.
 Address.....1031 Navarro St.
 Tel.: CA 7-4221.....NBC
 RepresentativePetry
 Board Chairman.....Hugh Half, Jr.
 Pres., Gen. Mgr.....James M. Gaines
 Manager.....Edward V. Cheviot



America's Newest TV Market

Nearly 1/5
of all Texans

now in
Texas Tall
* Tower Empire

*this 1,531 foot Tall Tower
extends coverage to
1,700,000 — including
thousands of new families
in the rich South Texas
area you can reach at
no increase in cost.

Contact
Peters, Griffin,
Woodward,
Inc.
For Details



SAN ANTONIO, TEXAS

TEXAS-UTAH

Prog. Director.....Robert Reed
Promotion Dir.....Bill N. Yancy
Publicity Dir.....Imogene Stanley
Film Manager.....Faye Leavitt
Chief Engineer.....Charles Jeffers

KCEN-TV—Temple—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....17 S. 3rd St.
Tel.: PR 3-6868.....NBC
Newspaper Affiliation.....Telegram
Representative.....Blair TV Assoc.
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Commercial Manager.....James E. Gordon
Film Manager.....Bell Nelson
Chief Engineer.....Curtis M. Casey

KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Box 1290
Tel.: 33-1133.....ABC-CBS
Newspaper Affil.....Gazette & Daily News
Rep.....V. R. McC; Ayers, Melville
President.....Walter E. Hussman
General Manager.....Richard M. Peters
Sales Manager.....Jack Rollings
Program Dir.....Les Eugene
Promotion Director.....Cynthia LaFam
Film Manager.....Loretta Stroup

KLTV—Tyler—1954

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.
Owned-Oper. By.....Buford, Pengra
Business Address.....Box 957
Tel.: TY 2-3873.....NBC-ABC-CBS
Representative.....H-R
General Manager.....Marshall H. Pengra
Sales Mgr.....John Lenox
Program Director.....Bonnie Lenox
Chief Engineer.....Hudson Collins

KWTX-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.
Owned-Operated By..KWTX Broadcasting Co.
Address.....P.O. Box 7128 Triangle Station

Tel.: PL 6-4451.....ABC-CBS
Representative.....Raymer
President.....W. W. Naman
Gen., Sta. Mgr.....M. N. Bostick
Commercial Manager.....Pete McNea
Program Director.....Curtis Matties
Promotion Dir.....Oma Owens
Film Mgr.....George Wallace
Chief Engineer.....Jesse H. Dove

KRGV-TV—Weslaco—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....The LBJ Co.
Business Address.....309 S. Missouri Ave.
Tel.: WO 8-3131.....ABC-NBC
Representative.....Paul H. Raymer
Board Chairman.....Claudia T. Johnson
Pres., Gen. Mgr.....J. C. Kellam
Station Manager.....Charles L. Brooks
Sales Manager.....Bill Rucker
Program Director.....Dallas Wales
Prom., Pub. Dir.....Hank Page
Operations Director.....Fred Noble
Chief Engineer.....Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned.....Wichtex Radio & TV Corp.
Address.....Box 2040
Tel.: 692-4530.....ABC-NBC
Representative.....Raymer
President.....Darrold A. Cannan
Vice President.....Howard H. Fry
Commercial Mgr.....Bob H. Walker
Chief Engineer.....John Adams

KSYD-TV—Wichita Falls—1953

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KSYD-TV Co., Inc.
Bus. Address..Seymour Hwy. & 9th; Box 2130
Tel.: 322-6957.....CBS
Representative.....Blair TV
Pres., Gen. Mgr.....Syd Grayson
Commercial Mgr.....Lambert Cain
Program Director.....Thomas R. Sugars
Prom., Pub. Dir.....Mrs. Mary K. Norwood
Film Manager.....Mrs. Ruth York
Chief Engineer.....Herb Wiley

Pop.: 861,000
Families: 239,000
Radio Homes: 232,000

Utah

Stations in State: 26
TV Homes: 206,000
TV Stations: 5

KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 3 Kw....VP: 6 Kw.
Owned By.....Beehive Telecasting Corp.
Business Address.....1980 Columbia Lane
Tel.: FRanklin 3-2951.....Independent
Sta. Rep.....Raymer Co.
Pres., Gen. Mgr.....S. B. Nissley
Program Director.....G. B. Rowan
Prom. Mgr.....Vern Brimley, Jr.
Film Mgr.....Gordon Forsyth

KSL-TV—Salt Lake City—1949

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....CBS
Representative.....CBS TV Spot Sales
Exec. Vice President.....J. W. Wright
Gen., Sta. Mgr.....D. Lennox Murdock
Gen. Sales Mgr.....Lloyd E. Cooney
Program Director.....Wayne Richards
Prom. & Pub. Dir.....Robert G. Murdock

UTAH-VERMONT-VIRGINIA

Film Editor.....Richard V. Thiriot
 Chief Engineer.....Vincent E. Clayton

KTVT—Salt Lake City—1948

Channel: 4 VHF..AP: 14.5 Kw...VP: 27.1 Kw.
 Owned By.....Intermountain Bcstg. TV Corp.
 Business Address.....130 Social Hall Ave.
 Tel.: DA 2-5681.....NBC
 Representative.....Katz
 Newspaper Affiliation.....Time, Inc.
 Pres. & Gen. Mgr.....G. Bennett Larson
 Commercial Mgr.....Harold Woolley
 Prom. & Pub. Director.....Edward T. Himstreet
 Film, Program Dir.....Dan Rainger
 Technical Director.....Allan Gunderson

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 25.1 Kw...VP: 45.7 Kw.

Owned-Operated By.....KUTV, Inc.
 Business Address.....179 Social Hall Ave.
 Tel.: DA 2-2550.....ABC
 Newspaper Affiliation.....Tribune; Ogden
 Standard Examiner
 Representative.....Avery-Knodel
 President.....A. L. Glassman
 Vice President.....George C. Hatch
 Gen., Sta., Comm. Mgr.....Brent H. Kirk
 Program Dir.....Duane C. Hill
 Prom., Pub. Dir.....Keith Nicholson
 Production Manager.....LaMar Smith
 Film Buyer.....Sid Cohen
 Film Manager.....Jack Ivers
 Chief Engineer.....B. R. Carpenter

Pop.: 390,000
 Families: 113,000
 Radio Homes: 109,000

Vermont

Stations in State: 14
 TV Homes: 96,000
 TV Stations: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
 Owned-Oper. By.....Mt. Mansfield TV, Inc.
 Address.....100 Market Sq. S.
 Tel.: UN 2-5671.....CBS

Representative.....Weed
 Pres., Gen. Mgr.....S. T. Martin
 Comm. Manager.....J. A. Dobson
 Production Dir.....Stuart T. Hall
 Publicity Dir.....Charles S. Lewis
 Film Manager.....A. Sherman Rutter
 Chief Engineer.....J. W. Tierney

Pop.: 3,897,000
 Families: 1,009,000
 Radio Homes: 959,000

Virginia

Stations in State: 93
 TV Homes: 787,000
 TV Stations: 15

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw...VP: 85.4 Kw.
 Owned-Oper. By...Appalachian Bcstg. Corp.
 Business Address.....P.O. Box No. 1009
 Tel.: NOrth 9-4161.....ABC-NBC
 Representative.....Weed
 Pres., Gen. Mgr.....Robert H. Smith
 V.P., Sales Mgr.....Fey Rogers
 Program, Prom. Dir.....Art Countiss
 Production Mgr.....James G. Evans
 Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk 1953

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
 Owned-Oper. By.....Peninsula Bcstg. Corp.
 Bus. Address..1930 Pembroke Ave., Hampton
 Tel.: 6332.....NBC
 Representative.....Avery-Knodel
 Pres., Gen. Manager.....Thomas P. Chisman
 V.P., Sales Director.....Harrol A. Brauer, Jr.
 Program Director.....Harry Doggette
 Prom. Dir.....Beverly W. Avery
 Operations Mgr.....L. W. Kliever
 Film Manager.....Jerry Sandford
 Chief Engineer.....William C. King, Jr.



**News
 Is Preferred**

... by Listeners — because it is
 dependable as well as interesting.

Ap

Preferred

50 Rockefeller Plaza - New York 20, N. Y.

WSVA-TV-AM

*Selling the
rich
SHENANDOAH
VALLEY...*

WSVA-TV is the *only* station that reaches and sells the *entire* Shenandoah Valley.

TOTAL AREA:

24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS**)

* Community Antenna System ** Added late Fall, 1958

WSVA-TV's reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV brings RESULTS for its advertisers.

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958... 14,567 cards! (Every card was secured through the purchase of a carton of Dr. Pepper.)

WSVA-RADIO

A partial list of
National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

WSVA-TV

CHANNEL 3

RADIO 550 kc 5000 Watts NBC
FM...100.7 mc

A TRANSCONTINENT STATION

Telephone: 4-4431 • Harrisonburg, Va.

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF. AP: 4.17 Kw. VP: 8.32 Kw.
 Owned-Oper. By...Shenandoah Valley Bcstg.
 Tel.: 44431ABC-CBS-NBC
 Representative.....Peters, Griffin, Woodward
 Pres., Gen. Mgr.....Hamilton Shea
 Commercial Mgr.....Richard H. Johnson
 Prog. Director.....Robert E. Lee
 Promotion Director.....Andy McCaskey
 Pub., Merch. Mgr.....H. L. Royster
 Film Manager.....Pat Aldhizer
 Chief Engineer.....Tom Jones

Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

WLVA-TV—Lynchburg—1953

Channel: 13 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Operated By...Lynchburg Bcstg. Corp.
 Address.....2320 Langhorne Rd.
 Tel.: Victor 5-1242ABC
 RepresentativeHollingsbery
 Pres., Gen. Mgr.....Philip P. Allen
 Comm. Mgr.....Thomas L. Turner
 Prog., Film Mgr.....Warren Uttal
 Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Tel.: MA 5-6711CBS
 Newspaper Affil....Norfolk Newspapers, Inc.
 RepresentativePetry
 President Gen. Mgr.....Campbell Arnoux
 V.P., Operations.....John C. Peffer
 V.P., Sales.....Robert M. Lambe
 Program Director.....Harold Soldingier
 Prom., Pub. Dir.....Hal Powell
 Film Manager.....Harry Nicholas
 Chief Engineer.....Richard Lindell

WAVY-TV—Norfolk—1957

Channel: 10 VHF. AP: 192 Kw. VP: 316 Kw.
 Owned.....Tidewater Teleradio, Inc.
 Address.....709 Boush St.
 Tel.: MA 7-2345ABC-NBC-NTA
 RepresentativeH-R
 Pres., Sta. Mgr.....J. Glen Taylor
 Exec. Vice President.....Carl J. Burkland
 Commercial Mgr.....Eugene Gaudette
 Prom., Pub. Dir.....Macey Schaffier
 Prog. Film Mgr.....Richard Fraser
 Chief Engineer.....William Manrov

WTOV-TV—Norfolk—1953

Channel: 27 UHF. AP: 11.7 Kw. VP: 19.6 Kw.
 Owned-Operated By.....Tim Brite, Inc.
 Address.....1318 Spratley (Portsmouth, Va.)
 Representative.....McGillivra
 President.....Temus R. Bright
 General Manager.....Louis H. Peterson
 Sec'y-Treas.....Anna C. Bright
 Program Director.....Miss Tovey Lee
 Commercial Mgr.....Charles Adams
 Chief Engineer.....James Richardson

WXEX-TV—Petersburg—1955

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.

Owned-Oper. By..Petersburg Television Corp.
 Address.....124 W. Tabb Street
 Tel.: RE 3-7876NBC
 Rep.....Select; McGavren-Quinn; Brown
 President.....Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr.....Irvin G. Abeloff
 Oper. Mgr.....Robert C. Currie, Jr.
 Comm. Mgr.....Lawrence Slon
 Program Director.....Robert Grossman
 Prom., Pub. Dir.....Thos. F. McCollum, Jr.
 Film Manager.....Vernon Winn
 Chief Engineer.....George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF. AP: 156 Kw. VP: 316 Kw.
 Owned-Oper. By.....Richmond TV Corp.
 Business Address.....5221 Midlothian Pike
 Tel.: BE 3-5461CBS
 Reps.....Harrington, Righter, Parsons
 President.....C. T. Lucy
 General Manager.....Barron Howard
 Commercial Mgr.....James D. Clark, Jr.
 Program Director.....Samuel S. Carey
 Prom., Pub. Dir.....John L. Stone, Jr.
 Film Manager.....Robert Pie
 Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947

Channel: 6 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By.....Havens & Martin, Inc.
 Address.....3301 W. Broad St.
 Tel.: 5-8611ABC
 RepresentativeBlair TV
 Pres., Gen. Mgr.....Wilbur M. Havens
 Sales Co-ordinator.....Bill Kemple
 Prog. Director.....John Shand
 Prom., Pub. Dir.....W. J. Filer
 Film Manager.....Conrad G. Rianhard
 Chief Engineer.....James Kyle

WDBJ-TV—Roanoke—1955

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Operated By.....Times-World Corp.
 Address.....201 Campbell Ave.
 Tel.: DI 3-8031CBS-NTA
 Newspaper Affiliation...Times; World-News
 Representative..Peters, Griffin, Woodward, Inc.
 President.....M. W. Armistead, III
 V.P., Managing Director.....Ray P. Jordan
 Station Manager.....John Harkrader
 TV Sales Manager.....Blake Brown
 Program Director.....Paul E. Reynolds
 Prom., Pub. Dir.....Boone Boggs
 Film Manager.....Charles Ballou
 Technical Director.....J. Edward Newman

WSLS-TV—Roanoke—1952

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By...Shenandoah Life Stations
 Address.....Radio-TV Center
 Tel.: DI 4-9226ABC-NBC
 Station RepresentativeBlair
 President.....Blake T. Newton, Jr.
 Exec. Vice Pres.....James H. Moore
 Sta., Film Mgr.....Horace Fitzpatrick
 Commercial Manager.....A. S. Trevilian, Jr.
 Promotion Director.....C. R. Garrison
 Program Manager...George W. Chermault Jr.
 Chief Engineer.....J. P. Briggs

Pop.: 2,872,000
Families: 886,000
Radio Homes: 866,000

Washington

Stations in State: 80
TV Homes: 716,000
TV Stations: 14

KVOS-TV—Bellingham—1953

Channel: 12 VHF..AP: 112 Kw..VP: 224 Kw.
Owned-Oper. By.....KVOS, Inc.
Business Address.....1151 Ellis St.
Tel.: RE 3-4567.....CBS
Station Rep.....Forjoe; Stovin-Byles; Moore
President.....Rogan Jones
Executive Vice President.....David Mintz
Commercial Manager.....Fred Elsethegan
Program Director.....Andy Anderson
Promotion Director.....Marion Boylan
Chief Engineer.....Ernest Harper

KTRX—Kennewick-Pasco 1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.
Owned.....Columbia River TV Co.
Tel.: JU 2-3101.....Independent
Representative.....Forjoe-TV
Pres., Gen. Mgr.....Stuart Nathanson
Sls. Mgr.....Clyde Olsen
Prod. Mgr.....Eugene Normoyle
Ch. Eng.....Bernard Baillie

KING-TV—Seattle—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUTual 2-3555.....ABC-NBC
Representative.....Blair-TV
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt
V.P., Business Div.....Henry B. Owen
V.P., Station Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Program Director.....Lee Schulman
Prom., Pub. Director.....Mel Anderson
Dir. of Engineering.....James L. Middlebrooks
Chief Engineer.....Robert A. Ferguson

KIRO-TV—Seattle—1958

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Tel.: AT 3-9800.....CBS
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Sta. Mgr.....Miller C. Robertson
Commercial Manager.....William A. Exline
Prom., Pub. Dir.....Paul H. Smith
Film Manager.....Eugene Wecker

KOMO-TV—Seattle—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....NBC
Representative.....NBC Spot Sales
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren

Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Bob Ryan
Nat. Sls. Mgr.....Reg Miller
Aud. Prom. Mgr.....Margaret Frey
Sales Manager.....Bill Hubbach
Pub. Rel. Mgr.....Arthur Gerbel
Merchandising Manager.....F. W. Hagerty
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF..AP: 57 Kw..VP: 98.5 Kw.
Owned.....KTVW, Inc.
Business Address.....230 8th Ave., N.
Tel.: MA 4-3113.....Independent
Representative.....Hollingsbery
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Promotion Dir.....Boyd Curtis
Film Manager.....Howard Perkin
Chief Engineer.....Virgil Manning

KHQ-TV—Spokane—1952

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Tel.: MA 4-5131.....NBC
Representative.....Katz
Pres., Gen. Mgr.....R. O. Dunning
Commercial Mgr.....J. Birney Blair
Promotion Manager.....Rex Gerlach
Program Director.....John R. Fahey
Chief Engineer.....Dee Waymire

KREM-TV—Spokane—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....KREM Bcstg. Co.
Address.....4103 S. Regal
Tel.: KE 4-0466.....ABC
Representative.....Petry
Pres., Gen. Mgr.....Louis Wasmer
Sta. Comm. Mgr.....Robert Temple
Program, Film Mgr.....Walter Schaar
Prom. Public. Dir.....Petery Lyman
Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953

Channel: 4 VHF..AP: 27 Kw..VP: 48 Kw.
Owned-Oper. By.....Northern Pacific TV Corp.
Address.....315 W. Sprague Ave.
Tel.: MADison 4-4291.....CBS
Representative.....Avery-Knodel
President.....Norman Alexander
General Manager.....James Agostino
Station Manager.....Gene Roth
Promotion Director.....Al Stenholm
Publicity Director.....Bob Weitz
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

KTNT-TV—Tacoma-Seattle
1953

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Business Address.....S. 11th & Grant Sts.
Tel.: FU 3-2561.....NTA
Newspaper Affil.....Tacoma News Tribune
Representative.....Weed
Sta. Mgr., Prog. Dir.....Robert I. Guy
Commercial Manager....Edward Podolinsky
Pub. Dir.....Doris Curda
Chief Engineer.....Max Bice

KIMA-TV—Yakima—1953

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address.....Box 702
Tel.: GL 2-9111.....ABC-CBS-NBC
Station Representative.....Weed; Moore
President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Asst. General Mgr.....Jack Reber
Commercial Mgr.....H. R. Cary
Program Director.....James W. Nolan, Jr.
Promotion Director.....Ed Morrissey
Film Manager.....June Maginn
Chief Engineer.....M. E. Burrill

Pop.: 2,095,000
Families: 563,000
Radio Homes: 537,000

West Virginia

Stations in State: 48
TV Homes: 416,000
TV Stations: 11

WHIS-TV—Bluefield—1955

Channel: 6 VHF..AP: 28.8 Kw..VP: 50 Kw.
Owned-Oper. By...Daily Telegraph Ptg. Co.
Business Address.....Municipal Bldg.
Tel.: DA 7-7115.....ABC-NBC
News. Affil...Daily Telegraph, Sunset News
Representative.....Katz
President.....H. I. Shott
Admin. Dir.....P. T. Flanagan
Station Manager.....John C. Shott
Prog. Dir.....Orland C. Young
Prom., Pub. Dir.....Janie M. Lambert
Film Manager.....Cecil Surratt
Act. Chief Engineer.....Paul Osburn

Tel.: Fairmont 8000.....NBC
Station Rep.....Gill Perna
President.....J. Patrick Beacom
General Mgr.....Noma Fabre, Jr.
Commercial Mgr.....George Fowler
Sta. Program Dir.....Robert Frazier
Prom., Public. Dir.....Arthur Pearce
Film Mgr.....Robert Mitchell

WHTN-TV—Huntington—1955

Channel: 13 VHF..AP: 200 Kw..VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address.....625 Fourth Avenue
Tel.: JA 5-7661.....ABC-CBS
Representative.....Petry
President.....Luther L. Hill
V.P., Gen. Mgr.....Robert R. Tincher
Comm. Manager.....George Miller
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Robert Willis
Film Director.....Richard H. Hite
Chief Engineer.....Chas. Prohaska

WCHS-TV—Charleston—1954

Channel: 8 VHF..AP: 94 Kw..VP: 158 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Tel.: DI 2-8131.....ABC-NTA
Representative.....Branham
President.....Hawthorne D. Battle
V.P., Gen. Mgr.....John T. Gelder, Jr.
Commercial Manager.....Claude E. Wheeler
Program Director.....Morton S. Cohn
Promotion Director.....William L. Cooke, Jr.
Chief Engineer.....William E. Dixon

WSAZ-TV—Huntington—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
Tel.: JA 9-4127.....NBC
Station Representative.....Katz
Pres., Gen. Mgr.....L. H. Rogers II
Comm. Mgr.....C. Tom Garten
Operations Mgr.....L. E. Kilpatrick
Program Director.....Avery Chenoweth
Promotion Director.....George A. Greenwood
Publicity Director.....William F. Kelley
Film Manager.....David S. Bond
Chief Engineer.....John P. Clay

WBOY-TV—Clarksburg—1957

Channel: 12 VHF..AP: 66.1 Kw..VP: 275 Kw.
Owned.....WSTV, Inc.
Business Address.....912 W. Pike St.
Tel.: MA 4-7571.....ABC-CBS-NBC
Representative.....Avery-Knodel
President.....Jack N. Berkman
Gen., Sta. Mgr.....George H. Clinton
Commercial Manager.....Russ Howard
Program Director.....Pete Lyman
Prom., Pub. Dir.....Carl Loose
Film Manager.....Larry Frye
Chief Engineer.....V. G. Brooks

WOAY-TV—Oak Hill—1954

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Tel.: HO 9-3361.....ABC
Representative.....Pearson
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Sta. Mgr., Pub. Dir.....Robert Brown

WJPB-TV—Fairmont—1954

Channel: 35 UHF..AP: 10 Kw..VP: 19 Kw.
Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)
Address.....400 Quincy St.

WEST VIRGINIA-WISCONSIN

Comm. Mgr., Prom. Dir.....George Yazell
Program Director.....Doug Wilson
Film Manager.....Frank Harcher
Chief Engineer.....Curtis Horton

WTAP-TV—Parkersburg—1953

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper. By...Zanesville Publishing Co.
Business Address.....121 W. Seventh St.
Tel.: HU 5-4589.....ABC-CBS-NBC
Representative.....Pearson
President.....Clay Littick
General Manager.....Allan Land
Sta., Comm. Mgr.....Milton Komito
Prog. Dir., Film Mgr.....Ronald W. Maines
Chief Engineer.....William A. Hunt, Sr.

Pop.: 4,015,000
Families: 1,156,000
Radio Homes: 1,147,000

Wisconsin

Stations in State: 75
TV Homes: 1,004,000
TV Stations: 16

WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Tel.: TE 2-3474.....ABC-CBS-NBC
Representative.....Hollingsbery
President.....W. C. Bridges
Gen. Sta. Manager.....Leo Howard
Comm. Program Mgr.....Wayne McNulty
Chief Engineer.....T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Norbertine Fathers
Business Address.....115 South Jefferson St.
Tel.: HE 2-3331.....CBS
Representative.....Weed
General Manager.....Haydn R. Evans
Prog. Dir.....Greg McElrone
Promotion Dir.....Robert Meister
Film Manager.....Don Bergner
Chief Engineer.....Wallace E. Stangel

WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Bus. Address.....Mason & Roosevelt Streets
Tel.: HE 7-5411.....NBC
Representative.....Headley-Reed
President.....Clayton Ewing
General Manager.....Soren H. Munkhof
Commercial Manager.....Jack Gennaro
Program Director.....Eldon Anspach
Promotion Director.....W. C. Porsow
Publicity Director.....Joella Cohen
Film Manager.....Bill Campbell
Chief Engineer.....Harry Hill

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By...WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....ABC-CBS-NBC
Newspaper Affiliation.....Tribune

WTRF-TV—Wheeling—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....WTRF-TV, Inc.
Business Address.....Ogden Bldg.
Tel.: CE 2-7777.....NBC
Newspaper Affil.....News Register
Representative.....Hollingsbery
President.....Albert Dix
Comm. Mgr.....H. Needham Smith
Prog. Director.....Garry Vorhees
Promotion Director.....Kirk Jackson
Publicity Director.....Naomi Lyons
Production Manager.....James Knight
Film Manager.....William Ney
Continuity Dir.....Donald Murdock
Chief Engineer.....Howard Daubenmeyer

Representative.....H.R.
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Scaron
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Radio Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....CBS
News. Affiliation..Superior Evening Telegram
Representative.....Peters, Griffin, Woodward
President.....Ralph M. Immell
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Tel.: AL 7-2261.....ABC
Representative.....Headley-Reed
President.....Stewart Watson
General Manager.....Ben F. Hovel
Station Manager.....Frank Bignell
Program Director.....Clark Hogan
Prom., Pub. Dir.....James Roy Miller
Film Manager.....William Harmon
Tech. Supervisor.....Cloven Smith

WMTV—Madison—1953

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline
Tel.: CE 3-5381.....NBC
Representative.....Weed
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Film Mgr., Asst. Mgr.....Donald Harrer
Nat. Sales Mgr.....Walter Rothschild
Promotion Dir.....Wanda Monty

WMBV-TV—Marinette—1954

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned-Oper. By..M & M Broadcasting Co., Inc.
 Address.....Radio-TV Park
 Tel.: RE 5-6631.....NBC
 Representative.....Hollingbery
 President.....Morgan Murphy
 General Mgr.....N. D. Mackin
 Commercial Mgr.....John Borgen
 Program Dir.....Pat Kehoe
 Prom., Public. Dir.....Yvonne Fronsee
 Film Mgr.....William Clark
 Chief Engineer.....Al S. Alexander

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Hearst Corp.
 Business Address.....759 N. 19th St.
 Tel.: DI 2-3000.....ABC
 Newspaper Affiliation.....Sentinel
 Representative.....Petry
 President.....Charles B. McCabe
 General Manager.....D. L. Provost
 Station Mgr.....Ken Waligorski
 Comm. Mgr.....William C. Goodnow
 Film Dir.....Ann Fitzsimmons
 Program Director.....Baylen Smith
 Prom., Pub. Dir.....Arthur H. Barnes
 Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Journal Co.
 Business-Trans. Address.....333 W. State St.
 Tel.: BR 1-6000.....NBC
 Newspaper Affiliation.....Journal
 Representative.....Harrington, Righter &
 Parsons, Inc.
 General Manager.....George Comte
 Station Manager.....Robert J. Heiss
 Sales Manager.....Neale W. Bakke

Adm. Asst.....L. W. Herzog
 Program Manager.....Sprague Vonler
 Promotion Mgr.....Bruce Wallace
 Film Manager.....James Fitzgerald
 Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Business Address.....Box 641
 Tel.: FL 2-6600.....NTA
 Station Representative.....Blair
 General Manager.....Terry Lee
 Station Manager.....Dean McCarthy
 Commercial Manager.....Lee Dolnick
 Promotion Dir.....Lawrence Turet
 Chief Engineer.....Daniel Gellerup

WXIX—Milwaukee—1955

Channel: 18 UHF..AP: 141 Kw..VP: 257 Kw.
 Owned-Oper. By.....CBS, Inc.
 Business Address.....5445 N. 27th St.
 Tel.: UP 3-1919.....CBS
 Representative.....CBS TV Spot Sales
 General Mgr.....Frank J. Shakespeare, Jr.
 General Sales Mgr.....Richard P. Hogue
 Promotion Director.....R. H. Van Roo
 Prog. Dir.....Charles E. Hinds
 Publicity Director.....M. S. Bachman
 Chief Engineer.....W. W. Wesley

WSAU-TV—Wausau—1954

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.
 Owned-Oper. By..Wisconsin Valley TV Corp.
 Address.....714-5th Street
 Tel.: 2-1021.....ABC-CBS-NBC
 Newspaper Affil.....Record-Herald
 Representative.....Meeker TV
 Gen. Comm. Mgr.....Richard D. Dudley
 Prom., Pub. Dir.....Tom Bolger
 Program Director.....B. Kellnhauser
 Film Manager.....Dan Ziebell
 Chief Engineer.....Roland W. Richard

Pop.: 341,000
 Families: 100,000
 Radio Homes: 96,000

Wyoming

Stations in State: 22
 TV Homes: 54,000
 TV Stations: 5

KSPR-TV—Casper—1957

Channel: 6 VHF..AP: 6.76 Kw..VP: 13.43 Kw.
 Owned.....D. L. Hathaway
 Business Address.....3900 E. 2nd St.
 Tel.: 3-5777.....CBS
 Station Representative.....Walker-Rawalt
 Pres., Gen. Mgr.....D. L. Hathaway
 Sta. Mgr.....M. R. Nichols
 Local Comm. Mgr.....Richard Frech
 Film Manager.....M. R. Nichols

Station Representative.....Meeker
 President.....Burt Harris
 Gen., Sta. Mgr.....Lawrence Berger
 Program Director.....Rosemary Kress
 Promotion Director.....Pat Hansen
 Film Manager.....Chuck Palmer
 Chief Engineer.....Robert Lebsack

KTWO-TV—Casper—1957

Channel: 2 VHF..AP: 17.1 Kw..VP: 28.5 Kw.
 Owned-Operated By..Rocky Mt. TeleStations
 Business Address.....143 N. Durbin
 Tel.: 3-3771.....ABC-NBC

KFBC-TV—Cheyenne—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Frontier Bcstg. Co.
 Business Address.....2923 East Lincolnway
 Tel.: 4-4461.....ABC-CBS-NBC
 Newspaper Affiliation.....Eagle, Tribune
 Representative.....Hollingbery
 President.....Robert S. McCracken
 Gen., Sta. Mgr.....William C. Grove

WYO.-GUAM-P.R.

Commercial Mgr. C. P. Cahill
Promotion Manager. Joyce Pratt
Program Director. Dottie Collyer
Film Mgr. Don Wich

KWRB-TV—Riverton—1957

Channel: 10 AP 32 Kw. VP: 64 Kw.

Owned M. & J. Ernst
Address 500 B'way, Thermopolis, Wyo.
Tel.: TH 800 CBS
Representative Gill-Perna
Gen. Mgr., Ch. Eng. Joseph P. Ernst
Sls. Mgr. Hugh Graham
Prog. Mgr. M. V. Ernst

TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF . . . AP: .075 Kw. . . VP: .15 Kw.
Owned-Oper. By Radio Guam, Inc.
Business Address Box 68
Tel.: 7963 ABC-CBS-NBC
Representative Intercontinental Services

Pres., Gen. Mgr. Harry M. Engel
Station Manager John P. Barton
Commercial Manager Marry Chappelle
Administrative Assistant Bob Green
Promotion Director Len Stein
Publicity Director Jo Schmidt
Film Manager Wes Whitfield
Chief Engineer James Long

PUERTO RICO

WORA-TV—Mayaguez—1955

Channel: 5 VHF . . . AP: .891 Kw. . . VP: 1.48 Kw.
Owned-Oper. By Supreme Bcstg. Co., Inc.
Business Address Darlington Bldg.; Box 43
Tel.: 1151 ABC-CBS-NBC
Representative Inter Am. Pub., Inc.
President Alfredo R. de Arellano
Station Mgr. R. M. Dupont
Program Director Mario Rivera Negron
Publicity Director Nelson Nin
Chief Engineer John Prather

Tel.: 3-3800 CBS
Rep. Inter-American Publications Inc.
President Angel Ramos
General Mgr. E. Vega
Comm. Manager Jorge Rivero
Station Mgr. C. Garcia de Quevedo
Prog. Dir. José Luis Torregrosa
Promotion Mgr. Pete Mattina
Film Mgr. Jose Mercado

WAPA-TV—San Juan—1954

Channel: 4 VHF . . . AP: 33.9 Kw. . . VP: 58.2 Kw.
Owned-Oper. By Ponce de Leon Bcstg. Corp.
Business Address 357 Ponce de Leon
Tel.: 3-3006 ABC-NBC
Representative Caribbean Networks Inc.
President John G. Johnson
Gen. Manager Carlos Rivera Gonzales
Promotion Director Rafael Vega
Sales Mgr. Helena Martinez
Program Director Luis Dominguez
Film Manager Hector Hernandez
Chief Engineer Rafael Cruz Rivera

WRIK-TV—Ponce—1958

Channel: 7 AP: .71 Kw. VP: 1.4 Kw.
Owned-Operated By Ponce Television Corp.
Address Darlington Bldg.
Tel.: 2-0280 ABC-CBS
Sta. Rep. Inter-American Publ.
Pres., Ch. Eng. George A. Mayoral
Gen., Sls. Mgr. William Cortada
Prog. Dir., Film Mgr. Augusto Montijo
Prom., Pub. Dir. Armando L. Clavell

WKAQ-TV—San Juan—1954

Channel: 2 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
Owned-Oper. By El Mundo Inc.
Bus. Address Box 5096, Puerto de Tierra Sta.

WSUR-TV—Ponce—1958

Channel: 9 VHF . . . AP: .42 Kw. . . VP: .83 Kw.
Owned American Colonial Bcstg. Corp.
Bus. Ad. 1000 Ponce de Leon Ave., Santurce
Tel.: 2-4178 Independent
Pres., Ch. Eng. Ralph P. Perry
Gen., Comm. Mgr. Mariano A. Escudero
Prog. Dir., Film Mgr. Jose E. Viguie

TELEVISION STATIONS OF CANADA

Alberta

CHCT-TV—Calgary—1954

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Calgary Television, Ltd.
Address.....955 Rideau Road
Tel.: CH 3-3491.....CBC
Newspaper Affil.....Herald
Sales Rep.....All-Canada TV, Weed
President.....F. R. Shaw
Manager.....Herb Stewart
Commercial Mgr.....R. Watson
Prom., Pub. Director.....Barry Nicholls
Production Manager.....Barry Gordon
Prog. Dir.....Ron Chase
Film Manager.....Gordon Warner
Chief Engineer.....Lee Crawley

CFRN-TV—Edmonton—1954

Channel: 3 VHF...AP: 90 Kw...VP: 180 Kw.
Owned-Oper. By...Sunwapta Bcstg. Co., Ltd.
Business Address.....109 C.P.R. Bldg.
Tel.: 892572.....CBC
Sta. Reps...TV Reps.: Young Canadian; Oakes
Pres., Gen. Mgr.....G. R. A. Rice

CHCA CHANNEL 6

TELEVISION LIMITED

*Alberta's newest television
outlet, within reach of 60% of
Alberta's population*

- ★ Distribution Centre
- ★ Agriculture
- ★ Gas and Oil Production
- ★ Manufacturing
- ★ Tourist Trade

LOCATED WITH CONFIDENCE
IN THE CENTRE OF ALBERTA'S
MOST RAPIDLY EXPANDING
MARKET

Phone 5525 East City Limits
P.O. Box 668 RED DEER, ALBERTA

Station Mgr.....S. S. Lancaster
Commercial Mgr.....Bruce D. Alloway
Program Director.....George Kidd
Prom., Pub. Dir.....John Riopel
Film Manager.....Keith Neale
Executive Eng.....F. O. A. Makepeace

CJLH-TV—Lethbridge—1955

Channel: 7 VHF...AP: 85.5 Kw...VP: 171 Kw.
Owned-Oper. By.....Lethbridge TV, Ltd.
Business Address.....Lethbridge
Tel.: FA 7-1521.....CBC
Representatives.....All-Canada TV; Weed
President.....H. Buchanan
Managing Director.....N. Botterill
Commercial Mgr.....L. Crittenden
Program Director.....S. Pitt
Promotion Director.....Mrs. Babs Pitt
Technical Dir.....V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF...AP: 3 Kw...VP: 6 Kw.
Owned.....Monarch Bcstg. Co. Ltd.
Address.....Medicine Hat
Tel.: JA 7-2457.....CBC
Representative.....Weed; Stovin-Byles
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Commercial Mgr.....Jack Oldham
Program Director.....Mervin Stone
Prom., Pub. Dir.....June Duncan
Film Manager.....Cliff Dacre
Chief Engineer.....Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF...AP: 2.875 Kw...VP: 5.75 Kw.
Owned.....CHCA TV Limited
Business Address.....Box 668
Tel.: 5525.....CBC
Representatives.....John N. Hunt; ForJoe
Pres., Mgr. Dir.....G. A. Bartley
Commercial Mgr.....Cam Harju
Program. Film Mgr.....Dave Neima
Prom., Public. Dir.....Mrs. A. Sole
Chief Engineer.....T. Wadson

British Columbia

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF...AP: .08 Kw...VP: .17 Kw.
Owned-Oper. By.....Radio Sta. CJDC Ltd.
Bus. Address.....Second Ave. & 9th St.
Tel.: STerling 2-3341.....Independent
Station Representative.....Cooke
Pres., Gen. Mgr.....H. L. Michaud
Station Manager.....Mike Lavern
Sales Manager.....R. W. Michaud
Chief Engineer.....Mel Lang

CANADIAN TV STATIONS

CFCR-TV—Kamloops—1957

Channel: 4 VHF..AP: 350 Wts..VP: 700 Wts.
Owned.....Twin Cities TV Ltd.
Business Address.....Radio-TV Bldg.
Tel.: 1021.....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....Ian G. Clark
Comm. Mgr., Prom. Dir.....Walter Harwood
Prog. Dir.....Jean Ross
Film Manager.....Harold Hamilton
Chief Engineer.....Fred Webber

CHBC-TV—Kelowna—1957

Channel: 2 VHF..AP: 1.6 Kw..VP: 3.7 Kw.
Owned.....Okanagan Valley TV Co.
Business Address.....342 Leon Ave.
Tel.: 4535.....CBC
Representative.....All-Canada TV, Weed
President.....Jim Browne
Gen., Sta. Mgr.....Roy G. Chapman
Comm. Mgr.....Dick Sharp
Prog. Dir., Film Mgr.....Russ Richardson
Prom., Pub. Dir.....Norm Williams
Chief Engineer.....Tom Wyatt

CBUT—Vancouver—1953

Channel: 2 VHF..AP: 48 Kw..VP: 90 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1200 W. Georgia St.
Tel.: Mutual 4-0246.....CBC
Television Director.....Hugh Palmer
Commercial Mgr.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Stanley Fox
Design Director.....Cliff Robinson

CHEK-TV—Victoria—1956

Channel: 6 VHF..AP: 900 Kw..VP: 1800 Kw.
Owned-Operated By.....CHEK-TV, Ltd.
Business Address.....1450 Douglas St.
Tel.: Granite 7-1821.....CBC
Station Representative

For Joe: TV Reps.; Bcst. Reps.; Hunt
President.....David M. Armstrong
Gen., Comm. Mgr.....Russell L. Furse
Promotion Director.....Edward A. Bissland
Chief Engineer.....Norman Bergquist

Manitoba

CKX-TV—Brandon—1955

Channel: 5 VHF..AP: 9.65 Kw..VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address.....2940 Victoria Ave.
Tel.: Parkway 6-5393.....CBC
Station Representative.....All-Canada; Weed
Pres., Gen. Mgr.....John B. Craig
Exec. Ass't, Sta. Mgr.....Eric Davies
Comm. Manager.....Archie Olson

Program Director.....Douglas A. Lee
Promotion Director.....Marvin Freeman
Chief Engineer.....A. M. Gomez

CBWT—Winnipeg—1954

Channel: 3 VHF..AP: 33.7 Kw..VP: 56.2 Kw.
Owned By.....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.; Box 160
Tel.: SP 4-2541.....CBC
Reg. Dir., Eng.....J. R. Finlay
Director.....W. G. Carpentier
Sales Rep.....R. L. Horley
Program Dir.....Bruce MacPherson
Press & Information Rep.....C. E. L'Ami
Film Manager.....Miss G. M. Brown
Technical Dir.....H. C. Heywood

New Brunswick

CKCW-TV—Moncton—1954

Channel: 2 VHF..AP: 16 Kw..VP: 25 Kw.
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business Address.....Knights of Pythias Bldg.
Sta. Rep.....Stovin-Byles; Young Canadian
Tel.: EV 4-9601.....CBC
Pres., Gen. Mgr.....F. A. Lynds
Station Manager.....Murray Goldsborough
Commercial Manager.....W. Ritchie
Prog. Dir.....J. S. Irvine
Promotion Director.....Mrs. P. J. Beer
Film Manager.....Gwen MacDonald
Chief Engineer.....Keith MacConnell

CHSJ-TV—Saint John—1954

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned By.....New Brunswick Bcstg. Co., Ltd.
Address.....14 Church St.
Tel.: 3-3304.....CBC
Gen. Mgr.....George A. Cromwell
Station Rep.....All Canada TV; Weed
Program Director.....William Stewart
Chief Engineer.....Jack Bishop

Newfoundland

CJON-TV—St. John's—1955

Channel: 6 VHF..AP: 11 Kw..VP: 21 Kw.
Owned-Oper.....Newfoundland Bcstg. Co., Ltd.
Business Address.....Prince of Wales Street
Tel.: 7195.....ABC-CBS-NBC-CBC
Newspaper Affiliation.....Nfld. Sunday Herald
Station Rep.....Stovin-Byles; Weed
President.....Geoff Stirling
V.P., Gen. Mgr.....Don Jamleson
Sta. Mgr., Prog. Dir.....Colin Jamleson
Commercial Mgr.....Jack Baird
Promotion Director.....Mrs. Judith Curtis
Publicity Director.....Charlie Lang
Film Manager.....Miss Emelie Davis
Chief Engineer.....Oscar Herlihey

Nova Scotia

CBHT—Halifax—1954

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned By.....Canadian Bcstg. Corp.
 Address.....70 Bell Rd.
 Tel.: 2-8311.....CBC
 Reg. Director.....Capt. W. E. S. Briggs
 Director.....G. F. Brickenden
 Comm. Representative.....Donald G. LeBlanc
 Technical Director.....J. Simonsen
 Program Director.....Carl MacCaul
 Press & Info. Director.....Bert Wilson
 Film Director.....George Hames

CJCB-TV—Sydney—1954

Channel: 4 VHF...AP: 108 Kw...VP: 180 Kw.
 Owned By.....Cape Breton Bcstrs.
 Business Address.....Mira Rd.
 Tel.: 3431.....CBC
 Station Representative.....All Canada; Weed
 Pres., Gen. Mgr.....J. Marven Nathanson
 Promotion Director.....J. C. McVicar
 Publicity Director.....C. M. Quinton
 Program Mgr.....Mrs. M. C. MacQuarrie
 Comm. Mgr.....Effie Williams
 Film Mgr.....R. H. Demers
 Chief Engineer.....M. E. Bowles

Ontario

CKVR-TV—Barrie—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Ralph Snelgrove TV Ltd.
 Address.....P. O. Box 69
 Tel.: PArkway 6-6467.....CBC
 Station Rep.....Mulvihill; Hunt; Young
 Pres., Gen. Manager...Ralph T. Snelgrove
 Operations Manager.....Jack Mattenly
 Comm. Mgr.....Charles Tierney
 Production Director.....Joe Clark
 Promotion Director.....Ev. Smith

CHCH-TV—Hamilton—1954

Channel: 11 VHF...AP: 90 Kw...VP: 150 Kw.
 Owned By.....Niagara Television Ltd.
 Address.....163 Jackson St. W.
 Tel.: JA 2-1101.....CBC
 Sta. Rep.....All Canada; Young Canadian
 President, Gen. Mgr.....Kenneth D. Soble
 Station Mgr.....S. J. Bibby
 Comm. Manager.....R. J. Peters
 Prog. Manager.....J. S. Purvis
 Prom., Pub. Dir.....S. F. Habberfield
 Film Manager.....D. Gcle
 Chief Engineer.....W. E. Jaynes

CKWS-TV—Kingston—1954

Channel: 11 VHF...AP: 154 Kw...VP: 257 Kw.
 Owned By.....Frontenac Bcstg. Co. Ltd.
 Address.....170 Queen St.
 Tel.; LI 2-4977.....CBC

Sales Rep.....Weed, All-Canada TV
 President.....W. R. Davies
 Gen. Mgr.....H. C. Freeman
 Station Mgr.....R. W. Holstetter
 Commercial Mgr.....J. Gibson
 Program Dir.....Don Nairn
 Promotion Dir.....Joy Villeneuve
 Film Mgr.....Lois Scrutton
 Chief Engineer.....Bert Cobb

CKCO-TV—Kitchener—1953

Channel: 13 VHF...AP: 54.4 Kw...VP: 100 Kw.
 Owned By.....Central Ontario TV, Ltd.
 Address.....864 King St. W.
 Tel.: 3-4335.....CBC
 Station Representative...Hardy; Hunt; Weed
 President.....Carl Pollock
 General Manager.....Eugene E. Fitzgibbons
 Station Manager.....W. D. McGregor
 Promotion Director.....William Whiting
 Program Manager.....Don Martz
 Chief Engineer.....Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF...AP: 195 Kw...VP: 325 Kw.
 Owned By...London Free Press Printing Co.
 Address.....Commissioners Rd., Box 488
 Tel.: GE 4-2115.....CBC
 Newspaper Afil.....London Free Press
 President.....Walter J. Blackburn
 Gen. Manager.....Murray T. Brown
 Sta. Mgr., Prog. Dir.....R. A. Reinhart
 Commercial Manager.....W. C. Wingrove
 Prom., Pub. Dir.....W. Thomas Daley
 Film Supervisor.....Beatrice Nott
 Dir. of Engineering.....G. Robitaille

CKGN-TV—North Bay—1955

Channel: 10 VHF...AP: 25.75 Kw...VP: 51.5 Kw.
 Owned-Oper. By.....Tel-Ad Co.
 Address.....P. O. Box 1000
 Tel.: GR 2-9000.....CBC
 Sta. Rep.....Young Canadian; Mulvihill; Hunt
 President.....J. L. Shaw
 Gen., Comm. Mgr.....Bruce McLeod
 Operations Manager.....Dave Mee
 Prog. Dirs.....Tomkins; Bilenkey
 Promotion Director.....Miss Shirley Morin
 Publicity Director.....John Morton
 Film Manager.....Miss Eleanor Eady

CBOFT—Ottawa—1955

Channel: 9 VHF...AP: 55 Kw...VP: 31 Kw.
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Address.....Lanark Ave.
 Tel.: PA 8-1771.....CBC
 Station Manager.....C. P. Wright
 Operations Mgr.....Georges Huard
 Comm. Manager.....Maurice Valinquette
 Chief Engineer.....Maxted Gilbert

CBOT—Ottawa—1953

Channel: 4 VHF...AP: 27 Kw...VP: 50 Kw.
 Owned By.....Canadian Bcstg. Corp.

CANADIAN TV STATIONS

Address.....Lanark Ave.
Tel.: PA 8-1771.....CBC
Operations Mgr.....Georges Huard
Commercial Mgr.....Larry O'Neill
Program Dir.....Dennis Townsend
Technical Director.....J. H. Book

CHEX-TV—Peterborough—1955

Channel: 12 VHF...AP: 60 Kw...VP: 102 Kw.
Owned-Oper. By...Kawartha Bcstg. Co., Ltd.
Business Address.....R.R. No. 10
Tel.: RI 2-0451.....CBC
Reps.....All-Canada TV; Weed
President.....Sen. Rupert Davies
Comm. Prom. Dir.....Bob Kinsman
Station Mgr.....Keith Parker
Comm., Prom. Dir.....Bob Kinsman
Program Director.....Gordon Shale
Film Manager.....Don Harte-Maxwell
Publicity Dir.....Don Alexander
Chief Engineer.....Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.
Owned By.....Thunder Bay Electronics Ltd.
Business Address...87 N. Hill St., Box 1137
Tel.: 4-2404.....CBC
Station Representative.....Weed; All-Canada
President.....H. F. Dougall
Gen., Sta. Mgr.....Ralph H. Parker

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF...AP: 15 Kw...VP: 28 Kw.
Owned-Oper. By.....Hyland Radio-TV, Ltd.
Business Address.....119 East Street
Tel.: AL 3-3515.....ABC-CBC-CBS-NBC
Representatives.....All-Canada TV; Weed
President.....Mrs. J. G. Hyland
Gen., Sta. Mgr.....R. H. Ramsay
Commercial Mgr., Prog. Dir.....E. W. Plouffe
Promotion Director.....Paul Fockler
Film Manager.....Beverly Gay
Chief Engineer.....Dave Irwin

CKSO-TV—Sudbury—1952

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
Owned By.....CKSO Radio, Ltd.
Business Address.....336 Ash St.
Tel.: OS 4-0711.....CBC
Representatives.....Weed; All Canada TV
President.....George M. Miller
Gen., Sta. Mgr.....W. J. Woodill
Comm. Mgr., Prom. Dir.....Ralph Connor
Program Director.....Richard Madsen
Film Manager.....Jim Boyd
Chief Engineer.....Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF...AP: 9.2 Kw...VP: 18.5 Kw.
Owned By.....J. Conrad Lavigne Enterprises
Business Address...Box 620, Mont Sacre Coeur
Tel.: 577.....CBC
Station Representative.....Mulvihill
President.....J. Conrad Lavigne

Gen. Mgr., Pub. Dir.....Rene Barrette
Commercial Manager.....Harry Charbonneau
Program Director.....Jean DeVilliers
Promotion Director.....Miss Jackie Green
Film Manager.....Mrs. Hazel Claremont
Technical Dir.....Roch Demers

CBLT—Toronto—1952

Channel: 6 VHF...AP: 53.5 Kw...VP: 99.5 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Tel.: WA 3-5461.....ABC-CBC-CBS-NBC
Director.....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Sales Mgr.....John Malloy
Program Director.....Peter MacDonald
Supervisor of Design.....Leonard Crainford
Press and Information Rep.....W. C. Walls
Film Mgr.....O. C. Wilson

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX—Wingham—1955

Channel: 8 VHF...AP: 100 Kw...VP: 160 Kw.
Owned-Oper. By.....CKNX Ltd.
Address.....Carling Terrace
Tel.: 158.....CBC
Station Rep.....All-Canada; Young Canadian
Pres., Gen. Mgr.....W. T. Cruickshank
Comm. Mgr., Pub. Dir.....C. R. Hamilton
Program Director.....John Krug
Promotion Director.....Helen Fleury
Film Manager.....D. G. Hildebrand
Chief Engineer.....Scott Reid

Prince Edward Island

CFCY-TV—Charlottetown—1956

Channel: 13 VHF...AP: 38.5...VP: 79 Kw.
Owned-Oper. By...Island Radio Bcstg. Co., Ltd.
Business Address.....85 Kent St.
Tel.: 7347.....CBC
Representatives.....All-Canada TV; Weed
Sta., Comm., Film Mgr.....R. F. Large
Traffic Manager.....E. P. Williams
Promotion Mgr.....M. E. Large
Tech. Supervisor.....J. G. Jay

Quebec

CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
Owned-Oper. By...Radio Saguenay Limited
Business Address.....P.O. Box 490
Tel.: LI 2-4551.....CBC
Sta. Rep.....Hardy; Hunt; Young Canadian
President.....Henri Lepage
Gen. Mgr., Prom. Dir.....Tom Burham
Sta., Comm. Mgr.....Paul J. Audette
Film Manager.....Eugene Michaud
Chief Engineer.....Gerard Lemieux

CANADIAN TV STATIONS

CKBL-TV—Matane—1958

Channel: 9 VHF..AP: 95 Kw..VP: 160 Kw.
 Owned By:.....Radiodiffusion de Matane Lt.
 Business Address.....144 St. Jerome Ave.
 Network Affiliation.....CBC
 Sta. Rep.....Young Canadian Ltd.
 Pres., Gen. Mgr.....Rene Lapointe
 V.P., Comm. Mgr.....Octave Lapointe
 Chief Engineer.....Yvan Fortier

Address.....6 St. Jean St.
 Tel.: RA 3-2217.....CBC
 Sales Rep.....Stovin-Byles; Weed
 President.....Jacques Brilliant
 Gen. Sta. Manager.....Andre Lecomte
 Commercial Mgr.....L. P. Cliche
 Program. Film Mgr.....Francois Raymond
 Promotion Dir.....Jean Chabot
 Publicity Dir.....Harry A. Willisie

CBFT—Montreal—1952

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Canadian Bcastg. Corp.
 Business Address.....P.O. Box 6000
 Tel.: UN 6-2571.....NBC
 General Manager.....J. Alphonse Ouimet
 Director.....Andre Ouimet
 Program Director.....Fernand Guerard
 Comm. Manager.....Maurice Valiquette
 Film Mgr.....J. Lepailleur
 Press & Information.....J. J. Trudeau
 Chief Engineer.....Etienne Dubreuil

CKRN-TV—Rouyn-Noranda 1958

Channel: 4 VHF..AP: 25 Kw..VP: 50 Kw.
 Owned.....Northern Radio-Radio Nord, Inc.
 Business Address.....Box 70, Rouyn
 Tel.: RO 2-7741.....CBC
 Station Rep.....Weed; Trans-Ocean; Hunt
 Pres., Gen. Mgr.....David A. Gourd
 Comm. Prom. Mgr.....George A. Chartrand
 Program Director.....B. Valiquette
 Film Manager.....L. P. Langevin
 Chief Engineer.....Jean-Guy Langevin

CBMT—Montreal—1954

Channel: 6 VHF..AP: 26.2 Kw..VP: 43.8 Kw.
 Owned By.....Canadian Bcastg. Corp.
 Address.....1425 Dorchester St. W.
 Tel.: UN 6-2571.....CBC
 Television Director.....Andre Ouimet
 Comm. Manager.....Maurice Valiquette
 Prog. Director.....D. E. McGill
 Press and Information.....J. J. Trudeau
 Tech. Dir.....C. Frenette

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF..AP: 312 Kw..VP: 312 Kw.
 Owned-Oper. By.....La Tribune, Ltd.
 Business Address.....221 Dufferin St.
 Tel.: LO 9-2525.....CBC
 Reprs.....Hardy (Canada); Canadian Stations
 Reprs (N. Y.)
 Newspaper Affil.....La Tribune
 President.....Paul Desruisseaux
 General Manager.....Alphee Gauthier
 Sta., Comm. Mgr.....Jean-Louis Gauthier
 Program Director.....Pierre Bruneau
 Promotion Director.....Georges L'Ecuyer
 Film Manager.....Guy Bachand
 Chief Engineer.....Leo Guilbeau

CFCM-TV—Quebec City—1957

Channel: 4 VHF..AP: 6.35 Kw..VP: 12.7 Kw.
 Owned By.....Television De Quebec
 Address.....200 Ave. St. Jean Bosco, Ste. Foy
 Tel.: Murray 3-4985.....CBC
 Sales Rep.....Weed; Hardy; Hunt
 President.....Gaston Pratte
 Gen. Mgr.....J. A. Pouliot
 Oper. Dir., Sales Mgr....Arthur P. Fitzgibbons
 Program Manager.....Jacques Filteau
 Prom., Pub. Dir.....Andrew N. McLellan
 Film Manager.....Gerald Ross

CKTM-TV—Three Rivers—1958

Channel: 13 VHF..AP: 1.5 Kw..VP: 3.7 Kw.
 Owned By.....TV St. Maurice, Inc.
 Address.....P.O. Box 277
 Tel.: 4-3556.....CBC
 Representative.....Weed
 Pres., Gen. Mgr.....Henri Oudet
 Prog. & Film Buyer.....Claude Blain
 Chief Engineer.....Ernest Brunelle

CKMI-TV—Quebec City—1957

Channel: 5 VHF..AP: 2.8 Kw..VP: 5.6 Kw.
 Owned.....TV de Quebec (Canada) Ltd.
 Add.....200 Ave. St-Jean Bosco, Ste. Foy, Que.
 Tel.: MU 3-4985.....CBC
 Station Rep.....Weed; Hardy; Hunt
 President.....Gaston Pratte
 General Manager.....Jean A. Pouliot
 Oper. Dir., Sales Mgr....Arthur P. Fitzgibbons
 Program Director.....Gerald Taaffe
 Prom., Pub. Dir.....Andrew N. McLellan
 Film Manager.....Gerald Ross

Saskatchewan

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF..AP: 100 Kw..VP: 53 Kw.
 Owned By.....Radio Station CHAB, Ltd.
 Address.....127 Main St., N.
 Tel.: OX 2-6464.....CBC
 President.....Jack Moffat
 Commercial Mgr.....Joe Lawlor
 Saion Mgr.....Sid Boyling
 Program Dir.....Jay Leddy
 Prom. Public Dir.....Terry McBurney

CJBR-TV—Rimouski—1954

Channel: 3 VHF..AP: 34.55 Kw..VP: 60.6 Kw.
 Owned By.....Central Public Serv. Corp.

CANADIAN TV STATIONS

CKBI-TV—Prince Albert—1958

Channel: 5 VHF..AP: 61 Kw..VP: 100 Kw.
Owned.....Central Bcstg. Co.
Address.....10th St. West
Tel.: RO 3-7421.....CBC
Representatives.....All Canada; Weed
Pres., Gen. Mgr.....E. A. Rawlinson
Commercial Mgr.....G. O. Johnson
Prog. Dir., Film Mgr.....J. J. Cannon
Promotion Dir.....Gerald Prest
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2 VHF..AP: 53.5..VP: 100 Kw.
Owned By.....Transcanada
Address.....Leader Post Building
Tel.: LA 3-6671.....CBC
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President.....Clifford Sifton
Gen., Sta. Mgr.....H. A. Crittenden
Comm. Manager.....Lloyd Westmoreland
Film Mgr.....Larry Glover
Program Dir.....H. Van Wiebe
Promotion Director.....William Rees
Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF..AP: 154 Kw...VP: 325 K.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.

Tel.: CH 2-6611.....ABC-CBS-NBC
Sales Rep.....Adam Young TV Corp.; Oakes;
President.....A. A. Murphy
General Mgr.....G. Blair Nelson
Operations Mgr.....Walter Romanow
Sales Manager.....Will Klein
Prom. Director.....Geff Jamieson
Film Mgr.....Miss L. Semko
Chief Engineer.....Lyn Hoskin

CJFB-TV—Swift Current—1957

Channel: 5 VHF..AP: 6.6 Kw..VP: 13.3 Kw.
Owned...Swift Current Telecasting Co. Ltd.
Address.....825 Lehigh Ave.
Tel.: PProspect 3-8364.....CBC
Representative.....Forjoe-TV
Pres., Gen. Mgr.....William D. Forst
Sls. Mgr.....Walter S. Buffam
Prog. Dir.....Julie Forst
Chief Engineer.....George Merchant

CKOS-TV—Yorkton—1958

Channel: 3 VHF...AP: 2.5 Kw...VP: 5 Kw.
Owned By.....Yorkton TV Co., Ltd.
Address.....95 E. Broadway
Tel.: 33-688.....CBC
Sta. Rep.....Stovin-Byles Ltd.; Devney
Pres., Prom. Mgr.....Norman Roebuck
General Mgr.....Ronald Leigh Skinner
Commercial Mgr.....Harold Olson
Program Dir.....Kristin Olson
Film Mgr.....Donald Campbell

SEE PAGE 681

FOR ALPHABETICAL

INDEX TO CANADIAN

AM RADIO STATIONS

FOREIGN TV STATIONS

Operating TV stations as of January 1, 1959
(In most cases, satellites are not included)

Location	Call Letters	Licensee or Grantee	Channel No.
— ALGERIA —			
Algiers		Radiodiffusion-Télévision Française (Govt.)	Ch. F-11
— ARGENTINA —			
Buenos Aires	LR3-TV	Radio Belgrano TV	Ch. 7
— AUSTRALIA —			
Melbourne	GTV	General Television Corp., Ltd.	Ch. 9
Melbourne	HSV	Herall-Sun Television, Ltd.	Ch. 7
Melbourne	ABV	Australian Bestg. Commission	Ch. 2
Sydney	ATN	Amalgamated TV Services	Ch. 7
Sydney	TCN	Television Corp. Ltd.	Ch. 9
Sydney	ABN	Australian Bestg Commission	Ch. 2
— AUSTRIA —			
Graz		Osterreichischer Rundfunk (Govt.)	Ch. E-7
Kahlenberg		Osterreichischer Rundfunk (Govt.)	
Karnten		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Linz		Osterreichischer Rundfunk (Govt.)	Ch. E-6
Salzburg		Osterreichischer Rundfunk (Govt.)	Ch. E-8
Sonnwendstein		Osterreichischer Rundfunk (Govt.)	Ch. E-10
Vienna		Osterreichischer Rundfunk (Govt.)	Ch. E-5
— BELGIUM —			
Antwerp		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Brussels		Service Française Institut (French)	
Brussels		Vlaamse Televisie (Flemish)	
Liege		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-3
Ruiselede		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-2
Waver		(Dutch language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-8
Waver		(French language)	
Waver		Institut National Belge de Radiodiffusion (Govt.)	Ch. E-10
Waver		(Dutch language)	
— BERMUDA —			
Hamilton	ZBM-TV	Bermuda Radio & Television Co., Ltd.	Ch. 10
	ZBM-1		
	ZBM-2	Bermuda Broadcasting Co. Ltd.	
— BRAZIL —			
Belo Horizonte	PRH6-TV	Radio Guarani	Ch. 4
Rio de Janeiro	PRG3-TV	Radio Televisao Tupi	Ch. 6
Rio de Janeiro		Radio Record TV	Ch. 13
Santos		TV Rebratel	
Sao Paulo		Radio Televisao Paulista	Ch. 5
Sao Paulo	PRF3-TV	Radio Difusora de Sao Paulo	Ch. 3
Sao Paulo	PRB9-TV	Radio Record TV	Ch. 7
— COLOMBIA —			
Bogota	HJRN-TV	Televisora Nacional (Govt.)	Ch. 8
— BULGARIA —			
Sofia		Government	Ch. R-III
— COSTA RICA —			
San Jose		Televisors de Costa Rica	
— CUBA —			
Camaguey	CMJL-TV	Circuito CMQ	Ch. 6
Havana	CMAB-TV	Telemundo	Ch. 2
Havana	CMBF-TV	CMBF-TV Cadena Nacional, S.A.	Ch. 4

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Havana	CMQ-TV	Circuito CMQ	Ch. 6
Havana		Radio Universal, S.A.	Ch. 7
Havana	CM-TV	Telemundo	Ch. 10
Matanzas	CMGQ-TV	Circuito CMQ	Ch. 9
Santa Clara	CMHQ-TV	Circuito CMQ	Ch. 5
Santiago de Cuba	CMKU-TV	Circuito CMQ	Ch. 2
— CYPRUS —			
Nicosia		Cyprus Bestg. Service (Govt.)	Ch. E-2
— CZECHOSLOVAKIA —			
Bratislava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-III
Karlovy Vary		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
Ostrava		Ceskoslovensky Rozhlas (Govt.)	Ch. R-II
Frague		Ceskoslovensky Rozhlas (Govt.)	Ch. R-9
— DENMARK —			
Aalborg		Danish State Radio (Govt.)	Ch. E-5
Aarhus		Danish State Radio (Govt.)	Ch. E-8
Copenhagen		Danish State Radio (Govt.)	Ch. E-4
Holstebro		Danish State Radio (Govt.)	Ch. E-10
Odense		Danish State Radio (Govt.)	Ch. E-3
Soenderjylland		Danish State Radio (Govt.)	Ch. E-7
— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV Radio Hinn	La Voz Dominicana The President	Ch. 4 Ch. 2
— EL SALVADOR —			
San Salvador	YSEB-TV	Television Salvadorena	Ch. 6
San Salvador	YSU-TV		
— FINLAND —			
Helsinki		Institute of Technology	Ch. E-8
Helsinki		Finnish Broadcasting Corp.	Ch. E 6 & E-9
Lathi		Finnish Bestg. Corp.	Ch. E-9
Tampere		Tampere TV Club	
Turku		Turku TV Club	
— FRANCE —			
Besancon		Radiodiffusion Television Francaise	Ch. F-5
Bordeau		Radiodiffusion Television Francaise	Ch. F-10
Bourges		Radiodiffusion Television Francaise (Govt.)	Ch. F-9
Caen		Radiodiffusion Television Francaise (Govt.)	Ch. F-2
Cannes-Nice		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Dijon		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Grenoble		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
Lille		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Lyon		Radiodiffusion Television Francaise (Govt.)	Ch. F-12
Lyon-Fourviere		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Marseilles		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Metz-Luttange		Radiodiffusion Television Francaise (Govt.)	Ch. F-6
Mulhouse		Radiodiffusion Television Francaise (Govt.)	Ch. F-8
Nancy-Vandoeuvre		Radiodiffusion Television Francaise (Govt.)	Ch. F-7
Nantes		Radiodiffusion Television Francaise	Ch. F-4
Paris		Radiodiffusion Television Francaise (Govt.)	Ch. F-8A
Pic Du Midi		Radiodiffusion Television Francaise	Ch. F-5
Puy de Dome		Radiodiffusion Television Francaise	Ch. F-10
Reims-Vrigny		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Kennes		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Rouen		Radiodiffusion Television Francaise (Govt.)	Ch. F-10
St. Etienne		Radiodiffusion Television Francaise	Ch. F-8
Strasbourg		Radiodiffusion Television Francaise (Govt.)	Ch. F-5
Toulon		Radiodiffusion Television Francaise (Govt.)	Ch. F-11
— GERMANY (East) —			
Berlin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Brocken		Staatliches Rundfunk Komitee (Govt.)	Ch. E-6
Chemnitz		Staatliches Rundfunk Komitee (Govt.)	Ch. R-8
Dresden		Staatliches Rundfunk Komitee (Govt.)	Ch. E-10
Hepterberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-3
Inselberg		Staatliches Rundfunk Komitee (Govt.)	Ch. E-5
Leipsig		Staatliches Rundfunk Komitee (Govt.)	Ch. E-9
Rostock		Staatliches Rundfunk Komitee (Govt.)	Ch. E-8
Schwerin		Staatliches Rundfunk Komitee (Govt.)	Ch. E-11
— GERMANY (West) —			
Aalen		Suddeutscher Rundfunk	Ch. E-8
Baden-Baden		Sudwestfunk	Ch. E-7
Berlin		Sender Freies Berlin	Ch. E-7
Biedenkopf		Hessischer Rundfunk	Ch. E-2
Bonn		Westdeutscher Rundfunk	Ch. E-5

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Bremen		Norddeutscher Rundfunk	Ch. E-2
Dillberg		Bayerischer Rundfunk	Ch. E-6
Feldberg		Sudwestfunk	Ch. E-8
Flensburg		Norddeutscher Rundfunk	Ch. E-4
Frankfurt		Hessischer Rundfunk	Ch. E-8
Freiburg		Sudwestfunk	Ch. E-7
Gruntun		Bayerischer Rundfunk	Ch. E-2
Hamburg		Norddeutscher Rundfunk	Ch. E-9
Hanover		Norddeutscher Rundfunk	Ch. E-8
Harz		Norddeutscher Rundfunk	Ch. E-10
Hoher Meissner		Hessischer Rundfunk	Ch. E-7
Hornisgrunde		Sudwestfunk	Ch. E-9
Kaiserslautern		Sudwestfunk	Ch. E-7
Kiel		Norddeutscher Rundfunk	Ch. E-5
Koblenz		Sudwestfunk	Ch. E-6
Koln		Westdeutscher Rundfunk	Ch. E-11
Kreuzberg-Rhon		Bayerischer Rundfunk	Ch. E-3
Langenberg		Westdeutscher Rundfunk	Ch. E-9
Marburg		Hessischer Rundfunk	Ch. E-11
Passau		Bayerischer Rundfunk	Ch. E-7
Raichberg		Sudwestfunk	Ch. E-4
Saarbrucken		Telesaar	Ch. E-2
Saarbruchen		Telesaar	Ch. E-7
Stuttgart		Suddeutscher Rundfunk	Ch. E-11
Teutoburger Wald		Westdeutscher Rundfunk	Ch. E-11
Trier		Sudwestfunk	Ch. E-5
Weinbiet		Sudwestfunk	Ch. E-10
Wendelstein		Bayerischer Rundfunk	Ch. E-10
Wurzburg		Bayerischer Rundfunk	Ch. E-10
Zweibrucken		Sudwestfunk	Ch. E-7
— GUATEMALA —			
Guatemala City	TG-BOL	Radio-TV Guatemala	Ch. E-8
Guatemala City	TGW-TV	Television Nacional de Guatemala	Ch. E-3
— HONKONG —			
Hongkong		Hongkong Ltd.—Redifusion	
— HONDURAS —			
Tegucigalpa	HRTG-TV		
— HUNGARY —			
Budapest		Magyar Radio (Govt.)	Ch. R-III
— IRAN —			
Tehran	TVI	Habib Sabet	Ch. 2
— IRAQ —			
Baghdad		Minister of Interior	Ch. E-8
— ITALY —			
Gambarie		Radiotelevisione Italiana (Government-granted monopoly)	Ch. D
Martina Franca		" " " "	Ch. D
Milano		" " " "	Ch. G
Monte Argentario		" " " "	Ch. E
Monte Caccia		" " " "	Ch. A
Monte Cammarata		" " " "	Ch. A
Monte Conero		" " " "	Ch. E
Monte Falto		" " " "	Ch. B
Monte Favone		" " " "	Ch. H
Monte Lauro		" " " "	Ch. F
Monte Limbara		" " " "	Ch. H
Monte Nerone		" " " "	Ch. A
Monte Peglia		" " " "	Ch. H
Monte Pellegrino		" " " "	Ch. H
Monte Penice		" " " "	Ch. B
Monte Sambuco		" " " "	Ch. H
Monte Scuro		" " " "	Ch. G
Monte Serpeddi		" " " "	Ch. G
Monte Serra		" " " "	Ch. D
Monte Soro		" " " "	Ch. E
Monte Venda		" " " "	Ch. D
Monte Vergine		" " " "	Ch. D
Pescara		" " " "	Ch. F
Portofino		" " " "	Ch. H
Punta Badde Urbara		" " " "	Ch. D
Roma		" " " "	Ch. G
San Nicolao		" " " "	Ch. A
Torino		" " " "	Ch. C
Trieste		" " " "	Ch. G

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
— RUMANIA —			
Bucharest		Radiodifuziunile Si Televiziunea Romina (Govt.)	Ch. R-111
— SAUDI ARABIA —			
Dhahran	HZ--22-TV	Arabian-American Oil Company	Ch. 2
— SPAIN —			
Madrid		Radio Nacional de Espana (Govt.)	Ch. E-3
— SWEDEN —			
Gayle		A. B. Radiotjunga	Ch. E-9
Goteborg		A.B. Radiotjunga (Govt.)	Ch. E-9
Malmö		A.B. Radiotjunga (Govt.)	Ch. E-10
Norrköping	A.B. Radiotjunga	(Govt.)	Ch. E-5
Stockholm		A.B. Radiotjunga (Govt.)	Ch. E-1
— SWITZERLAND —			
Basel		Swiss General Post Office	Ch. E-10
Bern		Swiss General Post Office	Ch. E-2
Geneva		Swiss General Post Office	Ch. E-1
Monte Ceneri		Swiss General Post Office	Ch. E-5
Santis		Swiss General Post Office	Ch. E-7
Sion (Valais)		Swiss General Post Office	Ch. E-6
Tramelan		Swiss General Post Office	Ch. E-11
Zurich		Swiss General Post Office	Ch. E-3
— THAILAND —			
Bangkok	T TV	Thai-Television Co.	Ch. 1
— TURKEY —			
Istanbul		Teknik Universite	Ch. E-1
— UNITED KINGDOM —			
Aberdeen		British Bestg. Corp.—BBC (Govt. operated, non-commercial)	Ch. B-1
Belfast		BBC	Ch. B-1
Birmingham		BBC	Ch. B-1
Brighton		BBC	Ch. B-2
Cardiff		BBC	Ch. B-5
Carlisle		BBC	Ch. B-1
Central Scotland		BBC	Ch. B-3
Central Scotland		ITA	Ch. B-10
Channel Isles		BBC	Ch. B-1
Dover		BBC	Ch. B-2
Folkestone		BBC	Ch. B-1
Inverness		BBC	Ch. B-2
Isle of Man		BBC	Ch. B-5
Isle of Wight		BBC	Ch. B-3
Isle of Wight		Independent Television Authority (ITA)	Ch. B-11
Lancashire		Independent Television Authority—ITA	Ch. B-9
London		BBC	Ch. B-1
London		ITA	Ch. B-9
Londonderry		BBC	Ch. B-2
Manchester		BBC	Ch. B-2
Midlands		ITA	Ch. B-8
Newcastle		BBC	Ch. B-5
Norwich		BBC	Ch. B-3
Plymouth		BBC	Ch. B-2
S. Wales & West		Independent Television Authority (ITA)	Ch. 10
West Wales		BBC	Ch. B-3
Yorkshire		ITA	Ch. B-10
— URUGUAY —			
Montevideo		Sociedad Anonima Emisoras de Television Y Anexos	Ch. 10
— USSR —			
Alma Ata		Government	
Baku		Government	
Barnaul		Government	

FOREIGN TV STATIONS

Location	Call Letters	Licensee or Grantee	Channel No.
Biisk		Government	
Blagoveschensk		Government	
Dniepropetrovsk		Government	
Gorkly		Government	
Irkutsk		Government	
Izhevsk		Government	
Kalinin		Government	
Kaliningrad		Government	
Kazan		Government	
Kemerovo		Government	
Khabarovsk		Amateur	
Kharkov		Government	
Kiev		Government	Ch. R-III
Kishinev		Government	Ch. R-IV
Kostroma		Government	
Krasnoyarsk		Government	
Kubyshev		Government	
Leningrad		Government	
Maladan		Government	Ch. R-III
Minsk		Government	
Moscow		Government	Ch. R-II
Moscow		Government	Ch. R-IV
Murmansk		Government	
Nalchik		Government	
Novosibirsk		Government	
Odessa		Government	Ch. R-II
Omsk		Government	
Perm		Government	
Raychikhinsk		Government	
Riga		Government	
Rostov-on-Don		Government	Ch. R-III
Saratov		Government	
Sevastopol		Government	
Stalino		Government	
Stalinogorsk		Government	
Sverdlovsk		Government	
Tallin		Government	Ch. R-III
Tashkent		Government	
Tbilisi		Government	
Tamsk		Government	
Ust Kamenogorsk		Government	
Vatutino		Government	
Vilnius		Government	
Vinnitsa		Government	
Vladimir		Government	
Vladivostok		Government	
Vorkuta		Government	
Voronezh		Government	
Yaroslavl		Government	
Yerevan		Government	

— VENEZUELA —

Caracas	YVKA-TV	Televisora Nacional (Govt.)	Ch. 5
Caracas	YVLV-TV	Televisa Venezolana	Ch. 4
Caracas	YVKS-TV	Radio Caracas TV	Ch. 2
Maracaibo		Ondas de Lago TV	Ch. 13
Maracaibo		Televisa Venezolana	Ch. 9

— YUGOSLAVIA —

Belgrade	YZO	Radiodifusion Yugoslave	Ch. E-2
Ljubljana		Radio Ljubljana	Ch. E-10
Zagreb	YZO-3	Radio Televizija Zagreb	Ch. E-9

SEE PAGE 730

FOR BRITISH TV

PRODUCERS AND DISTRIBUTORS

Television Stations and Sets Overseas

At the end of 1958 a total of 49 overseas countries had television, excluding the U.S., its territories, Canada and the U.S. Armed Forces TV stations abroad. Of the 49, 41 were Free World countries and the other eight were Communist Bloc countries. The number of overseas TV stations of all kinds, including TV centers, relay stations and experimental stations, rose from 447 to 739 during the year, an increase of 65 per cent: 617 of these stations were in the Free World of which 246 were new; 122 were in the Bloc of which 46 were new. Of the 246 new stations in the Free World, Western Europe had 196, the Far East 33, Latin America 14, and the Near East, South Asian and African areas had three.

The growth in the number of television receivers in use was also noteworthy. There was an increase of about 6,500,000 sets in 1958, compared with 5,000,000 in 1957, and 3,500,000 in 1956. The almost 23,000,000 sets that were in use at the end of the year also surpassed earlier estimates by about 3,000,000. Of the total number of sets, the Free World had a little more than 19,500,000, a gain of 5,500,000 over 1957, and the Communist Bloc accounted for somewhat less than 3,500,000, an increase of about a million.

COUNTRIES	STATIONS		RECEIVERS	
	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
WESTERN EUROPE				
Austria	10	12	50,000	60,000
Belgium	5	5	300,000	300,000
Denmark	6	6	157,000	200,000
Finland	6	8	8,000	10,000
France	32	32	918,000	1,000,000
West Germany	85	91	1,844,400	2,000,000
Ireland*	—	—	30,000	30,000
Italy	205	252	970,000	1,070,000
Luxembourg	1	1	1,600	3,500
Malta**	—	—	—	4,000
Monaco	1	1	10,000	11,000
Netherlands	6	6	370,000	370,000
Norway	1	1	1,000	1,000
Portugal	5	5	15,000	20,000
Spain	1	1	30,000	35,000
Sweden	6	14	158,100	200,000
Switzerland	7	7	45,000	48,200
United Kingdom	26	27	9,313,800	9,313,800
Yugoslavia	3	3	4,500	7,500
TOTAL	406	472	14,226,400	14,684,000

* These sets tune in to U.K. stations. There is no TV in Ireland.

** These sets tune in to Italian stations. There is no TV in Malta.

Television Stations and Sets Overseas

COUNTRIES	STATIONS		RECEIVERS	
LATIN AMERICA				
	<i>Oct. 1</i> 1958	<i>Dec. 31</i> 1958	<i>In Use</i> <i>Oct. 1</i>	<i>In Use</i> <i>Dec. 31</i>
Argentina	1	1	200,000	250,000
Brazil	7	7	700,000	850,000
Colombia	9	9	140,000	150,000
Cuba	23	23	315,000	350,000
Dominican Republic	3	3	7,500	7,500
Guatemala	2	2	20,000	20,000
Mexico	13	13	400,000	450,000
Nicaragua	1	1	2,000	2,000
Panama	—	—	8,000	8,000
Peru	1	2	200	5,000
El Salvador	1	2	7,000	7,000
Uruguay	1	1	8,000	15,000
Venezuela	11	11	200,000	200,000
TOTAL	73	75	2,007,700	2,314,500

COUNTRIES	STATIONS		RECEIVERS	
NEAR EAST, SOUTH ASIA AND AFRICA				
	<i>Oct. 1</i> 1958	<i>Dec. 31</i> 1958	<i>In Use</i> <i>Oct. 1</i>	<i>In Use</i> <i>Dec. 31</i>
Algeria	1	2	17,600	20,000
Cyprus	1	1	1,000	1,000
India	1	1	100	100
Iran	1	1	1,500	1,500
Iraq	1	1	6,000	6,000
Kuwait	—	—	600	600
Morocco	2*	2*	5,000	5,000
Saudi Arabia	1	1	700	1,000
Turkey	1	1	500	1,000
TOTAL	9	10	33,000	36,200

* Off the air.

(Continued on next page)

Television Stations and Sets Overseas

(Continued from preceding page)

COUNTRIES	STATIONS		RECEIVERS	
FAR EAST				
Australia	6	6	400,000	500,000
Hong Kong	(1)*	(1)*	2,500	2,500
Japan	30	49	1,758,400	1,976,300
Korea (South)	1	1	2,700	3,000
Philippines	1	2	18,000	18,000
Thailand	2	2	30,500	30,500
TOTAL	40	60	2,212,100	2,530,300

COMMUNIST BLOC

	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
Bulgaria	1	1	500	500
Czechoslovakia	6	7	287,700	315,000
East Germany	10	11	250,000	274,000
Hungary	1	1	10,000	12,000
Poland	6	7	45,600	100,000
Rumania	1	1	12,000	12,000
USSR	84	91	2,500,000	2,600,000
Communist China	2	3	200	200
TOTAL	111	122	3,106,000	3,313,700

* Closed circuit wired service; not counted in totals

Stations and Receivers By Areas

October 1 - December 31, 1958

AREAS	STATIONS		RECEIVERS	
	Oct. 1 1958	Dec. 31 1958	In Use Oct. 1	In Use Dec. 31
Western Europe*	406	472	14,226,400	14,684,000
Latin America	73	75	2,007,700	2,314,500
Near East, South Asia and Africa	9	10	33,000	36,200
Far East	40	60	2,212,100	2,530,300
FREE WORLD TOTAL**	528	617	18,479,200	19,565,000
Communist Bloc	111	122	3,106,000	3,313,700
WORLD WIDE TOTAL**	639	739	21,585,200	22,878,700

* Includes Yugoslavia.

** Except U.S., its territories, Canada and Armed Forces stations abroad.

New Overseas Television Stations

October 1 - December 31, 1958

WESTERN EUROPE

- Austria —Patscherkofel (Innsbruck)
- Jauerling (Lower Austria)
- Finland —Turku
- Kotka (test transmissions)
- West Germany —Six satellite stations went on the air
- Italy —Forty-seven satellite stations went on the air
- Sweden —Nassjo
- Halmstad
- Halsingborg
- Skovde
- Orebro
- Linkoping
- Motala
- Karlstad
- United Kingdom —Folkestone (BBC)

LATIN AMERICA

- Peru —Lima—Radio America TV
- El Salvador —San Salvador—YSU-TV

NEAR EAST, SOUTH ASIA AND AFRICA

- Algeria —Oran

FAR EAST

- Japan —Nineteen stations went on the air
- Philippines —Manila—Chronicle Broadcasting Network (DZXL-TV)

COMMUNIST BLOC

- Czechoslovakia —As—Western Czechoslovakia (relay station)
- East Germany —Calau—Cottbus area (testing)
- Poland —An experimental station has been on the air for some time at Gdansk
- USSR —Penza TV Center
- Pyatigorsk TV Center
- Zaporozhe TV Center
- Chelyabinsk TV Center
- Tyumen TV Center
- Frunze TV Center (experimental)
- Grodno Relay of Vilnyus
- Communist China—Harbin (experimental)

NEW TV STATIONS EXPECTED ON THE AIR DURING 1959

<u>City</u>	<u>Call Letters</u>	<u>Channel</u>	<u>City</u>	<u>Call Letters</u>	<u>Channel</u>
ALABAMA			KANSAS		
Birmingham	WBMG	42	Goodland	KBLR-TV	10
Selma	WSLA	8	Hays	KAYS-TV	7
CALIFORNIA			KENTUCKY		
Los Angeles	KBIC-TV	22	Ashland	WALN-TV	59
Modesto	KTRB-TV	14	Louisville	WEZI	21
Sacramento	KGMS-TV	40	Louisville	WQXL-TV	41
San Diego	KEZY	27	Newport	WNOP-TV	74
San Francisco	KBAY-TV	20	LOUISIANA		
San Francisco	KMTR	38	New Orleans	WCKG	26
COLORADO			New Orleans	WWEZ-TV	32
Sterling	KHQL-TV	3	MAINE		
CONNECTICUT			Augusta	WPTT	10
New Haven	WELL-TV	59	MARYLAND		
New London	WNLC-TV	26	Baltimore	WITH-TV	72
Stamford	WTSE	27	Baltimore	WTLF	18
DISTRICT OF COLUMBIA			MASSACHUSETTS		
Washington	WOOK-TV	14	Boston	WJDW	44
FLORIDA			Boston	WXEL	38
Fort Pierce	WTVI	19	Brockton	WHEF-TV	62
Miami	WMFL	33	MICHIGAN		
Orlando	WEAL-TV	18	Cheboygan	WDBG-TV	4
ILLINOIS			Detroit	WBID	50
Champaign-Urbana	WCHU	33	Grand Rapids	WMCN	23
Chicago	WHFC-TV	26	Lansing	WTOM-TV	54
Chicago	WIND-TV	20	Port Huron	WHLS-TV	34
Chicago	WOPT	44	Wakefield	WJMS-TV	12
Evanston	WTLE	32	MINNESOTA		
Peoria	WIRL-TV	8	Hibbing	WIRT	13
Springfield	WMAY-TV	36	International Falls	KIFS	11
INDIANA			Mankato	KEYC-TV	12
Anderson	WCBC-TV	26			
Hatfield	WVSJ-TV	9			

NEW TV STATIONS

<i>City</i>	<i>Call Letters</i>	<i>Channel</i>	<i>City</i>	<i>Call Letters</i>	<i>Channel</i>
MISSISSIPPI			OKLAHOMA		
Biloxi	WVMI-TV	13	Elk City	KSWB	8
Greenwood	WABG-TV	6	Tulsa	KSPG	17
Laurel	WTLM	7	OREGON		
MONTANA			Coos Bay	KOOS-TV	16
Butte	KOPR-TV	6	Salem	KSLM-TV	3
Great Falls	KRTV	3	PENNSYLVANIA		
NEBRASKA			Allentown	WQCY	39
Alliance	KALF	13	Hazleton	WAZL-TV	63
North Platte	KNOP	2	Lancaster	WLAN-TV	21
NEVADA			Philadelphia	WSES	29
Reno	KAKJ	4	Philadelphia	WPHD	23
NEW HAMPSHIRE			Pittsburgh	WTVQ	47
Keene	WKNE-TV	45	Pittsburgh	WXTV	33
NEW JERSEY			Sunbury	WKOK-TV	38
Atlantic City	WOCN	52	WilliamSPORT	WRAK-TV	36
Camden	WKDN-TV	17	SOUTH CAROLINA		
NEW MEXICO			Camden	WACA-TV	14
Santa Fe	KVIT	2	SOUTH DAKOTA		
NEW YORK			Deadwood	KDSJ-TV	5
Albany	WPTR-TV	23	Mitchell	KORN-TV	5
Buffalo-Niag. Falls	WNYT-TV	29	Sioux Falls	KSOO-TV	13
Rochester	WCBF-TV	15	TENNESSEE		
Utica	WTMV	54	Memphis	WAMT	48
NORTH CAROLINA			TEXAS		
Gastonia	WTVX	48	Brownwood	KNBT-TV	19
New Bern	WNBE-TV	13	Houston	KXYZ-TV	29
Wilmington	WGNI-TV	3	Nacogdoches	KTES	19
OHIO			Victoria	KMVA-TV	19
Canton	WTLC	29	UTAH		
Cincinnati	WQXN-TV	54	Logan	KVNU-TV	12
Cleveland	WERE-TV	65	Ogden	KVOG-TV	9
Cleveland	WHK-TV	19	VIRGINIA		
Elyria	WEOL-TV	31	Arlington	WARL-TV	20
Mansfield	WTVG	36	WEST VIRGINIA		
Massillon	WMAC-TV	23	Wheeling	WLTV	51
Toledo	WTOH-TV	79	WISCONSIN		
Youngstown	WXTV	33	Milwaukee	WFOX-TV	31
OHIO			WYOMING		
			Sheridan	KTWX-TV	9

Top 25 Network Brand Advertisers Estimated Expenditures By Quarters

FOURTH QUARTER 1958

Anacin Tablets	\$3,235,389	Camel Cigarettes	1,357,918
Viceroy Cigarettes	2,143,971	Dodge Passenger Cars	1,330,923
Chevrolet Passenger Cars	2,073,918	Bayer Aspirin Tablets	1,330,117
Bufferin	1,898,989	L & M Filter Tip Cigarettes	1,323,975
Tide	1,754,713	Plymouth Passenger Cars	1,199,116
Gillette Razors and Blades	1,751,118	Old Gold Cigarettes	1,181,261
Kent Cigarettes	1,713,167	Gleem Reg. & Aerosol Tooth Paste	1,121,872
Ford Passenger Cars	1,596,891	Geritol	1,038,882
Dristan Tablets	1,550,835	Chesterfield Cigarettes	1,018,269
Winston Cigarettes	1,500,281	Salem Cigarettes	1,017,795
Colgate Reg. & Aerosol Dental Cream	1,413,935	Cheer Detergent	999,656
Bulova Watches	1,387,166	Fab Detergent	958,966
		Crest Tooth Paste	938,272

THIRD QUARTER

Winston Cigarettes	\$2,159,161	Eastman Kodak Cameras	969,319
Anacin Tablets	2,110,869	Prudential Insurance Co. of Amer.	921,939
Chevrolet Passenger Cars	1,861,347	Cheer Detergent	916,985
Tide	1,622,910	Bayer Aspirin Tablets	911,811
Ford Passenger Cars	1,341,051	Camel Cigarettes	898,190
Viceroy Cigarettes	1,307,352	Mercury Passenger Cars	853,260
Salem Cigarettes	1,307,181	Dristan Tablets	838,728
Bufferin	1,242,392	Gillette Razors and Blades	837,093
Dodge Passenger Cars	1,193,316	Schlitz Beer	832,332
Kent Cigarettes	1,169,395	Pall Mall Cigarettes	813,678
L & M Filter Tip Cigarettes	1,127,898	Buick Passenger Cars	809,197
Colgate Regular & Aerosol Dental Cream	1,071,335	Paper Mate Pens	805,606
Fab Detergent	980,818		

SECOND QUARTER

Tide	\$2,162,490	Wisk Liquid Detergent	1,061,532
Winston Cigarettes	1,909,594	Kent Cigarettes	1,007,677
Anacin Tablets	1,888,292	Gleem Tooth Paste	991,526
Chevrolet Passenger Cars	1,803,162	Geritol	986,702
Viceroy Cigarettes	1,628,189	Cheer Detergent	983,876
Dodge Passenger Cars	1,569,738	Oldsmobile Passenger Cars	952,590
Ford Passenger Cars	1,510,234	Prudential Insurance Co. of Amer.	919,199
Camel Cigarettes	1,485,269	Pall Mall Cigarettes	914,037
Bufferin	1,298,317	Chesterfield Cigarettes	906,406
L & M Filter Tip Cigarettes	1,143,267	Old Gold Cigarettes	857,535
Plymouth Passenger Cars	1,111,128	Bayer Aspirin	811,291
Fab Detergent	1,086,588	Hit Parade Cigarettes	831,666
Eastman Kodak Cameras	1,066,385		

FIRST QUARTER

Tide	\$2,325,404	Kent Cigarettes	1,058,175
Ford Passenger Cars	2,152,418	Fab	1,036,916
Anacin Tablets	2,060,660	Prudential Insurance	1,026,170
Bufferin	2,056,099	Chesterfield Cigarettes	1,015,086
Winston Cigarettes	1,820,088	Cheer	989,356
Chevrolet Passenger Cars	1,669,850	Camel Cigarettes	970,956
Plymouth Passenger Cars	1,667,917	Pall Mall Cigarettes	966,255
Dodge Passenger Cars	1,619,153	Geritol	961,197
Viceroy Cigarettes	1,351,992	Hit Parade Cigarettes	906,880
L & M Cigarettes	1,205,213	Eastman Kodak Cameras	895,487
Colgate Dental Cream	1,157,837	Mercury Passenger Cars	888,381
Wisk Liquid Detergent	1,112,979	Bell Telephone System	858,387
Gleem Tooth Paste	1,083,972		

LNA-BAR: Gross Time Costs Only.

TOLL-TV FIRMS

— ORGANIZATIONS AND MANUFACTURERS —

ENTRON, INC.

4902 Lawrence St., Bladensburg, Md.

APpleton 7-9585

H. M. Diambra.....President

GIANTVIEW TV NETWORK

(Div. of Meilink Steel Co.)

(Closed Circuit Programming)

440 Fourth Ave., New York, N. Y.

MU 6-9242

Richard L. Colten.....Exec. in Charge

INTERNATIONAL TELEMETER CORP.

(Subsidiary of Paramount Pictures Corp.)

2000 Stoner Ave., Los Angeles 25, Cal.

GRanite 8-7751

Paul Raibourn.....Chairman

Louis A. Novins.....President

JERROLD ELECTRONICS CORP.

15th & Lehigh, Philadelphia 32, Pa.

BALDwin 6-3456

Milton J. Shapp.....President

Zalmon Garfield.....Asst. to President

JOINT COMMITTEE ON TOLL TV

1585 Broadway, New York

Circle 5-4800

Phil Harling, Trueman Rembusch

Co-Chairmen

SELECTIVISION INC.

5 Tudor City Place, New York 17, N. Y.

OXford 7-9435

I. T. Hamilton.....President

SKIATRON ELECTRONICS & TELEVISION CORP.

180 Varick St., New York 14, N. Y.

WAtkins 4-7060

Arthur Levey.....President

Frank V. Quigley.....Secy.-Treas.

SKIATRON TV INC.

400 Park Ave., New York 5, N. Y.

PLaza 3-5600

Matthew Fox.....President

SPENCER-KENNEDY LABORATORIES INC.

1320 Soldiers Field Rd., Boston 35, Mass.

ALgonquin 4-5400

George W. W. Brewster.....Chairman

Donald Spencer.....Pres., Treas.

TECO INC.

231 S. LaSalle St., Chicago 4, Ill.

FIancial 6-3499

S. I. Marks.....President

TELEGLOBE PAY-TV SYSTEM INC.

15 E. 48th St., New York 17, N. Y.

ELdorado 5-0010

Solomon Sagall.....President

VIDEO INDEPENDENT THEATERS INC.

11 N. Lee Ave., Oklahoma City, Okla.

REgent 9-0681

Henry S. Griffing.....President

ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.

BERkshire 7-7500

Hugh Robertson.....President

COLOR EQUIPPED STATIONS

U. S. A.

• As of February 1, 1959

CBS-TV

CITY	STATION	NETWORK	SLIDE	LOCAL ORIGATION	STUDIO
		REBROADCAST		FILM	
		BASIC AFFILIATES			
Albany, N. Y.	WTEN-TV	•	—	—	—
Atlanta, Ga.	WAGA-TV	•	•	•	—
Baltimore, Md.	WMAR-TV	•	•	•	—
Birmingham, Ala.	WBRC-TV	•	—	—	—
Boston, Mass.	WNAC-TV	•	—	—	—
Buffalo, N. Y.	WBEN-TV	•	•	•	•
Charleston-Huntington	WHTN-TV	—	—	—	—
Charlotte, N. C.	WBTV	•	•	•	•
Chicago, Ill.	WBBM-TV	•	—	—	—
Cincinnati, Ohio	WKRC-TV	•	—	—	—
Cleveland, Ohio	WJW-TV	•	—	—	—
Columbus, Ohio	WBNS-TV	•	—	—	—
Dallas, Texas	KRLD-TV	•	•	•	—
Dayton, Ohio	WHIO-TV	•	—	—	—
Denver, Colo.	KLZ-TV	•	—	—	—
Des Moines, Iowa	KRNT-TV	•	—	—	—
Detroit, Mich.	WJBR-TV	•	—	—	—
Durham, N. C.	WTVD	—	—	—	—
Fresno, Calif.	KPRE-TV	•	—	—	—
Greensboro-Winston-Salem, N. C.	WFMY-TV	•	•	•	—
Hartford, Conn.	WTIC	•	—	—	—
Houston-Galveston, Texas	KGUL-TV	•	—	—	—
Indianapolis, Ind.	WISH-TV	•	—	—	—
Jacksonville, Fla.	WMBR-TV	•	—	—	—
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	•	—	—	—
Kansas City, Mo.	KOMO-TV	•	—	—	—
Lansing, Mich.	WJIM-TV	•	—	—	—
Los Angeles, Calif.	KNXT	•	•	•	•
Louisville, Ky.	WHAS-TV	•	—	—	—
Memphis, Tenn.	WREC-TV	•	—	—	—
Miami, Fla.	WJTV	•	•	•	•
Milwaukee, Wisc.	WXIX	•	—	—	—
Minneapolis, Minn.	WCCO-TV	•	—	—	•
Nashville, Tenn.	WLAC-TV	•	—	—	—
New Orleans, La.	WWL-TV	•	—	—	—
New York, N. Y.	WCBS-TV	•	•	•	•
Norfolk, Va.	WTAR-TV	•	•	•	—
Oklahoma City, Okla.	KWTV	•	—	—	—
Omaha, Neb.	WOW-TV	•	—	—	—
Philadelphia, Pa.	WCAU-TV	•	•	•	•
Pittsburgh, Pa.	KDKA-TV	•	•	•	•
Portland, Ore.	KOLN-TV	•	—	—	—
Providence, R. I.	WPRO-TV	—	—	—	—
Richmond, Va.	WRVA-TV	•	•	•	—
Rochester, N. Y.	WHEC-TV	•	—	—	—
	WVET-TV	•	—	—	—
Rock Island, Ill.	WHBE-TV	•	—	—	—
Sacramento, Calif.	KBET-TV	•	•	•	—
St. Louis, Mo.	KMOX-TV	•	—	—	—
Salt Lake City, Utah	KSL-TV	•	—	—	—
San Antonio, Texas	KENS-TV	•	—	—	—
San Diego, Calif.	KFMB-TV	•	—	—	—
San Francisco, Calif.	KPIX	•	—	—	—

• Equipment in use.
— No equipment.

COLOR EQUIPPED STATIONS

CITY	STATION	REBROADCAST		LOCAL ORIGATION		
		NETWORK	SLIDE	FILM	STUDIO	
Seattle-Tacoma, Wash.	KIRO-TV	•	—	—	—	—
Shreveport, La.	KSLA-TV	•	—	—	—	—
Syracuse, N. Y.	WHEN-TV	•	—	—	—	—
Tampa, Fla.	WTVT	•	•	•	—	—
Toledo, Ohio	WTOL-TV	•	—	—	—	—
Tulsa, Okla.	KOTV	•	—	—	—	—
Washington, D. C.	WTOP-TV	•	•	•	—	—
Wichita-Hutchinson, Kan.	KTVH	•	—	—	—	—
BASIC OPTIONAL						
Altoona, Pa.	WFBG-TV	•	—	—	—	—
Augusta, Ga.	WRDW-TV	•	—	—	—	—
Austin, Texas	KTBC-TV	•	—	—	—	—
Bakersfield, Calif.	KBAK-TV	—	—	—	—	—
Baton Rouge, La.	WAFB-TV	•	—	—	—	—
Beaumont, Texas	KFDM-TV	•	—	—	—	—
Binghamton, N. Y.	WNEF-TV	•	—	—	—	—
Burlington, Vt.	WCAX-TV	—	—	—	—	—
Cape Girardeau, Mo.	KFVS-TV	•	—	—	—	—
Cedar Rapids, Iowa	WMTV-TV	•	—	—	—	—
Champaign, Ill.	WCIA	•	—	—	—	—
Charleston, S. C.	WCSC-TV	•	—	—	—	—
Chattanooga, Tenn.	WDEF-TV	•	—	—	—	—
Columbia, S. C.	WNOK-TV	•	—	—	—	—
Columbus, Ga.	WRBL-TV	•	—	—	—	—
Corpus Christi, Texas	KZTV	—	—	—	—	—
Duluth, Minn.	KDAL-TV	—	—	—	—	—
El Paso, Texas	KROD-TV	•	—	—	—	—
Erie, Pa.	WSEE-TV	•	—	—	—	—
Evansville, Ind.	WEHT	•	—	—	—	—
Florence, S. C.	WBTW	•	—	—	—	—
Fort Wayne, Ind.	WANE-TV	•	—	—	—	—
Green Bay, Wisc.	WBAY-TV	•	—	—	—	—
Greenville, N. C.	WNCT	•	—	—	—	—
Harrisburg, Pa.	WHP-TV	—	—	—	—	—
Jackson, Miss.	WJTV	•	—	—	—	—
Johnson City, Tenn.	WJHL-TV	•	—	—	—	—
Knoxville, Tenn.	WBRN-TV	•	—	—	—	—
Lincoln, Neb.	KOLN-TV	—	—	—	—	—
Little Rock-Pine Bluff, Ark.	KTHV	•	—	—	—	—
Macon, Ga.	WMAZ-TV	•	—	—	—	—
Madison, Wisc.	WISC-TV	•	•	•	•	•
Mobile, Ala.	WKRQ-TV	•	—	—	—	—
Montgomery, Ala.	WCOV-TV	•	—	—	—	—
Orlando, Fla.	WDBO-TV	•	—	—	—	—
Peoria, Ill.	WMBD-TV	•	—	—	—	—
Phoenix, Ariz.	KOOL-TV	•	—	—	—	—
Portland, Maine	WGAN-TV	•	—	—	—	—
Roanoke, Va.	WDBJ-TV	•	•	•	—	—
Rockford, Ill.	WREX-TV	•	—	—	—	•
Scranton, Pa.	WDAU-TV	•	—	—	—	—
Sioux City, Iowa	KVTV	•	—	—	—	—
Sioux Falls, S. D.	KELO-TV	•	•	•	—	—
South Bend, Ind.	WSBT	•	—	—	—	—
Spartanburg, S. C.	WSPA-TV	•	—	—	—	—
Spokane, Wash.	KXLY-TV	•	—	—	—	—
Springfield-Holyoke, Mass.	WHYN-TV	•	—	—	—	—
Springfield, Mo.	KTTS-TV	•	—	—	—	—
Steubenville-Wheeling, Ohio	WSTV-TV	•	—	—	—	—
Terre Haute, Ind.	WTHI-TV	•	—	—	—	—
Topeka, Kan.	WIBW-TV	•	—	—	—	—
Youngstown, Ohio	WKBN-TV	•	—	—	—	—
SUPPLEMENTARY INTERCONNECTED						
Albuquerque, N. M.	KGGM-TV	•	—	—	—	—
Amarillo, Texas	KFDA-TV	•	—	—	—	—
Anderson, S. C.	WAIM-TV	•	—	—	—	—
Bangor, Me.	WLBZ-TV	•	—	—	—	—
Boise, Ida.	KBOI-TV	—	—	—	—	—
Cadillac, Mich.	WWTW	—	—	—	—	—
Cheyenne, Wyo.	KFBC-TV	•	—	—	—	—
Chico, Calif.	KHSL-TV	—	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	—	—	—	—	—
Colorado Springs, Colo.	KKTV	—	—	—	—	—
Eureka, Calif.	KIEM-TV	—	—	—	—	—
Fort Smith, Ark.	KNAC-TV	—	—	—	—	—
Harlingen, Texas	KGPT-TV	—	—	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—	—

• Equipment in use.
 — No equipment.

(Continued on Next Page)

COLOR EQUIPPED STATIONS

SUPPLEMENTARY INTERCONNECTED (CONT.)

(Continued from Preceding Page)

CITY	STATION	NETWORK		LOCAL ORIGATION	
		REBROADCAST	SLIDE	FILM	STUDIO
Jefferson City, Mo.	KRCG-TV	—	—	—	—
Johnstown, Pa.	WARD-TV	—	—	—	—
Joplin, Mo.	KODE-TV	●	—	—	—
Kearney, Neb.	KHOL-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lafayette, La.	KLFY-TV	●	—	—	—
Lancaster, Pa.	WGAL-TV	●	●	●	—
Lexington, Ky.	WKYT	—	—	—	—
Lubbock, Texas	KDUB-TV	—	●	●	—
Mason City, Iowa	KGLO-TV	●	—	—	—
Medford, Ore.	KBBS-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Minot, N. D.	KCJB-TV	●	●	●	—
Monroe, La.	KNOE-TV	—	—	—	—
Odessa, Texas	KOSA-TV	—	—	—	—
Quincy-Hannibal, Mo.	KHQ-A	●	—	—	—
Reno, Nevada	KOLO-TV	—	—	—	—
Saginaw, Mich.	WKNX-TV	●	—	—	—
St. Joseph, Mo.	KPEQ-TV	—	—	—	—
Salinas-Monterey, Calif.	KSEW-TV	●	—	—	—
San Angelo, Texas	KTXL-TV	—	—	—	—
Savannah, Ga.	WTQC-TV	●	—	—	—
Texarkana, Texas	KCMC-TV	●	—	—	—
Tucson, Ariz.	KOLD-TV	—	—	—	—
Valley City, N. D.	KXJB-TV	●	●	●	—
Waco, Texas	KWTX-TV	●	—	—	—
Watertown-Carthage, N. Y.	WCNY-TV	—	—	—	—
Wausau, Wisc.	WSAU-TV	—	—	—	—
Wichita Falls, Texas	KSYD-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—

SUPPLEMENTARY NON-INTERCONNECTED

Billings, Mont.	KOOK-TV	—	—	—	—
Great Falls, Mont.	KFBB-TV	—	—	—	—

EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV	—	—	—	—
Bellingham, Wash.	KVOS-TV	—	—	—	—
Bryan, Tex.	KBTX-TV	—	—	—	—
Carlsbad, N. M.	KA VE-TV	—	—	—	—
Casper, Wyoming	KSPR-TV	—	—	—	—
Clovis, N. M.	KICA-TV	—	—	—	—
Columbus, Miss.	WCBI-TV	—	—	—	—
Decatur, Ala.	WMSL-TV	—	—	—	—
Dickinson, N. D.	KDIX-TV	—	—	—	—
Dothan, Ala.	WTVY	—	—	—	—
Ephrata, Wash.	KBAS-TV	●	—	—	—
Florence, Ala.	WOWL-TV	—	—	—	—
Fort Myers, Fla.	WINK-TV	—	—	—	—
Glendive, Mont.	KXCN-TV	—	—	—	—
Goodland, Kan.	KWGE-TV	—	—	—	—
Grand Junction, Colo.	KREX-TV	—	—	—	—
Jackson, Tenn.	WDXL-TV	●	—	—	—
Juneau, Alaska	KINY-TV	—	—	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	—	—
Lafayette, Ind.	WFAM-TV	●	—	—	—
Lake Charles, La.	KTAG-TV	—	—	—	—
Laredo, Texas	KHAD-TV	—	—	—	—
Las Vegas, Nevada	KLAS-TV	●	—	—	—
Lewiston, Ida.	KLEW-TV	●	—	—	—
Marquette, Mich.	WDMJ-TV	—	—	—	—
Missoula, Mont.	KMSO-TV	—	—	—	—
Ottumwa, Iowa	KTVO	●	—	—	—
Panama City, Fla.	WJDM-TV	—	—	—	—
Pasco, Wash.	KEPR-TV	●	—	—	—
Parkersburg, W. Va.	WTAP	—	—	—	—
Pembroke, Bermuda	ZBM-TV	—	—	—	—
Rapid City, S. D.	KOTA-TV	●	—	—	—
Riverton, N. Y.	KWRB-TV	—	—	—	—
Salisbury, Md.	WBBC-TV	—	—	—	—
San Luis Obispo, Calif.	KVEC-TV	—	—	—	—
Twin Falls, Idaho	KLIX-TV	—	—	—	—
Sweetwater-Abilene, Texas	KPAR-TV	●	—	—	—
Williston, N. D.	KUMV-TV	—	—	—	—
Yuma, Ariz.	KIVA	—	—	—	—

● Equipment in use.
— No equipment.

COLOR EQUIPPED STATIONS

NBC-TV

CITY	STATION	NETWORK		LOCAL ORIGINATION	
		REBROADCAST	SLIDE	FILM	STUDIO
INTERCONNECTED BASIC AFFILIATES					
Atlanta, Ga.	WSB-TV	●	●	●	—
Baltimore, Md.	WBAL-TV	●	●	●	—
Birmingham, Ala.	WABT	●	●	●	—
Boston, Mass.	WBZ-TV	●	●	●	—
Buffalo, N. Y.	WBUF	●	—	—	—
Chicago, Ill.	WNBQ	●	●	●	●
Cincinnati, O.	WLW-TV	●	●	●	●
Cleveland, O.	KYW-TV	●	—	—	—
Columbus, O.	WLW-C	●	—	—	●
Davenport, Iowa	WOC-TV	●	—	—	—
Dayton, O.	WLW-D	●	—	—	●
Denver, Colo.	KOA-TV	●	—	—	—
Des Moines, Iowa	WHO-TV	●	●	●	—
Detroit, Mich.	WWJ-TV	●	●	●	—
Ft. Worth, Tex.	WBAP-TV	●	●	●	●
Fresno, Calif.	KMJ-TV	●	●	●	—
Grand Rapids, Mich.	WOOD-TV	●	—	—	—
Hartford-New Britain	WNBC	●	—	—	—
Houston, Tex.	KPRC-TV	●	●	●	—
Huntington-Charleston	WSAZ-TV	●	●	●	●
Indianapolis, Ind.	WFBM-TV	●	●	●	—
Jacksonville, Fla.	WFGA-TV	●	●	●	●
Johnstown, Pa.	WJAC-TV	●	●	●	●
Kansas City, Mo.	WDAF-TV	●	●	●	—
Lancaster-Harrisburg-York	WGAL-TV	●	●	●	●
Los Angeles, Calif.	KRCA	●	●	●	●
Louisville, Ky.	WAVE-TV	●	—	—	—
Memphis, Tenn.	WMCT	●	—	—	—
Miami, Fla.	WCKT	●	●	●	—
Milwaukee, Wisc.	WTMJ-TV	●	●	●	●
Minneapolis-St. Paul,	KSTP-TV	●	●	●	—
Nashville, Tenn.	WSM-TV	●	●	●	—
New Orleans, La.	WDSU-TV	●	●	●	●
New York, N. Y.	WRCA-TV	●	●	●	●
Oklahoma City, Okla.	WKY-TV	●	●	●	●
Omaha, Neb.	KMTV	●	●	●	●
Philadelphia, Pa.	WRCV-TV	●	●	●	●
Pittsburgh, Pa.	WTIC-TV	●	—	—	—
Portland, Ore.	KPTV	●	—	—	—
Providence, R. I.	WJAR-TV	●	—	—	—
Richmond-Petersburg	WXEX-TV	●	●	●	—
Rochester, N. Y.	WROC-TV	●	—	—	—
Sacramento, Calif.	KCRA-TV	●	—	—	—
Salt Lake City, Utah	KTVT	●	●	—	—
San Antonio, Tex.	WOAI-TV	●	●	●	●
San Diego, Calif.	KFSD-TV	●	●	●	—
San Francisco, Calif.	KRON-TV	●	●	●	●
Schenectady, N. Y.	WRGB	●	●	●	●
Seattle-Tacoma, Wash.	KOMO-TV	●	●	●	●
St. Louis, Mo.	KSD-TV	●	●	●	—
Syracuse, N. Y.	WSYR-TV	●	●	●	—
Elmira, N. Y. (S)	WSYE-TV	—	—	—	—
Tampa-St. Petersburg, Fla.	WFLA-TV	●	●	●	—
Tulsa, Okla.	KVOO-TV	●	●	●	—
Washington, D. C.	WRC-TV	●	●	●	●
Wichita, Kans.	KARB-TV	●	●	●	●
Wilkes-Barre-Scranton, Pa.	WBRE-TV	●	●	●	●
Youngstown, O.	WFMJ-TV	●	—	—	—

● Equipment in use.
 — No equipment.
 (S) Satellite station.

COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGATION FILM	STUDIO
NBC-TV INTERCONNECTED OPTIONAL AFFILIATES					
Abilene, Tex.	KRBC-TV	—	—	—	—
Albany, Ga.	WALB-TV	●	—	—	—
Albuquerque, N. M.	KOB-TV	●	—	—	—
Alexandria, La.	KALB-TV	●	—	—	—
Amarillo, Tex.	KGNC-TV	●	—	—	—
Ardmore, Okla.	KVSO-TV	—	—	—	—
Asheville, N. C.	WISE-TV	—	—	—	—
Augusta, Ga.	WJBF	●	—	—	—
Austin, Tex.	KPBC-TV	●	—	—	—
Bakersfield, Calif.	KERO-TV	●	—	—	—
Bangor, Me.	WABI-TV	●	—	—	—
Prosque Isle, Me. (S)	WAGM-TV	—	—	—	—
Baton Rouge, La.	WBRZ	●	—	—	—
Beaumont-Port Arthur, Tex.	KPAC-TV	●	—	—	—
Binghamton, N. Y.	WINR-TV	●	—	—	—
Bismarek, N. D.	KFYR-TV	●	—	—	—
Bluefield, W. Va.	WHIS-TV	—	—	—	—
Bristol, Va.	WCYB-TV	●	●	●	—
Johnson City, Tenn.					
Casper, Wyo.	KTWO-TV	●	—	—	—
Champaign-Urbana, Ill.	WCIA	●	—	—	—
Charleston, S. C.	WUSN-TV	●	—	—	—
Charlotte, N. C.	WSOC-TV	●	—	—	—
Chattanooga, Tenn.	WRGP-TV	●	—	—	—
Cheyenne, Wyo.	WFBC-TV	●	—	—	—
Scotts Bluff, Neb. (S)	KSTF	—	—	—	—
Clarksburg, W. Va.	WBOY-TV	●	—	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—
Columbia, S. C.	WIS-TV	●	—	—	—
Columbus, Ga.	WTVM	—	—	—	—
Columbus, Miss.	WCBM-TV	—	—	—	—
Corpus Christi, Tex.	KRIS-TV	●	●	●	—
Daytona Beach, Orlando	WESH-TV	●	—	—	—
Decatur, Ala.	WMSL-TV	●	—	—	—
Duluth-Superior	WDSM-TV	●	—	—	—
Eau Claire, Wisc.	WEAU-TV	●	—	—	—
El Dorado, Ark.	KRBB	—	—	—	—
El Paso, Tex.	KTSM-TV	●	—	—	—
Erie, Pa.	WICU-TV	●	—	—	—
Eugene, Ore.	KVAL-TV	●	—	—	—
Roseburg, Ore. (S)	KPIC-TV	—	—	—	—
Eureka, Calif.	KIEM-TV	—	—	—	—
Evansville, Ind.	WFIE-TV	●	—	—	—
Fargo, N. D.	WDAY-TV	—	—	—	—
Florence, Ala.	WOWL-TV	●	—	—	—
Fort Dodge, Iowa	KQTV	—	—	—	—
Fort Smith, Ark.	KFSA-TV	●	—	—	—
Fort Wayne, Ind.	WKJG-TV	●	—	—	—
Great Bend, Kans.	KOKT-TV	●	●	—	—
Greenville-					
Spartanburg, S. C.	WFBC-TV	●	—	—	—
Harrisburg, Ill.	WSIL-TV	—	—	—	—
Harrisonburg, Va.	WSVA-TV	●	—	—	—
Hastings-Kearney, Neb.	KHAS-TV	●	—	—	—
Hattiesburg-Laurel, Miss.	WDAM-TV	●	—	—	—
Idaho Falls, Ida.	KID-TV	—	—	—	—
Jackson, Miss.	WLBT	●	—	—	—
Knoxville, Tenn.	WATE-TV	●	—	—	—
La Crosse, Wisc.	WKBT	—	—	—	—
Lake Charles, La.	KPLC-TV	●	—	—	—
Lansing, Mich.	WJIM-TV	●	●	●	—
Las Vegas-Henderson	KLRJ-TV	●	—	—	—
Lexington, Ky.	WLEX-TV	●	—	—	—
Lima, O.	WTMA-TV	●	—	—	—
Little Rock, Ark.	KARK-TV	●	—	—	—
Lubbock, Tex.	KCBD-TV	●	—	—	—
Macon, Ga.	WMAZ-TV	●	—	—	—
Madison, Wisc.	WMTV	●	—	—	—

● Equipment in use.
 — No equipment.
 (S) Satellite station.

COLOR EQUIPPED STATIONS

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIENTATION FILM	STUDIO
NBC-TV INTERCONNECTED OPTIONAL AFFILIATES (CONT.)					
Marinette-Green Bay, Wisc.	WMBV-TV	●	—	—	—
Medford, Ore.	KBES-TV	●	—	—	—
Klamath Falls (S)	KOTI-TV	●	—	—	—
Meridian, Miss.	WTOK-TV	●	—	—	—
Midland-Odessa, Tex.	KMID-TV	●	—	—	—
Minot, N. D.	KMOT-TV	—	—	—	—
Williston, N. D.	KIMV-TV	—	—	—	—
Mobile, Ala.-					
Pensacola, Fla.	WALA-TV	●	●	—	—
Monroe, La.	KNOE-TV	●	—	—	—
Montgomery, Ala.	WSFA-TV	●	—	—	—
Muncie, Ind.	WLBC-TV	●	—	—	—
Norfolk, Va.	WAVY-TV	—	—	—	—
Norfolk, Va.	WVEC-TV	●	—	—	—
Ottumwa, Ia.-Kirksville, Mo.	KTVO	●	—	—	—
Paducah, Ky.	WPSD-TV	●	—	—	—
Palm Beach, Fla.	WPTV	●	—	—	—
Parkersburg, W. Va.	WTAP-TV	●	—	—	—
Peoria, Ill.	WEEK-TV	●	—	—	—
LaSalle, Ill. (S)	WEEQ-TV	●	—	—	—
Phoenix-Mesa, Ariz.	KVAR	●	—	—	—
Pittsburg, Kans.-Joplin, Mo.	KOAM-TV	●	—	—	—
Plattsburgh, N.Y.-					
Burlington, Vt.	WPTZ	●	—	—	—
Portland, Me.	WOSH-TV	●	—	—	—
Pueblo, Colo.	KCSJ-TV	●	—	—	—
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	●	—	—	—
Raleigh-Durham, N. C.	WRAL-TV	●	●	—	—
Redding, Calif.	KVIP-TV	●	—	—	—
Reno, Nev.	KOLO-TV	●	—	—	—
Roanoke, Va.	WSLS-TV	●	●	—	—
Rochester, Minn.	KROC-TV	●	—	—	—
Rockford, Ill.	WTVO	●	—	—	—
Roswell, N. M.	KSWB-TV	●	—	—	—
Saginaw-Bay City, Mich.	WNEM-TV	●	●	—	—
Salinas-Monterey, Calif.	KSBW-TV	●	—	—	—
San Luis Obispo (S)	KSBY-TV	—	—	—	—
Santa Barbara, Calif.	KEY-T	●	—	—	—
Savannah, Ga.	WSAV-TV	●	—	—	—
Shreveport, La.	KTBS-TV	●	—	—	—
Sioux City, Iowa	KTIV	●	—	—	—
Sioux Falls, S. D.	KELO-TV	—	●	●	—
Florence, S. D. (S)	KDLO-TV	—	—	—	—
Reliance, S. D. (S)	KPLO-TV	—	—	—	—
South Bend-Elkhart, Ind.	WNDU-TV	●	—	—	—
Spokane, Wash.	KHQ-TV	●	●	●	●
Springfield, Ill.	WICS	●	—	—	—
Springfield-Holyoke, Mass	WWLP	●	●	—	—
Greenfield, Mass. (S)	WRLP	●	—	—	—
Springfield, Mo.	KYTV	●	—	—	—
Tallahassee, Fla.-					
Thomasville, Ga.	WCTV	●	—	—	—
Temple-Waco, Tex.	KCEA-TV	●	—	—	—
Tucson, Ariz.	KVOA-TV	●	—	—	—
Tyler, Tex.	KLPV	●	—	—	—
Utica, N. Y.	WKTV	●	—	—	—
Washington-Greenville, N. C.	WITN-TV	●	—	—	—
Waterloo-Cedar Rapids, Ia.	KWWL-TV	●	—	—	—
Wausau, Wisc.	WSAU-TV	●	—	—	—
Weslaco, Tex.	KRGV-TV	—	—	—	—
Wheeling, W. Va.	WTRF-TV	●	—	—	—
Wichita Falls, Tex.	KFDX-TV	●	●	●	—
Wilmington, N. C.	WECT	●	—	—	—
Winston Salem-					
Greensboro, N. C.	WSJS-TV	●	—	—	—
Yakima, Wash.	KIMA-TV	●	—	—	—
Pasco, Wash. (S)	KEPR-TV	—	—	—	—
Lewiston, Wash. (S)	KLEW-TV	—	—	—	—
Ephrata, Wash. (S)	KBAS-TV	●	—	—	—
Yuma, Ariz.	KIVA	●	—	—	—
Zanesville, Ohio	WHIZ-TV	●	—	—	—

● Equipment in use.
 — No equipment.
 (S) Satellite station.

OFFICIAL FCC TV CHANNEL ALLOCATIONS

CHANNEL UTILIZATION

The following table of assignments contains the channels assigned to the listed communities in the United States, its Territories, and possessions. Channels designated with an asterisk are assigned for use by noncommercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

	Channel No.
ALABAMA	
Andalusia	*2-, 29
Anniston	*70+
Auburn	*56
Bessemer	54
Birmingham	6-, *10-, 13-, 42+, 48
Brewton	23+
Clanton	14
Cullman	60+
Decatur	23-
Demopolis	18
Dothan	9+, 19-
Enterprise	40+
Eufaula	44
Florence	15
Fort Payne	19
Gadsden	21+, 37-
Greenville	49
Guntersville	40-
Huntsville	31+
Jasper	17
Mobile	5+, 10+, *42, 48+
Montgomery	12, 20, *26+, 32
Munford	*7-
Opelika	22
Selma	8-, 58+
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27-
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*74+

ALASKA	
Anchorage	2-, *7-, 11, 13-
Fairbanks	2+, 4+, 7+, *9+, 11+, 13+
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4-, 9
Sitka	13

ARIZONA	
Ajo	19-
Bisbee	54
Casa Grande	18-
Clifton	25-
Coolidge	36+
Douglas	3-, 35
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Morenci	31
Nogales	16, 32, 44+

	Channel No.
Phoenix	3+, 5-, *8+, 10-
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+, 22+, 60

ARKANSAS

Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	62
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9+, 52+
Jonesboro	8, 39
Little Rock	*2-, 4, 7-, 11+, 17-, 23+
Magnolia	28+
Malvern	46
Morrilton	43-
Newport	28
Paragould	58-
Pine Bluff	36
Russellville	19
Searcy	33
Springdale	35-
Stuttgart	14+

CALIFORNIA

Alturas	9
Bakersfield	10-, 17, 29, 39+
Bishop	19
Brawley	16
Chico	12-
Corona	52
Delano	37+
El Centro	26-, 48
Eureka	6-, 3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	59
Merced	34-, 66
Modesto	14+, 58
Monterey. (See Salinas.)	
Napa	62
Oakland. (See Francisco.)	
Oxnard	32
Palm Springs	19+
Petaluma	68
Pittsburg	18
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40-, 46+
Salinas-Monterey	8+, 35
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 27, 39, 51
San Francisco-Oakland	2+, 4-, 5+,
San Francisco-Oakland	7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60
San Luis Obispo	6+
Santa Barbara	3-, 20, 26

FCC CHANNEL ALLOCATIONS

	Channel No.
Santa Cruz	56
Santa Maria	44
Santa Paula	16+
Santa Rosa	50
Stockton	13+, 36, 42, 64
Tulare	27+
Ukiah	18
Visalia	43, 49
Watsonville	22-
Yreka City	19
Yuba City	52-

COLORADO

Alamosa	3-, 19+
Boulder	*12, 22+
Canon City	36
Colorado Springs	11, 13, *17+, 23+
Craig	19
Delta	24-
Denver	2, 4-, *6-, 7, 9-, 20, 26+
Durango	6+, 15
Fort Collins	44+
Fort Morgan	15+
Grand Junction	5-, 21+
Greeley	50
La Junta	24
Lamar	12-, 18-
Leadville	14+
Longmont	32
Loveland	38
Montrose	10+, 18
Pueblo	5, *8, 28+, 34-
Salida	25
Sterling	3, 25-
Trinidad	21-
Walsenburg	30-

CONNECTICUT

Bridgeport	43-, 49-, *71
Hartford	3+, 18-, *24
Meriden	65-
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk. (See Stamford.)	
Norwich	57+, *63-
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, *59-, 83+

DISTRICT OF COLUMBIA

Washington	4-, 5-, 7+, 9, 14-, 20+, *26-, 50-
------------	------------------------------------

FLORIDA

Belle Glade	27+
Bradenton	28-
Clearwater	32+, 50
Daytona Beach	2-, 53
De Land	44+
Fort Lauderdale	17-, 39
Fort Myers	11+
Fort Pierce	19
Gainesville	*5, 20+
Jacksonville	4+, *7, 12-, 30+, 36-
Key West	14+, 20
Lake City	33+
Lakeland	16+, 22+
Lake Wales	14
Leesburg	26-
Marianna	17+
Melbourne	37-
Miami	*2, 4, 6, 7-, 10+, 23-, 33
Ocala	15+
Orlando	6-, 9, 18, *24-, 47
Palatka	17
Panama City	7+, 13, *30, 36+
Pensacola	3-, 15-, *21, 46

	Channel No.
Quincy	54+
St. Augustine	25-
St. Petersburg. (See Tampa.)	
Sanford	35+
Sarasota	34-
Tallahassee	*11-, 24, 51
Tampa-St. Petersburg	*3, 8-, 10-, 13-, 38
West Palm Beach	5, 12, *15, 21+

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5-, 11+, *30, 36
Augusta	6+, 12+
Bainbridge	35-
Brunswick	28+, 34
Cairo	45+
Carrollton	33
Cartersville	63-
Cedartown	53-
Columbus	4, 28, *34
Cordele	43
Dalton	25+
Douglas	32-
Dublin	15
Elberton	24+
Fitzgerald	53+
Fort Valley	18+
Gainesville	52
Griffin	39+
La Grange	50
Macon	13+, *41+, 47+
Marietta	57+
Milledgeville	51+
Moultrie	48-
Newnan	61+
Rome	59
Savannah	3+, *9-, 11
Statesboro	22
Swainsboro	20-
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37+
Vidalia	26
Waycross	8+, 16

IDAHO

Blackfoot	33
Boise	2, *4+, 7
Burley	15
Caldwell	9
Emmett	26-
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscov	12-, *15
Nampa	6, 12+
Payette	14+
Pocatello	6-, 10
Preston	41
Rexburg	27+
Rupert	21
Sandpoint	23-
Twin Falls	11, 13
Wallace	27-
Weiser	20-

ILLINOIS

Alton	48
Aurora	75
Belleville	54+
Bloomington	15
Cairo	34
Carbondale	*8, 34, 61-
Centralia	32+, 59+
Champaign-Urbana	3+, *12-, 21, 27, 33
Chicago	2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
DeKalb	*67

FCC CHANNEL ALLOCATIONS

	Channel No.
Dixon	47+
Elgin	83
Freeport	23
Galesburg	77
Harrisburg	3, 22
Jacksonville	49-
Joliet	48+
Kankakee	14
Kewanee	60-
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46-
Moline. (See Davenport, Iowa.)	
Mt. Vernon	38-
Olney	16-
Pekin	69+
Peoria	19, 25+, 31+, *37-
Quincy	10, 21+
Rockford	13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)	
Springfield	20+, 26-, 36-, *66+
Streator	65-
Urbana. (See Champaign.)	
Vandalia	28-
Waukegan	79+

INDIANA

Anderson	26+, 61
Angola	77
Bedford	68
Bloomington	4, *30-
Columbus	42-
Connersville	38+
Elkhart (see South Bend)	
Evansville	7, *9+, 14-, 50-
Fort Wayne	15+, 21+, *27+, 33-, 69
Gary	50, *66
Hammond	56-
Indianapolis	6, 8-, 13-, *20-, 39, 67-
Jasper	19+
Kokomo	29+
Lafayette	18, *47, 59
Lebanon	79+
Logansport	51
Madison	25-
Marion	31
Michigan City	62+
Muncie	49, 55+, *71
Plymouth	34-
Princeton	52+
Richmond	32-
Shelbyville	58+
South Bend-Elkhart	16, 22, 28+, *52
Tell City	78
Terre Haute	2+, 10, *57+, 63-, 73+
Vincennes	44+
Washington	60+

IOWA

Algona	37+
Ames	5, 25-
Atlantic	45-
Boone	19-
Burlington	32-, 38+
Carroll	39
Cedar Rapids	2, 9-, 20-, *26+
Centerville	31-
Charles City	18-
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island-Moline, Ill.	4+, 6+, 8, *30+, 42-, 68
Decorah	44+
Des Moines	8-, *11+, 13-, 17+, 23-
Dubuque	56+, 62-
Estherville	24+
Fairfield	54
Fort Dodge	21
Fort Madison	50+
Grinnell	71
Iowa City	*12+, 24-

	Channel No.
Keokuk	44-
Knoxville	33-
Marshalltown	49
Mason City	3+, 35-
Muscatine	31, 58
Newton	55+
Oelwein	65+
Oskaloosa	52+
Ottumwa	15+, 63
Red Oak	35
Shenandoah	20-
Sioux City	4-, 9, *30, 36+
Spencer	42+
Storm Lake	34+
Waterloo	7+, 16-, *22-, 46-
Webster City	27

KANSAS

Abilene	31+
Arkansas City	49
Atchison	60+
Chanute	50-
Coffeyville	33-
Colby	22-
Concordia	47-
Dodge City	6+, 23
El Dorado	55+
Emporia	39-
Fort Scott	27
Garden City	9, 11+
Goodland	10, 31
Great Bend	2, 28
Hays	7-, 20
Hutchinson	12, 18
Independence	20
Iola	44+
Junction City	29+
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23+
Newton	14+
Olathe	52-
Ottawa	21
Parsons	46-
Pittsburg	7+, 38
Salina	36+
Topeka	13+, 42, *48+
Wellington	24
Wichita	3-, 10-, 16-, *22+
Winfield	43+

KENTUCKY

Ashland	59-
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	21
Frankfort	43-
Glasgow	28+
Harlan	73+
Hazard	19-
Hopkinsville	20
Lexington	18+, 27-, 64, 70+
Louisville	3-, 11+, *15, 21-, 41-, 51-
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33-
Owensboro	56-, 62
Paducah	6+, 43, 72
Pikeville	14
Princeton	45-
Richmond	60
Somerset	29-
Winchester	37+

FCC CHANNEL ALLOCATIONS

	Channel No.
Clarksdale	32
Columbia	35+
Columbus	4, 28
Corinth	41
Greenville	21-, 27
Greenwood	6, 44+
Grenada	25
Gulfport	56-
Hattiesburg	9, 17-
Jackson	3+, 12+, *19+, 25-
Kosciusko	52-
Laurel	33-
Laurel-Pachuta	7
Louisville	46-
McComb	31-
Meridian	11-, 30-, *36
Natchez	29+
Pachuta (see Laurel)	
Pascagoula	22
Picayune	14-
Starkville	34-
State College	*2+
Tupelo	9, 38
University	*20+
Vicksburg	41+
West Point	56+
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18+, 69
Carthage	56-
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8+, 16+, 22
Farmington	52
Festus	25
Fulton	24+
Hannibal	7-, 27+
Jefferson City	13, 33+
Joplin	12+, 30+
Kansas City	4, 5+, 9+, *19+, 25+, 65
Kennett	21
Kirksville	3-, 18
Lebanon	23
Marshall	40+
Maryville	26
Mexico	45
Moberly	35+
Monett	14
Nevada	18-
Poplar Bluff	15+
Rolla	46
St. Joseph	2-, 30-, *36
St. Louis	2, 4-, 5-, *9, 11-, 30, 42+
Sedalia	6-, 28+
Sikeston	37
Springfield	3+, 10, *26+, 32
West Plain	20-

MONTANA

Anaconda	2+
Billings	2, 8, *11
Bozeman	*9, 22-
Butte	4, 6+, *7-, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glenview	5-, 18-
Great Falls	3+, 5+, *23-
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	9
Laurel	14+
Lewiston	13
Livingston	16-
Miles City	3-, *6, 10
Missoula	8-, *11-, 13-, 21+, 24+
Polson	18
Red Lodge	18+
Shelby	14-
Sidney	14

	Channel No.
Whitefish	16+
Wolf Point	20-

NEBRASKA

Alliance	13-, 21
Beatrice	40
Broken Bow	14-
Columbus	49+
Fairbury	35
Falls City	38
Fremont	52
Grand Island	11-, 21+
Hastings	5-, 27-
Hay Springs	4+
Hayes Center	6
Kearney	13, 19
Lexington	23-
Lincoln	10+, *12-, 18+, 24
McCook	8-, 17
Nebraska City	50
Norfolk	33+
North Platte	2-, 9+
Omaha	3, 6+, 7, *16, 22, 28-
Scottsbluff	10-, 16+
York	15

NEVADA

Boulder City	4+
Carlin	14
Carson City	37
Elko	10-
Ely	3-, 6+
Fallon	29
Goldfield	5-
Hawthorne	31
Henderson	2-
Las Vegas	8-, *10+, 13
Lovelock	18+
McGill	8+
Reno	4, 8, *21+, 27
Tonopah	9
Winnemucca	7+
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	76
Durham	*11
Hanover	*27+
Keene	45+
Laconia	43
Littleton	24-
Manchester	9-, 48+
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Anodver	*69
Asbury Park	58
Atlantic City	46, 52+
Bridgeton	64
Camden	*80
Freehold	*74
Hammoncton	*70
Montclair	*77
Newark	13-
New Brunswick	*19-, 47+
Paterson	37+
Trenton	41+
Wildwood	48-

NEW MEXICO

Alamogordo	17
Albuquerque	4+, *5+, 7+, 13+
Artesia	21
Atrisco-Five Points	18+
Belen	24+
Carlsbad	6-, 23

FCC CHANNEL ALLOCATIONS

	Channel No.
Clayton	27-
Clovis	12+, 35
Columbus	16-
Deming	14+
Farmington	12+, 17-
Five Points (see Atrisco)	
Gallup	3, *8-, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14-
Lordsburg	23+
Los Alamos	20-
Lovington	27
Portales	22+
Raton	46-, *52
Roswell	*3+, 8, 10-
Santa Fe	2+, *9+, 11-
Silver City	*10+, 12
Socorro	15+
Tucumcari	25+

	Channel No.
Hickory	30-
High Point	15+
Jacksonville	16-
Kannapolis	59+
Kinston	45
Laurinburg	41-
Lumberton	21+
Mount Airy	55
New Bern	12+
Raleigh	5, *22-, 28-
Roanoke Rapids	30+
Rocky Mount	50+
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64-
Washington	7
Wilmington	3-, 6, 29-, *35+
Wilson	56
Winston-Salem	12, 26+, *32-

NEW YORK

Albany-Schenectady-Troy	6, 13, 17+, 23-, 35, 41
Amsterdam	52-
Batavia	33-
Binghamton	12-, 40-, *46+, 56+
Buffalo	17, *23
Buffalo-Niagara Falls	2, 4-, 7+, 29+
Carthage	7-
Clymer	37
Cortland	72
Dunkirk	46
Elmira	18+, 24-, 30
Glens Falls	39+
Gloversville	29
Hornell	50
Ithaca	*14+, 20
Jamestown	58+
Kingston	66-
Lake Placid	5
Malone	20+, *66
Massena	14-
Middletown	60
New York	2, 4, 5+, 7, 9+, 11+, *25, 31-
Niagara Falls. (See Buffalo-Niagara Falls.)	
Ogdensburg	24+
Olean	54+
Oneonta	62-
Oswego	31
Patchogue	75
Plattsburgh	28+
Poughkeepsie	21-, *83
Rochester	5-, 10+, 15-, *21, 27+
Rome. (See Utica.)	
Saranac Lake	18
Schenectady. (See Albany.)	
Syracuse	3-, 8, *43+
Troy. (See Albany.)	
Utica-Rome	2-, *25+, 54
Vail Mills	10-
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13-, *56-, 62+, 78
Burlington	63
Burnsville	18
Chapel Hill	*4+
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40-, 46+, 73
Elizabeth City	31+
Fayetteville	18-, 54
Gastonia	48
Goldsboro	72
Greensboro-High Point-Winston-Salem	34, 8
Greensboro	2-, *51-, 57-
Greenville	9
Henderson	52-
Hendersonville	27

NORTH DAKOTA

Bismarck	5, 12-, 18, *24
Bottineau	16+
Carrington	26-
Devils Lake	8+, 14-
Dickinson	2+, 4, *17
Fargo	6, 11+, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7-, 42
Lisbon	23
Minot	*6+, 10-, 13+
New Rockford	20+
Pembina	12
Rugby	38-
Valley City	4, 32-
Wahpeton	45+
Williston	8-, 11-, *34+

OHIO

Akron	49+, *55-, 61+
Ashtabula	15
Athens	62-
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5-, 9, 12, *48-, 54-, 74-
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4-, 6+, 10+, *34, 40-
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28-
Lima	35-, 73
Lorain	31-
Mansfield	36+
Marion	17-
Massillon	23+
Middletown. (See Hamilton.)	
Mount Vernon	58
Newark	60-
Oxford	*14+
Piqua	44-
Portsmouth	30
Sandusky	42+
Springfield	52-, 76
Steubenville. (See Wheeling, W. Va.)	
Tiffin	47+
Toledo	11-, 13, *30+, 79
Warren	67+
Youngstown	21-, 27, 33, 73-
Youngstown, Ohio-New Castle, Pa.	45-
Zanesville	18-, 50+

FCC CHANNEL ALLOCATIONS

	Channel No.
OKLAHOMA	
Ada	10+, 50+
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	8+, 15+, 26+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14
Hugo	21+
Lawton	7+, *28+, 34
McAlester	47
Miami	58+
Muskogee	*45+, 66+
Norman	31-, *37
Oklahoma City	4-, 9-, *13, 19+, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40-
Pryor Creek	54
Sapulpa	42-
Seminole	59
Shawnee	53
Stillwater	29-, *69
Tulsa	2+, 6, *11-, 17+, 23, 8
Vinita	28
Woodward	35+

OREGON	
Albany	55+
Ashland	14
Astoria	30
Baker	37+
Bend	15-
Brookings	8+
Burns	16
Coos Bay	11
Corvallis	*7-, 49-
Eugene	9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2-, 17
La Grande	13+
Lebanon	43+
McMinnville	46-
Medford	5
North Bend	16+
Pendleton	28
Portland	2, 6+, 8-, *10, 12, 21+, 27+
Roseburg	4+, 28+
Salem	3+, *18-, 24+, 66
Springfield	37-
The Dalles	32

PENNSYLVANIA	
Allentown	39, 67
Altoona	10-, 25-
Bethlehem	51-
Bradford	80-
Butler	43-
Chambersburg	46-
Du Bois	31+
Easton	57+
Emporium	42-
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Johnstown	6, 19+, 56-
Lancaster	8-, 21+
Lebanon	15+
Lewistown	75-
Lock Haven	32-

	Channel No.
Meadville (see Youngstown, Ohio)	62+
New Castle	4-
Oil City	64
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-
Pittsburgh	2-, 4+, 11, *13-, *16, 22, 53+
Reading	33+, 61-
Scranton	16-, 22-, 44
Shamokin	65
Sharon	39+
Shinglehouse	26+
State College	*48+
Sunbury	38
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36-
York	43, 49

RHODE ISLAND	
Providence	10+, 12+, 16, *36+

SOUTH CAROLINA	
Aiken	54
Anderson	40, 58-
Camden	14
Charleston	2+, 4, 5+, *7-, 17+
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	23-
Florence	13+, 60
Georgetown	27-
Greenville	4-, 23+, *29
Greenwood	21-
Lake City	55+
Lancaster	31-
Laurens	45-
Marion	43-
Newberry	70
Orangeburg	44-
Rock Hill	61-
Spartanburg	7+, 17-, 74
Sumter	47
Union	65-

SOUTH DAKOTA	
Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Mitchell	5+, 20-
Mobridge	27-
Pierre	10+, *22+
Rapid City	3+, 7+, 15-
Reliance	6-
Sioux Falls	11, 13+, 38+, *44-
Sturgis	20
Vermillion	*2+, 41
Watertown	3-, 35+
Winner	18-
Yankton	17-

TENNESSEE	
Athens	14+
Bristol, Tenn.-Bristol, Va.	5-, 46
Chattanooga	3+, 9, 12-, 43+, 49+, *55-
Clarksville	53
Cleveland	38+
Columbia	39-
Cookeville	24, *69
Crossville	*77
Covington	19-
Dyersburg	46+
Elizabethton	22+
Fayetteville	27+
Gallatin	41
Harriman	67
Humboldt	25
Jackson	7+, 16+

FCC CHANNEL ALLOCATIONS

	Channel No.
Johnson City	11-, 34+
Kingsport	28
Knoxville	6, 10+, *20+, 26-
Lawrenceburg	50+
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3-, 5+, *10+, 13+, 42-, 48-
Morristown	54+
Murfreesboro	18-
Nashville	*2-, 4+, 5, 8+, 30+, 32+
Oak Ridge	31
Paris	51+
Pulaski	44
Shelbyville	56
Speedyville	*2+
Springfield	42
Tullahoma	68-
Union City	55

TEXAS

Abilene	9+, 33-
Alice	34+
Alpine	12-
Amarillo	*2-, 4, 7, 10
Athens	25+
Austin	7+, 18-, 24-, 70-
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4-, 6-, 12-, 31+, *37
Beeville	38-
Big Spring	4-, 34+
Bonham	43
Borger	33
Brady	15-
Breckenridge	14+
Brenham	52-
Brownfield	15
Brownsville	26, 44
Brownsville-Harlingen-Weslaco ¹	4+, 5-
Brownwood	19
Bryan	54
Bryan-College Station (also see College Station)	3+
Childress	40
Cleburne	57
Coleman	21-
College Station (also see Bryan-College Station)	*48
Conroe	20+
Corpus Christi	6+, 10-, *16+, 22, 43
Corsicana	47+
Crockett	56
Crystal City	44+
Cuero	25-
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16, 52+
Denison	52
Denton	*2, 17
Eagle Pass	22-, 64
Edinburg	60
El Campo	27
El Paso	4, *7, 9, 13, 26+, 38, 50, 62
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5+, 11-, 20-, *26-
Gainesville	49-
Galveston	35-, 41-, *47-
Gonzales	64+
Greenville	69+
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19-
Hillsboro	63
Houston	2-, *8-, 11+, 13-, 23+, 29-, 39-

¹ These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

	Channel No.
Huntsville	15
Jacksonville	36-
Jasper	49+
Kermit	49
Kilgore	59-
Kingsville	40
Lamesa	28
Lampasas	40-
Laredo	8, 13, *15+, 27-, 39
Levelland	38-
Littlefield	32
Longview	32, 38+
Lubbock	5-, 11, 13-, *20, 26
Lufkin	9, 46-
McAllen	20-
McKinney	65-
Marfa	19+
Marshall	16-
Mercedes	66
Mexia	50-
Midland	2+, 18
Mineral Wells	38
Mission	70+
Monahans	9-
Mount Pleasant	35
Nacogdoches	19-, 40+
New Braunfels	62-
Odessa	7-, 24
Orange	43-
Pampa	17
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur. (See Beaumont.)	
Presidio	21
Quanah	42
Raymondville	64-
Rosenberg	17-
San Angelo	3-, 8+, 17+, *23-
San Antonio	4, 5, *9-, 12+, 35+, 41+
San Benito	48
San Marcos	53+
Seguin	14+
Seymour	24
Sherman	46
Snyder	30
Stephenville	32+
Sulphur Springs	41
Sweetwater	12
Taylor	58+
Temple	6, 16, 22+
Terrell	53
Texarkana	6+, *18, 24-
Tyler	7, 61+, 72
Uvalde	20
Vernon	18+
Victoria	19+
Waco	10+, *28-, 34
Waxahachie	45-
Weatherford	51
Weslaco. (See Brownsville-Harlingen-Weslaco.)	
Wichita Falls	3, 6-, *16+, 22-
Zapata	49

UTAH

Brigham	36-
Cedar City	5
Logan	12-, 30, *46
Ogden	9+, *18, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2-, 4-, 5+, *7-, 20+, 26
Tooele	44
Vernal	3+

VERMONT

Bennington	69-
Brattleboro	77+
Burlington	3, *16+, 22+

FCC CHANNEL ALLOCATIONS

	Channel No.
Montpelier	57
Newport	46
Rutland	49+
St. Albans	34-
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol. (See Bristol, Tenn.)	
Charlottesville	*45+, 64+
Covington	44+
Danville	24-
Emporia	25+
Farmville	19
Fredericksburg	47
Front Royal	39-
Harrisonburg	3-, 34-
Lexington	54
Lynchburg	13, 16-
Marion	50
Martinsville	35-
Newport News. (See Norfolk-Ports- mouth-Newport News.)	
Norfolk-Portsmouth	27
Norfolk-Portsmouth-Newport News 3+, 10+, 13-, 15, *21-, 33	
Norton	52+
Petersburg	8, 41
Portsmouth. (See Norfolk-Portsmouth and also see Norfolk, Portsmouth- Newport News.)	
Pulaski	37-
Richmond	6+, 12-, *23, 29+
Roanoke	7-, 10, 27+, *33
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28+

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24-
Bremerton	44, 50
Centralia	17
Clarkston	34+, 40+
Ellensburg	49, *65
Ephrata	16-, 43
Everett	22-, 28-
Grand Coulee	17
Hoquiam	52
Kelso	39
Kennewick	31
Kennewick-Richland-Pasco	*41
Longview	33
Moses Lake	61
Okanogan. (See Omak.)	
Olympia	60
Omak-Okanogan	*35-
Pasco (also see Kennewick-Richland- Pasco)	19-
Port Angeles	16+
Pullman	*10-, 24
Richland (also see Kennewick-Richland- Pasco)	25
Seattle	4, 5+, 7, *9, 20, 26+
Spokane	2-, 4-, 6-, *7+
Tacoma	11+, 13-, *56, 62
Walla Walla	22, 44-, *50
Wenatchee	*45, 55, 67
Yakima	23+, 29+, *47

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6-, 41+
Charleston	8+, *43+, 49-
Clarksburg	12+, 69-
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, *53-
Logan	25-
Martinsburg	58-
Morgantown	*24
Parkersburg	15-
Welch	25

	Channel No.
Weston	5, 32
Wheeling	*57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17

WISCONSIN

Adams	*58+
Appleton	42+
Ashland	15+
Beaver Dam	51-
Beloit	57
Chilton	*31
Eau Claire	13, *19+, 25-
Fond du Lac	54+
Green Bay	2+, 5+, 70-
Janesville	63+
Kenosha	61-
La Crosse	8+, *32+, 38-, 72
Madison	3, *21-, 27-, 33+
Manitowoc	65
Marinette	11+, 32-, *38+
Milwaukee	4-, *10+, 12, 18+, 24+, 30
Oshkosh	48-
Park Falls	*18
Portage	17-
Prairie du Chien	34
Racine	49-, 55
Rhineland	22+
Rice Lake	21+
Richland Center	15, *66-
Sheboygan	59-
Shell Lake	*30
Sparta	50
Stevens Point	20+, 26+
Sturgeon Bay	44-
Superior. (See Duluth, Minn.)	
Wausau	9, 7-, 16+, *46-
Whitefish Bay	6
Wisconsin Rapids	14-

WYOMING

Buffalo	29
Casper	2+, 6+
Cheyenne	5+
Cody	24-
Douglas	14
Evanston	14-
Gillette	31-
Green River	16
Greybull	40
Lander	17-
Laramie	*8+, 18+
Lovell	36+
Lusk	19-
Newcastle	28+
Powell	30+
Rawlins	11-
Riverton	10+
Rock Springs	13
Sheridan	9-, 12+
Thermopolis	15
Torrington	27
Wheatland	24+
Worland	34

U. S. TERRITORIES AND POSSESSIONS

GUAM

Agana	8, 10
-------------	-------

HAWAIIAN ISLANDS

Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2+, 4-, *7+, 9-, 11+, 13-
Lihue, Kauai	3+, *8-, 10+, 12-
Wailuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo-Aguadilla	12+
Caguas	11-
Mayaguez	3+, 5-
Ponce	7+, 9-
San Juan	2+, 4-, *6+

VIRGIN ISLANDS

Charlotte Amalie	10-
Christiansted	8+

ATTORNEYS SPECIALIZING IN RADIO-TELEVISION

NEW YORK

Bechtold, Frederick W. 7421 Ave. W., Bklyn.....	NA	8-5248
Becker, George 270 Park Ave.....	EL	5-4668
Bergreen, Morris H. 1501 Broadway.....	OX	5-0820
Brauner, Julius F. 485 Madison Ave.....	PL	1-2345
Chopnjek, Max 9 E. 46th St.....	OX	7-8130
Colin, Ralph F. 575 Madison Ave.....	MU	8-7800
Cuddihy, Arthur B., Jr. 70 Pinewood Rd. Hartsdale		
Durka, William J. 30 Rockefeller Plaza.....	CI	7-3040
Ernst, Morris 285 Madison Ave.....	MU	5-1582
Ervin, Thomas E. 30 Rockefeller Plaza.....	CI	7-8300
Falk, Edwin A. 40 Wall St.....	WH	4-1771
Finkelstein, Herman 575 Madison Ave.....	MU	8-8800
Fly, James Lawrence 30 Rockefeller Plaza.....	CI	7-3043
Gerber, Gustave A. 55 Broadway.....	BO	9-8233
Gibbons, John F. 67 Broad St.....	BO	9-3800
Golub, William W. 3 E. 54th St.....	MU	8-7440
Hall, Charles M. 305 Broadway.....	RE	2-7132
Keesing, John M. 250 W. 57th St.....	PL	7-7860
Landon, S. Whitney 195 Broadway.....	OR	4-6100
Lerner, Max K. 485 Lexington Ave.....	OX	7-4343
McDaniel, Glen 63 Wall St.....	WH	3-7380
Nicholas, Minoa J. 70 E. 45th St.....	MU	3-9553
Nields, John W. 63 Wall St.....	WH	4-7400
Niner, Isidor 366 Madison Ave.....	MU	2-1322
North, Ernest D. 32 Ave. of Americas.....	EX	3-6245
Quisenberry, John T. 195 Broadway.....	EX	3-3556
Rosen, Leo 285 Madison Ave.....	MU	5-1582
Rosenman, Samuel I. 575 Madison Ave.....	MU	8-7800
Schoemer, John R., Jr. 220 E. 42nd St.....	MU	2-4567
Shnebruk, Peter 30 Rockefeller Plaza.....	CI	7-3040
Shute, John V. 30 Rockefeller Plaza.....	CI	7-8300
Smith, Bernard B. 460 Park Ave.....	PL	1-2660
Socolow, A. Walter 580 Fifth Ave.....	PL	7-2112
Solinger, David M. 250 Park Ave.....	MU	7-1140
Sprague, E. Stuart 36 W. 44th St.....	MU	2-5521
Turner, George B. 15 Broad St.....	HA	2-3000
Waters, John H. 60 Hudson St.....	WO	2-7300
Webster, Bethuel M. 40 Wall St.....	DI	4-3350
Wendt, William 60 Hudson St.....	WO	2-7300
Werner, Robert L. 30 Rockefeller Plaza.....	CO	5-5900

Zeller, Robert G.
63 Wall St..... WH 4-7400

WASHINGTON

Adams, Eva B. Senate Office Bldg.....	NA	8-3120
Albertson, Fred W. Munsey Bldg.....	ST	3-1000
Altman, Norman S. 1025 Vermont, N.W.....	EX	3-5691
Ansbury, T. Peter Wyatt Bldg.....	EX	3-3812
Arnold, Thurman 1229 19th St., N.W.....	EX	3-7300
Bader, Michael H. 1735 De Sales, N.W.....	DI	7-2724
Bailey, Clyde S. Penn Bldg.....	NA	8-6512
Baker, Philip M. Penn Bldg.....	DI	7-8881
Ball, Fredric J. Ring Bldg.....	RE	7-2566
Barker, Robert W. 744 Jackson, N.W.....	NA	8-1114
Barlow, Joel Union Trust Bldg.....	RE	7-5900
Barnes, Maurice R. Munsey Bldg.....	ST	3-7670
Baron, Max G. Investment Bldg.....	ST	3-7122
Baron, Theodore National Press Bldg.....	ST	3-4115
Becker, Harry A. 1735 De Sales, N.W.....	EX	3-3003
Becker, Loftus E. 1000 Vermont, N.W.....	DI	7-7840
Becker, Ralph E. 1346 Conn., N.W.....	CO	5-7641
Beebe, Raymond N. 1000 Vermont, N.W.....	NA	8-4056
Beelar, Donald C. World Center Bldg.....	ST	3-3200
Bergson, Philip Wyatt Bldg.....	ME	8-6900
Bingham, Herbert M. Tower Bldg.....	DI	7-2141
Blum, William, Jr. 1741 K St., N.W.....	RE	7-6335
Blume, Jack P. 1001 Conn. Ave., N.W.....	ME	8-6190
Booth, Robert M., Jr. Tower Bldg.....	DI	7-2141
Brady, John B. Colorado Bldg.....	NA	8-4806
Brooks, Leon 1735 De Sales.....	EM	2-9300
Brown, Darwin Charles 1632 K St.....	ST	3-5650
Brown, Russell M. Southern Bldg.....	ST	3-4636
Brown, Thad H., Jr. 1771 N St., N.W.....	DE	2-9300
Bugay, Paul E. Colorado Bldg.....	ME	8-2027
Bunn, George 1229 19th St., N.W.....	EX	3-7300
Burke, Eugene L. 821 15th St., N.W.....	ST	3-3717
Burroughs, J. Edward 1625 K St., N.W.....	DI	7-0777
Burt, William C. Wyatt Bldg.....	RE	7-5566
Butman, Carl H. Nat'l Press Bldg.....	NA	8-7846
Carr, John P. Munsey Bldg.....	ST	3-1000
Carson, Byron G. Tower Bldg.....	NA	8-0080
Case, Norman S. Southern Bldg.....	NA	8-1841

RADIO-TV ATTORNEYS

Chase, Seymour M. 816 Conn. Ave.....	RE 7-2701	Faulis, Ronald J. 1001 Conn. Ave.....	NA 4-9900
Claret, John F. 1424 K St., N.W.....	NA 8-1174	Freeman, Milton V. 1229 19th St.....	EX 3-7300
Clark, Robert M. Shoreham Bldg.....	DI 7-7987	Frel, Julian B. Continental Bldg.....	NA 8-0032
Cohen, Harold D. Ring Bldg.....	RE 7-2566	Fullerton, Hugh T. Commonwealth Bldg.....	ST 3-2244
Cohen, Lester Colorado Bldg.....	NA 8-2006	Gagnone, Benito 1001 Conn. Ave.....	NE 8-6100
Cohen, Stanley B. Cafritz Bldg.....	ST 3-5880	Granik, Theodore 1027 K St.....	NA 8-4600
Cohen, Wallace M. 1822 Jefferson Pl.....	ST 3-5905	Greeley, James E. 1000 Vermont.....	DI 7-7480
Cohn, Marcus Cafritz Bldg.....	ST 3-5880	Green, Robert N. 710 14th St.....	EX 3-4600
Collier, Robert A. Bk of Commerce Bldg.....	EX 3-7800	Green, William S. Ring Bldg.....	RE 7-2566
Collins, Clayton B. 433 N. J. Ave.....	LI 4-4383	Griffith, Kelley E. World Center Bldg.....	ST 3-3200
Collins, Linton M. Tower Bldg.....	DI 7-2141	Groner, Samuel B. 501 13th St.....	RE 7-3300
Colton, Herbert S. 1625 K St., N.W.....	RE 7-5062	Haley, Andrew G. 1735 De Sales.....	DI 7-2724
Cooley, Thomas 1225 19th St.....	ST 3-4355	Hancock, Parker D. Colorado Bldg.....	NA 8-2006
Cordon, Alfred C., Jr. Munsey Bldg.....	ST 3-1000	Hand, Frank B., Jr. Transportation Bldg.....	NA 8-6587
Cottone, Benedict P. 1820 Jefferson Pl.....	EX 3-4477	Hardy, Russell, Sr. 1012 14th St.....	RE 7-0437
Courtney, Jeremiah 908 20th St., N.W.....	ST 3-5551	Harris, Abraham J. Woodward Bldg.....	RE 7-3028
Cragun, John W. 744 Jackson Pl.....	NA 8-1114	Harris, Stanley S. Colorado Bldg.....	NA 8-2006
Craig, Peter S. Union Trust Bldg.....	RE 7-5900	Hawkins, Carl S. 744 Jackson Pl.....	NA 8-1114
Crook, Omar L. Shoreham Bldg.....	RE 7-4123	Hayes, John C. Munsey Bldg.....	DI 7-5376
Cutler, Charles R. World Center Bldg.....	ST 3-3200	Heald, Robert L. Munsey Bldg.....	ME 8-0023
Daly, Harry J. Penn Bldg.....	NA 8-3260	Heckman, Jerome H. Munsey Bldg.....	ST 3-1000
Daubin, Meredith M. Natl Press Bldg.....	NA 8-7949	Hedrick, F. Cleveland, Jr. 1001 Conn. Ave.....	NA 8-5923
David, Nathan H. 425 13th St.....	NA 8-4736	Hennessey, Philip, Jr. 816 Conn. Ave.....	RE 7-2701
De Grazia, Edward World Center Bldg.....	ST 3-3200	Hennoek, Frieda B. 1000 Vermont.....	NA 8-4056
Delaney, Frank J. 1317 F St.....	ST 3-1234	Hersch, Harold H. Munsey Bldg.....	ST 3-1000
Dempsey, William J. 815 15th St.....	RE 7-6363	Hildreth, Richard Perpetual Bldg.....	RE 7-1450
Denslow, L. Alton Washington Bldg.....	RE 7-0727	Hodson, Robert E. Ring Bldg.....	RE 7-2566
Dobin, Paul Cafritz Bldg.....	ST 3-3580	Irwin, Robert L. Munsey Bldg.....	ST 3-1000
Donaldson, Ray S. Wyatt Bldg.....	NA 8-3902	Jacob, John B. Munsey Bldg.....	ST 3-1000
Doty, Dwight David 1735 De Sales.....	DI 7-2724	Jameson, Guilford 734 15th St.....	NA 8-6232
Dougherty, Thomas J. Munsey Bldg.....	ST 3-1000	Jansky, Maurice M. American Bldg.....	ST 3-4004
Dow, Fayette B. Munsey Bldg.....	ST 3-1000	Jennes, Ernest W. Union Trust Bldg.....	RE 7-5900
Dowd, Thomas N. Ring Bldg.....	RE 7-2566	Johuston, Everett D. Continental Bldg.....	NA 8-0032
Duval, Charles F. Perpetual Bldg.....	RE 7-1450	Jones, Robert F. 1111 E St.....	ME 8-6632
Eagan, R. Russell World Center Bldg.....	ST 3-3200	Jorgensen, Norman E. Wyatt Bldg.....	EX 3-1835
Eden, Fred J., Jr. 710 14th St.....	EX 3-4600	Juntilla, James O. 1229 19th St.....	EX 3-7300
Emerson, Leonidas P. B. 1735 De Sales.....	NA 8-2931	Kearney, William R. Penn Bldg.....	NA 8-3260
Emery, Walter B. 1785 Mass. Ave.....	HU 3-6620	Keller, Joseph E. Munsey Bldg.....	ST 3-1000
Fanelli, Joseph A. 1701 K St.....	ST 3-5921	Kenkel, John B. Munsey Bldg.....	ME 8-2193
Fischer, Henry G. 1735 De Sales.....	ST 3-3660	Kertz, Harold Metropolitan Bank Bldg.....	ME 8-2241
Fisher, Ben C. Perpetual Bldg.....	RE 7-1450	Kessler, Sylvia D. Tower Bldg.....	DI 7-2805
Fletcher, Frank U. Munsey Bldg.....	ME 8-0023	Kieffer, Charles C. 1346 Conn. Ave.....	CO 5-7641
Fletcher, Stephen H. 725 13th St.....	ME 7-9900	Kistler, H. Donald Tower Bldg.....	DI 7-2141
Footo, Edward A. 3115 Woodland Dr.....	ME 3-2316	Knowles, Miles H. Bowen Bldg.....	NA 8-0771
Forrest, Herbert E. 710 14th St.....	EX 3-4600	Kohlhaas, Vernon C. Ring Bldg.....	RE 7-2566
Fortas, Abe 1229 19th St.....	EX 3-7300	Koplovitz, William C. Bowen Bldg.....	RE 7-6363

RADIO-TV ATTORNEYS

Koteen, Bernard Wyatt Bldg.....RE 7-5566	Oppenheimer, Monroe Woodward Bldr.....RE 7-3028
Kramer, Milton 1625 K St.....NA 8-6926	Panzer, Irving R. M. 1735 De Sales.....ST 3-3660
Krieger, Seymour Wyatt Bldg.....EX 3-1635	Parkinson, Kenneth Wells Tower Bldg.....DI 7-2141
Krooth, David L. 1025 Vermont.....EX 3-5691	Patrick, Duke M. Colorado Bldg.....NA 8-2006
Leahy, William E. Bowen Bldg.....DI 7-0558	Pendleton, George C. 1025 Conn. Ave.....ST 3-8167
Littlepage, James H. Investment Bldg.....DI 7-3723	Pepper, Vincent A. 714 Perpetual Bldg.....EX 3-8333
Littlepage, John M. Investment Bldg.....DI 7-3723	Peterson, Nad A. Ring Bldg.....RE 7-2566
Littlepage, Thomas P., Jr. Investment Bldg.....DI 7-3723	Phelps, Gerald L. Munsey Bldg.....ST 3-1000
Lockwood, Corwin K., Jr. Colorado Bldg.....NA 8-2006	Pierson, W. Theodore Ring Bldg.....RE 7-2566
London, John M. Wyatt Bldg.....ME 8-6900	Plotkin, Harry M. 1929 19th St.....EX 3-7300
Loucks, Philip G. 1317 F St.....ST 3-4004	Pogue, L. Welch Southern Bldg.....EX 3-0440
Lovett, Eliot C. 729 15th St.....ST 3-5168	Porter, Paul A. 1929 19th St.....EX 3-7300
Luxford, Ansel F. 1210 18th St.....RE 7-7643	Porter, William Tower Bldg.....DI 7-2141
Lyon, Richard K. Wyatt Bldg.....ME 8-6900	Powell, Walter R. 1771 N St.....DE 2-9300
Marks, Leonard Cafritz Bldg.....ST 3-5880	Prather, Alfred V. J. Union Trust Bldg.....RE 7-5900
Marmet, Robert A. 816 Conn. Ave.....RE 7-2701	Price, Robert N. Ring Bldg.....RE 7-2556
May, Robert F. 1700 K St.....RE 7-4123	Prince, D. F. Bowen Bldg.....RE 7-8154
Mayer, J. Gerald Wyatt Bldg.....ME 8-3662	Rafter, John A. Munsey Bldg.....ST 3-1000
McCabe, Aloysius B. World Center Bldg.....ST 3-3200	Randolph, John P. 1625 I St.....NA 8-6244
McDonough, Francis X. Munsey Bldg.....ST 3-1000	Rauh, Joseph L. Jr. 1631 K St.....RE 7-7795
McGovern, William L. 1229 19th St.....EX 3-7300	Rea, Bryce Munsey Bldg.....DI 7-3551
McGrath, J. Howard Southern Bldg.....ST 3-4636	Resnick, Leo Occidental Bldg.....NA 8-9320
McInnis, Charles B. 1012 14th St.....NA 8-0032	Reynolds, William L. 777 14th St.....NA 8-3902
McKenna, Edward R. 1735 De Sales.....NA 8-2931	Rhynie, Brice W. 726 Jackson Pl.....DI 7-1381
McKenna, James A., Jr. 1735 De Sales.....NA 8-2931	Rhynie, Charles S. 726 Jackson Pl.....DI 7-1381
Midden, John Munsey Bldg.....ME 8-6006	Rigby, Scott G. Wyatt Bldg.....ME 8-3662
Miller, Neville Munsey Bldg.....ME 8-2193	Robb, Roger Tower Bldg.....DI 7-2141
Miller, Reed 1229 19th St.....EX 3-7300	Roberson, Frank Munsey Bldg.....ME 8-0023
Miller, Samuel Washington Bldg.....NA 8-7377	Roberts, William A. Continental Bldg.....NA 8-0032
Mode, Douglas G. Ring Bldg.....ST 3-5646	Rogers, Christian E. Jr. Tower Bldg.....RE 7-0797
Morgan, Edward P. 710 14th St.....EX 3-4600	Rogers, William 1229 19th St.....EX 3-7300
Mott, Harold E. 710 14th St.....EX 3-4600	Rollo, Read T. World Center Bldg.....ST 3-3200
Mullin, Eugene F., Jr. 726 Jackson Pl.....DI 7-1381	Rorer, Dwight E. Washington Bldg.....RE 7-0727
Murray, John M. 744 Jackson Pl.....NA 8-1114	Ross, Bradford 725 15th St.....NA 8-2623
Myse, Daryal A. 1411 Pa. Ave.....RE 7-7040	Rowell, Russell Munsey Bldg.....ME 8-0023
Naftalin, Alan Y. Wyatt Bldg.....RE 7-5566	Russell, Percy H. Jr. World Center Bldg.....ST 3-3200
Nail, Edwin S. 816 Conn. Ave.....RE 7-2701	Salisbury, Franklin C. 1624 I St.....ST 3-9072
Neustadt, Stanley S. Cafritz Bldg.....ST 3-5880	Scharfeld, Arthur W. Nat'l. Press Bldg.....ST 3-4115
Newton, Blake T., Jr. 1001 Conn. Ave.....NA 4-0900	Scheiner, Arthur 1820 Jefferson Pl.....EX 3-4477
Norvel, Robert J. Southern Bldg.....ST 3-4636	Schellenberg, Howard J. Jr. 1025 Conn. Ave.....RE 7-1552
O'Bryan, Paul A. Munsey Bldg.....ST 3-1000	Schneider, Edwin R. Tower Bldg.....DI 7-2141
Oekershausen, Harry J. Bowen Bldg.....RE 7-6363	Schroeder, Arthur H. Munsey Bldg.....ME 8-2193
O'Hare, Richard C. Cafritz Bldg.....NA 8-6579	Selawy, Leon L. Barr Bldg.....RE 7-1464
O'Laughlin, James P. 1025 Conn. Ave.....RE 7-1522	Seaks, Robert G. Southern Bldg.....DI 7-7117
Oliver, Robert W. Southern Bldg.....EX 3-0440	Seay, Temple W. Munsey Bldg.....ST 3-1000

RADIO-TV ATTORNEYS

Seeley, F. Hamilton
Wyatt Bldg.ME 8-3662

Segal, Paul M.
816 Conn. Ave.RE 7-2701

Seward, P. W.
Warner Bldg.RE 7-7941

Shannon, Charles V.
1700 K St.RE 7-4123

Sheble, Walter F.
Washington Bldg.MI 8-6200

Sher, Robert E.
Woodward Bldg.RE 7-3028

Shipley, Carl L.
Nat'l. Press Bldg.ST 3-1647

Shore, Chester L.
Woodward Bldg.RE 7-8040

Simmons, Roy
Munsey Bldg.ST 3-1000

Sims, William P. Jr.
Munsey Bldg.ST 3-1000

Sirica, John J.
Colorado Bldg.NA 8-2006

Slaughter, Harrison T.
Ring Bldg.RE 7-2566

Smith, E. Stratford
714 Perpetual Bldg.EX 3-8333

Smith, George S.
816 Conn. Ave.RE 7-2701

Smith, Karl A.
Colorado Bldg.NA 8-2006

Smith, Sidney
Tower Bldg.DI 7-0016

Smith, William P.
Walker Bldg.DI 7-1192

Southmayd, John P.
Perpetual Bldg.RE 7-1450

Spearman, Paul D. Jr.
Munsey Bldg.ME 8-0023

Stambler, Arthur
Nat'l. Press Bldg.ST 3-4115

Stanley, Earl R.
Munsey Bldg.ST 3-1000

Stein, Abe L.
Warner Bldg.RE 7-7944

Stevens, David S.
1735 De Sales.NA 8-2931

Stollenwerk, Frank
Nat'l. Press Bldg.NA 8-7846

Stout, Clair L.
Munsey Bldg.ST 3-1000

Stuart, Harold C.
1001 Conn. Ave.ST 3-1767

Sutton, George O.
Nat'l. Press Bldg.NA 8-7949

Thomson, William
Nat'l. Press Bldg.NA 8-7949

Tuhy, Stephen Jr.
Albee Bldg.ME 8-2004

Tumulty, Joseph P. Jr.
1317 F St.NA 8-2121

Tyson, William S.
Bowen Bldg.RE 7-1717

Vleth, Duane
1229 19th St.EX 3-7300

Walker, Paul A.
4301 43rd St.EM 3-6655

Walker, Ralph
Ring Bldg.RE 7-2566

Wall, Thomas H.
Munsey Bldg.ST 3-1000

Walton, Frederick H. Jr.
Bowen Bldg.RE 7-6363

Warner, Harry P.
Evans Bldg.NA 8-2150

Wayland, Charles V.
Perpetual Bldg.RE 7-1450

Weaver, Henry B. Jr.
1225 19th St.ST 3-4355

Welch, Vincent B.
710 14th St.EX 3-4600

Wells, John A.
1000 VermontRE 7-8191

Werner, Jack
Wyatt Bldg.RE 7-5102

Wheeler, Burton K.
Southern Bldg.DI 7-7117

Wheeler, Edward K.
Southern Bldg.DI 7-7117

Wilkinson, Ernest L.
744 Jackson Pl.NA 8-1114

Wilkinson, Glen A.
714 Jackson Pl.NA 8-1114

Wilkinson, Vernon L.
1735 De Sales.NA 8-2031

Willis, John W.
1735 De Sales.ST 3-3660

Wilner, Murlon H.
Wyatt Bldg.ME 8-6900

Wilson, James E.
Continental Bldg.NA 8-0032

Wilson, Thomas
Munsey Bldg.ST 3-1000

Wollenberg, J. Roger
1735 De Sales.DI 7-2724

Woods, Warren
1701 K St.NA 8-2520

Young, Verne R.
1317 F St.ST 3-4004

Zias, Joseph F.
1317 F St.ST 3-4004

Zwicky, Warren G.
1111 E St.ME 8-6032



CHICAGO



Adams, Mearl G.
231 S. La Salle

Bloch, Roger S.
77 W. Washington.AN 3-6400

Blustein, Arthur S.
33 N. La Salle.DE 2-4070

Burgess, Kenneth F.
11 S. La Salle.ST 2-5400

Comper, Thomas H.
360 N. Michigan.RA 6-8168

David, Philip K.
1 N. La Salle

Edes, Francis Davie
5921 W. Dickens Ave.

Gardner, Addison Jr.
231 S. La Salle.AN 3-3434

Hilton, Henry M.
134 N. La Salle

Lawton, Samuel T.
7 S. Dearborn St.CE 6-2355

Masters, Keith
130 E. Randolph.RA 6-2929

Moser, John B.
360 N. Michigan Ave.RA 6-8168

Sletteland, Gregg P.
120 S. La Salle.CE 6-4787

Wolf, Sanford I.
1 N. La Salle.FI 6-6677

Wright, Joseph S.
6001 W. Dickens Ave.



LOS ANGELES



Brown, James Harvey
6223 Selma Ave.HO 5-5305

Callister, Reed E.
650 S. Spring St.MA 3-5288

Cannon, David H.
650 S. Spring St.MA 3-5288

Gingery, C. Arden
453 S. Spring St.

Hearne, John P.
6363 Sunset Blvd.HO 4-5241

Jeneks, Richard
CBS TV City.WE 8-3011

Lewis, Ralph E.
650 S. Spring St.MA 7-4071

Miller, Justin
2975 Wilshire Blvd.DU 1-1131

Petty, Don E.
650 S. Grand Ave.MI 6003

Whitsett, William
1313 N. Vine St.

Zagan, Samuel S.
6263 Hollywood Blvd



SAN FRANCISCO



Clinton, John Hart
Crocker Bldg.GA 1-5670

Gaylor, Robert B. Jr.
Buss Bldg.GA 1-7331

George, Arthur T.
140 New Montgomery St.GA 1-9000

Smith, Samuel Burrows
24 California St.YU 6-4058

Spillane, Lester W.
Central TowerYU 6-1385

Motion Picture Theatres in the U. S. Equipped for TV

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>
CALIFORNIA	Fresno	2,169	Fresno
	Huntington Park	1,468	Huntington Park
	Los Angeles	1,757	Downtown
		2,213	Orpheum
		3,387	Paramount
	San Francisco	1,363	Ritz
		2,646	Paramount
399		Telenews	
COLORADO	Denver	2,096	Paramount
	DIST. OF COL.	Washington	3,452
FLORIDA		Jacksonville	1,838
	Miami	1,155	Florida
		2,000	Carib
ILLINOIS	Chicago	—	Capitol
		1,299	Crown
		3,931	Marbro
		2,649	State Lake
		—	Loop
		3,414	Tivoli
		4,320	Uptown
INDIANA	Indianapolis	3,313	Indiana
IOWA	Des Moines	1,708	Paramount
LOUISIANA	New Orleans	3,400	Saenger
MARYLAND	Baltimore	2,048	Century
		1,320	Metropolitan
		2,843	Stanley
		1,860	State
MASS.	Boston	1,500	Pilgrim
		3,583	State
MICHIGAN	Detroit	2,500	Eastown
		4,029	Michigan
		2,967	Palms State
MINNESOTA	St. Paul	2,362	Paramount
MISSOURI	St. Louis	3,166	State
NEBRASKA	Omaha	2,978	Orpheum
NEW JERSEY	Asbury Park	1,558	St. James
	Camden	2,213	Stanley
NEW YORK	Albany	1,550	Palace
	Binghamton	2,284	Capitol
	Buffalo	2,091	Centre
	N. Y. C.—Bronx	2,353	Fordham
	N. Y. C.—Brooklyn	4,060	Fox
		2,146	Marine
N. Y. C.—Manhattan	450	Guild Newsreel	

(Continued on Next Page)

THEATRES EQUIPPED FOR TV

(Continued from Preceding Page)

<i>State</i>	<i>City</i>	<i>Seating Capacity</i>	<i>Theatre</i>
N.Y.C.	Flushing	2,282	Victoria
		2,146	Prospect
NO. CAROLINA	Charlotte	1,405	Carolina
OHIO	Cincinnati	3,037	Albee
	Cleveland	3,009	Allen
PENNSYLVANIA	Dayton	3,465	Hippodrome
		3,446	State
	Toledo	2,665	Keith's
	Chester	2,455	Rivoli
	Erie	2,272	Stanley
	Philadelphia	2,584	Warner
	Pittsburgh	2,947	Stanley
UTAH	Salt Lake City	2,016	J. P. Harris
		3,486	Penn
VIRGINIA	Richmond	3,719	Stanley
		1,759	Utah
WASHINGTON	Seattle	1,396	Byrd
		1,393	National
		668	State
WISCONSIN	Milwaukee	2,559	Orpheum
		2,436	Riverside
		2,431	Warner

For Toll TV Firms See Page 922


For British TV Studios See Page 729

For Color Equipped Stations See Page 923

For Stations & Receivers Overseas See Page 915

For Canadian TV Station Listings See Page 903

Creative Programming!



GOODSON-
TODMAN
PRODUCTIONS

375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-0600
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

RADIO DAILY
TELEVISION DAILY

presents

PRODUCTION
RADIO-TV

PROGRAM PRODUCERS
PERSONNEL – SERVICES
AND CURRENT PRODUCTIONS

1959

Walt Framer Productions

1150 Avenue of the Americas
New York City

- Creating
- Packaging
- Producing

Top rated audience participation
shows for radio and television

RADIO-TELEVISION PROGRAM PRODUCERS

ADVERTISERS' BROADCASTING COMPANY

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
Director.....Bernard Rubinstein
Copy Chief.....David M. Hausdorff

Services Offered: Prepare and produce all radio and television programs, jingles, films.

Productions: Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Elstein Show, The Jan Bart Show.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232

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

Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

44-46 East 53rd St., New York 22, N. Y.
Phone: PLaza 1-4155

President.....I. S. Becker
Comptroller.....Andy Subbiondo
Services Offered: Radio-TV packaged programs, live, film and transcribed.

Current Productions: Helen Trent, Our Gal Sunday, Backstage Wife.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

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

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

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473

President.....Ray Anthony
Sec'y-Treas.....Fred Benson

Services Offered: Packagers and producers of radio and television shows.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.

Phone: WEster 6-5564

Sales Mgt., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab

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

ASSOCIATED PRESS

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

General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio News Editor.....John A. Aspinwall

Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV and radio, and AP Photofax News pictures for TV.

BARRY & ENRIGHT

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

Gen. Executive.....Jack Barry
Gen. Executive.....Dan Enright
Business Executive.....Fred Stettner
Prod. Executive.....Robert Noah
Art Director.....Norman Blumenthal
Office Manager.....Florence Charney

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

Productions: Tic Tac Dough, Dough-Remi, Concentration.

BASCH RADIO & TELEVISION PRODUCTIONS

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

Sales Manager.....Charles J. Basch, Jr.

Services Offered: Complete program building service; Package programs for radio and TV jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

ZACH BAYM FILMS

60 East 42 St., New York 17, N. Y.
Phone: MU 2-4813

Sales Manager.....Zach Baym
Services Offered: Television film sales representative; feature length motion pictures; full-length westerns; animated cartoons.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DOBbs Ferry 3-3578

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

**ONE OF THE
ALL-TIME
GREAT
RADIO SHOWS**

**The
GREEN HORNET**

**IS NOW
AVAILABLE
FOR RADIO
AND TELEVISION
SPONSORSHIP**



**Held Highest
Ratings
Since 1936**
•
**Pilot Film,
Black and
White or Color
Available for
Screening**

*For Complete Details
Write or Wire*

H. Allen Campbell

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Ave.

Detroit 26, Michigan

Tel. Woodward 2-9184

PROGRAM PRODUCERS

V. S. BECKER PRODUCTIONS

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

Phone: MUrray Hill 2-0777

Executive Producer.....Viola S. Becker
Sales.....Thomas W. Bieder

Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film.

WALTER BIDDICK CO. (Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.

Phone: RI 9-8800

ManagerGuy Biddick
Office Manager.....Barbara McNey
Traveling Rep.....Burton Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

BRITISH INFORMATION SERVICES,

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

Phone: CIrcle 6-5100

Director.....Rodney C. Chalk

Services Offered: Produce and distribute

Radio-TV public service programs; film and tape news features.

BROADCASTING PROGRAM SERVICE

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

Phone: OXFord 7-0725

PresidentHerbert Rosen

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

BROOKS-HAGE SERVICES, INC.

252 East 50th Street, New York 22

Phone: PLaza 9-8179

Editorial Bd. Chmn.....William F. Brooks
Editor-in-chief.....A. Maxwell Hage

Services Offered: Fifteen correspondents of world-wide reputations provide daily broadcast editorial reports for radio and television stations. New, daily service is exclusive to one subscriber in each city.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 3-6930

President.....Edward A. Byron

Services Offered: Package programs.

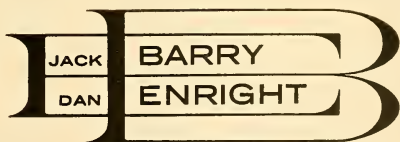
BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.

Phone: WIconsin 7-9244

PresidentBruce Chapman

V.P.-Treas.....Edna Chapman



667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**

PROGRAM PRODUCERS

Prod. Mgr..... Bert Berns
Res. Dir..... Mary Hutcheson

Branch Offices
30 rue Chalgrin, Paris, France
Phone: Passy 70-44

Services Offered: Production of radio & TV programs

Productions: The Answer Man, Wonders of the World, Here's the Answer.

CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif.
Phone: HOLLYWOOD 3-3498

Owner, Gen. Mgr..... Bob Reichenbach
Executive Producer..... Harry V. Cheshire
Office Manager..... Ethel Mack

Services Offered: Producers & distributors of syndicated radio & TV programs; Pacific Coast distributor for Speedy-Q & E.M.I. sound effects records & E.M.I. recorded background & mood music.

Productions: Stand By For Crime, Pappy Cheshire's Ranch Roundup, Frontier Town, Along the Trail with Pappy Cheshire, The Golf Doctor, The M. J. B. Show.

CINEEFFECTS, INC.

(See TV Prod. Dist.)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

Manager Ted Collins
Services Offered: Talent, Production.

COLORAMA FEATURES

1501 Broadway, N.Y.C.
Phone: Longacre 4-5992

President..... Jules B. Weil
Vice President..... Carroll L. Puciato

COMMODORE PRODUCTIONS & ARTISTS, INC.

6636 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7502

Pres., Exec. Prod..... Walter White, Jr.
Vice-Presidents.. Kent Allen, John H. Legan
Secy.-Treas. Eleanor Payne

Services Offered: Producers of 'live' and filmed programs. Also package programs and commercials. Service nationally transcribed radio programs.

Productions: Hawaiian Islands police series.

FRANK COOPER ASSOCIATES

9145 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-5971

N. Y. Phone: PLaza 1-0725

President Frank Cooper
V.P. Chge. of N. Y. Office..... Sy Fischer
V.P. in Ch. Los Angeles Of..... Dick Hyland

Services Offered: Packagers and sales representatives of radio and television pro-

**WORLD'S
LARGEST SELECTION**
of
**Transcribed Radio
Programs**



- **MYSTERY and ADVENTURE SHOWS** (1/2 hr.)
- **5 and 15-MINUTE PROGRAMS**
Health — Humor — Sports — Finance — Musicals
- **JINGLES — CUSTOM MADE and OPEN-END**
Station Identification Jingles. Jingles for Local Sponsors and for Regional and National Advertisers. Weather Forecast, Time, etc.

All Your Radio Program Needs at "Down To Earth" Prices

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

PROGRAM PRODUCERS

grams. Representatives of writers and talent.
Productions: Dotto, Line-Up, Sez Who, Verdict Is Yours.

COMMUNITY CLUB SERVICES, INC.

20 East 46th Street, New York 17
Phone: MURray Hill 7-4466

President (Awards).....Jolur C. Gilmore
Exec. V.P. (Lyric Div.)

William M. Carpenter
Branch Offices

P. O. Box 3291, Augusta, Ga.
10375 W. 18th St., Lakewood, Cal.
5106 Live Oak St., Dallas, Tex.
360 N. Michigan, Chicago, Ill.

Phone: Dearborn 2-2097

55 N. Buckley Rd., Westport, Conn.
544 Northerast Drive, Nashville, Tenn.

Manager.....John E. Karr
S. W. Caldwell, 447 Jarvis St., Toronto, Can.

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

FREDERIC DAMRAU, M. D.

2 Tudor City Place, N.Y.C. 17
Phone: YUKon 6-9484

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

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

MAC DAVIS FEATURES

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

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

Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

PHIL DAVIS

MUSICAL ENTERPRISES, INC.

59 East 54 St., N.Y. 22
Phone: MU 8-3950

PresidentPhil Davis
V.P. Mus. Dir.....Earl Paul
Secy-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Copy Dir.....E. C. Redding
Exec. Sect.....Renée Strum

Services Offered: Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete package.

GORDON M. DAY PRODUCTIONS

15 W. 44th St., New York 36, N. Y.
Phone: MURray Hill 2-5299

Pres., Creative Dir.....Gordon M. Day

GALE-GERNANT PRODUCTIONS, INC.

COUNTY FAIR

Monday through Friday — NBC-TV

PROGRAM PRODUCERS

V.P., Prod. Supvr.....Carol Bulkley
 Treasurer.....Leo L. Reich
Services Offered: Writing-production of jingles and spots; consultants to advertising agencies on preparation and production of commercials.

Productions: (Commercials) Alcoa, Good & Plenty Candy, Margo Wine, Sacramento Tomato Juice, King Edward Cigars, N. E. Telephone Co. (Yellow Pages), American Tobacco Co. (Roi-Tan Cigars), Dolly Madison Ice Cream, Foremost Dairies, Oil Heat Dirs. Assn., Luby Chevrolet Dirs., Dairy Queen, Laddie Boy Dog Food, Valley Forge Beer.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
 Phone: PLaza 9-2495

President.....Emanuel H. Demby
 Vice-President.....Mildred Demby
 Dramatic Programs.....Betty Jeffries
 Creative Supervisor.....Allen Swift

Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

For theatrical use only: Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowboy.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
 Phone: MUrray Hill 5-6415
 President-Owner.....Alfred Dixon
 Casting and production.....Lynn Masters
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: COlumbus 5-7035
 Manager.....J. Knight
Services Offered: Live Talent, package shows and transcriptions, Video tapes.

DYNAMIC FILMS INC.

405 Park Ave., New York 24, N. Y.
 Phone: PLaza 1-7447
 President.....Nathan Zucker
 Vice President.....Lester S. Becker
 Executive V.P.....Lee R. Bobker
 Exec. Prod. (Med. Dynam.) .Sol S. Feuerman
 Distribution Director.....Gerald Carrus
 Sound Supervisor.....James Townsend, Jr.
 Ed. Supvr.....Irving L. Oshman
Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Alan Shilin Films, Inc., Distribution Dynamics.

MASQUERADE PARTY

STARRING

BERT PARKS

NBC-TV

10:30 P.M. Thursday

TELEVISION'S

MOST COLORFUL SHOW

KEEP TALKING!

CBS-TV

10:00 P.M. Sunday

TELEVISION'S

FUNNIEST NEW SHOW

WOLF PRODUCTIONS — WOLF ENTERPRISES

420 Madison Ave., New York, N. Y.

PROGRAM PRODUCERS

Productions: All The Way Home, 500 Mile Challenge, 9th Annual Darlington Southern 500, Crisis in Levittown, New Chapter, Man Who Didn't Walk, Hypertension, The Big Challenge.

ECONOMEET TELEVISION PROGRAMS

(Div. of Ziv TV Programs, Inc.)
488 Madison Ave., New York 22, N. Y.
Phone: MU 8-4700

General Manager.....Pierre Weis

Services Offered: Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Science Fiction Theatre, Doctor Christian, West Point, Men of Annapolis.

ROBERT J. ENDERS, INC.

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

President.....Robert J. Enders
Exec. Vice-Pres.....Howard A. Enders
Editorial Supervisor.....George Taylor
Prod. Mgr.....Les Miller
Script Ed.....Mary Crowell
Art Dir.....Fred Waller
Photography Director.....Bert Spielvogel
Hollywood Office

MGM Studios, 10202 Washington Blvd.
Culver City, Calif.
Phone: TEexas 0-2707
V.P., Chg. of Prod.....Robert L. Friend
New York Office
15 E. 48th St., New York, N. Y.
Phone: PLaza 3-4966

Exec. in Charge.....Marshall Schacker
Services Offered: Radio and television complete production; motion pictures, commercials, animation, program packagers for network or syndication.

Productions: Tomorrow Today (series), Songs of Our Fathers, Safety, Espionage, Manhunt, Cover Story, The Assassin, Let's Play Bridge, For God and Country, Ambassadors with Wings, Best of the Post.

ENDORSEMENTS, INC.

65 East 55th St., New York 22, N. Y.
Phone: PLaza 1-0315
9172 Sunset Blvd., Hollywood 46
Phone: CR 6-1272

President.....Jules Alberti
Exec. V.P., Chm. Exec. Comm. Tyler Davis
Sr. V.P., Chg. M.P. & TV Oper.

Robert C. Brilmayer
Sr. Vice President...Robert L. Montgomery
V.P.'s.....Harold S. Wadro, MD;
Frederick G. Horan

Asst. to Pres.....Hope Hills
Research Dept. Dir.....Barbara Marcus
Secy-Treas.....Carol Bateholder
Services Offered: Endorsements & testimonials, live & TV.

Television and Radio Productions

WILBUR STARK-JERRY LAYTON, Inc.

Now Filming at M-G-M Studios

"COLONEL HUMPHREY FLACK"

★

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

OXford 7-6860

PROGRAM PRODUCERS

ENTERTAINMENT PRODUCTIONS, INC.

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

President Harry Fleishman
Exec. Vice Pres. Steven R. Carlin
Treasurer J. Kyle Faber
Producer Merrill Heatter

Services Offered: Producers of Radio and TV shows.

Productions: Top Dollar.

ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.
Phone: SPring 7-5766

Pres., Exec. Prod. Bernard Estes
Secretary-Treasurer Hazel Estes
Associate Producer Jack Sheldon
Photography Director Jack Estes

Services Offered: Live, Spot & transcribed & filmed packaged shows produced for AM and Video. Specializing in news & feature programs. Spot or contract assignments. News & camera correspondents throughout U. S., Latin America, Europe & Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LACKawanna 4-3544

Manager Edwin Fadiman
Services Offered: Production, Package Shows.

FELIX THE CAT CREATIONS, INC.

355 Lexington Ave., New York 17
(See Commercial Producers)

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 W. 57th St., New York 19, N. Y.
Phone: CIRCLE 6-9132

Pres., Treas. Gene Forrell
Vice President Edward Thomas
V.P., Secy. Jim Polack
Business Mgr. Nadina B. Swanson

Services Offered: Creation and production of radio and TV singing commercials. Original scoring for TV, industrial and institutional films.

FOUR i PRODUCTIONS

510 Madison Ave., New York 20, N.Y.
Phone: El 5-5633

Partners Donald Kurz, Jay Weitzner
Services Offered: All types of TV production.

WALT FRAMER PRODUCTIONS

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

Senior Partner Walt Framer
Producers Sid Tamber, Bob Wald
Associate Producer Mervyn Framer

Circle 5-0380

ROBERT HALL PRODUCTIONS

Radio — Television

Robert Hall

309 West 57th Street
New York 19, N. Y.

PROGRAM PRODUCERS

Business Affairs.....Henry Schmerzler
Publicity Director.....Jerry Gast
Services Offered: Package producers of radio & TV shows.

Current Productions: Big Payoff, For Love or Money.

FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.
(See TV Prod.-Dist.)

GAC-TV, INC.

640 Fifth Ave., New York 19, N. Y.
Phone: Circle 7-7543

9650 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 1-8101

PresidentArthur C. Weems
Vice-President.....Harry M. Anger
V.P., W. Coast Oper.....Jay Michaels
V.P., Sales.....Jack Sobel
Creative Dir. (NY).....Henry Coleman

Services Offered: Program Production, development & sales. Artists representatives. Transcription production and services. World-Wide Film sales representation.

Productions: The Perry Como Show, The Pat Boone Show, The National Guard Show, The Patti Page Show, Jimmy Dean Show, Captain Kangaroo Show, Father Knows Best Show, Behind Closed Doors, My Friend Flicka.

GBA PRODUCTIONS (Gallucci Bros. & Assoc.)

727 Meriden Road, Waterbury 4, Conn.
Phone: PLaza 35272

PresidentJoe Gallucci
General Manager.....N. T. Gallucci
Sales Manager.....Lou Gallucci
Assoc. Producer.....C. G. Harries
Assoc. Producer.....Jack Sheehan
Assoc. DirectorLloyd Hurd
Assoc. Director.....N. S. Strauss
Assoc. Director.....Dick Felker
Assoc. Director.....Barbara Piper
Assoc. Director.....Joe Megaro
Services Offered: Special feature program.

JOHN E. GIBBS & CO., INC.

12 West 55th St., New York 19, N. Y.
Phone: PLaza 7-5959

PresidentJohn Gibbs
Services Offered: Television and Radio production.

GRACE GIBSON RADIO PRODUCTIONS

6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOLLYWOOD 9-4580

General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson
Services Offered: Production and distribution of transcribed (syndicated) dramatic program series, for radio release.

Productions: Drama Of Medicine, Famous Court Dramas, The Romance of Famous Jewels, Adventures of Major Gregory Keane.

FRANK COOPER ASSOCIATES

New York Office
17 EAST 54th STREET
PLaza 1-0725

Hollywood Office
9145 SUNSET BOULEVARD
CRestview 4-5971

PROGRAM PRODUCERS

HAROLD R. GINGRICH PRODUCTIONS

111 N. Marion St., Oak Park 1, Ill.
Phone: VI 8-9444

Owner-Manager.....Harold R. Gingrich
Mus. Dir.....Jack Wonnell
Talent Director.....Lee Raleigh
Script Director.....Bill Browne
Services Offered: Radio-Television advertising, counseling and ideas.

GOMALCO INC.

404 N. Roxbury, Beverly Hills, Calif.
Phone: CR 5-6131

President.....David P. O'Malley
Vice-President.....George Gobel
Services Offered: Television production (live and film).
Current Productions: The George Gobel Show, Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS

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

General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Asst. General Manager.....William Baron
Radio Director.....Frank Gehrecke
Secretary.....H. D. Knuth
TV Director.....Stuart Wilson
Services: Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min.-

full hour shows. Mystery, Adventure, Soap Operas, Western, Religious Musical, Misc., Juvenile.
Productions: Your Money & You, Candid Mike.

MARTIN GOODMAN PRODUCTIONS, INC.

36 Central Pk., South, N.Y.C. 19
Phone: PLaza 1-3555

Executives.....Geo. Spota, Arthur Willi, Billie Biederman
Services Offered: Personal management of TV personalities and packaging.

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-0600

Partner.....William S. Todman
Partner.....Mark Goodson
Director of Sales.....Bud Austin
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Dir. of West Coast Prog....Harris Katleman
Production Manager.....Mitchell Leiser
Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357
Services Offered: Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.



Jack London Productions, Inc.

NEW OFFICES

IN ASSOCIATION WITH

PATHÉ NEWS Inc.

245 WEST 55th STREET, NEW YORK 19, N. Y.

TV SERIES IN PRODUCTION *Jack London's*

"Call of the Wild"

"Smoke Bellow"

PROGRAM PRODUCERS

Productions: Beat the Clock, I've Got a Secret, What's My Line, The Price Is Right, The Web, To Tell The Truth.

GOTHAM RECORDING CORP.

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

Phone: JUdson 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Acc. Execs.....L. Lawson, Sandy Towt

Services Offered: Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five Disc Lathes. Writing and production staff available. Recording, editing, mastering, pressing facilities.

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,

New York 17, N. Y.

Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley

Services Offered: Television and radio packages, production and writing services. Program consultants.

Production: Make Up Your Mind.

SANDY HOWARD PRODUCTIONS

Paramount Sunset, 5842 Sunset,

Hollywood, Calif.

Phone: HO 2-6282

President.....Sandy Howard

V.P. Chg. Production.....Harvey Bernhard

V.P., Sales, Prom.....Jack T. Mulcahy

Services Offered: Live and film program producing. Production both film, tape & live.

Productions: Crime Story; Night Court, Police Station, Frank Parker Show, Greet the People, Mr. Smith & Mr. Jones, Emergency Ward.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.

Phone: Michigan 2-5877

Owner.....Bernard Howard

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

IMPA PRODUCTIONS, LTD.

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

Phone: JU 2-5013

Producers, Owners.....Irving Mansfield, Peter Arnell

Services Offered: TV & Radio Programs; Production, Package.

Production: Chance for Romance.

INTER-CALIFORNIA BROADCASTING SYSTEM

758 Colorado Blvd., Pasadena 1, Cal.

Phone: RYan 1-7148

General Manager.....Gustavo Faist Moran

Build more listener . . .

interest

"MODERN RADIO" 30 and 60 SECOND RECORDED
CAPSULE FEATURETTES FOR ROUND-THE-SCHEDULE PROGRAMMING

● DOTTIE FRYE

Modern family advice in a sharp, humorous style created in versatile 40 second capsules.

● FEATURE DAY

"Lillie Crabtree's" unique style gives your station new merchandising power with her better living ideas. Each day . . . such as food, fashion, furnishings . . . built for concentrated advertiser appeal.

● Your Guidance Message in the Stars

12 thirty second horoscope capsules provided for each day . . . excitingly produced with an "outer space" sound.

● JONATHAN PRICE

Superbly produced 60 second modern advice capsules with proven adult-appeal.

—COPY-SERVICE-BUREAU—

228 No. La Salle Street • Chicago 1, Ill.
Financial 6-2657

PROGRAM PRODUCERS

Station Mgr.....R. A. Ochoa
Promotion Mgr.....M. L. Moran
Services Offered: Specialists in Spanish language advertising. Production of Spanish language radio programs.

INTERNATIONAL 16mm CORP.

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

Phone: PLaza 7-2265

President-Treasurer...Patrick E. Shanahan
Secretary.....George Blake
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

THE JAFFE AGENCY, INC.

9441 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 4-7433

New York Phone: CIRCLE 7-6200

President.....Philip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

444 Madison Ave., New York 19, N. Y.

Phone: CIRCLE 5-2400

President.....Henry Jaffe
V.P.'s.....Dan Lounsbury, Norman Lessing
Secretary-Treasurer.....Marvin B. Meyer

Services Offered: Creation & production of live & film TV Shows.

Productions: The Chevy Show, Shirley Temple's Storybook Series, Bell Telephone Hour.

JEWELL RADIO AND TELEVISION PRODUCTIONS

540 North Michigan, No. 17 on the Mezzanine
Chicago 11, Ill.

Phone: MOhawk 4-5757

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor.....James Lawrence

Branch Offices

Landmark Productions, 1040 N. Las Palmas
Hollywood, California

Phone: HOLLYWOOD 7-3111

Manager.....Michael Baird
Director.....Lewis Foster

3062 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODWARD 3-0617

Exec-in-Charge.....W. Ralph Jewell
Services Offered: Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.

Productions: Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

Impa Productions, Ltd.

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

JUdson 2-5013

Irving Mansfield — Peter Arnell

PROGRAM PRODUCERS

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-8618

PresidentBob Keeshan

Vice President.....Marvin Josephson

Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

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

Phone: LA 4-4228

DirectorMaxine Keith

Office Manager.....Eric L. Stone

Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

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

Phone: VAnderbilt 6-0890

Pres., Exec. Prod.....James Sonny Kendis

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

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.

Phone: CRestview 45403

PresidentJack M. Kurtze

Vice Pres.....Lula Mae Kurtze

Exec. Producer.....John Graves

Mus. Dir.....Myrl Whitesell

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures, with packaging & artists' representation. Custom built TV programs, live and filmed.

Productions: So It's Your Birthday, Hawaiian Holiday Revue, The Four Barons in Action, Nevada Nites.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.

Phone: JUdson 6-5700

President.....John D. Langlois

Vice-Pres.....C. O. Langlois, Jr.

SecretaryW. O'Keefe

Sales Manager.....Hugh S. Allen, Jr.

Services Offered: Producers of Radio Hucksters and Airlifts—Musical Commercials plus "Airlifts" for station sound and individuality. Producers of tailor-made commercials and special local station promotion. Transcribed Music Service for radio and TV stations.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.

Phone: RAndolph 6-4086

Pres.Herbert S. Laufman

Vice Pres.....Jas. A. Jennings, Jr.

Services Offered: Producer and packager of live and filmed TV programs, live com-

Marshall ORGANIZATION

★
750 Third Ave., New York 17, N. Y.

CONSULTANTS, CREATORS and PRODUCERS
FILM, TELEVISION and RADIO PRODUCTIONS

★
Murray Hill 7-2722

The graphic shows a stylized 'm' inside a circle on a dark background, and a line drawing of a building with a flag on top.

PROGRAM PRODUCERS

mercials, advertising counsellors.

Productions: The Doctor Answers, It's Baby Time, Here's Music.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.

Phone: RAndolph 6-0905

1539 N. Vine St., Hollywood 28, Calif.

Phone: NOrmandy 3-3311

PresidentLes Lear
Vice-PresidentJack Chase
Vice-PresidentHank Koval
Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.

Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS

130 West 56th St.

New York, N. Y.

Phone: PLaza 7-6533

Services Offered: Live TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.

Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles

for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

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

Phone: JUdson 6-8920

PresidentBarnett Glassman
Sls. & Pub. Rel.....Mary Katz
Services Offered: Producers of live and filmed TV packages.

Productions: Smoke Below.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUmkirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

Productions: C. P. MacGregor Show, Heart-beat Theatre.

MADISON PRODUCTIONS, INC.

1270 Ave. of Americas, New York, N. Y.

Phone: CI 5-3560

PresidentGerry Gross
Vice-President, Treasurer..Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet
Services Offered: Package & produce Radio & TV Shows and live commercials.

Productions: The Maggi McNellis Show—
—Junior Champions—Bill Stern Show—

NOW IN PRODUCTION!

• POEM FOR A DAY

A new film series of 365 two minute inspirational poems by NICK KENNY—
beautifully narrated-organ music background

• ROCKIN' THE CAMPUS

A full length entertaining feature about the teen age rock & roll craze

• PARADE OF PRESIDENTS

An authentic & exciting documentary about America's Presidents. From George Washington to Eisenhower.

MAURICE H. ZOUARY

TV-FILM PRODUCTIONS

333 West 52nd Street, N. Y. 19

JUdson 2-6185

PROGRAM PRODUCERS

Sports Beat—Showtime—Bill Stern's Dugout
—Maggi's Magazine.

MARK VII, LTD.

(See TV Prod.-Dist.)

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722

President.....A. W. Marshall
General Manager.....Evelyn K. Zuckerman
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MCA-TV

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

Film Syndication Div.

V.P. in Charge.....David V. Sutton
V.P. Sta. Prog. Sls. Div.....Louis Friedland
VP. Chg. of N. Y. office.....Wynn Nathan
VP. Chg. of Chicago office.....Jim Stirtor
V.P. Chg. of Cleveland office...DeArv Barton
V.P. Chg. of L. A. office.....Bob Greenberg
V.P. Intl. Sls. Div.....P. J. McManus. Jr.

Branch Offices

598 Madison Ave., New York 22, N. Y.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
9370 Santa Monica Blvd., Beverly Hills, Calif.
515 Glenn Bldg., Atlanta, Georgia
430 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
303 Gill Ave., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
106 N. Caldwell St., Charlotte, N. C.
6014 W. 76th Terrace, Kansas City, Mo.
Offices also in Rome, Munich, Berlin, Mexico City, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Man Behind the Badge, Mayor of the Town, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, If You Had A Million, Mickey Spillane's Mike Hammer.

McGRAW ASSOCIATES

61½ Perry St., New York 14, N. Y.
Phone: CHelsea 2-5605

OwnerWalter McGraw
Services Offered: Production of radio, TV & film programs & commercials. Will also service clients on free-lance basis as producer, director, writer, or narrator.

Productions: Wanted; Commercials: Long Island RR, Kirin Beer, Japan Bicycle Exporters' Assn., special Monitor Reports.

ALEXANDER McQUEEN & ASSOCIATES

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

OwnerAlexander McQueen
Services Offered: "Nothing But The Truth"

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

PresidentCharles Michelson
TreasurerAaron Michelson
Services Offered: U. S. representatives for foreign TV stations; distributors of TV film program series, transcribed radio programs, Speedy-Q, Standard & E.M.I. sound effect libraries; distributors for E.M.I. mood music & Standard MUSI-Q & jingles.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

TOP 10 DANCE PARTY

Now in 4th Year!!

Leading TV Stations across the Nation make MORE PROFITS with TOP 10 DANCE PARTY! America's Largest, Local, Live Teenage Syndicated Series.

It costs SO LITTLE to get —
TOP Ratings
TOP Sales
TOP Profits
with
"TOP TEN"

*For the full story
Phone—Wire—Write:*

TOP 10 DANCE PARTY

565 Fifth Avenue
New York 17, N. Y.
OXford 7-6960

PROGRAM PRODUCERS

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.

Phone: JUdson 6-5100

Exec.-in-Chg. of TV-Radio. Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.

Hollywood 28, Calif.

Phone: THornwall 5-7000

Owner.....Carlton E. Morse

Services Offered: Recording, program production, scripts, package programs.

Productions: One Man's Family, The Woman In My House.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.

Phone: CEntral 6-4144

President.....Morton Jacobson

Services Offered: Syndicated radio shows.

Productions: This Is The Story, So the Story Goes, Joe Emerson's Hymntime, Curt Massey & the Westerners.

HERBERT M. MOSS PRODUCTIONS

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

Phone: JU 6-5577

Producer.....Herbert M. Moss

Services Offered: Live and transcribed shows for Radio and TV.

Something New in Radio Programming "THE INTIMATE SIDE OF OPERA"

A 13-week series of 30-minute operatic programs, using two turntables, one with our narration disc telling intimate and personal facts about the artist being featured on the program of the week, and the other with one of the leading LP operatic albums featuring the artist, now in your library or easily available to you.

Some of the 13 artists featured are Robert Merrill, Licia Albanese, Jan Peerce, Enrico Caruso and Ezio Pinza among others.

Rates are surprisingly low — which are easily paid for by 6 one-minute commercial spots, weekly.

Send for complete details, brochure and first script.

RITA ANELLA, Inc.

Suite 1006, 1697 Broadway
New York 19, N. Y.

MUZAK CORPORATION

(See Transcription-Recording)

NTA PRODUCTIONS, INC.

10 Columbus Circle, New York, N. Y.

Phone: JU 2-7300

President.....Ely A. Landau

Exec. Vice Pres.....Oliver A. Unger

Vice Pres., Secy.....Edythe Rein

Vice Pres., Sales.....Harold Goldman

Treasurer.....Eric H. Haight

Services Offered: Producers of television programs on films.

Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.

Phone: SUPERior 7-5080

Editorial Dir.....Milton Paule

Copv Dir.....Genevieve Smith

Services Offered: Copy and programming

services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director. Monthly station promotion newsletter designed for bulk distribution in exclusive territory.

OLIVER W. NICOLL PRODUCTIONS

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

Phone: JUdson 2-5130

Cable Address: ARREFFAY Newyork

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television

—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

PAN AMERICAN BROADCASTING CO.

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

Phone: MUrray Hill 5-1300

Exec. V.P.....Eugene Bernald

Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PANEL PROGRAMS, INC.

232 Madison Ave., New York

Phone: MUrray Hill 3-7095

President.....John Luter

V.P. in chg. Prod.....Hardy Burt

Services Offered: Packagers of shows for TV. Current series "Let's Face Television" to be followed by "Places, Please."

PETARN & IMPA

(See Impa Productions, Ltd.)

PROGRAM PRODUCERS

JULES POWER PRODUCTIONS, INC.

228 N. LaSalle, Chicago, Ill

Phone: ANdover 3-1422

New York Address: 35 West 53rd St.

Phone: CIRCLE 5-3260

President Jules Power
General Manager Daniel Wilson
Services Offered: Production of live local and network television programs and commercials.

Productions: Time For Fun, WABC-TV.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.

Phone: CR 4-5488

Owner Harold Jovien
Associate Bill Putney
Associate Mildred Houser

Services Offered: Representation of artist and programs for TV, radio, records, clubs. Also directors, producers for TV.

Productions: Peter Potter's Juke Box Jury, Ralph Story Show, Harry Babbitt Show, Jeri Southern Show, Dick Whittinghill Show, Mildred Younger Show, The Hawthorne Show.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.

Phone: GLOBE 6-2135

President George Logan Price
Office Mgr Stella Lauch Price

Services Offered: 52½ hr. transcribed Bible dramas for commercial sponsorship. Non-sectarian; scripts authored by recognized Bible authority; dramatized by well-known artists of radio, stage, screen, TV.

Productions: Living Pages, From The Book of Life.

PRODUCERS MUSIC PUBLISHING CO., INC.

237 West 51st St., New York City 19, N. Y.

Phone: JU 6-0028

President Jule Styne
Execs. L. Moselle, Mrs. S. Herscher

Services Offered: Theatrical productions; music published.

PROJECT-O-FEX, INC.

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

Phone: MURRAY Hill 7-1881

President Paul F. Adler
Services Offered: Semi-animated film, spot and institutional films.

PYRAMID PRODUCTIONS, INC.

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

Phone: JUDSON 6-7040

Chairman of the Board Everett Rosenthal
President Leonard Loewinthan

Services Offered: Producers of live and film programs.

Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy, Deadline, Indictment.

RCA VICTOR CUSTOM RECORD

SALES DIVISION

(See Transcription Companies.)

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.

Phone: SORange 3-1044

New York Phone: PLaza 5-0868

Executive Producer W. H. Bertenshaw
Secy., Bus. Mgr. Betty Janeway
TV Director David Holm

Services Offered: Producers of local and syndicated radio and TV programs & packagers of bus., med., indust., agric., & science program drops.

Productions: Report From U. S. Rubber, The World of Fashion, It's a Funny World, Radio USA, Music USA, Prod. of all sports, music & special events for WHBI radio.

RADIO CITY ASSOCIATES

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

Phone: CIRCLE 6-7189

Pres. & Sales Mgr. Morton D. Catok
V.P. & Prog. Dir. Eugene Aretsky
General Mgr. Norman Alt

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

Productions: Radio: Woman's World; St. Nicks Fights. TV: What's New?; This Fabled World; Story Behind the Painting; Nightline Story Teller; Sportscope.

RADIO FEATURES OF AMERICA

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

Phone: JUDSON 2-5130

Cable Address: ARREFFAY, New York
Executive Director Oliver W. Nicoll
Associate Director Sandra Munsell
Production Unit

Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.

Phone: PLaza 3-4800

Managing Director.. John Henry Macdonell
Program Coordinator Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 902, New York 20, N. Y.

Phone: CI 6-7300

President Lloyd Marx
Vice-President Ted Mack

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

195 So. Beverly, Beverly Hills, Cal.

Phone: CR 4-7863

President Stuart Reynolds
Productions: Harbor, C. E. Theatre, Jeweler's Showcase.

PROGRAM PRODUCERS

Services Offered: Specializing in the production and sale of filmed TV programs.

RICHARD S. ROBBINS CO.

163 Bleecker St., New York 12, N. Y.

Phone: SP 7-2568

President R. S. Robbins

Mgr. of Prize Promotion... Edward E. Finch

Services Offered: Radio and Television merchandise prizes.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.

Phone: PLaza 9-7979

President Janet Taylor

Services Offered: Complete packages, radio, TV and film.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.

Phone: RIverside 9-3647

Bd. Chairman..... Maurice Roffman

President Richard H. Roffman

Vice Pres..... Sophie S. Roffman

Services Offered: Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

Productions: Co-producing Arnold's New Life.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 3-7178

President Jack Rourke

Treasurer..... Joan Lane Rourke

Production Manager..... Dick Wendelken

Office Mgr..... Marjorie Lawson

Musical Dir..... Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

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

R-TV ENTERPRISES

225 W. 86th St., New York City 24

Phone: SUsquehanna 7-2161

President Amy W. Muentz

Executive Producer..... Jules Evan Baker

Adv., Prom. Dir..... Allan J. Levine

Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.

Phone: CRestview 1-7231

President..... James L. Saphier

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.

Phone: EL 5-1434

Owner Allen Savage

Manager James Burke

Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.

Productions: Adequate Wiring in the Home, Home Selector Guide.

BERNARD L. SCHUBERT, INC.

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

Phone: MUrray Hill 8-0940

President Bernard L. Schubert

Treasurer Leonard Bogdanoff

Branch Offices

Chicago, Los Angeles, Houston, Memphis, St. Louis, Minneapolis, Atlanta, Washington, D. C., Pittsburgh, Boston.

Services Offered: TV film distribution talent, production, radio and TV package management.

Productions: White Hunter, Crossroads, Topper, Mr. and Mrs. Hunter, TV Reader's Digest, Parole.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.

New York 22, N. Y.

Phone: ELdorado 5-4616

President Walter Schwimmer

Vice-Pres. in Chg. of Sales..... Bernie Crost

Vice-Pres., Prog. Dir..... Arthur Pickens

Assistant Program Director..... Nat Watson

N. Y. Office Manager..... Jack Arden

Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, All Star Golf, Tello-Test, Tune-Test.

SCREEN GEMS, INC.

(See TV Film Pro-Dist.)

SESAC, INC.

The Coliseum Tower,

10 Columbus Circle, New York 19, N. Y.

Phone: JUdson 6-3450

President Paul Heinecke

Secretary-Treasurer..... R. C. Heinecke

Asst. to Pres..... E. S. Prager

Production Manager..... R. S. Stone

Station Relations Dir..... W. F. Myers

Pub. & Prom..... Alice J. Heinecke

Services Offered: Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers. Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show producers, advertising agen-

PROGRAM PRODUCERS

cies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

319 E. 44th St., New York 17, N. Y.
Phone: MURray Hill 5-9010

PresidentFletcher Smith
Secretary-TreasurerPeter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158

ProducerGeraldine Souvaine
Services Offered: Producers of radio and TV programs.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MURray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary & Bus. Mgr.....Thomas J. Shilling
Pub. Dir.....William N. Creasy, Jr.
Ass't Business Mgr.....Marie C. Wilber
V.P., Engineering.....Charles A. Voso
Services Offered: Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basketball, Atlantic Coast Conference basketball, Mid-Southwest college basketball.

WILBUR STARK-JERRY LAYTON, INC.

6 East 45th St., New York 17, N. Y.
Phone: OXFord 7-6860

President.....Wilbur Stark
V.P.-Treas.Jerry Layton
Services Offered: Live & Filmed TV programs.
Productions: Modern Romances, True Story, Colonel Humphrey Flack.

TALENT ASSOCIATES LTD.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1030

PresidentAlfred Levy
Exec. Vice Pres.....David Susskind
V.P.'s.....Robt. Costello, Albert Selden.

TELDON PRODUCTIONS, INC.

2 West 46th St., New York 36, N. Y.
Phone: COLUMbus 5-4111

PresidentStephen F. Temmer
Partner.....Herbert M. Moss
Services Offered: Packaged radio shows; foreign language radio shows.
Productions: This Week in Boating, Rendezvous in Vienna, USA Voice of America (German language).

TELEPELICULAS INDEPENDIENTES DE MEXICO, S.A. de C.V.

Avenida de Los Alpes, Mexico, D.F.
Phone: 20-58-24
510 Madison Ave., New York, N. Y.
Phone: ELdorado 5-5633

PresidentW. T. Clemons
V.P., Exec. Prod.....Stanley E. Schmidt
Services Offered: Production of live and filmed programs for Telesistema Mexicano in both English and Spanish. Programs also available in the United States.
Productions: The Diaper Set; Duplique su Dinero.

TELESTUDIOS, INC.

1481 Broadway, New York 36, N. Y.
Phone: LO 3-6333

President.....George K. Gould
Vice-PresidentEdythe Rein
Services Offered: Complete videotape facilities & services for commercial & program production.
Productions: Kelloggs, Noxema, Republican State Comm., Democrat State Comm., Times Sq. Varieties, Viceroy.

TELEVISION AND RADIO FEATURES OF AMERICA

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

Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Elli:
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, Ohio
Phone: Baldwin 2-3773

President.....J. P. Williams
Vice President.....Alexander Buchan
General Manager.....Gerhard Joseph
Services Offered: Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

TRANSFILM, INC.

(See TV Prod.-Dist.)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

527 Lexington Ave., New York, N. Y.
President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

PROGRAM PRODUCERS

TRENDLE-CAMPBELL-MEURER INC.

1800 Mutual Bldg., Detroit 26, Mich.
Phone: WOODward 2-9184

PresidentGeorge Trendle
V. Pres. & Gen. Mgr.H. Allen Campbell
Secretary.....George W. Trendle, Jr.
Services Offered: Radio-TV production,
Productions: The Green Hornet, Under
Secret Orders and others.

RICHARD H. ULLMAN, INC.

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

New York Phone: YUKon 8-0370

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice President.....Richard B. Ullman
Treasurer.....Minna C. Thorn
Secy.....Edward H. Kavinoky
Production Manager.....R. D. Buchanan
Services Offered: Animated jingles cover-
ing 75 weather changes. "Watch the Birdie"
(360) animated quiz clips. "Ad-i-mation" 10"
animated film clips.
Productions: "Colonel Bleep" cartoon
stories & animated questions.

VAVIN, INC.

134 E. 57th St., New York 22, N. Y.
Phone: MU 8-5897

President.....Richard de Rochemont
V.P.'s.....Jos. Stultz, Gerald E. Weiler
SecretaryRuth Teksmo
Services Offered: Production & distribu-
tion of documentary films, industrial, promo-
tional, publicity, public relations, motion
pictures for TV, theatrical and non-theatrical
uses.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIRCLE 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Services Offered: Sound effects records,
transcriptions, background music for TV and
radio.

VICTOR & RICHARDS, INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXFord 7-6960

Nat'l Sales Manager.....Vic Lindeman, Jr.
Producer-writerAlan Sands
Station Relations.....Peggy Seager
Services Offered: Syndicate live TV pro-
grams to local stations and servicing stations
with prizes for giveaways.
Productions: Top Ten Dance Party.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

PresidentBill Murphy
Vice-PresidentCharlotte Morgan
Radio-TV Dir.....Helen McCausland
Services Offered: Procuring prizes for quiz
shows, producing quiz shows, endorsements
by Very Important People, furnish guests for
Radio-TV shows.

Current Productions: Cinderella Week-

end, Gulliver's Travels, Bermuda Holiday.

CHICK VINCENT CO.

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

Director Producer.....Chick Vincent
Casting Director.....Eleanor Monroe
Services Offered: Package producers, pro-
gram production, TV programs, live and
film.

WOLF PRODUCTIONS

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

PartnerEdward Wolf
PartnerHerbert Wolf
Producers.....Jack Rubin, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV, live program
productions.

Productions: Break The Bank, Masquer-
ade Party, Hold That Note, Who's Calling,
Keep Talking, The Seed We Sow.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1-1323

PresidentFrederic W. Ziv
Exec. Vice Pres.....John L. Sinn
V.P., Charge of Productions..Herb Gordon
General Manager.....Ben Philey
Treasurer.....Joseph L. Moore
New York Office

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4700

Services Offered: Transcribed radio pro-
grams for local and regional sponsorship.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4700

Chairman of the Board....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Synd. Sales Manager.....Len Firestone
Manager, Natl. Sales.....James Shaw
Regional Sales Mgr.....Edward J. Broman
Services Offered: Custom built and syndi-
cated shows.

Productions: Man Called X, Highway
Patrol, Science Fiction Theatre, Meet Corliss
Archer, Mr. District Attorney, The Eddie
Cantor Comedy Theatre, I Led Three Lives,
Cisco Kid, Favorite Story, Boston Blackie,
Unexpected, Your TV Theatre, Times Square
Playhouse, Yesterday's Newsreel, Living
Book, Story Theatre, Sports Album, Bat
Masterson, Rough Riders, Bold Venture,
Mackenzie's Raiders, Sea Hunt, Target, Dial
999, New Adventures of Martin Kane, Harbor
Command, West Point, Men of Annapolis.

MAURICE H. ZOULARY

TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.
Phone: JUDson 2-6185

Owner.....Maurice H. Zouary
Services Offered: Live package radio & TV
programs.

Productions: Poem for A Day.

RADIO STILL HAS A BASIC NEED

... And it is Still Showmanship

By JAMES H. WEATHERS
General Manager
World Broadcasting System



WE, at World, are constantly in touch with thousands of stations throughout the country, and we've been tremendously encouraged in recent months with the prosperity of the radio industry in general.

It wasn't too many years ago that a wave of pessimism was prevalent in the radio industry. Stations were concerned about the impact of television—they were worried about increased competition created by the continued granting of new radio facilities by the Commission—radio was affected by harder hitting sales efforts of newspapers, magazines, and virtually every other advertising medium. Radio embarked on a frantic era of search, seeking to find the solutions to performing a better service for its listeners and advertisers, and thereby enabling the radio industry to continue on a firm financial footing.

Apparently radio has found these answers because the overwhelming majority of broadcasters agree that radio has emerged from this transitory period stronger than ever and with the renewed confidence of listener and advertiser alike. The future of radio is bright and assured!

What are these answers? If they had to be summed up in one word, that word would be "Showmanship"! For too long, too many in the industry lost sight of the fact that basically radio is **SHOW BUSINESS**. We know we go in and tell our clients that they must advertise on our stations in order to dramatize and glamorize their products. Have we, therefore, any less of a responsibility to glamor-

ize and dramatize our own product—the radio station itself? We know that for too long the sales concept of too many stations was simply "I can sell it cheaper than my competitor"—never taking into account that the value of any commodity is not determined by price alone, but by its ability to perform a necessary function. In the case of radio, "its ability to sell goods."

How many stations do we know of that send their salesmen out empty handed, forced to meet the prospect simply with a rate card in one hand, and hat in the other?—and then complain bitterly about the tough market conditions. If we have discovered anything within the past few years—it is that we need ideas—we need sales tools—we need showmanship, in order to sell and in order to produce results, thus assuring ourselves of happy clients and continuing renewals. The prospect who doesn't buy today still remains a prospect. In order to get him to say "yes" where he has been saying "no," we must offer him something new and sufficiently exciting to get him to want to buy something that strikes a responsive chord.

We at World are arming our stations with these essential tangibles. We have designed our service with the emphasis on sales tools and personality packages—the very essence of radio showmanship. I am sure we are all agreed that there is one thing radio can never have enough of—and that is—bigger—better—and more exciting saleable ideas!



**LET
US
SELL
IT
FOR
YOU**

CHOOSE YOUR "SINGING SALESMEN" from the hundreds of popular stars who record exclusively for Columbia Records. They'll spin out your selling message in the most effective promotional job you've ever attempted. Columbia Transcriptions turns out the fastest, most complete custom record jobs in the business.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the Greatest Name in Sound. For further details, contact us today.

COLUMBIA TRANSCRIPTIONS

A DEPARTMENT OF COLUMBIA RECORDS • A DIVISION OF CBS

New York: 799 7th Avenue, Circle 5-7300

Chicago: 630 North McClurg Court, Whitehall 4-6000

Hollywood: 8723 Alden Drive, OLympia 6-1034

® "Columbia" © Marcus Reg. "CBS" T.M.

The logo for Radio Daily, featuring the words "RADIO DAILY" in a bold, blue, sans-serif font. The word "RADIO" is stacked on top of "DAILY".

RADIO DAILY

presents

A large, black-bordered rectangular box containing the title and subtitle text.

***TRANSCRIPTION
and RECORDING***

**PERSONNEL AND
SERVICES OFFERED
BY TRANSCRIPTION &
RECORDING COMPANIES**

1959

MODERN RADIO NEEDS MODERN SERVICES

Keep Ahead With —

RADIO HUCKSTERS

New and exciting customized jingles for every local business and sales event

RADIO FEATURETTES

70 multi-purpose 15-second spots each week from the interesting, exclusive files of Bruce Chapman, Radio's "Answer Man"

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio with Music and commercials all-Ameche brings a new star to your staff

CREATIVE PRODUCTION SERVICES

For that extra professional touch

AIRLIFTS

Weather, Time, Station I.D.'s, Sound Effects for that new and different sound in town

MUSI-CALL LETTERS

Sparkling and brilliant custom built Station I.D.'s for tailored identity and exclusivity

MUSIC LIBRARIES

Tailored to your Station's requirements. Over 20 years in the making

TALENT MANAGEMENT SERVICE

That knows its way up Ad Avenue

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work — monaural or stereo

INQUIRE TODAY about all you need for Modern Radio . . . all at

LANG-WORTH

1755 Broadway, New York, N. Y.

TRANSCRIPTION AND RECORDING COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

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

Phone: MURray Hill 7-1881

Office Manager.....Ed Pigeon
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LIMITED

80 Richmond St. W., Toronto 1, Ont., Can.

Phone: EMpire 6-7691

President.....H. R. Carson
 Vice President.....G. F. Herbert
 General Manager.....J. S. MacKay
 Mgr., Radio Sta. Time Div....Bill Brennan
 Mgr., Prog. Div.....Dana S. Murray
 Manager, TV Dept.....Reo Thompson
Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 9-5811

N. Y. Phone: MURray Hill 3-6348

President.....D. K. Broadhead
 Vice Pres. of Mfg.....Sam Salzman
 V.P., Adm., Finance.....John F. Wegner
 V.P., Sales, Pub. Rel.....Ned R. Herzstam
Allied Record Div.—American Sound Corp.
 233 Main St., Belleville 9, N. J.
 Phone: PLYmouth 9-0700

Services Offered: Processing and pressing transcriptions, slide film, phonograph records. All types, sizes, and speeds. Complete nat'l distribution, all phonograph records. High speed magnetic tape duplication. Complete recording facilities available. Electroforming of precision parts.

AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.

Phone: LONgacre 3-4222

President.....Samuel H. Clark
 Vice President.....Harry Levine
 Treasurer.....Simon B. Siegel
Services Offered: Recording and distributing of phonograph records.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.

Phone: FL 3-6767

Owner.....Bill L. Godden
Services Offered: TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y.

Phone: OREGon 4-7400

Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered: A transcription library exclusively comprising radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-till-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

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

Phone: OXFord 7-0725

President.....Herbert Rosen
Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

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

Phone: CIrcle 6-3900

Exec. Vice-Pres.....Arthur Shaer
Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

BELL SOUND STUDIOS, INC.

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

Phone: JU 2-4812

President.....Allen Weintraub
 Vice-Pres.....Daniel Cronin
Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove). Westrex stereo discs, & 2- & 3-channel stereo tape recordings.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada

Phone: WALaut 2-2103

President.....S. W. Caldwell
 Vice President.....G. F. Keeble
 Radio Sales.....Paul S. MacDonald
 Recording Engineer.....Mel Lovell
 Promotion Director.....Walter Shean
Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS, INC.

Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.

Phone: HOLlywood 2-6252

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

N. Y. Phone: JUDson 2-8040

President.....Glenn Wallichs
 V.P., Mfg. & Eng.....James Bayless

*** PROVEN QUALITY!**

**COASTAL
RECORDING
COMPANY, Inc.**

COASTAL "52"
136 West 52nd Street

COASTAL "40"
80 West 40th Street

New York, N. Y.—Circle 6-3900

- Complete recording facilities including Stereophonic • 16MM film synchronization • Dukane 30/50 cycle Automatic Slide Film Tone Generator • Fine Quality • Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Executive Vice-President



THE SYMBOL OF . . .

SOUND SERVICE

- STEREOPHONIC RECORDING
- EDITING & RE-RECORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

AUDIO-VIDEO RECORDING COMPANY, INC.

136 WEST 52nd ST. • NEW YORK 19, N. Y. • Circle 6-3900

TRANSCRIPTION-RECORDING

V.P., Adm., Finance.....D. C. Bonbright
 Director.....George R. Jones
 Nat'l Sales Manager.....Herbert I. Sachs
Services Offered: Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

CAPITOL TRANSCRIPTION SERVICE

1120-A Connecticut Ave., N.W.
 Washington 6, D. C.
 Phone: EXecutive 3-0161

President.....H. Edward Behre
 V.P.....C. Edward Behre
 Secy.-Treas.....Doris Erickson
 Cust. Rel.....Charles A. Brailer
Services Offered: Complete recording services, Commercial & Industrial Accounts; Tape, Disc, Pressings; Slide-Film sound tracks, including subsonic control tones; live music sessions; remotes.

COASTAL RECORDING CO., INC.

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

Executive Vice-President.....Arthur Shaer
Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle slide projector, Ampex tape recording, 16 mm projector, 9 studios.

COLUMBIA RECORDS

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

President.....Goddard Lieberson
 Exec. V.P.....Herbert Greenspon
 V.P., Gen. Mgr. Columbia LP
 Record Club.....Norman Adler
 Controller.....William G. Wilkins
 V.P. Chg. of Admin.....Albert B. Earl
 V.P., Business Affairs.....Alfred Lorber
Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

COLUMBIA TRANSCRIPTIONS (A Service of Columbia Records)

Director.....Calvin Roberts
 National Sales Mgr.....Floyd Glinert
 Los Angeles Mgr.....Michael Coolidge
Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMUNITY CLUB SERVICES, INC.

20 East 46th St., New York 17
 Phone: MUrray Hill 7-4466
 (See Program Producers)

President.....John C. Gilmore
 Exec. V.P.....William M. Carpenter
Services Offered: Recorded radio promotions and programs.

GORDON M. DAY PRODUCTIONS

15 W. 41th St., New York 36, N. Y.
 Phone: MUrray Hill 2-5299

Pres., Creative Dir.....Gordon M. Day
 Production Manager.....Carol Bulkley
 Treasurer.....Leo L. Reich
Services Offered: Writing-Production of Jingles and Spots; consultants to advertising agencies on preparation & production of commercials.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22
 Phone: MU 8-3950

President.....Phil Davis
 V.P., Mus. Dir.....Earl Paul
 Secy.-Treas.....Loretta H. Davis
 Prod. Mgr.....Joe Rhodes
 Copy Dir.....E. C. Redding
 Exec. Secy.....Rence Strum
Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

DECCA RECORDS, INC.

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

National Sales Mgr.....Claude Brennan
 Sales Prom. Mgr.....Louis J. Sebok
Services Offered: Custom pressing, premium records.

DERYCK WARING RECORDINGS

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

Owner, Chief Engineer.....Deryck Waring
 Sales & Promotion.....Marion I. Waring
Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

DISNEYLAND RECORDS

477 Madison Ave., New York, N. Y.
 Phone: PLaza 9-3880

500 S. Buena Vista St., Burbank, Calif.
 East. Sls. Mgr.....Moe Preskell
Services Offered: Custom recordings both classical & popular. New Storyteller records.

DOT RECORDS, INC.

1507 North Vine, Hollywood 28, Calif.
 Phone: HO 2-3141

N. Y. Phone: JUDson 6-1177
 President.....Randy Wood
 V.P. Sales.....Christine Hamilton
 V.P. Album Repertoire.....Tom Mack
 V.P. Artist & Album Repertoire.....Robt. Thiele
Services Offered: Recording and distributing of phonograph records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
 Phone: YUKon 6-5700

KEYSTONE BROADCASTING SYSTEM, INC.

527 Madison Ave., New York, N. Y.
Phone: EL 5-3720

President (Dir.).....Sidney J. Wolf
Vice-President.....Charles A. Hammarstrom
Exec. Vice-Pres.....Noel A. Rhys
Sr. Vice-Pres.....Edwin R. Peterson
V.P.'s.....Wm. Bayer,
Chas. A. Hammarstrom
Secretary-Treasurer (Dir.).....Arthur Wolf
New York Office

Exec. V.P.....Noel A. Rhys
Vice-President.....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....Martin Mills
111 W. Washington St., Chicago, Ill.
Phone: STate 2-8900

President.....Sidney J. Wolf
Secretary-Treasurer.....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Mgr., Prog. Dir.....Jane C. McFadgen
Account Executives.....William Wolf,
Edwin Peterson.

75 Post St., San Francisco
Phone: SUtter 1-7440

Account Executive.....Howard P. Taylor
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUmkirk 3-2910

Vice-President.....William Bayer
Account Executive.....Henry G. Eschen
Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS

making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 1058 Keystone affiliates, located in towns with 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 28,000,000 based on Nielsen Reports, or one-half millivolt where the Nielsen Report is not available.

LANG-WORTH FEATURE PROGRAMS, INC.

1755 Broadway, New York 19, N. Y.
Phone: JUdson 6-5700

President.....John D. Langlois
Vice-President.....C. O. Langlois, Jr.
Vice-Pres.....W. O'Keefe
Sales Manager.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts—Musical commercials plus "Airlifts" for station sound and individuality. Tailor-made commercials and special local station promotion. Transcribed Music Service for radio and television stations. Program syndication.

JACK LLOYD

1445 Miller Way, Hollywood 46, Calif.
Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd



Reeves Sound Studios inc.

304 EAST 44th STREET
NEW YORK 17, N. Y.
ORegon 9-3550

The Largest Sound Service Organization in the World.

RCA Licensee Western Electric Licensee

REX PRODUCTIONS, INC

ANDEX*KEEN*ENSIGN

recordings

POP • JAZZ • ROCK 'N ROLL

STEREO

REX CUSTOM SERVICES

- Complete recording facilities
- Dependable rapid service
- Fine Quality
- Experienced personnel



8715 West Third Street LOS ANGELES 48

TRANSCRIPTION-RECORDING

Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor
 General Manager.....E. H. Lowry
 Sales Manager.....Charles Hughes
 Studio Manager.....Robert W. McKenzie

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

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.

Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
 V.P., Prog. Dir.....Joseph F. Hards

Services Offered: Magne-Tronics motivational music: tape-recorded background music program service transmitted via FM Multiplex and leased lines by exclusive, authorized franchises. Special program material on tape for religious, educational, commercial and home use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.

Phone: BRyant 9-6000

President.....Paul C. Baldwin
 Sec'y & Treas.....Nathan Levy
Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

METROPOLITAN SOUND SERVICE, INC.

105 E. 106th St., New York 29, N. Y.

Phone: ENright 9-7000

President.....Al Granaglia
 Vice President.....C. Langlois, Jr.
 Secretary.....Ted Rosen
Services Offered: Transfer, dubbing, editing film. Tape for recordings. Mastering.

M G M RECORDS

1540 Broadway, New York 36, N. Y.

Phone: JUDson 2-2000

President.....Arnold Maxin
 Nat'l Sls. Mgr.....Charles Hasin
 V.P., Chg. of Oper.....George Abramson
 Advertising Manager.....Sol Handwerger
Services Offered: MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

THE BEST IN MUSICAL ENTERTAINMENT MONAURAL & STEREO



MGM RECORDS



TRANSCRIPTION-RECORDING

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Treasurer Aaron Michelson
Export Manager..... Martin Diamond
Services Offered: Distributors of transcribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

MUZAK CORPORATION

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

Board Chairman..... Jack D. Wrather
President..... Charles C. Cowley
Sr. V.P., Treas..... John R. Andrus
V.P. & Legal Counsel..... Leonard Scholl
V.P. & Dir. of Marketing.. Joseph W. Roberts
V.P., Product..... Alexander B. Motenko
Program Director..... Donald O'Neill
Engr. & Research..... Emil F. Hembrooke
Merchandising Dir..... Edw. Hochhauser, Jr.
New York Operations

Manager Luellen Stearns
Associated Program Service Div.

General Manager..... Edw. Hochhauser, Jr.
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio & TV stations with transcription library service.

NATIONAL MUSITIME CORP.

640 Fifth Ave., New York 19, N. Y.
Phone: JUDson 2-5616

President..... Charles E. Rynd
Vice-Pres. & Sales Mgr..... Jerome K. Levy
Services Offered: Nationally franchised tape. Background music service through FM Radio Stations on a multiplex or simplex basis including storecasting and consisting of a complete package of tape library and business aids service.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-8300

Manager..... Charles L. Bennis
Sales Manager..... Henry P. Hayes
Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Sheraton Park Hotel, Washington, D. C.

Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PL 1-0890

President..... Richard B. Olmsted
Vice President..... Harry F. Landon
Comptroller..... Robert M. Boesl
Services Offered: Transcription, film sound, stereo recording & mastering.

PATHE NEWS, INC.

245 West 55th St., New York 19, N. Y.
(See TV Prod.-Dist.)

THE PENTHOUSE SOUND STUDIOS

113 W. 57th St., New York 19, N. Y.
Phone: JUDson 6-0040

Owner..... Vincent J. Nola
General Manager..... V. Thomas Nola
Chief Engineer..... Stanley Bumbly
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters processing and pressings—stereo recording—magnetic & optical film recording.

GEORGE LOGAN PRICE, INC.

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

President..... George Logan Price
Secy.-Treas..... S. M. Launch Price
Services Offered: Ideas, scripts, production, merchandising tie-ins for any type recorded program. Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

RCA VICTOR CUSTOM RECORD SALES DEPARTMENT

155 East 24th St., New York 10, N. Y.
Phone: MURray Hill 9-7200

Mgr., Custom Records..... Emmett B. Dunn
Sales Mgr..... R. C. Williams
Mgr., Custom, Artist and Repertoire Ben Selvin
Mgr., Custom Advertising..... E. H. Kelly

*For the Finest
in Recording Programming*

STEREO or MONAURAL
Disneyland
RECORDS

and
*Introducing the New
Vista in Music*

BUENA **Vista** RECORDS

Division of Walt Disney Music Company

TRANSCRIPTION-RECORDING

Custom Record Sales Section

Chicago Mgr. A. E. Hindle
Hollywood Mgr. R. C. Bucholz
Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager. A. B. Sambrook
Central North
Sales Manager. William F. Reilly
Western Sales Rep. William C. Gartland
Northeastern Sales Rep. George Field
Southwestern Sales Rep. John Alves
Southeastern Sales Rep. Wallace D. Cochran
Northwest Sales Rep. Hugh Grauel
Central Northeast Sales
Rep. (Chicago) Gus Hagenah
Central Northwest Sales Rep. Jack Nadeau
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.
Phone: MURray Hill 9-7200
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: OLdfield 4-1660
1121 Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: JACKson 4-7703
7901 Empire Freeway, Dallas, Texas
Phone: FL 2-3911
800 17th Ave. South, Nashville, Tenn.
Phone: ALPine 5-6691

RADIO FEATURES OF AMERICA

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

Cable Address: ARREFFAY, Newyork
Executive Director. Oliver W. Nicoll
Assoc. Dir. of Svcs. Sandra Munsell
Mng. Dir. of Prod. J. H. MacDonell
Program Coordinator. Eileen Ellis

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

REEVES SOUND STUDIOS, INC.

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

President. Hazard E. Reeves
Vice-President. Chester L. Stewart
Mgr.—Film Div. Richard Vorisek
Mgr.—Disc Div. John Vorisek
Chief Engineer. Lyman J. Wiggan

Services Offered: Sound recording for motion pictures and television, transcriptions.

REX PRODUCTIONS, INC.

8715 W. 3rd St., Los Angeles 48, Cal.

Services Offered: Recording facilities. Pop. Jazz. Rock 'n Roll. Stereo.

ROCKHILL RECORDINGS

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

President Janet Taylor
Manager. Leo J. Launer
Sales Manager (Recording). Fred Freeman
Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording, distribution to radio stations.

ROULETTE RECORDS

659 Tenth Ave., New York 36, N. Y.
Phone: CIRCLE 6-4490

President Morris Levy
Exec. V.P. Joe Kolsky
V.P. Sales. Irving Jerome
A. & R. Chief. Joe Reisman
Services Offered: Manufacture all types phonograph records.

SESAC, INC.

The Coliseum Tower, 10 Columbus Circle
New York 19, N. Y.
Phone: JUdson 6-3450

President Paul Heinecke
Secretary-Treasurer. R. C. Heinecke
Asst. to President. E. S. Prager
Prod. Manager. Robert S. Stone
Station Relations Dir. W. F. Myers
Publicity & Prom. Alice Heinecke
Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, country and western, novelties, band, religious. Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-5322

President. Milton M. Blink
General Manager. Olga Blohm
Services Offered: MUSI-QUE® & sound effects libraries; commercial aids & jingles.

ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City
Phone: MURray Hill 8-4355

President Robert Swanson
Sales Manager. Rolf Johnson
Services Offered: Producers & creators of musical comm's for radio & TV.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CENtral 6-5275

Owner. L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIPTION SALES, INC.

121 N. Main St., Dayton 2, O.

TRANSCRIPTION-RECORDING

Phone: Baldwin 2-3773

President.....J. P. Williams
Vice Pres.....Alexander Buchan
General Manager.....Gerhard Joseph

Services Offered: Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

Production Dept.
2133 N. W. 11th Ave.
Miami 37, Fla.

President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinsky
Production Manager.....R. D. Buchanan

Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbershop Harmonies; Joe McCarthy Speaks.

UNITED ARTISTS RECORDS

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

President.....Max E. Youngstein
V.P., Gen. Mgr.....Monte Kay
V.P. Adm.....Miss Kay Norton

Services Offered: Produce all types of phonograph records; L.P.'s & single records. Classical, jazz, popular.

UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 13, Ill.
Phone: MI 2-6465

President.....A. B. Clapper
V.P., Chief Engineer.....M. B. Coppinger
V.P., Treas.....Frank Richter, Jr.
Secretary.....R. A. Weber

Services Offered: Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 & 35 mm screening & interlock magnetic re-recording.

THOMAS J. VALENTINO, INC.

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

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino

Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WARNER BROS. RECORDS, INC.

4000 Warner Blvd., Burbank, Calif.

Phone: HOllywood 9-1251

N. Y. Phone: Circle 6-1000

President.....James B. Conkling
Vice President.....Hal B. Cook
Artists, Repertoire Dir.....Geo. Avakian
Rec. Engr. Dir.....Lowell Frank
Merchandising Dir.....Joel M. Friedman
Nat'l. Oper. Mgr.....Irving Iserson

Services Offered: Producers of phonograph records, all categories of music.

WEBB RECORDING CO.

55 Wacker Drive, Chicago, Ill.

Phone: Financial 6-1183

Exec. in Charge.....Edwin M. Webb

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 3-6811

Partners.....Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson

Services Offered: Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. Dukane 30/50 automatic signal for slide film production.

WORLD BROADCASTING SYSTEM INC.

10 Columbus Circle, New York 19

Phone: PLaza 7-1400

Suburban Station Bldg., Philadelphia 3, Pa.

Phone: LOcust 8-4100

16746 Vintage St., Granada Hills, Calif.

Phone: EMpire 3-6511

All-Canada Radio-TV, Ltd.

Victory Bldg., Toronto

President.....Paul F. Harron
Sect.-Treasurer.....Lawrence D. Biele
Gen. Mgr., Sales.....James Weathers
Vice President.....Frank Knight
Asst. Sect.-Treas.....Florence B. Crowther

Services Offered: Sales and program transcription service for radio.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 1-1323

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

Phone: MUrray Hill 8-4700

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
V.P., Chg. of Prod.....Herb Gordan
Vice President.....Robert W. Friedman
Treasurer.....Joseph L. Moore

Services Offered: Transcribed radio programs for local and regional sponsorship.

PLAY AND STORY BROKERS

Los Angeles, Calif.

Bernie, Herman
260 S. Beverly Dr., B. H. CRestview 5-0117

Bergerman Agency
141 El Camino Dr., B. H. CRestview 6-9667

Darrow Agency
8733 Sunset Blvd. (46) OLympia 2-4125

Doak, Virginia
9172 Sunset Blvd. (46) BBradshaw 4-8121

Elwood, Maren, Agency
4949 Hollywood Blvd. NOrmandy 4-4786

Famous Artists
9441 Wilshire Blvd., B. H. CRestview 4-7433

Feins, Bernard
436 S. Roxbury Dr., B. H. CRestview 5-0601

French, Samuel, Inc.
7823 Sunset Blvd. HOrlywood 3-3146

Frings, Kurt
468 N. Camden Dr., B. H. CRestview 1-6115

Irwin, Lou
9165 Sunset Blvd. CRestview 1-7131

Gold, Sid
8961 Sunset Blvd. (46) CRestview 4-7247

Goldstone, Jules
355 N. Canon Dr., B. H. CRestview 5-1191

Goldstone-Tobias
404 N. Roxbury Dr., B. H. CRestview 6-1071

Grashin, Mauri
8949 Sunset Blvd. CRestview 1-6449

Herzbrun, Walt
8820 Sunset Blvd. (46) OLympia 2-7210

Irwin, Lou
9165 Sunset Blvd. CRestview 1-7131

Jackson, Edith
6605 Hollywood Blvd. (28) HOrlywood 7-0155

Kohner, Paul, Inc.
9169 Sunset Blvd. (46) CRestview 1-5165

Lance, Leon
8820 Sunset Blvd. (46) CRestview 2-0191

Lazar, Irving
211 S. Beverly Dr., B. H. CRestview 5-6153

Levee, M. C.
9000 Sunset Blvd. (46) CRestview 6-6285

Linsk, Lester
195 S. Beverly Dr., B. H. CRestview 5-4396

MacQuarrie Agency
9157 Sunset Blvd. (46) CRestview 4-8919

Manuel, Alvin G. Agency
468 N. Bedford Dr., B. H. CRestview 4-5288

Meyers, Walter
9167 Sunset Blvd. (46) CRestview 1-8161

Morris, William, Agency
151 El Camino Dr., B. H. CRestview 4-7451

Music Corp. of America
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

Ring, S. E.
1654 Cherokee Ave. HOrlywood 7-6412

Rosenberg & Coryell
404 N. Roxbury Dr., B. H. CRestview 4-7381

Salkow, Lester
8749 Sunset Blvd. (46) OLympia 2-6750

Shauer, Melville A.
9110 Sunset Blvd. CRestview 1-1103

Shiffrin, William
449 S. Beverly Dr., B. H. CRestview 4-7643

Shurr, Louis
327 N. Rodeo Dr., B. H. CRestview 4-8111

Small, Paul
270 N. Canon Dr., B. H. CRestview 4-5877

Snitzer, Lou-Al Fritschi, Inc.
6404 Hollywood Blvd. (28) HOrlywood 9-6271

Stempel, Frank
9034 Sunset Blvd. (46) CRestview 4-8343

Stewart, Rosalie
441 S. Beverly Dr., B. H. CRestview 4-6123

Swanson, H. N., Inc.
8523 Sunset Blvd. OLive 2-5385

Ullman, George
8979 Sunset Blvd. (46) CRestview 4-5238

Wilkins, Paul
9006 Sunset Blvd. (46) CRestview 1-6188

New York, N. Y.

American Play Co.
522 Fifth Ave. MUrroy Hill 2-0156

Ashley-Steiner Associates
579 Fifth Ave. MUrroy Hill 8-8330

Bartsch, Hans
1501 Broadway BRyant 9-6933

Brandt & Brandt
101 Park Ave. MUrroy Hill 3-5890

Brown, Curtis, Ltd.
575 Madison Ave. PLaza 5-4200

Century Play Co., Inc.
522 Fifth Ave. MUrroy Hill 2-0156

Cowl, Carl
516 Fifth Ave. MUrroy Hill 7-6782

Fishbein, Frieda
353 W. 57th St. CIRCLE 7-4398

French, Samuel
25 W. 45th St. JUdson 2-4706

Gaines, Blanche
350 W. 57th St. PLaza 7-0537

Hayward, Leland
655 Madison Ave. TEmpleton 8-5100

International Literary Bureau, Inc.
11 W. 42nd St. LOnagrace 4-5576

Jay Garon-Brooke Associates, Inc.
56 W. 45th St. MUrroy Hill 7-3236

King, Eleanor
19 W. 44th St. MUrroy Hill 2-6390

Leonard, Claire
156 W. 74th St. TRafalgar 7-3082

Matson, Harold
30 Rockefeller Plaza. CIRCLE 6-2750

Morris, William, Agency, Inc.
1740 Broadway JUdson 6-5100

National Artists Bureau
156 W. 44th St. JUdson 2-3450

Pauker, Dr. Edmond
1639 Broadway. COLUMBUS 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave. MUrroy Hill 8-4787

Roberts, Flora
545 Fifth Ave. MUrroy Hill 7-4137

Salisbury, Leah
234 W. 44th St. LAckawanna 4-8628

Talent Associates, Ltd.
41 E. 50th St. PLaza 3-1030

Taylor, Ethel S.
55 W. 55th St. CIRCLE 6-3922

Wade, Carlson
516 Fifth Ave. MUrroy Hill 7-4970

Williams, Annie Laurie
18 E. 41st St. MUrroy Hill 5-7565

Writers Literary Agency
117 W. 58th St. JUdson 6-2470

Writers Workshop, Inc.
280 Madison Ave. LEXington 2-9878

WHAT MAKES UP TELEVISION IMPACT?

... And How Do You Achieve It?

By JOHN L. SINN

President of Ziv Television Programs, Inc.



WHAT do we mean when we call a TV series "impact drama"? To us at Ziv, this term has a very specific meaning which represents a positive value to advertisers selling with film.

Sponsors need to reach large audiences from the moment the program goes on the air. They can't afford the luxury of waiting for ratings to reach a satisfactory level. Their advertising investment must pay off immediately. Over and over again, our researchers have found that it is impact drama which accomplished this.

Impact is a one-word summary for a combination of ideas—fast moving action, logically motivated adventure, real-life locations, strong star names, well-written drama that grips the emotions.

For example, "Sea Hunt" was the highest rated syndicated show in the highly competitive seven-station market of New York on its very first telecast. "Mackenzie's Raiders" ranked nationally in the top 15 syndicated shows in its first month on the air.

What do such shows have in common? They are not "soft" programs that the viewer can take or let alone. They are compelling dramas of action, adventure and suspense. There is a strong central figure with whom viewers can identify, whether it be a brawny hero, a dashing one or the debonair type. There is the ring of reality, from the use of actual locales and well-authenticated detail. There is—impact.

It is no accident that series involving law enforcers—eastern or western—have proved to be such powerful audience-builders. The twentieth

century concept of the man of the law is a far cry from the "dumb cop" or bungling sheriff of older fiction. The head of a modern highway patrol system, the western lawman—the man who does exciting, real-life things sparks immediate interest and admiration.

Now, if we place the man of action at the actual scene of action, the benefits multiply. We have sent our cameras half way around the globe to get the added impact of authentic settings. The air of tension and intrigue that surrounds a world capital cannot be brought to life on a sound stage, so we went to London to film "Dial 999." The mysterious beauty of life beneath the sea is impossible to duplicate, so we went to Hawaii, Florida, Mexico and the Caribbean to film "Sea Hunt."

The strength of many of these stories comes from careful grounding in fact. "Bat Masterson" is based on the definitive biography by Richard O'Connor. "Mackenzie's Raiders" dramatizes an important chapter of America's history. Many of "Sea Hunt's" most exciting stories have been based on the very real experiences of the Navy underwater demolition men and of scientists who work underwater.

Daring action, authentic locales, strong central characters portrayed by famous stars—these are the elements that create impact. Combined with know-how and insight into a gripping television program, they quickly establish a week-in, week-out viewing habit and provide a memorable setting for the commercials.

HERE COME THE BIG ONES FROM NTA

Powerhouse programs! Powerhouse promotion! That's the famous NTA "one-two punch" which is currently giving ratings and sales the big jolt for stations and advertisers in market after market. Get it all when you get these big ones from NTA.

NOW IN DISTRIBUTION:

**WALTER WINCHELL FILE
U.S. MARSHAL
SHOW BUSINESS
OFFICIAL DETECTIVE
WILLIAM TELL**

PLUS GREAT STARS IN GREAT HOUR-LENGTH TELEVISION DRAMAS:

TV HOUR OF STARS

PLUS 85 OUTSTANDING FIRST-RUN FEATURES... NEVER BEFORE SEEN:

DREAM PACKAGE

AND NOW ON THEIR WAY:

**MANTOVANI
THE THIRD MAN
HIGH NOON
GRAND JURY**

For Full details on any or all of these great NTA shows, phone, wire, write:
Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. JUdson 2-7300

NTA

TELEVISION DAILY

presents

***TV FILM
PRODUCERS-
DISTRIBUTORS
AND
COMMERCIALS
PRODUCERS***

1959



A WORLD OF DIFFERENCE

that makes for superior programming

- The Adventures of Robin Hood, *Network*
- The Invisible Man, *Network*
- The Adventures in Sherwood Forest, *Syndication*
- The Adventures of Sir Lancelot
- Decoy
- The Big Story
- Trouble With Father
- The Buccaneers
- My Little Margie
- Willy
- Star Performance
- The Hunter
- My Hero
- The American Legend
- Overseas Adventure
- Dateline Europe
- Cross Current
- The Star and The Story
- Rocky Jones, Space Ranger
- The Adventures of the Scarlet Pimpernel
- Colonel March of Scotland Yard
- Sword of Freedom



F OFFICIAL FILMS, INC.

25 West 45th Street • New York 36, New York • PLaza 7-0100

Representatives in

NEW YORK • ATLANTA • BEVERLY HILLS • ST. LOUIS
CHICAGO • DALLAS • MINNEAPOLIS • SAN FRANCISCO

TV FILM PRODUCERS AND DISTRIBUTORS

ABC Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LA 4-5050

President.....Henry G. Plitt
V.P., Business Affairs....Richard P. Morgan
V.P., Dir. N'l. Sls.....John Burns
V.P., Dir., West Oper.....William L. Clark
N. Y. C. Sales Mgr.....Sherman Gregory
Central Div. Mgr.....Howard Anderson
Dir. Internat'l. Oper.....Edwin J. Smith
Ad. & Promotion Mgr.....Lee Francis

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—26 Men, Man With a Camera.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOllwood 4-7471

President.....Samuel Sawelson
Sec'y, Office Manager....David Christopher
Plant Mgr.....Melvin Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services.

Acus Pictures Corporation

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

Phone: PLaza 7-2265

President.....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.

Phone: EMpire 6-7691

President.....H. R. Carbert
Vice-President.....G. F. Heron
General Manager.....J. Stuart MacKay
Manager.....Reo Thompson
Montreal Manager.....Ken Baker
Winnipeg Manager.....Bruce Pirie
Calgary Manager.....J. Cavanaugh
Vancouver Manager.....J. E. Baldwin
Film Sls. Mgr.....Dana Murray
Promotion Director.....Peter Harricks
Time Sales Manager.....Ross McCreath

Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Productions: F. W. Ziv syndicated programs; studio films, telescription library; General Teleradio Bank of America feature movies.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.

Phones: HOllwood 4-7571, 4-3414

12 West 72nd St., New York, N. Y.

Phone: TRafalgar 3-5115

President.....Arthur Alexander
Vice Pres.....Max Alexander
East. Rep.....Larry Stern

Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows.

Productions — Blythe-Steve Wilson, and Boss Lady.

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Leonard Anderson Associates Inc.

112 West 44th St., New York 36, N. Y.

Phone: PLaza 7-4162

President.....Leonard Anderson
Vice-Pres.....Barbara Anderson
Prod. Mgr.....Marc Anderson
Sec'y, Off. Mgr.....Lillian Ortner

Services Offered—Motion picture production and editing services; theatrical, commercial, television. Facilities for three-camera filming and editing. Film production consultants.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; Terry Tell Watch Time Co.; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; A.M.C. Force for Space; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 5-8573

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Dir. Adv. & Prom.....Robert Finchout
Sales Representative.....R. S. Evans
Ridgefield, N. J. Mgr.....E. H. Johnson
La Grange, Ill. Mgr.....M. G. Weiland
San Francisco Mgr.....W. O. Siler
Dallas Manager.....Carl Stahl

Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films.

Astor Pictures Corp.

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

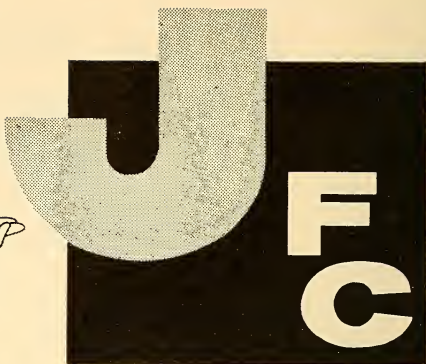
Phone: JUdson 2-1287

President.....Fred Bellin
Sec'y-Treas.....Anthony Tarell

(Continued on Page 990)



BOZO THE CLOWN
Capitol



WHAT GRAND INITIALS!

JAYARK'S *initial* year established BOZO THE CLOWN (our initial program) as the most popular children's TV personality coast to coast!

BOZO's *initial* ratings dizzied the competition! And BOZO is *still* on top!

JAYARK *initiated* BOZO with the showmanship and exploitation that pays off for stations and sponsors. One hundred plus stations endorse The Jayark formula for delivering Sales-producing entertainment. This is your guarantee of success.

Exciting new programs in production and ready for release. WATCH for them.



JAYARK FILMS CORPORATION

Reub Kaufman, President

15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636
699 N. Bronson Ave., HOLLYWOOD 4, Calif. HOLLYWOOD 2-6769

SYNDICATED SERIES TRUMP CARDS

... Are Program Quality, Audience Interest

By JAKE KEEVER

Vice President and General Manager
California National Productions



THE past year has clearly demonstrated to stations and their advertisers that the greatest single advantage which syndicated series hold over feature films is consistency—consistency of program quality and of audience interest.

As realization of this fact took firm root, ARB introduced its "One week-four week" reports. Chief among the reasons seen behind this move is the industry's need for more accurate measurements that can cope with the breathless ups and downs of movie feature ratings.

There now is a general awareness that the inconstant nature of various packages of old theatrical movies released for telecasting precludes any acceptable possibility of faithful, solid-core audiences. Stations dislike the catch-as-catch-can nature of these self-same movie packages; they run the gamut of low-brow to high-brow, vintage, modern and good, or just plain bad. Besides inconsistency in quality, length is a built-in disadvantage which makes burdensome demands on a busy America.

Syndication, on the other hand, offers a dependable level of program quality (call it "program personality," if you will) that is of particular importance to viewers. Today's audience habitually expects and demands that its entertainment requirements be met—or else! Furthermore, the advertiser has become aware of the viewers' feelings on features and naturally is concerned with the number and types of people who are exposed to his sales messages.

The supply of features to television is steadily dwindling. Already antiquated when they make their TV debut, the movies become relics with their third and fourth repeats. As the bottom of the barrel gets scraped cleaner and cleaner, the calibre of entertainment drops lower and lower. Serious as the dearth of feature-film is now, the situation promises to grow worse as current packages wear out their frowzy welcomes.

There is also the intangible but undeniable element of "not-at-homeness" that theatrical motion pictures suffer as they are projected on the cathode ray tubes. Original TV series, whether live or filmed, are conceived, designed, and produced with the living-room audience in mind. On the other hand, flickers were made expressly for the cinema house, and sponsors know that a house is not a home.

Current trends indicate a shift by stations away from features toward syndicated programs of proven values, whether off the network or in syndicated reruns.

In addition, stations are now aware of their advertisers' desire for sponsor identification. Syndicated shows satisfy this need, even if the sponsor only buys spots in the series, because he is identified by the audience with the same show. The end result is that: Advertisers, who know the product they are selling, know the program they are buying. Viewers, who know what they like, know where to turn the dial.

On both counts, the winner is syndication.

Unlike anything you've seen before!

LARAINÉ DAY, GARY MERRILL

PAT HINGLE,  **CLIFF**

KEENAN WYNN, DAVID WAYNE



BERT LAHR, JAMES

MARGARET HAMILTON, GENE

WILLIAM PRINCE, 

EDWARD ANDREWS, LOU NOVA



PATRICIA SMITH

BIFF McGUIRE, BOB PASTENE

& OTHERS



MEET



**DARRYL HICKMAN,
ROBERTSON, NANCY COLEMAN,**

ARTHUR KENNEDY,



MITCHELL, JOSEPH WISEMAN,

LYONS,



GENE SAKS,

KIM HUNTER, MONA FREEMAN,

JIMMY EVERETT,




MIKE KELLIN, ISOBEL ELSOM,



CHARLES DRAKE






ON CBS FILMS' "RENDEZVOUS"

The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors... produced and directed by Broadway's and Hollywood's finest talents. For details, r. s. v. p. CBS FILMS 

"... the best film programs for all stations"



Unlike anything you've seen before!

**LARAINÉ DAY, GARY MERRILL,
PAT HINGLE,  CLIFF
KEENAN WYNN, DAVID WAYNE,
 BERT LAHR, JAMES
MARGARET HAMILTON, GENE
WILLIAM PRINCE, 
EDWARD ANDREWS, LOU NOVA,
 PATRICIA SMITH,
BIFF MCGUIRE, BOB PASTENE,
& OTHERS  MEET**



**DARRYL HICKMAN,
ROBERTSON, NANCY COLEMAN,**



**ARTHUR KENNEDY,
MITCHELL, JOSEPH WISEMAN,**



**LYONS, GENE SAKS,
KIM HUNTER, MONA FREEMAN,**



**TIMMY EVERETT,
MIKE KELLIN, ISOBEL ELSOM,**



**CHARLES DRAKE
ON CBS FILMS' "RENDEZVOUS"**

The most important dramatic series which has ever been offered for first run syndication. Intrigue, romance and drama meet in 39 half-hours based on stories by prize-winning authors... produced and directed by Broadway's and Hollywood's finest talents. For details, r. s. v. p. CBS FILMS

"... the best film programs for all stations"

Complete facilities for:

television

theatrical

commercial

industrial

FILMS

Desilu

DESI ARNAZ, *President*

Desilu-Gower

Desilu-Culver City

Motion Picture Center

HOLLYWOOD, CALIFORNIA

(Continued from Page 990)

Bengal Pictures

1028 No. Western Ave., Hollywood, Cal.
 Phone: HOLLYWOOD 3-3657
 Producer & Director.....Phil E. Cautonwine
 Associate Producer.....Harry Babb
 Stories & Narration.....Cheri LeBlanche
 Sound.....TV Recorders
 Editor.....Dick Alexander
 Director.....Robert Derteano
 Ass't. to Producer.....Gen Brent
Services Offered — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

Fritz Blocki Productions

7266 1/4 Fountain Ave., Hollywood 46, Calif.
 Phone: HOLLYWOOD 2-8971
 Producer.....Fritz Blocki
Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
 Phone: JUDSON 6-1030
 President.....Chester M. Ross
 V.P. in Chg. of Oper.....Emanuel Kandel
 Gen. Sales Mgr.....Wade Barnes
Branch Offices
 8290 Santa Monica Blvd., Hollywood, Calif.
 V.P., chg. of Operations....Stanley Halperin
 1301 S. Wabash Ave., Chicago, Ill.
 Manager.....Joseph Rategan
 2024 Jackson St., Dallas, Texas
 Manager.....Ronald Martin
Services Offered—Shipping, expediting and servicing of TV film.

Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
 (See Commercial Producers)

Bernard S. Brody & Associates

120 El Camino Drive, Beverly Hills, Calif.
 Phone: CR 6-1334
 Owner.....Bernard S. Brody
 Assistant.....Carole Marsh
Services Offered—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

Productions—Danny Thomas Show, Love and Marriage.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
 Phone: CI 6-4868
 President.....Thomas J. Brandon
 Film Library.....Edith Zornow
Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

Broadcast Pictures, Inc.

850 10th Ave., N. Y. 18, N. Y.
 Phone: CI 7-3220

President, Treasurer.....Joseph Steiner
 V.P., Secretary.....Dorothy Waring
 V.P., Production.....Ben Berk
 Dir., P.R., Adv.....Leo G. Morrell
Services Offered—Producers of TV and theatrical motion pictures.
Productions—The Hildegarde Show, Djuka, Rhythm Rapsodies, The Story of Mrs. Murphy, Romance In Oil, The American Defender, Sudden Death, The David Marcus Story.

S. W. Caldwell, Ltd.

417 Jarvis St., Toronto 5, Ont., Canada
 Phone: WALNUT 2-2103

President.....S. W. Caldwell
 Vice President.....C. F. Keeble
 V.P., Production.....S. Banks
 Dir. Photography.....G. Alsen
 Animation Supervisor.....Jim MacKay
 Lab Manager.....G. Fraser
 Production Sales.....R. S. Wilson
 TV Film Sales.....Ken Page
 Recording Supervisor.....Mel Lovell
 Montreal Br. Mgr.....J. E. DeBow
 Vancouver Br. Mgr.....Florence Ward
 Quality Control.....W. Ross Smith
Services Offered — Complete sound stage, 35mm & 16mm production and recording facilities. Distributors of syndicated shows produced in U.S. and abroad.

Calhoun Studios

266 East 78th St., New York 21, N. Y.
 Phone: LEhigh 5-2120

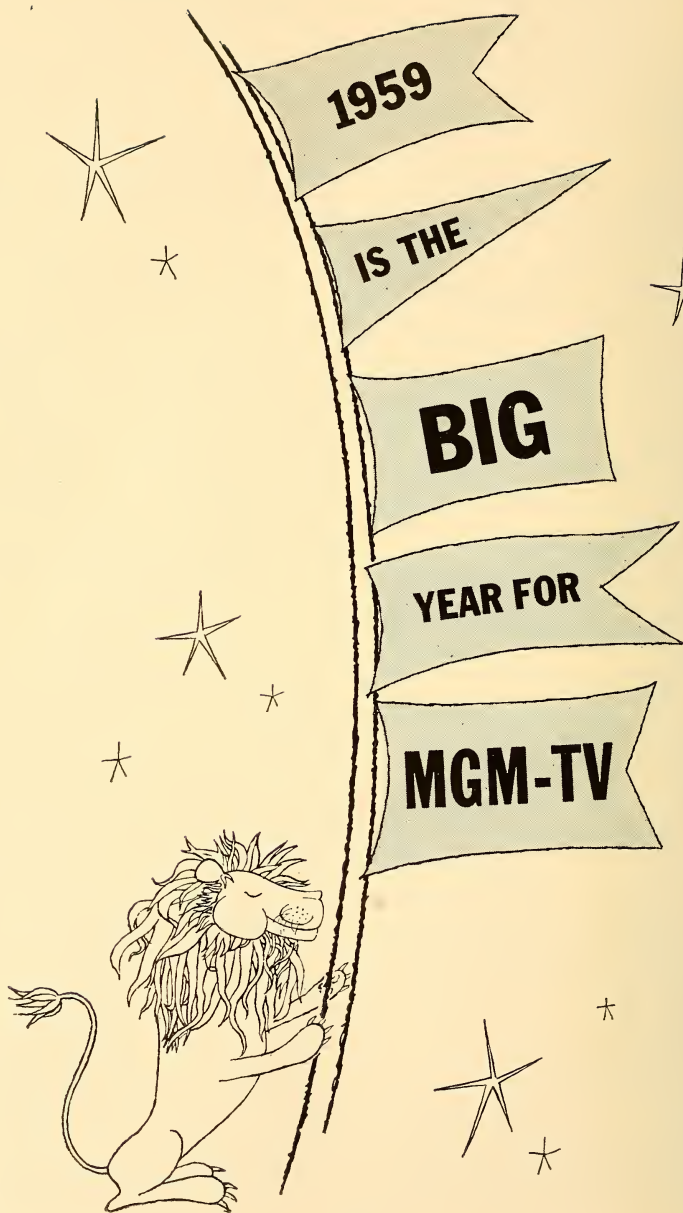
President.....Brian Calhoun
 Vice President.....Paul Goldschmidt
 Secretary-Treas.....Dietlinde Ruber
 Prod. Mgr.....Fred Carley
 Sales Mgr.....C. P. Gennell
Services Offered—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

California National Productions, Inc.

(Subsidiary of NBC)
 663 Fifth Avenue, New York 22, N. Y.
 Phone: CIrcle 7-8300

President.....Earl Rettig
 V.P., Gen. Mgr.....H. Weller Keever
 Chairman of the Board.....J. M. Clifford
 V.P., Programs.....Frank Cleaver
 V.P., Treasurer.....George D. Matson
 Secretary.....Thomas E. Ervin
 Ass't. Treas.....Joseph L. Kubin
 Assistant Secretaries.....T. W. Sarnoff,
 Herbert S. Schlosser
 Dir. of Bus. Affairs.....John J. Brennan
 Dir. of Prom., Adv., Press.....Arthur Perles

(Continued on Page 996)



NOW IN OVER 140 MARKETS:

THE MGM FEATURES

More than 700 great MGM features from the Golden Era of moviedom... with the screen's biggest stars. Now rolling up top audience ratings from coast to coast.

NOW IN OVER 50 MARKETS:

THE MGM SHORTS

John Nesbitt's Passing Parade, the Our Gang Comedies and Crime Does Not Pay... filmdom's finest short subjects... now winning millions of new friends on TV.

NOW ON NBC NETWORK:

THE THIN MAN

Peter Lawford and Phyllis Kirk star in this hit mystery series now in its second season for Colgate-Palmolive. Friday nights at 9:30 EST.

NORTHWEST PASSAGE

Keith Larsen, Buddy Ebsen and Don Burnett star in this exciting new adventure series based on Kenneth Roberts' famous best-seller. Friday nights at 7:30 EST.

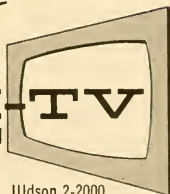
*... and more
great new shows
coming next season
from*

MGM-TV

A Service Of Loew's Incorporated

Write... wire or phone... MGM-TV

1540 Broadway, New York 36, New York. JUdson 2-2000.



TV FILM PROD.-DIST.

(Continued from Page 993)

Mgr., Merchandising.....Robert R. Max
Services Offered—TV film program sales and syndication, licensed merchandising.

Sales Offices

NBC Television Films:

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

Phone: Circle 7-8300

Regional Prog. Sls. Mgr.....Daniel M. Curtis
Eastern Sls. Mgr.....John F. Tobin

Victory Program Sales

663 5th Ave., New York 22, N. Y.

Phone: CI 7-8300

Merchandise Mart, Chicago 54, Ill.

Phone: MOhawk 4-6565

Central Sls. Mgr.....Edward A. Montanus
Sunset and Vine, Hollywood 28, Cal.

Phone: THornwall 5-7000

Western Sls. Mgr.....Clifford Ogden
Manager.....Jacques Liebhenguth

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont.

Phone: WALnut 4-9635

Manager.....Ralph Ellis

NBC Television Films—Badge 714, Boots and Saddles—the Story of the Fifth Cavalry, The Silent Service, Union Pacific, Danger Is My Business, The Life of Riley, Flight.

Victory Program Sales—Adventure of the Falcon, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, Gumby, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, It's A Great Life, The Lilli Palmer Show, Medic, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch The World, Cameo Visitor, Panic!, The Adventures of Hiram Holiday.

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-6734

President.....David B. Dash
Services Offered—Distribution and production of TV films.

Carson-Stempel Enterprises

9034 Sunset Blvd.

Los Angeles 46, Calif.

Phone: CREstview 4-8343

Partners.....Jack Carson & Frank Stempel

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35, Calif.

Phone: WEbster 8-2101

Pres., Gen. Mgr.....Jack Miles
Services Offered—Sound stage facilities for lease. Completely equipped; for motion picture and TV film production.

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood 46, Calif.

Phone: OLdfield 4-4144

President.....Harvey Pergament
Vice Pres.Earl M. Robins
Sec. Treas.Esther Pergament
Services Offered—Producers representa-

tive, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Famous Guests,UNK & Andy Art Adventures, Huespedes Famosos (Spanish).

Cavalier Productions, Inc. Rodney-Young Prod.

9134 Sunset Blvd., Los Angeles 46, Calif.

Phone: CR 6-4174

President.....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary.....Ben Bisgeier
Productions—"Father Knows Best."

Campus Film Productions, Inc.

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

(See Commercial Producers)

Caravel Films, Inc.

20 West End Ave., New York, N. Y.

(See Commercial Producers)

CBS Films

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

Phone: PLaza 1-2345

Administrative V.P.....Sam Cooke Diggs
V.P. Chg. Prod.....Leslie T. Harris
V.P., Gen. Sales Mgr.....John F. Howell
Oper. Sls. Serv. Dir.....Fred J. Mahlstedt
Merchandising Mgr.....Walter Scanlon
Sales Prom. Mgr.....Eugene Moss
Sales Service Mgr.....Gloria Lesser
Publicity Director.....Robert Fuller
Mgr. Chicago Sales.....Henry Gillespie
Mgr. San Francisco Sales.....Edward Hewitt
Mgr. Los Angeles Sales...William Perkinson
Mgr. Atlanta Sales.....James H. McCormick
Mgr. Dallas Sales.....Carter Ringlet
Mgr. St. Louis Sales.....George Diedrich
Mgr. Boston Sales.....H. Roy Marks
Mgr. Detroit Sales.....Barr Sheets
Pres., Canada (Caldwell TV Film Sls.)

S. W. Caldwell

Services Offered—Worldwide distribution & production facilities. Finances, produces & distributes films for TV.

Productions—The Silent Saber, Diplomat, Border Patrol, Colonel Flack, The Man Nobody Knows, Rendezvous, Dragon Flag.

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.

Phone: Wisc. 7-9244

Branch Office

30 Rue Chalgrin, Paris, France

President.....Bruce Chapman
V.P. & Treas.....Edna Chapman
Dir. of Research.....Mary Hurcheson
Prod. Mgr.....Bert Berns

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

(Continued on Page 1000)

GREATER TV PRODUCTION VALUES— ... The Major Studios' Contribution

By GEORGE SHUPERT
President, MGM-TV



UNTIL quite recently most television films and theatrical films were worlds apart insofar as production value and scope were concerned. But with the total entry of the major Hollywood studios into the TV programming arena, more and more television films are beginning to acquire the same high quality and broad scope of their theatrical cousins.

Once most TV films were produced in the smaller independent rental studios where they were restricted to simpler, less costly settings that had a monotonous sameness. In fact, the settings were not much different than those used in live television productions.

Now, with all of the major studios having stepped into television with both feet, all this is changing. Today, the television film is rapidly freeing itself of the restrictions that were formerly forced upon it by cramped production plants with their limited backlog of sets, costumes and props.

M-G-M (to pick an example with which I am most familiar) has thrown open all of its vast facilities, not just to its own television offshoot, M-G-M-TV, but to more than half-a-dozen independent producers as well. Within the huge 187-acre confines that make up the M-G-M production colossus, TV producers can choose from among 29 sound stages (including the world's largest) and they can take advantage of rivers and lakes, forests and jungles, city streets and country villages from virtually every corner of the world and any historical era.

The importance of this to the highly budget-conscious producer (and what TV producer doesn't fall into that category) is that it means he no longer must limit his writers to scripts written around the meagre settings that were formerly available. Now, he can give the writers carte blanche, with the knowledge that virtually any scene they call for can be matched from available settings.

This same thing also holds true for such other important items in the producer's budget as costumes and props. The M-G-M wardrobe and property departments, for example, cover a larger area by themselves than many of the entire studios where a number of well-known TV series were once filmed.

Other important production assets that only the large major studio can offer include a research department to check authenticity of any production detail, a large and experienced staff of lawyers to handle all necessary legal clearances, and a talent department that can quickly put its finger on the right person for any role.

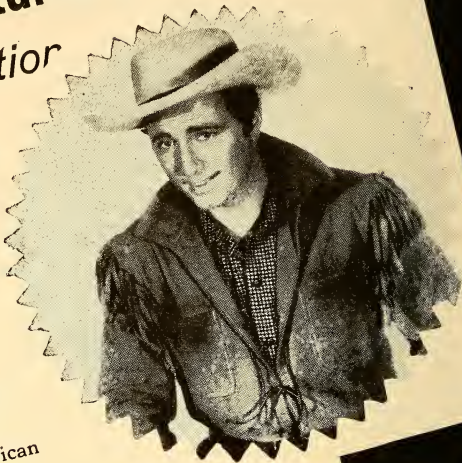
Of course, even the most elaborate of physical production facilities are meaningless without story properties that combine all the successful qualities of showmanship. And in recognition of this, M-G-M has made available for television adaptation its huge treasure chest of hundreds of memorable motion picture hits.

To breathe new life into these great properties, M-G-M has staffed its television department with the most creative personnel it can find.

The Adventures of Jim Bowie

Frontier Action

Averaged 20,000,000 viewers a week during its two-year network run ☆
Reached all-family audience with 2.71 viewers per set ☆
Developed second season ratings 25% higher than first ☆
Sponsored profitably both years by American Chicle Company ☆
76 half-hours.



26 MEN — Adult Western

Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆
Smash hit with audiences who made it #1 syndicated series in many markets...
top show in time period in scores of others ☆
39 new episodes now in production ☆
78 half-hours.



The People's Choice *starring* Jackie Cooper

Three laugh-filled
years on network ☆
Averaged over
9,000,000 homes
weekly this past
season ☆

Universal appeal
with audience

30% men ...
41% women ...
29% children.

Sponsored by
such TV-wise
advertisers as The
Borden Company
... Proctor & Gamble
... American Home Foods
☆ **104 half-hours.**



Bowling Queens

Championship Women
Bowlers ☆ Brand new
film series built
around sport with
greatest number
of active
participants

☆ Inspired by
success of local
live show by
same producers
which increased
audience-share 167%
in six-month period

☆ **26 half-hours initially.**





The Adventures of Jim Bowie

Frontier Action

Averaged 20,000,000 viewers a week during its two-year network run ☆ Reached all-family audience with 2.71 viewers per set ☆ Developed second season ratings 25% higher than first ☆ Sponsored profitably both years by American Chic Company ☆ **76 half-hours.**



The People's Choice

Jackie Cooper

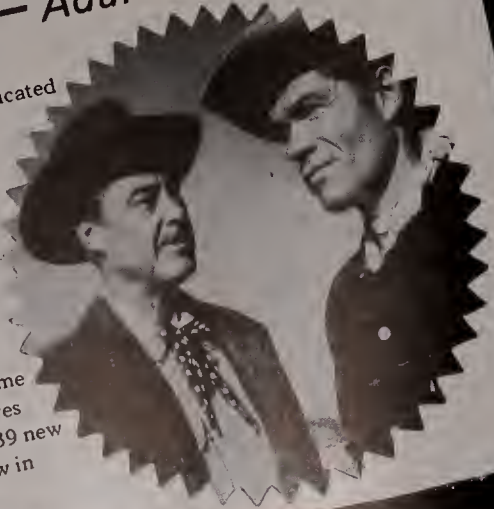
starring

Three laugh-filled years on network ☆ Averaged over 9,000,000 homes weekly this past season ☆ Universal appeal with audience 30% men... 41% women... 29% children. Sponsored by such TV-wise advertisers as The Borden Company... Proctor & Gamble... American Home Foods ☆ **104 half-hours.**



26 MEN - Adult Western

Fastest-selling syndicated show of the year, with sponsors in 183 markets ☆ Smash hit with audiences who made it #1 syndicated series in many markets... top show in time period in scores of others ☆ 39 new episodes now in production ☆ **78 half-hours.**



4

blue ribbon winners

Bowling Queens

Championship Women Bowlers ☆ Brand new film series built around sport with greatest number of active participants ☆ Inspired by success of local live show by same producers which increased audience-share 167% in six-month period ☆ **26 half-hours initially.**



1501 Broadway · New York 36

ABCFILMS, Inc.

Lackawanna 4-5050

TV FILM PROD.-DIST.

(Continued from Page 996)

Charter Oak Tele-Pictures

423 E. 90th St., New York, N. Y.
(See Commercial Producers)

Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
(See Commercial Producers)

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.
Phone: TEexas 0-6136

Services Offered—Producers, distributors of films.

Christensen-Kennedy Productions

2824 Harney St., Omaha 31, Nebr.
(See Commercial Producers)

Cinema Research

716 N. LaBrea Ave., Hollywood 38, Cal.
Phone: WEbster 3-9301

PresidentHarold Scheib
Vice President.....Ernest Arcella
SecretaryRobert Kegel
TreasurerBernard Shea
Services Offered—Optical printing, titles, insert photography, animation. 16 or 35mm—color or B & W.

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

PresidentJoseph Seiden
Cameraman.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Services Offered — Rental of completely equipped studios for TV producers including camera, sound and lighting equipment for location work.

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.
Phone: JUdson 6-1336

President.....Joseph P. Smith
V.P., Gen. Sls. Mgr.....Francis D. Smith
Mid-West Sales Manager....W. A. Pomeroy
So. Sales Manager.....L. Seishnaydre
Services Offered—Producers and distributors of filmed TV programs. Distribution of feature films.

Productions—Adventures of Danny Dee, Jingle Dingle Christmas Party.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood
(See Commercial Producers)

Lars Calonius Productions, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

Clairmont Films

4530 Mariota Ave., Hollywood, Calif.
Phone: POplar 2-4498

OwnerLeonard Clairmont
Services Offered: Motion picture production and photography.
Productions: Tiare Tahiti.

Cluster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.
Phone: CHesapeake 3-3630

President.....Bertram H. Cluster
Services Offered—Producers and distributors of "Strikes 'n Spares," bowling series.

Colorama Features

1501 Broadway, New York City
Phone: LOngacre 4-5992

President.....Jules B. Weill
Vice President.....Carroll L. Puciatto

Commodore Productions and Artists, Inc.

6636 Hollywood Blvd., Hollywood 28, Cal.
(See Commercial Producers)

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6456

President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Sales Mgr.Leo Gottlieb
Services Offered—TV producers and distributors.

Confession, Inc.

1501 Broadway, N. Y.
Phone: LOngacre 4-5592

Exec. Prod.....Jules B. Weill
Prod. Moderator.....Jack Wyatt
Services Offered—Product for regional and national sponsorship.

Frank Cooper Associates Agency

945 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 4-5971
N. Y. Phone: PLaza 1-0725

PresidentFrank Cooper
V.P. Chg. L. A. Office..Dick Irving Hyland
V.P. Chge. of N. Y. Office.....Sy Fischer
Executives.....Joel Cohen, Robt. Goldfarb, Wm. Cooper, Richard Morgan, Douglas Whitney, B. D. Shamburg, Jno. B. Genung, Perry Leff, Leonard Goldstein
Services Offered—Literary & Actors agents, TV packagers.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448

PresidentTom Corradine

BUYING PUBLIC IS QUALITY CONSCIOUS

... And Won't Settle For Anything Less

By HENRY G. PLITT

President, ABC Films, Inc.



If you've never seen a man with two heads, and would like to, drop up to my office. Better come soon because this strange state of affairs will be temporary and within a short time the heads will merge. One head, the one I've been wearing for about fourteen years, has been devoted to the business of getting people to leave their home to go to a movie. The other one joined me this past February when I left the picture business to head up ABC Films, Inc. This new one expects to persuade people to stay home to watch television.

Some people think that these two heads are incompatible and predict that my headaches will come in pairs but this is far from the truth. They get along quite well because they have much in common.

The prime responsibility of running a theatre chain is to buy pictures with box office appeal, set admission prices which are fair and arouse public interest through exploitation—bearing in mind that entertainment for mass consumption should not be offensive.

The responsibilities in my new job are basically the same with obvious variations. Instead of a constantly ringing cash register, the success of ABC Films' programming will be measured by the television rating services. The factors which make for success are the same in both entertainment media—suspense, excitement, sex and appeal to all age groups and varying tastes.

The economic factors are similar. In order to get top quality product we have to spend money. Naturally,

we cannot afford to pay unrealistic prices which will prohibit us from recouping our production costs and making a profit. Under no circumstances, however, will we cheat. The buying public, whether it be a movie patron or an advertiser, is quality conscious. They know what's good and won't settle for anything less.

In the area of exploitation, although the aims are similar, the approaches are quite different. Movie distributors have a great deal of freedom in their promotion. One of the biggest differences between movie and TV advertising is the use of sex. Movie exhibitors often can spark their ads with illustrations of scantily clad gals and provocative, teasing copy. TV stations cannot do the same and rightly so. After all, a parent can control his child's movie attendance. He can't control TV viewing so readily and shouldn't be made to do so. A television program is like a guest in the house. Neither's performance should be unacceptable in the home environments.

Although many people think that movies and TV are incompatible, they are, in reality, interdependent. Most of TV's talent was schooled in motion pictures. Television formats are, for the most part, based upon story lines and themes which have proven popular in movie houses. TV has profited from the Hollywood star system and often uses top Hollywood stars to headline the spectaculars. TV, because of its less expensive and more rapid approach to star build-up, has that to offer the movie industry.

LOOK



AT THIS

Mr. Sponsor!!!



**HERE IS A SAMPLE RATING ON THE
LAUREL & HARDY SHOW**

ARBITRON

5:30 P.M.	Saturday	January 10, 1959
WPIX-N. Y.	Laurel & Hardy	18.3
WCBS-TV-N. Y.	Early Show	8.8
WOR-TV-N. Y.	Million Dollar Movie	6.7
WABC-TV-N. Y.	All Star Golf	5.3
WNTA-TV-N. Y.	Gun Slingers	3.9
WRCA-TV-N. Y.	Ask the Camera	2.1
SETS IN USE		46.3

Contact: GOVERNOR TV ATTRACTIONS

ARTHUR KERMAN, *President*

375 PARK AVENUE • PLaza 3-6216

(Continued from Page 1000)

Vice President.....Kyle C. Thomas
Sales Mgr.Phil Barry
SecretaryMarion Wrenn

Services Offered—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.

Currently Distributing—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Holiday U.S.A., Confession, Prospective, Wanted and Tomahawk, Crime Fighters, Rendezvous With Adventure, Uncommon Valour.

Criterion Film Laboratories, Inc.

33 W. 60th St., New York 23, N. Y.
Phone: COlumbus 5-2180

President.....Fred G. Todaro
Production Manager.....Ernest Todaro
Sales Manager.....Irving Schechter

Services Offered—Developing and printing of B & W and color film.

Cummings Productions, Inc.

4 West 56th St., New York 19, N. Y.
(See Commercial Producers)

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N. Y. 22, N. Y.
(See Commercial Producers)

Robert Davis Productions, Inc.

1755 Broadway, N. Y. 19, N. Y.
(See Commercial Producers)

Gordon M. Day Productions

15 W. 44th St., N. Y. 36, N. Y.
(See Commercial Producers)

D.P.M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
(See Commercial Producers)

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HO 4-8331

PresidentJack Denove
Vice-PresidentDick Denove

Services Offered — Produce film commercials, dramatic half-hour TV shows and industrial films.

Productions— Christopher films, General Electric commercials and the L.B.E. Industrial film, Bowling Series.

Dephoure Studios, Inc.

782 Commonwealth Ave., Boston 15, Mass.
(See Commercial Producers)

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Derel Producing Associates, Inc.

68 William Street, New York 5, N. Y.
Phone: BOwling Green 9-1550

PresidentJerry Feldman
Exec. ProducerGene Feldman

Services Offered—Packagers of filmed TV shows.

Louis deRochemont Associates, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-0350

PresidentLouis deRochemont
Associates.....F. Borden Mace, Thos. Orchard, Lothar Wolff, Martin J. Maloney, Louis deRochemont III

Services Offered—All producing services for films in any medium from super-wide-screen (Cinerama, Cinemiracle) to 16 mm. Also distributing services for selected theatrical films.

Productions: Windjammer, The Boris Morros Story, The March of Todd-AO.

Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
Phone: HO 9-5911
N. Y. Phone: PL 2-1393

Pres. & Director.....Desi Arnaz
V.P. & Director.....Lucille Ball Arnaz
Exec. V.P. & Director.....Martin N. Leeds
Sec.-Treas. & Director.....Edwin E. Holly
Vice Presidents.....W. Argyle Nelson,
George Murphy, Bernard Weitzman
Asst. Sec.....Arthur Smith

Services Offered—TV film producers for own account; provides filming services and facilities for networks and independents on cost-plus-fee basis; operates 34 sound stages and extensive back lot.

Productions—Own productions — Desilu Playhouse; Lucille Ball-Desi Arnaz Show; Whirlybirds; Walter Winchell File; U. S. Marshall; Grand Jury; This Is Alice; The Texan; Ann Sothern Show. Filming for others—The Lineup; December Bride; Red Skelton; Danny Thomas Show; Wyatt Earp; Real McCoys; Californian; Love and Marriage; Yancy Derringer; Man with a Camera; The Millionaire.

(Continued on Page 1006)

Deadline
Decoy
Big Story
Treasury Men in Action
Crime Club
U. S. Agent
Man Behind the Badge
International Police
Eye Witness

PYRAMID PRODUCTIONS, Inc.

221 WEST 57 STREET NEW YORK 19, N. Y.

EVERETT ROSENTHAL

LEONARD LOEWINTHAN

The Critics' Award Package

85 FINE FEATURE FILMS FROM

FLAMINGO

(ALL POST 1950)

RIFIPI

PRIVATE'S PROGRESS

GOLD OF NAPLES with *Sylvana Mangano, Sophia Loren*

SILKEN AFFAIR with *David Niven*

MR. HULOT'S HOLIDAY with *Jacques Tati*

LONG JOHN SILVER with *Robert Newton*

PLEASE MR. BALZAC with *Brigitte Bardot*

THE GREEN MAN with *Alastair Sim*

BATTLE HELL with *Richard Todd*

SUDDEN FEAR with *Joan Crawford, Jack Palance, Gloria Graham*

THE WIDOW with *Patricia Roc*

I AM A CAMERA with *Julie Harris*

WOMEN OF ROME with *Gina Lollobrigida*

WIRE TAPPER

FRISKY with *Gina Lollobrigida*

THE DEVIL'S GENERAL with *Curt Jergens*

BITTER RICE with *Sylvana Mangano*

ANNA with *Sylvana Mangano*

LOSER TAKES ALL with *Rossano Brazzi, Glynis Johns*

SCANDAL IN SORRENTO with *Sophia Loren, Vittorio De Sica*

HELL IN KOREA

PLUS A FINE LIBRARY OF HALF-HOUR FILMS

- DEADLINE
- CITIZEN SOLDIER
- O. S. S.
- Stars of the GRAND OLE OPRY
- SUPERMAN
- BIG STORY
- BEULAH
- AGGIE
- SAILOR of FORTUNE
- BIG IDEA
- TOP SECRET
- BASEBALL HALL of FAME
- FOOTBALL HALL of FAME
- COWBOY G-MEN

PLUS 96 GOOD BREAD-AND-BUTTER FULL-LENGTH WESTERNS

FLAMINGO TELEFILM SALES, Inc.

221 West 57 Street, New York 19, N. Y., Judson 6-7040



(Continued from Page 1003)

Walt Disney Studio

500 So. Buena Vista, Burbank, Calif.
Phone: Cal.: TH 5-3141

Chairman of Board.....Walt Disney
President.....Roy Disney
V.P.-Adv. & Sales.....E. Cardon Walker
Vice-President.....Donn B. Tatum
Treasurer.....Paul L. Pease
V.P., Studio Prod. Mgr.....W. H. Anderson
Publicity Head.....Joseph P. Reddy

Productions — Mickey Mouse Club, Walt Disney Presents, Zorro: all TV Series for ABC Network Release.

Dougfair Corporation

6772 Hollywood Blvd., Los Angeles 28
Phone: HOLLYWOOD 5-6164

President.....H. Alexander MacDonald
V.P., Treas.....Fred W. Hoar
Secretary.....C. A. de Lima
Comptroller.....A. Eugene Donofrio

Services Offered — Producer filmed TV series.

Productions—Douglas Fairbanks Presents.

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-5690

President.....Sherman H. Dryer
Services Offered—Custom productions & general packages in TV, films, radio & for the stage.

Productions—World of Medicine, The Balance, Project: Security.

Dynamic Films, Inc.

Offices—405 Park Ave., New York City 22
(See Commercial Producers)

Economee Television Programs

(A Div. of Ziv Television Programs)
488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4700

General Manager.....Pierre Weis

Services Offered—Distribution of the following films for television: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album.

Editorial Films, Inc.

10 East 40th St., New York 16, N. Y.
(See Commercial Producers)

Educational Films Corp. Of America

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

President.....Earl W. Hammons
Vice President.....V. H. Hammons
Treasurer.....Everett Rosenthal
Secretary.....L. Loweninthan

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Peter Elgar Productions, Inc.

75 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Elliot-Unger-Elliot, Inc.

414 West 54th St., New York 19, N. Y.
(See Commercial Producers)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.
(See Commercial Producers)

Robert J. Enders, Inc.

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

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Editorial Supervisor.....George Taylor
Production Manager.....Les Miller
Photography Director.....Bert Spielvogel
Script Editor.....Mary Crowell
Art Director.....Fred Waller

Hollywood Office

M-G-M Studios, Culver City,
10202 Washington Blvd.

Phone: TEXas 0-2707

V.P. in Chg. of Prod.....Robert L. Friend
New York Office

15 East 48th St., New York, N. Y.

Phone: PLaza 3-2966

Manager.....Marshall Schacker

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

Endorsements, Inc.

65 East 55th St., New York 22, N. Y.
(See Commercial Producers)

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F. (7)
Phone: 25-01-53

President.....M. B. Ponce
(Continued on Page 1009)

THE CONSTANT SEARCH FOR NEW IDEAS

... Is Hitting a Quickened Pace

By WALTER KINGSLEY

President, ITC (Independent Television Corporation)



AFTER many thousands of hours of television programming have gone parading across the home screen, the search for new ideas takes on a quickened pace. How many plots, programs, jokes, and memorable lines have already been used? How many more heroes can be found? Protagonists which just a few years ago were fresh new creations have become stereotypes. The drive for something new constantly hounds the producer, and the search becomes increasingly more difficult, and, with rising costs, his mistakes more costly.

It is almost unnecessary to establish the fact that there is continuing uncertainty in our young industry. It has often been said, however, that a measure of a person's maturity is his ability to live with this uncertainty. The producer-company must then be not only creative and intelligent, but mature enough to know if and when to plunge into new productions.

The television producer is forever measuring the acceptability or unacceptability of a new program concept. We constantly try to measure new program concepts based on research, ratings, etc. Yet the producer must, in the final analysis, be the judge of the future life of his program idea regardless of the rumors, whims and half-truths that may be circulating at any given time in buying circles. If a producer were to constantly reflect the temperament of the hours, he would be incapable of producing a program with firm characteristics of identity and format. In other words the producer and seller of television programming must always take

chances based on the best research available, but equally important is his own knowledge of the taste and temperament of the public.

We at ITC accept the challenge of this uncertainty. Our creative organization is constantly on the prowl, looking for new backgrounds, new locales, new situations to springboard a television program series. As a matter of fact, we think the television buyer today is really more willing to accept a new idea than he was, say, five or ten years ago, regardless of the fact that westerns seem to be the open sesame to rating success.

For example, this year we produced a different kind of action program called "Cannonball." Why was "Cannonball" different? Basically, because it did not rely solely on action and impact to gain audience. We added a new quantity to syndication programming called human interest, a quantity which heretofore had been the almost sole province of network programs. We felt that by adding a family situation to an action series, it would help give the sponsor the identification which he constantly wants.

In our overseas production, we are also reaching into new areas of programming. "The Four Just Men," being jointly produced by the Jack Wrather Organization and Sapphire Films, Ltd., not only represents an innovation in casting four of the biggest names ever to appear in a continuing television series (Jack Hawkins, Dan Dailey, Richard Conte, Vittorio De Sica) but more importantly, we are presenting a new concept for adventure programming.

INTER WORLD TV FILMS OFFERS
COMPLETE GLOBAL SERVICE

SERVICE

**INTER WORLD OFFERS –
PRODUCERS & DISTRIBUTORS:**


unparalleled facilities for complete global saturation.

**INTERNATIONAL SPONSORS
& STATION REPS:**

a highly diversified list of excellent first run properties, packages and features.

The world market for television is expanding at a phenomenal rate, and the need for quality properties is growing. Inter World performs especially for this market and its needs, with highly experienced representatives handling your distribution from key points around the globe and/or a portfolio of top quality, first run properties (over 2500 titles) that range from musicals and comedies to mystery and adventure.

for information contact:

INTER  **WORLD TV FILMS, INC.**

460 PARK AVENUE

NEW YORK 22, NEW YORK

MURRAY HILL 8-5362

1008

(Continued from Page 1006)

Manager.....C. G. Villamil
 Secretary.....B. M. Ortega
 Sales Manager.....L. G. Munoz
Services Offered—Production, distribution of short films.
Productions—Mexican Newsreel, Camara.

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
 Phone: Circle 5-6157

PresidentWalter Bibb
Services Offered—Distributes various features and shorts for TV.

Explorers Pictures Corp.

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

Pres.-Gen. Sales Mgr.....Jules B. Weill
 Asst. Sales Mgr.....Monty Raphaelson
Services Offered—Motion picture films for TV, feature and half hour length.

Faillace Productions, Inc.

35 E. 35th St., New York 16, N. Y.
 (See Commercial Producers)

Jerry Fairbanks Productions

1330 N. Vine St., Hollywood 28, Calif.
 Phone: Hollywood 2-1101

Pres., Exec. Producer.....Jerry Fairbanks
 Production Manager.....John McKennon
 Studio Manager.....Robert Scrivner
 Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
 Phone: HO 2-1317

Pres., Prod.Rev. Patrick Peyton, C.S.C.
 Vice-Pres.Rev. Jerome Lawyer, C.S.C.
 Assoc. Prod....Rev. Albert J. Heinzer, C.S.C.
 Prod. Super.....Rev. Philip Higgins, C.S.C.
Services Offered—Production and presentation of two weekly dramatic broadcasts over Mutual Network. Production and distribution, free of charge, of religious films for public-service use.

Fantasy Features Inc.

(Subsidiary of Lance Productions)
 353 W. 57th St., New York, N. Y.
 Phone: PLaza 7-6167

Don Fedderson Productions

780 N. Gower St., Hollywood 38, Cal.
 Phone: Hollywood 9-5911

New York Phone: OXford 5-3060
 PresidentDon Fedderson
 Vice President.....Fred Henry

Dir. Publ.-Prom.....Les Kaufman
 N. Y. Manager.....Art Stark
 Assoc. Prod.....Gerald Mayer
 Story Editor.....Milton Merlin
Productions — The Millionaire, Who Do You Trust?, Liberace.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48, Cal.
 119 W. 57th St., N. Y. 19, N. Y.
 (See Commercial Producers)

Fialkoff Theatrical Agency

1560 Broadway, New York 36, N. Y.
 Phone: JUDson 2-4037

Managing Director.....Donald La Mon
 Production Executive.....Edwin F. Gregg
 Production Supervisor.....Jack Fialkoff
 Location Supervisor.....Sylvia Cohen
 Office Manager.....Ivy Fialkoff
Services Offered—Specializing in foreign films; one-night shows. Industrial shows.
Productions—Your Hit Parade TV Show (touring the Orient for American Tobacco Co.).

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
 (See Commercial Producers)

Film Classic Exchange

1977 S. Vermont Ave., Los Angeles 7
 Phone: REpublic 1-3854

Manager.....Charles H. Tarbox
Services Offered—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.
Productions—The Living Past, Tales of Mt. Idy.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
 Phone: OLive 3-2430

Pres. & Owner.....Regina Lindenbaum
 Technical Supervisor.....Ferenz Fodor
 Supervising Ed.....Norman Colbert
 Production Manager.....Jack C. Lacey
Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.
Productions — Groucho Marx "You Bet Your Life," Mark Twain, Feature.

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
 Phone: Hollywood 9-5808

PresidentLinwood Dunn
Services Offered — Specialized laboratory services in 16 mm. and 35 mm., color and B & W, including 16 mm. color duplicating, blow-up release prints and negatives, titles, inserts, animation, matte paintings, anamorphic conversions and all special effects.
 (Continued on Page 1013)

ORIGINAL FIRST RUN ANIMATED CARTOONS IN A SERIES
OF 26 SUBJECTS PRODUCED EXCLUSIVELY FOR TV

Ted Eshbaugh's

Daffy Doodle



- Integrates into Shows.
- An Independent Featurette.
- Commercial tie-ins — (doodles turn into Sponsor's product)



THE PHENOMENAL BIRD WHO TURNS DOODLES INTO
ANIMATED CARTOONS — WRITE, WIRE OR PHONE
COLLECT FOR EXCLUSIVE IN YOUR MARKET

Televisual-International; Frederic Stoessel, Sales Manager
1029 East 163rd St., New York 59, N. Y. Phone DA. 9-3220

PUBLIC SERVICE HAS MANY FACETS

... And Good Entertainment Is One

By RALPH COHN

President of Screen Gems, Inc.



THE term "public service" has been used in our industry to describe any program—good, bad or indifferent—of a topical or educational nature. We have all seen programs which have been dull, pedantic and professionally inexcusable save for the fact that they fell into this "public service" category.

I believe such thinking renders a fundamental disservice to the meaning of the public's interest. The production of entertainment that every day delights, diverts and amuses millions is a genuine service to the public. Our industry has every reason to be proud of the job it has done in filling the increased leisure time of the people of the world with good, solid fun.

Yet, I still meet those who find it necessary to criticize our industry for the fact that it is in the business of manufacturing entertainment rather than some form of pseudo-uplift. They are, it seems, a little ashamed that our programs are regarded as "commercial" and that we are paid money by sponsors.

Let's stop being ashamed of the fact that many of us make sheer, unadulterated entertainment, designed for mass consumption. Night-time commercial television is not the concert hall or the lecture stage. It is the broadest possible medium for providing entertainment for millions.

Almost no sponsor has ever intentionally bought a program on the

premise that it would be so highly specialized as to interest only a small audience, just as very few viewers have ever tuned in the second episode of a program that bored them the first time.

If we are really to serve our enormous public, we must give it more of what it indicates it wants—good, clean, solid entertainment, skillfully and colorfully presented.

On these terms, social good can also be fostered. A program like "Father Knows Best" is certainly 'entertainment.' Yet it has impressed upon its vast audience the importance of education, the need for safe-driving instruction for teen-agers, the values of well-rounded family life and other moral lessons. It never preaches these ideals; it demonstrates them within an entertaining dramatic framework.

How then can we best serve the public and meet our obligations to society? We must hire the best talents available, refuse to compromise with the quality of our productions, and engage in a continual process of imaginative creativity. We must keep our fingers on the public pulse, find out what the people want to see and give it to them in the best way we know how.

Night after night a wonderland of adventure and comedy is offered to people to relax and refresh them after a tough day. This is a magnificent public service.

FREMANTLE INTERNATIONAL INC.

Films For International Television

Maintaining Offices in

NEW YORK, TORONTO, MONTREAL, MEXICO CITY, LONDON

(Continued from Page 1009)

Filmercial Productions

650 N. Bronson Ave., Hollywood 4, Calif.
(See Commercial Producers)

Film Graphics, Inc.

245 West 55th St., New York 19, N. Y.
(See Commercial Producers)

Film Images, Inc.

1860 Broadway, New York, N. Y.
Phone: CIrcle 7-1877

PresidentRosalind Kossoff
Secretary-TreasurerHarry Bimberg
Services Offered—Distributors of 16 mm. cultural films for educational and television use. Documentaries, films about art, art and experimental films. Short subjects.

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 2-7141

President.....Robert W. Stabler
Vice-Pres.....Glenn N. Cook
SecretaryClifford Enger
TreasurerPatricia Tracey
Services Offered—Production of all types of TV Films.

Productions—Gunsmoke, Have Gun—Will Travel.

Films of the Nations Distributors, Inc.

62 W. 45th Street, New York 36, N. Y.
Phone: MUrray Hill 2-0040

PresidentMaurice T. Groen
Services Offered—Distribution of half and quarter-hour TV films, sponsored films, and 3-million feet of stock shots in color.

Filmvideo Releasing Corporation

333 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

President.....Maurice H. Zouary
Services Offered—Over 7,000,000 feet of 35 mm motion picture stock footage, servicing major film companies. Producer of features.

Productions—Rockin' the Campus, Poem for a Day, Parade of Presidents.

Film Vision Corp.

M. C. Pictures, Inc.
1501 Broadway, N. Y., N. Y.
Phone: LONgacre 3-6187

Executive V.P.....Jerome Balsam
Services Offered—Distributors of features and westerns.

Filmways, Inc.

18 E. 50th St., N. Y. 22, N. Y.
(See Commercial Producers)

Fiore Films

128 Mallory Ave., Jersey City, N. J.
(See Commercial Producers)

mark vii ltd.

DRAGNET

THE D. A.'s MAN

THE BLACK CAT

PETE KELLY's BLUES

Flamingo Telefilm Sales, Inc.

221 W. 57th St., N. Y. 19, N. Y.
Phone: JUdson 6-7040

PresidentHerman Rush
Exec. V.P.....Ira Gottlieb
V.P., Dir. Nat. Sales....William A. Cornish
V.P. in Chg. of Sales.Alexander Stronach, Jr.
Dir. Adv. & Public.....Billy James
Services Offered—Production and distribu-
tion of TV film programs.
Productions—Citizen Soldier.

Flying A Productions

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-1425

Pres., & Exec. in chg.
of Production.....Armand Schaefer
V.P., Chg. of Sls.....M. J. Hamilburg
Executive Producer.....Louis Gray
Services Offered—Production of TV films
Productions—Annie Oakley, Buffalo Bill,
Jr., Range Rider, Adventures of Champion,
Gene Autry Productions.

Fortune Features, Inc.

1501 Broadway, New York, New York
Phone: LOngacre 4-5592

President.....Jules B. Weill
Sales Manager.....Monty Raphaelson
Services Offered—Distribution of 70 fea-
tures for TV.

**Foundation Films
Corporation**

303 Citizens Bank Bldg., Pasadena, Cal.
Phone: SYcamore 6-2649
New York Associate: Lakeside TV Co.
1465 Broadway, New York 36, N. Y.
Phone: LOngacre 5-4582

Chairman of the Board John I. Bolen
PresidentRichard D. Pearsall
Sec'y-Treas.Eldon L. Eby
Services Offered—Production and distribu-
tion of non-denominational religious films.

Four Star Films, Inc.

1417 N. Western Ave., Los Angeles 38
Phone: HOLlywood 2-6231

PresidentDick Powell
V.P. & Treas.....Charles Boyer
V.P. & Sec.....David Niven
V.P., Prodn.....Frank Baur
Asst. Treas.....S. A. MacSween
Asst. Sec.....A. Morgan Maree III
Board of Directors.....Dick Powell, David
Niven, Charles Boyer
ProducersDick Powell, David Niven,
Charles Boyer, Charles Isaacs, Hal Hudson,
Coles Trapnell, Fred DeCordova
Services Offered — Creation, Production,



ROBERT YOUNG

in

"FATHER KNOWS BEST"

A Rodney-Young Production



Produced by

EUGENE B. RODNEY

Packaging, Pilots, Servicing all phases and types of TV film.

Productions — Zane Grey Theatre, The Rifleman, Wanted Dead or Alive; Track-down; Richard Diamond; The David Niven Show.

Frazen Productions, Inc.

1040 No. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Fremantle de Mexico S. A.

Televiscentro, Avenida Chapultepec, 18,
Mexico
I. D. F., Mexico
Phone: 12.83.82

Manager Rene Anselmo
Sales Manager..... Arturo Ulled
Services Offered — Distributes CBS and other films in Mexico and Central America.

Productions—Spanish-dubbed versions of: Annie Oakley, Foreign Legion, Gunsmoke, Have Gun—Will Travel, I Love Lucy, Range Rider, Whirlybirds, Trackdown, You Are There, Navy Log, San Francisco Beat, Perry Mason.

Fremantle International, Inc.

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

Secretary-Treasurer Ruth Arrington
Secretary Frieda Rothe
Services Offered—Distribution of American radio & TV products abroad.
Productions — Encyclopaedia Britannica films.

Fremantle International (London) Inc.

Axtell Hs., 4th fl. Warwick St.,
London W. I., England
Phone: GErrard 8227

Manager Angela Cuthbertson
Services Offered—Distributing Amer. TV programs throughout Europe.

Productions—Cartoon Classics, Movie Museum, Jungle, Big Fights, Hopalong Cassidy, Encyclopaedia Britannica Films, Crusade in the Pacific.

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont., Canada
Phone: WA 4-9635
1396 Ste. Catherine St., Montreal, Que., Can.
Phone: UN 1-0279

Board Chairman..... Paul Talbot
President Ralph Ellis
Manager (Montreal) Henri Tremblay
Services Offered—Canadian distributors for Calif. Nat'l. Productions (NBC Films) etc.
Productions—Silent Service, Medic, Flight,



GOLD MEDAL STUDIOS, INC.

Martin H. Poll, Pres.

TV FILM PROD.-DIST.

Gumby, Panic, Frontier, Hopalong Cassidy, It's a Great Life, etc.

Galaxy Attractions, Inc.

375 Park Ave., New York 22, N. Y.
Phone: PL 1-0330

President.....Milton A. Gordon
Exec. Vice Pres.....Manny Reiner
Services Offered—TV & feature film production; independent productions financed for network TV & feature films.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wisc.
(See Commercial Producers)

Gateway Productions, Inc.

1859 Powell St., San Francisco, Cal.
Phone: SUTter 1-8464

President.....Alvin J. Gordon
Services Offered—Distributor of 16mm. educational films.
Productions—Manners at School, Primary Modern Civilization Series.

W. J. German, Inc.

Jane St., Fort Lee, N. J.
Phone: N. J. WIndsor 4-5100
N. Y. LOngacre 5-5978

President.....William J. German
Executive Vice-Pres.M. B. Reilly
Vice-Pres.....Louis A. Bonn

Treas. & Secy.....M. B. Reilly
Ass't Treas.T. F. Ross
Ass't Sec'y.....A. C. Nugent
Chicago Office
6040 North Pulaski Rd., Chicago 30, Ill.
Phone: Irving 8-4064

Vice Pres.....John H. Maynard
Services Offered—Agent for the sale and distribution of Eastman professional motion picture and TV films.

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood, Calif.
Phone: HOLlywood 4-6131

President.....William J. German
Vice Presidents...E. O. Blackburn, G. H. Gibson, J. L. Courcier, H. E. Pratt
Treasurer.....Edward O. Blackburn
Secretary.....M. B. Reilly
Ass't Sec'y-Treas.R. Olney
Services Offered—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

General Film Laboratories

1546 North Argyle Ave., Hollywood 28, Calif.
Phone: HOLlywood 2-6171

President.....G. Carleton Hunt
Exec. V.P., Secy-Treas...Hans de Schulthess
V.P., Sales.....R. G. Goodwin
Sales Director.....J. E. Smith
Services Offered—Complete 16 and 35 mm.

“CONFESSIO”

All New Subjects

AVAILABLE

**For Regional or National Sponsorship
30 Weeks on ABC-TV Network**

Executive Producer: JULES B. WEILL

Producer & Moderator: JACK WYATT

CONFESSIO, INC.

1501 Broadway

LO. 4-5592

New York City

b & w developing and printing, plus 16 mm.
Kodachrome duplicating, magnetic striping.

Sherman Glas Productions,

7017 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)

Glenar Studios

Asst. Gen. Mgr. William Baron
Phone: HOLLYWOOD 4-0406
Owner Sid Glenar

Gold Medal Studios, Inc.

807 East 175th St., New York 60, N. Y.
Phone: CY 9-5500

President Martin H. Poll
Vice-President Murray Druckman
Secretary-Treasurer Selma Tamber
Asst. Secy.-Treas. Martin Leichter
Board of Directors..... Martin H. Poll,
Alfred W. Schwalberg, Arnold Saint Sub-
ber, C. Edwin Knill.

Services Offered—Two largest stages in the
East for film production at 807 East 175th St.

**Governor Television
Attractions, Inc.**

375 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 3-6216

President Arthur Kerman
Services Offered—Distribution of films for
TV. Representatives for Telepictures, Inc.

**Harry S. Goodman
Productions**

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

General Manager..... Harry S. Goodman
Sales Mgr. Everett F. Goodman
Asst. Gen. Mgr. William Baron
Secretary H. D. Knuth
TV Director S. M. Wilson
Radio Dir. Frank Gehrecke
Services Offered—15 and 30 minute filmed
shows for TV.

**Goulding-Elliott-Graham
Productions, Inc.**

420 Lexington Ave., New York 17, N. Y.
(See Commercial Producers)

John Guedel Productions

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: WEbster 6-6291

V.P. & Exec. Producer..... John Guedel
Services Offered — Radio and television
packaging and producing.

Guild Films Company, Inc.

460 Park Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-5365

President..... John J. Cole
Adm. V.P. & Treas..... Arthur R. Lerner
Secretary Sidney Mayers
Vice President..... Irving Feld

ATLANTIC TELEVISION

offers you two of the finest re-run packages — namely
the CHAMPION PACKAGE of 40 and the MILLION
DOLLAR PACKAGE of 60. Most of them were top-
rated!

At Budget Prices:
67 Western
Features with
good names



"Uncommon Valor,"
U.S. Marines'
26 half-hour
hits

130 West 46th St., New York 36, N. Y.
JUdson 2-1287 • Cables: Astorpic, New York

TV FILM PROD.-DIST.

Midwest Sales Manager.....Marvin Lowe
SYNDITAPE, INC.
(A Guild Subsidiary)

Vice President.....Gerald E. Liddiard
Services Offered—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.

Productions—Jack London's Captain David Grief, Kingdom of the Sea, Michaels of Africa, Light of the World.

Distributing—19 TV packages: Liberace, Joe Palooka, Florian Zabach, It's Fun to Reduce, Confidential File, I Spy, Molly (Goldbergs), Conrad Nagel Theater, Sherlock Holmes, Paris Precinct, Janet Dean, Duffy's Tavern, Col. Tim McCoy, Junior Science, Looney Tunes and Walter Lantz Cartoons, Post 1948 H'wood Feature Pictures.

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.
OwnerJack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

Gross-Krasne, Inc.

41 E. 42nd St., New York 17, N. Y.
Phone: YUkon 6-5225
5420 Melrose Ave., Hollywood 38, Cal.
Phone: HOLLYWOOD 7-5151
360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5583
155 Montgomery St., San Francisco
Phone: EXbrook 7-2683

Board Chairman.....Philip N. Krasne
Vice Chairman.....Jack J. Gross
Sales V. P.Melville Schlank
Administrative V.P.....Gerald King
Asst. to President.....Jerry Franken
V.P. Reg. Sales.....Leonard S. Gruenberg
V.P. Mid-W. Sales.....Arthur Spirt
V.P. Central-West Sls.....Raymond Wild
V.P. Western Sales.....Robert Hill
V.P. Eastern Sales.....Robert Brahm
V.P. S.E. Sales.....Fred R. Frank, Jr.
Services Offered—Production, distribution of TV films.

Productions—African Patrol, Adventures of Sea Hawk, Glencannon, Fate, Streets of Danger, Flying Doctor, Adventures of Jungle Boy.

Herman Hack Productions & Scripture Films

2441 N. Beachwood Dr., Hollywood 28, Calif.
(See Commercial Producers)

J & M Productions, Inc.

366 N. Camden Dr., Beverly Hills, Cal.
Phone: CRestview 5-4595

President.....Irving A. Fein
Secretary.....Richard M. Goldwater
Treasurer.....Lloyd Wright, Jr.

Services Offered—Production of live and filmed TV shows.

Production—The Jack Benny Show.

Cinema-Vue presents TOM PUSS



Now in production—52 five minute cartoon subjects on this lovable character—presently featured in over 200 newspapers throughout the world—a terrific TV smash with top publicity and merchandising tie-ups

Also Available

- 1100 MUSICAL PARADE OF STARS with top talent names
- 39 CHAMPIONSHIP WRESTLING from Hollywood
- 40 ADVENTURES OF DANNY DEE
- 26 SECRET FILE, U.S.A. with Robert Alda
- 27 WESTERN FEATURES



Distributed by

CINEMA-VUE CORP.

245 W. 55th ST., NEW YORK 19
JUDSON 6-1336

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
(See Commercial Producers)

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-4632

President.....Burt I. Harris
Associate.....Abbott London
Office Manager.....C. Coleman

Services Offered—Producer and distributor of motion picture film for television, owner of KTWO-TV Casper, Wyoming and KTWX-TV Sheridan, Wyoming; closed circuit TV system.

Harris-Tuchman Productions

751 N. Highland, Hollywood 38, Calif.
(See Commercial Producers)

Hartley Productions, Inc.

339 East 48th St., New York 17, N. Y.
(See Commercial Producers)

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: Circle 6-9031

Pres., Treas.....Jack H. Hoffberg
Services Offered — Distributors of half hour, quarter hour and ten minute series of

films, including Stories of the Operas in 15 minutes.

Holland-Wegman Productions

197 Delaware Ave., Buffalo 2, N. Y.
(See Commercial Producers)

Hollywood Television Service, Inc.

4020 Carpenter St., N. Hollywood, Cal.
Phone: POplar 3-8411

N. Y. Phone: JUDson 6-1700

Pres., Gen. Sls. Mgr.Earl Collins
Vice-PresidentRichard G. Yates
Sec'y-Treas.Lester J. Nelson

Services Offered—Distribution of motion pictures for TV.

Sandy Howard Productions

5842 Sunset Blvd., Hollywood 28
Phone: HOLlywood 2-6282

PresidentSandy Howard
Vice Presidents.....Jack Mulcahy,
Harvey Bernhard

Prod. Superv.....Gordon Wynn
Story Editor.....Enid Baine
Prod. Co-ord.....Charline Mitchell
Story Dept.....Ed Wynne
CastingMarvin Paige

Yes, we've made motion pictures
in
TIBET and TIMBUKTU

ODYSSEY PRODUCTIONS, INC.

439 Madison Avenue
New York 22, N. Y.
PLaza 1-6760

Producers of HIGH ADVENTURE WITH LOWELL THOMAS

TV FILM PROD.-DIST......

Services Offered—Production of live and filmed television programs for network and syndication arrangements.

Productions — Police Station; Congressional Investigator; Spellbound, Ad Lib; Fantastic; and a feature picture.

Ideal Pictures, Inc.

58 E. So. Water St., Chicago 1, Ill.

Phone: FInancial 6-5480

President.....Paul R. Focht
V.P., Secretary.....W. Dan Browning, Jr.
Treasurer.....Carroll M. Hadden

Services Offered—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

Independent Television Corp.

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

Phone: PLaza 5-2100

President.....Walter Kingsley
Asst. to Pres.....J. W. Kiermaier
Dir. Sales Opera.....William Du Bois
Gen. Sales Mgr. Synd.....Hardie Frieberg
Dir. National Sales.....Hal James
Midwestern Sls. Mgr.....Lee Cannon
N.E. Sls. Mgr.....Leonard Warager
S.E. Sls. Mgr.....Alton Whitehouse
Mgr. Inter'l Sls.....Abe Mandell

Adm. Mgr. Arrow Prod.....A. E. Unger
Canadian Sls. Mgr.....John E. Pearson

Services Offered—Production and distribution TV film series for international, national, regional and local sponsorship.

Productions—Lassie, Lone Ranger, N. Y. Confidential, Cannonball.

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

President.....William J. Ganz
Production Manager.....Herbert R. Dietz
General Manager.....Vincent J. Capuzzi

Services Offered—Producers and distributors of motion pictures, slide films and films for TV Industrial and non-theatrical audiences.

Intercontinental Television, S. A.

(Headquarters: Geneva, Switz.)

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

Phone: MUrray Hill 2-3404

Board Chairman.....Theodore R. Racoosin
Pres., Oper. Hd.....David A. Lown
Exec. V.P.....Hugo Seiler

Services Offered — Producers of live & taped European program material. Closed circuit telecasting. Sports telecasting. Taped commercials.

CALLING ALL FILM PRODUCERS!

STOCK SHOTS

ONE OF THE LARGEST INDEPENDENTLY OWNED
35mm MOTION PICTURE FILM LIBRARIES IN
THE EAST SERVICING MAJOR COMPANIES

call JUDSON 2-6185

IF YOU'RE PLANNING DOCUMENTARIES • COM-
MERCIALS • FEATURES • EDUCATIONALS • TV
FILM SERIES & LIVE SHOWS • CALL US NOW!

Maurice H. Zouary, President

International Film Foundation, Inc.

1 E. 42nd St., New York 17, N. Y.
Phone: OX 7-6820

Executive Dir.....Julien H. Bryan

Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

International News Service

235 E. 45th St., New York 17, N. Y.
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith
Editor-in-ChiefBarry Faris
Ass't. Gen. Mgr.....P. G. Reed
Managing Editor.....P. R. Allerup
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Promotion Mgr.....Kenneth Smith

Services Offered—Telenews daily, weekly and sports film services; INS 24-hour news wire; 35 mm. transparency service; stock film and photo library, fact-finding and research.

International TV Programs, Inc.

530 Maxwell Ave., Cincinnati 19, Ohio
Phone: UN 1-5000

President.....Edward J. Stern
Inter. Sls. Mgr.....Millard Segal
Latin Amer. Sls. Mgr.....Ralph Franklin
European Director.....Joseph M. Brandel

Services Offered—Production and distribution of television film world-wide.

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Cal.
Phone: NOrmandy 2-9181

445 Park Ave., New York, N. Y.
Phone: MUrray Hill 8-2545

V.P. & Gen. Sls. Mgr.....Lloyd Lind
Eastern Sls. Mgr.....Alan Roberts
1250 S. Wabash Ave., Chicago, Ill.

Phone: WAbash 2-7937

5746 Sunset Blvd., Los Angeles, Cal.
Phone: HOllywood 2-4448

3207 Friendly Road, Greensboro, N. C.
Phone: GRreensboro 3-7551

Sterling Films Ltd., King Edward Hotel,
Toronto, Canada
Phone: EMpire 6-6221

429 E. 14th Ave., Denver, Colorado
Phone: TAbor 5-4864

Services Offered—Production and distribution of 30 minute package shows. Distribution of feature motion pictures.

Inter-TV Films, Ltd.

1410 Stanley St., Montreal 2, Canada
Phone: PLateau 4868

PresidentMarcel Leduc
Exec. V.P.....Robert A. Jouglet
SecretaryJules Dupre
TreasurerJean H. Thys
147 University Ave., Toronto, Ontario, Can.
ManagerNorman Brown
U.S.A.: Official Films, 25 Worth St., N. Y. C.

Services Offered—Distribution of U. S., British and foreign films.

Distributing—130 U. S. features, 30 French features, The Errol Flynn Theater (half-hour anthology).

Inter World TV, Inc.

460 Park Ave., New York 22
Phone: MU 8-5365

President.....John J. Cole
Vice President.....Patrick T. Ahern
Secretary.....Sydney A. Mayers
Treasurer.....Arthur R. Lerner

Services Offered—Producer and distributor of TV films and Video-Tape in all areas of the world except the U. S.

Jamieson Film Company

3825 Bryan St., Dallas 4, Texas
(See Commercial Producers)

**COORDINATED
MARKETING
AGENCY INC.**

16 West 46th St. JU 2-2100

Producers of

“SHOWCASE”

“BETWEEN the LINES”

Executive Producers
LESTER L. WOLFF
IRVING HERZ

Producer
ART ARNOLD PELTZ

J & M Productions, Inc.

366 N. Camden Dr., Beverly Hills, Cal.
Phone: CRestview 5-4595

President.....Irving A. Fein
Services Offered — Producers of live & filmed TV shows.

Production—The Jack Benny Show.

Jayark Films Corp.

15 East 48th St., New York 17, N. Y.
Phone: MU 8-2636

President.....Reuben R. Kaufman
Vice President.....Curtis Kaufman
V.P., Sales.....Harvey Victor
V.P., National Sales.....Jerry Liddiard
Western Sales Mgr.....Edward Smardan
Adv. & Prom. Mgr.....Russ Alben

Branch Offices

699 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOLlywood 2-6769

Exec. in Charge.....Edward Smardan
Services Offered—Producers and distributors of filmed TV programs.

Productions—Bozo The Clown, 156 animated cartoons in color; Trapped, a series of 39 half hour dramas.

Jewell Radio & Television Productions

612 N. Michigan, Chicago 11, Ill.
(See Commercial Producers)

K & W Film Service Corp.

1657 Broadway, New York 19, N. Y.
(See Commercial Producers)

Victor Kayfetz Productions

1740 Broadway, New York 19, N. Y.
(See Commercial Producers)

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIRCLE 5-6710

Pres., Treas.....Howard A. Lesser
Vice-President.....Frank Beckwith
Secretary.....Anne Serra

Services Offered—Producers of all types of motion pictures.

Lakeside TV Co., Inc.

1465 Broadway, New York, N. Y.
Phone: LO 5-4582

President.....Richard Stevers
Exec. Vice-Pres.....Bernard Schulman
Vice President.....Hal Lawrence

Services Offered—Distribution of film series world-wide & producer of network shows.

Productions—Wild Life in Action, Where in the World, On the Spot, Opera and Ballet,

Bobo the Hobo, Reading the Bible, Night Editor, The Magic Vault, Out of the Past, Wanted, 75 Animal Shorts, Cartoons, Tomhawk, Perspective, Hobbies in Action.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood, Calif.
(See Commercial Producers)

Langlois Filmusic, Inc.

1755 Broadway, New York 19, N. Y.
(See Commercial Producers)

Lance Productions, Inc.

353 West 57th St., New York 19, N. Y.
(See Commercial Producers)

Robert Lawrence Productions, Inc.

(Loucks & Norling, Inc.)
418 W. 54th St., New York 19, N. Y.
(See Commercial Producers)

Mitchell Leichter

1929 Whitley, Hollywood 28, Cal.
Phone: HO 7-6520

Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich

Services Offered—Producer, distributor of films for television, 2,286 Features and Shorts, consisting of 367 Features, Dramatic Musicals, Comedies and Westerns, 30 Serials, 90 ½ hour Westerns, 138 Travelogues, 203 Documentaries, 165 Cartoons for Theatrical & TV, for the world rights.

Sol Lesser Productions, Inc.

5842 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6282

Ch. of Board.....Sol Lesser
President.....Sy Weintraub
V.P. & Sect.....Harvey Hayutin
Asst. Sect.....Louise Griswold

Services Offered: Feature and TV film producers. Producers of the Tarzan films and TV series, Our Town TV series, etc.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 4-7287

Producer-Director.....Gene Lester
Comptroller.....Albert J. Silverman
Assoc. Producer.....Martin Sperber
Services Offered—TV film packages and commercials.

Lewis & Martin Films, Inc.

1431 N. Wells, Chicago 10, Ill.
(See Commercial Producers)

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

President.....Paul N. Robins
Secretary.....H. Jerome Harris
Services Offered—Films for TV—Westerns,
Serials, Shorts.

Lou Lilly Productions

5746 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)

Lion Television Pictures Corp.

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

President.....E. W. Hammons
Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and
packages. Offering to TV stations packages
of 13 Handy Andy episodes of 12½ minutes
each.

Jack London Productions, Inc.

245 West 55th St., New York 19
Phone: PLaza 7-4117

President.....Barnett Glassman
Secretary.....Herbert Friedman
Dir. of Publicity.....Stephen F. Keegan
Productions — Owners of Jack London
library—TV series Captain David Grief.

James Love Productions, Inc.

115 W. 45th St., New York 36, N. Y.
(See Commercial Producers)

Lux-Brill Productions, Inc.

319-21 E. 44th St., New York 17, N. Y.
(See Commercial Producers)

Major Television Productions, Inc.

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2

President.....Irving Lesser

Glenn Mann Productions, Inc.

70 W. 55th St., New York City
Phone: Circle 7-0290

President.....Mrs. Glenn Mann
Services Offered—Program producer and
distributor.

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985

Pres., Exec. Prod.....Konstantin Kaiser
V.P., Super. of Prod.....Ken Baldwin
Dir. News & Sp. Events...Chas. Van Bergen

Services Offered—Public information films
produced and distributed to television sta-
tions; news and special event coverage;
world-wide news service; station consultants
on TV news setups; stock footage library,
commercials.

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood, Calif.
Phone: STAnly 7-0621

President.....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers
Secretary.....Seymour Steinberg
Productions—Features—Dragnet, Pete Kel-
ly's Blues, The D.I. for WB release. TV
series—Dragnet, Noah's Ark, The D. A.'s
Man, Pete Kelly's Blues.

Master Films Distributors, Inc.

120 West 42nd St., New York 36, N. Y.
Phone: WISconsin 7-9907

President.....George Caputo
Services Offered: Distributors of Spanish
language feature films (250).

Masterpiece Productions, Inc.

45 West 45th St., New York 36, N. Y.
Phone: JUDson 2-4717

Manager.....Frances Kaplan
Services Offered — Distributors of 25 re-
issue features.

Robert Maxwell & Associates

5420 Melrose Ave., Hollywood, Calif.
Phone: HOLLYwood 2-6027

Producer.....Robert Maxwell
Services Offered—Series of filmed tele-
vision shows.

M.C. Pictures, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-6187

President.....Armand Schneck
V.P., Gen. Sales.....Jerome Balsam
Vice-Pres.....Alexander Beck
Services Offered—Distributors to TV of
feature films.

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood 38, Cal.
Phone: HOLLYwood 4-2141

V.P.-Production.....Al Simon
President.....George Burns
V.P.-Business.....Maurice Morton
Treasurer.....John H. Nicolaidis
Pub. & Adv. Dir.....Stafford Clark
Services Offered—Creation and production
of filmed TV programs for national or net-
work sales; facilities for filming syndicated
or network TV programs; production of
filmed TV commercials for national sponsors.
Productions—The George Burns & Gracie
Allen Show, The Bob Cummings Show, The
Peoples' Choice, Crisis.

TV FILM PROD.-DIST.

Gen. Mgr.....Rosario Iannelli
Sales Mgr.....Peter Markovich
3450 Wilshire Blvd., Los Angeles 5, Cal.
Phone: DUnkirk 4-2511

V.P. & Manager.....J. J. Lipsky
Services Offered—Print procurement, distribution filmed commercials and feature film shows, storage and trafficking of live TV drops and ETs for radio.

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: THornwall 5-7000
President.....Carlton E. Morse
Services Offered—TV film programs, production.

Morton Productions

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
PresidentMorton Jacobson
Services Offered—Syndicated TV & radio shows.
Productions—Joe Emerson Show.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif
(See Commercial Producers)

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
Phone: PL 3-4840
President.....C. F. Vetter, Jr.
Studio Manager.....Gerald Margolis
Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

Motion Pictures for Television, Inc.

400 Park Ave., New York 22, N. Y.
Phone: PL 3-5600
Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Sales Mgr.....Basil Estreich

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 6-3717
Div. Sls. Mgr.....A. E. Smith
Nat'l. Sls. Acc't Exec....Constance Mowbray
Home Office & Studio
1032 Carondelet St., New Orleans, La.
President.....C. J. Mabry
Services Offered—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

Movietone, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COLUMbus 5-7200
President.....W. C. Michel

V.P. Producer.....Edmund Reek
Services Offered—Theatrical and TV news films; short subjects.

MPO TV Films, Inc.

15 E. 53rd St., New York 22, N. Y.
(See Commercial Producers)

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
(See Commercial Producers)

Music Makers, Inc.

45 West 45th St., New York 36, N. Y.
(See Commercial Producers)

NBC Film Library

729 7th Ave., New York 19, N. Y.
Phone: Circle 7-8300
Ch. Film Librarian.....Frank W. Kelly
Services Offered—Stock shots. Combined NBC and March of Time Libraries—over 30,000,000 ft. of minutely cross-indexed film.

National Screen Service Corp.

Television & Industrial Films Division
509 Madison Ave., New York, N. Y.
Home Office
1600 Broadway, New York, N. Y.
Phone: Circle 6-5700
(See Commercial Producers)

National Telefilm Associates, Inc.

10 Columbus Circle, New York 19, N. Y.
Phone: JUdson 2-7300
Chrmn. of Bd.....Ely A. Landau
President.....Oliver A. Unger
Pres., NTA Film Ntwk....Charles C. Barry
Exec. V.P.....Harold Goldman
Sr. V.P.....Eddythe Rein
Secretary.....H. I. Bucher
V.P. Chg. O & O Stations.....Ted Cott
V.P., Bus. Affairs.....David J. Melamed
V.P., Comptroller.....Burton I. Lippman
V. P. Exec. Dir. Adv., Prom., Merch.
Lester Krugman
Dir. Prom. & Sales Service..Martin Roberts
Press Director.....Harry Albus
Exploitation Director.....Phil Cowan
Merch., O & O Expl. Dir..Irving Lichtenstein
Sales Presentations Dir.....Ernest Fladell
Branch Offices
612 N. Michigan Ave., Chicago, Ill.
V.P., Mid-West Sls.....E. J. Graff
8721 Sunset Blvd., Los Angeles, Calif.
V.P., W. Coast Sls.....Berne Tabakin
Statler Office Bldg., Boston, Mass.
Exec. in Charge.....Nicholas Russo

TV FILM PROD.-DIST.

2605 Sterick Bldg., Memphis, Tenn.
Exec. in Charge.....Charles Britt
1011 Currie Ave. N., Minneapolis, Minn.
Exec. in Charge.....Gerald Corwin
1401 Peachtree St., N.W., Atlanta, Ga.
Exec. in Charge.....Hank Luhrman
1408 Fidelity Union Life Bldg., Dallas, Tex.
Exec. in Charge.....Roy George
10 Lupine Ave., San Francisco, Cal.
Exec. in Charge.....Robert Lang
5525 Upper Lachine Rd., Montreal, Que.
Exec. in Charge....Napolean Vaillancourt
175 Bloor St. E., Toronto, Ont.
Exec. in Charge.....David Griesdorf

NTA Program Sale Div.

President.....Michael M. Sillerman
V.P., Los Angeles.....Walt Plant
V.P., N. Y.....Mel Schlank

Services Offered—Television programs and features for national, regional and local sponsorship.

Productions—500 top-quality feature films, 1,400 short subjects & cartoons and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, Orient Express, Holiday, Combat Sergeant, Official Detective, Sheriff of Cochise, The Bill Corum Sports Show, The Passerby, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club: Holiday Shows—Lamb in the Manger, Christmas Carol, etc.; U. S. Marshal, Adventures of Wm. Tell, The Third Man, Mantovani, Walter Winchell File, Geo. Jessel's Show Business, TV Hour of Stars, How to Marry a Millionaire, This Is Alice, Man Without a Gun.

NTA International, Inc.

PresidentHarold Goldman
Nat. Sales Mgr.....E. Jonny Graff

Branch Offices

109 Jermyn St., London, Eng.
Exec. in Charge.....Vernon Burns
21, Avenue Kleber, Paris, France
Exec. in Charge.....Leo Lax
Via Po, 12, Rome, Italy
Execs. in Charge.....Silvio Mattatia,
Filippo Ottavi
262 Rue Royale, Brussels, Belgium
Exec. in Charge...Charles Van Der Haeghen
Theatinerstrasse 24, Munich, Germany
Exec. in Charge.....Alexander Badal

NBC Film Division

(See California National Productions)

Ted Nemeth Studios

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

Phone: Circle 5-5147-8

Production Director.....Ted Nemeth
Art Director.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

Fred Niles Productions, Inc.

1058 W. Washington Blvd., Chicago
(See Commercial Producers)

Nola Penthouse Sound Studios

113 W. 57th St., N. Y. 19
(See Commercial Producers)

Odyssey Productions

439 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-6760

President.....Lowell Thomas
V.P. Chg. Production & Exec.

Director.....Milton A. Fruchtman
Corporation Secretary.....Gerald Dickler
Services Offered—Film and tape package producers.

Productions—High Adventure With Lowell Thomas; Strange World.

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

Pres., Bd. Chmn.....Harold L. Hackett
Exec. V.P., Treas.....Seymour Reed
Vice-PresidentRobert Sanford
Director of Sales.....S. L. Adler
Secretary.....Grace V. Sullivan
Asst. Secretary.....Aaron Perlow

Services Offered—Distribution of filmed TV programs for national and syndicated release. Also, cartoons & musical shorts.

Productions—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Trouble with Father, My Hero, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard, Invisible Man, Adventures in Sherwood Forest, Decoy, Rocky Jones, Space Ranger, The Hunter, Overseas Adventure, Cross Current, Dateline Europe, Vagabond, Sword of Freedom.

Olympia Film Productions, Inc.

112 W. 48th St., New York 36, N. Y.
(See Commercial Producers)

Onyx Pictures Corp.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8

PresidentSam Lake

Services Offered—World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 104 Cartoons & 12 Puppets—both in color and B & W.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles 28, Cal.
Phone: HO 9-3181
N. Y. Phone: BRyant 9-8700

President.....Paul Raibourn
V.P. in Chg.....James A. Schulke
Gen. Sales Mgr.....Richard Jolliffe
Adv., Prom. Dir.....James J. Rue
Program Manager.....Robert Quinlan
Exec. Creative Dir.....Lee Cooley
Eastern Sls. Rep.....Albert Coustin
Asst. Sales Mgr.....Jack Donahue
Publicity Director.....Richard Robbins
Chief Engineer.....John Silva
Vice President.....Arthur Israel

Services Offered—Independent TV station offering live, filmed & taped programming. Color unit. Helicopter.

Productions—Youth Court, Court Room Police Station, Hollywood Diary, Breakfast Hollywood, Red Rowe Show.

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
(See Commercial Producers)

Pathe News, Inc.

245 West 55th St., N. Y. 19
Phone: JUDson 6-8920

President.....Barnett Glassman
Vice President.....Seymour Mintz
Secretary.....William G. Dillon
Dir. of Publicity.....Stephen F. Keegan
Services Offered—Owners of library stock and musical transcriptions.

Pathescope Productions

(Pathescope Co. of America Inc.)
10 Columbus Circle, New York 19, N. Y.
(See Commercial Producers)

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28, Calif.
(See Commercial Producers)

Lloyd Pearson Associates

509 Madison Ave., New York 22, N. Y.
(See Commercial Producers)

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President.....Kern Moyses
Vice-President.....R. S. Moyses
Treasurer.....Barbara Holz
Gen. Mgr.....Raoul J. Menendez
Y. Oper. Mgr.....Stanley Cohen

West Coast Branch

959 Seward St., Hollywood 38, Calif.

Phone: HOLlywood 7-9223

Vice President.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa

Services Offered—Complete distribution servicing of syndicated TV shows on film. Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

Pelican Films, Inc.

46 West 46th St., New York 36, N. Y.
(See Commercial Producers)

Tony Petri Studios

144 Westminster St., Providence 3, R. I.
(See Commercial Producers)

Playhouse Pictures

1401 N. La Brea Ave., Hollywood 28, Calif.
(See Commercial Producers)

Post Pictures Corp.

171 E. Post Rd., White Plains, N. Y.
Phone: WH 6-8161

President.....Harry A. Post
Services Offered—Packages short subjects. Film distributor film rental.

Premiere Artists & Productions Agency

1046 N. Carol Dr., Los Angeles 46, Cal.
Phone: CRestview 4-5488

President.....Harold Jovien
Associate.....William Putney, Hal Derwin
Sec'y-Treas.....Mildred Houser
Services Offered—Producers and packages of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

Productions—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Harry Babbit Show, Ralph Story Show, Jeri Southern Show, Dick Whittinghill Show, Let's Have a Party, Hank Grant Show, Mildred Younger Show, The Hawthorne Show.

Premier Pictures Co.

60 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7417-8

President.....Sam Lake
Services Offered—Distribution of theatrical & non-theatrical TV features & series producer of features & shorts.

Productions—Don Quixote, Escape From the Iron Curtain, Carib Gold.

Princess Production Corp.

11 West 42nd St., New York 36, N. Y.
Phone: LOnacre 3-7560

President, Exec. Prod.....Burt Balaban
Vice President.....Bernard Donnerfeld

TV FILM PROD.-DIST.

Asst. Producer.....Roy Rich
Script Editor.....Irve Tumick
Services Offered — Full length and short subject motion picture production for TV.

Princeton Television Center

252 Nassau St., Princeton, N. J.

Phone: WA 4-3550

PresidentGordon Knox
Asst. Secretary.....Ann Hogarty
Service Offered—Production & distribution of any type of film.

Programatic Broadcasting Service, Inc.

229 Fourth Ave., New York 3, N. Y.

Phone: ORegon 4-7400

President.....W. L. Quinlan, Jr.
Sales Manager.....J. W. Roberts
Advertising Director.....E. Hochhauser, Jr.
Production.....A. B. Montenko
Program Director.....D. M. O'Neill
Research & Devel.....E. F. Hembrook
Services Offered—A complete integrated package for radio stations.

Pyramid Productions, Inc.

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

Phone: JUDson 6-7040

Chmn. of Bd., Exec. Prod., Everett Rosenthal
PresidentLeonard Loewinthan
Services Offered—Creators & Producers of live and film television shows.
Productions — Big Story, Decoy, Man Behind The Badge, Treasury Men In Action, Playhouse 15, Federal Men, China Smith, Orient Express, Deadline, Indictment.

Roland Reed Productions, Inc.

650 N. Bronson, Los Angeles 4, Cal.

(See Commercial Producers)

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.

Phone: Franklin 4-2108

Manager.....J. van Hearn
Services Offered—16 & 35mm B&W processing & printing. Sound recording. Kinescope. Studio, equipment rental. 16mm titling.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 16, Minn.

(See Commercial Producers)

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

380 Madison Ave., New York 17, N. Y.

Phone: OX 7-0350

Chairman of Board....Louis de Rochemont
PresidentBorden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
V.P.Thomas Orchard
V.P.Lothar Wolff

Services Offered—Feature, commercial and educational film producers.

Productions—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal), Windjammer (in the Cinemiracle process), Boris Morros Story, March of Todd-AO.

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.

Phone: OR 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording studios.

Regal Television Pictures Corp.

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

Phone: JU 2-1877

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

Regis Films

1037 N. Cole Ave., Los Angeles 38, Calif.

Phone: HOLlywood 5-5171

N. Y. Phone: PLaza 5-4807

V.P. Chg. of Sls.....Lee Orgel

Branch Offices

612 N. Michigan Ave., Chicago, Ill.

Phone: MICHigan 2-1170

Mid-West. Mgr.....Victor Peck
8 E. 52nd St., New York 22, N. Y.

Phone: PLaza 5-4807

Eastern Manager.....Verne Behnke
Services Offered—TV film distributors and producers with offices in New York, Chicago and Los Angeles.

Productions—The new color Crusader Rabbit Series of 260 episodes. Front Page Detective, Hollywood Half Hour, Ringside With The Rasslers, Old Crusader Rabbit Series.

Republic Television Features

64 East Lake St., Chicago 1, Ill.

(See Commercial Producers)

Revue Productions, Inc.

4024 Radford Ave., N. Hollywood, Cal.

Phone: POplar 6-4151

PresidentTaft B. Schreiber
Sr. V.P.Alan J. Miller
V.P.'sAlbert Dorskind, Paul Donnelly,
Richard Irving, Patrick Kelley, Richard Lewis, Louis Lindsay, Manning O'Connor, Geo. Stern

Productions—State Trooper, Tales of Wells Fargo, Wagon Train, The Restless Gun,

Bachelor Father, Leave It To Beaver, M-Squad, General Electric Theater, Mickey Spillane, Alfred Hitchcock Presents, Jane Wyman Theater, Schlitz-Lux Playhouse, Cimarron City, Buckskin.

Stuart Reynolds Productions

195 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 4-7863

OwnerStuart Reynolds
Services Offered—Prod. of TV films.
Productions—Trailblazers.

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19, Texas
(See Commercial Producers)

Riviera Productions

29 Miraleste Plaza, San Pedro, Cal.
(See Commercial Producers)

Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.
Phone: TExas 0-3361

PresidentHal Roach, Jr.
Exec. V.P.G. L. Culpepper
V.P. & Studio Mgr.....S. S. Van Keuren
V.P., DistributionE. H. Goldstein
V.P., SalesH. R. Gelbspan
Sect-Treas.Chas. H. Meacham
ControllerAlvin E. Brizzard
Comm. Film Div.....Miles Middough
635 Madison Ave., New York 22

Phone: PLaza 9-3366

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

Phone: CIRCLE 9-6135

Services Offered—Production of programs for TV and theatrical exhibition on film or tape; also filmed commercials for TV, and studio rentals.

Productions—Gale Storm Show "Oh! Sussanna," "The Veil" and Guy Madison series.

Rocket Pictures, Inc.

6106 Santa Monica Blvd., Hollywood 38, Calif.
(See Commercial Producers)

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
(See Commercial Producers)

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLywood 2-6464

Partners.....Frank K. Danzig, Bart Ross
Producers.....Al Burton, Fred Hessler,
Alan Harvey, Gordon Hunt
Prod. Asst.....John Martin
CoordinatorJoan Nagler

Services Offered—Package production of live and filmed television programs.

Productions—Beat Mr. Genius, Spotlight on Youth.

Rodney-Young Productions

9119 Sunset Blvd, Los Angeles 46, Calif.
Phone: CRestview 6-4174

President.....Robert G. Young
Vice President.....Eugene B. Rodney
Secretary.....Ben Bisseger
Services Offered—Producers of "Father Knows Best" series.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
(See Commercial Producers)

R-TV Enterprises

225 W. 86th St., New York 24, N. Y.
(See R-TV Program Prod.)

Sande-Greene & Associates

"Creative Consultants"
8400 Sunset Blvd., Hollywood, Calif.
(See Commercial Producers)

Sarra, Inc.

200 E. 56th St., New York, N. Y.
(See Commercial Producers)

Bernard L. Schubert, Inc.

505 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0940

PresidentBernard L. Schubert
TreasurerLeonard Bogdanoff
V.P., Network Sls.....Eugene C. Wyatt
V.P., Synd. Sls.....Charles King
V.P., Adm.....David Savage
V.P., Mid-W. Div.....John P. Rohrs
Prom., Pub. Dir.....Wynn Loewenthal
Services Offered—Producer & distributors of TV programs & series—live & film.

Productions—Crossroads, Mr. & Mrs. North, Movie Quick Quiz, Topper, Parole, TV Reader's Digest, White Hunter, Your Musical Jamboree.

In Production: Counterspy, New Adventures of Mr. & Mrs. North.

Walter Schwimmer, Inc.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FRanklin 2-4392

PresidentWalter Schwimmer
Sales Manager.....Bernard Crost
Program Director...Arthur E. Pickens, Jr.
527 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4616

ManagerJack Arden
East'n Sales Mgr.....Peter Manners
Services Offered—TV and radio package programs.

Productions—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

Scott-Textor Productions

127 East 47th St., New York 17, N. Y.
(See Commercial Producers)

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011

Branch Offices:

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOLlywood 2-4448
Congress Hotel, Chicago, Ill.
Phone: HARRison 7-9660

PresidentEd Berkson
Vice-PresidentMyron Mills
Services Offered—Distributor and syndicator of Judge Roy Bean; Mickey Rooney Show; features and westerns for TV.

Screen Gems, Inc.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-4432

Management

PresidentRalph M. Cohn
V.P. Chg. SalesJohn H. Mitchell
V.P., Business Affairs.....Burton Hanft
V.P. Chg. Synd. Sales.....Jerome Hyams
LegalDaniel Glass
Dir. Corp. Oper.....Norman E. Gluck
Gen. Mgr. Station Oper....Norman Louvau
MerchandisingEdward Justin
Program ProcurementHenry White
Eastern Prog. Dev.Steve Krantz
PublicityGene Plotnik
East'n Production.....B. Berenberg
ComptrollerM. Klein
TechnicalM. Peter Keane
Adv.-Sls. PlanningPierre Marquis

Sales

Dir. Synd. SalesRobert Seidelman
Nat'l. Sales Execs.Paul Jones,
Carroll Bagley, Henry White, Geo. Hankoff
East'n Area Mgr.....Ben Colman
Central Area.....Stanley Dudelson
North-Central Area.....William E. Young
West'n Area.....Richard Dinsmore
South'n Area.....Frank Stone
S. West. Area Mgr.....Frank Parton

International

Dir. Int'l. Oper.....Wm. Fineshriber, Jr.
CoordinatorJames Dodd
CanadianLloyd Burns
British-EuropeanM. J. Frankovich
Latin American.....John Manson

Production

1334 N. Beachwood, Hollywood, Cal.
Phone: HOLlywood 2-3111

Exec. in Chg. Prodn.....Irving Briskin
V.P.-ProductionHarry Ackerman
Prod. Exec.....Fred Briskin
Prog. Develop.....William Sackheim
Dir. Synd. Prog. Prod.....Tom Gries
Dir. Synd. Prog. Devel...Wallace MacDonald
Producers..Alvin Cooperman, Paul Harrison,
Jas. Fonda, Wm. Froug, Winston O'Keefe
PublicityJerry Hoffman
Services Offered—Production, distribution TV film programs.

Production—Father Knows Best, The Adventures of Rin Tin Tin, Tales of the Texas Rangers, Shirley Temple's Storybook, Rescue 8, Naked City, Goodyear Theater, Alcoa

Theater, Donna Reed Show, Ed Wynn Show, Behind Closed Doors, Jefferson Drum, Ruff & Reddy, Huckleberry Hound, Stakeout.

Show Corp. of America

1270 Ave. of the Americas, New York, N. Y.
Phone: JUdson 6-5050

PresidentRobert Manby
V.P.'sFred Schneier, Max Bradbard,
Wm. Finkeldey
Sales Service.....Dolores Burke
TrafficNatalie Lipman

Services Offered—Distribution and production of feature films, library films, 15-minute and half-hour film subjects.

Productions—Heidi, El Coyote, Abbey Theatre plays, Mr. B.I.G., and feature film packages.

Signal Productions, Inc.

6269 Selma Ave., Hollywood 28, Calif.
(See Commercial Producers)

Simmel-Meservey, Inc.

9113 W. Pico Blvd., Los Angeles, Calif.
Phone: Bradshaw 2-3874

PresidentLouis Simmel
Dist. Director.....Ruth Adams

Services Offered—Producers and distributors of film series and shorts, most of which are ¼ hour.

Al Simon Productions, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Skibo Productions, Inc.

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

President-Treas.....Patrick E. Shanahan
SecretaryGeorge Blake

Services Offered—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: YUkon 6-8166

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

Fletcher Smith Studios, Inc.

319 E. 44th St., New York 17, N. Y.
(See Commercial Producers)

Walter Harrison Smith Productions, Inc.

40 E. 40th St., New York 16, N. Y.
(See Commercial Producers)

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
(See Commercial Producers)

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
(See Commercial Producers)

Specialty Television Films, Inc.

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

Pres., Gen. Sales Mgr. Jules B. Weill
Ass't Gen. Sls. Mgr. Monty Raphaelson

Services Offered—Motion picture film, features for television broadcasting.

Splendex Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.
Phone: CR 1-2141

General Partner. Charles Wick
Services Offered—Production & financing of TV films.

Square Deal Pictures Corp.

297 King St., Chappaqua, New York
Phone: CHappaqua 1-900

President Horace W. Ayers
Vice President Donn Marvin
Secy., Treas. Elsbeth F. Marvin
Photographic Tom Maley

Services Offered—Make, distribute films for TV and other use.

Productions—Religion in the Family, Pastoral, Psalmody, Sons of God, The Miracle of Christmas.

Stage 5 Productions, Inc.

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

Producer, Dir. Ozzie Nelson
Associate Producer. Leo Pepin
Cameraman Neal Beckner
Music Director. Buzz Adlam

Services Offered—Producing the television series, "Adventures of Ozzie and Harriet."

Al Stahl Productions

1600 Broadway, New York, N. Y.
(See Animated Productions, Inc.
Under Commercial Producers)

Star Entertainment Corp.

211 West 53rd St., New York 19, N. Y.
Phone: JUDson 2-0770-1

President Max Wolf

Services Offered—Talent representatives, casting, production, and packaging of films.

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28, Calif.
Phone: HOLLYWOOD 3-4173

President Everett F. Tomlinson
V.P., Chg. of Sls. Edwin W. Buckalew

Services Offered—Create and produce "live" or film programs for television; create, produce and syndicate radio programs; write and film industrial and business films, 35 and 16 mm B & W or color.

Productions—TV—You Asked for it, ABC-TV, Skippy Peanut Butter. RADIO—Syndicators of Art Baker's Notebook (780 quarter-hour episodes); Point Of Law (780 five-minute episodes); Don't You Believe It (260 five-minute episodes).

Sterling-Movies U. S. A., Inc.

375 Park Ave., New York 22, N. Y.
Phone: MURray Hill 3-6300

President Chas. F. Dolan
Vice-President Sophie C. Hohne
General Mgr. Robert Kirsten
Mgr. TV Dept. Ophelia Brussally

Services Offered—Distributors of sponsored "free" films to television stations and to general 16 mm. audiences.

Sterling Television Co., Inc.

6 East 39th St., New York 16, N. Y.
Phone: MU 3-6300

President Saul J. Turell
Vice President B. Coe
Sec., Treas. Robert E. Rhodes
Sales, Gen. Mgr. Nat. Liebeskind

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

Productions—Abbott & Costello, Bowling Stars, Cartoon Classics, Famous Cartoons, Little Show, Little Theatre, Invitation Playhouse, Paul Killiam Show, Ray Forrest Show, Ballets De France, Gadabout Gaddis, Hook, Line and Sinker, Betsy And The Magic Key, The Vienna Philharmonic, Bowling Time, Movie Museum, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, Time Out for Sports, Silents Please.

Stockdale & Company, Inc.

729 West Sixth St., Salt Lake City 4, Utah
(See Commercial Producers)

Wilbur Streech Productions, Inc.

135 West 52nd St., New York 19, N. Y.
(See Commercial Producers)

TV FILM PROD.-DIST.

Stone Film Library

(Established 1908)

310 West 73rd St., New York 23, N. Y.

Phone: ENdicott 2-6494

Owner.....Dorothy T. Stone

Services Offered—Producer and packager of motion picture films and films for television.

Production—Stranger Than Science, Flicker Frolics, Foodini The Great, Pearson Merry Co Round.

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.

(See Commercial Producers)

Bill Sturm Studios, Inc.

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

(See Commercial Producers)

Superman, Inc.

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-2800

Producer.....Whitney Ellsworth

Services Offered—Production of the "Superman" television series.

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.

Hollywood 38, Calif.

(See Commercial Producers)

TCF Television Productions, Inc.

Box 900, Beverly Hills, Cal.

Phone: CRestview 6-2211

V.P.'s.....Lew Schreiber, Irving Asher

Business Manager.....Charles G. Bole

Controller.....Donald E. Bohnhorst

Services Offered—Complete television production staff and facilities—Limited studio rental facilities, etc.

Productions—My Friend Flicka, TCF Hour, Broken Arrow, How To Marry A Millionaire, Man Without A Gun, Perry Mason.

The TeeVee Company

11950 San Vicente Blvd., Los Angeles 49, Cal.

Phone: GRAnite 7-1268

President.....Gifford Phillips

Vice-Pres.....Ludlow Flower Jr.

Services Offered—Producers, distributors.

Productions—Little Theatre, Invitation Playhouse, Camera's Eye, Tales of Tomorrow.

Telecast Films, Inc.

247 W. 46th St., New York, N. Y.

Phone: JUdson 6-5480

Pres., Treas.....W. K. Hedwig
Services Offered—Production and distribution of films for TV.

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.

(See Commercial Producers)

Tele Features, Inc.

15 West 44 St., N. Y. C.

Phone: YUKon 6-4979

President.....Al Odeal

Exec. Vice Pres.....Harry Pertka

Services Offered—Syndication of feature films and half-hour series.

Telefilm Enterprises

120 S. Mapleton Dr., Los Angeles 24, Calif.

Phone: CR 1-2141

General Partner.....Charles Wick

Services Offered—Financing and production of TV series, commercial filmed in Europe.

Productions—Fabian of Scotland Yard.

Telemated Cartoons

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

(See Commercial Producers)

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.

(See Commercial Producers)

Telescene Film Productions Co.

287 10th Ave., New York, N. Y.

Phone: CH 4-0122

President.....Robert Tobias

Services Offered—Fifteen minute television film series, Pulse of the City; "Judge's Chambers," and children's film series.

Television Features of America

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

Phone: JU 2-5130

Exec. Dir.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

Television Graphics, Inc.

245 West 55th St., New York, N. Y.

369 Lexington Ave., New York, N. Y.

(See Commercial Producers)

Television Industries, Inc.

445 Park Ave., New York 22, N. Y.

Phone: PLaza 1-6800

PresidentMatthew Fox
 Exec. V.P.Basil Estreich
 Vice President.....Erwin H. Ezzes
 V.P., Gen. Counsel.....Arnold C. Stream
 TreasurerMartin Schildkraut
 SecretaryM. Morton Siegel
 Asst. Secys....Gloria Harrigan, Mavis Nathan

Subsidiaries

C & C Films, Inc., C & C Internat'l. Film Corp., C & C Pan Atlantic TV Co., Inc., Western Television.

Personnel same as above plus:

Vice President.....Martin J. Robinson
 Asst. Secy.....Norman Solomon

Television International Co.

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

Phone: PLaza 7-0100

General Manager.....Paul N. Robins

Services Offered—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

Television Library, Inc.

3 East 57th St., New York, New York

Phone: PL 3-4840

President.....C. F. Vetter, Jr.

Services Offered—Producers and distributors of TV film.

Television Screen Productions, Inc.

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

(See Commercial Producers)

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Calif.

(See Commercial Producers)

Tel Ra Productions, Inc.

1513 Walnut St., Philadelphia 2, Pa.

(See Commercial Producers)

Texas Rasslin' Films

Cadiz & Industrial Blvd., Dallas, Texas

Phone: RIverside 8-2083

Pres.....Ed. E. McLemore

General Manager.....Maurice Beck

Services Offered—Hour and half-hour films of regular wrestling matches (before paid audience: 6000).

Le Ora Thompson Associates

733 N. La Brea, Hollywood 38, Calif.

(See Commercial Producers)

Ed Thorgersen

15 East 48th St., N. Y. C.

Phone: Circle 6-8935

Exec. Producer.....Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Toreto Enterprises, Inc.

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

Phone: HOLlywood 7-5111

ProducerJohn Loundon

Ass't Prod.....Jack Murton

Asst. to Prod.....Ruth Roberts

Directors.....Richard Morris *et al*

Art Director.....Frank Sylos

Chief Cameraman.....Norbert Brodine

Music.....Herschel Burke Gilbert

Services Offered—Producing films for television.

Production—The Loretta Young Show.

Transfilm Incorporated

35 W. 45th St., New York 36, N. Y.

(See Commercial Producers)

Trans-Lux Television Corp.

625 Madison Ave., New York 25, N. Y.

Phone: PLaza 1-3114

Board Chairman.....Percival E. Furber

PresidentRichard Brandt

V.P. in Chg. Sls.....Richard Carlton

Branch Offices

1966 S. Vermont, Los Angeles, Calif.

Phone: REpublic 1-2309

1314 S. Wabash, Chicago, Ill.

Phone: WEber 9-0628

Midwest Manager.....Murray Oken

Services Offered—Distribution of filmed television programs; short subject and stock footage library plus feature films available to networks, stations and advertising agencies.

Productions—Profile, Encyclopaedia Britannica Films Library Feature films (drama-comedy-sports). Animal Parade series and new animated color cartoon series starring Felix the Cat.

TV-Unlimited Inc.

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

Phone: OXFord 7-0725

PresidentHerbert Rosen

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

Twentieth Century-Fox Television

444 W. 56th St., N. Y., N. Y.

Phone: CO 5-3320

President.....S. P. Skouras

Executive V.P.....W. C. Michel

Vice-Presidents.....Joseph H. Moskowitz,
 Lew Schreiber

TV FILM PROD.-DIST.

Treasurer Donald Henderson
1417 Northwestern Ave., Hollywood 27, Calif.
Phone: HO 2-6231
Exec. Producer.....Irving Asher

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo, N. Y.
(See Commercial Producers)

United Artists Associated, Inc.

345 Madison Ave., New York 17, N. Y.
Phone: MU 6-2323

PresidentEliot Hyman
Board Chairman.....Robert S. Benjamin
Exec. Vice Pres.....Kenneth Hyman
V.P., Treas.....Henry J. Zittau
Gen. Sales Manager.....W. Robert Rich
National Sls. Mgr.....Donald Klauber
Eastern Sls. Mgr.....Al Sussman
Central Div. Manager.....John McCormick
Southern Div. Manager.....Norman Long
Western Div. Manager.....John Leo
Foreign Sls. Manager.....Norman Katz
Services Offered—Distribute Warner Bros. features and cartoons; selected UA features; Popeye cartoons; production and distribution of TV, theatrical and non-theatrical films.

United Artists Television, Inc.

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

Board Chairman.....Robert S. Benjamin
PresidentHerbert L. Golden
Exec. V.P.....Bruce G. Eells
Vice President.....Seymour M. Peysner
V.P., Treas.....Leon Goldberg
SecretarySeward I. Benjamin
Controller, Asst. Treas.....Jos. Ende
Vice President.....Robert F. Blumofe
V.P., Counsel.....Herbert T. Schottenfeld
Mgr. Synd. Oper.....Kurt Blumberg
Bd. of Dirs.....Robt. S. Benjamin, Seward I. Benjamin, Robt. F. Blumofe, Bruce G. Eells, Jos. Ende, Leon Goldberg, Herbert L. Golden, Wm. Heineman, Arthur B. Krim, Seymour M. Peysner, Arnold M. Picker, Max E. Youngstein.

Services Offered—Financing and distribution of filmed TV programs for nat'l., regional and syndication sponsorship.

Productions—Viking Series, The Troubleshooters, Hudson's Bay, Dennis O'Keefe Show, Internat'l. Airport.

United Film & Recording Studios

301 E. Erie St., Chicago, Ill.
(See Commercial Producers)

United States Productions, Inc.

5 East 57th St., New York 22, N. Y.
(See Commercial Producers)

UPA Pictures, Inc.

4440 Lakeside Dr., Burbank, Cal.
(See Commercial Producers)

Universal Pictures Co., Inc., Television

445 Park Ave., New York 22, N. Y.
(See Commercial Producers)

Van Praag Productions

1600 Broadway, New York 19, N. Y.
(See Commercial Producers)

Video Films

1004 E. Jefferson Ave., Detroit 7, Mich.
(See Commercial Producers)

Video Pictures, Inc.

500 Fifth Ave., New York 36, N. Y.
(See Commercial Producers)

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 3-4179

PresidentBradley Kemp
Vice-PresidentIrving Kahn

Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.

Productions—Operation Tomorrow.

Videart, Inc.

343 Lexington Ave., N. Y., N. Y.
(See Commercial Producers)

Vidicam Pictures Corp.

210 E. 5th St., New York 3, N. Y.
(See Commercial Producers)

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
(See Commercial Producers)

Roger Wade Productions, Inc.

15 West 46th St., New York 36, N. Y.
(See Commercial Producers)

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795,
N. Y. JUDSON 6-2000

Producer Director.....George Wallach
Ass't Director.....Maxwell Henry

Services Offered—Planning, supervision, production & creation of films for television, industry & theatrical release.

Ward Acres Studios, Inc.

435 North Ave., New Rochelle, N. Y.
Phone: NE 3-7244

President.....Jack B. Ward
Vice-Pres., Gen. Mgr.....Olaf Olsen
Stage Manager.....C. J. Hylick
Secretary, Treas.....L. D. Haldimand

Services Offered—Studio rental with full facilities for all film production.

Bob Warner Productions

440 E. 56th St., New York 22, N. Y.
(See Commercial Producers)

**Warner Bros. Pictures, Inc.
TV Division**

4000 W. Warner Blvd., Burbank, Calif.
Phone: HO 9-1251

Exec. Producer.....William T. Orr
Ass't. to Exec. Prod.....Hugh Benson
Story Editor.....Jack Emanuel
Ass't Story Editor.....Giulio Anfuso
Prod. (Cheyenne).....Art Silver
Prod. (Sugarfoot).....Harry Tatelman
Prod. (Maverick).....Roy Huggins
Prod. (Colt .45).....Cedric Francis
Prod. (77 Sunset Strip).....Howie Horwitz
Prod. (Lawman).....Julius Schermer
Prod. (Amazon Trader).....Howard Pine
Production Mgr.....Oren Haglund
Supervising Ed.....James C. Moore
Casting Directors.....Edward F. Rhine,
Miles Gilbert, Frank Edmunds
Art Directors.....Perry Ferguson, Art Loel,

Howard Campbell, Leo K. Kuter

Productions—Cheyenne, Sugarfoot, Maverick, Colt .45, 77 Sunset Strip, Lawman, Amazon Trader.

(See Commercial Producers)

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: OLive 3-5350

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Production and distribution of all types of television film programming.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11, Ill.
(See Commercial Producers)

**Wilding Picture Productions,
Inc.**

Wilding TV

405 Park Ave., New York, N. Y.
(See Commercial Producers)

John Wolfe & Company

345 Shutter St., San Francisco 8, Calif.
(See Commercial Producers)

**Ziv Television Programs,
Inc.**

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
V.P. Chg. West CoastMaurice Unger

Syndicated Sales Dept.

Synd. Sls. Mgr.....Len Firestone
Sales Mgr. East. Div.....Allen Martini
Sales Mgr. So. Centr. Div.....Don Brogdon
Sales Mgr. No. Centr. Div.....Ray McGuire
Sales Mgr. W. Div.....Jack Gregory
Sales Mgr. N.Y.C. Sls.....Jos. Kotler
Sales Mgr. Chicago Div.....Jerry Kirby

National Sales Dept.

Sales Manager.....James Shaw
Mgr. Reg. Sls. Dept.....Edw. J. Broman
Mgr. E. Reg. Sls. Dept.....Andrew Jaeger

Services Offered — Custom-built films for national and regional release, and syndicated shows; studio facilities, TV commercials.

Productions — Bat Masterson, Rough Riders, Sea Hunt, MacKenzie's Raiders, Highway Patrol.

**Maurice H. Zouary TV-Film
Productions**

333 West 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary

Services Offered—Production, distribution of package programs and feature pictures; stock footage rentals, over 7,000,000 feet classified 35 mm film.

Productions—Poem for a Day, Rockin' the Campus.

FINANCIAL DATA COVERING 1957 BROADCASTING INDUSTRY OPERATIONS

Total revenues of the radio and television broadcasting industry for the calendar year 1957 were reported at \$1.5 billion, or 6.1 per cent above 1956, according to financial figures released by the Federal Communications Commission. The combined radio and television profits in 1957, before payment of Federal income tax, were reported at \$214.6 million, or 10.1 per cent below 1956. The four nationwide radio networks and three regional radio networks, including 21 owned and operated stations, reported total revenue in 1957 of \$73.5 million or 4.7 per cent above that of 1956. The nation's 3,143 other radio stations reported total revenue amounted to \$54.6 million or 11.9 per cent above 1956.

All Networks and Stations, 1956-1957

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions)</i>	<i>Per Cent Increase or Decrease in 1957</i>
<i>Broadcast Revenues</i>			
Radio	\$ 517.9	\$ 480.6	7.8
Television	943.2	896.9	5.2
Industry Total	\$1,461.1	\$1,377.5	6.1
<i>Broadcast Expenses</i>			
Radio	\$ 463.3	\$ 431.4	7.4
Television	783.2	707.3	10.7
Industry Total	\$1,246.5	\$1,138.7	9.5
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$ 54.6	\$ 49.2	11.0
Television	160.0	189.6	15.6
Industry Total	\$ 214.6	\$ 238.8	(10.1)

Note: The 1957 radio data cover the operations of four nationwide networks, three regional networks, 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 stations whose reports were filed too late for tabulation. 1956 data are for the same networks and 2,916 AM and AM-FM and 51 independent FM stations. 1957 TV data covers the operation of three networks and 501 stations, while the 1956 data covered the same networks and 474 stations.

RADIO DAILY
TELEVISION DAILY

presents

**WHO'S WHO AMONG TV FILM
PRODUCERS & DISTRIBUTORS**



**BIOGRAPHICAL SKETCHES
OF SOME OF THE TOP LEVEL
EXECUTIVES IN
LEADING TV FILM FIRMS**

1959

WHO'S WHO AMONG TV FILM PRODUCERS—DISTRIBUTORS

INDEX TO BIOGRAPHIES

Name	Page	Name	Page
Alexander, Arthur	1049	Landau, Ely A.	1039
Alexander, Max	1048	Lawrence, Robert L.	1051
Arnaz, Desi	1042	Leeds, Martin N.	1042
Bader, David A.	1044	Lewis, Warren	1049
Bagnall, George	1049	McLemore, Ed	1048
Barnett, William H.	1044	Mahlstedt, Fred J.	1044
Barry, Charles C.	1046	Manby, C. Robert	1047
Beck, Maurice	1045	Michelson, Charles	1044
Bradfield, C. H., Jr.	1051	Miesegaes, William L. P.	1045
Brandt, Richard	1040	Nathan, Wynn	1050
Briskin, Irving	1046	Niles, Fred	1048
Burns, George	1049	Pincus, Irving	1049
Cohn, Ralph M.	1039	Plitt, Henry G.	1047
Cole, John P.	1050	Poll, Martin H.	1045
Digges, Sam Cook	1045	Rabinowitz, Jason	1044
Disney, Walt	1048	Raibourn, Paul	1039
Edelman, Louis F.	1049	Reed, Roland	1042
Eells, Bruce G.	1043	Reed, Seymour	1047
Ezzes, Erwin H.	1041	Rein, Edythe	1050
Fairbanks, Jerry	1042	Reiner, Manny	1047
Fedderson, Don	1046	Rettig, Earl	1043
Feld, Irving	1040	Rich, Robert W.	1043
Fleischman, Harry	1050	Rifkin, Maurice J.	1041
Fox, Matthew	1039	Roach, Hal	1046
Friedraim, Robert W.	1040	Rush, Herman	1046
Gallu, Samuel	1042	Sackett, David D.	1040
German, William J.	1043	Savage, Mорт	1048
Goldman, Harold	1040	Schaefer, Armand Ludwig	1048
Goldstein, Chuck	1045	Schubert, Bernard L.	1039
Goldstein, Emanuel H.	1042	Schwimmer, Walter	1047
Goodman, Harry S.	1050	Sharpe, Don W.	1050
Goodson, Mark	1047	Shupert, George T.	1040
Gordon, Milton A.	1044	Sillerman, Michael M.	1040
Graham, Ed., Jr.	1048	Sinn, John L.	1039
Gross, Jack J.	1041	Small, Edward	1049
Guedel, John	1042	Smith, Stanley	1042
Hackett, Harold L.	1039	Stabler, John W.	1048
Hanmer, H. Williams	1051	Streech, Wilbur J.	1045
Harris, Leslie T.	1039	Sutton, David V.	1040
Hersh, Sam	1049	Talbot, Paul	1045
Holt, Nat	1046	Todman, William Selden	1044
Howell, John F.	1043	Turell, Saul J.	1047
Hudson, Hal	1051	Unger, Alvin E.	1041
Hyams, Jerome	1041	Unger, Maurice	1046
Hyman, Eliot	1047	Unger, Oliver A.	1044
Hyman, Kenneth	1050	Van Praag, William	1045
Kaufman, Reub	1046	Weis, Pierre	1041
Keever, H. Weller	1041	Williams, Philip A.	1041
Kerman, Arthur	1051	Wrather, Jack	1050
Kingsley, Walter	1043	Ziv, Frederic W.	1043
Krasne, Philip Ned	1043	Zouary, Maurice H.	1051

//////////////////////**FILM PRODUCER-DISTRIBUTOR BIOS.**

COHN, RALPH M., president, Screen Gems, Inc. Graduated Cornell in 1932 with an A.B. degree. Held posts with Columbia Pictures, Darmour Productions, Triangle Productions. Started in TV with Pioneer Telefilms, in 1947 as president, and that became Screen Gems in 1949 under Columbia Pictures with Cohn as general manager. In 1952, named vice president and 1958 elected president.



LANDAU, ELY A., board chairman National Telefilm Associates & NTA Film Network. Born in New York. Following Army Air Force service in World War II, entered television as an account executive in 1947. Organized Ely Landau, Inc., 1951, and produced TV film shows. Formed NTA in Jan., 1954. Pioneered top feature films for TV with Selznick and Fox pictures. Organized NTA Network.



FOX, MATTHEW, president of Television Industries, Inc. 1941 to middle of 1943, was with the War Production Board in Washington. From 1943 to the end of the war was in the Army, in charge of photographic coverage of the European Theatre of Operations for SHAEF until Aug., 1944. 1950 went into the TV business and is owner of Motion Pictures for TV, Inc. 1954 formed Skiatron TV, Inc.



RAIBOURN, PAUL, vice president and member of the board of directors of Paramount Pictures Corp. and is also chairman of the board of International Telemeter Corp., of Chromatic Television Laboratories, member of the board of NAB, treasurer and director of the Allen B. DuMont Laboratories, Inc. and president of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.



SINN, JOHN L., president, Ziv Television Pgms., Inc. Born, April 13, 1914, Cincinnati, O. Attended Univ. of Cincinnati, BA degree. Started in TV with Ziv Television Pgms. in 1948 as president. Also held posts with WCPS in Cincinnati as script writer, and with WLW, Cincinnati for two years of 1934-36. Married to Joan Beck; they have 2 children: daughter Patricia, 19, and son Steven, 14.



HARRIS, LESLIE T., vice president CBS TV Films. Born in Bradenton Beach, Fla., Mar. 10, 1915. Graduated Washington and Lee in 1934, Columbia School of Journalism. Began his career in 1935 as an announcer at WOR Radio. Then radio director, Benton and Bowles; national program director, NBC, radio-TV director, Colgate-Palmolive; staff director, CBS. Married to Rosemary Cox, 3 children.



HACKETT, HAROLD L., president and chairman of the board, Official Films, Inc. Born in New York City. Graduate, University of Michigan. Entered business with Outdoor Advertising, 1923-25. Writer-director for NBC, 1925-32. Vice president MCA radio-TV, 1932-53. Joined Official Films as president, 1953. Elected Chairman of the board of Official Films two years after joining company.



SCHUBERT, BERNARD L., president of Bernard L. Schubert, Inc., producer and distributor of television films. Born August 26, 1917, Schubert formed his own radio production-talent company, Bernard L. Schubert, Inc., in 1941. He started producing for television in 1949. Schubert started his career in the Radio branch of the industry, when, in 1937, he joined Philips L. Lord, Inc., with which he was associated as sales mgr.



FILM PRODUCER-DISTRIBUTOR BIOS.....

SHUPERT, GEORGE T., president in charge TV of MGM. B. July 24, 1904; U. of Michigan, 1926. Started in TV with Paramount TV Prods. in 1935 as asst. to Paul Raibourn, president of Paramount Television Productions. Also held posts with Peerless TV Productions, Inc. as v. p. in charge of sales; v. p. and general manager of United Artists TV Corporation; established ABC Films, Aug., 1953.



SILLERMAN, MICHAEL M., president Program Sales Division National Telefilm Associates. B. Baltimore; e. Johns Hopkins. Sales career, then entered TV via Alvin Austin Associates, Fairchild Publications and then I. Miller. He held position as vice president, John D. Boyle Co. 1932-34—owner-producer for Hamilton Radio Prod.; organized Keystone in 1940.



SUTTON, DAVID V., vice president in charge of MCA-TV Film Syndication Division, was born Jan. 12, 1912. Graduated from the University of Virginia Law School in 1935, he started in broadcasting with WBBM in Chicago in 1940 in the sales department. He also, in the past, was affiliated with KMOX, St. Louis, CBS Radio and TV. He is married to Louisa Powell and has one child.



GOLDMAN, HAROLD, president National Television Associates International. B. New York City. At 16 joined Amalgamated Radio Network. Active in theatre as distributor, owner and managed a chain of record shops. In 1948, joined Snader Tele-descriptions as partner and eastern sales manager. In 1951, organized Television Exploitation, Inc. In 1954, organized Comet TV, and later joined NTA.



FRIEDHEIM, ROBERT W., vice president and general manager, N. Y. Office, Ziv Television Programs, Inc. Born Dec. 8, 1908; Westminster College, Fulton, Mo. Started in TV with Ziv Television Programs Inc. in 1950 as bus. mgr., N. Y. office. Also held posts as V.P., World Broadcasting System Inc.; director, NBC Recording Division. He is married to Helen B. Friedheim and has two children.



FELO, IRVING, national sales director of Guild Films, Inc., was born in Kansas City, Mo. He was educated at the University of Missouri School of Journalism. He is married, two children. In 1950, he entered the industry with MPTV, then served as v.p. of Gross-Krasne Productions, was national sales manager of UM & M. He joined Guild in 1956 as national syndication sales supervisor.



BRANDT, RICHARD, president, Trans-Lux Television Corp. Born Dec. 6, 1927; Yale, B.S., 1948. Holds posts as president, Trans-Lux Pictures Corporation; president, Trans-Lux Distributing Corporation; president, Trans-Lux Theatres Corporation. Married to Lois Livingston; two children. Club affiliations: Friars Club, Yale Club of N.Y.C., Old Oaks Country Club. Hobbies: Golf, tennis, fishing.



SACKETT, MORT O., president and general sales manager for Commonwealth Film and TV, Inc., entered the film business in 1910. In 1918, with the late Sam Goldstein, organized Guaranteed Pictures. In 1937, Commonwealth Pictures was organized. In 1947, formed Commonwealth Film & TV, Inc. Sackett eventually purchased interest of all companies.



//////////////////////**FILM PRODUCER-DISTRIBUTOR BIOS.**

RIFKIN, MAURICE J., vice-president in charge of sales for Ziv Television Programs, Inc., was born July 12, 1913 in Marinette, Wisc. He attended Univ. of Southern Calif. Psychology. Bachelors '36 M.A. 37. Started in TV with Ziv TV Program, Inc. in 1949 as sales manager. He also held posts with WKBN in Youngstown, Ohio and the Frederic W. Ziv Co. Present post in 1953.



HYAMS, JEROME, vice president of syndication for Screen Gems, Inc. Was born in New York City. Entered the industry in 1934 with Guaranteed Pictures, became Commonwealth Pictures in 1938; he became sales manager. In 1947, made vice president in charge of sales for Commonwealth Films and TV. He formed Hygo TV Films in 1950, which merged with Screen Gems, 1956.



KEEVER, H. WELLER, vice president & general manager California National Productions. Born Jan. 29, 1927. Attended Yale University, receiving B.S. in 1949. Started in TV with NBC Television Films in 1951 as salesman. Married to Joan Bulley. Club affiliations include Woodway Country Club, Darien, Conn.; Racquet Club of Chicago and Yale Club of New York City. Hobbies: Golf, skiing.



GROSS, JACK J., owner-partner with Philip Krasne of Gross-Krasne, Inc., and California Studios. Born July 29, 1902; graduated Junior College, St. Josephs, Mo., 1919. Started in TV with Gross-Krasne, Inc. in 1950 as president. He has held posts with Universal and RKO Pictures. He is married to the former Hilda Ruth Marks. Variety Club; Academy of Motion Picture, Arts and Sciences.



WILLIAMS, PHILIP A. III, holds the post of Eastern Division manager, United Artists TV. Born January 12, 1914; Nichols College. Started in TV with March of Time in 1950 as advertising director, special sales consultant. Also held posts with 20th Century-Fox Television, Ziv Television. Married to Marie S. Williams; two children. Club affiliations: Advertising Club of New York, R. T. E. S.



WEIS, PIERRE, general manager of Economee Television, a division of Ziv-TV. Born December 15, 1911, in Lille, France. Sorbonne Univ., Bachelor in Math. & Phil., 1933. Started with Economee Television Programs in 1956 as general manager. Also held posts with Langworth Feature Programs, Inc., where he was vice president in charge of sales, and World Broadcasting System.



EZZES, ERWIN H., vice president, Television Industries, Inc.. Born September 21, 1916. Attended City College of New York, received BBA in 1938. Started in TV with Motion Pictures for Television, Inc. in 1950 as salesman. Also held posts with World Wide Development Co., secretary; United World Films, Inc., vice president, director, sales mgr. Married to Thelma Dunleavy; two children. Clubs: R. T. E. S.



UNGER, ALVIN E., administrative manager at Arrow Productions. Was born in Cincinnati, Ohio. He first entered the industry in 1939 with Ziv-TV, where he attained the post of vice president in charge of sales. He also held a post with Television Programs of America. His two children are Michael and Holly Ann. Golf and bowling are his main avocations, in that order of relaxation from business.



FILM PRODUCER-DISTRIBUTOR BIOS.....

ARNAZ, DESI, president, Desilu Productions, Inc. Born March 2, 1917. Began professional career as vocalist with a band; later a drummer and organized his own rumba band, appearing on stage and night clubs, touring United States and Europe; later appeared as principal in several motion pictures. Entered television with organization of Desilu Productions which he formed with Lucille Ball, his wife.



SMITH, STANLEY (STAN), vice president in charge of sales Official Films, Inc. Started his career in the newspaper field; Associated Press account executive for 10 years; became associated with the television industry when he joined WMGM-MCA in the sale of transcriptions; later became associated with ABC-TV network as Eastern sales manager; joined Official Films in 1955.



FAIRBANKS, JERRY, president Jerry Fairbanks Productions, Inc. of California. Born, San Francisco, 1904. Started his motion picture career as a cameraman and is winner of two Motion Picture Academy of Arts and Sciences Awards; developed the multicam system; after long career producing theatrical films, entered production of television, now one of the leading commercial film makers in the industry.



GOLDSTEIN, EMANUEL H., vice president and studio general manager Hal Roach Studios. Born, Pittsburgh. Began a 25-year motion picture career as salesman for Universal, with which he was associated for 17 years, later becoming treasurer and general manager; later affiliations include association with Republic Pictures and studio manager for Columbia Pictures.



REED, ROLAND, president Roland Reed Productions. Born, Middletown, N. Y. Started career in Hollywood in 1922; produced his first commercial picture in 1930 for Westinghouse; later a director of a feature length Technicolor picture; made first TV series, "Stu Erwin Show" 1950 and followed with such series as "Waterfront," "My Little Margie," "Rocky Jones."



GUEDEL, JOHN, head of John Guedel Productions. Attended UCLA. Originated radio's first audience stunt show and singing commercials; producer and director of "Art Linkletter's Houseparty," CBS-TV and radio, "People Are Funny," NBC-TV and radio, and "You Bet Your Life," starring Groucho Marx; writer for Hal Roach studios on Our Gang comedies and Laurel and Hardy shorts.



GALLU, SAMUEL, president Gallu Productions, Inc. Born, Philadelphia, 1918; attended Pennsylvania State U. Started career in industry as radio director for Fred Waring, 1941-42; radio script writer for comedian Henry Morgan, 1946; "It Pays to Be Ignorant" series, 1947; supervised "Garry Moore Show" for CBS-TV, 1952-53; formed his present company, Gallu Productions, in 1955. Produces TV films.



LEEDS, MARTIN N., executive vice president of production Desilu Productions, Inc. Born, New York, N. Y., 1915, received BS and LLB from New York U. Member of the California bar; was associated with CBS-TV as business affairs director; first became associated with Desilu in 1953, which he joined following his tenure with CBS-TV. He is married and the father of two sons.



//////////////////////FILM PRODUCER-DISTRIBUTOR BIOS.

KINGSLEY, WALTER, president of Independent Television Corp., was born in New York City and educated at Amherst. In 1947 was a salesman for WHOB, in 1949 joined WCOP, Boston, and in 1950 went to Ziv as account executive - general sales manager. Became affiliated with ITC in 1958. He and his wife, Betty, have three children. Hobbies include drums and piano.



ZIV, FREDERICK W., chairman of, the board, Ziv Television Programs, Inc. Born: August 17, 1905; U. of Mich., LLB, 1928. Started in TV with Ziv Television Programs Inc., as chairman of the board. Also held posts with Frederic W. Ziv Company (President). Married to Malvin Rae Pitzele; two children. Foundation for Boys, American Humanics Foundation, Boy Scouts of America.



EELS, BRUCE G., executive vice president, United Artists Television, Inc. Born: July 12, 1913; Drake University, 1933. Started in TV with Pathe Television Corp. In 1951 was president. Also held posts with KHJ, Los Angeles; Young & Rubicam, Inc.; Ziv Television; Television Programs of America, Inc. Married to Margaret Leistikow; two children. Member Radio TV Executives Society.



RETTIG, EARL, president of California National Productions, Inc., born in Chicago June 4, 1903, is married and has three children. After nearly 20 years with movie majors in Hollywood, entered industry in 1950 as network operations manager for NBC. Subsequent network posts include NBC director of finance and operations in Hollywood, vice president in charge of TV network services.



HOWELL, JOHN F., v. p. and general sales manager CBS Films, Inc. B. June 9, 1920; U. of Wisconsin, B.A., 1941. Started in TV with Paramount. In 1948 was dir. of sales. Also held posts with Stephen Slesinger. Married to Elizabeth Tracy, three children; two boys, one girl. Club affiliations: Sales Executives Club; Radio & TV Executives Society. Hobbies: tennis and fishing.



RICH, ROBERT W., general sales manager, United Artists Associates, Inc., was born in Yonkers, N. Y., educated at Oberlin College. Started with NBC in Cleveland while at Oberlin. 1939-40, news editing for NBC in San Francisco and New York. Manager of California radio stations. 1953-55, program manager WPIX. Joined AAP, 1955, general sales manager until absorption by UAA.



KRASNE, PHILIP NED, owner-partner with Jack J. Gross of Gross-Krasne, Inc., and the California Studios. B. May 6, 1905, Norfolk, Nebr. Law degree, Univ. of Mich. 1927, also UCLA, 1929. Began producing motion pictures in 1936 following law practice. Partnership with Jack Gross began in 1950 with formation of California Studios and Gross-Krasne, Inc., for the production of TV film.



GERMAN, WILLIAM J., president, W. J. German, Inc., Fort Lee, N. J.; Hollywood, Cal.; Chicago. Born in Port Hope, Canada, Dec. 29, 1888. Is agent for the sale and distribution of Eastman professional motion picture films for TV and motion pictures. In 1914, married Estelle Elizabeth Wehnert in Rochester, N. Y.; two children—Frederick A. A., William. Member: Lotos, Explorers.

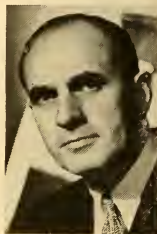


FILM PRODUCER-DISTRIBUTOR BIOS.....

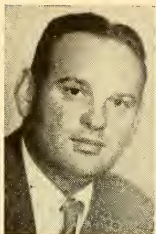
GORDON, MILTON A., president Galaxy Attractions, Inc. Born Chicago 1908; attended University of Chicago, attorney and business executive; vice president Walter Heller Company, Chicago, 1946-53, specialized in financing motion picture production; reorganized United Artists; entered television industry 1953 as president of Television Programs of America; organized Galaxy Attractions, Inc., in 1958.



MAHLSTEDT, FRED J., managing director, domestic and international operations, CBS Films. Born in New York, N. Y., e. Pratt Institute and Columbia University; started career in architecture; entered advertising field with Erwin, Wasey and the Kudner Agency; CBS 1939, as chief of sales development and research, radio sales promotion, later spot sales; organized CBS Films in 1950, subsequently director.



UNGER, OLIVER A., president of National Telefilm Associates Inc. Born 1914 in Chicago. Attended Syracuse University, B.A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Division Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Formed Snader Telescription Sales, Inc., 1949. Became partner TV Exploitations, 1951.



TODMAN, WILLIAM SELDEN, owner-partner with Mark Goodson of Goodson - Todman Productions. Born New York, N. Y., July 31, 1916; educated Johns Hopkins and New York University; career started as copywriter for advertising agency in New York; entered the industry as writer and director for radio shows for BBD&O Agency; became producer when he joined Bio Company; created many television shows.



BARNETT, WILLIAM H., president Barnett International Forwarders, Inc. Born New York, N. Y., 1894; attended Pace Institute; entered transportation industry in 1913 as export and import manager of firm he presently heads; served as officer of the corporation from 1920 until present; elected president in 1946. Married Hannah Peppes 1918; memberships include Motion Picture Pioneers; Variety Clubs.



MICHELSON, CHARLES, President Charles Michelson, Inc., USA representative for Australian TV stations TCN, Sydney, and HSV, Melbourne. Born New York, N. Y.; attended Columbia University; entered television industry as export manager for Michelson & Sternberg, Inc.; established his own company, Charles Michelson, Inc., in 1938; married and father of two children.



BADER, DAVID, A., general sales manager for Atlantic Television. Was born in New York City. Entered industry as press relations, story editor for Century Comedies; later joined Universal as aide to Carl Laemmle, president; represented U in Europe for 10 years. Branched out as literary agent. Was associated with Commonwealth as assistant to president. In 1953 joined Atlantic TV. Member of RTES.



RABINOWITZ, JASON, general manager of MGM-TV. Born August 19, 1921, New York, N. Y.; educated Harvard University, AB, 1943; MBA, 1948. Career started in motion picture industry with United Paramount Theatres, Inc., 1949; first association with television industry when he became associated with American Broadcasting Company as assistant controller, later becoming vice president ABC Television Network.



FILM PRODUCER-DISTRIBUTOR BIOS. //////////////////////////////////////////////////////////////////

ROACH, HAL, Owner-president-executive producer of Hal Roach Studios. Born June 15, 1918, L.A. Graduated Culver Military Academy, 1938. Began motion picture career as assistant in short subjects; director of Laurel and Hardy feature films; a producer-director of feature films on the Hal Roach lot. Commissioned to produce training films for Signal Corps unit in WW II.



BARRY, CHARLES C. "Bud", president of National Telefilm Associates Film Network, began broadcasting work as an announcer in 1938 with NBC in Washington. Work as night manager of WRC and WMAL followed. In 1941, sent to New York as program manager of Blue Network. Later dir. of operations. Named V.P. of MGM-TV, 1956, and president of NTA Film Web, 1959.



FEDDERSON, DON, president Don Fedderson Productions, Beverly Hills, Cal. Born Apr. 16, 1913. Attended Kansas City School of Law, 1933-34. Started in TV with KLAC-TV, Hollywood, in 1948 as general manager. Also held posts with Scripps-Howard newspapers, KYA, San Francisco, and KLAC, Hollywood. Fedderson is married to Helen Minor. Club affiliations include U.S.C. Trojaneers, Friars.



KAUFMAN, REUB, president Jayark Films Corp. which he formed in May, 1958—producer and distributor of TV film properties. B. 1903. Attended Univ. of Chicago. 1940-46, advertising vice president Lieber Co., Chicago. 1946-50, president Kaufman and Asso., Chicago advertising agency. 1950-52, sales manager Snader Telecriptions. In 1952, organized Guild Films, Inc., president until 1958. Married.



BRISKIN, IRVING, president of Briskin Productions and executive in charge of production at Screen Gems. Born Feb. 28, 1903, Graduated NYU, 1923. Began work with Banner Productions, was sales manager of Sterling Pictures, sales manager of Chesterfield Pictures, in 1935 in charge of own unit at Columbia Pictures. 1949, organized Screen Gems with the late Harry Cohn.



HOLT, NAT, president, Overland Productions, Inc., B. in California, May 15, 1894. Managed a nickelodeon, 1913. In 1931, managed 46 Fox Theaters 1941, head of RKO theaters on coast, leaving in 1943 to become theatrical producer. 1948, resigned RKO affiliation to form production company, making three pictures for 20th Century-Fox. Paramount in 1950, nine pictures. Entered TV in 1956 with Overland.



UNGER, MAURICE, vice president of west coast operations for Ziv Television Programs, Inc. Born Aug. 16, 1913 in Cincinnati. Affiliated with Grandpa Brands, 1934-47, serving also with its Tom Collins Corp. President, Charles A. Maish Co., 1947-50. Started with Ziv-TV in Oct., 1950, as west coast manager. Married to Roslyn Unger, five children. Plays golf, Tamarisk Country Club.



RUSH, HERMAN, president, Flamingo Telefilm Sales. B. June 20, 1929, Phila., Pa. BBA, Temple Univ. 1951, became salesman for Official Films and 1954, appointed assistant to the president. In 1956, named to board of directors and also named to the board of Gold Medal Studios. He formed Flamingo, becoming president and chairman of the board. Married. Member: Friars and Variety Club.



FILM PRODUCER-DISTRIBUTOR BIOS.

HYMAN, ELIOT, president United Artists Associated, Inc. A pioneer in recognizing profit potential in distribution of feature motion pictures to television, founded Associated Artists, Inc., (now UAA) in 1947; played major part in the co-production and financing of many important motion pictures: "Lost Boundaries," "Moulin Rouge," "Moby Dick," produced for release by United Artists.



PLITT, HENRY G., president of ABC Films Inc.; born New York, N. Y., November 26, 1918; Syracuse University, St. Lawrence University Law School; member of the New York bar; World War II service, mustered out as major of 101st Airborne Infantry; 1946, division manager of United Paramount Theatres; 1949, Paramount-Richards (which became Paramount Gulf of the AB-PT circuit).



REED, SEYMOUR, executive vice president, treasurer and member of board of directors Official Films, Inc. Started his business career as public accountant; first became associated with the television industry in 1951 as executive of Official Films, serving as comptroller; elected treasurer of Official shortly thereafter; became member of the board of directors in 1954; V.P. in 1957.



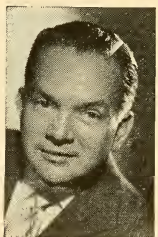
REINER, MANNY, executive vice president Galaxy Attractions, Inc. Born New York, N. Y. Joined Warner Bros., 1953 in publicity; MGM, 1934-37; Monogram pictures assistant adv. mgr., 1937-40; Paramount, publicity, 1940-42, Office War Information, 1942-46; foreign sales dept. Selznick Releasing Company, 1949-50; Louis G. Cowan Television Productions, 1950-52; Samuel Goldwyn Productions, 1953-54.



TURELL, SAUL J., president Sterling Television Company, Inc. Born, New York, N. Y.; attended College of the City of New York and University of Chicago; served in W. W. II with U. S. Army in South Pacific, New Guinea and the Philippines; was associated with Official Films; in partnership with Robert Rhoades established Sterling Films in 1946, which later set up a television department.



GOODSON, MARK, owner-partner with William S. Todman, Goodson-Todman Productions. Born, Sacramento, Calif. Started his career as a child actor in stock companies; entered the radio field with KJBS, San Francisco, as a disc jockey in 1936; joined the Don Lee network in 1937; in 1942 removed to New York to emcee "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz," was writer and director.



MANBY, C. ROBERT, president Show Corporation of America, Inc. Born Battle Creek, Michigan; educated Hillsdale College and Harvard Graduate School of Business, MBA, World War II service with U. S. Coast Guard; entered industry in radio; associated with WJW, Cleveland; WONS, now WGTH, Hartford; Yankee regional network; Joined RKO Teleraudio, 1953; appointed to present post in 1958.



SCHWIMMER, WALTER, owner, Walter Schwimmer Company. Born Chicago, 1904; attended Northwestern University, BA 1924; president Radio Features, Inc.; organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933, and the Walter Schwimmer Company in 1946 for production and syndication of Radio-Television programs. Married Daisy Seltzer, 1927.



FILM PRODUCER-DISTRIBUTOR BIOS.

DISNEY, WALT, president of the board Walt Disney Studio. Born Chicago, 1901. Started career as commercial artist; created animated characters for short subjects that have become world-famed, and popular; was one of first major motion picture producers to create and produce for television and range of subjects he produced for the medium runs the gamut from fantasy to science.



McLEMORE, ED, president of Texas Rasslin' Inc. Born, July 3, 1905. First association with television industry occurred in 1952 when he joined Maurice Beck in the organization of Texas Rasslin' company to film production of live wrestling shows staged at their Sportatorium in Dallas. Married Rose Lawler, is father of three. His hobby: making better wrestling matches, first, with dancing second.



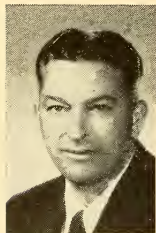
SAVAGE, DAVID, administrative vice president Bernard L. Schubert, Inc. Born New York, N. Y., March 17, 1923, educated Columbia University. Began career in research development; associated with Eastman Kodak Company; assistant national sales manager Official Films; film department manager, WCBS-TV, director film procurement CBS, joined NBC as manager of film procurement; asst. to president Guild Films.



GRAHAM, ED, JR., partner Goulding-Elliott-Graham Productions. Graduated Dartmouth 1949. Started writing career at 16 with published work in The Saturday Evening Post; free-lance writer for Perry Como Chesterfield Supper Club, 1946-48; copywriter for McCann-Erickson, 1949-52; at Young & Rubicam created "Harry and Bert" in 1954; in 1956 joined Bob Elliott and Ray Goulding to form G-E-G.



SCHAEFER, ARMAND LUDWIG, television film executive Flying A Productions. Born, Tavistock, Ont., Canada, 1898; educated at school in Spokane. Entered motion picture industry in 1924 with Mack Sennett as property man; executive producer for Republic Pictures, 1943-47; president Gene Autry Productions for Columbia release, 1947-53; in 1950 became executive-producer of Flying A for TV film productions.



NILES, FRED, president Fred Niles Productions, Inc. Born, September 12, 1919; graduated, B.A., University of Wisconsin, 1940. Started his association with television industry as salesman for Kling Studios in 1947; organized his company to produce commercials, industrial, public relations and sales training films. Club affiliations include: Broadcast Advertising Club, Academy of Television Arts and Sciences.



STABLER, JOHN W., president Filmaster Productions, Filmaster Features, Filmaster Commercial. After graduation from UCLA became personal manager for several bandleaders; vice president William Boyd Enterprises; founded Filmaster Productions, 1954; producer of "Gunsmoke," "Have Gun—Will Travel"; Filmaster Features produced as independent unit theatrical pictures for release by Twentieth-Century Fox.



ALEXANDER, MAX, secretary-treasurer M. & A. Alexander Productions. Born in Germany. Started career in motion picture industry in Berlin in the production field, gaining wide experience there, removed to the U. S. and joined Abe and Julian Stern in a production project; was associated with Phil Goldstone during two years association, 1931-32 in production; with brother Arthur formed Alexander Co.



FILM PRODUCER-DISTRIBUTOR BIOS.

BURNS, GEORGE, president McCadden Corporation. Born, New York, N. Y. Started professional career as a singer with a children's quartette in vaudeville; long career on stage as singer and comedian; star with Gracie Allen in two-act in vaudeville, radio and finally TV; organized McCadden in 1952 to produce films for CBS-TV, also producing commercials for big-ger accounts on television.



SMALL, EDWARD, president Edward Small Productions, Inc. Born, Brooklyn, N. Y. Started career as actor; produced many important theatrical features as independent producer starting before talkies arrived for release by major distributor companies; entered TV film production; was one of organizers of Television Programs of America; produced series films for the television medium.



ALEXANDER, ARTHUR, president M. & A. Alexander Productions. Born in Germany, 1909; educated at Kassel there. Started business career in department store field; entered film production industry with Universal Studios, Frankfurt; went to Hollywood in 1929 as assistant director of theatrical films; organized with his brother Max the M. & A. Alexander production company.



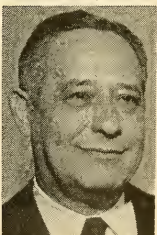
BAGNALL, GEORGE, president George Bagnall and Associates, Inc. Started his career in motion pictures in 1928 with Fox Film Company as controller of its West Coast studios; studio treasurer with Paramount in 1935, later being named executive studio manager; vice president, 1937; vice president, general manager Alexander Korda, 1941-42; vice president United Artists, 1942.



PINCUS, IRVING, producer. Born, New York, N. Y.; attended New York University. Started his show business career as production assistant to Howard Lindsey and Russell Crouse, whose organization he served for three years; stage managing assignments included "Anything Goes" and "Red Hot and Blue" and the musical, "Higher and Higher;" TV films include "Real McCoys," CBS-TV.



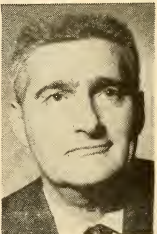
EDELMAN, LOUIS F., television film producer. Started in motion picture industry as salesman for Paramount Pictures; became a producer in 1929 in Hollywood studios — MGM, 1929-33; Columbia, 1942-44; Warner, 1945-52; entered television production in 1952, his films for television included "Wyatt Earp," "The Adventures of Jim Bowie;" "Make Room for Daddy;" exec. producer.



HERSH, SAM, president Family Films, Inc. Established the company in 1948 for the production of films for the TV market and church presentations; company is said to be the largest producers and distributors of religious pictures; filming is done at Keywest Studios in Hollywood, for which Hersh signed a 20-year lease for exclusive use; Hersh entered the film industry twenty years ago.



LEWIS, WARREN, executive vice president Sharpe-Lewis Productions. Born, Boston, Mass., 1911. Entered industry in broadcasting as freelance script writer for CBS and NBC, 1939-40; removed to Hollywood in 1941; served in WW II as sergeant in U. S. Army Air Force, 1941-45; in 1951 associated with Don Sharpe Television Enterprises as general program supervisor.



//////////////////////**FILM PRODUCER-DISTRIBUTOR BIOS.**

BRADFIELD, C. H. JR., chairman of the board Wilding Picture Productions, Inc. Studied mechanical engineering at Baltimore Polytechnic Institute. Joined Electrical Research Products, 1929; treasurer, later vice president Audio Productions; Sound Services, Ltd., London, 1937-39; became president of Wilding in 1947, succeeding his late father, founder of the company.



LAWRENCE, ROBERT L., president Robert Lawrence Productions Inc. West Point graduate and Fifth Army veteran. Started in entertainment industry in 1947 with RKO Pathe; joined Jerry Fairbanks, Inc., 1948; later v.p. in charge Eastern operations; formed own film production firm for TV commercials, 1952; expanded with formation of several subsidiaries in commercials production.



HUDSON, HAL, executive producer of "Black Saddle" TV series, executive vice president and producer of "Zane Grey Theatre." Director writing department CBS, Chicago, 1933-37; West Coast commercial program producer CBS Radio, 1940-48; joined KTTV, 1948; manager; CBS Television department, Hollywood, 1949, supervised "My Friend Irma" and others; executive v.p. Zane Grey Prod., 1955.



KERMAN, ARTHUR, president Governor TV and Regal TV Corporation, also president Tudor Pictures, Inc., Favorite Films Corporation and Congress Films, Inc., latter firms handle theatrical films. Born New York, N.Y., April 27, 1927; graduated Hofstra College. Organized Governor TV in 1951 after association with firms headed by his father, the late Moe Kerman, in the film distribution field.



ZOUARY, MAURICE H., president Maurice H. Zouary productions. Born Brooklyn, N. Y., July 17, 1921, educated School of Industrial Design. Trans-Lux Theatres, 1941, U. S. Armed Forces, 1943; entered live TV production, Bud Gamble Productions, 1948; industrial film production, 1953-54; Guild Films, 1955-56; presently producer-packager film series and commercials; stock shot library.



HANMER, H. WILLIAMS, president Wilding Picture Productions, Inc. Born Evanston, Ill.; graduated Northwestern U; master of law degree from Chicago-Kent College of Law; corporation and trial lawyer in Chicago for 29 years, later general counsel for National Editorial Assn.; joined Wilding in 1934; general counsel and vice president, 1937; became third president of the company.



SEE PAGE 218

FOR INDEX TO AD

AGENCY TIME BUYERS



COMMERCIAL FILMS INC.

The greatest worldwide association
in commercial television.

FILMWAYS
I N C O R P O R A T E D



COMBINED FACILITIES INCLUDE:

**26 SOUND STAGES • 10 MILES STREETS AND EXTERIOR SETS • ANIMATION • MUSIC • CASTING • WARDROBE
VIDEOTAPE • LOCATION • OPTICAL AND SPECIAL EFFECTS • ARTS AND CRAFTS • 20 CUTTING ROOMS**

N E W Y O R K • B U R B A N K • C A N A D A

The logo for Radio Daily, featuring the words "RADIO DAILY" in a bold, stylized, blocky font. The letters are filled with a dark, textured pattern, possibly representing a radio broadcast or a specific graphic style.

RADIO DAILY

presents

A large, empty rectangular box with a thin black border, serving as a background for the title and subtitle text.

AM and TV
COMMERCIAL
PRODUCERS

KEY PERSONNEL
ADDRESSES AND PHONE
SERVICES OFFERED AND STUDIOS

1959

THROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



AUDIO PRODUCTIONS, INC.

Film Center Building

630 Ninth Avenue

New York 36, N. Y.

AM-TV COMMERCIAL PRODUCERS

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill
Phone: Michigan 2-5877

Pres., Exec. Prod.....Bernard Howard
Sales Manager.....Ted Liss
Services Offered—Creators & producers of TV & business films. Animation & live action. Specializing in unusual audio-visual presentations. Have own studios & full eqpt.

Academy Films

800 N. Seward St., Hollywood 38
Phone: Hollywood 2-0741

President.....J. Larsen
Services Offered—Complete motion picture production services, for comm'ls. Creators of jingles for agencies & advertisers.

Academy Pictures, Inc.

49 W. 45th St., N.Y.C. 36
Phone: PL 7-0744

President.....Moray Foutz
Sales Manager.....Nick Newton
Services Offered—Animation and live action films for TV and industry. Slide films and film strips.

Ad-Staff, Inc.

9122 Sunset Blvd., Hollywood 46, Cal.
Phone: CR 5-5219

President.....Don Quinn
V.P.'s.....Henry Russell, Martin Spertzell, John Rider
Services Offered—Creation, production of radio-TV music commercials, commercial integration, themes & scoring, graphic ideas.

Advertisers' Broadcasting Company

117 W. 46th St., N.Y.C. 36
Phone: PL 7-3560

Exec. Prod.....Sholom Rubinstein
Director.....Bernard Rubinstein
Copy Chief.....David M. Hausdorff
Services Offered—Write, create, produce jingles and commercials.

Alcona Productions

4211 Gaston Ave., Dallas, Tex.

President.....C. Edwards
Services Offered—All TV film services; live shows; industrial, educational.

Alexander Film Co.

Alexander Film Bldg.,
Colorado Springs, Colo.
Phone: ME 3-1771

Bd. Chmn.....Don M. Alexander
President.....Keith Munroe
V.P., Gen. Mgr.....Jay Berry

V.P., Production.....James Anderson
Mgr.....John B. Lee
Creative Dir.....Howard F. Olds
V.P., Mktng.....Jay Piccinati

Services Offered—TV film commercials, business and industrial films, theatre film commercials, distribution.

Paul Alley Productions

619 W. 54th St., N.Y.C. 19
Phone: JUDson 6-2393

President.....P. Alley
Vice President.....B. Alley
Services Offered—Comm'ls; industrial films.

All-Scope Pictures, Inc.

(Comm'l Film Division of Twentieth Century-Fox Television)
1417 N. Western Ave., Hollywood 27
Phone: Hollywood 2-6231

President.....Gordon Mitchell
Vice President.....J. Shippe
Services Offered—Synd. spots, comm'ls.

Alpha Film Productions

P. O. Box 5323, Baltimore 9, Md.
Phone: Valley 3-6617

Services Offered—Film processing; produce TV spots.

Amenic, Inc.

2421 N. Ramsey, Springfield, Mo.
Phone: UN 5-1367

President.....William Dale Russell
Vice Pres.....Reat R. Younger
Secy.-Treas.....N. G. Hall
Services Offered—Complete 16-mm motion picture service, including kines, and full animation.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WA 2-1800

Manager.....Ben Harris
Sales Mgr.....S. Adams
Secretary.....I. Weyhmiller

Services Offered—Produce motion pictures on special order plus projection service, booking, inspection, storage and shipping departments. Also rental of 8 mm & 16 mm plus special subjects from 1900 and advertising facilities.

American Film Producers

1600 Broadway, N.Y.C. 19
Phone: PL 7-5915

Exec. Prodr.....Robert Gross
Exec. Prodr.....Lawrence A. Glesnes
Prodn.....Sheldon Abromowitz
Office Mgr.....Madeline Stolz

AM-TV COMMERCIAL PRODUCERS

Services Offered — Complete production and distribution facilities for sponsored films, commercials, program openings and closings, slides and film inserts for integration; color or black and white, live action or animation in both 16 mm and 35 mm.

Clyde Anderson Motion Pictures

334 A St., Salt Lake City 3, Ut.
Phone: EMpire 3-5337

ManagerClyde Anderson
Services Offered—Film, comm'l's, services.

Animated Productions Inc.

(Al Stahl Productions)
1600 Broadway, N.Y.C.
Phone: CO 5-2942

PresidentAl Stahl
Services Offered—TV shows in animation and live. Comic strip animated films. Unusual films in stop-motion technique, animated puzzles, audience participation films, TV commercials and industrial films.

Animation, Inc.

736 N. Seward St., Hollywood 38, Cal.
Phone: HO 4-1117

PresidentEarl Kleiu
General Manager.....Chris Petersen, Jr.
Production Manager.....Bob Hirsch
DirectorEd Barge

Branch Offices

14005 Fenkell Ave., Detroit, Mich.
Phone: BR 3-3040

RepresentativeTed Petok
221 N. LaSalle St., Chicago, Ill.

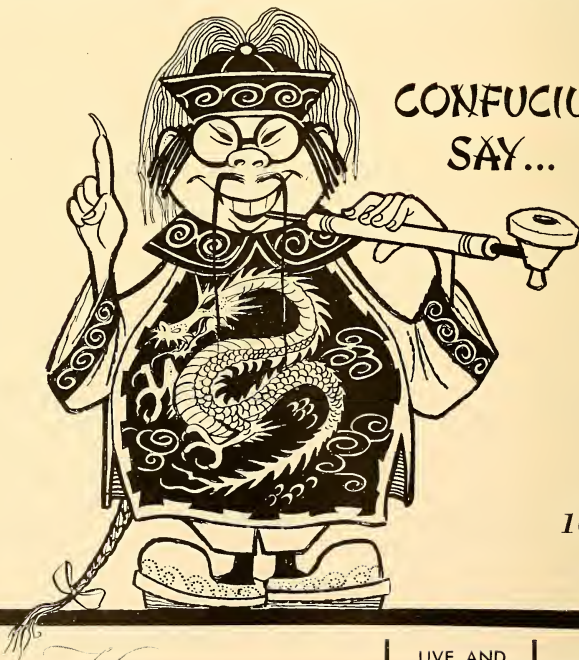
Phone: FR 2-2628

RepresentativeJoe W. Edwards
Services Offered—Animated & live action TV comm'l's, storyboards, sound tracks, educational & industrial films.

Animation Service Co.

1780 Broadway, N.Y.C. 19
Phone: CI 5-4832

Chief Animator.....Abe Blashko
Animation Supervisor.....Leo Levko
AdministrationSeymour Posner
Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.



**CONFUCIUS
SAY...**

**“One
Klaeger
picture
worth
10,000,000
words”**

Klaeger
FILM PRODUCTIONS, INC.
1600 BROADWAY, NEW YORK 19, N. Y.

LIVE AND
ANIMATED

films

• JUDSON 2-5730

AM-TV COMMERCIAL PROD.

Anime, Inc.

45 W. 45th St., N.Y.C.
Phone: Circle 5-3737

President Josh Meyer
Vice Pres. Renee Leigh
Executive Producer Mitch Leigh
Services Offered — Package film shows (mostly animation). Producers of animated commercials and industrials.

Animation Associates, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 6-3817-8

President Graham Place
Vice Pres. Otto Feuer
Gen. Mgr. Donald Fellows
National Sls. Dir. Lee Krieger
Services Offered—Producers of animated TV commercial spots and films. ANIMATION is an exclusive film process using animated cartoon cut-outs in conjunction with "live" product.

Evan J. Anton Prods., Ltd.

550 Fifth Ave., N.Y.C. 36
Phone: PL 7-3638

President Evan J. Anton
Vice Pres. Mary Mallios
Sec'y-Treas. James Mallios
Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Apex Film Corporation

104 N. Las Palmas, Hollywood 38, Cal.
Phone: HOLlywood 3-5106

President J. Chertok
Services Offered—Film comm'l's; industrial films.

Apollo Productions

130 Carlton St., Toronto, Ont.
Phone: WALnut 2-3163

President R. Rosenberg
Services Offered—Compl. film facilities; comm'l's & industrial films.

Arco Film Productions, Inc.

580 Fifth Ave., New York 36, N. Y.
Phone: COlumbus 5-6968

President R. J. Oulmann
Services Offered—TV film facilities; animation & TV film show packaging.

J. Armstrong & Company

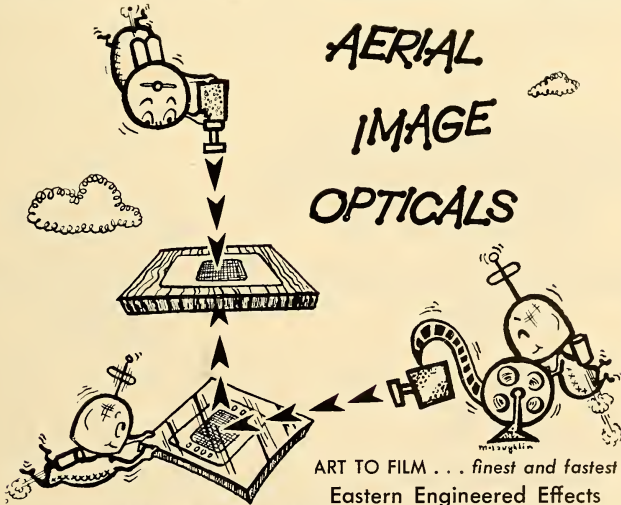
28 W. 44th St., N.Y.C.
Phone: LOngacre 3-0056

President Joseph Armstrong
Services Offered—Custom, synd. comm'l's facilities.

Arrowhead Productions

355 N. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 6-3728

General Manager B. I. Harris
Services Offered—Facilities for TV film processing, production & TV film comm'l's.



MAURICE SAM MAX LEVY

Eastern Effects, Inc.

is a complete producers aid service designed to solve your optical problems with highest quality and speed.

333 WEST 52nd STREET NEW YORK 19, N. Y.

CI 5-5280

AM-TV COMMERCIAL PROD.

Atlas Film Corp.

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

PresidentL. Mominee
Services Offered—Synd. spots, comm'ls.

ATU Productions

130 W. 57th St., N.Y.C.
Phone: JU 6-4292

PresidentAllen Swift
Services Offered—Offering a new service of syndicated TV film commercials.

Audio Productions, Inc.

630 Ninth Ave., N.Y.C. 36
Phone: PL 7-0760

President.....Frank K. Speidell
Vice Pres.....Herman Roessle
Secy.-Treas.....P. J. Mooney
Sales Manager.....Sheldon Nemeyer
TV Dept. Mgr.....Harold R. Lipman
Services Offered—Producers of all types of TV commercials. Production facilities. Live action, animation, opticals, etc.

Aurvid Productions

P. O. Box 413, Phila., Pa.
Phone: LOcust 4-4429

Manager.....F. O. Pease
Services Offered — All TV film, comm'l

facilities; live, package, film production; animation, package, TV shows.

Bill Baird's Marionettes

334 W. 70th St., N.Y.C. 23
Phone: TR 3-6064

Partners.....Bill and Cora Baird
Agency Reps.....Ashley Steiner
Services Offered—Produce live or filmed commercials with marionettes and hand puppets, with or without live actors, in own studios.

Bandelier Films

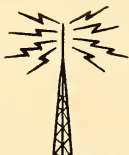
1837 Lomas Blvd., NE, Albuquerque, N. M.
Phone: CHapel 3-5848

PresidentR. Stevens
Services Offered — Technical trng. films; live action & film TV comm'ls facilities.

Thos. J. Barbre Productions

2130 S. Belleire St., Denver 22, Colo.
Phone: SK 6-8383

ProducerThos J. Barbre
Asst. Mgr.....Anita T. Barbre
Dir. Sound.....Paul F. Emrich
Dir. Photography.....H. J. Anderson
Services Offered—Complete motion picture production service—script, photography, editing, sound recording, stage, mobile units, theater; nationally. Industrial, business films; TV spots.



**EMPIRE
BROADCASTING
CORP.**

Complete Facilities
for
Disc & Tape
Sound Recording



**EMPIRE
PRODUCTION
CORP.**

Complete Facilities
for
16mm & 35mm
Film Production

**Air Conditioned Studios — Mobile Units
480 Lexington Ave., New York 17, N. Y. - YUkon 6-5700**

AM-TV COMMERCIAL PROD.

Basch Radio & Television Productions

17 E. 45th St., N.Y.C. 17
Phone: MU 2-8877

PartnerCharles J. Basch, Jr.
PartnerFrankie Basch
Services Offered — TV film commercials, animated and live; film programs, industrial, training, and fund-raising films; radio commercials, jingle, gimmick & dramatized.

Bay State Film Productions, Inc.

35 Springfield St., Agawam, Mass.
Phone: RE 4-3164

PresidentMorton Read
V.P., Sls.....D. D. Doyle
Services Offered—Film comm's production.

Beacon Television Features, Inc.

115 Newbury St., Boston 16, Mass.
Phone: Commonwealth 6-6881

PresidentJ. L. Sanderson
Services Offered—TV film commercials; story-boards, feature film production.

V. S. Becker Productions

551 Fifth Avenue, N.Y.C. 17
Phone: MU 2-0777

Exec. Prod.....Viola S. Becker
SalesThomas W. Bieder
Services Offered — TV & radio package shows & commercials; live, recorded & filmed. Casting. Industrial films.

Beeland-Wood Films, Inc.

752 Spring St., N.W., Atlanta 8, Ga.
Phone: TRafalgar 6-7558

PresidentK. Wood
Gen. Mgr.....Paul Hoelscher
Services Offered—Production of commercials and programs films.

Bemiller Productions

749 N. Highland Ave., Hollywood 38, Calif.
Phone: WEBster 5-3346

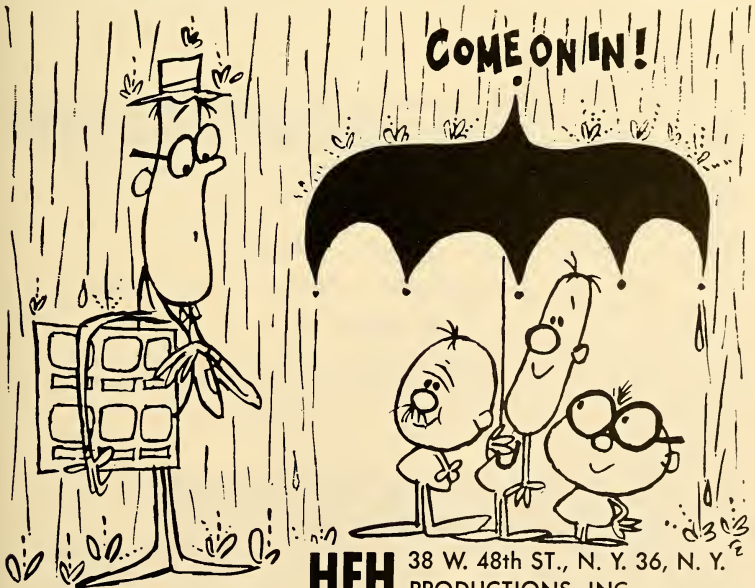
PresidentR. H. Bemiller
Services Offered — Animated, live-action commercials; syndicated commercials, animation, jingles.

Real Benoit Film Productions

2161 St. Catherine St., W., Montreal, Canada
Phone: WEBster 3-7339

Russell R. Benson Productions

136 N. Delaware St., Indianapolis, Ind.
Phone: MELrose 7-0306
PresidentR. R. Benson



HFH 38 W. 48th ST., N. Y. 36, N. Y.
PRODUCTIONS, INC.

ANIMATION, LIVE ACTION COMMERCIALS AND INDUSTRIALS

AM-TV COMMERCIAL PROD.

Services Offered—Film spot commercials; industrial, educational films.

Bernard-Degen Productions

1601 N. Gower, Hollywood 28
Phone: HO 5-9886

PartnerCy Bernard
PartnerVince Degen

Services Offered—Creators, producers of musical commercials, TV & radio; arrangements (vocal & instrumental); underscoring to animation & live action.

Guy Biddick

1046 So. Olive St., Los Angeles 15, Cal.
Phone: RI 9-8800

ManagerGuy Biddick
Office Mgr.....Barbara McNey
Traveling Rep.....Burton Zoul

Services Offered—Animation of product or trademark, commercial spots on film.

Big D Pictures, Inc.

4211 Gaston Ave., Dallas, Tex.

PresidentChas. H. Edwards

Services Offered—Live TV programs & TV film shows; educational & industrial shorts. B & W and color animation. Export & import film. Studio and laboratory facilities.

George Blake Enterprises, Inc.

1600 Broadway, N.Y.C. 19
Phone: Circle 5-4582

PresidentMrs. Jean Blake
Production Dir.....Robt. Kingsley
Supvr. Editor.....R. Jacques

Services Offered — Comm'ls, industrial, films, synd. spots.

Bray Studios Inc.

729 Seventh Ave., N.Y.C. 19
Phone: CI 5-4582

PresidentJ. R. Bray
V.P., Prod. Mgr.....Paul A. Bray
TreasurerM. Bray
Animation Dir.....Max Fleischer

W. C. Gilmartin

Film Dist. Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Specialize in industrial training and sales films, as well as health, safety and films for the military.

Wm. F. Broidy & Company

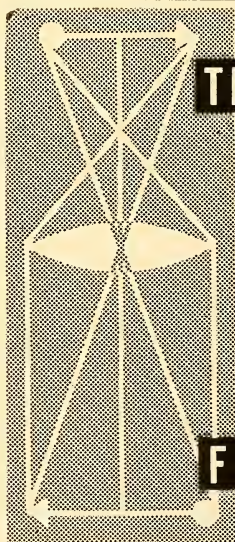
5501 Wilshire Blvd., Los Angeles 36
Phone: WE 3-7461

OwnerW. F. Broidy
AssistantE. Yessin

Services Offered — Commercials & programs.

Myron L. Broun

34 Grosvenor St., London W. 1, Eng.
Services Offered—Production, distribution.



TELEVISION GRAPHICS inc.

producers of television film commercials

LIVE ACTION
ANIMATION
STOP MOTION
REAR SCREEN
PROJECTION (MITCHELL)

FILM GRAPHICS inc.

producers of industrial and educational films

369 LEXINGTON AVENUE, NEW YORK 17

MU 6-5255

Bruce-Hall Company

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-7100

PresidentRobt. Hicks
Services Offered—Live TV programs, commercials, package shows; TV film shows, comm'l's, package shows; educational & industrial shorts; studios & facilities for rent.

Bill Burrud Productions

1522 N. Van Ness Ave., Hollywood 28
Phone: HOLLYWOOD 7-4159

PresidentBill Burrud
Services Offered—TV live programs & film shows; commercials; shorts; color animation; package film shows; TV scripts.

Byron, Inc.

1226 Wisconsin Ave., N.W.
Washington 7
Phone: FE 3-4000

PresidentByron Roudabush
Vice Pres.Dudley Spruill
SecretaryPeter J. Agnew
Services Offered—Print and process 16 mm black & white, print 16 mm color, process 16 mm negative-positive, edge numbering, sound striping, record, re-record, editorial, animation photography, hot press titles, art and animation.

S. W. Caldwell, Limited

447 Jarvis St., Toronto 5, Ont.
(See TV Prod.-Dist.)

Calhoun Studios

266 E. 78th St., N.Y.C. 21
(See TV Prod.-Dist.)

Calif. Internat'l Productions

6710 Melrose Ave., Hollywood, Cal.
Phone: WE 9-1491

President.....H. F. O'Donnell
Services Offered — TV film shows & comm'l's; religious films; shorts, educ. & indust.

California Studios Incorporated

650 N. Bronson St., L. A. 4, Cal.
Phone: HO 2-7141

PresidentP. N. Krasne
Services Offered — TV film shows & comm'l's; soundies; B & W animation; packages.

Lars Calonius Prods., Inc.

45 W. 45th St., N.Y.C. 36
Phone: PL 7-0350

PresidentLars Calonius
Services Offered—Full animation facilities. Story boards. Live action.

The Camera Mart, Inc.

1845 Broadway, N.Y.C.
Phone: PL 7-6977

PresidentIrving Browning
ManagerSamuel Hyman
PromotionPaul Meistrich



BERNARD-DEGEN PRODUCTIONS

Cy Bernard - Vince Degen (Partners)
Jack Wormser (Representative)

**Creators and Producers of Musical Commercials
TV and Radio**

**Arranging Vocal and Instrumental
Scoring to Animation and Live Action**

**1601 North Gower Hollywood 28, Calif.
Hollywood 5-9886**

Productions:

Burgermeister Beer
Italian Swiss Colony
Wine
Kellogg's Pep
British Columbia
Centennial Theme

C & H Sugar
Foremost Dairies
Clorox Bleach
S & W Foods
Bapeo Paints
M. J. B. Coffee

Starkist Tuna
Jim Clinton Clothes
G & D Vermouth
Juicidrink (Heart's
Delight)

AM-TV COMMERCIAL PROD.

Campus Film Productions, Inc.

14 E. 53rd St., N.Y.C. 22
Phone: PL 3-3280

PresidentNat Campus
Exec. Producer.....Jules Krater
Services Offered—Film production under contract.

Canadian Film Industries Co., Ltd.

310 Lakeshore Rd., Toronto 14, Canada
Phone: CL 1-5211

PresidentArthur D. Gottlieb
Services Offered—TV film shows, comm'ls; shorts; animation, B & W & color; facilities rented.

Canyon Films of Arizona

834 N. 7th Ave., Phoenix, Ariz.
Phone: AL 2-1719

ProducerR. Boley
PhotographyRobt. Allen
Services Offered—Production TV commercials, pub. rel. films: 16/35 mm animation & live action.

Capital Film Service

224 Abbott Rd., E. Lansing, Mich.
Phone: ED 2-3544

PresidentJ. R. Hunter
Services Offered—TV live and film shows;

commercials, soundies, shorts, B & W & color animation, music, scripts.

Capitol Records, Inc.

1750 N. Vine St., Hollywood 28
Phone: HO 2-6252

PresidentGlenn Wallichs
Gen. Mgr.....George R. Jones
Natl. Sls. Mgr.....Herbert I. Sachs
Services Offered — Custom recording for records, radio and TV; mastering, processing; full library of production music.

Capt. Z-Ro Productions, Inc.

225 E. 46th St., N.Y.C. 17
Phone: EL 5-7943

PresidentH. Brown
Services Offered — TV commercials and film shows.

Caravel Films, Inc.

20 West End Ave., N.Y.C. 22
Phone: CI 7-6110

President.....David I. Pincus
Vice Pres.....Calhoun McKean
Dir., Exec. Prod.....Mauri Goldberg
Services Offered—Complete 35 and 16 mm production; studios, cutting rooms; animation; projection. Films for industry, TV and government.

Carey-Swain Incorporated

1938 Laurel St., Sarasota, Fla.
Phone: RI 4-8111

President.....W. M. Carey



sande & greene

creative consultants for radio · television · motion pictures

from the desk of

robert sande

sunset tower west
8400 sunset blvd.
hollywood 46, calif.
oldfield 6-0300

Memo to:

Agencies, Advertisers, Producers
We're anxious to have you hear
our new demo tape of exciting
musical "Salesongs" and
unusual ideas for radio & TV.
Call me, Bob

Production.....H. E. Swain
Services Offered—Produces documentary editorial, commercial & educ. films.

Cascade Pictures of California

1027 N. Seward, Hollywood 38, Calif.
 Phone: HO 2-6481

PresidentBernard J. Carr
 Vice Pres.....Roy Seawright
 V.P., Prod.....Vaughan Paul
 Prod. Dir.....George B. Seitz, Jr.

Services Offered—Producers of film commercials for TV offering complete studio facilities, animation and optical effects personnel.

Cate and McGlone

1521 Crossroads of World, Hollywood 28
 Phone: HO 5-1118

PresidentT. Cate
 Secretary.....E. D. McGlone

Services Offered — Commercials; production—scripts, storyboards, editorial, photography.

Centron Corporation Incorporated

W. 9th at Avalon Rd., Lawrence, Kans.
 Phone: VI 3-0400

PresidentA. H. Wolt
Services Offered—Industrial, educ. films; filmed spots.

Hu Chain Associates

15 E. 48th St., N.Y.C. 17
 Phone: PL 5-5240

OwnerHubert V. Chain
Services Offered — Radio-TV and motion picture production, direction and script writing.

Charter Oak Tele-Pictures Inc.

423 E. 90th St., N.Y.C.
 Phone: TR 6-6800

PresidentLouis Cavrell
 SecretaryOtis Cavrell
 TreasurerIra Cavrell

Services Offered—Production facilities for TV and industrial 16 and 35 mm color and black & white films. Medical and dramatic films. Printing and processing lab. Editorial rooms. Sound stage rentals for automobile commercials.

Jack Chertok Prod. Inc.

1049 N. Las Palmas Ave., L. A. 38
 Phone: HO 3-5106

Exec.Paul McNamara
Services Offered—Synd. spots; comm'ls.

Chicago Film Studios

56 E. Superior St., Chicago 11
 Phone: WH 4-6971

President.....A. G. Dunlap
 Dir. of Sales.....Robert D. Casterline
 Prodn. Mgr.....Russell T. Ervin, A.S.C.
 Laboratory Mgr.....Walter Rice

Services Offered—Complete 16 & 35 mm film production facilities; sound stages, RCA sound recording, optical effects, Art Department, complete processing laboratory.

banner

year

for

James Love

productions

Our List of Clients Include

- Alcoa
- American Home Products Corp.
- Bell Telephone Co.
- General Electric Co.
- Pittsburgh Plate Glass
- Vick Chemical Co.
- Westinghouse Electric Corp.
- Raytheon Mfg. Co.
- Bankers Life & Casualty Co.

JAMES LOVE PRODUCTIONS INC.

115 WEST 45th ST., NEW YORK, N. Y.

Judson 2-4633

**Christensen-Kennedy
Productions**

2824 Harney St., Omaha 31, Nebr.
Phone: AT 2977

N. Y. Phone: Murray Hill 3-0585
Prod. Ptnrs.....D. Kennedy, R. Christensen
Gen. Sls. Mgr.....Herb Hellwig
West Coast Prod. Mgr.....Jack Silver
Eastern Rep.....Paul Blanfox
Services Offered—TV comm'ls, animations,
cartoons, industrial & business-sponsored
films, 35 mm film strips, slides; lab. process-
ing.

Frank Christi

521 N. LaCienega Blvd., Los Angeles 48
Phone: CR 1-6452

Services Offered—Commercials, syndicated
spots.

**Churchill-Wexler Film
Productions**

810 Seward Ave., Los Angeles 38
Phone: HO 9-1576

Ptnrs.....S. Wexler, R. Churchill
Services Offered—Produce comm'ls, thea-
trical shorts, educ. & indust. films.

Cinecraft Productions, Inc.

2515 Franklin Blvd., Cleveland 13, O.
Phone: SU 1-2300

PresidentR. Culley
Services Offered—Synd. spots; comm'ls.

Cineffects, Inc.

115 W. 45th St., N.Y.C.
Phone: CI 6-0951

PresidentNat Sobel
Sec'y-TreasIrving Hecht
Services Offered—Animation, special ef-
fects, titles, mats, inserts, black & white or
color, 16 or 35 mm.

Cinesound, Limited

552 Rogers Rd., Toronto, Ont.
Phone: RO 2-7338

President.....B. Bach, Jr.
Services Offered—Shorts, film comm'ls;
color, B & W animation; music; scripts;
packages; studio, facilities rental.

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38
Phone: HO 5-3376

ProducerH. Lehman
Wrtr., Dir.....G. McKiddy
SalesJ. Lehman
Services Offered — Commercials, indust.
films; editing services; sound; trng. films.

Cinetoon Productions

1847 Fort St., Honolulu, Hawaii
Phone: 625485

Exec.M. D. Meyers
Services Offered—Industrial films; synd.
spots; comm'ls.

Cine-Video Productions, Inc.

Boston Post Rd. at Cine Video La.
Milford, Conn.
Phone: TR 4-6590

Pres., Exec. Prodr.....Garo W. Ray
Tech. Dir.....Kenneth F. Rieke
Services Offered—Compl. motion picture
services for industrial & educational produc-
tions. Complete sound stages, recording &
dubbing studios, release printing — color,
B & W, processing, & all other film services
under one roof.

**Clampet-Toon Commercials,
Inc.**

721 N. Bronson, Los Angeles 38, Cal.
Phone: HO 2-6661

ProducerB. Clampett
Bus. Mgr.....J. Jacobs, Jr.
ProductionD. Messick
Services Offered—Comm'ls; synd. spots.

**CNC Productions,
Incorporated**

21 W. Ontario St., Chicago 10, Ill.
Phone: MI 2-1883

V.P., Exec. Prod.....Wm. Newton
Services Offered — Live TV programs &
comm'ls, packages; scripts.

Coastal Film Services, Inc.

321 W. 44th St., N.Y.C. 36
Phone: JUDson 2-7780

PresidentManuel Casiano
Vice President.....Louis Lemont
Services Offered—Complete services in-
cluding optical effects, animation, titles, film
consultants.

NEW STONE ASSOCIATES

595 Madison Avenue

New York, N. Y.

PL 5-0416

Leading Merchandising Agents

for

Television Personalities

and

Properties

ALLAN STONE

LEON NEWMAN

Coastal Recording Co., Inc.

136 W. 52nd St., N.Y.C. 19

Phone: CI 6-3900

Executive Vice Pres.....Arthur Shaer
Services Offered—Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Each chamber, DuKane 30/50 cycle slide projector. Ampex tape recording, 16 mm projector, 9 studios.

Coffman Films, Inc.

4519 Maple Ave., Dallas 19, Tex.

Phone: LA 8-3692

PresidentH. Coffman
 Production Manager.....H. Greene

John Colburn Assoc., Inc.

1122 Central Ave., Wilmette, Ill.

Phone: BR 3-2310

PresidentJ. E. Colburn
 Vice President.....H. Ushijima
Services Offered—16/35 mm industrial & TV film & comm'l's sound stage, production facilities.

Colmes-Werrenrath Prod. Inc.

1037 Woodland Dr., Glenview, Ill.

Phone: IN 3-7990

PresidentW. Colmes
 Exec. V.P.....R. Werrenrath
 Secy., Treas.....L. Goldberg
Services Offered—Creation, production, direction, writing; studio, editing, projection facilities.

Commerce Pictures

525 Poydras St., New Orleans, La.

Phone: MA 5026

PresidentR. Wiegand
Services Offered—Comm'l's; art; special effects.

Commercial Syndicated Films, Inc.

1431 N. Wells Ave., Chicago 10, Ill.

Phone: SU 7-0077

PresidentH. Lewis
 Vice President.....A. LaPietra
 ProductionB. Taylor
Services Offered — Color animated synd. comm'l's.

Commodore Productions & Artists, Inc.

6636 Hollywood Blvd., Hollywood 28

Phone: 9-7502

Pres., Prod.....W. White, Jr.
Services Offered—TV live & film programs, shows; comm'l's; industries; film packages.

Concord Company

9006 Sunset Blvd., Hollywood 46, Cal.

Phone: BR 2-7801

Ptnrs.....C. Purnell, L. Atkinson
Services Offered—TV live & film shows; industrials; religious films; color, B & W animation; scripts; packages.

Condor Films, Incorporated

1006 Olive St., St. Louis 1, Mo.

Phone: MA 1-8876

PresidentBradford Whitney
 TreasurerEdgar F. Stevens
 Production Mgr.....Dean Moore
 SecretaryMildred Smith
Services Offered—Producers of 16 mm & 35 mm motion pictures, slide films, and other visual and audio-visual materials for sales promotion, public relations, advertising, television programming, TV comm'l's, training & sports uses.

Consolidated Film Industries

1740 Broadway, N.Y.C.

Phone: JU 6-1700

521 W. 57th St., N.Y.C.

Phone: CI 6-0210

959 Seward St., Hollywood

PresidentHerbert Yates
 Vice Pres.....Douglas Yates
 V.P., W. Coast Mgr.....Sidney Solow
Services Offered — Processing of motion picture film.

Continental Film Productions Corporation

539 Vine St., Chattanooga, Tenn.

Phone: AM 7-4302

PresidentJames E. Webster
 Vice Pres.....Gene A. Carr
 SecretaryThomas Crutchfield
 Treasurer.....H. L. Thatcher
 Sales Prom. Mgr.....Wm. J. Ross
Services Offered—Animation, producers of industrial and educational films & sound slide films, producers of film spot commercials.

Cousens-Blair Productions, Inc.

1600 Broadway, N.Y.C. 19

Phone: CO 5-7380

President.....Clayton W. Cousens
 Vice Pres.....John K. Cousens
 Vice Pres.....Leonard Blair
Services Offered—Production in color or black & white of TV commercials, industrials, educationals, documentaries.

Coyt Productions

1225 S. Hudson Ave., Los Angeles 19

Phone: WE 5-2895

PresidentC. Roth
Services Offered — TV film comm'l's & shows; industrial; religious; color & B & W animation.

Roland D. Crandall Productions

31 Heusted Dr., Old Greenwich, Conn.

Phone: NE 7-0425

President.....R. D. Crandall

Craven Film Corporation

330 E. 56th St., N.Y.C. 22

Phone: MU 8-1585

PresidentThomas Craven
 Prodn. Mgr.....Bill Robinson

AM-TV COMMERCIAL PROD. ////////////////////

Services Offered—Production of TV commercials, live and animated.

Crawley Films, Limited

19 Fairmont Ave., Ottawa, Ont.
Phone: PA 8-3513

PresidentF. Crawley
Adm. Dir.....L. Hanson
Prod. Serv. Dept.....Sally McDonald
Services Offered—Films, sponsored & TV; commercials; production; animation; lab.

Creativision

1780 Broadway, N.Y.C. 19
Phone: CI 5-4830

PresidentVictor Kayfetz
Asst. to Pres.....Seymour Posner
Art Director.....Abe Blashko
Animation Supervisor.....Leo Levko
Services Offered—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Cal.
Phone: CRestview 1-1171

President.....E. N. Crosby
Exec. V.P.....B. F. Grillo
Services Offered—Synd. spots; comm'ls.

Crossroads TV Productions

1121 S. Glenstone, Springfield, Mo.
Phone: 2-4422

V.P.'s.....J. Mahaffey, E. Siman, Jr.
Services Offered—Film spots; live shows.

CTN Advertising Counselors

(Div. of Commercial Telecast Networks, Inc.)

608 Fifth Ave., N.Y.C. 20
Phone: CI 5-8820

President.....Lloyd W. Durant
Vice Pres.....William F. Hogan
Vice Pres.....H. Don Reynolds
Vice Pres.....Edward B. Bell
Sales Mgr.....Madeleine Tuohy
Services Offered—TV consultants and production supervisory service to advertising agencies in the creation and execution of TV advertising, both live and film. By contract only.

Cummings Productions, Inc.

4 W. 56th St., N.Y.C. 19
Phone: PL 7-6452

President.....R. W. Cummings
Vice Pres.....Clyde Sechler
Acc't Supv.....John Clark
Industrial Supervisor.....A. J. Pocock
Services Offered—Creation and production of industrial shows, sales mtgs., & radio & TV commercials.

Dalton Film Company

813 Daniel Bldg., Tulsa 3, Okla.
Phone: LU 5-9973

PresidentR. Kurtz
Services Offered—TV live & film shows; live & film packages.

Lee Davis Productions

299 Madison Ave., N.Y.C. 17
Phone: YUkon 6-7290

OwnerLee Davis
Services Offered — TV live shows & comm'ls; live packages.

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N.Y.C. 22
Phone: MU 8-3950

PresidentPhil Davis
V.P., Mus. Dir.....Earl (Nemo) Paul
Secy., Treas.....Loretta H. Davis
Production Mgr.....Joe Rhodes
Copy Director.....E. C. (Bud) Redding
Exec. SecretaryRenee Strum
Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Robert Davis Productions, Inc.

1755 Broadway, N.Y.C. 19, N. Y.
Phone: Circle 5-0250

Pres., Exec.-Prod.Robert F. Davis
Exec. Vice Pres.....Jay Bonafield
Services Offered—Motion picture production including industrial, documentary, TV commercials and entertainment films. Animation-by-Mobilux, exclusive producers.

Gordon M. Day Productions

15 W. 44th St., N.Y.C. 36
Phone: MUrray 2-5299

Pres., Creative Dir.....Gordon M. Day
V.P., Prodn. Super.....Carol Bulkley
TreasurerLeo L. Reich
Services Offered — Writing-production of TV (film) & radio jingles & spots; adv. agency consultants on preparation & production of commercials.

De Frenes Company

1909-17 Buttonwood St., Phila. 30, Pa.
Phone: RI 6-1686

Pres., Sales.....J. DeFrenes
SecretaryR. DeFrenes
Prod. V.P.....M. Levanios
Services Offered—Comm'ls; programs. Industrial shorts.

Gene Deitch Assoc., Inc.

43 W. 61st St., N.Y.C. 23
Phone: CI 7-1970

PresidentG. Deitch
ProductionK. Drake
Services Offered—Animation film.

Demby Productions, Inc.

1 W. 58th St., N.Y.C. 19
Phone: PL 9-2495

PresidentEmanuel H. Demby
Vice Pres.....Betty Jeffries
Creative Dir.....Allen Swift
ResearchAlexander Marshack

Services Offered—Live, film and recorded commercials. Animation. Jingles. Music. Panels for pre-testing commercials via Motivation Research Associates, affiliated firm.

Florian de Narde

3 E. 57th St., New York City
Phone: PL 3-7030

OwnerF. de Narde
Services Offered—Comm'ls; documentar-
ies; industrials.

**Jack Denove Productions,
Inc.**

6611 Santa Monica Blvd., Hollywood
(See TV Prod.-Dist.)

Dephoure Studios, Inc.

732 Commonwealth Ave., Boston 15, Mass.
Phone: BE 2-5722

Pres.J. Dephoure
Vice Pres.....M. Levy
Services Offered—Comm'ls; industrials;
synd. spots.

Depicto Films Corporation

254 West 54th St., N.Y.C. 19
Phone: COlumbus 5-7620

Board Chairman.....John Hans
President.....J. R. von Maur
V.P.'s.....Chas. S. Hans, Ray B. Helser,
Carl W. Ragsdale
Services Offered—Producers of industrial
motion pictures, filmographs, color sound
slidefilms, filmstrips, slide presentations,
trade shows, vugraph presentations. Creation
& prod. of compl. sls. trng. programs, incl.
films & assoc. literature.

Desilu Productions, Inc.

780 Gower St., Hollywood 38, Calif.
Phone: HO 9-5911
(See TV Prod.-Dist.)

DirectorL. Savin
Services Offered—Spots, synd.; commer-
cials.

Leo Diner Films

332 Golden Gate Ave., San Francisco 2
Phone: PR 5-3664

Exec.L. Diner
Services Offered—Spots; lab sound & TV
recording; animation.

Walt Disney Productions, Inc.

500 S. Buena Vista, Burbank, Cal.
Phone: VI 9-3461
(See TV Prod.-Dist.)

Bd. Chmn.....W. Disney
Adv. Dir.....C. Walker
ProductionWm. Anderson
Services Offered—Comm'ls; programs.

Dot Records, Inc.

Subsidiary of Paramount Pictures
1507 N. Vine, Hollywood 28
Phone: HO 2-3141
N. Y. Phone: CI 6-8220

PresidentRandy Wood
Vice Pres.....Christine Hamilton
Services Offered—Recording and distribu-
tion of phonograph records.

Douglas Productions

1425 S. Racine Ave., Chicago 8
Phone: HA 1-0409

President.....F. C. Raymond
V.P.'s.....A. Jones III, D. Raymond
Services Offered—Educ., ind., TV films;
titling & animation; lab work; printing.

D.P.M. Productions, Inc.

62 W. 45th St., N.Y.C. 36
Phone: MU 2-0040

President.....Maurice T. Groen
V.P., charge Prod.....Ronald T. Groen
Services Offered—Industrial films, commer-
cials, travel films, camera crews in U. S.,
Sweden, Austria, South Africa, Malaya,
World Wide coverage.

Du Art Film Labs, Inc.

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

PresidentAl Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sls.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing of black &
white and color motion picture film.

**Dudley Television
Corporation**

9908 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CR 1-7258

Exec.C. Dudley
Services Offered—Spots, syndicated; com-
mercials.

**Walter Christian Duennhaupt
Film Productions, Inc.**

1025 Connecticut Ave., NW, Wash. 6, D. C.
Phone: EXecutive 3-7750

Prod., Pres., Bd. Chmn....W. C. Duennhaupt
Vice President.....Dr. Milton Cohen
Secretary.....Dr. Maxwell Cohen
Treasurer.....John R. Scherzer
General Counsel.....S. C. Borzelleri
Services Offered—16 & 35 mm TV films,
color & B & W; fairy tales, science fiction,
musicals, educational, comic, puppet.

Cal Dunn Studios

159 E. Chicago, Chicago 11
Phone: WH 3-2424

PresidentCal Dunn
Vice Pres.....Joseph G. Betzer
Exec. Art Dir....."Yar" Yarbrough
Creative Services Dir.....Helen A. Krupka
Services Offered—Complete facilities for
both live action and animated TV commer-
cials, writing, storyboard, sound 35 & 16 mm
cameras, editing equipment.

Dynamic Films, Inc.

405 Park Ave., N.Y.C. 22
Phone: PL 1-7447

PresidentNathan Zucker
Exec. Vice Pres.....Lee R. Boeker
Vice President.....Lester S. Becker
Exec. Producer.....Sol Feuerman
Distribution Dir.....Gerald Carrus
Sound Supvr.....Jas. H. Townsend, Jr.
Editorial Supvr.....Irving L. Oshman

AM-TV COMMERCIAL PROD.

Services Offered—Compl. prod. & distribution facilities, sound stages, recording studios, animation. Associated companies: Dynamic Film Studios, Medical Dynamics, Alan Shilin Films, Inc., Distribution Dynamics.

Eastern Effects, Inc.

333 W. 52nd St., N.Y.C. 19
Phone: CI 5-5280

President Maurice Levy
Vice Pres. Samuel Levy
Sales Mgr. Max Levy
Services Offered—Complete service, art to film (optical effects, animation, titles, and inserts).

Ebbert Incorporated

291 S. LaCienega Blvd., Beverly Hills, Cal.
Executive R. A. Rogers
Services Offered—TV live & film & also commercials; educational, sales prom. shorts.

Editorial Films, Inc.

10 E. 40th St., N.Y.C. 16
Phone: MUrray Hill 6-3773

President Babette J. Doniger
Production Manager Dwight Godwin
Services Offered—Specialists in production, distr. of pub. rel. editorial films; trng. films, some comm'ls. Promotion through distribution.

Educational Films Corp. of America

1501 Broadway, New York City 36
Phone: NE 6-1780

President E. W. Hammons
Services Offered—Color & B & W animation; commercials; shorts; packages.

Educational Film Enterprises, Inc.

500 N. Wilcox Ave., Los Angeles 4, Cal.
Phone: HO 7-2806

Pres., Mgr. G. Rony
Services Offered—Comm'l, educ., industrial films.

Ed-Venture Films

1122 Calada St., Los Angeles 23, Cal.
Phone: HO 5-9102

Producer W. E. Hines
Services Offered—Consulting, production, editing. Specialize in location.

Elan-Porter Productions, Inc.

19 W. 45th St., New York 36, N. Y.
Phone: JU 2-1992

President R. Elan
Services Offered—Live & TV commercials, film; educ., industr. shorts; religious themes.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Cal.
Phone: HO 5-2189

President B. B. Gottschalk
Services Offered—Industrials; comm'ls; rental of facilities, including studios.

Elektra Film Productions, Inc.

33 W. 46th St., New York City
Phone: JU 2-3606

President A. Liss
Bus. Mgr. S. Magdoff
Services Offered—Comm'l-industrial film service. Animated and live action scripts; storyboards.

Peter Elgar Productions, Inc.

75 W. 45th St., N.Y.C. 36
Phone: JU 6-1870

President Peter Elgar
Vice Pres. & Prod. Peter A. Griffith
Vice Pres. & Prod. Douglas J. Baker
Dir.-Photographer John Ercole
Secy.-Treas. Jessie Adamson
Services Offered—Industrials, educational, religious, television.

Elliot, Unger & Elliot, Inc.

414 W. 54th St., N.Y.C. 19
Phone: JU 6-5582

President Stephen Elliot
Secretary William H. Unger
Treasurer Michael Elliot
Exec. Prodr. Mark T. Statler
Gen. Sls. Mgr. Al Mendelsohn
Coast Division

Manager Joe Swavely
Prod. Superv. Richard Kerns
Sales Mgr. Al Mendelsohn
Services Offered—Specialization in TV filmed commercials.

Charles Elms Productions Inc.

25 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 6-8877

President C. D. Elms
Vice Pres. Robt. Bacon
Services Offered—Photographic & animated; planning through production.

Empire Productions Corp.

480 Lexington Ave., N.Y.C. 17
Phone: PL 9-4505

Pres. Arthur Lubo
Vice Pres. Fred de Jaeger
Services Offered—Tape-disc recording studios—remote work. Production—talent.

Emerson Film Corporation

1037 Woodland Dr., Glenview, Ill.
Phone: IN 3-7990

Services Offered—Comm'ls; synd. spots.

Robt. J. Enders, Incorporated

1001 Connecticut Ave., NW, Wash. 6, D. C.
(See TV Prod.-Dist.)

Endorsements, Inc.

65 E. 55th St., N.Y.C. 22
Phone: PL 1-0315

9172 Sunset Blvd., Hollywood 46
Phone: CR 6-1272

President Jules Alberti
Asst. to Pres. Hope Hills
Exec. V.P., Chmn. Exec. Comm. Tyler Davis

Sr. V.P., Chg. M.P. & TV Oper.
 Robert C. Brilmayer
 Sr. V.P. Robert L. Montgomery
 Vice Pres. Harold S. Wadro, M.D.
 Vice Pres. Frederick G. Horan
 V.P., Chf. Fin. Officer. Arthur Steinthal
 Secy.-Treas. Carol Batchelder
 Dir. Research Dept. Barbara Marcus
Services Offered—Endorsements and testimonials, live and TV.

Enterprise Productions

13750 Saticoy St., Van Nuys, Cal.
 Phone: ST 3-2730

Exec. Prod. S. L. Weiss
Services Offered—All services.

Era Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Cal.
 Phone: HO 2-2251

President B. Mack
 Secretary Milt Schaeffer
Services Offered—Animation & sound recording facilities. Standing kitchen.

Ted Eshbaugh Studios, Inc.

1209 E. 163rd St., Bronx, N.Y.C.
 Phone: DA 9-3220

President T. Eshbaugh
Services Offered—Educational shorts; TV film shows & comm's; color & B & W animation; packages.

Faillace Productions, Inc.

35 E. 35th St., N.Y.C. 16
 Phone: MU 5-4652

President Tony Faillace
 V.P., Creative Dir. Len Mackenzie
 V.P., Musical Dir. Bob Haggart
 Secy.-Treas. Nanci Fendler
Services Offered—Creation and production of musical commercials. TV-radio consultant to agencies. Packaged shows.

Jerry Fairbanks Prod. of Calif.

1330 N. Vine St., Hollywood 28, Cal.
 (See TV Prod.-Dist.)

Family Films Incorporated

5823 Santa Monica Blvd., Hollywood 38
 Phone: HO 2-2243

President S. Hersh
Services Offered—Film comm's; industrials; color & B & W animation; packages; facilities rented.

Felix the Cat Creations, Inc.

355 Lexington Ave., New York 17
 Phone: YUkon 6-5161

President Pat Sullivan
 Vice President Joseph Oriolo
 Secretary-Treasurer E. W. Poindexter
Services Offered—Full animation, limited animation; TV commercials; slide films, story boards, editing service, live photography, stop motion effects titles.

Paul J. Fennell Co.

404 N. La Cienega Blvd., Los Angeles 48
 Phone: OL 2-2612

119 W. 57th St., N.Y.C. 19
 Phone: CIRCLE 5-1070

Producer Paul J. Fennell
Services Offered—Producer of film spot commercials and of industrial and educational films. Animation specialist.

Filmack Corp.

1327 S. Wabash Ave., Chicago 5
 Phone: HA 7-3395

President Irving Mack
 Treasurer Joe Mack
 V.P., Sales. Bernard Mack
 Dir. Creative TV Sl. Larry Woolf

Branch Office

630 Ninth Ave., N.Y.C.
 Phone: PL 7-0900

TV Sales Mgr. Don Mack
 Production Mgr. Bob Boucher
 TV Production Mgr. Stan Rosenthal
Services Offered—Theatre, TV and industrial films. Semi-animation, full cartoon animation, and live motion picture, slides and filmstrips. Creative staff available for agency use.

Film-Aide

509 Harrison St., Amarillo, Tex.
 Phone: DR 3-3777

Executive G. W. Tiffany
Services Offered—Synd. spots; comm's.

Film-Art Service, Inc.

41 W. 47th St., New York 36, N. Y.
 Phone: CI 6-2426

President N. Sessa
Services Offered—TV & industry animation & slide films.

Film Arts Productions, Inc.

1700 S. 19th St., Milwaukee 4, Wis.
 Phone: MI 5-0523

President Harlan P. Croy
 Sales Mgr. Patrick Murphy
 Prodn. Mgr. Gaylord M. Clark
 Recording Alfred Zemlo
Services Offered—Complete film production facilities for commercials and programming; complete recording facilities, tape and disc.

Film Associates, Inc.

4600 Dixie Hwy., Dayton 39, Ohio
 Phone: AX 3-2164

President E. Raymond Arn
 General Mgr. Edward R. Lang
 Vice Pres. Mildred G. Arn
 Secretary Clement V. Jacobs
Services Offered—Producers of 16 mm motion pictures for TV and industry; complete 16 mm producer's services.

Filmaster Productions, Inc.

650 N. Bronson Ave., Hollywood 4, Cal.
 Phone: HO 2-7141

President R. W. Stabler
 Vice President G. N. Cook
Services Offered—Comm'l, program & feature films.

Film Commercials, Inc.

87 Madison Ave., New York City 16
 Phone: OREGON 9-3970

AM-TV COMMERCIAL PROD.

Vice President.....J. C. Ryder
Services Offered—Production & distribution.

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46
(See TV Prod.-Dist.)

Film Creations, Inc.

16 E. 40th St., New York 18, N. Y.
Phone: MU 9-4565

Services Offered—Industrial films; comm'l's; synd. spots.

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38
(See TV Prod.-Dist.)

Filmercial Productions

650 N. Bronson Ave., Hollywood 4
Phone: HO 2-7141

Gen. Mgr.....James H. Chapin
Production Mgr.....Glenn Cook

Services Offered—A one stop commercial production service for both live action and animation films. Facilities include, ten fully equipped sound stages, complete sound, editorial, optical, tilting, animation, make-up, hair-dressing, property, set construction departments.

Film File

(Pix Enterprises)

12148 Hillslope St., Studio City, Cal.
Phone: PO 2-9173

Production.....Geo. Grenville
Services Offered—Comm'l's & spots (synd.)

Film Graphics, Inc.

369 Lexington Ave., N.Y.C.
Phone: MU 6-5255

President.....Lee E. Blair
Treasurer.....Bernard Rubin

Services Offered—Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35 mm color and black & white—also 16 mm.

Film Optical, Inc.

421 W. 54th St., New York City 19
Phone: PL 7-7120

President.....L. Levy
Services Offered—Slide film comm'l's; slides & balops.

Film Originals

6536 Robertson Dr., Boise, Idaho
Phone: 4-3602

Owner.....G. O. Smith
Services Offered—16 mm comm'l's; 16/35 mm prod., distr. sponsored films.

Filmways, Inc.

18 E. 50th St., N.Y.C. 22
Phone: PL 1-2500

President.....Martin Ransohoff
Vice Pres.....Lee Goodman
Vice Pres.....Nick Webster
Secretary.....Dick Sage
Dir. Inter. Sales.....William E. Huston
Services Offered—Live action, animation,

stop motion, Ampex Video Tape, rear screen projection, completely equipped camera cars and sound stages, New York and Hollywood.

Filmwright Productions, Inc.

3 E. 57th St., New York City 22, N. Y.
Phone: EL 5-6038

Executive.....M. Glanbard
Services Offered—Comm'l's; synd. spots.

Fine Arts Productions

7779 Sunset Blvd., Hollywood 47, Cal.
Phone: HO 5-5478

President.....J. Wilson
Services Offered—Animation & film comm'l's.

Fiore Films

128 Mallory Ave., Jersey City 4, N. J.
Phone: Henderson 2-4474

Executive Director.....Al Fiore, Sr.
Production Coord.....Wm Kohler

Photog. Sound.....Leo Loewenthal
Sales Director.....M. A. Fiore, Sr.

Distribution.....Donato Cappozzoli
Traffic Manager.....Kay Kafouros

Services Offered—35/16 mm documentary, educ. & public service films, B & W or color, for TV, industry, public relations, religious & civic clients; sound slide films; live action & animated TV comm'l's.

Alan M. Fishburn Productions

333 N. Michigan Ave., Chicago 1, Ill.
Phone: DE 2-0657

Owner.....A. M. Fishburn
Services Offered—Live & film programs & comm'l's; packages.

Five Star Productions, Inc.

6530 Sunset Blvd., Hollywood 28, Cal.
Phone: HO 3-4807

President.....C. Glassley
Services Offered—Color & B & W animation; shorts; comm'l's; rental of facilities.

Flagg Films, Incorporated

4584 Santa Monica Blvd., Hollywood 28, Cal.
Phone: NO 3-6524

President.....Don Flagg
Producer.....T. Flagg

Production Dir.....L. Raymond
Services Offered—TV comm'l's & shows; medical, industr., and educ. films.

Fletcher Film Productions, Ltd.

RCA Bldg., 225 Mutual St., Toronto 2, Ont.
Phone: EM 3-8372

President.....H. D. Fletcher
Prod. Dir.....H. J. Moreland
Services Offered—Features, theatrical shorts; comm'l's.

Flicka Films

12 E. Grand Ave., Chicago 11, Ill
Phone: SU 7-2251

Manager.....W. R. Johnson
National Sls.....J. C. Branscombe
Services Offered—Animation & live action comm'l's; slidefilms.

Focal Point Productions

342 Madison Ave., New York City 17
Phone: MU 7-8717

Execs.....G. Joseph, J. Strang
Services Offered—Industrial films & commercials.

Fordel Films, Inc.

1187 University Ave., New York City 52
Phone: WY 2-5000

Executive.....R. A. Kent
Services Offered—Commercials, spots, industrials.

Forrell, Thomas & Polack Associates, Inc.

157 West 57th Street, New York 19, N. Y.
Phone: Circle 6-9132

President & Treas.....Gene Forrell
Vice President.....Edward Thomas
Vice President & Sect.....Jim Polack
Business Mgr.....Nadina B. Swanson
Services Offered—Creation and production of radio and television singing commercials. Original scoring for TV, industrial and institutional films.

Fotovox, Inc.

1447 Union Ave., Memphis 4, Tenn.
Phone: BR 5-3192

PresidentElston Leonard
Vice Pres.....Peter Harkins
Secy.-Treas.....F. M. Leonard
Services Offered—Motion picture production facilities for live action and animation. One 75x50 ft. sound stage. Seven channel sound mixing and recording. Four editing and one interlock screening room.

Four Star Films, Inc.

9336 W. Washington Blvd., Culver City, Calif.
(See TV Prod.-Dist.)

George Fox Corporation

1508 Crossroads o' World, Hollywood 28
Phone: 4-2242

President.....G. S. Fox
Services Offered—Industrials, spots (synd.) & comm'l's.

Frazen Productions Inc.

1040 N. Las Palmas Ave., Hollywood 38
Phones: HO 7-3111, HO 7-6967

Prodr. Dir.....Stanley Frazen
Nat'l. Sales Dir.....John Brophy
Prodr. Dir.....Sherman Rose
DirectorTholen Gladden
Services Offered—Complete facilities for the production of all types of filmed commercials, both live action and animated. Full industrial and sales films facilities. Entertainment and commercial films.

Freberg, Limited

7781 Sunset Blvd., Hollywood, Cal.
Phone: HO 2-6973

Pres.S. Freberg
ManagerBob Klein
Services Offered—Comm'l's (live action & animated); storyboards.

Allen A. Funt Productions

100 Central Pk. S., New York City 19
Phone: JU 6-5227

President.....A. A. Funt
Production.....P. D. Melton
Services Offered—Comm'l's & industrial films & syndicated spots.

Galbreath Pictures, Inc.

2905 Fairfield Ave., Ft. Wayne, Ind.
Phone: HA 4147

President.....R. E. Galbreath
Chicago Sls.....C. L. Krebs, Jr.
Services Offered—TV & industrials.

Gallagher Films, Inc.

137 N. Oakland Ave., Green Bay, Wis.
Phone: HE 7-1307

President.....J. C. Gallagher
Services Offered—Half-hr. shows; producer of TV spot comm'l's.

William J. Ganz Company

(Div. of Institute of Visual Training, Inc.)
40 E. 49th St., N.Y.C. 17
Phone: EL 5-1443

President.....William J. Ganz
Exec. Prodr.....Herbert R. Dietz
Manager.....Vincent J. Capuzzi
ComptrollerJean Page
Services Offered—Producer and distributor of 16 & 35 mm motion pictures, filmstrips, sound slide-films, visual presentations for education, advertising and TV. Production from script to screen. Motion picture films for public relations, industrial, TV, documentary, travel, educational, scientific, merchandising and orientation; animation.

General Film Productions, Inc.

2142 S. State St., Salt Lake City 15, Utah
Phone: AM 6-7244

Sls., Prod.....W. G. Mors
Services Offered — Comm'l's, live & TV film; color animation; educ., industr. shorts; laboratory.

General Pictures Corp.

2307 Chester Ave., Cleveland 14, O.
Phone: MA 1-6263

President.....G. Oliva, Jr.
Vice President.....M. M. Horace
Services Offered—16/35 mm; newsreels & comm'l's.

Gerald Productions, Inc.

421 W. 54th St., N.Y.C. 19
Phone: PL 7-2125

PresidentGerald Auerbach
V.P., Sales.....Wm. V. Adams
V.P., Internat'l.....Hampus Horner
ProducerDiana Paul
Business Mgr.....Alfred Traum
Suprv. Editor.....Stuart Grant
Services Offered—Production of films for TV & industry. Radio & TV audience production producers.

AM-TV COMMERCIAL PROD. //////////////////////////////////////////////////////////////////

W. J. German, Inc.

Jane St., Fort Lee, N. J.
(See TV Prod.-Dist.)

Sherman Glas Productions

7017 Sunset Blvd., Hollywood 28
Phone: HO 7-8151

PresidentSherman Glas
SecretaryMaggi Farkas
Services Offered—Produce animated TV-radio spots.

Globus Films

422 Washington Bldg., Washington 5, D. C.
Phone: EXecutive 3-7161

General Manager.....John M. Lewin
Treasurer.....Andrew P. Zimmer
Sls. Mgr. N. Y. Area.....Paul Vario
Producer.....Walter Christian Dunnhaupt
Branch Office
116 E. 58th St., N. Y. C.
Phone: TL 9-4520

Services Offered—Production 16 & 35 mm color, B & W, commercial & industrial films, incl. puppet.

Melvin L. Gold Enterprises

200 W. 57th St., New York City 19
Phone: COlumbus 5-0756

Owner.....M. L. Gold
Services Offered—Produces for TV & industry.

Golden Key Productions, Inc.

1921 Hillhurst Ave., Hollywood 27, Cal.
Phone: NO 3-9421

PresidentG. Spiller
Services Offered—Filmed spots.

Gold Medal Studios, Inc.

807 E. 175th St., N.Y.C. 60
(See TV Prod.-Dist.)

Chuck Goldstein Productions, Inc.

730 Fifth Avenue, New York 19
Phone: JUdson 6-7477

PresidentChuck Goldstein
Sect. and Treas.....Ruth Goldstein
Services Offered—Producers of live and filmed commercials.

Gommi-TV, Inc.

305 E. 47th St., New York City 17
Phone: EL 5-7650

PresidentA. Gommi
Producer, V.P.....B. Gray
Services Offered—TV comm'ls, promotional film.

Harry S. Goodman Productions

19 E. 53rd St., N.Y.C. 22
Phone: PL 5-6131

General Mgr.....Harry S. Goodman
Sales Mgr.....Everett F. Goodman
Asst. Gen. Mgr.....William Baron
Radio Dir.....William Baron
TV Dir.....Frank Gehrecke
.....Stuart Wilson

Secretary.....H. D. Knuth
Services Offered—Jingles for local, regional and national advertisers. Original music and lyrics written to order. Storyboards originated and produced for TV using live action, cartoon animation or marionettes.

Gotham Film Productions, Inc.

11 E. 44th St., New York City 17
Phone: MU 2-4450

Vice President.....Susan Wayne
Services Offered — TV film shows & comm'ls; Educ.; industrial; color & B & W animation; editorial.

Gotham Recording Corp.

2 W. 46th St., N.Y.C. 36
Phone: JU 6-5577

President.....Herbert M. Moss
V.P., Gen. Mgr.....Robert M. Volkell
Dir. of Prog.....Fred Hertz
Services Offered—Radio transcription and film production and recording. Studios on premises. 16 Ampex Tape machines, five disc lathes. Writing and productions staff available. Recording, editing, mastering, pressing. Comm'ls. Programs.

Goulding-Elliott-Graham Productions, Inc.

420 Lexington Ave., N.Y.C. 17
Phone: LE 2-9014

President.....Edward R. Graham
Treasurer.....Raymond W. Goulding
Secretary.....Robert B. Elliott
Services Offered—Production of animated and filmed commercials, plus consultation with agency and client throughout all production phases—from inception of campaign through delivery.

Gratray-Laurence Animation, Inc.

716 N. LaBrea Ave., Hollywood 38
Phone: WE 6-8158

PresidentRay Patterson
Vice Pres.....Robert L. Lawrence
Secy.-Treas.Grant Simmons
Services Offered—All types of animation films.

Graphia Productions

3630 Jackson St., San Francisco 18, Cal.
Phone: BA 1-2202

Producer.....K. K. Rawlings

Gray & O'Reilly Studios

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4070

Vice Pres.....James E. Gray
Vice Pres.....John F. O'Reilly
Services Offered—Complete studio facilities, motion picture production. Sound stages, etc.

Lewis G. Green Productions

520 N. Michigan Ave., Chicago 11
Phone: WH 7-7440

AM-TV COMMERCIAL PROD.

General Mgr.....Lewis G. Green
Services Offered—Musical jingles, radio,
TV, animation, consultation.

Ben Greene Film Productions

318 W. 51st St., N.Y.C. 19
Phone: PL 7-3858

OwnerBen Greene
Services Offered — Production of motion
pictures for TV and commercials.

Abner J. Greshler

Sunset Towers W., 8400 Sunset, Hollywood 46
Phone: OL 4-5960

Services Offered — Industrial films;
comm'l's.

Lanny & Ginger Grey: Jingles

18 E. 50th St., N.Y.C. 22
Phone: PL 3-3350

PresidentLanny Grey
Vice Pres.....Ginger Grey
Services Offered—Producers and packagers
of programs, jingles and phonograph record-
ings; vocalists.

Guided Tour Productions

P. O. Box 107, Ocala, Fla.
Phone: Main 9-2618

Execs.....M. Bennett, C. Redfern
Services Offered—Synd. spots; comm'l's.

Herman Hack Prod. & Scripture Films

2441 N. Beachwood Dr., Hollywood 28
Phone: HO 7-0557

OwnerH. Hack
Services Offered—TV film shows; sound-
ies; live comm'l's; scripts; synd. film.

Handel Film Corporation

6926 Melrose Ave., Hollywood 38, Cal.
Phone: WE 6-5924

President.....L. A. Handel
Secy.M. Manning
Services Offered—Produces film series &
comm'l's; distr. series.

Jan Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450

New York Phone: JU 2-4060

PresidentJ. Handy
Vice President.....Oliver Horn
Sls. Develop.....G. Finch
Services Offered—Syndicated spots, com-
mercials.

Hankinson Studio, Inc.

15 W. 46th St., N.Y.C. 36
Phone: JU 6-0133

President.....Frederick L. Hankinson
Services Offered—Producers of TV com-
mercials and industrial films; modern ani-
mation equipment and editing service.

Hardric Productions, Inc.

510 Madison Ave., New York City 22
Phone: AC 2-3354

President.....R. F. Craig
Mus. Dir., V.P.....H. Rood
Secretary.....Edith Graham
Services Offered—Create, produce musical
comm'l's.

Harriscopes, Inc.

355 N. Beverly Dr., Beverly Hills, Cal.
(See TV Prod.-Dist.)

Harris-Tuchman Productions, Inc.

751 N. Highland Ave., Hollywood 38
Phone: WE 6-7189

Pres., General Mgr.....Ralph G. Tuchman
V.P., Creative Dir.....Fran Harris
Prod. Supervisor.....Fred Golt
Services Offered—Production of live action
and animated TV commercials and industrial
films. Creation and production of material
originated by agency and/or client.

Hartley Productions, Inc.

339 E. 48th St., N.Y.C. 17
Phone: EL 5-7762

PresidentIrving Hartley
Secy.-Treas.Elda Hartley
Services Offered—Production & distri-
bution of films for TV, industrials, com-
mercials, public service and travelogue.

H-B Enterprises, Inc.

1416 N. LaBrea Ave., Hollywood 28
Phone: HOLlywood 5-4176

PresidentGeorge Sidney
V.P.'s.....Wm. Hanna, Jos. Barbera
Services Offered—Animated TV films, en-
tertainment & comm'l spots.

Health & Welfare Materials Center, Inc.

10 E. 44th St., New York City 17
Phone: MU 2-0283

PresidentV. Weingarten
Services Offered—TV live & film shows,
educ., packages.

Hearst Metrotone News, Inc.

450 W. 56th St., New York City 19
Phone: PL 7-4120

Exec. V.P.....C. B. Stratton
Production.....J. Michon
Services Offered—Film comm'l's; industri-
als; newsreels; packages; synd. film.

George Heid Productions

Wm. Penn Htl., Pittsburgh 30, Pa.
Phone: GR 1-3696

PresidentG. Heid
Services Offered — TV live programs &
comm'l's; live packages for TV.

HFH Productions, Inc.

38 W. 48th St., New York City 36
Phone: JU 2-5055

PresidentH. Henkin
AnimationDan Hunn
Services Offered—Live action & animated
comm'l's.

Jewell Radio and Television Productions

612 N. Michigan Ave., Chicago 11
Phone: MO 4-5757

President.....James E. Jewell
Vice Pres.....W. Ralph Jewell
Secretary.....M. P. Casey
Editor.....James Lawrence

Branch Offices

3062 Penobscot Bldg., Detroit 26
Phone: WO 3-0617

Exec-in-Charge.....W. Rand Jewell
1040 N. Las Palmas, Hollywood
Phone: HO 7-3111

Manager.....Michael Baird
Director.....Lewis Foster

Services Offered—Producers of industrial educational and TV films; radio and TV programs, commercial spots and jingles. Consultants to agencies and sponsors. All-inclusive package-production services; editing, directing, musical arrangements, supervision, casting, and related services.

Jingle Mill, Inc.

201 W. 49th St., N.Y.C.
Phone: PL 7-5730

President.....M. Van Brink
Services Offered — Custom-made low-cost commercials.

Dallas Jones Productions, Inc.

1725 N. Wells St., Chicago 14, Ill.
Phone: MO 4-5525

President.....D. Jones
Bus. Mgr.....R. Bowen
Services Offered — Comm'l's & industrial films produced.

K & S Films, Inc.

5819 Wooster Pike, Cincinnati 25, O.
Phone: BR 1-3700

President.....J. R. Rabius
V.P.....S. H. Wilmlink
Services Offered—Producers of industrials, slide films, live & animated comm'l's.

K & W Film Service Corp.

1657 Broadway, N.Y.C. 19
Phone: CI 5-8081

President.....Norman Witlen
V.P., Art Dept.....Ralph Koch
Controller.....William A. Rubin
Layout and Opt. Dept....Ralph Teitelbaum
Camera Dept.....Jack Granato
Services Offered—Opticals, titles, special effects, animation and animation photography.

Al Kane Productions, Inc.

1411 Walnut St., Phila. 2, Pa.
Phone: RI 6-0222

President.....A. M. Kane
Services Offered—Comm'l's & programs for TV; kinescopes; technical production & writing; consultants.

Victor Kayfetz Productions

1740 Broadway, N.Y.C. 19
Phone: CI 5-4830

President.....Victor Kayfetz
Client Service.....Irene Siegel
Dir., Golden Snowball Div....Sylvia Gerson
Animation Super.....Leo Levko
Asst. to Producer.....Seymour Posner
Animator.....Abe Blashko
Services Offered — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm production equipment, have animation stand, art equipment.

Keitz & Herndon

4409 Belmont, Dallas 4, Texas
Phone: TA 4-2568

Ptnrs.....L. Herndon, Jr., R. K. Keitz
Services Offered—Production, animation—16/35 mm.

Sonny Kendis Productions

P. O. Box 614, Surfside, Miami Beach 54, Fla.
Phone: UNION 6-1694

President.....Sonny Kendis
Services Offered—Producers of all types of musical commercials.

Herbert Kerkow, Inc.

480 Lexington Ave., N.Y.C. 17
Phone: YUkon 6-4266

Pres., Treas.....Herbert Kerkow
Secretary.....Rosemond Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

Key Productions, Inc.

527 Madison Ave., New York City 22
Phone: EL 5-2180

President.....J. D. Kantor
Vice President.....W. M. Kahn
Services Offered—Industrials, comm'l's produced.

Klaeger Film Productions, Inc.

1600 Broadway, N.Y.C. 19
Phone: JU 2-5730

President.....Robt. H. Klaeger
Vice President.....John J. Fenton
Services Offered—TV & industrial motion pictures, live action & animation.

Kleiman Productions

7815 Milan Ave., St. Louis 14, Mo.
Phone: VO 3-6777

Production.....J. Kleiman
Services Offered — Industrials, syndicated spots, comm'l's.

William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.
Phone: SU 7-9114

Pres., Exec. Prod.....W. L. Klein
Services Offered — TV & movie package shows, spots; business, industry, govt. clientele.

Kling Studios, Inc.

601 N. Fairbanks Ct., Chicago 11, Ill.
Phone: Delaware 7-0400

President.....Robert B. Eiringer
Dir. Synd.....Alfred B. LeVine
Services Offered — Complete production and creative facilities for TV commercials and industrial films. Editing, sound, art, scripting and production departments.

Kluge Film Productions

3200 N. Richards St., Milwaukee 12, Wis.
Phone: FR 2-0191

Sales.....D. R. Kluge
Production.....D. W. Kluge
Services Offered—16 mm color & B & W comm'ls, narrative or synchronous.

L & L Animation Service

480 Lexington Ave., New York 17, N. Y.
Phone: YU 6-9088

Ptnrs.....L. Lippman, I. Levine
Services Offered — Camera, art service—medical & industr. & TV spots.

La Brea Productions, Inc.

7417 Sunset Blvd., Hollywood 46, Calif.
Phone: HOLLYWOOD 4-7171

President.....O. Gail Papineau
Exec. V.P., Secy.....Jas. E. Baumeister
Vice President.....Henry Ludwin
Treasurer.....Richard Leonard
Art Director.....Llewellyn Keller
Services Offered—An animation and live action staff for production of TV commercials, industrial and technical films. A special effects title bed, insert stage with kitchen and an animation camera service.

Lakewood Productions

2015 Kalamazoo, SE, Grand Rapids, Mich.
Services Offered—Films & comm'ls, educ. & indust., produced.

Lance Productions, Inc.

353 W. 57th St., N.Y.C. 19
Phone: PL 7-6167

President.....Lorraine Lester
Treasurer.....Samuel H. Evans
V.P., Secy.....George Lessner
V.P., Prodn. Coord.....Alford H. Lessner
Services Offered—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Kent Lane Films, Inc.

1253 S. 3rd Ave., Louisville 3, Ky.
Phone: ME 6-3911

Services Offered—Comm'ls, synd. spots.

Langlois Filmusic, Inc.

1755 Broadway, N.Y.C. 19
Phone: JU 6-5705

President.....C. O. Langlois, Jr.
Sales Mgr.....T. A. Rosean
Services Offered—Music library on tape, film and disc for TV, industrial and theatrical films. Live and pre-recorded scoring. Picture editing, narration, and music recording, mixing and sound effects library.

Herbert S. Laufman & Company

221 N. LaSalle St., Chicago 1, Ill.
Phone: RA 6-4086

President.....H. S. Laufman
Services Offered — TV live & film; live comm'ls; educationals; industrials; packages.

Robert Lawrence Productions, Inc.

418 W. 54th St., N.Y.C. 19
Phone: JU 2-5242

President.....Robert L. Lawrence
Vice Pres.....Jerry Schnitzer
V.P., Edit. Optns.....Henry Traiman
V.P., Studio Optns.....Louis Mucciolo
V.P., Sales.....Martin Low
Treasurer.....Philip Kornblum
Mgr. Anima. Dept.....Peter Cooper

Branch Offices

LOUCKS & NORLING STUDIOS

418 W. 54th St., N.Y.C.
Phone: CI 7-2366

Vice Pres.....Howard M. Lawrence
Robert Lawrence Productions (Canada) Ltd.
32 Front St., W., Toronto 1, Ont.

Phone: EM 4-1448

Vice Pres.....John T. Ross
LAWRENCE-SCHNITZER PRODUCTIONS, INC.

1040 N. Las Palmas, Hollywood 38
Phone: HOLLYWOOD 2-6358

Vice President.....Gerald Schnitzer
Grantray-Lawrence Animation, Inc.
716 N. LaBrea, Los Angeles 28
Phone: WEBster 6-8158

President.....Ray Patterson
Vice President.....Robt. Lawrence
Secy., Treas.....Grant Simmons
Services Offered — Producer of commercials, industrial films, film series; complete studio facilities; animation department, completely equipped.

Lee & Mogul Studios, Inc.

43 W. 61st St., New York City 23
Phone: JU 2-7379

Services Offered — Slide film comm'ls; slides & balops.

Carol Levene Productions

2011 Broadway, San Francisco 15, Cal.
Phone: WA 1-4772

Production.....Carol Levene
Services Offered—Produces comm'ls, educationals, industrials.

Jack Lewis Studios

5612 Wythe Ave., Richmond, Va.
Phone: AT 2-4157

Services Offered—Synd. spots & comm'ls.

Lewis & Martin Films Inc.

1431 N. Wells, Chicago 10
Phone: WH 4-7477

President.....Herschell C. Lewis
Vice Pres.....Wm. R. Johnson
Prodn. Mgr.....Anthony LaPietra
Art Dir.....Sanford Greenlaw

Studio Mgr.....Betty L. Taylor
Services Offered—35 and 16 mm motion pictures; scripts; editing; sound recording; animation; TV and film art; studio rental pilot films; consultation.

Lou Lilly Productions, Inc.

5746 Sunset Blvd., Hollywood 28
 Phone: HO 5-6325

PresidentLou Lilly
 Vice Pres.....Manny Gould
 Secy.Jeannie Beatty
Services Offered—Produce commercials of all types, one-minute to half hour. Black & white, color, TV. Industrial and sales training films.

Jack Lloyd

1445 Miller Way, Hollywood 46, Cal.
 Phone: OL 6-4607

Executive Dir.....J. Lloyd
Services Offered—Script to screen production of jingles.

Arthur Lodge Productions, Inc.

21 W. 46th St., New York City 36
 Phone: JU 2-5477

President.....A. J. Lodge, Jr.
Services Offered—Comm'ls, TV news; on-the-spot "spots"; simple animations only; library.

Lott Video Productions

Broadway & 11th Sts., Santa Monica, Cal.
 Phone: EXbrook 4-8279

Exec.....D. N. Lott
Services Offered—Comm'l, synd. spots.

James Love Productions, Inc.

115 W. 45th St., N.Y.C.
 Phone: JU 2-4633

PresidentJames A. Love
 Sales ManagerC. Austin Love
 Production Manager.....James Wille
 Supervising Editor.....William Henry
Services Offered—Complete facilities and production of TV spots and programs, industrial films.

John W. Loveton Productions, Inc.

1606 N. Highland, Hollywood 28, Cal.

PresidentJ. W. Loveton
Services Offered — Produces commercials, programs; theater and radio.

Lux Brill Productions, Inc.

319-21 E. 44th St., N.Y.C. 17, N. Y.
 Phone: OR 9-6320

Client Liaison.....Richard Dubelman
 Prod. Supvr.....Philip Haimowitz
 Exec. Asst.....Donald Holtzman
 Office Mgr.....Anne Bauer
Services Offered—Complete facilities and production of live and animated motion pictures and slidefilm from idea to screen stage. Extensive experience in sales promotion, training, public relations, documentaries, and TV spot films.

C. P. MacGregor Co.

729 S. Western Ave., Los Angeles 5
 Phone: DU 4-4191

Owner.....C. P. MacGregor
 General Mgr.....E. H. Lowry
Services Offered—Complete recording service; production of radio or TV shows and commercials.

Madison Productions, Inc.

1270 Sixth Ave., N.Y.C.
 Phone: CI 5-3560

PresidentGerry Gross
 Vice Pres., Treas.....Frank B. Sawdon
 Vice Pres., Secy.....Rita Fillet
Services Offered — Package and produce radio and TV shows and live commercials.

Marshall Organization, Inc.

750 Third Ave., New York City 17
 Phone: MU 7-2722

President.....A. W. Marshall
Services Offered—TV live programs and film shows; commercials; shorts; packages.

Master Motion Picture Company

50 Piedmont St., Boston 16, Mass.
 Phone: HA 6-3592

Pres., Treas.....A. Rakov
 ProductionI. Rose
Services Offered—Commercials, industrials, documentaries; 16/35 mm processing.

McCadden Productions

1040 N. Las Palmas, Hollywood 38, Cal.
 (See TV Prod.-Dist.)

McLarty Picture Productions

45 Stanley St., Buffalo 6, N. Y.
 Phone: TA 0332

Producer.....H. D. McLarty
Services Offered — Scientific, educational, industrial films; TV commercials.

McGowan Productions, Inc.

915 N. LaBrea, Hollywood 28, Cal.
 (See TV Prod.-Dist.)

Morton McCormachie Productions, Inc.

730 Fifth Ave., N.Y.C. 19
 Phone: JU 2-0123

PresidentMorton McCormachie
 Vice Pres., Dir.....Jack B. Hively
 Vice Pres., Prodn. Super. Bruce McCormachie
 Vice Pres.....Hugh D. Brown
 General Mgr.....M. E. Kane
 Dir., Prodn., Super.....George E. Wolf
 Spg. Editor.....William E. King
Services Offered—Complete motion picture production and editorial services; East and West Coast studio, world-wide location service; script to screen in all processes. Library service. Industrial, advertising spot, and TV films.

McNamara Productions, Inc.

8230 Beverly Blvd., Los Angeles 48, Cal.
 Phone: WE 5-1205

AM-TV COMMERCIAL PROD.

Executive.....D. C. McNamara
Services Offered—Industrial films, commercials, syndicated spots.

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Melody Ranch Enterprises, Inc.

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 9-4000

President.....G. Austry
Services Offered — Spot commercials on film.

MGM-TV Commercial Division

MGM Studios, Culver City, Calif.
Director Comm., Ind.....B. Gibbs
(See TV Prod.-Dist.)

Meridian Films, Ltd.

1202 Woodbine Ave., Toronto, Ont.
Phone: OX 8-1628

President.....R. Foster
Secy., Treas., Prod.....J. Roffman
Services Offered—Produces documentaries, business films, theatricals, industrials, TV commercials.

Metrotape, Div. Metropolitan Broadcasting Corporation

205 E. 67th St., New York City 21
Phone: LE 5-1000

Sales.....A. E. Erickson
Operations.....L. Hicks
Services Offered—Videotaped TV commercials; 16mm kinescope.

Milner Productions, Inc.

3800 Liberty Heights Ave., Baltimore 15
Phones: MO 4-4221, LI 2-7147

President.....Ervin M. Milner
Vice Pres.....Robert Fenwick
Sales Mgr.....Hoby Wolf
Washington, D. C. Mgr.....Ed Hopper
Services Offered—Film prod., live & animation; art, editorial service. Musical jingles, orig. scores. Package industr. shows. 35 & 16 mm filming, incl. stripfilm. TV slides, balops.

Minot TV, Inc.

120 E. 56th St., New York City 22
Phone: PL 1-5090

President.....C. M. Amory

Mode-Art Pictures, Inc.

1022 Forbes Ave., Pittsburgh 19, Pa.
Phone: EX 1-1846

President.....J. L. Baker
Exec. V.P.....R. L. Stone
V.P.'s.....H. J. Kemerer, A. A. Borgen
Services Offered—Produce film comm's; 16/35 mm color, B & W.

Modell Television Productions

310 E. 44th St., New York City 17
Phone: MU 3-0758

Vice President.....C. Rosen
Assoc. Prod.....M. Zimmerman
Services Offered—Syndicated spots, commercials.

Modern Teleservice, Inc.

219 E. 44th St., N.Y.C. 17
(See TV Prod.-Dist.)

Moran Film Company

P. O. Box 808, Phoenix, Arizona
Phone: AL 4-1335

President.....G. A. Moran
Services Offered—Color, B & W TV commercials.

Dwight Morris Productions

1611 S. Boston, Tulsa, Okla.
Phone: DI 3-6424

Exec. Prod.....D. Morris
Secy., Treas.....I. Morris
Services Offered—Commercials, industrials, spots.

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64
Phone: BR 0-4757

President.....Harry O. Hoyt
Treasurer.....Merrill Cantrell
Production Manager.....Kenneth Hodges
Sales Manager.....Frank Rathbun
Services Offered—Producers of TV shows & spots, comm'l 16 mm color films.

Moulin Studios

181 Second St., San Francisco 5, Cal.
Phone: YU 6-4224

President.....R. M. Moulin
Services Offered — TV film shows & comm'l's; shorts; animation; studio rental.

Movielab Film Labs, Inc.

619 W. 54th St., N.Y.C.
Phone: JU 6-0360

President.....Saul Jeffee
Prod. Mgr.....Frank Berman
Sls. Mgr.....Ben Bloom
Color Consultant.....John Kowalak
Services Offered—Film processing.

Movietone News, Inc.

460 W. 54th St., New York City
(See TV Prod.-Dist.)

MPA-TV Productions, Inc.

(Subsid. of Motion Picture Adv. Serv.)
1032 Carondelet St., New Orleans, La.
Phone: JA 5-2253

President.....C. Mabry
V.P.....A. Doskey, Jr.
Production.....R. Dyer
Services Offered—TV & theater film commercials; 16/35 mm color, B & W.

MPO Television Films, Inc.

15 E. 53rd St., N.Y.C. 22
Phone: MU 8-7830

President.....Judd L. Pollock
V.P.'s.....Marvin Rothenberg,
Gerald Hirschfeld, Gerald Kleppel
Secy.-Treas.....Arnold Kaiser
Services Offered—Complete production of TV commercials, two modern production centers in New York, five stages, set construction shops. Facilities in Hollywood.

Owen Murphy Productions, Inc.

723 Seventh Ave., N.Y.C. 19
Phone: PL 7-8144

President.....Owen Murphy
Vice Pres.....Savington W. Crampton
Prod. Mgr.....Paul Cohen
Chief, Edit. Dept.....Eric Lawrence
Services Offered—Motion pictures for industry and TV, complete production, scripts, cinematography, editorial, recording and dubbing, live and animation, special editorial, service for industrial photographic departments.

Music Makers, Inc.

45 W. 45th St., N.Y.C. 36
Phone: CI 5-3737

President-Creative Dir.....Mitch Leigh
General Mgr.....Josh Meyer
Account Super.....Herman Edel
Prodn. Coordinator.....Renee Leigh
Services Offered—Create jingles and background for radio and TV commercials. Write scores for industrial films and sales meetings; complete music merchandising packages including record premiums.

Muzak Corporation

229 Fourth Ave., N.Y.C. 3
Phone: OR 4-7400

Board Chairman.....Jack D. Wrather
President.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
V.P., Legal Counsel.....Leonard Scholl
V.P., Dir. of Marketing...Joseph W. Roberts
V.P., Nat. Sales Mgr.....Warren Coughlin
V.P., Sp. Ser.....Alexander B. Motenko
V.P., Program Dir.....Donald O'Neill
V.P., Eng. & Research...Emil F. Hembrooke
V.P., Dir. of Merchandising

Edward Hochhauser, Jr.
New York Operations

V.P. in Chg.....Ethel W. Maclean
Associated Program Service Division
V.P. & Gen. Mgr.....Edward Hockhauser, Jr.

Services Offered—Background music service for industry, offices, banks, stores, supermarkets, hotels restaurants, waiting rooms and other public business areas. (A.P.S. Division supplies radio and TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films in Canada).

Michael Myerberg Productions

234 W. 44th St., New York City 36
Phone: CH 4-4846

Chairman.....M. Myerberg
President.....A. Gray, Jr.
Vice President.....J. J. Bergen, Jr.
Services Offered—Film comm'ls, spot.

Nassour Studios, Inc.

8460 W. 3rd St., Los Angeles 48
Phone: OL 3-0400

President.....William Nassour
Vice Pres., Treas.....Edward Nassour
Secretary.....W. Lloyd Laumann
Services Offered — TV commercials, TV film series, TV shows and theatre motion pictures. Stages, cameras (both 16 & 35 mm), sound, writers, directors.

National Programming Service

4614 Norton Lane, Columbus 13, Ohio
Phone: EX 3775

Executive.....J. Fredritz
Services Offered—Comm'ls, spots, industrials.

National Screen Service Corporation

Home Office
1600 Broadway, New York City
Phone: Circle 6-5700
TV & Industrial Film Div.
509 Madison Ave., N. Y. C.

Vice President.....Robert L. Gruen
Sales Director.....William S. Kent
Production Manager.....Harry Semels
Producer, Director.....Carl A. Carbone
Asst. Prod. Mgr.....Jack Schertz
Art Director.....Tom Golden
TV Art Dir.....Tee Collins
TV Editor.....Irving Weiner
Services Offered—Production of films for TV; industrials & comm'ls; animation, art work, titles, opticals, stop motion, live studio & insert.

National Studios

42 W. 48th St., New York City 36
Phone: JU 2-1926

President.....H. A. Rosenberg
Services Offered — Slides, balops; slide films.

NTA Telesales

10 Columbus Circle, N.Y.C. 19
Phone: JU 2-7300
(See TV Prod.-Dist.)

Bd. Chmn.....E. A. Landau
Exec. V.P.....O. A. Unger
Secretary.....J. Golenbock
Press.....H. Algas
Services Offered—TV programs, features—nat'l, regional, local sponsors.

Stanley Neal Productions, Inc.

475 Fifth Ave., New York City 17
Phone: MU 3-6396

President.....D. J. Lane

AM-TV COMMERCIAL PROD.

Services Offered — Comm'ls, spots, industrials.

Ted Nemeth Studios

729 Seventh Ave., New York 19
(See TV Prod.-Dist.)

Neutro Film Corporation

846 Seventh Ave., N.Y.C. 19
Phone: PL 7-5322

President M. Weise
Vice President..... L. M. Haas
Secretary J. Greene
Sales Manager..... J. Gratz
Services Offered—TV packages, comm'ls; trng., industr., documentaries.

Newman-Schmidt Studios

713 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-5414

Owner H. Schmidt
Services Offered—Comm'ls, industrials.

New World Productions

13273 Ventura Blvd., N. Hollywood, Cal.
Phone: TR 3-3580

President T. Robinson
Services Offered—TV comm'ls, film shows; religious; industrials; animation, color, B & W.

Fred A. Niles Productions, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181

President..... Fred A. Niles
V.P.'s..... Mike Stehney, Edw. W. Rinker
Studio Manager..... Wm. E. Harder
Creative Director..... Ruth L. Ratny
Art Director..... Manny Paull
Controller..... Edward E. Katz
Purchasing Agent..... Lawrence Stein
Sr. Prod.-Dir..... Lloyd Bethune
Administrative Asst..... Frances Metelko
Services Offered—Creation, prod. TV commercials, live & animated; industrial, public relations films; slidefilms; sales & product training programs; syndicated TV spots; sound recording; script writing; storyboarding; closed circuit.

John Norman Productions

P. O. Box 1304, Palm Springs, Cal.
Phone: 7124

Gen. Mgr..... J. Norman
Services Offered—Comm'ls, spots, industrials.

Nola Penthouse Sound Studios

113 W. 57th St., N.Y.C. 19
Phone: JU 6-0040

Owner..... Vincent J. Nola
Gen. Mgr..... V. Thomas Nola
Chief Engineer..... Stanley Bumbly
Services Offered — Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location—masters, processing & pressings; stereo recording; magnetic & optical film recordings.

Olympia Film Productions, Inc.

112 W. 48th St., New York City 36
Phone: JU 6-1143

Vice President..... D. H. Kahn
Services Offered—TV comm'ls, film shows.

Olmsted Sound Studios, Inc.

1 E. 54th St., N.Y.C.
Phone: PL 1-0890

President..... Henry C. Olmsted
Exec. Vice Pres..... Richard B. Olmsted
V.P. in Chg. of Sls..... H. F. Landon
Services Offered—Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

Omega Productions, Inc.

1960 Dorchester St., West, Montreal 25, Que.
Phone: WE 7-3525

President..... T. S. Morrisey
Vice Pres..... Pierre Harwood
Dir. Prodn..... Henry Michaud
Dir. TV Comm'ls..... John Racine
Sales Director..... R. J. Jarvis
Services Offered—Educational, industrial, sales promotion, theatrical and TV motion pictures.

On Film, Incorporated

33 Witherspoon St., Princeton, N. J.
Phone: PL 9-2330

Execs..... R. Bell, M. Scott
Services Offered—Comm'ls, industrials.

Sam Orleans & Associates, Inc.

211 W. Cumberland Ave., Knoxville, Tenn.
Phone: 3-8098

President S. Orleans
Services Offered — Commercials, industr., educ. films.

John Ott Pictures, Inc.

85 Hibbard Rd., Winnetka, Ill.
Phone: WI 6-5126

President J. Ott
Services Offered—Time-lapse photog.; industrials, comm'ls.

Del Owens Productions

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FR 2-4811

President D. Owen
Services Offered—Jingles & comm'ls.

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WE 9-1491

Vice President..... H. O'Donnell
Services Offered — Film shows, comm'ls, shorts.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GR 1-4756

General Mgr..... M. E. Fierst
Services Offered — Complete production services and sound studios, film processing and printing, editing.

Pantomime Pictures

2221 W. Olive, Burbank, Calif.

Phone: TH 2-1147

PresidentF. Crippen
 Vice President.....J. Marshall
 ProductionJ. Heiter
 SalesD. Reed
Services Offered—Animated TV & entertainment films; live action comm'ls; titles.

Paragon Pictures, Inc.

2540 Eastwood Ave., Evanston, Ill.

Phone: DA 8-5900

PresidentR. Laughlin
 ProductionS. Needham
Services Offered — Industrials, comm'ls, spots.

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles, 28

(See TV Prod.-Dist.)

Paul Parry Productions Inc.

7417 Sunset Blvd., Hollywood 46

Phone: HO 7-4774

PresidentPaul Parry
 Vice Pres.....Ellis Neimie
 Production Mgr.....Barney Dyer
 Pub. & Adv. Dir.....Frank K. Adams
 Secy.-TreasDianne Parry
Services Offered—Production of program films, spot commercials, product sales promotion, corporation training films, and sound slide films.

Lindsley Parsons Productions, Inc.

3454 Cahuena Blvd., Hollywood 28

Phone: HO 9-3641

PresidentLindsley Parsons
 Prod. Mgr.....Lindsley Parsons, Jr.
Services Offered—Filmed TV shows & commercials for network syndication.

The Patescope Company of America, Inc.

10 Columbus Circle, N.Y.C. 19

Phone: PL 7-5200

Studio

21-29 45th Rd.

Long Island City, N. Y.

Phone: ST 4-3053

President.....Edward J. Lamm
 Exec. Prodr.....David H. Lion
 Prodn. Mgr.....James Pierce
 Studio Mgr.....John Ball
Services Offered—Complete planning, creation and production of industrial, educational and documentary motion pictures and TV commercials.

Ray Patin Productions

6650 Sunset Blvd., Los Angeles 28

Phone: HO 2-1147

PresidentRay Patin
 Vice Pres.....Gus Jekel
 Secy.-Treas.....Kay Himes
Services Offered—Complete facilities for producing animated commercials from story through camera.

Lloyd Pearson Associates

509 Madison Ave., N.Y.C. 22

Phone: EL 5-5430

PresidentLloyd Pearson
 Creative Dir.....Larry Johnson
 Pgm. Coordinator.....James Chapelle
 DirectorLamar Casselli
Services Offered—Create, produce and direct film and live commercials, including music and jingles, storyboards, copy and script, set designing, props.

Pelican Films, Inc.

46 W. 46th St., N.Y.C. 36

Phone: CI 6-1751

President.....T. J. Dunford
 Vice Pres.....A. J. Zander
 V.P. in Chg. Sales.....Eli Feldman
Services Offered—Complete TV, film animation staff and facilities; live action, slide-films.

Tony Petri Studios

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

Phone: GA 1-9242

PresidentTony Petri
 Production Mgr.....Ernest Strauss
Services Offered—Complete TV commercial service from storyboard conference. Color and black & white. Double and single system sound. Complete lighting and sound stage facilities.

R. A. Pheelan Productions

113 W. 57th St., New York City 19

Phone: CI 6-1626

ProducerR. Pheelan
Services Offered—Comm'ls; PR & educ. films.

Photo-Art Commercial Studios

420 SW Washington St., Portland 4, Ore.

Phone: CA 7-5411

PresidentC. F. Palmer
 Vice President.....S. Vernon
Services Offered—Comm'l prod. facilities; sound stage, single & double; 16/35 mm & slides.

Photo Arts Productions, Inc.

2330 Market St., Philadelphia 3, Pa.

Phone: RI 6-3696

ExecutiveW. Dombrow
Services Offered—Commercials, spots, industrials.

Pilot Productions, Inc.

1819 Ridge Ave., Evanston, Ill.

Phone: AM 2-4141

PresidentC. R. Isley
 ProductionR. Dedrick
 SecretaryA. Borrough
Services Offered—Slides; sound slidefilms; industrials; comm'ls.

Pintoff Productions, Inc.

64 E. 55th St., New York City 22

Phone: EL 5-1431

PresidentE. Pintoff

AM-TV COMMERCIAL PROD.

Client Contact.....H. Knaup
Services Offered — Animated, live action
comm'ls, theatricals, industrials.

Pix Enterprises

12148 Hillslope St., Studio City, Cal.
Phone: PO 2-9173

ProductionB. Grenville
Services Offered — Comm'ls, industrials,
documentaries; 16/35 mm color, B & W,
sound-silent.

Playhouse Pictures

1401 N. LaBrea Ave., Hollywood 28, Cal.
Phone: HOLlywood 5-2193

360 N. Michigan Ave., Chicago 1, Ill.
Phone: SState 2-3686

PresidentAdrian Woolery
Prod., Dir.....Bill Melendez
Business Mgr.....H. A. Halderson
Production Supvr.....Irene Wyman
Public Rel. Dir.....George W. Woolery
Creative Story Dir.....Chris Jenkyns
Layout, Design Dir.....Sterling Sturtevant
SecretaryMary Mathews
Chicago Rep.....Peter del Negro
Services Offered—Compl. studio facilities
for the creation & production of animated
films for business, entertainment & TV from
story through camera, with exception of labor-
atory. Specialists in animated comm'ls.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181

PresidentPerry King
Vice President.....J. C. King
Account Exec.....Carl N. Brewster
Services Offered — Motion pictures for
training, advertising, education, public rela-
tions, TV.

Low Pollack Productions, Inc.

325 W. 44th St., N.Y.C. 36
Phone: JUdson 2-8082

PresidentLow Pollack
Services Offered—Sound recordings, docu-
mentaries, TV film commercials, industrials,
complete 16 and 35 mm facilities.

Jules Power Productions, Inc.

228 N. LaSalle St., Chicago 1, Ill.
Phone: ANdover 3-1422
35 W. 53rd St., N.Y.C.
Phone: CI 5-3260

Office Mgr.....H. Rothbart
Services Offered—Production of live local
and network TV programs and commercials.

Precision Film Labs

21 W. 46th St., N.Y.C.
Phone: JU 2-3970

President.....Daniel R. Ehrlich
Services Offered—Printing and processing
of 16 and 35 mm film, color and black &
white.

Premier Film & Recording Corp.

3033 Locust St., St. Louis 3, Mo.
Phone: JE 1-3555

Pres., Prod.....T. P. Desloge
V.P., Mgr.....W. Dalzell
Services Offered—Motion Pictures, com-
mercials, sound recording production faci-
ties. Scripts. Editing.

Preview Theatre, Inc.

1600 Broadway, N.Y.C.
Phone: CI 6-0865

President.....William B. Gullette
Services Offered—16 & 35 mm; magnetic
or optical; all interlock combinations. Edit-
ing eqpt. & facilities. Film storage vaults. All
facilities avail. 24 hrs./day.

Princeton Television Center, Inc.

252 Nassau St., Princeton, N. J.
(See TV Prod.-Dist.)

Productions for Television, Inc.

625 Madison Ave., New York City 22
Phone: TE 8-7100

TV Production.....D. Hillman
Exec. Film Prod.....J. Harrison
Producer, Dir.....S. Semel
Services Offered—Commercials.

Project-O-Fex, Inc.

535 5th Ave., N.Y.C. 17
Phone: MU 7-1881

President.....Paul F. Adler
Services Offered—Semi-animated filmed or
live spots for individual station use.

Quartet Films, Inc.

5631 Hollywood Blvd., Los Angeles 28
Phone: HO 4-9225

PresidentA. Babbitt
Vice President.....A. Gillespie
Production.....L. A. Goldman
Services Offered—Story, design, direction
animation, recording, editing, live action for
cartoons, comm'ls, films for industry, etc.

Q.E.D. Productions, Inc.

45 W. 45th St., N.Y.C. 36
Phone: JUdson 2-4291

Executive Producer.....Robt. Baron
Sales Manager.....Roy Lampe
Services Offered—Spot commercials, indus-
trials, sales & tourist promotion films, open-
end film commercials for TV.

Quintet Productions, Inc.

15 W. 44th St., New York City 36
Phone: MU 7-5011

Services Offered—TV film shows & com-
mercials; live package shows for TV.

Radio Features of America

37 W. 46th St., New York City 36
Phone: JU 2-5130

Exec. Dir.....O. W. Nicoll
Services Offered—Film spots, live shows.

Radio Television Arts

3819 Wilshire Blvd., Los Angeles 5, Cal.
Phone: DU 8-1323

OwnerD. Balli
Services Offered — TV film shows & live programs; comm'l's; industrials; animation; packages, live & film.

Rainbow Pictures, Inc.

1540 Levante Ave., Coral Gables 46, Fla.
Phone: MO 5-3524

PresidentW. Resce
ProductionO. Barber
Services Offered — Industrials, features, comm'l's; studio facilities.

Rarig Film Productions

Div.: Rarig Motion Pictures Co.
5510 University Way, Seattle 5, Wash.
Phone: LA 2-0707

PresidentM. H. Rarig
V.P., Treas.E. A. Rarig
ProductionJ. Lawless
Services Offered—16/35 mm color, B & W photography; sound recording, stage; editing, commercials; programs.

Reid H. Ray Film Industries, Inc.

2269 Ford Pkwy., St. Paul 16, Minn.
Phone: Midway 9-1393
208 S. LaSalle St., Chicago, Ill.

422A Washington Bldg., Washington 5, D. C.
Davidson Bldg., 17th & Main, Kansas City
Comm'l Sls. Mgr.R. V. Jeffrey (St. Paul)
Film Ad Sls. Mgr.Frank Havlicek (St. Paul)
Chicago SalesFrank Balkin
Washington SalesRobert Whitney
Kansas City Sls.Ted Cauger
PresidentReid H. Ray
ControllerT. J. Herman
Production ManagerE. H. Polsfuss
Services Offered—Producers of TV commercials & entertainment synd. films for TV.

Redlin Productions, Inc.

10416 Canuga Ave., Chatsworth, Cal.
Phone: DI 8-7932

Services Offered — TV film shows, commercials; shorts; animation.

Roland Reed Productions Inc.

650 N. Bronson, Los Angeles 4
Phone: HO 9-1628

PresidentRoland D. Reed
Vice Pres.Arthur Pierson
Editorial Super.Frank Doyle
N. Y. Rep.Hamilton MacFadden
Services Offered — Preparation, scripting, story board, animation, live production, release prints for TV commercials.

Rembrandt Films, Inc.

15 E. 48th St., N.Y.C. 19
Phone: PL 8-1024

PresidentW. L. Snyder
Services Offered — Puppet comm'l's; features.

Republic Television Features

64 E. Lake St., Chicago 1
Phone: ST 2-0460

PresidentCapico Kapps
V.P., Chg. SalesJoseph Kapps
Services Offered—Producers, distributors and representatives of live, transcribed and syndicated radio-TV programs and commercials.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N.Y.C. 19
Phone: CI 6-0191

PresidentRobert Yarnall Richie
Services Offered—Motion picture production and still photography for industry, public relations and advertising. Color specialists. Own Mitchell cameras, sound and lighting equipment. Full editing facilities. Company owned plane. Studio and location—domestic and foreign.

Marion Riddick Productions, Inc.

1102 Eberhard St., Houston 19, Texas
Phone: JA 4-9653

PresidentM. Riddick
Secy., Treas.C. Livingston
Bd. Chmn.D. C. Pope
Services Offered—TV film & live comm'l's; teaching films; packages; talent; scripts; color.

Riviera Productions

29 Miraleste Plaza, San Pedro, California
Phone: TErmiNal 1-3131

Exec. Prod.F. W. Zens
Sales DirectorBert Hunt
Assoc. Prods.A. W. Stephenson, Jack Kelly, Lionel Grover
Midwest Rep.Robert Zens
Eastern Rep.Pat Rancati
Services Offered — Producers of business, industr., sls. trng., public relations, advertising films & TV comm'l's in color and sound. Full production & studio facilities for all phases of motion picture work.

Walter A. Rivers & Assoc.

125 Hyde St., San Francisco, Cal.
Phone: SU 1-1284

OwnerW. A. Rivers
Services Offered — Industrial producing; TV comm'l's.

Hal Roach Studios

8322 Washington Blvd.
Culver City, Calif.
(See TV Prod.-Dist.)

Louis De Rochemont Associates, Inc.

380 Madison Avenue, N.Y.C. 17
Phone: OX 7-0350

Services Offered — TV comm'l's & film shows; shorts; animation.

Rocket Pictures Inc.

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

PresidentD. Weston
Vice President.....H. Wilcox
ProductionD. Bartelli
Services Offered — Comm'ls, audio-visual aids: bus., industry.

Frederick K. Rockett Company

6063 Sunset Blvd., Hollywood 28, Cal
Phone: HO 4-3183

Manager.....Alfred H. Higgins
Cameraman.....Jay W. Adams
Editor.....P. H. Grelet
Stage Manager.....Jerome F. Lipari
Services Offered — Production facilities incl. lg. sound stage, Western Electric sound eqpt. & personnel for any type sponsored film production. Stage & sound eqpt. rented.

Rockhill Recordings

18 E. 50th St., N.Y.C. 22
Phone: PL 9-7979

PresidentJanet Taylor
Manager.....Leo J. Launer
Sls. Mgr. (Recording).....Fred Freeman
Services Offered—Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions; TV-audio recordings; tape recordings; location recording, distribution to radio stations.

Richard H. Roffman Assoc.

675 West End Ave., New York City 25
Phone: RI 9-3647

ChairmanS. Speiser
President.....R. H. Roffman
V.P.'s.....M. Roffman, Malvina Cohn
Services Offered—TV film comm'ls.

Roy Rogers-Frontiers, Inc.

357 N. Canon Dr., Beverly Hills, Cal.
Phone: CR 4-6841

PresidentR. Rogers
Vice President.....W. A. Rush
Services Offered—TV film show, comm'ls; shorts; sound effects library.

Rolab Studios

Sandy Hook, Connecticut
Phone: GA 6-2466

Executive.....H. Roger
Services Offered—Commercials, spots.

Roquemore Films

44 Mt. Vernon Blvd., Hamburg, N. Y.
Phone: FR 3876

Director.....E. E. Roquemore
Services Offered — Comm'ls, live & film; shorts; newsreels; sound effects; music.

Leslie Roush Productions, Inc.

130 Herricks Rd., Mineola, L.I., N.Y.
Phone: PI 2-8130

Services Offered—Producers of industrial films, filmed commercials and film programs.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38
Phone: WE 6-2494

President and Owner.....Danny Rouzer
Services Offered—Complete 16 mm production service, including Kinescopes, commercials, pilots, sales and industrial films, equipment and stage rentals.

R-TV Enterprises

(See R-TV Prog. Prod.)
225 W. 86th St., New York City 24

Hal Ramel

49 W. Broadway, Salt Lake City, Utah
Phone: PI 2-8130

Services Offered—Comm'ls, industrials.
Sande-Greene & Associates

Creative & Production Consultants
8400 Sunset Blvd., Hollywood
Phone: OL 6-0300

President.....Robert L. Sande
Exec. Vice Pres.....Larry Greene
Secy.Pat Carson
Services Offered—Creator-producers of radio-TV musical commercials. Musical production—aids for radio and TV stations. Producers of entertainment—public service—documentary and commercial films, records and transcriptions.

Sarra, Inc.

200 E. 56th St., N.Y.C. 22
Phone: MU 8-0085

PresidentValentino Sarra
Exec. V.P., Gen. Mgr....Morris D. Behrend
TV Sales Mgr.....John Henderson, III
Head Creative Dept.....Rex Cox
Prod. Mgr., Chicago.....Marvin Bailey
16 E. Ontario St., Chicago, Ill.
Phone: WH 4-5151

Services Offered—Production of TV commercials, industrial and sales films, black & white and color.

Satisfiers Productions, The

200 West 57th St., New York 19
Phone: CIrcle 5-4149

Partner, Music Dir.....Art Lambert
Partner, Creat. Dir.....Bob Lange
Prod. Co-ordinator.....Loren Welch
Promotion Dir.....De Loris Randall
General Sales Mgr.....Robert Kirk
Services Offered—Facilities for producing musical commercials, jingles, spot announcements for radio and TV; musical sound tracks for industrial film and sales meetings; including singing, creating, casting, contracting and all production details.

Saturn Films Incorporated

1225 S. Hudson Ave., Los Angeles 19, Cal.
Phone: WE 5-2985

Pres., Prod.....C. Roth
Services Offered—Film comm'ls; no animation.

Scope, Inc.

146 Almeria, Coral Gables, Fla.
Phone: HI 4-7202

President.....Robert L. Perine
Exec. Vice Pres.....Michael Brown
Controller.....James A. Cromer
Dir. of Advtg.....Lillian Carpenter

AM-TV COMMERCIAL PROD.

Services Offered — Complete production facilities including air-conditioned studios, editing and sound facilities, equipment, production coordination service, remote facilities and truck, script and animation facilities.

Scott-Textor Productions

127 E. 47th St., N.Y.C. 17
Phone: PL 5-2789

Partners.....Alan & Marilyn Scott
Partners.....Keith & Sylvia Textor
General Mgr.....Victor Sack
Services Offered—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

Screencraft Enterprises, Inc.

8470 Melrose Ave., Los Angeles, Cal.
Phone: OL 3-4463

Services Offered—Produces comm'l's & industr. films.

Screen Gems, Inc.

711 Fifth Ave., N.Y.C. 22
(See TV Prod.-Dist.)

Screen-Televideo Productions

333 S. Beverly Dr., Beverly Hills, Cal.
Phone: CR 1-6131

Exec.R. Lord
Services Offered—Comm'l's, synd. spots.

Jack Shafton's Puppet Masters

2368 Stanley Hills Dr., Hollywood 46, Cal.
Phone: OL 4-2350

OwnerJ. Shafton
Services Offered—Live & film TV shows, programs; comm'l's; shorts; animation; special effects; puppets.

Sharpe-Lewis Productions

832 N. Lillian Way, Los Angeles 38, Cal.
Phone: HO 9-5981

President.....D. W. Sharpe
Services Offered—TV film shows, comm'l's; packages.

Signal Productions, Inc.

6269 Selma Ave., Hollywood 28
Phone: HO 2-6471

Pres., Gen. Mgr.....Everett F. Tomlinson
V.P. Chg. Sales.....Edwin W. Buckalew
Services Offered—Producers of film commercials for TV.

Signature Music Inc.

240 E. 53rd St., N.Y.C. 22
Phone: MU 8-5068

Composer-Conductor-Arranger.Hank Sylvern
Business Mgr.....George H. Fried
Services Offered—Creation and arranging of music and words for production of spots and jingles for TV and radio; live, film, transcribed.

Al Simon Productions, Inc.

General Service Studios
1040 N. Las Palmas, Hollywood 38
Phone: HO 4-2141

PresidentAl Simon

ControllerJohn Nicolaides
Services Offered — Productions of filmed shows and commercials.

Sixteen Screen Service Co.

6710 Melrose Ave., Hollywood 38, Cal.
Phone: WE 9-1491

OwnerH. O'Donnell
Services Offered—TV film shows, comm'l's; shorts; sound; laboratory; animation, color, B & W.

Sleeping Giant Films, Inc.

3019 Dixwell Ave., Hamden, Conn.
President.....D. K. Harris
V.P., Treas.....A. Guorino, Jr.
Services Offered — 16/35 mm production services; animated spots.

Fletcher Smith Studios, Inc.

319 E. 44th St., N.Y.C. 17
Phone: MU 5-9010

PresidentFletcher Smith
Secy.-Treas.Peter Caldera
Services Offered—Commercials, industrial films, animation, sound recording, editing rooms, projection rooms.

Walter Harrison Smith Productions, Inc.

40 E. 40th St., N.Y.C. 16, N. Y.
Phone: EL 5-7212

President.....W. H. Smith
Vice Pres., Treas.....E. T. Smith
Services Offered—Live and filmed TV commercials, programs, and syndicated shows; educational, industrial and editorial shorts. Distributors of TV films.

Snader-Cassyd Studio

1710 N. LaBrea, Hollywood 46, Cal.
Phone: WE 9-2345

PresidentS. Cassyd
Services Offered—TV film shows, comm'l's; shorts; facilities rented.

Southwest Film Laboratory, Inc.

Southwest Film Center, Dallas 11, Tex.
Phone: WH 6-2184

Vice President.....J. A. Hopper
Direction.....M. Young, Jr.
Services Offered—Commercials, spots, industrials.

Southwest Film Productions, Inc.

5301 South Post Oak Rd., Houston, Tex.
Phone: MA 0681

President.....J. P. Goodwin
Services Offered — Comm'l's, industrial films.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., N.Y.C. 19
Phone: PL 7-0440

President.....Joseph A. Tanney
Vice Pres.....Oscar Lightstone
Vice Pres.....Dom J. Capano

AM-TV COMMERCIAL PROD.

Services Offered—Furnish studio and professional equipment to producers, TV stations, sound stages, film labs, educational institutions, industrial projects, ad agencies and animation studios.

Soundac Productions, Inc.

2133 N. W. 11th Ave., Miami 37, Fla.
Phone: FR 4-2655

Pres.-Gen. Mgr. Robert D. Buchanan
Prodn. Mgr. Jack Schleh, Jr.
Technical Dir. Robert G. Biddlecom
Art Dir. Francis J. Noack

Services Offered—Complete film production, from storyboard to finished print, specializing in animation, black & white and color service. Live photography, original musical jingles, complete soundstage and studio.

Sound Masters, Inc.

165 W. 46th St., N.Y.C. 36
Phone: PL 7-6600

President. F. C. Wood, Jr.
Chair. of the Bd. W. French Githens
Vice Pres. John H. Tobin
Secretary. Marian L. Price
Treasurer. Stella K. Beenders

Services Offered—Production of all types of motion pictures. TV commercials; recording services; dubbing; repeater projectors.

Spotlight News, Inc.

607 N. LaBrea Ave., Los Angeles 36, Cal
Phone: WE 8-2191

President. J. Siegal
Exec. V.P. A. G. Walker

Services Offered—TV comm'l's, newsreels; film, editorial facilities.

Standard Radio

Transcription Services, Inc.

360 N. Michigan Ave., Chicago
Phone: ST 2-5322

President. Milton M. Blink
Gen. Mgr. Olga Blohm

Services Offered—Transcribed music library and sound effects.

Stanley-Marshall TV Productions

1454 Peerless Place, Los Angeles 35, Cal
Phone: CR 4-5279

Producer. J. J. Franklin
Services Offered—TV comm'l's.

Stars Incorporated

123 N. Poplar St., Charlotte, N. C.
Phone: ED 3-6151

President. T. Kemp, Jr.
Services Offered—TV film shows, live programs; packages.

Wayne Steffner Productions

6223 Selma Ave., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Mark Stevens TV Company

9134 Sunset Blvd., Los Angeles 46, Cal.
Phone: CR 4-8321

Exec. Prod. M. Stevens

Services Offered—TV live shows, film programs; commercials, shorts; animation.

Stockdale and Company

729 W. 6th St., Salt Lake City 4, Utah
Phone: EL 5-5511

President. C. Stockdale
Services Offered—TV comm'l's, industrials; 16/35 mm.

Storyboard, Inc.

10 W. 74th St., New York City 23
Phone: TR 3-7207

President. J. Hubley
Services Offered—Animation; live films.

John G. Stratford Film Corp.

113 W. 57th St., New York City 19
Phone: JU 6-7390

President. J. G. Stratford
Services Offered—Package TV films, commercials; animation—color, B & W; educ. & industr. shorts.

Jack Strausberg Productions

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WH 4-3941

President. J. Strausberg
Services Offered—Comm'l's, spots.

Wilbur Streech Productions, Inc.

135 W. 52nd St., N.Y.C. 19
Phone: JU 2-8186

President. Wilbur J. Streech
Vice Pres., Sales. Edgar Kenner
Art Dir. Paul K. Freeman
Assoc. Producer. John Hazard

Services Offered—Creation and production of live action, stop motion, animated and musical TV film commercials; industrial and PR films; sound slide films and theatrical features.

Studio City TV Productions, Inc.

4020 Carpenter, N. Hollywood
Phone: PO 3-8807

N. Y. Phone: JU 6-1700

President. Mort W. Scott
Secy.-Treas. Lester J. Nelson
Services Offered—Production of commercials and half-hour series for TV.

Sturgis-Grant Productions, Inc.

322 E. 44th St., New York City 17
Phone: MU 9-4994

President. W. Sturgis
V.P., Manager. B. Magnes
Production Mgr. S. Milstein
Services Offered—Storyboards, recording facilities; 16/35 mm cameras; special effects; art dept.

Bill Sturm Studios, Inc.

723 Seventh Ave., N.Y.C. 19
Phone: JU 6-1650

Chair. of Board. Robert J. Hassard
Pres. & Tech. Dir. William A. Sturm
Secy. & Cre. Head. Orestes Calpini

Treas. & Exec. Prod.....Albert D. Hecht
Services Offered—Film production including live action, stop motion, animation, "Anikins" (animated stop motion puppets), TV commercials, educational, training, industrial films, etc.

Sun Dial Films, Inc.

43rd St., United Nations Plaza, N.Y.C. 17
 Phone: MU 6-2046

President.....S. A. Datlowe
Services Offered—Comm'ls, spots, industrials.

John Sutherland Productions Inc.

201 N. Occidental Blvd., Los Angeles 26
 Phone: DU 8-5121
 N. Y. Phone: PL 5-1875

Pres., Gen. Mgr.....John Sutherland
 Exec. V.P. (N.Y.).....Ross Sutherland
 V.P.'s.....True Boardman, Chas. Boardman
 Animation Dir.s...Pete Burness, Carl Urbano
Services Offered—Fully-equipped live-action and animation studios for the production of industrial, documentary, public relations, TV commercials for industry. Also related services.

Suzari Marionettes

119 E. 17th St., New York City 3
 Phone: GR 3-6699

DirectorD. Zaonick
Services Offered—TV film & live shows, programs; commercials, shorts, packages.

Robert Swanson Productions

689-5th Ave., New York City
 Phone: MUrray Hill 8-4355

PresidentRobert Swanson
 Sales Mgr.....Rolf Johnson
Services Offered—Producers and creators of musical commercials for radio and TV.

Swanstrom Productions

7657 Melrose Ave., Hollywood 46, Cal.
 Phone: WE 5-8680

OwnerC. Swanstrom
Services Offered—Comm'ls, industrials.

Swift-Chaplin Productions, Inc.

1136 N. Highland Ave., Hollywood 38, Cal.
 PresidentC. Chaplin
 V.P.'s.....H. Swift, M. Pike
Services Offered—Synd. spots; comm'ls.

Tantamount Pictures, Inc.

108 N. Jefferson St., Richmond 20, Va.
 Phone: MI 8-5841

President.....D. T. Martin
Services Offered—Synd. spots; comm'ls.

TCF Television Productions, Inc.

1417 N. Western Ave., Hollywood 27, Cal.
 Phone: HO 2-6231

(See TV Prod.-Dist.)

ProductionH. Swope
Services Offered—Film series, comm'ls; studio rentals.

Teaching Aids Service, Inc.

31 Union Sq., W., New York City 3
 Phone: WA 9-3635

PresidentG. Jacobs
Services Offered—TV film comm'ls; shorts; color, B & W animation; rentals; laboratory.

Technical Animations, Inc.

19 South St., Port Washington, N. Y.
 Phone: PO 7-3153

President.....S. L. Schwartz
Services Offered—Custom film animations.

Technisonic Studios, Inc.

1201 Brentwood Blvd., St. Louis 17, Mo.
 Phone: PA 7-1055

President.....C. E. Harrison
Services Offered—16/35 mm comm'l sound film studios.

Telamerica

527 Madison Ave., New York City 22
 Phone: EL 5-1422

PresidentJ. Whitaker
 ProducerE. Tate
Services Offered—Industrials, comm'ls; print distribution.

Telecine Film Studios, Inc.

100 S. Northwest Hwy., Park Ridge, Ill.
 Phone: TALcot 3-1418

President.....Byron L. Friend
 Secy., Treas.....June A. Friend
Services Offered—Motion pictures for TV in color or black & white, TV comm'ls, studio & location work, compl. packaging service, 35/16 mm editing & recording, animation, stop motion.

Telefilm, Inc.

6039 Hollywood Blvd., Hollywood 28, Cal.
 Phone: HO 9-7205

President.....J. A. Thomas
Services Offered—TV film comm'ls; shorts (industrial); animation; studio rental.

Telemat

433 S. Fairfax Ave., Los Angeles 36
 Phone: WE 3-5731

Partners.....A. Wise, D. Gertsman
 SalesS. Freeman
Services Offered—Animated cartoon commercial library; live & animated custom film comm'ls.

Telemated Cartoons

70 E. 45th St., N.Y.C. 17
 Phone: MU 6-8933

Prod.-Dir.Saul Taffet
Services Offered—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical special effects in color or black & white, exclusive color control equipment, 35 mm and 16 mm production.

Telenevis Film Corp.

630 9th Ave., N.Y.C. 36
 Phone: JU 6-2450

Exec.N. Livingston
Services Offered—Synd. spots, comm'ls.

Town & Country Network, Inc.

1122 N. Irving St., Arlington, Va.
Phone: JA 5-5087

Bd. Chmn.....C. B. Gay
Services Offered—Country, western talent; film comm'ls.

Transfilm Incorporated

35 W. 45th St., N.Y.C. 36
Phone: JU 2-1400

President.....William Miesegaes
Exec. V.P., Treas.....Michael A. Palma
V.P. TV Div.....Robert Bergmann
V.P. Mot. Pic.....Thos. Whitesell
Vice Pres., Sales.....William Burnham
Vice Pres., Sales.....Karl P. Fischl
V.P. Slidefilms.....Pud Lane
Animation Prod.....John Cuddy
Supvr. Editor.....Michael Calamari
Technical Director.....Robt. Hart
Services Offered—16 mm and 35 mm photography, color and black & white, live action, animation and stop motion; 16 mm and 35 mm sound tape recording and sound transfers. Complete creative services from conception through execution.

Triangle Productions

1456 N. Bronson Ave., Hollywood 28, Cal.
Phone: HO 4-7119

President.....LeRoy Smith

Tri Art Color Corporation

245 W. 55th St., N.Y.C.
Phone: PL 7-4580

President.....Al Young
Exec. Vice Pres.....Irwin Young
Vice Pres., Sales.....Lou Feldman
Vice Pres., Prod.....Paul Kaufman
Services Offered—Processing of black & white and color motion picture film.

Trident Films, Inc.

510 Madison Ave., New York City 22
Phone: PL 9-3580

President.....C. F. Schwep
Services Offered—Spot comm'ls filmed; industrials, educationals.

TV Art Inc.

7 N. 7th St., St. Louis 1, Mo.
Phone: CEntal 1-4575

President.....D. Bishop
Production.....W. Hunn
Services Offered — TV film comm'ls & shows; package film; talent; scripts.

TV Cartoon Production

222 Kearny St., San Francisco 8, Cal.
Phone: YU 6-6075

President.....R. L. Hovorka
Production.....R. Mills, R. Muller
Services Offered—Specialize in animation; educationals; commercials; story through camera.

TV Dept. of Nat'l Transit Adv.

120 E. 56th St., New York City 22
Phone: PL 1-5090

President.....C. Amory

TV & Motion Picture Productions, Inc.

117 E. Main St., Richmond 19, Va.
Phone: MI 3-4444

President.....John C. Wood
Services Offered—Producer of film commercials, slides & balops; newsreels & special events, incl. pub. relations newsclips. Laboratory facilities; complete film handling services, incl. editing, recording.

TV Spots, Inc.

1037 N. Cole Ave., Los Angeles 38, Cal.
Phone: HO 5-5171

President.....Shull Bonsall
V.P., Gen. Mgr.....Wm. M. Bauman
Crea. Dir.....Sam Nicholson
Prod. Coord.....Bob Canon
Animation Dir.....Bob Bemiller
Film Editor.....Norm Vizents
Services Offered — Produce animation & live action for TV comm'ls, industrial & entertainment films.

Richard H. Ullman, Inc.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CL 2066
N. Y. Phone: YUkon 8-0370

President.....Richard H. Ullman
Exec. Vice Pres.....Marvin A. Kempner
Vice Pres.....Richard B. Ullman
Treasurer.....M. C. Thorn
Secretary.....Edward H. Kavinoky
Production Mgr.....R. D. Buchanan
Services Offered—Animated jingle weather reports; 10-second animated film clips for businesses; radio commercial lead-ins, live sequences.

Unifilms, Inc.

6 E. 46th St., New York City 17
Phone: YU 6-5720

President.....C. Gallagher
Services Offered—TV comm'ls, program inserts, news, feature coverage; programs, industrials (TV).

United Film & Recording Studios

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

N. Y. Phone: OXford 7-0725
Pres., Exec. Prod.....Wm. L. Klein
Assoc. Dir.....Marilyn L. Friedel
Studio Administrator.....Frank Green
Creative Musical Dir.....Larry Wellington
Services Offered—Creation & prod. of motion pictures for TV, business, industry; filmed package shows; musical jingles, spot announcements for radio & TV. Compl. equipped sound stages & recording facilities.

Video Films

1004 E. Jefferson Ave., Detroit 7
Phone: WO 2-3400

Sales Manager.....Clifford Hanna
Chg. of Creative Department.....William R. Witherell, Jr.
Production Mgr.....William E. Lane
Services Offered—Production of motion pictures for TV and industry. Editing and recording services for industrial clients. Facilities include sound stage, recording, camera, and studio equipment; animation and music library.

Video Pictures, Inc.

500 Fifth Ave., N.Y.C. 36
Phone: LA 4-2912

Studio

510 W. 57th St., N.Y.C.

President.....Paul A. Wagner
Vice Pres.....George Goman
Secy.-Treas.....Richard Goldman
Creative Dir.....Jette Sarkisian
Art Director.....Perry Watkins
Sales Director.....Matt McBride

Branch Office

736 N. Doheny Dr., Hollywood

Services Offered—Comm'l, indust., entertainment films prod. in mid-Manhattan studio.

Videotape Prod. of New York, Inc.

205 W. 58th St., New York City
Phone: JU 2-3300

President.....H. S. Meighan
Vice President.....John B. Lanigan
Mgr. Client Rel.....Fred Raphael
Production.....C. Holden
Services Offered—Development & use of magnetic recording tape in advertising, industrial, & educational fields. Videotape commercials.

Video-View, Inc.

5746 Sunset Blvd., Hollywood 28, Cal.
(See TV Prod.-Dist.)

Vidicam Pictures Corporation

210 E. 5th Street, N.Y.C. 3
Phone: AL 4-7102

President.....Al Justin
V.P., Exec. Proder.....Andrew Gold
Prodn. Mgr.....David B. Reisman
Art Dir.....William Shriner
Svpg. Editor.....James MacLean
Studio Mgr.....Joe Valenti
Services Offered—Complete film production activities; equipped studios, carpenter shops, property rooms, paint shops, make-up and dressing rooms, cutting rooms, theatre and offices.

Vision Films, Inc.

520 Royal St., New Orleans 16, La.
Phone: EX 1191

President.....D. B. Driscoll
Vice President.....R. W. Smith
Services Offered—Comm'ls; news films; industrials.

Volcano Productions, Inc.

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

President.....James A. Bank
Vice Pres.....H. H. Bank
Secy.-Treas.....William E. Hannam
Services Offered—Production of TV shows, commercials and industrial films.

Roger Wade Productions, Inc.

15 W. 46th St., N.Y.C. 36
Phone: CI 5-3040

President.....Roger Wade
Vice Pres.....Anne Koller
Prodn. Coordinator.....David Bigelow
Film Dir.....Bill Buckley
Animation, Art Dir.....Marvin Friedman
Services Offered—Complete facilities for the creation and production of TV commercials, live and animated, in color and black & white. Editing facilities, art department, animation camera, permanent staff, Oxberry stand.

Gene K. Walker Productions

465 California St., San Francisco 4, Cal.
Phone: YU 6-2891

President.....G. K. Walker
Production.....R. F. Scott
Services Offered—Industrials, educationals, & PR films for TV.

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
(See TV Prod.-Dist.)

Bob Warner Productions

440 East 56th St., New York 22, N. Y.
Phone: PLaza 9-1145

Services Offered—Creation and production of live and film programs and commercials.

Warner Brothers Television

666 Fifth Ave., New York City
Phone: Circle 6-1000
(See TV Prod.-Dist.)

V.P.....Rodney Erickson
Mgr.....J. D. Lanneck
Prod. Head.....Will Cowan
Services Offered—Commercials; industrials; animation; color, B & W film lab; animation; publicity; library.

Washington Video Productions, Inc.

1536 Connecticut Ave., NW, Washington 6, D. C.

Phone: AD 4-5737

President.....G. F. Johnston
Services Offered—TV film shows, comm'ls; color, B & W animation; studios & facilities for rent.

Louis Weiss & Company

655 N. Fairfax Ave., Los Angeles 36, Cal.
(See TV Prod.-Dist.)

Welgot Trailer Service

630 Ninth Ave., New York City 36
Phone: CI 6-6450

Execs.....C. Welsh, M. Gottlieb
Services Offered—Commercials, spots, industrials.

Wesmor, Inc.

650 N. Bronson Ave., Los Angeles 4, Cal.
Phone: HO 2-7141

Prods.....B. B. Morgan, E. Solow
Services Offered—TV film shows & comm'l's; synd. film; features of full length.

Western Cine Productions

(Div. Western Cine Service, Inc.)
114 E. 8th Ave., Denver 3, Colo.
Phone: AM 6-3601

President.....H. Urschel
V.P., Prod.....J. Newell
Services Offered—16/35mm live action, animation TV comm'l's; motion pictures; 16mm lab; tape, disc & film sound recording.

Western Recorders

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

Partner.....Donald D. Blake
Partner.....William M. Kirkpatrick
Services Offered—Tape and disc. Recording-assembly and editing. Auditorium and studio rentals. Dukane automatic 30/50 signal for slide film production.

Ross Wetzel Studios, Inc.

615 N. Wabash Ave., Chicago 11
Phone: SU 7-2755

President.....Ross Wetzel
Prod. Mgr.....William L. Langdon
Sales Mgr.....Roger A. Sloan
Services Offered—TV commercials, spots, slide film, displays, animation, humorous illustration, comic strips. Special effect optical printer avail. to producers. Visual aids cello-matic presentations.

Wilding Picture Productions, Inc.

Wilding TV

405 Park Ave., N.Y.C. 22
Phone: PL 9-0854
1345 Argyle St., Chicago 40
Phone: LO 1-8410

Chairman of Bd.....C. H. Bradfield, Jr.
President.....H. William Hamner
V.P., Gen. Mgr.....J. A. Kellock
V.P., Sales.....J. A. Rheinstrom
V.P., N. Y. Sales.....T. H. Westermann
Dir. of TV Div.....Russ Raycroft
V.P., Chg. of Prod.....Walter Tinkham
N. Y. Prod. Mgr.....Arthur Wright
Services Offered—Producers of TV commercials and creation and production of all audio-visual media—motion pictures, slidefilms, graphic materials, complete sales

training programs, announcement shows, industrial shows, etc.

Willard Pictures, Inc.

45 W. 45th St., New York City 36
Phone: JU 2-0430

Exec. Prod.....J. Squiers, Jr.
Production.....S. A. Scribner
Services Offered—Comm'l's; spots; industrials.

Aubrey Williams Advertising, Inc.

923 Barracks St., New Orleans 16, La.
Phone: JA 5-2188

President.....A. Williams
Services Offered—TV film shows, live programs; comm'l's; packages; scripts.

Williams & Hill, Ltd.

4 Albert St., Toronto, Canada
Phone: EM 2-1931

Vice President.....R. H. Hill
Services Offered—TV comm'l's on film; slides; import film.

Williams & Meyer Company

Prudential Plaza, Chicago 1, Ill.
Phone: WA 2-3800

Services Offered—Slides, balops, slide comm'l's.

Winik Films Corp.

250 W. 57th St., New York City 19
Phone: CI 6-7360

President.....L. Winik
Vice President.....R. Winik
Services Offered—Filmed TV series prod. & distr.; industrials; documentaries.

John Wolfe & Company

345 Sutter St., San Francisco 8
Phone: YU 6-5040

Ptnr., Gen. Mgr.....John Wolfe
Ptnr., Ch. Sound Engr....Howard S. Riddell
Dir. MP Production.....Bob Gleason
Services Offered—Radio-TV spots (original music, lyrics); for industry: motion pictures, strip films, slide films; recording (disc & tape) & film prod. for entire audio-visual field.

Raphael G. Wolff Studios, Inc.

1714 N. Wilton Pl., Hollywood 28, Cal.
Phone: HO 7-6126

Services Offered—Commercials, spots, industrials.

Wonderland Productions

8907 Wonderland Ave., Hollywood 46, Cal.
Phone: OL 4-8342

Exec. Prod.....M. L. Bryan
Services Offered—Animated & live action TV comm'l's, film; industrial; govt.; shorts.

Wondsel, Carlisle & Dunphy, Inc.

1600 Broadway, N.Y.C. 19
Phone: CI 7-1600

President.....Harold E. Wondsel
V.P. & Dir. of TV.....Thomas Dunphy
V.P. in Chg. Prodn.....Robert Carlisle
Secy.-Treas.....Walter Kullberg

Services Offered—Motion picture production in all phases: documentary, training, sales promotion, public relations, TV commercials. All staff personnel, complete facilities including fully-equipped sound studio, editing department.

Carter Wright Enterprises

6533 Hollywood Blvd., Hollywood 28, Cal.
Phone: HO 9-0944

Owner.....C. Wright
Services Offered—TV live programs, film shows; commercials; music effects.

Wurtele Film Productions

P. O. Box 504, Orlando, Florida
Phone: 9755

Owner.....H. S. Wurtele
Services Offered—TV comm'ls on film; shorts; sound.

Wylde Studios, Inc.

41 W. 57th St., New York City
Phone: PL 1-6970

Vice President.....R. Bean
Vice President.....S. Levinson
Services Offered—Comm'l, industrial, educ. films produced.

Ziv Television Programs, Inc.

488 Madison Ave., N.Y.C.
(See TV Prod.-Dist.)

Maurice H. Zouary TV-Film Productions

333 W. 52nd St., N.Y.C. 19
Phone: JUdson 2-6185

Owner.....Maurice H. Zouary
Services Offered—Production of film shows and commercials, packager. Stock footage for rent.

N. J. Zubko Productions

10626 114 St., Edmonton, Alta, Canada
Phone: 4-4464

Services Offered—TV comm'ls filmed; shorts; newsreels; animation, color & B & W.

Seymour Zweibel Productions, Inc.

11 E. 44th St., New York City 17
Phone: MU 2-4450

Services Offered—Industrials; educationals; slide film comm'ls.



News Is Preferred ...

... by Sponsors .. because it insures a day-to-day association with quality.

Ap Preferred

50 Rockefeller Plaza



New York 20, N. Y.

Still the best protection for release prints . . .

PEERLESS TREATMENT

. . . and the most widely used.

"Peerless Treatment
makes prints last longer."



PEERLESS NCO

The best way to preserve original and other pre-print material.

PEERLESS RECONDITIONING

Scratch Removal - Rehumidification - Repairs - Cleaning
Avoids unnecessary print replacements
and saves irreplaceable originals.

PEER-RENU

Shrunken pre-print material restored
to printing tolerance and focus.

PEERLESS SERVICE FOR TV SHOWS

To relieve Distributors and Syndicators of
film operational burdens. Assurance that
prints will always be in ready
condition for next air dates . . .
with commercials
properly cut-in.

PEEERLESS
FILM PROCESSING CORPORATION
165 WEST 46th STREET, NEW YORK 36, NEW YORK
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

Licensed Installations for **PEERLESS TREATMENT** at:

ATHENS, GA • BOSTON • CHICAGO • DAYTON • DETROIT • GARY • HOLLYWOOD • KANSAS CITY
MEMPHIS • NEW YORK • SAN FRANCISCO • ST. PAUL • WASHINGTON
Berne • Brussels • London & Denham • Madrid • Mexico City • Sydney • The Hague • Toronto

RADIO DAILY
TELEVISION DAILY

presents

TV SERVICE COMPANIES

LARGE SCREENS — COLOR PROCESSES —
LENSES — LABORATORIES — SPOT &
FLOOD LAMPS — CARPETS — BACKGROUND
PROCESSES — RAW STOCK — STORAGE VAULTS
— LIBRARY SHOTS — STATION BROKERS —
SCREENING ROOMS — MONITORING — COSTUMES

1959

TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

Bodde Screen Co., 11541 Bradley Ave., San Fernando, Calif. EMpire 5-2551
 General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
 Radio Corporation of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y. PLaza 7-0440

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
 Camera Equipment Co., 315 W. 43rd St., New York, N. Y. JUdson 6-1420
 Century Projector Corp., 729 7th Avenue, New York, N. Y. Circle 5-7048
 National Theatre Supply, 92 Gold St., New York, N. Y. BEekman 3-4170
 Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
 Raytone Screen Co., 165 Clermont Ave., Brooklyn 5, N. Y. TRiangle 5-4152
 S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y. PLaza 7-0440

Laboratories

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38) .Hollywood 4-7471

Anso Processing Lab.
 6424 Santa Monica Blvd. OLdfield 4-0550
 BRM Film Co.
 5634 Melrose Ave. HOLlywood 9-6566
 Cinema Research
 7000 Romaine OLdfield 4-2438
 Color Reproduction Co.
 7936 Santa Monica Blvd. (46)
 OLdfield 4-8010
 Consolidated Film Industries
 959 Seward St. (38) HOLlywood 9-1441
 DeLuxe Labs.
 1418 N. Western HOLlywood 9-3141
 Dunn, Linwood G.
 1153 N. Highland Ave. HOLlywood 9-5808
 Eastman Kodak Research Laboratory
 1017 N. Las Palmas Ave. (38)
 HOLlywood 5-7151
 Film Effects of Hollywood
 1153 N. Highland (38) HOLlywood 9-5808
 Film Service Laboratories
 6327 Santa Monica Blvd. HOLlywood 2-3237
 Flora Color
 1103 N. El Centro HOLlywood 7-9559
 General Film Labs Corp.
 1546 N. Argyle Ave. HOLlywood 2-6171
 Hollywood Film Enterprises Inc.
 6060 Sunset Blvd. (28) HOLlywood 4-2181
 Houston Color Film Labs.
 230 W. Olive Ave., Burbank VICTORIA 9-4627



News Is Preferred . . .

*. . . by Sponsors . . because it insures
 a day-to-day association with quality.*

Ap Preferred

50 Rockefeller Plaza



New York 20, N. Y.

TV SERVICE FIRMS

Mercer, Ray, & Co.
4241 Normal Ave. (29) NORmandy 3-9331

Modern Movies, Inc.
6018 Fountain Ave. HOLLYwood 4-7293

National Screen Service
7026 Santa Monica Blvd. HOLLYwood 5-3136

Pacific Colorfilm
8248 Santa Monica Blvd. OLdfield 4-0747

Pathe Laboratories, Inc.
6823 Santa Monica Blvd. HOLLYwood 9-3961

Peerless Film Processing
959 Seward HOLLYwood 4-7156

Permafilm, Inc.
6446 Santa Monica Blvd. HOLLYwood 4-4168

Producers Photographic Lab. Inc.
6556 Santa Monica Blvd. HOLLYwood 2-1334

Richters Film Lab.
1715 N. Mariposa Ave. NORmandy 4-3215

Technicolor Motion Picture Corp.
8311 Romaine St. HOLLYwood 7-1101

Telefilm, Inc.
6039 Hollywood Blvd. HOLLYwood 9-7205

Westheimer Co.
6585 Santa Monica Blvd. HOLLYwood 2-6381

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St. UNderhill 1-8638

Cinematic Developments Co.
2125 - 32nd Ave. MOntrorse 4-2435

Commercial Film Enterprises
125 Hyde St. ORdway 3-9162

D. D. Monaco Proc. Lab.
2434 Leavenworth ORdway 3-0511

Motion Picture Service Co.
125 Hyde St. ORdway 3-9162

Multichrome Laboratories
760 Gough St. HEmlock 1-6567

Sola Photo & Sound
37 Prospect Ave. ATwater 2-6004

COLORADO

Alexander Film Co.
Colorado Springs MAIn 4200

Johnson Tele-Visuals
Wheatridge, Colo. BElmont 3-6231

Western Cine Service
114 East Eighth Ave., Denver. AMherst 6-3061

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N.W. FEderal 3-4000

Capital Film Laboratories, Inc.
1905 Fairview Ave., N.E. LAwrence 6-4634

Koster Film Facilities, Inc.
1017 N. J. Ave., S.E. LIncoln 4-4410

Nat'l Cine Labs.
2006 Powhatan Rd., Hyattsville. HA 2-4333

ATLANTA, GA.

Beeland Wood Films, Inc.
752 Spring St., N.W. TRinity 6-7558

Paramount News
135 Cain, N.W. JAckson 3-1636

Strickland Film Co.
220 Pharr Rd., N.E. CEdar 3-5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Boulevard, Oak Pk. AUstin 7-8620

Bell and Howell Co.
7100 McCormick, Lincolnwood. AM 2-1600

Chicago Film Laboratory, Inc.
1322 W. Belmont Ave. BIttersweet 8-6780

Colburn, Geo. W., Laboratory
165 N. Wacker Dr. DEarborn 8-6780

Crescent Film Laboratories
7510 N. Ashland. AMbassador 2-5000

Eskey Color Print, Inc.
1325 S. Wabash. WAbash 2-8583

Filmack Studios
1327 S. Wabash Ave. HArrison 7-3395

GUFFANTI

means **QUALITY**

film processors for over 25 years

- Complete Lab Service
- 35 mm and 16 mm black and white and color
- Highly-trained Technicians
- Specialized Service

Servicing Top Television Film Producers & Distributors

"The Most Progressive Independent Laboratories"

GUFFANTI

Film Laboratories, Inc.

630 Ninth Ave., New York

COlumbus 5-5530

TRADE SHOWROOMS OFFICE FURNITURE, LTD.



SOL "SHORTY" RISSNER
and
SAM GRAND

Invite you to see the largest selection of office furniture in New York.

OFFICE FURNITURE, LTD.

351 East 61st Street, New York
TEmpleton 8-2816

TV SERVICE FIRMS

Wilding Picture Productions Inc.
1345 W. Argyle St. Longbeach 1-8410

DES MOINES, IOWA

Parrot Films Studio
1000 - 14th Pl. Atlantic 2-4211

GARY, INDIANA

Lakeside Laboratory
5929 E. Duncas Hwy. Gary 8-1114

INDIANAPOLIS, IND.

Robert Young Studio
1050 S. Holt Rd. Chapel 4-9526

NEW ORLEANS, LA.

Motion Picture Advertising Service Co. Inc.
1032 Carondelet St. Raymond 2253

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Rd. Liberty 6216

BOSTON, MASS.

Master Motion Picture Co.
50 Piedmont St. Hancock 6-3592

DETROIT, MICH.

General Film Laboratory, Inc.
66 Sibley Woodward 1-7818

Jam Handy Organization
2821 E. Grand Blvd. Trinity 5-2450

Wilding Picture Prod., Inc.
4925 Cadieux St. Tuxedo 5-3740

ST. PAUL, MINN.

Reid H Ray Film Industries
2269 Ford Parkway Midway 9-1393

KANSAS CITY, MO.

The Calvin Co
1105 Truman Rd. Harrison 1-1230

Eso-S Pictures
1121 W. 47th St. Valentine 1-8780

Studna, Louis, Films
3214 Gilham Rd. Logan 1-6300

FORT LEE, N. J.

Consolidated Film Industries
Main Street Windsor 4-3400

NEW YORK, N. Y.

Color Service Co.
115 W. 45th St. Judson 6-0853

Comprehensive Filmtreat Inc.
421 W. 54th St. Columbus 5-0372

Consolidated Film Industries
Div. of Republic Pictures Corp.
1740 Broadway Windsor 4-1700

Fort Lee, N. J. Windsor 4-3400

Criterion Film Labs, Inc.
33 W. 60th St. Columbus 5-2180

Custom Film Lab.
1780 Broadway Circle 5-4830

DeLuxe Laboratories, Inc. (20th Century-Fox)
450 Tenth Ave. Circle 7-3220

Du-Art Film Laboratories, Inc.
245 W 55th St. Plaza 7-4580

FilmLab, Inc.
126 W. 46th St. Judson 2-2863

GUFFANTI FILM LABORATORIES, INC.
630 Ninth Ave. Columbus 5-5530

Kin-O-Lux, Inc.
17 W. 45th St. Judson 6-1880

Lab-TV
247 W. 46th St. Judson 6-2293

Malcolm Laboratories Corp.
244 W. 49th St. Circle 6-6150

Meca Film Laboratories, Inc.
630 Ninth Ave. Columbus 5-7676

Mercury Film Laboratories Inc.
723 Seventh Ave. Circle 5-4930

Moviclab Color Corp.
619 W. 54th St. Judson 6-0360

National Screen Service Corp.
1600 Broadway Circle 6-5700

Paramount Laboratory
34-54 35th St., Long Island City. . . . RA 8-8000

Paramount News Laboratory
Office: 544 W. 43rd St. Longacre 3-4300

Patha Laboratories, Inc.
105 E. 106th St. TRafalgar 6-1120

Peerless Film Processing
165 W. 46th St. PLaza 7-3630

Precision Film Laboratories
21 W. 46th St. Judson 2-3970

Quality Film Lab.
450 W. 56th St. Judson 6-4912

Rapid Film Technique, Inc.
21 W. 46th St. STillwell 6-4601

37-02 - 27th St., L. I. C. STillwell 6-4601

Swift Motion Picture Lab.
1183 University Ave. CY 3-2400

Titra Film Labs
1600 Broadway PLaza 7-6681

Tri Art Color Corp.
245 W. 55th St. PLaza 7-4580

Video Film Laboratories
350 W. 50th St. Judson 6-7196

CLEVELAND, O.

Escar Motion Picture Service, Inc.
7315 Carnegie Ave. ENdicott 1-2707

DAYTON, O.

Film Assoc., Inc.
4600 S. Dixie Ave. ZENith 1-2164

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave. Baldwin 9-9355

News Reel Laboratory
1729 Sansom St. Rittenhouse 6-3892

Welsh Studios
1209 E. Chelton Ave. Livingstone 8-4611

DALLAS, TEX.

Big D Film Lab
4215 Gaston Ave. Taylor 4-1341

Jamieson Film Co.
3825 Bryan Taylor 3-8158

Southwest Film Laboratory, Inc.
3024 Fort Worth Whitehall 6-2184

Variety Pictures, Inc.
3825 Bryan Taylor 3-8158

MILWAUKEE, WISC.

Film Arts Productions, Inc.
1700 S. 19th St. MITchell 5-0523

CANADA

CALGARY

Barnes Calgary Film Production Co.

MONTREAL

Associated Screen News, Ltd.
5271 Western Ave. DEXter 1186

Cinecraft Studios, Inc.
1184 St. Catherine St. W. LANcaster 8092

Northern M. P. Labs, Inc.
10 Dell Park Ave.

TORONTO

Associated Screen News, Ltd.
100 Adelaide St. W. WAverly 4671

Audio Pictures, Ltd.
310 Lake Shore Rd.....CLifford 1-5211
S. W. Caldwell Ltd.
447 Jarvis St.....WA 2-2103
Film Laboratories of Canada, Ltd.
310 Lakeshore Rd.....CLifford 1-5211
Shelly Films, Ltd.
156 King St. W.....LYndhurst 3431

OTTAWA

Crawley Films, Ltd.
19 Fairmont Ave.
National Film Board of Canada
John & Sussex Sts.....Dideau 9-5730

REGINA, SASK.

General Films, Ltd.
1924 Rose St.

VANCOUVER

Motion Skreenadz, Ltd.
Film Exchange Bldg.
Trans-Canada Films, Ltd.
1210 Burrard St.....PA 1458
Vancouver Motion Pictures, Ltd.
Film Exchange Bldg.

Color Processes

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.; HOLLY-
wood 4-7471.
Ansoco Color
Ansoco Division of General Aniline & Film Corp.,
2229 Vaux Hall Rd., Union, N. J.; 405 Lexing-
ton Ave., N. Y.; OXford 7-6161; 6424 Santa
Monica Blvd., Hollywood; Hollywood 9-2918.
Cinema Research
716 N. La Brea, Hollywood 38, Calif.; WEBster
3-9301.
Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.;
OLdfield 4-8010.
Consolidated Film Ind.
959 N. Seward St., Hollywood; HOLLYwood
9-1441.
De Luxe Laboratory
850 Tenth Ave., N. Y. C.; CRele 7-3220; 1418
N. Western Ave.; Hollywood, Calif.; HOLLYwood
9-3141.
Eastman Kodak Co.
Rochester, N. Y.
Eastman Kodak Research Lab.
1017 N. Las Palmas Ave., Hollywood; HOLLY-
wood 5-7151.
Film Effects
1153 N. Highland Ave., Hollywood 38, Calif.;
HOLLYwood 9-5808.
Flora Color
1103 El Centro Ave., Hollywood, Calif.; HOLLY-
wood 7-9559.
Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and
8 mm. for motion pictures; 35 mm. cartridges
for stills only.) 6060 Hollywood Blvd., HOLLY-
wood; HO 4-2181.
Mercer, Ray, & Co.
4241 Normal Ave., Hollywood; NORmandy 3-
9331.
Pathe Lab., Inc.
6823 Santa Monica Blvd., Hollywood; HOLLY-
wood 9-3961.
Polacolor Process
Polaroid Corp., Cambridge 39, Maas.
Technicolor Motion Picture Corp.
6311 Romaine St., Hollywood 38, Calif.; HOLLY-
wood 7-1101; Office: 30 Rockefeller Plaza,
New York, N. Y.; CRele 7-7934.
Video Color, Inc.
11 E. 48th St., N. Y.; MURray Hill 8-8190.

Projectors

Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.
Bodde Projector Co., 11541 Bradley Ave., San
Fernando, Calif.EMpire 5-2551
Century Projector Corp., 720 7th Ave., New York
N. Y.CRele 5-7048
Camera Equipment Co., 315 W. 43rd St., New
York, N. Y.JUDson 6-1420

Spot and Flood
Lamps

Adams Lighting, Inc., 10 First St., Pelham, N. Y.
PELham 8-4003
Ariel Davis Supply Co., 3687 S. State St., Salt
Lake City, Utah.
Capitol Stage Lighting Co., 527 W. 45th St., New
York, N. Y.CRele 6-7770
Compeco Corp., 2251 W. St. Paul Avenue, Chicago
47, Ill.EVerglade 4-1000
General Electric Co., 1013 Williamson Bldg.
Cleveland, O.
International Motion Picture Consultants, Inc.,
National Press Building, Washington, D. C.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Columbus 5-0130
Mitchell Camera Corp., 666 West Harvard St.,
Glendale 4, Calif.CHapman 5-1086
Motiograph, Inc., 4441 W. Lake St., Chicago 24,
Ill.ES 8-6600
National Theater Supply, 92 Gold St., New York,
N. Y.BEekman 3-4170
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8,
N. J.
Radio Corp. of America, Front & Cooper Sts., Cam-
den, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New
York 19, N. Y.PL 7-0440
Sylvania Electric Products Co., 1740 Broadway,
New York, N. Y.JUDson 6-2424
Wenzel Projector Co., 2509 S. State St., Chicago
16, Ill.CA 5-6285
Westinghouse Electric Corp., 2519 Wilkens Ave.,
Baltimore 3, Md.

Carpets

Bigelow Carpet Co., 140 Madison Ave., New York,
N. Y.ORegon 9-3000
Hardwick & Magee Co., Lehigh Ave. & 7th St.,
Philadelphia 33, Pa.BALdwin 3-2000
A. & M. Karagheusian, Inc., 295 5th Ave., New
York, N. Y.ORegon 9-1220
James Lees & Sons Co., Bridgeport, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Alexander Smith, Inc., 295 5th Ave., New York
16, N. Y.MURray Hill 9-1300

Background
Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) HOLLYwood 4-7471
Anderson, Howard A., Co.
751 N. Fairfax.....OLiver 3-4880
Bodde Screen Co.
11541 Bradley Ave., San Fernando, Calif.
EMpire 5-2551

TV SERVICE FIRMS

Cinema Research
7000 Romaine, Hollywood (38) .OLdfield 4-2438
Hollywood 2-7464

Consolidated Films Industries, Inc.
959 Seward St. HOLLYWOOD 9-1441

Mercer, Ray
4241 Normal Ave. NORMANDY 3-9331

Pathe Laboratories, Inc.
6823 Santa Monica Blvd. HOLLYWOOD 9-3961

Technicolor Motion Picture Corp.
6311 Romaine St. HOLLYWOOD 7-1101

Raw Stock

Ausco
Ausco Division of General Aniline & Film Corp.,
Binghamton, N. Y.; 405 Lexington Ave.,
OXford 7-6161, New York 19, N. Y.; 6424
Santa Monica Blvd., HOLLYWOOD 9-2918, Holly-
wood, Calif.

DuPont
I. E. du Pont de Nemours and Co. (Inc.),
Photo Products Division, Wilmington, Del.;
7051 Santa Monica Blvd., HOLLYWOOD 9-5147,
HOLLYWOOD 38, Calif. Factories: Parlin, N. J.

Eastman
See W. J. German, Inc., Factories: Eastman
Kodak Co., Rochester, N. Y.

German, W. J., Inc.
Distributor of Eastman motion picture film.
John St., Fort Lee, N. J., Windsor 8-5100;
6677 Santa Monica Blvd., HOLLYWOOD 4-6131
HOLLYWOOD 38, Calif.

Storage Vaults

LOS ANGELES, CALIF.

Hollywood Film Co.
956 Seward St. HOLLYWOOD 2-3284

Seward Film Vaults
1010 N. Seward St. HOLLYWOOD 4-0141

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave. JUdson 6-1030

**Consolidated Film Industries,
Div. of Republic Pictures Corp.**
1740 Broadway JUdson 6-1700

Stock Shot Libraries

LOS ANGELES, CALIF.

ABC Film Library
1103 El Centro. HOLLYWOOD 2-7522

Bailey Color Stock Library
7934 Santa Monica, Hollywood, Calif;
OLdfield 4-8197

Elmer Dyer
711 N. La Jolla Ave. (46) WEBster 9-8308

Lee Green Stock Footage
1400 Ridgewood Place. HOLLYWOOD 3-3587

Sherman Grinberg Film Libraries
1918 S. Vermont. REpublic 1-8791

Holbrook's Film Library
6577 Santa Monica Blvd. HOLLYWOOD 7-7715

Mercer, Ray & Co.
4241 Normal Ave. (27) NORmandy 3-9331

Smith, Howard K., Films
2408 W. Seventh St. DUnkirk 7-8228

NEW YORK, N. Y.

NBC Film Library
105 E. 106th St. CI 7-8300

Stock Shots To Order, Inc.
550 5th Ave. Clrcle 6-0690

Cartoon Producers

LOS ANGELES, CALIF.

Animation, Inc.
736 N. Seward St., Hollywood (38)
HOLLYWOOD 4-1117

Avery, Tex, Cartoons
10631 Santa Monica Blvd., Los Angeles (25)
GRanite 7-3325

Cain, Mary, I & P Service
7107 DeLongpre, Hollywood (46)
HOLLYWOOD 4-5186

Cascade Pictures
1027 N. Seward St., Los Angeles (38)
HOLLYWOOD 2-6481

Churchill-Wexler
801 No. Seward St., Los Angeles (38)
HOLLYWOOD 9-1576

Cinema Research Corp.
7000 Romaine St., H'wood (38) .OLdfield 4-4117

Disney, Walt
2400 W. Alameda, Burbank . . . Victoria 9-3461

Glenar (Sld) Productions
6618 1/2 Sunaet Blvd. (38) . . . HOLLYWOOD 4-0406

Lantz, Walter
861 Seward St. HOLLYWOOD 9-2907

Mercer, Ray
4241 Normal Ave. NORmandy 3-9331

Miles, Celine, I & P Service
6350 De Longpre, Hollywood (28)
HOLLYWOOD 9-3009

Munk, Hedy, I & P Service
1040 No. Las Palmas, Hollywood (28)
HOLLYWOOD 4-5496

Patin, Ray, Productions, Inc.
6650 Sunset Blvd., Hollywood (28)
HOLLYWOOD 2-1147

Playhouse Pictures
1401 No. La Brea, Hollywood (28)
HOLLYWOOD 5-2193

Quartet Films
8490 Melrose Ave., Hollywood (46)
OLive 3-4466

Sketchbook Films
4455 Clybourn Ave., No. Hollywood
STanley 7-4729

Sutherland Productions, Inc.
201 No. Occidental Blvd., Los Angeles (26)
DUnkirk 8-5121

Technique Productions
9424 Dayton Way, Beverly Hills. . . . CR 5-8646

Tele-mation
728 1/2 No. Highland, Hollywood (38)
HOLLYWOOD 2-4519

Thompson, Le Ora, Associates
733 No. La Brea, Hollywood (28)
WEBster 8-3764

Thompson's, Auril, I & P Service
11459 Riverside Drive, No. Hollywood
POplar 6-5723

United Productions of America
4440 Lakeside Dr., Burbank. TH 2-7171

Warner Bros. Cartoons, Inc.
461 S. Calif. St., Burbank . . . THornwall 4-2633

NEW ROCHELLE, N. Y.

Terry, Paul
38 Centre Ave. NEW ROCHELLE 2-3466

NEW YORK, N. Y.

Disney, Walt, Productions
477 Madison Ave. PLaza 9-3880

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St. TRafalgar 3-0720

Famous Studios
25 W. 45th St. JUdson 2-4500

Halas & Batchelor Cartoon Films
11 W. 42nd St. LOngaere 4-3346

Smith, Fletcher, Studios, Inc.
321 E. 44th St. MURray Hill 9010

**Prizes,
Premiums, Etc.**

- Community Club Service
20 E. 46th St.Murray Hill 7-4466
- The Reuben H. Donnelley Corp.
305 East 46th St., N. Y. C.ORegon 9-4000
- Robert A. Gold
302 East 4th St., N. Y. C.ORegon.7-3880
- Robert Marr
80 Eighth Ave., N. Y. C.
- S. J. Reiner Co., Inc.
155 Mineola Blvd.Murray Hill 2-8540
- Rlchard S. Robbins
163 Bleecker St., N. Y. C.SPring 7-2568
- Spotlight Promotions
1150 6th Ave., N. Y. C.OXford 7-3322

**Radio-TV
Station Brokers**

- Blackburn & Co.
Washington, D. C.: Washington Bldg., STerling
3-4841. James W. Blackburn, partner.
Chicago, Ill.: 333 N. Michigan Ave., FInancial
6-6460.
- Haskell Bloomberg
Lowell, Mass.: 208 Fairmount St., GLenview
5-5823. Haskell Bloomberg, Gen. Mgr., Muriel
Joan Bloomberg, Asst. Gen. Mgr.
- R. C. Orisler Co.
Cincinnati, O.: Fifth-Third Bank Bldg., DUncbar
1-7775.
New York: 41 E. 42nd St., MU 7-8436.
- Hamilton, Stubblefield, Twining & Assoc.
Washington, D. C.: 1737 DeSales St., N.W., EX
3-3456. Wm. T. Stubblefield.
Cleveland, Ohio: 2414 Terminal Tower, TO
1-6727. Jackson B. Maurer.
Chicago, Ill.: Tribune Tower, DE 7-2754. Ray
V. Hamilton, Barney Ogle.
San Francisco, Calif.: 111 Sutter St., EX 2-5671.
W. R. Twining.
- ALLEN, KANDER & CO.
Washington, D. C.: 1625 Eye St., N.W., NA-
tional 8-1990.
New York 17, N. Y.: 60 E. 42nd St., MUrray
Hill 7-4242.
Chicago 1, Ill.: 35 E. Wacker Dr., RAndolph
6-6760.
Denver, Colo.: 1700 Broadway, AComa 2-3623.

- Frederick Pittera Associates
New York: 500 Fifth Ave., COLUMBUS 5-5400.
- Radio Broadcast/Management Associates
Wirthman Bldg., Kansas City 9, Mo.: WEST-
port 1-3322. Executive Consultants, John L.
Humphreys and N. E. Paton.
- Howard E. Stark
New York 22, N. Y.: 50 East 58th St., EL-
dorado 5-0405.

Screening Rooms

NEW YORK, N. Y.

- Bonded's Film Center Theater
630 Ninth Ave.JUDson 6-1030
- International Theatre (210 seats)
120 W. 42nd St.WISconsin 7-9907
- Johnny Victor Theater
40 W. 49th St.JUDson 6-3800
- Movielab Theatre Service, Inc.
619 W. 54th St.JUDson 6-0360
- Preview Theater
1600 BroadwayCIrcle 6-0865
- R.C.A. Victor
411 Fifth Ave.MUrray Hill 3-7611

Commercials Monitoring

- National TV Monitor, Inc.
541 Lexington Ave., N. Y. C.PLaza 3-3815

Costumes

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.
160 W. 48th St.CIrcle 5-5634
- Berthe, Mme.
110 W. 47th St.PLaza 7-4170
- Brooks Costumes
3 W. 61st St.PLaza 7-5800
- Eaves Costume Co., Inc.
151 W. 46th St.PLaza 7-3730
- Lillian Costume Co.
56 W. 56th St.CIrcle 5-5199
- Staze Costumes, Inc.
3 W. 61st St.CIrcle 7-7948

SEE PAGE 942

FOR MOTION PICTURE THEATRES
EQUIPPED FOR TELEVISION



Ed Herlihy

TELEVISION DAILY

presents

***BEHIND
THE MIKE
and
BEFORE
THE CAMERA***

1959

KOKOMO The CLOWN

*Created and Portrayed
by
Alvie Maddox*

Management: CINDY CAMERON — MU 3-1536 — JU 6-6300



RADIO-TV ARTISTS

RADIO AND TELEVISION

—their work during 1958

— A —

AAKER, LEE

The Adventures of Rin Tin Tin
ABC-TV

ADAMS, EDIE

The Chevy Show
NBC-TV

AGRONSKY, MARTIN

Look Here
NBC-TV

ALAMPI, RUTH

Farm News
NBC

ALBERONI, SHERRY

The Ed Wynn Show
NBC-TV

ALBRIGHT, LOLA

Peter Gunn
NBC-TV

ALEXANDER, BEN

Dragnet
NBC-TV

ALLEN, CASEY

B. April 25, Minneapolis, Minn.;
Kitty Foyle, NBC-TV; Studio
One, Ma Perkins, CBS

ALLEN, STEVE

The Steve Allen Show
NBC-TV

AMECHE, DON

Don Ameche's Real Life
Stories
NBC

AMES, TEAL

The Edge of Night
CBS-TV

ANDERSON, HERB OSCAR

The Herb Oscar Anderson
Show
ABC

ANDERSON, WARNER

The Lineup
CBS-TV

**ANDREWS,
JOHNNY**

B. April 1, Boston, Mass.; Johnny
Andrews Radio Show, WRCA;
Sunday Schedule, NBC-TV; Mon-
itor (as Communicator) NBC; Hi-
Mom, WRCA-TV; Arlene Francis
Show, NBC

ARNAZ, DESI

Westinghouse Lucille Ball-
Desi Arnaz Shows
CBS-TV

ARNES, JAMES

Gunsmoke
CBS-TV

ASTAIRE, FRED

An Evening with Fred
Astaire (Special)
NBC-TV

— B —

BACKUS, JIM

I Married Joan, NBC-TV;
The Jim Backus Show, ABC

BAER, PARLEY

Gunsmoke
CBS

BAILEY, JACK

Queen for a Day
NBC-TV

BAILEY, ROBERT

Yours Truly, Johnny Dollar
CBS

BALL, LUCILLE

Westinghouse Lucille Ball-
Desi Arnaz Shows; Westing-
house Desilu Playhouse
CBS-TV

**BALLABIO,
DENNIS**

B. October 21, 1943; Perry Como
Show, Milton Berle Show, NBC-
TV; Whispering Streets, ABC-
Radio; My True Story, NBC-
Radio; U. S. Steel Hour, Vincent
Lopez Show, Herb Shriner, Studio
One, Hugo Winterhalter, Mitch
Miller, Julius LaRosa; R.C.A.
Victor & Coral Records; Frigi-
daire Commercials



**MIMI
BENZELL**



**PAT
HERNON**

"WEATHER — 6"

WRCA-TV for
N. Y. Telephone Co.

COMMERCIALS:

- De-Caf Coffee
- Vicks Vaporub
- Chap-Stick (Radio)

SPORTS — PLAY-BY-PLAY



**BILL
MALONE**

Currently — Spokesman For

- Dual Filter Tareytan
- Falstaff Beer

Commercials

- Bell Telephone
- Tap Brass

As Always

"Tempa"—WMAL-Radio, Washington, D. C.
"Sparts"—WMAL-TV, Washington, D. C.



**BUD
PALMER**

DOING NOW —

- CBS-TV** • Hockey
- Pre-Game Hockey
for RISE
- WPIX-TV** • Host, Gourmet Club
- WINS** • N. Y. Rangers
for BUDWEISER



**DR. JOYCE
BROTHERS**

Winner of

THE MENNEN AWARD, 1959

DR. JOYCE BROTHERS SHOW

WRCA-TV

Man. - Thur. - Fri. 1. P.M. to 1:25

PERSONAL REPRESENTATIVE — LESTER LEWIS ASSOC.

BANCROFT, GRIFFING
 Griffing Bancroft and the
 News; Capitol Cloakroom;
 The Leading Question
 CBS

BARRY, GENE
 Bat Masterson
 NBC-TV

BARRY, JACK
 Tie Tac Dough; Twenty One:
 Concentration
 NBC-TV

BAXTER, ANN
 The Same Christmas
 ABC

BEAN, ORSON
 Masquerade Party
 NBC-TV

BEAUMONT, HUGH
 Leave It to Beaver
 ABC-TV

BECK, JACKSON
 B. July 23, 1912, New York City;
 Edge of Night, U. S. Steel Hour,
 CBS-TV; Commercials for Ches-
 terfield, Ambassador Beer, Stude-
 baker Lark, Scotkin

BECKER, SANDY
 Young Doctor Malone
 CBS

BENDIX, WILLIAM
 Life of Riley
 NBC-TV

BENNETT, JOAN
 Five Star Matinee
 NBC

BENNY, JACK
 B. Feb. 14, 1894; The Jack
 Benny Show, CBS, CBS-TV

MIMI BENZELL

BENOIT, PATRICIA
 Today Is Ours
 NBC-TV

BERGEN, FRANCES
 Yancy Derringer
 CBS-TV

BERGEN, POLLY
 To Tell The Truth (panelist)
 CBS-TV

BERLE, MILTON
 Milton Berle Show, NBC-TV

BERNARDI, HERSHEL
 Peter Gunn

BERNSTEIN, LEONARD
 The New York Philharmonic,
 CBS; New York Philharmonic
 Young People's Concerts,
 CBS-TV; Lincoln Presents
 Leonard Bernstein and the
 New York Philharmonic,
 CBS-TV

BERRY, NOAH, Jr.
 Circus Boy
 NBC-TV

BETTGER, LYLE
 Court of Last Resort
 NBC-TV

BETZ, CARL
 The Donna Reed Show
 ABC-TV

BILLINGSLEY, BARBARA
 Leave It to Beaver
 ABC-TV

BLAINE, JIMMY

BLAIR, JANET
 The Chevy Show
 NBC-TV

BLAKE, AMANDA
 Gunsmoke
 CBS-TV

BLONDELL, GLORIA
 Life of Riley
 NBC-TV

BOB and RAY
 Monitor
 NBC

BOND, WARD
 Wagon Train
 NBC-TV

**BONTEMPI, PINO
 & FEDORA**

Continental Cookery with the
 Bontemps, WABC-TV; Continen-
 tal Cookery, What's Cooking?
 At Home with Fedora Bontempi,
 Channel 8 Kitchen, For Ladies
 Only, WNHC-TV, New Haven,
 Conn.

BOONE, PAT
 B. June 1, 1934, Jacksonville,
 Fla.; Pat Boone Chevy Showroom,
 ABC-TV

BOONE, RICHARD
 Have Gun, Will Travel
 CBS-TV

BORG, MARGE

BORGE, VICTOR
 Victor Borge's Comedy and
 Music
 CBS-TV

BOWMAN, LEE
 Five Star Matinee
 NBC

FRITZI MAX

SPOKESWOMAN

ACTRESS

NARRATOR

SU 7-5400





BRYNA
RAEBURN

RADIO REGISTRY



Howdy!

Bob
Smith

RADIO-TV ARTISTS

BOYER, CHARLES

The Alcoa Theatre
NBC-TV

BRADDOCK, MICKEY

Circus Boy
NBC-TV

BRANDS, X.

Yancy Derringer
CBS-TV

BRENNAN, WALTER

The Real McCoys
ABC-TV

BRESLIN, PAT

The People's Choice
NBC-TV

BRITTON, PAMELA

Blondie
NBC-TV

BRONSON, CHARLES

Man with a Camera
ABC-TV

BROPHY, SALLY

Buckskin
NBC-TV

BROTHERS,

DR. JOYCE

The Dr. Joyce Brothers Program,
WRCA-TV

BROWN, JIM L.

The Adventures of Rin Tin
Tin
ABC-TV

BROWN, JOHN MASON

The Last Word
CBS

BROWN, PETER

Lawman
ABC-TV

BRYSON, LYMAN

Invitation to Learning
CBS

BUNCE, ALAN

The Couple Next Door, CBS

BURKE, PAUL

Noah's Ark
NBC-TV

BURNETT, DON

Northwest Passage
NBC-TV

BURNS, GEORGE

George Burns Show
NBC-TV

BURNS, STAN

Entertainment Press Conference,
DuMont; NBC Monitor; Cerebral
Palsy Telethon, WOR-TV; Stan
Burns Show, WINS

BURR, ANNE

As the World Turns
CBS-TV

BURR, RAYMOND

Perry Mason
CBS-TV

BUTTONS, RED

Sayonara; The Big Circus

BUTTRAM, PAT

Just Entertainment
CBS

BYINGTON, SPRING

B. October 17, Colorado Springs,
Colo.; December Bride, CBS-TV

BYRNES, EDWARD

77 Sunset Strip
ABC-TV

— C —

CAESAR, SID

Sid Caesar Invites You,
ABC-TV; The Chevy Show,
NBC-TV

CALHOUN, RORY

The Texan
CBS-TV

CALMEK, NED

Ned Calmer and the News
CBS

CAMARGO, RALPH

U. S. Steel, Our Miss Brooks,
William Bendix Show, Have Gun,
Will Travel; CBS-TV

CAMPBELL, KAY

Ma Perkins
CBS

CAREY, MacDONALD

Five Star Matinee
NBC

CARLISLE, KITTY

To Tell the Truth (panelist)
CBS-TV

CARLON, FRAN

CARNEY, ART

Art Carney Meets 'Peter and
the Wolf'
ABC-TV

CARROLL, MADELEINE

Affairs of Dr. Gentry
NBC

CARROLL, PAT

CASALS, PABLO

U. N. Day Concert
ABC

CAULFIELD, JOAN

Sally
NBC-TV

CERF, BENNETT

What's My Line (panelist)
CBS-TV

CHANDLER, GEORGE

Lassie
CBS-TV



**DICK
CLARK**
ABC-TV NETWORK

"AMERICAN BANDSTAND" MONDAY THROUGH FRIDAYS
4:00-5:30 P.M., NYT

"DICK CLARK SHOW" SATURDAYS 7:30-8:00 P.M., NYT



**SPRING
BYINGTON**

Star of

**DECEMBER
BRIDE**



"Here's Looking At You"

RICHARD WILLIS

CHAPIN, LAUREN
Father Knows Best
NBC-TV

CHAPMAN, LONNIE
The Investigator
NBC-TV

CLARK, BLAIR
The World Tonight
CBS

CLARK, DICK
Dick Clark Show; American
Bandstand, ABC-TV

COCA, IMOGENE
Sid Caesar Invites You
ABC-TV

COLLINGWOOD, CHARLES
Charles Collingwood and the
News
CBS

COLLINS, DOROTHY
Your Hit Parade
CBS-TV

COLLYER, BUD
To Tell the Truth (host and
emcee), CBS-TV; Beat the
Clock, ABC-TV

COMO, PERRY
Perry Como Show, NBC-TV

CONNERS, CHUCK
The Rifleman
ABC-TV

CONRAD, WILLIAM
Gunsmoke
CBS

CONREID, HANS
The Jack Parr Show
NBC-TV

CONTE, JOHN
B. Sept. 15, Palmer, Mass.;
Matinee Theatre, NBC; TV Hour
of Stars, NTA-Film Net.

CONWAY, PAT
Tombstone Territory
ABC-TV

COOGAN, RICHARD
The Californians
NBC-TV

COOPER, JACKIE
The People's Choice
NBC-TV

CORCORAN, NOREEN
Bachelor Father
CBS-TV

CORDELL, CARL

CORRELL, CHARLES
Amos 'n Andy Music Hall
CBS

COTTEN, JOSEPH
The Joseph Cotten Show
NBC-TV

CRAWFORD, JOHNNY
The Rifleman
ABC-TV

CRENNA, RICHARD
The Real McCoys
ABC-TV

CROCKETT, JAN
For Love or Money, Jimmie Dean
Show, CBS-TV

CROSBY, BING
Bing Crosby Show
ABC-TV

CROSBY, BOB
The Bob Crosby Show,
NBC-TV; Hollywood "Y"
Day, ABC

CROSS, MILTON
The Same Christmas
ABC

CULLEN, BILL
I've Got A Secret (panelist)
CBS-TV

CULP, ROBERT
Trackdown
CBS-TV

CUMMINGS, BOB
The Bob Cummings Show
NBC-TV

— D —

DALTON, ALENE
The Story Princess
ABC

DALY, JOHN
What's My Line (moderator)
CBS-TV

DAMON, JERRY
All Night in New York
NBC

D'ANDREA, TOM
Life of Riley
NBC-TV

DAVIS, ANN B.
The Bob Cummings Show
NBC-TV

DAVIS, JOAN
I Married Joan
NBC-TV

DAY, LARAINE
Masquerade Party
NBC-TV

DEAN, JIMMY
Jimmy Dean Show, CBS-TV

DeCAMP, ROSEMARY
The Bob Cummings Show
NBC-TV

DE CYR, ZEL
Do You Trust Your Wife, ABC-
TV; Tic Tac Dough, NBC-TV;
Voice Artist for Kiwi Polish;
Rins, Scott Paper, Cocoa Puffs,
Mercury Cars, Telephone Co.,
Clearasil



Jimmy Dean
Star of his own
"Jimmy Dean Show"
(Daily, CBS-TV, 2-2:30 EST)

Personal Management
Tom Martin



Exclusively
Columbia Records
Press Relations
Mike Merrick Associates



26th Year

DON McNEILL'S

Breakfast Club



PAUL WINCHELL

and

JERRY MAHONEY

Management-Counsel:

GOLDFARB, MIRENBURG & VALLON

Public Relations:

MARVIN KOHN

RADIO-TV ARTISTS

DEHNER, JOHN

Have Gun, Will Travel
CBS

**DESMOND,
JOHNNY**

Johnny Desmond Show, CBS; Your
Hit Parade, CBS-TV

DEVINE, ANDY

Andy's Gang
NBC-TV

DE WITT, GEORGE

Name That Tune
CBS-TV

DIAMOND, BOBBY

Fury
NBC-TV

DIETRICH, MARLENE

NBC

DISNEY, WALT

Walt Disney Presents
ABC-TV

DODD, JIMMIE

B. March 28, Cincinnati, Ohio;
Mickey Mouse Club, ABC-TV

DONAHUE, ELINOR

Father Knows Best
NBC-TV

DONALD, PETER

DOUGLAS, JACK

Bold Journey
ABC-TV

DOW, TONY

Leave It to Beaver
ABC-TV

DOWNS, HUGH

Concentration, The Arlene
Francis Show, The Jack Paar
Show
ABC-TV

DRAKE, GALEN

The Galen Drake Show
CBS

DRAPER, RUSTY

Rusty Draper Show
CBS

DREW, WENDY

As the World Turns
CBS-TV

DRU, JOANNE

Five Star Matinee
NBC

DUMAS, HELENE

Romance of Helen Trent
CBS

DRAPER, RUSTY

Rusty Draper Show
CBS

DREW, WENDY

As the World Turns
CBS-TV

DRU, JOANNE

Five Star Matinee
NBC

DUMAS, HELENE

Romance of Helen Trent
CBS

— E —

EBSEN, BUDDY

Northwest Passage
NBC-TV

**EDWARDS,
RALPH**

B. June 12, 1913, Merino, Colo.;
This Is Your Life, NBC-TV

ELDRIDGE, FLORENCE

The Same Christmas
ABC

ELIZABETH, QUEEN II

Christmas Message (England)
ABC

ELLIS, GEORGIA

Gunsmoke
CBS

EMERSON, HOPE

Peter Gunn
NBC-TV

**ERICKSON,
CORYDON**

TV Dramas, Dubbing, Slide Films,
Transcriptions, Records, Stage,
Industrials and Broadway, Stock,
Radio, Commercials Live and
Film, Screen, Paramount, Uni-
versal International, "The Naked
City," Columbia, Phil Silvers, etc.

**ERICKSON,
HELENE**

Currently V.O. "Dante's Dream-
er," Paramount Pictures; Detec-
tive Story; New York Confiden-
tial; The Naked City, 3X Colum-
bia Pictures; Singing—Leonard
Bernstein Presents; Beethoven's
Ninth Symphony Choral; Town
Hall, "Boystowns of Italy," etc.;
Radio, TV, Opera, etc.

**ERICKSON,
LAUNCELOT**

Screen "Hatful of Rain"—20th
Century Fox; The Naked City,
Columbia Pictures, Five Star
Matinee, Transcriptions, Com-
mercials Live and Film; Also
Singing, TV Dramas, Studio One,
Omnibus. U. S. Steel, etc.

EVANS, BERGEN

The Last Word
CBS

(Continued on Page 117)



FRAN CARLON



CASEY ALLEN

308 WEST 4th ST.
SU. 7-5400

THE COUPLE NEXT DOOR

starring



PEG LYNCH
and
ALAN BUNCE

written by
PEG LYNCH

produced by
WALTER HART
CBS RADIO NETWORK
Monday thru Friday
12:45-1 P.M.

Agency:
Ashley-Steiner, Inc.

J
o
h
n
n
y
D
e
s
m
o
n
d



CORYDON ERICKSON

CURRENTLY V.O. "DANTE'S DREAMER"—
DANTE PARAMOUNT PICTURES. THE NAKED
CITY COLUMBIA PICTURES ETC.

LE 2-1100



LAUNCELOT ERICKSON

FIVE STAR MATINEE, DUBBING, TRAN-
SCRIPTIONS, T.V. DRAMAS & COMMER-
CIALS LIVE & FILM, SCREEN "HATFUL OF
RAIN" 20TH CENTURY FOX, "THE NAKED
CITY" COLUMBIA PICTURES ETC.

LE 2-1100

**DON'T HOLLA!
DON'T HOLLA!**

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA!

DON'T HOLLA

THE RITZ BROTHERS

RED BUTTONS

THE BIG CIRCUS



JACKSON BECK

ANNOUNCER—ACTOR
NARRATOR

JU 2-8800

Represented By:
Marjorie Morrow



DENNIS BALLABIO

Teen-Age
Recording Vocalist and Actor
Television • Radio • Commercials

JU 2-8800

Jimmy

Blaine

(Continued from Page 1113)

EVANS, GENE
My Friend Flicka
NBC-TV

EVANS, MAURICE
Hallmark Hall of Fame
NBC-TV

— F —

FABARES, SHELLEY
The Donna Reed Show
ABC-TV

FASSETT, JIM
The New York Philharmonic
CBS

FIELDS, LINDA
"LEE"

Studio One, Robert Montgomery Presents, My True Story, County Fair; Spokeswoman on "Price Is Right" and "Treasure Hunt"

FITZMAURICE, MICHAEL

FLOOD, ANN
From These Roots
NBC-TV

FOLEY, RED
The Red Foley Show
NBC

FORBES, MURRAY ..
Ma Perkins
CBS

FORBES, SCOTT
The Adventures of Jim Bowie
ABC-TV

FORD, PAUL
The Phil Silvers Show,
"You'll Never Get Rich"
CBS-TV

FORD, TENNESSEE
ERNE

B. Feb. 13, 1919, Bristol, Tenn.;
Tennessee Ernie Ford Show, The
Ford Show, NBC-TV; Capitol
Records

FORSYTHE, JOHN
Bachelor Father
CBS-TV

FOSTER, STUART
Galen Drake Show
CBS

FOUNTAIN, PETE
The Plymouth Show; Dodge
Dancing Party
ABC-TV

FRANCIS, ARLENE
Home Show, Arlene Francis Show,
NBC-TV; What's My Line? ABC-
TV

FRANCISCUS, JAMES
Jim Halloran
ABC-TV

FRANKLIN, JOE
B. Mar. 9, 1926, New York,
N. Y.; Joe Franklin's Memory
Lane, WABC-TV

FRAWLEY, WILLIAM
Westinghouse Lucille Ball-
Desi Arnaz Shows
CBS-TV

FREDERICKS, DEAN
Steve Canyon
NBC-TV

FREEMAN, FLORENCE
B. July 29, 1911, N. Y. C.,
N. Y.; Wendy Warren & the
News. WCBS; From These Roots,
NBC-TV; Young Widder Brown,
Woman of America, Maxwell
House Showboat, NBC; Valiant
Lady, CBS

FROST, ALICE
Second Mrs. Burton
CBS

— G —

GARDNER, HY
To Tell the Truth (panelist)
CBS-TV

GARNER, JAMES
Hollywood "Y" Day, ABC;
Maverick, ABC-TV

GARROWAY, DAVE
Today: Wide, Wide World
NBC-TV

GILBERT, JOHNNY
Music Bingo, NBC-TV

GLEASON, JACKIE
The Honeymooners, NBV-TV; The
Jackie Gleason Show, CBS-TV

GOBEL, GEORGE
Monitor, NBC; The George
Gobel Show, NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Time; Arthur
Godfrey Show, CBS, CBS-TV
(Continued on Page 1119)



JOHNNY ANDREWS



LYNN MERRILL

JU 2-8800



FEDORA BONTEMPI

WABC - TV
Saturday—12 Noon
WNHC - TV
Monday Thru Friday—11:30 A.M.



LINDA "LEE" FIELDS

TV — RADIO — STAGE
Commercials — Spokeswoman
Singer



GLORIA MCGHEE



HELENE ERICKSON

CURRENTLY V. O. "DANTE'S
DREAMER" PARAMOUNT PIC-
TURES, ALSO RADIO, T.V. "BOYS-
TOWNS OF ITALY," TOWN HALL
ETC. LEONARD BERNSTEIN PRE-
SENTS THE N. Y. PHILHARMON-
IC, NEW YORK CONFIDENTIAL,
THE NAKED CITY, COLUMBIA
PICTURES, (3X) ETC.
LE 2-1100

(Continued from Page 1117)

— H —

- GOODMAN, DODY**
Bert Parks' Bandstand, NBC;
The Jack Paar Show
NBC-TV
- GORDON, BRUCE**
Behind Closed Doors
NBC-TV
- GODSEN, FREEMAN**
Amos 'n' Andy Music Hall
CBS
- GOSFIELD, MAURICE**
The Phil Silvers Show,
"You'll Never Get Rich"
CBS-TV
- GOTHARD, DAVID**
Romance of Helen Trent
CBS
- GRAHAM, BILLY**
Hour of Decision, NBC; Billy
Graham's Crusade, ABC-TV
- GRANK, ED**
Youth Wants to Know
NBC-TV
- GRAVES, ERNEST**
Today is Ours
NBC-TV
- GRAVES, PETER**
Fury
NBC-TV
- GRAY, BILLY**
Father Knows Best
NBC-TV
- GRAY, DONALD**
Detective's Diary; Saber of
London
NBC-TV
- GREAZA, WALTER, N.**
Edge of Night, Jackie Gleason
Show, Phil Silvers Show, CBS
- GREENE, RICHARD**
Robin Hood
CBS-TV
- GRIFFIN, MERV**
Play Your Hunch, CBS-TV
The Merv Griffin Show, ABC

- HAGEN, KEVIN**
Yancy Derringer
CBS-TV
- HALL, HELEN**
Monitor
NBC
- HARDIN, TY**
Cheyenne
ABC-TV
- HARRISON, REX**
The Same Christmas
ABC
- HAYES, PETER LIND**
Peter Lind Hayes Show
ABC-TV
- HEALY, MARY**
Peter Lind Hayes Show
ABC-TV
- HEATHERTON, RAY**
Celebrity Table
NBC
- HEFNER, RICHARD D.**
The Open Mind
NBC-TV

**HEFNER, KEITH
E.**

B. Jan. 5, 1929, Chicago Ill.;
"Time For Fun." featured as
Johnny Jellybean, WABC-TV

- HENDERSON, MARCIA**
Dear Phoebe
NBC-TV
- HERBERT, DON**
Watch Mr. Wizard
NBC-TV

HERLIHY, ED

My True Story Monitor NBC

- HERMAN, GEORGE**
George Herman and the News
CBS
- HICKMAN, DWAYNE**
The Bob Cummings Show
NBC-TV
- HILL, EDWIN C.**
The Nativity
ABC
- HITCHCOCK, ALFRED**
Alfred Hitchcock Presents
(host)
CBS-TV
- HOLM, CELESTE**
Five Star Matinee
NBC
- HOPE, BOB**
B. May 29, 1903, London,
England; The Bob Hope
Show, NBC, NBC-TV; Army
of Stars (Christmas) ABC;
Monitor, NBC
- HORTON, ROBERT**
Wagon Train
NBC-TV
- HUTCHINS, WILL**
Sugarfoot
ABC-TV

— J —

- JACKSON, ALLAN**
Allan Jackson and the News
CBS
- JAMES, DENNIS**
Startime U. S. A. (Civil
Defense)
ABC
- JEFFREYS, ANNE**
Love That Jill
ABC-TV



Johnny Johnston



JAN McART

actress—singer
William Morris Agency



HORACE McMAHON



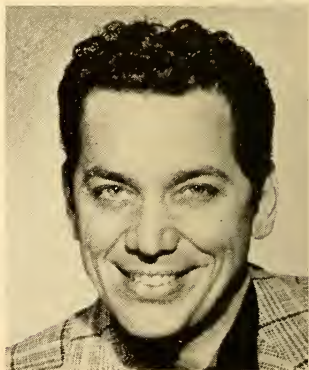
BILL WENDELL

MCA



CARL CORDELL

Personal Representatives
Ashley - Steiner—MU 8-8330



**JOHN
CONTE**

Wm. Morris Agency

**JOHNSTON,
JOHNNY C.**

B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV

JORDAN, JIM
Fibber McGee and Molly
NBC

JORDAN, MARIAN
Fibber McGee and Molly
NBC

— K —

KALTENBORN, H. V.
The Same Christmas
ABC

KAYE, SAMMY
Music from Manhattan
ABC-TV

KEESHAN, ROBERT
Captain Kangaroo
CBS-TV

KEITH, RICHARD
Westinghouse Lucille Ball-
Desi Arnaz Shows, CBS-TV

KELLY, JACK
Maverick
ABC-TV

KENNEDY, ADAM
The Californians
NBC-TV

KILGALLEN, DOROTHY
What's My Line (panelist)
CBS-TV

KING, JOHN REED

B. October 25, 1914, Wilmington, Del.; For Love or Money, CBS-TV; Give & Take Missus Goes A-Shopping, CBS CBS-TV; Chance of a Lifetime, ABC-TV

KIRK, PHYLLIS
The Thin Man
NBC-TV

KNOTTS, DON
The Steve Allen Show
NBC-TV

— L —

LaGALLIENNE, EVA
The Same Christmas
ABC

LAINE, FRANKIE

B. March 30, Chicago, Ill.; Big Record, Perry Como, Garry Moore Show, Steve Allen, Milton Berle, Patti Page, Ed Sullivan Show, Danny Thomas (TV Appearances)

LAKE, ARTHUR
Blondie
NBC-TV

LARKIN, JOHN
The Edge of Night
CBS-TV

LARSEN, KEITH
Northwest Passage
NBC-TV

LASSIE
Lassie
CBS-TV

LAUGHTON, CHARLES
The Same Christmas
ABC

LAUTER, HARRY
Tales of the Texas Rangers
ABC-TV

LAVELLI, TONY

B. July 11, 1926, Somerville, Mass.; Ed Sullivan Show, Arthur Godfrey Show, CBS; Steve Allen Show, NBC

LAWFORD, PETER
Dear Phoebe; The Thin Man
NBC-TV

LEMBECK, HARVEY
The Phil Silvers Show "You'll
Never Get Rich"
CBS-TV

LEMMON, JACK
The Alcoa Theatre
NBC-TV

LESCOULIE, JACK
Brains & Brawn; Today
NBC-TV

LeSUEUR, LARRY
Larry LeSueur and the News
CBS

LEWIS, JERRY

B. March 16, 1926, Newark, N. J.; The Jerry Lewis Show, NBC-TV

**LEWIS,
ROBERT Q.**

B. April 5, 1924, New York, N. Y.;
The Robert Q. Lewis Show.

LEWIS, SHARI
Hi, Mom!
NBC-TV

LIBERACE
The Liberace Show
ABC-TV

LINKLETTER, ART
House Party, CBS, CBS-TV;
People Are Funny, NBC-TV;
Hollywood "Y" Day, ABC

LOCKHART, JUNE
Lassie
CBS-TV

LOGGIA, ROBERT
Walt Disney Presents
ABC-TV



DUNCAN MacDONALD

Commentator

WNAC—Yankee Network
Boston



FLORENCE FREEMAN




*Best wishes
Pat Carroll!*

PAT CARROLL



JOHNNY GILBERT
"MUSIC BINGO"
 ABC-TV
 Management
 Directional Enterprises
 CI 6-8431

Jerry Levy Fred Amsel



Henny Youngman
Star of Everything

Represented By GAC—
 Press Henry Dorman



JACKIE OBLINGER
 Hostess-Emcee

WHIS-TV
 Bluefield
 West Virginia

.....**RADIO-TV ARTISTS**.....

LOPEZ, VINCENT
The Vincent Lopez Show
Shake the Maracas
ABC

LORNE, MARION
Sally NBC-TV; The Garry
Moore Show, CBS-TV

LOUISE, ANITA
My Friend Flicka
NBC-TV

LOVEJOY, FRANK
Meet McGraw
NBC-TV

LOWE, JIM

LOWERY, ROBERT
Circus Boy
NBC-TV

LUDDEN, ALLEN
The G-E College Bowl
CBS-TV

LYNCH, PEG
The Couple Next Door, CBS

— **Mc** —

McART, JAN
Peter Lind Hayes Show, ABC-TV;
La Boheme (opera) NBC-TV;
Christmas Eve from San Fran-
cisco, CBS

McARTHUR, JOSIE
Hi, Mom!
NBC-TV

McCLORY, SEAN
The Californians
NBC-TV

McCORD, BILL
Sports Highlights
NBC

McCRARY, TEX & JINX
The Tex & Jinx Show,
NBC-TV; N. Y. Closeup with
Tex and Jinx, NBC

McGAVIN, DARREN
Mike Hammer
NBC-TV

McGHEE, GLORIA
B. Meadville, Miss.; Medic, Lo-
retta Young Show, Ann Sothern,
Meet McGraw, NBC-TV; Gun-
smoke, Perry Mason

McINTIRE, JOHN
Naked City
ABC-TV

McKAY, JIM
The Verdict is Yours
CBS-TV

McMAHON, HORACE
Naked City, ABC-TV; General
Electric Theatre, Phil Silvers
Show, CBS-TV; Bob Crosby Show,
NBC-TV; Damon Runyon Theatre

McNEAR, HOWARD
Gunsmoke
CBS

McNEILL, DON
The Breakfast Club, ABC

McQUEEN, STEVE
Wanted—Dead or Alive
CBS-TV

— **M** —

MACCONE, RONALD F.

B. October 26, 1932, Brooklyn,
N. Y.; Studio One, Ed Sullivan
Show, Phil Silvers Show, CBS;
Kraft, Alcoa, Robert Montgomery
Presents, NBC

MacDONALD, DUNCAN (MISS)

B. November 4, 1925, Beaumont,
Tex.; Yankee Home & Food
Show, WNAC, Boston

MACK, TED
The Original Amateur Hour
NBC-TV, CBS-TV

MacLAUGHLIN, DON
As the World Turns
CBS-TV

MADDOX, ALVIE (KOKOMO)

B. Sept. 22, 1933, Houston, Tex.;
Super Circus, ABC-TV; Westing-
house Show, WAPA, San Juan;
Boyd Bennett Show, WAVE-TV;
Poppo Show, WEHT-TV; Aunt
Jus, WTVW-TV; Tommy Wood
Show, WMBR-TV

MAHONEY, JOCK
Yancy Derringer
CBS-TV

MARCH, FREDERICK
The Same Christmas
ABC

MARTIN, DEAN
The Dean Martin Show
NBC-TV

MARTINEZ, TONY
The Real McCoys
ABC-TV

MARVIN, LEE
M Squad
NBC-TV

MARVIN, TONY
Arthur Godfrey Time
CBS

MARK, GROUCHO
You Bet Your Life
NBC, NBC-TV



*Voices
for commercials
by
ZEL deCyr
LExington 2-1100*



**JIMMY WELDON
& WEBSTER WEBFOOT**

WRCA-TV

"HI MOM" SHOW



PETER DONALD



MICHAEL FITZMAURICE

Exclusive Management
Carl Eastman

80 Park Ave.

MU 2-4986



JIMMIE DODD

"Mickey Mouse Club"



KEITH HEFNER

"Johnny Jelly Bean"

WABC-TV

PL 1-0767

— N —

MATHERS, JERRY
Leave It to Beaver
ABC-TV

MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y.; Commercials for: National Safety Council; Mutual of Omaha; Dash, Palident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

MAXWELL, ELSA
The Jack Paar Show
NBC-TV

MEADOWS, AUDREY
Masquerade Party
NBC-TV

MELVIN, ALLAN
The Phil Silvers Show "You'll Never Get Rich"
CBS-TV

MENCHIN, YEHUDI
U. N. Day Concert
ABC

MERCER, JOHNNY
B. Nov. 18, 1909, Savannah, Ga.

MERLIN, JAN
Rough Riders
ABC-TV

MERRILL, LYNN
Ben Hecht Show, Channel 7,
WABC-TV

MILLER, GLENN, ORCHESTRA
with Ray McKinley
Tribute to the Major
ABC

MILLER, HOWARD
NBC-TV, CBS

MILLER, MARVIN
The Millionaire
CBS-TV

MILLER, MITCH
Mitch Miller Show
CBS

MITCHELL, GUY
Guy Mitchell Show
ABC-TV

MONTGOMERY, GEORGE
Cimarron City
NBC-TV

MOORE, GARRY
I've Got A Secret (host and emcee), The Garry Moore Show, CBS-TV; Timex All-Star Jazz Show, CBS-TV

MOORE, MARY ALICE
From These Roots
NBC-TV

MORGAN, HENRY
I've Got A Secret (panelist)
CBS-TV

MUNSEL, PATRICE
Patrice Munsel Show
ABC-TV

MURKAY, ARTHUR
The Arthur Murray Party
NBC-TV

MURRAY, JAN
Treasure Hunt, NBC-TV

MURRAY, KATHLEEN
Kitty Foyle
NBC-TV

MURRAY, KATHRYN
The Arthur Murray Party
NBC-TV

MURROW, EDWARD R.
Edward R. Murrow with the News
CBS

MYERSON, BESS
The Big Payoff
CBS-TV

NADER, GEORGE
Ellery Queen
NBC-TV

NARZ, JACK
Top Dollar
CBS-TV

NELSON, DAVID
B. October 24, 1936, New York City, N. Y.; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, HARRIET
B. July 18, Des Moines, Iowa; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, LOU
Ed Sullivan Show, Frankie Laine Show, CBS-TV

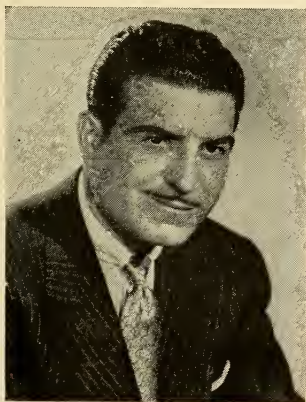
NELSON, OZZIE
B. March 20, Jersey City, N. J.; The Adventures of Ozzie and Harriet, ABC-TV

NELSON, RICKY
B. May 8, 1940, Teaneck, N. J.; The Adventures of Ozzie & Harriet, ABC-TV; Recording Imperial Records

NICHOLSON, NICK

NIMMO, BILL
For Love or Money
CBS-TV

NIVEN, DAVID
The Alcoa Theatre
NBC-TV



JACK STERLING



MIKE WALLACE



**ROBERT
PAIGE**



LOU NELSON

MANAGEMENT
BERGER-ROSS-STEINMAN
PL 1-2156



JOHN CAMERON SWAYZE



**"JOE FRANKLIN'S
MEMORY LANE"**

FIVE AFTERNOONS A WEEK;
FIFTH YEAR OVER

WABC-TV, N. Y.

OFFICE: WI 7-2517

NOLAN, KATHY
The Real McCoys
ABC-TV

NOLAN, TOMMY
Buckskin
NBC-TV

NORRIS, KATHI
True Story
NBC-TV

NOVINS, STUART
Face the Nation
CBS

NYE, LOUIS
The Steve Allen Show
NBC-TV

— O —

O'BRIAN, HUGH
Life and Legend of Wyatt
Earp
ABC-TV

**OBLINGER,
JACKIE**

B. Sept. 16, 1929; Wilkes-Barre,
Pa.; It's a Woman's Whirl;
Hostess; Sea Hunt, Cisco Kid,
Target; Sunday Night Show,
WHIS-TV

O'BRIEN, LOUISE
Galen Drake
CBS

O'DONNELL, JACKLYN
The Ed Wynn Show
NBC-TV

OISTRAKH, DAVID
U. N. Day Concert
ABC

O'KEEFE, WALTER
Nightline
NBC

OLSEN, JOHNNY
Name That Tune, CBS-TV;
Olsen Rumpus Room, MBS,
Radio

O'NEAL, PATRICK
Today Is Ours
NBC-TV

OWEN, ETHEL
Second Mrs. Burton
CBS

— P —

PAAR, JACK
The Jack Paar Show
NBC-TV

PAGE, PATTI
The Oldsmobile Show
ABC-TV

PAIGE, BOB
The Big Payoff, CBS-TV

PALMER, BETSY
I've Got A Secret (panelist)
CBS-TV; Today, NBC-TV

PARKER, WILLARD
Tales of the Texas Rangers
ABC-TV

PAYNE, JOHN
The Restless Gun
NBC-TV

PAYNE, VIRGINIA
Ma Perkins
CBS

**PEALE, DR. NORMAN
VINCENT**
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PEARSON, JOHNNY
The Johnny Pearson Show
ABC

PETERSEN, PAUL
The Donna Reed Show
ABC-TV

POSTON, TOM
The Steve Allen Show
NBC-TV

POWELL, DICK
Dick Powell's Zane Grey
Theatre
CBS-TV

POWELL, JANE
The Alcoa Theatre
NBC-TV

PRESTON, WAYDE
Colt 45
ABC-TV

PROVOST, JON
Lassie
CBS-TV

— R —

**RAEBURN,
BRYNA**

Don Ameche's Real Life Stories,
Five Star Matinee, Pepper
Young's Family, Affairs of Dr.
Gentry, True Story, NBC; By
the People, Mutual; Backstage
Wife, Helen Trent, CBS

RANDELL, RON
O. S. S.
ABC-TV

RATHBONE, BASIL
The Same Christman
ABC

RAYBURN, GENE
The Steve Allen Show; Dough
Re Mi
NBC-TV

REDFIELD, WILLIAM
As the World Turns
CBS-TV

REED, DONNA
The Donna Reed Show
ABC-TV

REED, LYDIA
The Real McCoys
ABC-TV



JOHN REED KING



JIM LOWE

WCBS RADIO

DOT RECORDS

RADIO-TV ARTISTS

REEVES, GEORGE

Superman
ABC-TV

REEVES, JIM

The Jim Reeves Show
ABC

RELLY, HUGH

Lassie
CBS-TV

REIMERS, ED

B. October 26, Moline, Ill.;
Playhouse 90, CBS-TV; Mave-
rick, ABC-TV

REINER, CARL

Keep Talking
CBS-TV

REYNOLDS, MARJORIE

Life of Riley
NBC-TV

RICHARDS, JEFF

Jefferson Drum
NBC-TV

RITZ BROS.

RIZZUTO, PHIL

Sports Time
CBS

ROBERTSON, DALE

Tales of Wells Fargo
NBC-TV

RODMAN, VIC

Noah's Ark
NBC-TV

ROGERS, GINGER

Ginger Rogers Show (Pontiac
Special)
CBS-TV

ROMERO, CESAR

Masquerade Party
NBC-TV

RUSSELL, JACK

Your Show of Shows, NBC-TV
Opera, Max Liebman Specials,
Producer's Showcase, WRCA-TV;
Omnibus, WABC-TV; Woolworth
Hour, WCBS

RUSSELL, JOHN

Lawman
ABC-TV

RUSSELL, ROSALIND

"Wonderful Town"
CBS-TV

RUTGERS UNIVERSITY GLEE

CLUB and DOUGLASS
COLLEGE CHOIR
Concert
ABC

RYAN, ROBERT

The Alcoa Theatre
NBC-TV

— S —

ST. JOHN, HOWARD

The Investigator
NBC-TV

SANDERS, HONEY

Off Broadway: "She Shall Have
Music"; Summer Stock: "Carou-
sel," "Plain & Fancy," High
Button Shoes, Naughty Marietta;
TV: Edge of Night, CBS

SAWYER, JOE

The Adventures of Rin Tin
Tin
ABC-TV

SEVAREID, ERIC

News Analysis
CBS

SEYMOUR, ANNE

Whispering Streets
CBS

SHEEN, FULTON J.

Christmas Message
ABC

SHORE, DINAH

The Dinah Shore Chevy Show
NBC-TV

SILVERS, PHIL

The Phil Silvers Show "You'll
Never Get Rich"
CBS-TV

SINATRA, FRANK

Frank Sinatra Show
ABC-TV

SMITH, BOB

Howdy Doody, NBC-TV

SMITH, HOWARD K.

Howard K. Smith and the
News
CBS

SMITH, ROGER

77 Sunset Strip
ABC-TV

SOCKMAN, DR. RALPH W.

National Radio Pulpit
NBC

SOMERS, CAROL

Romance of Helen Trent
CBS

SOSNIK, HARRY

Startime U. S. A. (Civil
Defense)
ABC

SOSS, WILMA

Pocketbook News
NBC

SOTHERN, ANN

The Ann Sothern Show
CBS-TV

SPIVAK, LAWRENCE

Meet the Press
NBC-TV

STAFFORD, MARIAN

Treasure Hunt
NBC-TV



RONALD MACCONE



ED REIMERS

Management
MCA

STANG, ARNOLD
Bert Parks' Bandstand
NBC

STERLING, JACK
B. June 24, 1915, Baltimore,
Md.; Jack Sterling Show, WCBS,
New York

STERLING, ROBERT
Love That Jill
ABC-TV

STEVENS, CRAIG
Peter Gunn
NBC-TV

STORM, GALE
The Gale Storm Show
CBS-TV

SWANSON, GLORIA
The Same Christmas
ABC

**SWAYZE, JOHN
CAMERON**

SZELL, GEORGE
The Cleveland Orchestra
CBS

— T —

TAYLOR, KENT
Rough Riders
ABC-TV

TEMPLE, SHIRLEY
Shirley Temple's Storybook
NBC-TV

THOMAS, DANNY
B. January 6, 1914, Dearfield,
Mich.; The Danny Thomas Show,
CBS-TV

THOMAS, LOWELL
Lowell Thomas
CBS

— V —

VAN DOREN, CHARLES
Today; Wide, Wide World
NBC-TV

VAN VOORHIS, WESTBROOK
No Warning
NBC-TV

— W —

WALKER, CLINT
Cheyenne
ABC-TV

WALLACE, MIKE
Mike Wallace Interview, ABC-TV

WALLACE, ANDRE
Romance of Helen Trent
CBS

WASHBROOK, JOHNNY
My Friend Flicka
WEBB, JACK
Dragnet
NBC-TV

**WEBB, (JOHN)
RICHARD**

B. September 9, 1920, Bloomington, Ill.; 77 Sunset Strip, NBC; Maverick, Cheyenne, Sugarfoot, ABC; Navy Log, U. S. Border Patrol (Series), CBS; Behind Closed Doors

WEIST, DWIGHT
Second Mrs. Burton
CBS

WELDON, JIMMY

WELK, LAWRENCE
The Lawrence Welk Show, The Lawrence Welk Army Show, New Year's Eve Program, ABC; Dodge Dancing Party, The Plymouth Show, ABC-TV

WENDELL, BILL

WHITE, BETTY
Betty White Show
ABC-TV

WILLIAMS, ROY
Mickey Mouse Club
ABC-TV

WILLIS, RICHARD

WINCHELL, PAUL
The Paul Winchell Show, ABC-TV; Monitor, NBC

WINCHELL, WALTER
Walter Winchell File
ABC-TV

**WINTERS,
JONATHAN**

The Jonathan Winters Show, The Jack Paar Show, NBC-TV

WYATT, JANE
Father Knows Best
NBC-TV

WYMAN, JANE
The Jane Wyman Show
NBC-TV

WYNN, ED
The Ed Wynn Show
NBC-TV

— Y —

YOUNG, LORETTA
The Loretta Young Show
NBC-TV

YOUNG, ROBERT
B. Feb. 22, Chicago, Ill.; Father Knows Best, NBC-TV

**YOUNGMAN,
HENNY**



NICK NICHOLSON

NBC-TV
HOWDY DOODY — RUFF & REDDY
CBS-TV
TOP DOLLAR



MARGE BORG

Girl Disc Jockey
Spokeswoman
Femcee
WDXI-TV — RADIO
Jackson, Tenn.



LILLIAN BRIGGS

PERSONAL MANAGER
JACK PETRILL
CO 5-5769

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1958

— A —

ADAMS, DARLENE
WRMN, Elgin, Ill.
ADAMS, GRACE
WGAV, Amsterdam, N. Y.

AMES BROTHERS
Oasis Show, Steve Allen Show,
Pat Boone, Julius LaRosa, NBC-
TV; Big Record, Ed Sullivan,
CBS-TV

AMOROSO, JOHNNY
Music from Manhattan
ABC-TV

ANDERSON, KEITH
Ohio Valley Boys
WETZ, New Martinsville,
W. Va.

ANGELO, MICHAEL
Your Favorites
WMCK, McKeesport, Pa.

ARLAND, JEANIE
Good Neighbor Time
WCCO, Minneapolis, Minn.

ARO, BOBBY
WMFG, Hibbing, Minn.

AUSTIN, JO
KELO-TV, Sioux Falls, S. D.

— B —

BAILEY, SANDRA
Teen Tempos
WLBT, Jackson, Miss.

BAIN, BUDDY
WOMA, Corinth, Miss.
BENCE, DEAN & MARIE
WCOC, Cornelia, Ga.

BENNETT, CAROLE
The Herb Oscar Anderson
Show
ABC

BENNETT, DOTTYE
KMOX-TV, St. Louis, Mo.

BERGEN, POLLY
The Polly Bergen Show
NBC-TV

BISSELL, MAZIE
The Johnny Evans Show
WIS-TV, Columbia, S. C.

BOONE, DON
Vine Street Jamboree
WNOP, Newport, Ky.

BOONE, PAT
The Pat Boone Chevy Show-
room
ABC-TV

BRAGA SISTERS
Cowtown Hoedown
KCUL, Ft. Worth, Tex.

BREWER, MARY
LOU

B. November 12, 1931, Washing-
ton, D. C.; Arthur Godfrey Talent
Scouts, Arthur Godfrey Morning
Show, CBS-TV; Jack Paar Show,
NBC-TV; Best in Music, Upbeat
Saturday Night, CBS-Radio; Re-
cording for Westminster Records

BRIGGS, LILLIAN

B. June 4, 1935, Allentown, Pa.;
Alan Freed, Jack Paar, Dick
Clark, Jimmy Dean, New York
City Network; Howard Miller,
NBC Chicago

BROCKMAN, ROY
WLBK, Lebanon, Ky.

BROWN, BETTY
WRMN, Elgin, Ill.

BROWN, KAY
The Johnny Pearson Show
ABC

BROWN, RED
KROD-TV, El Paso, Tex.

BRUNELL, REE
McElhatton's Matinee
KCBS, San Francisco, Calif.

BURNETT, RAMONA
This is Music
ABC-TV



A Great New
Singing Star

AL WARD

7 Weeks Roseland Dance City

5 Weeks GAC-Hamid Shows

Plus

Radio — TV — Records

Management GAC

or Contact Lew Heilbroner

Gen. Mgr.: WJQS

Jackson, Mississippi

JOHNNY MERCER



THE **MELLO-LARKS**

- **JINGLES**
- **TV**
- **RADIO**

Recordings

Night Clubs

Industrial Shows

Creation of Commercials

★

DIRECTIONAL ENTERPRISES

200 W. 57th St.

New York 19, N. Y.

— C —

CAHILL, BOB
Joe Martin Calling
WOW, Omaha, Neb.

CALDWELL, LARRY
KCSJ, Pueblo, Colo.

CALLAHAN, BOB
McElhatton's Matinee
KCBS, San Francisco, Calif.

CAMPBELL, JUNE
Country Music
WAIN, Columbia, Ky.

CAREY, JOSIE
Storyland
KDKA-TV, Pittsburgh, Pa.

CARMACK, ARTHUR
Songs by Sunny South QT
WBMK, West Point, Ga.

CARROLL, BOB
Bert Parks' Bandstand
NBC

CARROLL, JUDY
Guest House
WJR, Detroit, Mich.

CARROLL, SHIRLEY
Requestfully Yours
WHSM, Hayward, Wis.

CARY, STAN
WMAZ-TV, Macon, Ga.

CHARLES, GLORIA
WGRO, Lake City, Fla.

CHARLES, RAY
The Johnny Pearson Show
ABC;
The Ray Charles Singers—
Perry Como Show
NBC-TV

CHASE, BUD
This is Music
ABC-TV

CLEMENTS, ZEKE
Hi Neighbor Time
WENO, Nashville, Tenn.

CLINE, ROBERT
Folk Songs
WSPN, Saratoga Springs,
N. Y.

CLOONEY, ROSEMARY
The Lux Show starring Rose-
mary Clooney
NBC-TV

COCHRAN, SYLVIA
WAVU, Albertville, Ala.

CODY, WAYNE
WMAV, Springfield, Ill.

CONLEY, HENRI
Saturday Night Jamboree
WSAZ-TV, Huntington,
W. Va.

COPELAND, ALAN
Your Hit Parade
NBC-TV

COREY, JILL
Your Hit Parade
NBC-TV

CROCKETT, JAN

CROSBY, BING
The Bing Crosby Show
ABC-TV

CURTIS, CHET
WTKO, Ithaca, N. Y.

— D —

DALEY, BARBARA
Guest Book
KLOR-TV, Provo, Utah

DALTON, DAVE
WABI, Bangor, Me.

DALY, LARRY
WENN, Birmingham, Ala.

DANIELS, BO
Twilight Time
WGAU, Amsterdam, N. Y.

DARNELL, MELISSA
Junior Time
WLBT, Jackson, Miss.

DAVIS, GARY
Disc Rock
WGNS, Murfreesboro, Tenn.

DEAL, JACK
WHCU, Ithaca, N. Y.

DEAN, LARRY
Smiling Time
WHLN, Harlan, Ky.

DEMARCO, RITA
KWKW Pasadena, Calif.

DEMARCO, TONY
KWKW Pasadena, Calif.

DESPRADEL, CARMEN
Cocina del Hogar
WKAQ-TV, San Juan, P. R.

DIEBOLD, JOHN
WWL, New Orleans, La.

DILLARD, DOTTIE
Waking Crew
WSM, Nashville, Tenn.

DOBBS, BYRON
WCHK, Canton, Ga.

DOREY, RAY
New England Farm & Home
Program
WHDH, WHDH-TV, Boston,
Mass.

DRAKE, GEORGIA
Polka-Go-Round
WKBW, Chicago, Ill.

DUPRANE, AL
Buckaroos
WICY, Malone, N. Y.

**DUNNIGAN, JACK &
GERTRUDE**
WJTN, Jamestown, N. Y.

— E —

EAGER, CLAY
WMNI, Columbus, Ohio

EANES, JIM 'SMILING'
Shenandoah Valley Boys
WHEE, Martinsville, Va.

ELLIS, LARRY
Music from Manhattan
ABC-TV

JAYE P. MORGAN



MGM Records
Television
Personal
Appearances



Pers. Mgt.
DURGOM-KATZ
Associates
40 West 55th St.
New York, N. Y.

the MORGAN BROS.

RADIO-TV VOCAL ARTISTS

ERWAY, SHARI
KOLN-TV, Lincoln, Neb.
ESTES, DON
KPRC, Houston, Tex.
ESTRADE, LUIS
Casino del Aire
KIFN, Phoenix, Ariz.
EVANS, DEAN
KCIJ, Shreveport, La.

— F —

FALE, TOMMY
Corner Store
WBT, Charlotte, N. C.
FAIRCHILD, DOUGLAS
Cactus Pryor Show
KTBC-TV, Austin, Tex.
FERNANDEZ, ROSITA
Caravan
KCOR, KCOR-TV,
San Antonio, Tex.

FIELDS, LINDA "LEE"

Studio One, Robert Montgomery
Presents, My True Story, County
Fair; Spokeswoman on "Price Is
Right" and "Treasure Hunt"

FINEY, LEE
KCOW, Alliance, Neb.
FINGAL, NANCY
County Fair
KDKA-TV, Pittsburgh, Pa.
FISHER, CHIP
WDCR, Hanover, N. H.
FISHER, EDDIE
The Eddie Fisher Show
NBC-TV
FORTIER, ROSELLE COURY
Morning Toast
WCOU, Lewiston, Me.

FOSTER, STUART
Bert Parks' Bandstand
NBC
FRANKLIN, CHUCK
Sunny Valley Boys
WBAM, Montgomery, Ala.
FRANKLIN, JOE
WKMT, Kings Mountain,
N. C.
FULLER, PHYLLIS
WSLB, Ogdensburg, N. Y.

— G —

GEHRING, DON
WLFI, Little Falls, N. Y.
GIBSON, DON
Middy Merry-go-Round
WNOX, Knoxville, Tenn.
GIBSON, VIRGINIA
Your Hit Parade
NBC-TV
GILES, PERCY
Downbeat
WHMS, Charleston, W. Va.
GIPSON, JACK
Cedar Ridge Boys
WBAP, Fort Worth, Tex.
GORME, EYDIE
The Steve Allen Show
NBC-TV
GREENBIE, HELEN
WSPN, Saratoga Springs,
N. Y.
GRIFFIN, MERV
The Merv Griffin Show
ABC
GROVE, BETTY ANN
The Jim Backus Show, ABC
GUYCE, RAY
Western Jamboree
WPCO, Mt. Vernon, Ind.

— H —
HALL, BUDDY
Walking Crew
WSM, Nashville, Tenn.
HAMILTON, PHYLLIS ANN
WBEX, Chillicothe, Ohio
HANAFIN, EARL
WJDA, Quincy, Mass.
HANSON, BURT
Good Neighbor Time
WCCO, Minneapolis, Minn.
HARMER, SHIRLEY
The Gobel-Fisher Show
NBC-TV
HARRIS, JIMMY
WEVA, Emporia, Va.
HARRIS, RAY
Gospel Crusaders
WFIW, Fairfield, Ill.
HASKELL, JACK
The Jim Backus Show
ABC
HAYES, RICHARD
The Johnny Pearson Show,
ABC
Bert Parks' Bandstand, NBC
HEALY, MARY
The Peter Lind Hayes Show
ABC-TV
HENEGAR, TRIO
WZOB, Fort Payne, Ala.
HILBURN, W. H.
Western Interlude
KBOP, Pleasanton, Tex.
HILLMAN, JERRY
Jazz College
KNBA, Vallejo, Calif.
HOEBEE, RALPH
WJWL, Georgetown, Del.
HOLT, BETTY
The Merv Griffin Show
ABC
HOOPER, LARRY
Dodge Dancing Party; The
Plymouth Show, ABC-TV



SINGER—ACTOR

HOUSER, RAY
Take It Easy Time
WTON, Staunton, Va.

HOUSTON, BOB
Do You Remember
KENN, KVBC, Farmington,
N. M.

HUBER, AL
WTCO, Campbellsville, Ky.

HUGGINS, JUANITA
KTRE-TV, Luftkin, Tex.

HUNNICUT, CAROL
Corner Store
WBT, Charlotte, N. C.

HUNT, BILL
Feminine Fancies
WKZO-TV, Kalamazoo,
Mich.

— J —

JOHNSON, GAIL
This Is Music
ABC-TV

JOHNSON, MARVIN
Mountain Music Time
WHLN, Harlan, Ky.

JOHNSON, POLLY
KOTA-TV, Rapid City, S. D.

JOHNSON, WARREN
Fran Ratteree Show
WSUN-TV, St. Petersburg,
Fla.

**JOHNSTON,
JOHNNY C.**

B. December 1, 1916, Kansas
City, Mo.; Johnny Johnston Show,
WMGM Radio; Patrice Munsel
Show, ABC-TV; Masquerade
Party, NBC-TV

JONES, DODY
Top Ten
WLOW, Norfolk, Va.

JONES, QUARTET
WZOB, Fort Payne, Ala.

— K —

KANUI, HANK
Music from Manhattan
ABC-TV

KELSEY, VIRGINIA
WGMA, Hollywood, Fla.

KENDALL, FRED
Guest House
WJR, Detroit, Mich.

KERR, ANITA, QUARTET
The Jim Reeves Show
ABC

KILGORE, MERLE
KCIJ, Shreveport, La.

KINGSLEY, NICK
WMOK, Metropolis, Ill.

KINNEY, BOB
Country Style
WCHN, Norwich, N. Y.

KNIGHT, TERESA
WAPI, Birmingham, Ala.

KNIPPERS, OTTIS J.
Your Gospel Singer
WDXE, Lawrenceburg,
Tenn.

KOVAR, JOYCE
WMAM, Marinette, Wis.

KRIZAN, SUNNY
Entertainment Train
KATL, Miles City, Mont.

— L —

LANDFORD, BILL
WAAA, Winston-Salem, N. C.

LAINE, FRANKIE

LANE, RAE
Music with a Mood
WGNS, Murfreesboro, Tenn.

LATELY, MARY ANNE
KEPS, Eagle Pass, Tex.

LAWRENCE, STEVE
The Steve Allen Show
NBC-TV

LEE, ANNA
KROD-TV, El Paso, Tex.

LEE, BOBBY
WDOG, Marine City, Mich.

LEE, NANCY
The Hilltoppers
WOWO, Fort Wayne, Ind.

LEE, NORMA
Saturday Night Jamboree
WSAZ-TV, Huntington,
W. Va.

LENNON SISTERS, THE
The Lawrence Welk Show,
ABC;
Dodge Dancing Party; The
Plymouth Show, ABC-TV

LENWAY, FRED
Jim Deline and the Gang
WSYR, WSYR-TV, Syracuse,
N. Y.

LEONETTI, TOMMY
Your Hit Parade
NBC-TV

LIGHTSEY, ANN LEE
WHAB, Baxley, Ga.

LLAMAS, BEATRIZ
Mexican Music
KCOR, San Antonio, Tex.

LOYD, TOMMY
WTOD, Toledo, Ohio

LOCKWOOD, ROBERT E.
WLEU, Erie, Pa.



JACK RUSSELL

RA 8-7655



LOUISE O'BRIEN

The Galen Drake Show
CBS Radio

— MCA —

RADIO-TV VOCAL ARTISTS

LOAN, ALICE

Fodge Dancing Party; The Plymouth Show, ABC-TV; The Lawrence Welk Show, ABC

LOYELL, MARILYNN

The Liberate Show ABC-TV

LUCAS, JIM

WAPI-TV, Birmingham, Ala.

— Mc —

McCOYS, THE

Cowtown Hoedown KCUL, Ft. Worth, Tex.

— M —

MACKENZIE, GISELE

The Gisele MacKenzie Show NBC-TV

MALE, COLIN

This Is Music ABC-TV

MANNING, HOWARD

Breakfast at the Sheraton WBen, Buffalo, N. Y.

MARCH, CAROL

WGN, Chicago, Ill.

MARICH, MARIETTA

KPRC-TV, Houston, Tex.

MARTINEZ, HILDA

Romantic Moment KCOR-TV, San Antonio, Tex.

MASSEY, CURT

KRCA, Los Angeles, Calif.

MEADOWS, JANE

Woman's Whirl WHIS-TV, Bluefield, W. Va.

MELLO-LARKS

Howard Miller Show, Jerry Lewis Show, NBC-Color TV

MELTON, GLEN

Toast 'n Coffee WGBF, Evansville, Ind.

MERCER, JOHNNY

MEREDITH, BUDDY

Musical Roundup KOTA, KOTA-TV, Rapid City, S. D.

MICHAELS, RAY

Music from Manhattan ABC-TV

MIDDLETON, RAY

Voice of Firestone ABC-TV

MILLER BROTHERS

KWET, Wichita Falls, Tex.

MILLER, LOIS

WBRD, Bradenton, Fla.

MILLER, MAC

WCBI-TV, Columbus, Miss.

MILNE, NANCY

Songs for You WDBJ, Roanoke, Va.

MIRANDA, MICKEY

Caribe Motors Show WKAQ-TV, San Juan, P. R.

MITCHELL, GUY

Guy Mitchell Show ABC-TV

MITCHELL, LUCILLE

WPEL, Montrose, Pa.

MONTANEZ, JIMMY

Invitation to Serenade WLEO, Ponce, P. R.

MONTGOMERY, LOUIS

WCOH, Newnan, Ga.

MORENO, BUDDY

KMOX-TV, St. Louis, Mo.

MORGAN, JAYE P.

MORGAN, MARION

The Bill Weaver Show KNX, Los Angeles, Calif.

MORROW, DORETTA

Voice of Firestone ABC-TV

MUNSEL, PATRICE

Patrice Munsel Show ABC-TV

MURPHY, BILL

Kissin' Cousin Show WJER, Dover, Ohio

— N —

NELSON, CLARE

NELSON, RICK

The Adventures of Ozzie and Harriet ABC-TV

NICHOLS, CAL

Arizona Wranglers KPIN, Casa Grande, Ariz.

NOEL, DICK

The Breakfast Club ABC

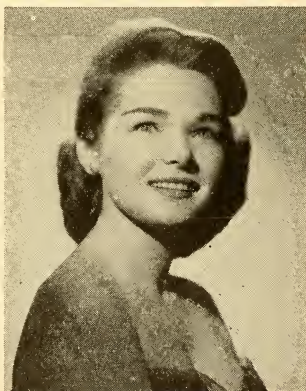
— O —

O'BRIEN, LOUISE

Galen Drake Show, CBS Radio

O'CONNELL, HELEN

Today Show NBC-TV



CLARE NELSON

Personal Management—Hal Dennis
TEmpleton 8-4824



BETTY ANN GROVE

Personal Mgr.
PETER DEAN
CO 5-0789

RADIO-TV VOCAL ARTISTS

O'DAIR, MARGIE
WVL, New Orleans, La.

OLSEN, DOROTHY
Bert Parks' Bandstand
NBC

OLSEN, SHIRLEY
At Your Request
KVNU, Logan, Utah

OWENS, DON
WARL, Arlington, Va.

— P —

PACK, MARSHALL
Precious Memories
WEAS, Decatur, Ga.

PAGE, PATTI
The Patti Page Show
ABC-TV

PEREZ, JUAN
Mexican Troubadour
KIDD, Monterey, Calif.

PERRY, EDNA
The Jerry Warren Show
WGLI, Babylon, N. Y.

PETERSEN, JOAN
The Jerry Warren Show
WGLI, Babylon, N. Y.

PETERSHAGEN, RICH
Sitting On Top O' The
World
KWAT, Watertown, S. D.

PETERSON, MARLAN
Noontime RFD
WMT, Cedar Rapids, Iowa

PHILLIPS, PETE
Southside Hayride
WEVA, Emporia, Va.

PORTER, EVERETT
WRGA, Rome, Ga.

POSEN, MIRIAM
Music in the Air
WHMS, Charleston, W. Va.

POWELL, BALDWIN
WEKY, Richmond, Ky.

PRICE, VIVIAN
WMEV, Marion, Va.

PROCTOR, EMILY
WAVU, Albertville, Ala.

— R —

RAITT, JOHN
The Chevy Show
NBC-TV

REED, KAREN
KNOX, Grand Forks, N. D.

REEDER, TOM
WABB, Mobile, Ala.

REEVES, JIM
The Jim Reeves Show
ABC

RICHARDS, CAROL
The Breakfast Club
ABC

ROBERTS, LYNN
Music from Manhattan
ABC-TV

RODRIGUE, GENE
KTIB, Thibodaux, La.

RODRIGUEZ, FELIPE
India Canta
WTL, Mayaguez, P. R.

ROMAN, DICK
The Liberace Show
ABC-TV

RONDO, DON
The Herb Oscar Anderson
Show
ABC

RUCKER, JOAN
WTND, Orangeburg, S. C.

RUSSELL, JACK

Your Show of Shows, NBC-TV
Opera, Max Liebman Specials,
Producer's Showcase, WRCA-TV;
Omnibus, WABC-TV; Woolworth
Hour, WCBS.

— S —

SAILOR, DELORIS
WJHO, Opelika, Ala.

SAPACK, MIKE
WDAU-TV, Scranton, Pa.

SAPACK, TERRI
WDAU-TV, Scranton, Pa.

SCOTT, GWEN
Soiree with Sontag
WOC, WOC-TV, Davenport,
Iowa

SCOTT, WALTER

Eagle Recording Artist

SEACRIST, EDDY
Pieces of Eight
WCHS, Charleston, W. Va.

SHARP, TIP
Pickin' N Singin'
WWKY, Winchester, Ky.

SIL, SUSAN
Music from Manhattan
ABC-TV

SINATRA, FRANK
Frank Sinatra Show
ABC-TV

SKINNER, JIMMIE
Tri-City Jamboree
WNOP, Newport, Ky.

SMITH, BOB

Howdy Doody Show, NBC-TV;
This Is Music, ABC-TV



Jan Crockett

Management: PETER DEAN—CO 5-0789



MARY LOU BREWER

AL. 5-9550

RADIO-TV VOCAL ARTISTS.....

SMITH, SHORTY
WWNS, Statesboro, Ga.

SONTAG, GEORGE
WOC, Davenport, Iowa

STACA, JEANNE
Songs For You
KTAT, Frederick, Okla.

STAFFORD, JO
Voice of Firestone
ABC-TV

STAMPER, JOE
Kentucky Mountain Boys
WKKS, Vanceburg, Ky.

STARR, BILLY
KDJJ, Holbrook, Ariz.

STEPHENS, GINNY
Ed Harvey Show
WCAU, WCAU-TV,
Philadelphia, Pa.

STEVENS, RISE
Voice of Firestone
ABC-TV

STEWART, SMOKEY
KDJJ, Holbrook, Ariz.

STRANGE, BILLY
The Bill Weaver Show
KNX, Los Angeles, Calif.

STRUBBAR, ROLAND
Surprize Package
WSIV, Pekin, Ill.

SUZUKI, PAT
Bert Parks' Bandstand
NBC

SWANN, LINDA
WEYE, Sanford, N. C.

— T —

TAYLOR, VERNON
WARL, Arlington, Va.

THOMSON, JIM
Tempus Fugit
WRAL-TV, Raleigh, N. C.

TILTON, MARTHA
KRCA, Los Angeles, Calif.

TUREK, BEVERLY
WFAU, Augusta, Me.

— W —

WADDELL, BOB
WFMY-TV, Greensboro, N. C.

WALDEN, CLIFF
WREM, Remsen, N. Y.

WARD, AL
Roseland Dance City; G. A. C.
Hamid Shows; Radio-TV-Records

WARD, JOHNSON, SINGERS
Spiritual Time
WLAG, LaGrange, Ga.

WARD, MADDY
Joe Martin Calling
WOW, Omaha, Neb.

WARE, ELOISE
Emma and Ellie Show
WWNS, Statesboro, Ga.

WATSON, DOLORES
The Jim Reeves Show
ABC

WAT, GINGER
WMCK, McKeesport, Pa.

WATTS, WORTHAM
KTRM, Beaumont, Tex.

WEHNER, EILEEN
Jim Deline and the Gang
WSYR, WSYR-TV,
Syracuse, N. Y.

WELLS, BERT
Party Time
KIMA-TV, Yakima, Wash.

WELLS, KENLYN
Soiree with Sontag
WOC-TV, Davenport, Iowa

WELSH, CHUCK
Luncheon at the Ones
WIBC, Pittsburgh, Pa.

WEST, WAYNE
KOLN TV, Lincoln, Neb.

WHEELER, DODDIE
Woman to Woman
KJNO, Juneau, Alaska

WILLIAMS, ANDY
The Chevy Showroom
ABC-TV

WILSON, ANDY
WLOF-TV, Orlando, Fla.

WINDER, PAT
Melody Time
KHHH, Pampa, Tex.

WITHERSPOON, DAVID
Tempus Fugit
WRAL-TV, Raleigh, N. C.

WRIGHT, DOYLE
WBMK, West Point, Ga.

WRIGHT, HANK
Barnyard Jamboree
WJPF, Herrin, Ill.

WRIGHT, TERESA
WAPI-TV, Birmingham, Ala.

WRIGHTSON, EARL
The Arlene Francis Show
NBC-TV

WYNN, JAN
Dinner Date
WJR, Detroit, Mich.

At your service . . .

CARL BYOIR & ASSOCIATES, INC.

800 Second Avenue, New York City

YUkon 6-6100

Offices:
New York
Washington
Chicago
Los Angeles

For information
or special features
contact
Muriel Fox Aronson,
Director, Radio-TV Dept.



PUBLIC RELATIONS AND PUBLICITY FIRMS

Addresses and Telephone Numbers for New York, Los Angeles, Chicago and Washington

NEW YORK

ALBER, DAVID O., ASSOC.
44 E. 53rd St. (22) ..TEmpleton 8-8300

Ames, Michael, Assoc.
550 - 5th Ave.....CIrcle 7-2045

Baldwin, The Organization
133 East 54th St. (22).....PLaza 5-9830

BARKAS & SHALIT, INC.
16 E. 41st St.....MUrray Hill 6-8670

Basch, Buddy, Office
17 East 45th St. (17)....MUrray Hill 7-8351

Birdwell, Russell & Assoc.
30 Rockefeller, Plaza (20)....CIrcle 6-1164

BRANDT PUB. REL. & PROM.
147 E. 50th St.....PLaza 3-1626

Brenon & Morgan Assoc.
36 West 56th St.....CIrcle 5-2750

BYOIR, CARL & ASSOC., INC.
800 2nd Ave.....YUkon 6-6100

Central Public Relations
441 Lexington Ave.....MUrray Hill 2-2662

Communications Counsellors
750 Third Ave.....OXford 7-7330

Dean, Phil, Assoc.
6 East 39th St.....MUrray Hill 5-1895

DINE & KALMUS
430 Park Ave.....PLaza 3-1370

ESP

EARL S. PEED PUBLIC RELATIONS

New York/527 Madison Avenue/PLaza 1-0030

Los Angeles/9125 Sunset Boulevard/CRestview 5-6007

PUBLIC RELATIONS—PUBLICITY FIRMS //////////////////////////////////////////////////////////////////

DORMANN, HENRY O.
55 East End Ave.....YUkon 8-4010

Etkes, Asher B.
16 East 52nd St.....PLaza 3-8114

Falk, Richard R., Assoc.
220 West 42nd St. (36)....CHickering 4-5797

Farnol, Lynn
50 Rockefeller Plaza.....JUdson 6-5777

Art Flynn Assoc.
590 Fifth Ave. (36).....CO 5-3400

Fritchen, Dean H.
219 East 66th St.....YUkon 8-6597

Ganshaw & Atlee
119 West 57th St.....CIrcle 5-9125

Gollin, Ed
49 W. 57th St.....PLaza 5-3032

Haloran, Ursula & Assoc.
375 Park Ave.....PLaza 1-1543

HFIN, JAC CO.
55 W. 54th St.....CIrcle 6-8130

Harrison, Edward
1501 B'way (36).....Lackawanna 4-1318

Jacobs, Arthur P.
3 East 54th St.....TEmpleton 8-0730

Katz, Alfred
60 East 56th St.....PLaza 7-4775

Larkin, Mark
8315 Lefferts Blvd., Kew Gardens, L. I.
.....VIrginia 9-6340

Meadow, Noel, Assoc.
229 West 42nd St. (36)....LOngaere 5-7763

McCARTY, MILBURN, ASSOC., INC.
17 East 45th St. (17) .MU. Hill 7-7773

Norton & Condon, Inc.
207 E. 31st St.....PLaza 9-4010

PEED, EARL S.
527 Madison Ave. (22) ..PLaza 1-0030

PENZELL, LARRY
15 E. 48th St.....PLaza 5-1366

Pine, Arthur, Assoc.
67 West 44th St.....MUrray Hill 7-2680

Proctor, James D.
545 Fifth Ave. (19)....MUrray Hill 7-5084

Queen, Robert I.
1420 Wood Rd.TA 9-6427

Richard, Max, Inc.
1776 B'way (19).....PLaza 7-6414

Roffman, Richard H., Assoc.
675 West End Ave.....RIverside 9-3647

ROGERS & COWAN
40 East 49th St. (17)....PLaza 9-6272

Russell, Joe, Assoc.
156 West 48th St.....CIrcle 5-4848

Schreier, George, Assoc.
400 Madison Ave. (17).....PLaza 3-6640

Smith, Betty, Assoc.
15 East 48th St.....PLaza 5-2068

Sonnenberg, Benjamin
247 Park Ave. (17).....PLaza 5-2200

Taplinger, Robert S., Assoc., Inc.
608 Fifth Ave. (20).....PLaza 7-8040

ROGERS & COWAN, INC.

PUBLIC RELATIONS

PUBLIC RELATIONS—PUBLICITY FIRMS

Tele-Theatre Corp.
c/o Robert Kerr, 41 W. 53rd St. Circle 6-7043

Waller, Tom, Assoc.
516 Fifth Ave. (18)....Murray Hill 7-1277

Waxman, A. P.
55 Central Park W. (23) SUsquehanna 7-4181

Weil, Joe, Assoc.
299 Madison Ave.....OXford 7-0279

Wolhandler Associates
280 Madison Ave., N. Y. 16....ORegon 9-8386

Cleary-Strauss & Irwin
7175 Sunset Blvd. (46)....HOLlywood 2-6486

Communication's Counselors, Inc.
8720 Sunset Blvd. (46).....OLympia 2-5252

Conlon, Secop
10111 Valley Spring Lane....POplar 2-2526

Crawford, Marge
6253 Hollywood Blvd.....HOLlywood 3-6831

Doff, Red
449 S. Beverly Dr.....CResview 6-1152

Eddy, Arthur
8584 Sunset Blvd.....OLympia 2-7155

Epstein, David
6777 Hollywood Blvd.....HOLlywood 2-6881

Essig Co., The
4063 Radford, Studio City.....POplar 3-4365

Ettinger Co., The
8720 Sunset Blvd.....OLympia 2-5252

Evelove, Alex
223 S. Beverly Dr.....BRadshaw 2-7858

Ferguson, Helen
151 El Camino Dr..... BRadshaw 2-3323

Fisher, George, Assoc.
6525 Sunset Blvd.....HOLlywood 3-1161

Flynn, Edward J.
7046 Hollywood Blvd.....HOLlywood 3-3277

Foladare & Assoc.
1741 N. Ivar.....HOLlywood 9-8135

Freeman & Wick
6606 Sunset Blvd.....HOLlywood 2-2395

Gardiner-Ross
9956½ Santa Monica Blvd. CResview 4-2387

Glass-Seltzer
8734 Sunset Blvd.....OLympia 2-5947

LOS ANGELES

Abarbanel, Sam X.
1135 S. Beverly Dr., L. A....CResview 4-6876

Ashton-Winter
8746 Sunset Blvd.....OLeander 5-8297

Auer, Miles Bohm
124 N. Crescent Hghts.HOLlywood 2-6416

Barnett, Bev
8780 Sunset Blvd. (46)....CResview 5-5186

Bennet, Harry
3440 Wilshire, Rm. 1215 (5)..DUnkirk 7-8371

Bernard, Judd
449 S. Beverly Dr.....CResview 5-4403

Best, Barbara,
1610 N. Argyle Ave. (28)..HOLlywood 9-2904

Blowitz-Maskel
6305 Yucca St.....HOLlywood 2-3291

Bozell & Jacobs, Inc.
340 N. Rodeo Dr.....BRadshaw 2-2081

Brenon & Morgan Assoc.
6262 Sunset Blvd.....HOLlywood 2-6311

Byoir, Carl & Assoc.
727 West 7th St.....TRinity 6421

DAVID O. ALBER ASSOCIATES

National
Television and Radio
Publicity

New York and Hollywood

DINE AND KALMUS

Public Relations Counselors
*Specialists in
Radio and Television*

Josef C. Dine Allan H. Kalmus

430 Park Avenue
New York 22, N. Y.
Plaza 3-1370

BERNIE KAMINS

PUBLIC RELATIONS

239½ So. Beverly Drive

Beverly Hills, Calif.

CRestview 1-8141



HENRY O. DORMANN

55 EAST END AVENUE • NEW YORK CITY

YU 8-4010

BARKAS AND SHALIT, INC.

PUBLIC RELATIONS

REPRESENTING:

DICK CLARK

CAPTAIN KANGAROO

SPLENDEX ENTERPRISES

16 EAST 41st ST.

NEW YORK 17, N.Y.

MURRAY HILL 6-8670

BRANDT

**PUBLIC RELATIONS AND
PROMOTION**

147 E. 50th ST.

N. Y. 22, N. Y.

PLAZA 3-1626

PUBLIC RELATIONS—PUBLICITY FIRMS

- Hansen Assoc.**
5880 Hollywood Blvd.....Hollywood 2-1133
- Hansen & Schwam**
8705 Sunset Blvd.....Hollywood 9-8371
- Harshe-Rotman, Inc.**
6399 Wilshire Blvd.....OLive 3-8530
- Hebert, William**
8800 Wilshire Blvd.....CRestview 5-0614
- Hill & Knowlton, Inc.**
1509 Cross Roads of the World
.....Hollywood 9-8371
- Honigberg, Sam & Assoc.**
6269 Selma.....Hollywood 5-0409
- Jacobs, Arthur P.**
449 S. Beverly Dr.....CRestview 4-8471
- Junciau, C. B., Inc.**
8447 Wilshire Blvd.....OLive 3-1770
-
239½ S. Beverly Dr..CRestview 1-8141
- Kaplan, Ralph J. Assoc.**
6606 Selma.....Hollywood 2-2961
- Keene & Assoc.**
108 West 6th St.....MAdison 6-3291
- Keller, Jack**
4223 Lemp Ave.....POplar 3-3080
- Kennedy, King, Bill Hendrix**
1430 Bellefast Dr. (46)....CRestview 1-8276
- Kennedy-Walker & Wooten**
8693 Wilshire Blvd.....OLympia 2-0555
- Kline, Walter & Assoc.**
1436 N. Serrano.....HOLLYWOOD 2-6371
- Lawson, Jack**
13000 Blairwood Dr., Studio City
.....STanley 3-3590
- Leighton, Joe**
6253 Hollywood Blvd.....HOLLYWOOD 5-1001
- LEWIN/KAUFMAN/SCHWARTZ**
259 S. Beverly Dr....BRadshaw 2-0744
- Lieberman, Frank & Assoc., Inc.**
8733 Sunset Blvd.....OLympia 2-2837
- Loeff, Ted**
259 S. Beverly Dr.....BRadshaw 2-6597
- McCarty, Milburn, Assoc., Inc.**
6253 Hollywood Blvd.....HO 5-2141
- McDermott, Pat**
521 N. La Cienega Blvd....OLeander 5-8322
- McFadden & Eddy Assoc.**
9155 Sunset Blvd.....BRadshaw 2-1133
- Mason, Bernice**
6223 Selma Ave.....HOLLYWOOD 7-3084
- Mayer, Howard G. & Dale O'Brien**
6331 Hollywood Blvd. (28) ..HOLLYWOOD 3-5658
- Millar, Mack**
1823 Coldwater Canyon.... CRestview 5-8830
- Miller, Steve & Assoc.**
449 S. Beverly Dr.....CRestview 6-8172
- Milligan, Bernie**
11144 Valley Spring Pl.....STate 7-6660
- Moses, Chas. A. & Assoc.**
780 N Gower St., L. A.....HOLLYWOOD 9-6950
- Mulcahy, J. T. & Henry Arnsten**
451 N. La Cienega Blvd. (48) OLYMPIA 2-2836
- Parks-Morrison Co.**
8820 Sunset Blvd. (46).....OLeander 5-6744
- Peirce, Bill**
8582 Sunset Blvd.....BRadshaw 2-1723
- Perrett, Frank**
10444 Santa Monica Blvd...BRadshaw 2-1045
- Pettebone, Jean**
8706 Sunset Plaza Pl. (46) CRestview 5-3660

CHARLES POMERANTZ

Public Relations

PUBLICITY • PUBLIC RELATIONS

LARRY PENZELL

15 E. 48th ST., NEW YORK 17, N. Y.

PLAZA 5-1366-7



**Milburn
McCarty
Associates, Inc.**

**public
relations**

**Industrial • Commercial
Television**

*Offices:
New York
Hollywood
Cleveland
Miami*

*Also McCarty PR Network
in 212 cities*

Lewin/Kaufman/Schwartz

Public Relations

259 So. Beverly Drive
Beverly Hills
BRadshaw 2-0744

Ray Rebhann
Jane Duffy

- POMERANTZ, CHARLES**
1741 N. Ivar.....HOLLYWOOD 7-6171
- Preston, Joel**
7266 Franklin Ave. (46)...CREstview 5-4341
- Procktor, Jack**
6926 Melrose Ave. (38)....WEBster 6-7235
- Rackin, A. L.**
357 N. Canon Dr.....CREstview 4-6841
- Roche, Frank & Assoc.**
8721 Beverly Blvd. (48)....OLEander 5-7670
- Rogers, Charlotte**
6626 Franklin Ave.....HOLLYWOOD 5-9470
- Rogers, Cowan, Inc.**
250 N. Canon Dr.....CREstview 5-4581
- Rose, Glenn & Assoc.**
8582 Sunset Blvd. (46).....OLympia 2-7056
- Ross, Jerry, Organization**
1610 Argyle.....HOLLYWOOD 9-8379
- Ryan-Norris**
6253 Hollywood Blvd.....HOLLYWOOD 5-7310
- Sayer, Juanita**
4643 Beverly Blvd.....HOLLYWOOD 5-5750
- Seofield, Ed, Assoc.**
951 N. La Cienega Blvd. (46)
.....OLEanedr 5-8578
- Sherman & Pam**
1040 N. Las Palmas Ave....HOLLYWOOD 7-3111
- Simmons Assoc.**
904 N. La Cienega Blvd....OLympia 2-1765
- Simpson, Len & Assoc.**
6331 Hollywood Blvd.....HOLLYWOOD 3-5176
- Sloan Co.**
8979 Sunset Blvd.....BRAdshaw 2-7475
- Smith, Lou, Organization**
270 N. Canon Dr.....CREstview 4-7251
- Spector, Hal**
1467 Vine St.....HOLLYWOOD 3-6555
- Taplinger, Robert S. Assoc. Inc.**
211 S. Beverly Dr.....BRAdshaw 2-3025
- Thompson, J. Walter Co.**
6505 Wilshire Blvd.....OLive 3-0300
- Watters, Bill**
1271 St. Ives Pl.....BRAdshaw 2-7205
- Weiser, Marty**
9424 Dayton Place, B. H....CREstview 6-1776
- Weiss, Milton & Assoc.**
8756 Holloway Dr.....OLEander 5-6781
- Williams, Berne-Mulvay, Kay**
1508 Cross Roads of the World
.....HOLLYWOOD 2-7401
- Wolcott & Assoc.**
1308 Wilshire Blvd.....DUNkirk 5-5351

CHICAGO

- Allen, Jerry**
807 N. Wabash Ave.....DELaware 7-6498
- Ballantine, Lucille**
1260 N. Dearborn St.....WHitehall 4-5620
- Cox, Ted, Assoc.**
140 N. Dearborn St.....CENTral 6-7796
- Cushman, Aaron**
333 N. Michigan Ave.....ANDover 3-0620
- Howe, Bob**
540 N. Michigan Ave.....WHitehall 4-1303
- Janis, Martin E.**
100 W. Montroe St.....CENTral 6-1670
- Joslyn, Margaret M.**
740 N. Rush St.....MICHigan, 2-0661
- Joyce, Fred**
720 S. Michigan Ave.....WABash 2-4519

AP News
Is Preferred

... by Listeners — because it is
dependable as well as interesting.

AP
Preferred

50 Rockefeller Plaza · New York 20, N. Y.

Kassel, Norman
54 W. Randolph St.....ANdover 3-2308

Kraus, Herbert M.
140 N. Dearborn St.....RAndolph 6-3088

McGuire, Jack
107 E. Ontario St.....MOhawk 4-3828

Margolis, William G.
127 N. Dearborn St.....DEarborn 2-2427

Mendelsohn, Howard
612 N. Michigan Ave.....MIchigan 2-0244

Montague, Paul
193 N. State St.....MIchigan 2-6000

Nack, Sophie
410 S. Michigan Ave.....Harrison 7-4250

Neiman, Sheldon M., Inc.
32 W. Randolph St.....CEntal 6-3070

Schickel, Steve, Enterprises
400 N. Michigan Ave.....WHitehall 4-3540

Schooler, Lee
75 E. Wacker Dr.....RAndolph 6-2891

Taplinger, Robert S. Assoc. Inc.
6 North Michigan Ave.....DEarborn 2-6792

WASHINGTON

Byoir, Carl & Assoc.
National Press Bldg.....STerting 3-6565

Kaufman, Henry J. & Assoc.
1419 H. St., N. W.....DIstrict 7-7400

LaFalce, Rick J.
441 G. St., N. W.....NATIonal 8-6063

Newmyer Assoc.
1000 Vermont Ave., N. W.....DIstrict 7-9200

Jac Hein Company

Public Relations



Television Consultants

55 West 54th Street
New York 19, N. Y.
Circle 6-8130

DAVID ALEXANDER

Live

KRAFT — U. S. STEEL

Film

“I” Series — CBS-TV — DEADLINE
DECOY

★

Personal Management
Hillard Elkins Inc.

Don Richardson

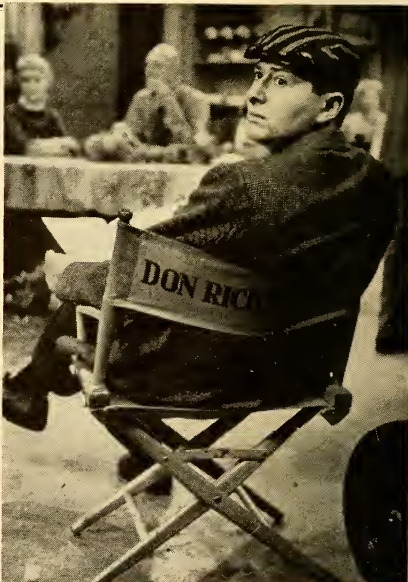
Director



Management

JEROME HELLMAN

PL 3-7715



RADIO-TV DIRECTORS

RADIO AND TELEVISION
—their work during 1958

— A —

ADISS, JUSTUS

G. E. Theatre, Alfred Hitchcock Presents, Wagon Train, Restless Gun.

ALEXANDER, DAVID

Film: Decoy
Live: U. S. Steel, Kraft

ALEXANDER, JOHN

Anybody Can Play
ABC-TV

ALMOND, PAUL

Encounter
ABC-TV

ALSWANG, RALPH

Westinghouse Desilu Playhouse
CBS-TV

ALTER, PAUL

To Tell the Truth
CBS-TV

APPEL, DON

The Paul Winchell Show
ABC-TV

ARCHAINBAUD, GEORGE

Lassie
CBS-TV

ASHLEY, IRA

Young Doctor Malone, Burton
CBS

AVERBACK, HY

The Real McCoys
ABC-TV

— B —

BANNER, BOB

The Garry Moore Show, Ginger Rogers Show (Pontiac special)
CBS-TV

BARE, RICHARD

77 Sunset Strip
ABC-TV

BARSHA, LEON

Bold Journey
ABC-TV

BEAUDINE, WILLIAM

Walt Disney's Adventure Time, The Adventures of Rin Tin Tin, ABC-TV

BERENSON, IRVING

U. N. on the Record
CBS

BERLIN, ABBY

The Ann Sothern Show
CBS-TV

BERNS, SEYMOUR

The Jack Benny Program (live)
CBS-TV

BERNSTEIN, LEONARD

New York Philharmonic
Young People's Concerts
CBS-TV

BIRCH, PETER

Captain Kangaroo
CBS-TV

BISHOP, TERRY

Robin Hood
CBS-TV

BLAIR, GEORGE

Superman, Tales of the Texas Rangers
ABC-TV

BLEYER, ROBERT

The Peter Lind Hayes Show
ABC-TV

BOGART, PAUL

Armstrong Circle Theatre
CBS-TV

BRAHM, JOHN

Lux — Schlitz Playhouse
CBS-TV

BROWN, HIRAN

The Affairs of Dr. Gentry; Five Star Matinee; Don Ameche's Real Life Stories
NBC

BROWNING, KIRK

The Frank Sinatra Show
ABC-TV

BUCHANAN, BRUCE

Mickey Mouse Club
ABC-TV

BUNETTA, FRANK

Sid Caesar Invites You, ABC-TV

FRANK BUNETTA

DIRECTOR-PRODUCER



Cort Steen



CHET GIERLACH

Producer—Director



BARRY SHEAR
PRODUCER DIRECTOR

NBC

Brussels World's Fair Award 1958
Sylvania Award 1957



New York - California

GARRY SIMPSON



Films and Live TV
PRODUCER-DIRECTOR

Agent: Goldstone-Tobias
Herb Tobias
Beverly Hills, Calif.
Crestview 6-1071
Or in New York, Call . . .
Greenwich, Conn.
Townsend 9-3940

— C —

CARR, THOMAS
Cheyenne, ABC-TV;
Wanted — Dead or Alive
CBS-TV

CASELLI, LaMAR
The Last Word, CBS;
The G-E College Bowl
CBS-TV

CATES, GILBERT
B. June 6, 1933, New York City,
N. Y.; Haggis Baggis, NBC-TV;
ABC-TV; CBS-TV

CLARK, JOHN
This Is Music
ABC-TV

COLLERAN, BILL
The Bing Crosby Show
ABC-TV

COOK, FIELDER
Playhouse 90
CBS-TV

CORDAY, TED
As the World Turns
CBS-TV

CORRIGAN, WILLIAM
Armstrong Circle Theatre,
"Little Women", CBS-TV

CROSLAND, ALAN
Cheyenne
ABC-TV

— D —

DANIELS, JACK
Woody Woodpecker
ABC-TV

DAVIS, EDDIE
Tombstone Territory, Rough
Riders, Adventure at Scott
Island ABC-TV

de CAPRIO, AL
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

DeCORDOVA, FRED
December Bride
CBS-TV

Di BENEDETTO, JULIO
The Garry Moore Show
CBS-TV

DIETRICK, GARTH
The Dick Clark Show
ABC-TV

DINEHART, ALAN
Pantomime Quiz ABC-TV

DISKIN, MARSHALL
Campaign Roundup, Report
Card 1958, John Daly and the
News ABC-TV

DOLAN, JIM
Sports Time
CBS

DONEHUE, VINCENT J.
Playhouse 90
CBS-TV

DONOVAN, TOM
The United States Steel Hour,
DuPont Show of the Month
(The Hasty Heart), Playhouse
90 (Time of Your Life)
CBS-TV

DUBIN, CHARLES S.
Seven Lively Arts
CBS-TV

**DUNLAP, RICHARD
DONOVAN**
Voice of Firestone
ABC-TV

DURAND, JOE
County Fair, NBC-TV

— E —

ENGLISH, JOHN
Dick Powell's Zane Grey
Theatre CBS-TV

— F —

FASSETT, JIM
The New York Philharmonic
CBS

FELDMAN, DICK
Art Carney Meets "Peter and
the Wolf" ABC-TV

FERBER, MEL
Wonderful Town, Seven
Lively Arts
CBS-TV

FOSTER, NORMAN
Walt Disney Presents
ABC-TV

FRANKENHEIMER, JOHN
Playhouse 90
CBS-TV

FRISTOE, ALLEN
The Edge of Night
CBS-TV

FRYERS, ED
Johns Hopkins File 7,
ABC-TV



**LEONARD
VALENTA**

**TELEVISION
DIRECTOR**

Trafalgar 7-0962

Agent:
Ashley-Steiner, Inc.
579 Fifth Ave., N.Y.C.
MU 8-8330



JOE DURAND

DIRECTOR
OF
COUNTY FAIR
NBC-TV

Frank Satenstein

Director

Jackie Gleason Show

CBS-TV

JUSTUS ADDISS



Director

Television

"G.E. THEATER"
"ALFRED HITCHCOCK PRESENTS"
"WAGON TRAIN"
"RESTLESS GUN"

Features

"CRY BABY KILLER"
Allied Artists Release



H. WESLEY KENNEY

Producer-Director

LY 5-3764

— G —

GADETTE, FRED
You Asked For It
ABC-TV

GALLU, SAM
Navy Log
ABC-TV

GIERLACH, CHET

GEISEL, DAVID
The Oldsmobile Show
ABC-TV

GERSTAD, HARRY
Superman
ABC-TV

GIBBS, PARKER
Bert Parks' Bandstand,
The Eternal Light, NBC

GOLTZ, SIDNEY
All-Star Golf
ABC-TV

GREENE, DAVIE
Pursuit
CBS-TV

GROSS, LLOYD
Play Your Hunch
CBS-TV

GUZMAN, CLAUDIO
Westinghouse Desilu
Playhouse CBS-TV

— H —

HELLER, FRANKLIN
What's My Line, I've Got A
Secret CBS-TV

HENDERSON, FREDERICK
Arthur Godfrey Time
CBS

HEYES, DOUGLAS
Colt .45, Maverick
ABC-TV

HILL, GEORGE ROY
Seven Lively Arts, Playhouse
90 CBS-TV

HILLER, ARTHUR
Westinghouse Desilu Play-
house, Playhouse 90 CBS-TV

HIRSCHMAN, HERBERT
Playhouse 90
CBS-TV

HOBIN, BILL

The Pat Boone Chevy Showroom,
ABC-TV

HOBSON, JAMES
The Plymouth Show, Starring
Lawrence Welk ABC-TV

HOPPER, JERRY
Naked City ABC-TV

HOWELL, BILL
As the World Turns CBS-TV

HOWELL, CLIFF
Amos 'n' Andy Music Hall
CBS

— J —

JACKMAN, FRED
Circus Boy
ABC-TV

JEWISON, NORMAN
Your Hit Parade CBS-TV

JONSON, KEVIN
The Guy Mitchell Show
ABC-TV

JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS

JONES, CLARK
The Patrice Munsel Show
ABC-TV

— K —

KANE, MIKE
Art Linkletter's House Party
CBS, CBS-TV

KASPER, ED
Bowling Stars
ABC-TV

KAY, ROGER
Dick Powell's Zane Grey
Theatre CBS-TV

**KENNEY,
H. WESLEY**

B. Jan. 3, Dayton, Ohio; True
Story, Modern Romances, NBC;
Nightbeat, Art Ford's Green-
wich Village Party, DuMont

KERN, JAMES V.
The Betty White Show
ABC-TV

KESLER, HENRY
West Point ABC-TV

KNOWLES, BERNARD
Robin Hood CBS-TV

KULIK, BUZZ
Pursuit, Playhouse 90 CBS-
TV

— L —

LAFFERTY, PERRY
Name That Tune
CBS-TV

LANDIS, JOE
The Liberace Show
ABC-TV

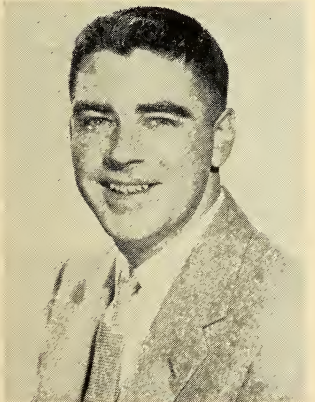
LAVEN, ARNOLD
The Rifleman ABC-TV

LEADER, ANTHONY
The Adventures of Jim Bowie
ABC-TV

LEFTWICH, ALEX
Mother's Day ABC-TV

LEONARD, RICHARD
Romance of Helen Trent
CBS

LEONARD, SHELDON
The Danny Thomas Show
CBS-TV



BILL HOBIN
Producer-Director
The Pat Boone Chevy Showroom
ABC-TV



TED NATHANSON
DIRECTOR
NBC-TV

RADIO-TV DIRECTORS

LUMET, SIDNEY

The United States Steel Hour,
Du Pont Show of the Month
(Count of Monte Cristo)
CBS-TV

— Me —

McCULLOUGH, ANDREW

The Donna Reed Show
ABC-TV

McDONALD, FRANK

The Life and Legend of
Wyatt Earp ABC-TV

McDOUGALL, FRANK

Wanted — Dead or Alive
CBS-TV

McLAGLEN, ANDREW V.

Have Gun, Will Travel
CBS-TV

— M —

MacALLEN, JAMES

As the World Turns CBS-TV

MacDONNELL, NORMAN S.

Gunsmoke, Have Gun, Will
Travel CBS

MacGREGOR, KEN

My True Story NBC

MacKENZIE, MURDO

Rusty Draper Show CBS

MacLAGLEN, ANDREW

Gunsmoke CBS-TV

MANN, DELBERT

Playhouse 90 CBS-TV

MARSHALL, WILLIAM

Metropolitan Opera CBS

MARTINSON, LESLIE H.

Sugarfoot ABC-TV

MAYER, GERALD

Man With a Camera ABC-TV

MILLER, SIDNEY

The Ann Sothern Show
CBS-TV

MINER, ALLEN

Westinghouse Desilu
Playhouse CBS-TV

MOORE, ED

Cowtown Rodeo
ABC-TV

MULLIGAN, BOB

Du Pont Show of the Month
(What Every Woman Knows)
(The Human Comedy)
(Bridge of San Luis Rey)
(Member of the Wedding) (A
Tale of Two Cities)
Playhouse 90 CBS-TV

— N —

NADELL, EDMUND

The Peter Lind Hayes Show
ABC-TV

NATHANSON, TED

NBC-TV

NELSON, OZZIE

The Adventures of Ozzie and
Harriet ABC-TV

NELSON, RALPH

Du Pont Show of the Month
(Aladdin) Playhouse 90
(Nutteracker) (Return of An-
sel Gibbs)

NICKELL, PAUL

Pursuit CBS-TV

— O —

O'BRIEN, RAY

All-Star Golf ABC-TV

ORENSTEIN, LEO

Encounter ABC-TV

— P —

PAUL, BYRON

The Verdict Is Yours
CBS-TV

PENN, ARTHUR

Playhouse 90 CBS-TV

PETERSON, CLIFF

The Breakfast Club ABC

PETRIE, DANIEL

Du Pont Show of the Month
(Wuthering Heights) Play-
house 90 CBS-TV

PITTMAN, MONTGOMERY

Lawman, ABC-TV

POST, TED

Westinghouse Desilu
Playhouse CBS-TV

— R —

REISNER, ALLEN

Playhouse 90, Westinghouse
Desilu Playhouse CBS-TV

RICH, DAVID

Playhouse 90 CBS-TV

RICHARDSON, DON

Wonderful World of Little Julius;
The United States Steel Hour,
CBS-TV

ROBBIE, SEYMOUR

Music Bingo, ABC-TV;
Top Dollar, CBS-TV

ROBERTS, PAUL

Ma Perkins, Whispering
Streets, Happiness CBS

ROBERTSON, LARRY

Day in Court

DICK SCHNEIDER

DIRECTOR

NBC-TV

ROBSON, WILLIAM N.
Suspense CBS

RUBEN, AARON
The Phil Silvers Show 'You'll
Never Get Rich' CBS-TV

RUSSELL, WILLIAM
Perry Mason
CBS-TV

— S —

SALE, RICHARD
Yancy Derringer
CBS-TV

SAMETH, JACK
Open Hearing ABC-TV

SANDWICK, RICHARD
The Edge of Night
CBS-TV

**SATENSTEIN,
FRANK**
Jackie Gleason Show, CBS-TV

SCHAEFER, GEORGE
Gift of the Magi, Du Pont
Show of the Month (Harvey)
CBS-TV

SCHAFFNER, FRANKLIN
Playhouse 90 CBS-TV

SHEAR, BARRY

**SCHNEIDER,
DICK N.**
Wide Wide World, Emmy Awards,
Academy Awards, Survival Street,
Do Re Mi, NBC-TV; Salute to
Eisenhower, Closed Circuit, Demo.
& Rep. Conventions, NBC

SEGAL, ALEX
The United States Steel Hour,
Du Pont Show of the Month
(The Winslow Boy) CBS-TV

SEITER, WILLIAM
Love That Jill ABC-TV

SEABOURNE, PETER
Robin Hood, CBS-TV

SHELDON, JAMES
West Point ABC-TV

SIDARIS, WILLIAM
Confession ABC-TV

SIMPSON, GARRY
B. Feb. 16, 1919, United States;
Wide Wide World, Armstrong
Circle Theatre, Campbell Sound-
stage, The Jimmy Durante Show,
Philco Television Playhouse, The
Ed Wynn Show, NBC

SIODMAK, ROBERT
O. S. S. ABC-TV

SKUTCH, IRA
Beat the Clock ABC-TV

SMIGHT, JACK
Victor Borge's Comedy and
Music
CBS-TV

SPOSA, LOU
ESP ABC-TV

STEARNS, JOHNNY
Make Me Laugh ABC-TV

STEEN, CORT
B. July 14, 1918, Pittsburgh, Pa.;
Voice of Firestone, Sammy Kaye's
Music from Manhattan, ABC-TV;
\$64,000 Question, \$64,000 Chal-
lenge, Top Dollar, CBS-TV

STENTA, RICHARD
Couple Next Door CBS

SULLIVAN, JACK
Chance for Romance
ABC-TV

SWIFT, DAVID
Playhouse 90 CBS-TV

— T —

THORPE, JERRY
The Walter Winchell File,
ABC-TV; Westinghouse
Lucille Ball-Desi Arnaz
Shows, CBS-TV

TOKAR, NORMAN
Leave it to Beaver
ABC-TV

TUBBS, CARL
The Baseball Corner
ABC-TV

TULLY, MONTGOMERY
Scotland Yard
ABC-TV

— V —

**VALENTA,
LEONARD F.**
B. Nov. 22, 1923, Philadelphia,
Pa.; Big Story, NBC-TV; Studio
One, Tales of Tomorrow, Charlie
Wild, CBS-TV

VINCENT, CHICK
Pepper Young's Family
NBC

VOUTSAS, GEORGE
Bert Parks' Bandstand; The
Eternal Light, Pocketbook
News
NBC

— W —

WALKER, ROBERT G.
Circus Boy
ABC-TV

WITNEY, WILLIAM
Zorro
ABC-TV

WEIS, DON
The Jack Benny Program
CBS-TV

WENDKOS, PAUL
Playhouse 90
CBS-TV

WEYMAN, RONALD
Stars of Jazz, Encounter
ABC-TV

WHELAN, KEN
For Love or Money
CBS-TV

WHORF, RICHARD
Gunsmoke
CBS-TV

WINSTON, RON
Playhouse 90
CBS-TV

— Y —

YATES, EDWARD J.
American Bandstand
ABC-TV

YURDIN, CLAY
Chance for Romance
ABC-TV

— Z —

ZIRATO, BRUNO
Galen Drake Show
CBS

HERBERT B. LEONARD

Producer

"THE NAKED CITY" — ABC-TV

"THE ADVENTURES OF RIN TIN TIN" — ABC-TV

"RESCUE 8" — Syndication

"CIRCUS BOY" — NBC-TV

Co-Producer

in association with Screen Gems

RADIO-TV PRODUCERS

RADIO AND TELEVISION

—their work during 1958

— A —

ABERT, PAUL
WTIC-TV, Hartford, Conn.

ACKERMAN, HARRY
Leave It to Beaver, Tales of the Texas Rangers
ABC-TV

ADAME, JULIAN
Dig This: Talent Search
KRGV-TV, Weslaco, Tex.

ADAMS, STAN
KELP-TV, El Paso, Tex.

ALLEN, CHUCK
Teen Tempos
WLBT, Jackson, Miss.

ALLEN, CLYDE
Bandstand
WTVM, Columbus, Ga.

ALLINGHAM, BOB
Easy Does It
KVAR, Phoenix-Mesa, Ariz.

ALMOND, PAUL
Encounter
ABC-TV

AMODEO, JOHN
KROD-TV, El Paso, Tex.

ANDERSON, WILLIAM H.
Zorro
ABC-TV

ANDREWS, CHARLES
Arthur Godfrey Time
CBS, CBS-TV

ANELIA, RITA

B. April 23, 1921, Brooklyn, N. Y.; The Intimate Side of Opera (New Series, 13 weeks)

ANNAND, FRANK
WCHS, Charleston, W. Va.

ANTHONY, JOHN
WITI-TV, Milwaukee, Wisc.

APPEL, DON
The Paul Winchell Show
ABC-TV

ARNAZ, DESI
Westinghouse Lucille Ball-Desi Arnaz Shows
CBS-TV

ASHLEY, IRA
Young Doctor Malone; Burton
CBS

ASTOL, LALO, Sr.
KCOOR Theatre
KCOOR-TV, San Antonio, Tex.

ATKINS, GLEN, Jr.
WLOS-TV, Asheville, N. C.

AUCHINCLOSS, GORDON
The Johnny Pearson Show
ABC

AUSTIN, BOB
Ranger Hal
WJXT, Jacksonville, Fla.

AYERS, TED
Face the Nation
CBS

— B —

BABBIN, JACQUELINE
Armstrong Circle Theatre
CBS-TV

BACH, BOB
What's My Line
CBS-TV

BAILEY, JAMES
Channel 3 Clubhouse
WKZO-TV, Kalamazoo, Mich.

BAKER, JERRY
KELP-TV, El Paso, Tex.

BAKER, JIMMIE
Rough Riders
ABC-TV

BANNER, BOB
The Garry Moore Show, Ginger Rogers Show (Pontiac Special)
CBS-TV

BENSON, LEON
West Point
ABC-TV

BERG, HAL
Hatchy Malatchy
WNEP-TV, Scranton, Pa.

BERGER, NORMAN
WKBN-TV, Youngstown, Ohio

BERGSTRUM, RALPH
The Breakfast Club
ABC

BERNAL, MANUEL
Home Sweet Home
KCOOR-TV, San Antonio, Tex.

BIDUS, JOHN
WRVC-TV, Philadelphia, Pa.

BLACKBURN, NORMAN
Circus Boy
ABC-TV

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BLAIE, JIM
WBOY-TV, Clarksburg, W. Va.

BLOOM, DAN
The World Tonight
CBS

BLUE, PAUL
KLZ-TV, Denver, Colo.

BORDEN, THOMAS
WTAE, Pittsburgh, Pa.

BOWE, GEORGE
WTIC-TV, Hartford, Conn.

BOWLES, KEN
KRGV-TV, Chattanooga, Tenn.

BOYD, MILTON
WHBF-TV, Rock Island, Ill.

BRADDOCK, ART
WJTV, Jackson, Miss.

BRADY, BEN
Perry Mason
CBS-TV

BREEN, MIKE
WSYR-TV, Syracuse, N. Y.

BRESLER, JERRY
The Merv Griffin Show
ABC

BROCKEN, JULES
Lux-Schlitz Playhouse
CBS-TV

BROCK, PARA LEE
4-H Hour
WAGA-TV, Atlanta, Ga.

BRODKIN, HERBERT
Playhouse 90
CBS-TV

BROOKS, BRUCE
KROD-TV, El Paso, Tex.

BROOKS, RAY
The 4 Sharps
WHIS-TV, Bluefield, W. Va.

BROWN, HI
The Affairs of Dr. Gentry, Five Star Matinee, Don Ameche's Real Life Stories
NBC

BROWN, ORVAL
TV News Digest
KSBY-TV, San Luis Obispo, Calif.

BROWN, PEN
KFBB-TV, Great Falls, Mont.

BRUESS, ROBERT
WSAU-TV, Wausau, Wisc.

BRYANT, JEANICE
WABI-TV, Bangor, Me.

BUCK, JULES
O. S. S.
ABC-TV

BURDICK, JERRY
Bob Brandy Time
WTVC, Chaitanoga, Tenn.

BURNETT, MURRAY
Chance for Romance
ABC-TV

BURR, EUGENE
The Verdick Is Yours
CBS-TV

— C —

CAPSTAFF, AL
Monitor, Nightline, NBC
Image Series
NEC

CARLIN, STEVE
Top Dollar
CBS-TV

CARLTON, CARL
Princess Mary's Castle
WEKB, Chicago, Ill.

CARNEY, JOSEPH
Jazz Party
KMSP-TV, Minneapolis, Minn.

CARR, PAUL
Bingo at Home
KLOR-TV, Provo, Utah

CARVER, JACK
KLZ-TV, Denver, Colo.

CATES, GILBERT
B. June 6, 1933, New York City; Haggis Baggis, NBC-TV; ABC-TV; CBS-TV

CHAMBERLAIN, CRAN
You Asked For It
ABC-TV

CHAMPION, BOB
Popeye
WSOC-TV, Charlotte, N. C.

CHARLES, GEORGE
The Oldsmobile Show
ABC-TV

CHERKEZIAN, NAZARET
Eye on New York
WCBS-TV, New York, N. Y.

CHRISTENSEN, JAMES A.
WBEN-TV, Buffalo, N. Y.

CHUMLEY, RAY
Circle 3 Ranch
WRGP-TV, Chattanooga, Tenn.

CHUN, CLARENCE
Televi Digest
KONA-TV, Honolulu, Hawaii

CLAYER, ROBERT E.
Captain Kangaroo
CBS-TV

CLAWSON, GRANT R.
KSL-TV, Salt Lake City, Utah

CLEARY, JOHN
"The G-E College Bowl"
CBS-TV

COBB, DENNIS
WXEX-TV, Petersburg-Richmond, Va.



ANN MARLOWE

Producer-Packager

Jaime del Valle



"THE LINEUP"

"SAN FRANCISCO BEAT"

RADIO-TV PRODUCERS

COE, FRED
Playhouse 90
CBS-TV

COHAN, PHIL
The Guy Mitchell Show
ABC-TV

COHAN, ALBERT J.
The Ann Sothern Show
CBS-TV

COLE, SIDNEY
Robin Hood
CBS-TV

COLERAN, BILL
The Bing Crosby Show
ABC-TV

COLLIER, WALT
5 Star Final
KSYD-TV, Wichita Falls,
Tex.

COLLIGAN, JIM
The Baseball Corner
ABC-TV

COLLYER, BUD
Beat the Clock
ABC-TV

COLVIN, JERRY
Refreshment Time
KTBS-TV, Shreveport, La.

CONGER, WILLIAM
KMSO-TV, Missoula, ont.

CONKLIN, HARTWELL
WLOF-TV, Orlando, Fla.

CONNELLY, JOE
Leave it to Beaver
ABC-TV

COOLEY, LEE
Perry Como Show, NBC-TV; "Big
Record," CBS-TV

CORNER, MERLE
Pictorial News Review
WHIO-TV, Dayton, Ohio

COSTELLO, ROBERT
Armstrong Circle Theatre
CBS-TV

COUGHLIN, ALFRED
The Merv Griffin Show
ABC

CRAFT, JAMES
KNOE-TV, Monroe, La.

CROSS, PERRY
"County Fair," NBC-TV

CROTHERS, GEORGE
Invitation to London
CBS

— D —

DAUGHERTY, DUFF
Rainbow House
KONA-TV, Honolulu, Hawaii

DAUGHERTY, JEAN
Magic Toy Shop
WHEN-TV, Syracuse, N. Y.

DAVID, RUSS
Fun Fare
KSD-TV, St. Louis, Mo.

DAVIS, WALT
4:30 Hop
KTSM-TV, El Paso, Tex.

DEL VALLE, JAIME

B. Jan., 19, 1910, Los Angeles,
Calif.; The Line Up, San Fran-
cisco Beat, CBS-TV; Film Sales

DEMET, PETER
All-Star Golf
ABC-TV

DESSART, GEORGE
WCAU-TV, Philadelphia, Pa.

DEVENDORF, DON
WSAV-TV, Savannah, Ga.

DIETRICH, GARTH
Timex All-Star Jazz Show,
CBS-TV

DISNEY, WALT
Walt Disney's Adventure
Time; Zorro; Mickey Mouse
Club
ABC-TV

DOLAN, JAMES M.
Sports Time
CBS

DOLMAS, GEORGE
The News Eye
KSYD-TV, Wichita Falls,
Tex.

DONLON, ED
The Johnny Evans Show
WIS-TV, Columbia, S. C.

DUDDY, LYN
The Merv Griffin Show
ABC

DUFF, GORDON
Playhouse 90 (Time of Your
Life); Du Pont Show of the
Month (Hasty Heart)
CBS-TV

DUNHAM, WALLY
This is Music
ABC-TV

DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa

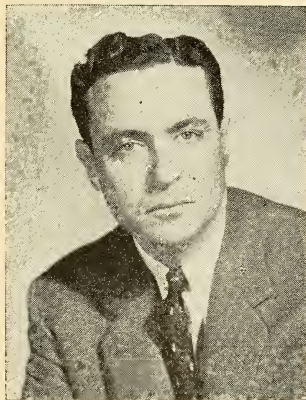
— E —

EDELMAN, LOUIS F.
The Adventures of Jim
Bowie, The Life and Legend
of Wyatt Earp, ABC-TV
The Danny Thomas Show,
CBS-TV



CLARK JONES

PRODUCER — DIRECTOR



RICHARD D. HEFFNER

PRODUCER-MODERATOR

"OPEN MIND"

WRCA-TV

RADIO-TV PRODUCERS

EDWARDS, RALPH

B. June 13, Merino, Colo.;
This Is Your Life, NBC-TV

EDWARDS, SUE

Romper Room
WTVN-TV, Columbus, Ohio

ELLSWORTH, WHITNEY

Superman
ABC-TV

END, JACK

WROC-TV, Rochester, N. Y.

ENDICOTT, BILL

KTNT-TV, Tacoma, Wash.

ENGLANDER, ROGER

New York Philharmonic
Young People's Concerts
CBS-TV

EPSTEIN, JON

Adventure at Scott Island
ABC-TV

EWING, ED

Wrestling
WDBJ-TV, Roanoke, Va.

— F —

FANNING, BILL

KOMO-TV, Seattle, Wash.

FARREN, JACK

Concentration, Bob Smith Show,
NBC-TV; Windy Dink & You,
CBS-TV

FASSETT, JIM

The New York Philharmonic;
The Cleveland Orchestra CBS

FATES, GIL

What's My Line, I've Got A
Secret, To Tell the Truth
CBS-TV

FEDDERSON, DON

The Betty White Show,
ABC-TV; The Millionaire,
CBS-TV

FELDMAN, CHESTER

I've Got A Secret
CBS-TV

FENNELLY, VINCENT M.

Trackdown
CBS-TV

FENNELLY, VINCENT M.

Trackdown
CBS-TV

FENTRESS, JACK

KNOE-TV, Monroe, La.

FIELDS, RALPH

"Wonderful Town"
CBS-TV

FISHER, CHARLES

As the World Turns
CBS-TV

FITZPATRICK, TOM

WSYR-TV, Syracuse, N. Y.

FLACK, DON

WPTV, Palm Beach, Fla.

FLETCHER, VIC

WEEK-TV, Peoria, Ill.

FLETRICH, TERRY

Cap'n Sam — Midday
WDSU-TV, New Orleans,
La.

FOREHAND, JACK

Pepsi-Cola Merry-Go-Round
WECT, Wilmington, N. C.

FORREST, RAY

Children's Theatre, WRCA-TV

FOWLES, KEITH

WAGM-TV, Presque Isle, Me.

FRAMER, WALT

For Love or Money
CBS-TV

FREDERICKS, JACK

Good Living
WKTV, Ulica, N. Y.

FREEMAN, DOUGLAS

WRVA-TV, Richmond, Va.

FREEMAN, EVERETT

Bachelor Father
CBS-TV

FREESE, JACK

WPTV, Palm Beach, Fla.

FRIENDLY, FRED W.

"Small World"
CBS-TV

FRIERSON, BOB

Talk Back
WIS-TV, Columbia, S. C.

FRYER, ROBERT

"Wonderful Town"
CBS-TV

— G —

GALLU, SAM

Navy Log
ABC-TV

GARDEN, WILLIAM A.

Notre Dame Football
WNDU-TV, South Bend, Ind.

GARDNER, ARTHUR

The Rifleman
ABC-TV

GARNER, JAMES

WDEF-TV, Chattanooga,
Tenn.

GASSETT, CHARLES

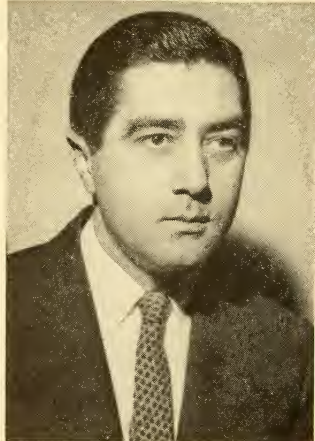
Major Mars
WTVM, Columbus, Ga.

GEORGE, DICK

News & Weather
WMAZ-TV, Macon, Ga.

GERECHT, MARIE

At Home with Kitty
WWLP, Springfield, Mass.

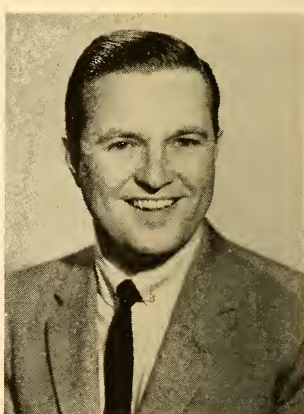


PERRY CROSS

Executive Producer

"COUNTY FAIR"

NBC-TV



RAY FORREST

PRODUCER-HOST

CHILDREN'S THEATRE

WRCA-TV

GINGELL, GEORGE
Chattahoochee RFD
WRBL-TV, Columbus, Ga.

GLIDDEN, EDITH
Especially For You
WOC-TV, Davenport, Iowa

GOLDEN, ROBERT
Lassie
CBS-TV

GOLDMAN, ROBERT
Seven Lively Arts
CBS-TV

GOLTZ, SIDNEY C.
All-Star Golf
ABC-TV

GOODELL, JOHN
People Are Funny
NBC

GOTTLIEB, ALEX
The Gale Storm Show,
CBS-TV; Love That Jill,
ABC-TV

GRAHAM, LEWIS
Ted Mack and the Original
Amateur Hour
CBS-TV

GRANET, BERT
Westinghouse Lucille Ball —
Desi Arnaz Shows, CBS-TV;
The Walter Winchell File,
ABC-TV

GRAVES, JIM
At Home with Rozell
WRBL-TV, Columbus, Ga.

GREEN, FRANK
WLVA-TV, Lynchburg, Va.

GREEN, JOHN B.
Art Carney Meets 'Peter and
the Wolf'
ABC-TV

**GRUENBERG,
AXEL**
"This Is Your Life," NBC-TV

GUEDEL, JOHN
Art Linkletter's House Party
CBS, CBS-TV; Anybody Can
Play, ABC-TV

GUTIERREZ, HENRY H.
KGNS-TV, Laredo, Tex.

— H —

HALL, ALLEN
Moviehouse: Standout
WLW-I, Indianapolis, Ind.

HALL, CHARLES
Saturday Night Jamboree
WSAZ-TV, Huntington, W.
Va.

HAMILTON, JOE
The Garry Moore Show
CBS-TV

HAMMERSTEIN, WILLIAM
Arthur Godfrey Show
CBS-TV

HANCE, WILEY
Small Explosion
ABC-TV

HANSCHMAN, NANCY
The Leading Question
CBS

HANSEN, LLOYD
KOVY-TV, Stockton, Calif.

HARMS, JOHN
WCSH-TV, Portland, Me.

HARPOLE, JIMMIE
WJTV, Jackson, Miss.

HARRISON, JOAN
Alfred Hitchcock Presents
CBS-TV

HART, WALTER
The Couple Next Door
CBS

HAYS, GENE
KTVU, San Francisco-
Oakland, Calif.

HAZARD, STU
Flinty's Attic
WJLM TV, Lansing, Mich.

HEATTER, MERRILL
Top Dollar
CBS-TV

**HEFFNER,
RICHARD D.**
B. Aug. 5, 1925, New York,
N. Y.; The Open Mind, WRCA-
TV, New York, N. Y.

HEIDER, FREDERICK
Voice of Firestone
ABC-TV

HENRY, FRED
The Liberate Show, The
Betty White Show, ABC-TV

HENRY, JIM
Kids Korner
KVTY, Sioux City, Iowa

HERRIDGE, ROBERT
Seven Lively Arts
CBS-TV

HEYWARD, DEKE
The Dick Clark Show
ABC-TV

HILL, EARL
Cartoon Corners
KTBS-TV, Shreveport, La.

HOBIN, BILL
Timex All-Star Jazz Show,
Phil Silvers on Broadway,
CBS-TV; The Pat Boone Chevy
Showroom
ABC-TV

HOLLANDER, JEAN
Beat the Clock
ABC-TV

HOLLENBECK, BILL
Nighthawk
XETV, San Dilego, Calif.

Jack Farren

Producer

CONCENTRATION
NBC-TV

AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'
"THIS IS YOUR LIFE"
NBC-TV

RADIO-TV PRODUCERS

HOOK, ARTHUR
News, Tam's Time, Club 21
WPTA, Fort Wayne, Ind.

HOREL, SAM
Teen Age Dancetime
KV1Q-TV, Eureka, Calif.

HORWICH, DR. FRANCES
Ding Dong School
WGN-TV, Chicago, Ill.

HOWITZ, HOWIE
77 Sunset Strip
ABC-TV

HOUGHTON, A. E. JR.
Man with a Camera
ABC-TV

HOUSEMAN, JOHN
Playhouse 90, Seven Lively
Arts CBS-TV

HOWELL, CLIFF
Amos 'n' Andy Music Hall
CBS

HUDSON, HAL
Dick Powell's Zane Grey
Theatre CBS-TV

HUGGINS, ROY
77 Sunset Strip, Maverick,
Colt 45, ABC-TV

HUMMERT, ANN
Romance of Helen Trent CBS

HUMMERT, FRANK
Romance of Helen Trent
CBS

HUNTER, HARRY
Norman Ross and Facsimile
WBKB, Chicago, Ill.

— J —

JACKSON, GAIL PATRICK
Perry Mason
CBS-TV

JAMPFEL, CARL
Mother's Day
ABC-TV

JANIS, HAL
Sid Caesar Invites You
ABC-TV

JENSEN, BYRON
Guest Book
KLOR-TV, Provo, Utah

JOHNSON, BOB
KELO-TV, Sioux Falls, S. D.

JOHNSON, JOHNNY
WAPI-TV, Birmingham, Ala.

JOHNSTONE, JACK
Yours Truly, Johnny Dollar
CBS

JONES, CLARK R.

B. April 10, 1920, Clearfield,
Pa.; Perry Como Show, NBC-TV;
The Patrice Munsel Show, ABC-
TV

JONES, ED
Cap'n Ken's Showboat
WOC-TV, Davenport, Iowa

JOYCE, ROBERT M.
Commodore Bob Show
WMTW-TV, Poland Spring,
Me.

— K —

KAISER, ROBERT
Downtown
WTRF-TV, Wheeling, W.
Va.

KEMP, JAY
KOOL-TV, Phoenix, Ariz.

KILEY, JOSEPH
Forrest Willis Show
WTRI, Albany, N. Y.

KINBERG, JUD
Seven Lively Arts
CBS-TV

KLEIBACKER, F.R.
WLIC, Pittsburgh, Pa.

KLEIN, LEWIS
Cowtown Rodeo
ABC-TV

KNUDHLT, EDWARD
WKBF-TV, Saginaw, Mich.

KONDOLF, GEORGE
The United States Steel Hour
CBS-TV

KOPILOW, GEORGE
WIBF-TV, Rock Island, Ill.

KORTNER, PETER
Pursuit
CBS-TV

— L —

LACKNER, ED
KOMO-TV, Seattle, Wash.

LAFFERTY, PERRY
Your Hit Parade
CBS-TV

LANTZ, WALTER
Woody Woodpecker
ABC-TV

LASSALLY, PETER
Nightline
NBC

LAYNE, GEORGE
WKRG-TV, Mobile, Ala.

LEARY, JOHN
WRCV-TV, Philadelphia, Pa.

LEHR, MILTON H.
Caribe Motors Shows
WKAQ-TV, San Juan, P. R.

LEICHTNER, FRITZ
Spinach Playhouse
WSAZ-TV, Huntington, W.
Va.

LENOX, DON
Cinderella Weekend
WCAU-TV, Philadelphia, Pa.

EDGAR PETERSON

EXECUTIVE PRODUCER

CBS-TV

Lee Cooley

EXECUTIVE DIRECTOR

OF PROGRAMS

PARAMOUNT TELEVISION

PRODUCTIONS

HOLLYWOOD

RADIO-TV PRODUCERS

MONROE, HOWARD
Party Time
WHP-TV, Florence, S. C.

MONTAGNE, EDWARD J.
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

MORGAN, BOB
Studio Wrestling
WTVG, Chattanooga, Tenn.

MORGAN, LEO
ESP
ABC-TV

MORSE, CARLTON
The Woman in My House;
One Man's Family
NBC

MOSHER, BOB
Leave It to Beaver
ABC-TV

MULLIGAN, GENE
KTVU, San Francisco-
Oakland, Calif.

MULVEY, WILLIAM
WFBG-TV, Altoona, Pa.

MURROW, EDWARD R.
"Small World"
CBS-TV

MUSIELLO, FRANK
The Peter Lind Hayes Show
ABC-TV

— N —

NAAR, JOSEPH T.
Lux — Schlitz Playhouse
CBS-TV

NAZE, STAN
WSAU-TV, Wausau, Wis.

NELSON, DOLPH
Anybody Can Play
ABC-TV

NELSON, LEE
WABI-TV, Bangor, Me.

NELSON, NOD
WAPI-TV, Birmingham, Ala.

NELSON, OZZIE
The Adventures of Ozzie and
Harriet
ABC-TV

NELSON, RALPH
Du Pont Show of the Month
(Hamlet)
CBS-TV

NEMSER, SANDRA
Answer, Please!
CBS

NEWMAN, JACK
WKNX-TV, Saginaw, Mich.

NEWSOME, LOUIS
WNCT, Greenville, N. C.

NICHOLS, BILL
The United States Steel Hour
CBS-TV

NICHOLSON, MAC
WNCT, Greenville, N. C.

NIESEN, MATT
Bowling Stars
ABC-TV

NOBLE, FRED
Ty Cobb Show
KRGV-TV, Weslaco, Tex.

NOEL, KEN
Ann Alden Show
KFJZ-TV, Fort Worth, Tex.

— O —

O'DELL, GENE
WLW-I, Indianapolis, Ind.

ORENSTEIN, LEO
Encounter
ABC-TV

ORB, WILLIAM T.
Colt 45, Cheyenne, Maverick,
Sugarfoot, ABC-TV

OSBORN, BOB
WOW-TV, Omaha, Neb.

OSMAN, HARRY
WRCV-TV, Philadelphia, Pa.

OVERLANDER, BOB
WSAV-TV, Savannah, Ga.

OWEN, TONY
The Donna Reed Show
ABC-TV

— P —

PABON, MARIO
Show Libbys
WKAQ-TV, San Juan, P. R.

PACKER, PETER
Lux - Schlitz Playhouse
CBS-TV

PALMER, SI
KOA-TV, Denver, Colo.

PARKER, CLYDE
Little Rock Today
KARK-TV, Little Rock, Ark.

PARRIS, JACK
WJRT, Flint, Mich.

PATTON, DON
Oscar Levant Show
KHJ-TV, Los Angeles, Calif.

PEPIN, LEO
The Adventures of Ozzie and
Harriet ABC-TV

PETERSON, EDGAR

B. Jan. 12, 1913, Mobile, Ala.;
Executive Producer, CBS-TV,
Hollywood

PETTYJOHN, JAMES M.
WRCV-TV, Philadelphia, Pa.

PINCUS, IRVING
The Real McCoys
ABC-TV

PINCUS, NORMAN
The Real McCoys
ABC-TV

PITTMAN, FRANK
Tombstone Territory
ABC-TV

POLLACHECK, CHARLES
The Edge of Night
CBS-TV

POOLE, BURNELL JR.
WCSH-TV, Portland, Me.

POOLE, JACK
Premiere Theatre
WEAT-TV, W. Palm Beach,
Fla.

POOLE, LYNN
Johns Hopkins File 7
ABC-TV

PORTER, STAN
WHBQ-TV, Memphis, Tenn.

POSS, STANLEY
The Jackie Gleason Show
CBS-TV

PRATT, JAMES
Walt Disney Presents
ABC-TV

PRATT, PAUL
KTUL-TV, Tulsa, Okla.

PRYOR, WALLY
Now Dig This
KTBC-TV, Austin, Tex.

— Q —

QUENELLE, TOM
WFMY-TV, Greensboro, N. C.

— R —

RAINER, DAN
KTVT, Salt Lake City, Utah

RAND, DICK
Kartoon Karnival
KENI-TV, Anchorage, Alaska

RASKY, HARRY
The Last Word
CBS

REEVES, CHUCK
The Dick Clark Show
ABC-TV

RICHARD, HARRY
Open House
WJXT, Jacksonville, Fla.

RICHARDS, ALDEN R.
KSL-TV, Salt Lake City, Utah

RICHTER, DICK
WBOY-TV, Clarksburg, W.
Va.

ROACH, HAL JR.
Telephone Time, Love That
Jill ABC-TV

ROBERTS, PAUL
Ma Perkins, Right to Happi-
ness, Whispering Streets
CBS

ROBERTS, WILLIAM
The Donna Reed Show
ABC-TV

ROBINSON, EMMETT
WCSO-TV, Charleston, S. C.

ROBINSON, JOHN
Wanted — Dead or Alive
CBS-TV

ROBINSON, WILLIAM N.
Suspense
CBS

ROBY, HOWARD
WTVN-TV, Columbus, Ohio

ROCKLAND, FRED
WLW-I, Indianapolis, Ind.

RODIN, GIL
The Liberate Show
ABC-TV

ROGERS, TOMMY
Off The Record
KTSM-TV, El Paso, Tex.

ROLFE, SAM
Have Gun, Will Travel
CBS-TV

ROMIG, JERRY
Saturday Session
WDSU-TV, New Orleans, La.

ROOT, JOE
Romper Room
WLBT, Jackson, Miss.

ROSENTHAL, MORT
WDAU-TV, Scranton, Pa.

ROWE, BOB
Play Your Hunch
CBS-TV

ROWELL, GLENN
Fun Wagon
KOTA-TV, Rapid City, S. D.

RUSSELL, CHARLES W.
Pursuit
CBS-TV

— S —

SADOFF, ROBERT
Bert Parks' Bandstand
NBC

SALE, RICHARD
Yancy Derringer
CBS-TV

SANDERS, MARLENE
WNEW-TV, New York, N. Y.

SANICOLA, HENRY W.
The Frank Sinatra Show
ABC-TV

SAWYER, JACK
WMBD-TV, Peoria, Ill.

SCHAEFER, GEORGE
Gift of the Magi
CBS-TV

SCHAEFER, BOB
The Chevy Showroom
ABC-TV

SCHERMER, JULES
Lawman
ABC-TV

SCHMUTZ, FRED
Parents Should Know
KARK-TV, Little Rock, Ark.

SCHOUBIN, HARRY
Buddy Deane
WJZ-TV, Baltimore, Md.

SCHUFELT, ROBERT
KVAL-TV, Eugene, Ore.
Weekend

SCHWARZ, RAY
WJRT, Flint, Mich.

SCIOSCIA, MIKE
WXEX-TV, Petersburg-
Richmond, Va.

SCOTT, ED
Sheriff Scotty
KBTV, Denver, Colo.

SCOTT, STU
Stu & George
KVIQ-TV, Eureka, Calif.

SCRUBY, BRIAN
WMBD-TV, Peoria, Ill.

SEARLES, NORM
WROC-TV, Rochester, N. Y.

SEINFELD, JONAL
Tales of the Texas Ranger
ABC-TV

SELDEN, ALBERT
"Little Women"
CBS-TV

SELF, WILLIAM
The Frank Sinatra Show
ABC-TV

SELIGMAN, SELIG J.
Day in Court
ABC-TV

SHERCK, PHIL
Peggy's Playhouse
WJIM-TV, Lansing, Mich.

SHERMAN, ALLAN
Victor Borge's Comedy and
Music, Phil Silvers on Broad-
way
CBS-TV

SHEVELOVE, BURT
Art Carney Meets 'Peter and
the Wolf'
ABC-TV

SHOOK, DEL
Top O' Mornin', Panorama,
WDBJ-TV, Roanoke, Va.

SIDDONS, HEYWARD
KOA-TV, Denver, Colo.

SILVER, ARTHUR W.
Cheyenne
ABC-TV

SIMON, GEORGE
Timex All-Star Jazz Show
CBS-TV; Sammy Kaye's Music
from Manhattan, ABC-TV

SIMMONS, ED
Just Entertainment
CBS

SINGER, AL
Name That Tune
CBS-TV

SISK, ROBERT F.
The Life and Legend of
Wyatt Earp

SLOCUM, KENT
Weather
KVTY, Sioux City, Iowa

SMART, DAVE
Jana Demas Show
WHIO-TV, Dayton, Ohio

SMIGHT, JACK
Victor Borge's Comedy and
Music, CBS-TV

SMITH, SID
Teenage Downbeat
WBAP-TV, Fort Worth, Tex.

SNOWDEN, ALEC
Scotland Yard
ABC-TV

SOBOL, EDWARD
The Plymouth Show, starring
Lawrence Welk ABC-TV

SOTHAM, JOHN
Country Junction
WLAC-TV, Nashville, Tenn.

SOUVAINÉ, GERALDINE
Metropolitan Opera
CBS

SPANOS, DICK
Wonders of Archery
KGUN-TV, Tucson, Ariz.

SPARKS, ROBERT
Bachelor Father, Have Gun,
Will Travel
CBS-TV

SPIVEY, SAM
Auburn Football
WSFA-TV, Montgomery, Ala.

STAGG, JERRY
Telephone Time
ABC-TV

STAPP, JACK
The Jim Reeves Show
ABC

STEARNs, JOHNNY
Make Me Laugh, Music
Bingo, ABC-TV; The Herb
Oscar Anderson Show, ABC

STECK, RICHARD II
WLOF-TV, Orlando, Fla.

STEMBRIDGE, JIMMIE A.
Flatt & Scruggs
WTVV, Tupelo, Miss.

STENTA, RICHARD
Mitch Miller Show
CBS

STOKEY, MIKE
Pantomime Quiz
ABC-TV

STRAND, PETER
WXYZ-TV, Detroit, Mich.

SUSSKIND, DAVID
Du Pont Show of the Month
CBS-TV

SUTTON, T. J.
OKLW-TV, Detroit, Mich.

— T —

TAMBER, SID
The Big Payoff
CBS-TV

TARCHER, JEREMY
WNEW-TV, New York, N. Y.

TATELMAN, HARRY
Sugarfoot
ABC-TV

THOMAS, FRAZIER
Garfield Goose
WGN-TV, Chicago, Ill.

THOMAS, JERRY
The Adventures of Rin Tin
Tin
ABC-TV

THORNTON, PHILIP J.
Charlie Dugdale Show
KPIX, San Francisco, Calif.

THRELL, DICK
KDKA-TV, Pittsburgh, Pa.

TIMMONS, DAVID
Curriculum Studies
WBAP-TV, Fort Worth, Tex.

TRENT, RAY
KDUB-TV, Lubbock, Tex.

TRIPP, PAUL
On the Carousel
WCBS-TV, New York, N. Y.

TROCAINE, FRANCES
What's My Line
CBS-TV

TURET, LARRY
WITI-TV, Milwaukee, Wis.

TURNER, CLAYTON
Nightmare
KFJZ-TV, Fort Worth, Tex.

— U —

UNGER, MAURICE
West Point Rough Riders
ABC-TV

UTLEY, JOHN
WOWL-TV, Florence, Ala.

UTTAL, WARREN
WLVA-TV, Lynchburg, Va.

— V —

VEST, DON
Religious programs
WRVA-TV, Richmond, Va.

VINCE, JOHN
WTAE, Pittsburgh, Pa.

VINCENT, CHICK
Pepper Young's Family
NBC

— W —

WADE, EDGAR
Space Ship C-8
WBTV, Florence, S. C.

WAGNER, JAMES
Stars of Tomorrow
WARD-TV, Johnstown, Pa.

WAKE, ARNOLD
KOOL-TV, Phoenix, Ariz.

WALD, BOB
For Love or Money
CBS-TV

WALSH, BILL
Walt Disney's Adventure Time
Mickey Mouse Club ABC-TV

WALTERS, BOBBY
Moonmist
WLS-TV, Columbia, S. C.

WARD, DEL
WMAZ-TV, Macon, Ga.

WATSON, PAUL
Party Line
WSFA-TV, Montgomery, Ala.

WEBB, BILL
You Asked for It ABC-TV

WEEDMAN, SID
Romper Room; Kindergarten
College
WLW-I, Indianapolis, Ind.

WELLS, DOUG
KTHV, Little Rock, Ark.

WHITE, ANDY
Tombstone Territory
ABC-TV

WHITE, LAWRENCE
Sammy Kaye's Music from
Manhattan, ABC-TV; Timex
All-Star Jazz Shows, CBS-TV

WHITMAN, ROGER C.
"Man Around the House"
CBS

WILKISON, GORDON
Woman's World
KTBC-TV, Austin, Tex.

WILLIAMS, BILL
Popeye
WLAC-TV, Nashville, Tenn.

WILLIAMS, ROBERT
Fun Time
WCBI-TV, Columbus, Miss.

WILSON, GEORGE
Nine Teen Time
WSTV-TV, Steubenville, Ohio

WILSON, JOE
House Call
WVET-TV, Rochester, N. Y.

WGLAS, EVA
Pursuit
CBS-TV

WOLF, HERB
Keep Talking
CBS-TV

WRIGHT, JAY
Sait Lake City Tabernacle
Choir and Organ Program
CBS

WYATT, JACK
Confession
ABC-TV

WYLLIE, MARY LOU
KTUL-TV, Tulsa, Okla.

— Y —

YAWS, HOWARD
KONO-TV, San Antonio, Tex.

— Z —

ZIRATO, BRUNO JR.
Galen Drake
CBS



PAUL TAUBMAN

MUSICAL DIRECTOR

"TWENTY ONE"

"TIC TAC DOUGH"

"DOUGH RE MI"

"EDGE OF NIGHT"

"CONCENTRATION"

PAUL TAUBMAN'S

Penthouse
club
30 Central Park South
NEW YORK CITY

Contact Thru
Radio Registry
Murray Hill 8-6600

MUSICAL DIRECTORS

RADIO AND TELEVISION

—their work during 1958

— A —

ABBOTT, DONALD, V.
KWWL, Waterloo, Iowa

ADEMY, JOHN
WBIG, Greensboro, N. C.

AGA, ROGER
KXRA, Alexandria, Minn.

ALEMAN, JOE
KPRL, Paso Robles, Calif.

ALEXANDER, VAN
The Guy Mitchell Show
ABC-TV

ALLEN, BOB
KLPR, Oklahoma City, Okla.

ALLEN, DUANE
KRFO, Owatonna, Minn.

ALLEN, JAMES
WTUS, Jackson, Tenn.

ALLISON, BRETT
KRBC, Abilene, Tex.

ANDERSON, AL
KGOS, Torrington, Wyo.

ANDERSON, ALVIN
WTWR, Two Rivers, Wisc.

ANDREWS, BETTY
WJEJ, Hagerstown, Md.

ANTHONY, GEORGE
WOND, Pleasantville, N. J.

ANTONINI, ALFREDO
Seven Lively Arts
CBS-TV

ARNETTE, NADINE
WCLG, Morgantown, W. Va.

ATKINS, ROBERT
WTCB, Flomaton, Ala.

ATTAWAY, JOYCE C.
WCOH, Newnan, Ga.

AVILES, JUAN
WITA, San Juan, P. R.

AYRES, MITCHELL
The Perry Como Show
NBC-TV

AYRES, NORMAN
Mr. Music
WCSH-TV, Portland, Me.

— B —

BAILEY, BETTY
WNPT, Tuscaloosa, Ala.

BALLANTINE, EDDIE
Breakfast Club
ABC

BALZER, FRITZ
WRC, Washington, D. C.

BANCROFT, PIERSON
KTAR, Phoenix, Ariz.

BARKER, BETTY
KTUC, Tucson, Ariz.

BARR, FRED
WGLI, Babylon, N. Y.
WWRL, New York, N. Y.

BARRERA, HECTOR E.
KUNO, Corpus Christi, Tex.

BARTON, DICQUE
KWTX, Waco, Tex.

BAUM, BARBARA
WMET, Miami Beach, Fla.

BEALS, RAY H.
KVGB, Great Bend, Kan.

BEARD, NAOMI
WTCO, Campbellsville, Ky.

BELLAMY, VIC
WHEN, Harrodsburg, Ky.

BENSON, BROWNIE
Romper Room
WSAZ-TV, Huntington, W. Va.

BIERE, MARVIN
KROD, El Paso, Tex.

BLACK, JERRY
KOSA, Odessa, Tex.

BLANK, RALPH
WJJD, Chicago, Ill.

BLOCH, RAY
The Jackie Gleason Show
CBS-TV

BORTEL, CLAUDE
Jim Delle and the Gang
WSYR-TV, Syracuse, N. Y.

BOTT, SHIRLEY
KDON, Salinas, Calif.

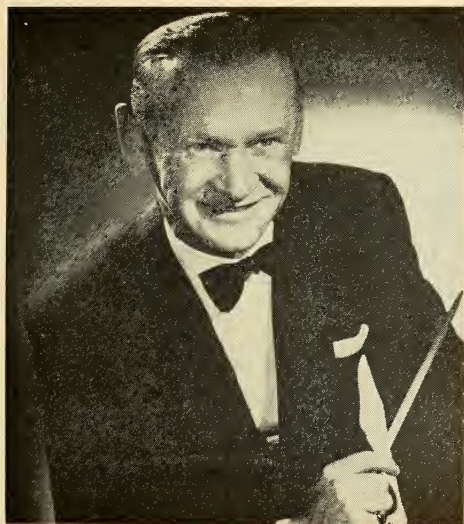
BOUDREAU, HAL
KHVI, Honolulu, Hawaii

BOUTLIER, GRACE
WPTV, Palm Beach, Fla.

BOWMAN, LLOYD J.
KATL, Miles City, Mont.

BRADLEY, OWEN
The Jim Reeves Show
ABC

BRADY, WILLIAM P.
WEDC, Chicago, Ill.



SAMMY KAYE

ABC-TV



Exclusively
Columbia Records



Management—JACK PHILBIN



Direction—
JOE GLASER
Associated Booking Corp.

MUSICAL DIRECTORS

BRAAG, PAUL
KPRK, Livingston, Mont.

BREGMAN, BUDDY
The Eddie Fisher Show
NBC-TV

BRENEMAN, TOM JR.
KNEZ, Lompoc, Calif.

BRENNER, SHIRLEY
WITZ, Jasper, Ind.

BRESSLER, JERRY
The Merv Griffin Show
ABC

BRIDGES, ROBBY
WKMT, Kings Mountain, N. C.

BRIGHT, WELDON
KGNC, KGNC-TV,
Amarillo, Tex.

BROSCHIE, BRYANT
Open House
WJXT, Jacksonville, Fla.

BROWN, VERA
KRVN, Lexington, Neb.

BULLARD, CAROLE
KSYS, Sedalia, Mo.

BULEN, MARY ANN
KVNU, Logan, Utah

BURLEY, RICHARD
KBTK, Missoula, Mont.

BURTON, ARLENE
KGST, Fresno, Calif.

BUTLER, JOSEPH F.
WKLZ, Kalamazoo, Mich.

BUTOLPH, DAVID
Maverick
ABC-TV

BYCROFT, HOWARD
WOTR, Corry, Pa.

BYRD, VIRGINIA
WISH, WISH-TV,
Indianapolis, Ind.

— C —

CADE, PATSY
WULA, Eufaula, Ala.

CAIRO, MARIA ELENA
KEPS, Euclid Pass, Tex.

CALABRESE, RAY
WHLM, Bloomsburg, Pa.

CALHO, JACK
WHAW, Weston, W. Va.

CAMARGO, MATEO
KCOR, KCOR-TV,
San Antonio, Tex.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPERSON, BILL
WHOL, Allentown, Pa.

CARLEY, JAMES
WPIN, St. Petersburg, Fla.

CARLISLE, ROBERT
Lassie
CBS-TV

CARPENTER, ROBERT E.
KPIG, Cedar Rapids, Iowa

CARTER, KAY
WGBI, Scranton, Pa.

CASTLE, JAY
WLAG, La Grange, Ga.

CHADWICK, EVELYN
WICA, Ashtabula, Ohio

CHAMBERS, KEITH
Keys to Music
WBOY-TV, Clarksburg, W. Va.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHESNEY, RUSSELL
KCLB, Minot, N. D.

CLARK, ALLAN
WKY-TV, Oklahoma City,
Okla.

CLARK, BILL
WMAM, Marinette, Wis.

CLARK, GEORGE
KJIM, Fort Worth, Tex.

CLARK, JAMES
WJR, Detroit, Mich.

CLARY, ROBERT
WSOY, Decatur, Ill.

CLAUSER, AL
KTUL-TV, Tulsa, Okla.

CLAYTON, EARL JR.
KSOK, Arkansas City, Kan.

CLOSE, DEAN L.
WLEM, Emporium, Pa.

COE, BARBARA
KLRA, Little Rock, Ark.

COFFEN, DICK
WMBD, Peoria, Ill.

COLE, BUDDY
The Bing Crosby Show
ABC-TV

COLEMAN, HARRY
KCEE, Tucson, Ariz.

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLYARD, LORENE
WMFS, Chattanooga, Tenn.

COMNILLO, CLYDE
KOA, Denver, Colo.

COOPER, ADRIAN R.
WHKK, Akron, Ohio

COOPER, HARRY
WHOM, New York, N. Y.

CORLIS, ANDY
KUDU, Ventura, Calif.

COSTA, JOHN
Jeff Jordan Show, Josie's
Storyland
KDKA-TV, Pittsburgh, Pa.

COTE, BERT
Ladies' Fair
WMTW-TV, Poland Spring,
Me.

COY, CINDY
WPDX, Clarksburg, W. Va.

CRAFT, CHRIS
WCOS, Columbia, S. C.

CRAHAN, BETTY
KOEL, Oelwein, Iowa

— D —

DANIELS, TIM
WDSG, Dyersburg, Tenn.

DARR, GENE
KF XD, Nampa, Ida.



JERRY JEROME

Creator of
Jingles
and
Musical Backgrounds
for
Radio and Television
Commercials

1 Snapdragon Lane
Roslyn Heights, L. I.
MAyfair 1-4567
SU 7-5400

MUSICAL DIRECTORS

DAVENTPORT, DON
WEKZ, Monroe, Wisc.

DAVIS, ART
WBAP, Fort Worth, Tex.

DAVIS, BILL
WLOW, Norfolk, Va.

DAVIS, JAY
KBUC, Corona, Calif.

DAVIS, BILL
WLOW, Norfolk, Va.

DAVIS, JAY
KBUC, Corona, Calif.

DAVIS, PAT
WHIE, Griffin, Ga.

DAVIS, ROZANN
KMBC, Kansas City, Mo.

DAWSON, JACK
WWIN, Baltimore, Md.

DEARTH, EARLE
Dick Powell's Zane Grey
Theatre CBS-TV

DE BYLE, DON
WSAU, Wausau, Wis.

DECK, PAUL
WCMR, Elkhart, Ind.

De COORLEY, LLOYD
KDEX, Dexter, Mo.

DEEGAN, MICHAEL
WJMJ, Philadelphia, Pa.

DeMATTOS, JEANNE (MRS.)
WNBZ, Saranac Lake, N. Y.

DE VOL, FRANK
The Betty White Show
ABC-TV

DEWING, CAROL
WCVS, Springfield, Ill.

DE WITT, JOHN
WWHG, Hornell, N. Y.

DIEHL, GEORGE
WFLN, Philadelphia, Pa.

DiSALI, NINO
WPAW, Pawtucket-
Providence, R. I.

DIXON, JOHN
WALA, Mobile, Ala.

DOEHLEMAN, MARILYN
WING, Dayton, Ohio

DOERR, ALAN W.
WGMS, Washington, D. C.

DONZE, ELMO
KSGM, Ste. Genevieve, Mo.

DOOLEY, CHARLES 'PETE'
WEOA, Evansville, Ind.

DOUGLAS, BOB
WHAV, Haverhill, Mass.

DOW, ROBERT
WGUY, Bangor, Me.

DOWNING, DON
KENE, Toppenish, Wash.

DEAPER, KEN
KSTT, Davenport, Iowa

DRIVER, TED
KUKI, Ukiah, Calif.

DRUMHEILLER, PHIL
WBZY, Torrington, Conn.

DUNBAR, JIM
WDSU, New Orleans, La.

DUNKELBERGER, THOMAS
WHIO, Dayton, Ohio

DUNNING, OWEN
Hi Neighbor
KOIN-TV, Portland, Ore.

DUPRE, MITCH
WCMP, Pine City, Minn.

DYER, WILLARD
KTBC, KTBC-TV, Austin,
Tex.

— E —

ECK, LAWRENCE
KLTR, Blackwell, Okla.

EELS, MARY ANN
WMT, Cedar Rapids, Iowa

ELDRIDGE, G. V.
KOB, Albuquerque, N. M.

ELGART, LARRY
RCA-Victor

ELLISON, PAUL
WHAR, Clarksburg, W. Va.

ENGEL, LEHMAN
"Wonderful Town"
CBS-TV

ENIS, BILL
KXOL, Fort Worth, Tex.

ERBE, GALE
KHBP, Phoenix, Ariz.

ERICKSEN, ALICE
KIT, Yakima, Wash.

ERWAY, GUY S.
WAYE, Baltimore, Md.

ETTERS, CLARENCE
WBT, Charlotte, N. C.

EUSTACE, JOHN H.
WPDM, Potsdam, N. Y.

— F —

FAIRCHILD, PAUL
WDOC, Prestonsburg, Ky.

FENNELL, GEORGE
WHYE, Roanoke, Va.

FIELDS, BUDDY
WRHI, Rock Hill, S. C.

FINLAY, FRED
KVBC, Farmington, N. M.

FLANAGHAN, PAUL
WPTR, Albany, N. Y.

FLOURNOY, ROSE
WRBL, Columbus, Ga.

FOSTER, JAMES L.
WTAY, Robinson, Ill.

FOUTS, DIANA
KSPA, Nacogdoches, Tex.

FRAISER, TOBY
WLSD, Big Stone Gap, Va.

FRENCH, DON
KFMB, San Diego, Calif.

FROST, DON
KMNS, Sioux City, Iowa

FRYE, J. ALLEN
KSIX, Corpus Christie, Tex.

FULLER, JERRY
KSST, Sulphur Springs, Tex.



CHARLES SANFORD

— 0 —

MUSICAL DIRECTOR

— 0 —

CO 5-1068

MUSICAL DIRECTORS

— G —

GARROFRY, JOHN
KYCA, Prescott, Ariz.

GALLICHO, JOSEPH
The Howard Miller Show,
NBC-TV; WMAQ, WNIQ,
Chicago, Ill.

GALLUP, STE
KGPL, Roswell, N. M.

GARBISCH, EVELYN
WCUN, Neillsville, Wis.

GARRETT, SNUFF
KSYD, Wichita Falls, Tex.

GARRETT, VIOLA
WEUP, Huntsville, Ala.

GART, JOHN

GEARING, JOE
WTIV, Titusville, Pa.

GIBBON, JIM
WLAU, Laurel, Miss.

GIBSON, JERRY
KBRC, Mount Vernon, Wash.

GILBERT, BERSCHEL
ETRKE
The Loretta Young Show
NBC-TV

GILROY, GERALD
WPFS, Pittston, Pa.

GIFZ, JEAN
WLCX, La Crosse, Wis.

GLASSMEYER, GLORIA
WZIP, Cincinnati, Ohio

GOLDSMITH, JERRY
Pursuit
CBS-TV

GORDON, HAL
WXYZ, WXYZ-TV,
Detroit, Mich.

GOSDIN, REVIN
WBAM, Montgomery, Ala.

GOW, ART
KLZ-TV, Denver, Colo.

GRAHAM, FRANCIS
WAIN, Columbia, Ky.

GRAHAM, JERRA
KVNC, Winslow, Ariz.

GREEN, BERNARD
Sid Caesar Invites You
ABC-TV

GREENER, BILL
WBEL, Beloit, Wis.

GREENSTIEN, NORMA
WLIB, New York, N. Y.

GRIFFITHS, TOM
WCMW, Canton, Ohio

GRIGGS, CHARLES
WINE, Buffalo, N. Y.

GROSS, JACK JR.
KSON, San Diego, Calif.

— H —

HAEBERLE, CARL B.
WPLH, Huntington, W. Va.

HAINES, FRANK
KVEN, Ventura, Calif.

HALEY, PAT
WMCK, McKeesport, Pa.

HAISEMA, EVELYN
WASK, Lafayette, Ind.

HAMANN, GLORIA
WDOK, Cleveland, Ohio

HANCOCK, DENNIS JR.
WBOP, Pensacola, Fla.

HARPER, MARY
WDSP, DePuniak Springs,
Fla.

HARWOOD, BRIAN
WDEV, Waterbury, Vt.

HASTINGS, HAL
Phil Silvers on Broadway,
Gift of the Magi, Little
Women CBS-TV

HATCH, WILBUR
Lucille Ball—Desi Arnaz
Shows
CBS-TV

HAUPT, JAMES
WQXQ, Ormond Beach, Fla.

HAYES, DOLORES
KBRC, Kansas City, Mo.

HAYMAN, RICHARD
ESP
ABC-TV

HAYS, REX D.
WNAX, Yankton, S. D.

HEATH, SHEILA
WEIC, Charleston, Ill.

HEFTI, NEAL
GAC, Coral Records

HENDERSON, LUTHER JR.
Victor Borge's Comedy and
Music, CBS-TV

HENDERSON, SKITCH

B. Jan. 27; Steve Allen Show,
NBC-TV; Bandstand, NBC

HERMAN, FRED
WSSY, Petersburg, Va.

HERMANN, RALPH
The Herb Oscar Anderson
Show ABC

HICKS, DORIS
WTRK, Durham, N. C.

HODGE, TED
WENY, Elmira, N. Y.

HOFF, CARL
The Bob Crosby Show
NBC-TV

HOFMANN, CHARLES
WNEB, Daytona Beach, Fla.

HOGAN, HARLAN
WSEB, South Bend, Ind.

HOGAN, JAMES
Jim Deline and the Gang
WSYR-TV, Syracuse, N. Y.

HOBENGARTEN, CARL
KMOX-TV, St. Louis, Mo.

HOLLIDAY, BOB
KBUZ, Phoenix, Ariz.

HOLMES, RICHARD B.
WILM, Wilmington, Del.

HOOGENHOUS, MARY
WCOW, Sparta, Wis.

HOOPER, SHIRLEY
WRKH, Rockwood, Tenn.



BERNIE WAYNE

**MUSICAL
CONDUCTOR**

1619 Broadway PL 7-4960 New York, N. Y.

MUSICAL DIRECTORS

HORN, LE ANN
KIXL, Dallas, Tex.

HOVER, FREEMAN
KCSR, Chadron, Neb.

HOVIS, AL
WWOK, Charlotte, N. C.

HOWARD, BILL
KAVL, Rocky Ford, Colo.

HOYT, DON
WACK, Newark, N. Y.

HUBBARD, JOAN
WETZ, New Hartinsville, W. Va.

HUBBS, BILL
KIUN, Pecos, Tex.

HULTS, ARLO
For Love or Money
CBS-TV

HUNT, GEORGE
Party Line
KAKE-TV, Wichita, Kan.

HUNT, WEBB
KNUZ, Houston, Tex.

HUNTER, ALFRED
KSDO, San Diego, Calif.

HURLEY, BOB
WGAY, Silver Spring, Md.

HYDE, MARY
WBBC, Flint, Mich.

HYDEN, STUART
KECL, Shreveport, La.

HYER, IVAN
WCHN, Norwich, N. Y.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wis.

IMBROGLIO, JOSEPH
WFBR, Baltimore, Md.

IRELAND, DICK
WJDY, Salisbury, Md.

— J —

JACKSON, GRAHAM
WERD, Atlanta, Ga.

JACOBSON, PAUL V.
KXGN, Glendive, Mont.

JARRETT, LEAH
WRGA, Rome, Ga.

JEROME, JERRY
B. June 19, 1912, New York;
Sylvania Awards, New York
Heart Fund; RCA Camden Records, MGM Records; ABC Paramount Records

JESSEN, DICK
WCVI, Connelleville, Pa.

JETER, LEE
KFJL, Walsenburg, Colo.

JEWELL, JIM
KNBX, Kirkland, Wash.

JONES, JAMES D.
KGYL, Greenville, Tex.

JONES, SHIRLEY
WDOS, Oneonta, N. Y.

JOHNSON, GERALD D.
WFST, Caribou, Me.

JOHNSON, LEWIS F.
WMGR, Bainbridge, Ga.

JOHNSON, SHERMAN
WQIC, Meridian, Miss.

JOHNS, BILL
WSAC, Radcliff, Ky.

JONES, EDWARD
WINX, Rockville, Md.

JONES, MARGARET
WBPD, Orangeburg, S. C.

— K —

KABITZKE, GUS
WMLL, Milwaukee, Wis.

KALER, RANDALL
WFAS, White Plains, N. Y.

KAMONT, RICHARD S.
WIMS, Michigan City, Ind.

KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA, Thesaurus

KEELY, MELVIN F.
KAYE, Puyallup, Wash.

KELLEY, CHAUNCEY
WFRP, Savannah, Ga.

KEMP, ED
KDYL, Salt Lake City, Utah

KENNEDY, BEN
KOOK, Tulare, Calif.

KENNEDY, TOM
WJLL, Niagara Falls, N. Y.

KILGORE, WILLIAM S.
WCYB, Bristol, Va.

KIRSCHBAUM, HARRIET (MRS.)
WLYC, Williamsport, Pa.

KIRWAN, DENNIS
KWIP, Merced, Calif.

KISSEE, KEITH
KEMO, Independence, Mo.

KNIGHT, JOHN
WAZP, Yazoo City, Miss.

KNIGHT, MORRIS
WRFC, Athens, Ga.

KNIGHT, WAYNE
WAGM, Presque Isle, Me.

KNORR, JOHN
WBLF, Bellefonte, Pa.

KOSTAL, IRWIN
The Garry Moore Show
CBS-TV

KOTTLER, MISCHA
WWJ, WWJ-TV, Detroit, Mich.

KOURY, REX
KVNI, Coeur D'Alene, Ida.

KOZIOL, PATRICIA
WARE, Ware, Mass.

KRONBERG, BONNIE
WOOD, Grand Rapids, Mich.

KUNKEL, JERRY
KUSH, Cushing, Okla.

KYLER, SID
WSAU-TV, Wausau, Wis.

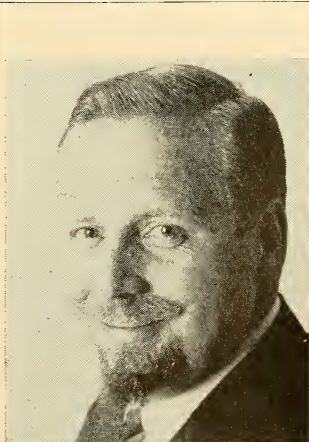
— L —

LACKENBAUER, WILLIAM
WILL, Willimantic, Conn.



EDDY MANSON
COMPOSER — CONDUCTOR
ARRANGER

Personal Rep — Dell Peters
MU 7-1750



SKITCH HENDERSON

MUSICAL DIRECTORS

LAFAYOUR, DAVE
KRPL, Moscow, Ida.

LAMBERT, NORM
WABI, WABI-TV, Bangor, Me.

LAMM, AL
WOW, WOW-TV, Omaha, Neb.

LANE, RICHARD D.
WSBC, Chicago, Ill.

LARSON, WAYNE
WJAG, Norfolk, Neb.

LAUDEMAN, PETE
WDSU-TV, New Orleans, La.

LAVA, WILLIAM
Zorro
4BC-TV

LAWRENCE, BILL
KRKK, Rexburg, Ida.

LAWRENCE, ELLIOT
The Jim Backus Show
ABC

LAWRENCE, MILTON
WAPI, WAPI-TV,
Birmingham, Ala.

L'ECUYER, JOHN J.
WTSL, Hanover, N. H.

LEE, MARION
KLX, Oakland, Calif.

LEIGH, LEONARD
KSTP, St. Paul —
Minneapolis, Minn.

LENING, DEN
KDMA, Montevideo, Minn.

LEPP, HERB
KBOM, Bismarek, N. D.

LEVINS, ROBERT
WICY, Malone, N. Y.

LEWIS, EARL
WHIT, New Bern, N. C.

LEWIS, WELDON
KBBB, Borger, Tex.

LINDSAY, COSTIN
WPAQ, Mt. Airy, N. C.

LINDSEY, JOHN
WESY, Leland-Grenville,
Miss.

LINDSEY, MORT
The Pat Boone-Chevy
Showroom ABC-TV

LINN, HARRY
WRVA, Lewistown, Pa.

LOCKHART, HARRY
WAVE, WAVE-TV,
Louisville, Ky.

LOMBARDO, GUY
B. June 2, 1901, London, Ont.,
Canada; Lombardland, U.S.A.,
Mutual; Guy Lombardo Show,
Transcribed Syndicated; Rhein-
gold Summer Serenade, NBC-TV

LORENZ, DON
WJUN, Mexico, Pa.

LUCKHURST, BILL
KBRO, Bremerton, Wash.

LYNCH, FRANK J. III
KMAM, Tularosa, N. M.

LYNN, KAY
KFAL, Fulton, Mo.

LYONS, PATRICIA
WHB, Kansas City, Mo.

— Me —

McADOO, DICK
KFDM, Beaumont, Tex.

McAMMON, GEORGE
KBVM, Lancaster, Calif.

McARTY, LARRY
KDDD, Dumas, Tex.

McCOY, MARLYS
WMOD, Moundsville, W. Va.

McDOUGAL, DOUG
KDIL, Holbrook, Ariz.

McFOLIN, JOE
KCHJ, Delane, Calif.

McGANN, ROSEMARY
WJBK, Detroit, Mich.

McGINNIS, PAT
KHBM, Monticello, Ark.

McKINNEY, A. J.
KHUZ, Borger, Tex.

McKINNEY, ALENE
KBIG, Avalon, Calif.

McLAUGHLIN, BOB
KDEO, San Diego, Calif.

MerITICHE, GREG
You Asked For It
ABC-TV

— M —

MacDONALD, HOWARD
KFBB, Great Falls, Mont.

MACKEY, BRUCE
WRRT, Cortland, N. Y.

MACKEY, MARTHA
WEYE, Sanford, N. C.

MacKINNON, DON
WPON, Pontiac, Mich.

MacTAVISH, BOB
KARM, Fresno, Calif.

MAHIN, GRAHAM
Bold Journey
ABC-TV

MANSON, EDDY

MAPLES, GRADY FRANKLIN
KBYG, Big Spring, Tex.

MARCELLINO, MUZZY
Art Linkletter's House Party
CBS-TV

MARKHAM, JAMES
WAPL, Appleton, Wis.

MARKS, FRANKLYN
Walt Disney Presents
ABC-TV

MARSTON, KEN
WDXE, Lawrenceburg, Tenn.

MARK, LLOYD
Ted Mack and the Original
Amateur Hour
CBS-TV

MASSEY, CURT
KRCA, Los Angeles, Calif.

MAUPIN, REX
WBBK, Chicago, Ill.

MAUPIN, ROBERT
WZOB, Fort Payne, Ala.



MURRAY ROSS



LARRY ELGART

and his orchestra
are now with
RCA-VICTOR

MUSICAL DIRECTORS

MAY, BILLY
Kraft Music Hall, starring
Milton Berle
NBC-TV

MELIS, JOSE
The Jack Paar Show
NBC-TV

MELETTTE, DAN
WSSC, Sumter, S. C.

MENDOZA, CANDY
Spanish Program
KASK, Ontario, Calif.

MERGER, KENNY
WMFJ, Daytona Beach, Fla.

MERICK, MAHLON
The Jack Benny Program
CBS-TV

MERTZ, CHARLES
WMRM, Marion, Ohio

METCALFE, ROBERT E.
WOHL, East Liverpool, Ohio

METCHNEK, BILL
WCCO-TV, Minneapolis-St.
Paul, Minn.

METTLER, WILLIAM R.
KRIG, Odessa, Tex.

MIKUL, BEN
WJHO, Opelika, Ala.

MILLER, BILL
WHMS, Charleston, W. Va.

MILLER, HERMAN
WFPR, Hammond, Ind.

MONTGOMERY, PAUL
WRAL-TV, Raleigh, N. C.

MOREY, HENRI
WDVL, Vineland, N. J.

MORGAN, HARY
WMNI, Columbus, Ohio

MOSLEY, ED
KREM, Spokane, Wash.

MOULDER, IRMA
WDMF, Buford, Ga.

MULVANEY, DON
KROX, Crookston, Minn.

MURRAY, HAL
WVKO, Columbus, Ohio

MURRAY, JOE
WLEE, Richmond, Va.

— N —

NAGY, MARY ELIZABETH
WLAC, Nashville, Tenn.

NALLE, BILLY
TV: Radio; Commercials;
RCA Victor Records, I
Remember Mama; Arthur
Godfrey; Ed Sullivan;
duPont; Jazz Spectaculars

NASH, RUBY
KPST, Preston, Idaho

NEAL, PAUL
WBNS, Columbus, Ohio

NEAL, SAM
WJEH, Gallipolis, Ohio

NEDIN, RICHARD
WEOK, Poughkeepsie, N. Y.

NELSON, ART
KLIF, Dallas, Tex.

NEWCOMB, GENEVIEVE
WFAK, Falls Church, Va.

NEWSOM, ELMER
WGNS, Murfreesboro, Tenn.

NICHOLS, TERRY
WPLA, Plant City, Fla.

NICHOLSON, NICK

Top Dollar, CBS; Howdy Doody,
Ruff and Reddy, NBC

NICHOLSON, ROY
WHOO, Orlando, Fla.

NININGER, EVELYN H.
WDBJ, Roanoke, Va.

NUNN, R. DOUG
WNOP, Newport, Ky.

— O —

OLENDEN, BEN
WRMN, Elgin, Ill.

OLSON, RICHARD
WEZY, Cocoa, Fla.

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
WWDC, Washington, D. C.

ORTIZ, ROBERTO
WTLI, Mayaguez, P. R.

OSBORN, JO ANN
WMLX, Mt. Vernon, Ill.

OTTESSON, LOUISE
WJVA, South Bend, Ind.

— P —

PAGE, DOROTHY
WPAY, Portsmouth, Ohio

PALEN, EILEEN
WORZ, Alton, Ill.

PALMER, BILL
Casper Capers
WTVN-TV, Columbus, Ohio

PALMER, COY
KPDN, Pampa, Tex.

PALMER, SHIRLEY
WKNB, West Hartford, Conn.

PATTERSON, LOUISE
WFAU, Augusta, Me.

PAUL, CHARLES
As the World Turns
CBS-TV

PAYNE, LLOYD
WDXB, Chattanooga, Tenn.

PENDLETON, C. F.
KJBS, San Francisco, Calif.

PERRON, ROD
KANO, Anoka, Minn.

PETERS, JAMES
WAYZ, New Haven, Conn.

PETERSON, JIM A.
KDSN, Denison, Iowa

PETERSON, SANDRA
KLMS, Lincoln, Neb.

PFLEGER, GEORGE
WJTN, Jamestown, N. Y.

PHABY, LAWSON
WBBV, Belleville, Ill.

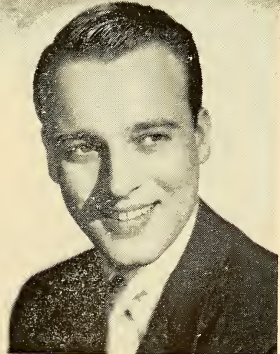
PHELPS, HAL
KBMN, Bozeman, Mont.



HANK SYLVERN

Composer — Conductor — Arranger

JU 2-8800



NEAL HEFTI

and his
"Band With a Sweet Beat"

GAC

Coral Records

Promotion: BUDDY BASCH

MUSICAL DIRECTORS

PHELPS, JONATHAN
WGKA, Atlanta, Ga.
PILDNER, HENRY
WGAL, Cleveland, Ohio
PINCKNEY, LLOYD C.
WSPN, Saratoga Springs,
N. Y.
PRENSLAW, RICHARD
Teen Tempos
WLBT, Jackson, Miss.
PRICE, WILLIAM
WVPO, Stroudsburg, Pa.
PRITCHARD, BARBARA
WNOG, Naples, Fla.
PUDNEY, EARLE
WRGB, Schenectady, N. Y.
PUTT, CHARLES
KVOE, Emporia, Kan.

— Q —

QUAVE, EDWARD D.
WPMP, Pascagoula, Miss.

— R —

RAISTON, HARLAN E.
WBFB, Rock Island, Ill.
RASKIN, JUNE
WGN, Newburgh, N. Y.
RATLIFF, DANNY
WHAB, Baxley, Ga.
RAY, GENE
WBMK, West Point, Ga.
REDMOND, DICK
WHP, Harrisburg, Pa.
REEDER, CHARLES
WPFB, Middletown, Ohio
REILLY, ALICE
WTVR, Richmond, Va.
KEPINE, BURT
WRVA, Richmond, Va.
RICHARDS, DONALD
WAUX, Waukesha, Wis.
RICHARDS, HORACE
WPPA, Pottsville, Pa.

RICHARDS, JACK
WEIM, Fitchburg, Mass.
RICHARDS, NEIL
KSEM, Moses Lake, Wash.
RICHARDS, STAN
WORL, Boston, Mass.
RICHARDSON, KAY
KRNS, Los Alamos, N. M.
RIDDLE, NELSON
The Frank Sinatra Show,
ABC-TV; Ginger Rogers
Show (Pontiac Special)
CBS-TV
RILEY, RALPH
Open House
WHIZ-TV, Zanesville, Ohio

RIO, ROSA

My True Story, NBC; Bert &
Harry Piel Commercials; Direc-
tor of Hammond Organ School

RIPOSO, TONY

One For The Show
WHEN-TV, Syracuse, N. Y.

RISNER, ELLAMAE

KRMS, Osage Beach, Mo.

RIVETTE, KERNY

KTRM, Beaumont, Tex.

ROWELL, ROBERT

KDTH, Dubuque, Iowa

ROBARDS, CARY

WSIV, Pekin, Ill.

ROBERTS, EARL

KOSE, Osceola, Ark.

ROBERTSON, KENNETH

WCST, Berkeley Springs,
W. Va.

ROBINSON, GORDON

The Liberace Show
ABC-TV

ROGERS, HAROLD

WFSC, Franklin, N. C.

ROPER, PAT (MRS.)

WGBF, Evansville, Ind.

ROSAMOND, ROBERT

WTBO, Cumberland, Md.

ROSS, MURRAY

ROSS, ROY
WMGM, New York, N. Y.
ROTHMAN, LEE
WRIT, Milwaukee, Wis.
RUDOLPH, JOE
WAIT, Chicago, Ill.
RUIZ, JULIAN
KOWN, Escondido, Calif.
RUMFINGER, BARBARA
WMUC, Greenville, S. C.

— S —

SAFFORD, TED
WINF, Manchester, Conn.

SANFORD, CHARLES

B. June 17, 1905, New York City,
N. Y.; Patrice Munsel Show,
ABC-TV; Your Show of Shows,
Bob Hope Show, Jerry Lewis
Show, Ray Bolger Show, May
Liebman Presents, NBC-TV

SCHLEIF, DAVID

WBKV, West Bend, Wis.

SCHLICHTING, JOAN

KCRS, Midland, Tex.

SCHMITT, PAUL

KPRC-TV, Houston, Tex.

SCHORR, J. ARNOLD

WRVM, Rochester, N. Y.

SCHUETT, PAUL

KPUG, Bellingham, Wash.

SCHULZ, MARVIN L.

KRSI, Minneapolis, Minn.

SCHWARCK, RUTH M.

KICD, Spencer, Iowa

SCHWARTZ, IRA

WLOF-TV, Orlando, Fla.

SEESE, LUCILLE

Saturday Night Jamboree
WAZ-TV, Huntington, W.
Va.

JOHN GART

COMPOSER-ARRANGER

for

Jingles
B. G. Music
Films
Records

501 Madison Ave.
N. Y. C.

JACK SHAINDLIN

Musical Direction
CINERAMA — TODD-AO

CINEMIRACLE

MUSICAL DIRECTORS

SEKREST, CHARLES

KPAC, Port Arthur, Tex.

SHAINDLIN, JACK

20th Century-Fox, Columbia;
Louis deRochemont Prods.; Coral,
Mercury Records

SIMPLEY, JIM

WJER, Dover, Ohio

SHOEN, VIC

The Oldsmobile Show
ABC-TV

SHOKE, PETE

WEAM, Washington, D. C.

SIMPSON, JOHN

KOTA, Rapid City, S. D.

SIMS, BILL

WTSP, St. Petersburg, Fla.

SINGER, JOE

WHOW, Clinton, Ill.

SKINNER, THOMAS

WIEL, Elizabethtown, Ky.

SLACK, DR. PETER

KGER, Long Beach, Calif.

SLATTON, PAT

WJBB, Haleyville, Ala.

SMITH, BOB

WFAI, Fayetteville, N. C.

SMITH, PAUL

Walt Disney's Adventure

Time ABC-TV

SMITH, SMITTY

The 4 Sharps

WELS-TV, Bluefield, W. Va.

SNADER, DICK

KCHA, Charles City, Iowa

SOMOHANO, ARTURO

WKAQ-TV, San Juan, P. R.

SONTAG, GEORGE O.

WOC-TV, Davenport, Iowa

SOSNICK, HARRY

Your Hit Parade

CBS-TV

SPENCER, HARRY W.

WBTM, Danville, Va.

SPIEGEL, DIANE

KCUL, Ft. Worth, Tex.

STAGG, JOHN

WDCI, Clearwater, Fla.

STALBERG, HERMAN

KIDD, Monterey, Calif.

STANLEY, JIM

WGH, Newport News-
Norfolk, Va.

STANZIOLA, JOHN

WAZL, Hazleton, Pa.

STEPHENS, DAVE

Cinderella Weekend

WCAU- WCAU-TV,
Philadelphia, Pa.

STEPHENS, JONATHAN

WABB, Mobile, Ala.

STEVENS, KEITH

The Ann Sothern Show

CBS-TV

STEWART, BECKY ANN

WPBC, Minneapolis, Minn.

STEWART, CHUCK

WRBC, Jackson, Miss.

STEWART, DAVE

WUBL, Covington, Tenn.

STEWART, NORMA JEAN

WJPF, Herrin, Ill.

STOCKTON, EFFIE

WWL, New Orleans, La.

STOGNER, EARL

WILA, Danville, Va.

STONE, WILL

WEVA, Emporia, Va.

STORDAHL, AXEL

Victor Borge's Comedy and
Musie, CBS-TV

STORIE, ED

WGGA, Gainesville, Ga.

STOUT, CARL

WCEC, Rocky Mount, N. C.

STOUT, DR. WILLIAM H.

WHAP, Hopewell, Va.

STROPE, ARNIE

WFHR, Wisconsin Rapids,
Wis.

STUART, EARL

WWJ-TV, Detroit, Mich.

SULLINS, JESSIE G.

WTOE, Spruce Pine, N. C.

SWAIN, BOBBY

KMOX, St. Louis, Mo.

SWANSON, LOU

KNOE, Monroe, La.

SYLVERN,

HENRY (HANK)

B. March 26th, N. Y. C., N. Y.;

Man of the Hour, Dotto, CBS-
TV; Upbeat, Best in Music, Key-
board Concert, CBS; Dotto, NBC-
TV; Chance for Romance, ABC-
TV

SYMONS, JIM

WLDS, Jacksonville, Ill.

— T —

TAUBMAN, PAUL

The Edge of Night, CBS-TV;

Twenty One, Tic Tac Dough,
You're On Your Own, Winky
Dink and You, Bride and Groom

TEFFETELLER, TEDDIE

BOB

WEAG, Alcoa, Tenn.

TEMPLEMAN, MARION

KWPC, Muscatine, Iowa

THOMPSON, ELWOOD

WPVL, Painesville, Ohio

THOMPSON, MAURICE

WJDX, WLBT, Jackson, Miss.

TICE, FRANCES M.

WCAY, Cayce-West Columbia,
S. C.

TORRES, PEPITO

Show Libbys

WKAQ-TV, San Juan, P. R.

TOWNE, JOHNNY

WLYN, Lynn, Mass.

TOWNES, MILOW

KLIK, Jefferson City, Mo.

TOWNSEND, WALLY

CKLW, CKLW-TV,
Detroit, Mich.

TRAVIS, VICTOR

WMID, Atlantic City, N. J.

TRENDLER, ROBERT

WGN-TV, Chicago, Ill.

TROTTER, JOHN SCOTT

The George Gobel Show

NBC-TV

TROUP, BOBBY

Stars of Jazz

ABC-TV

TURNER, DORICE

WEBQ, Harrisburg, Ill.

TURNER, RON

WRMI, Kalamazoo, Mich.

TURKENTINE, BOB

KLVT, Levelland, Tex.

— U —

UNDERHILL, G. D.

WMEN, Tallahassee, Fla.

UNDERWOOD, LIZ

WRNL, Richmond, Va.

— V —

VALENTINE, DAN

WCKR, Miami, Fla.

VAN, JOHNNY

WGES, Chicago, Ill.

VAN HORNE, DR. ARTHUR

WCHK, Canton, Ga.

VAN PELT, PAULINE

KFJB, Marshalltown, Iowa

VAN STEENBURGH,

SHIRLEY

WABY, Albany, N. Y.

VOGEL, C. P. JR.

WWNR, Beckley, W. Va.

VOORHEES, DONALD

The Telephone Hour

NBC

— W —

WADE, PEGGY

WCEH, Hawkinsville, Ga.

WAGNER, JACK

KNBC, San Francisco, Calif.

WAGONER, RICHARD

WRIC, Richlands, Va.

WALKER, CLARA S.

WJWL, Georgetown, Del.

WALKER, DON

Your Hit Parade

NBC-TV

WALKER, DUSTY

WILS, Lansing, Mich.

WALKER, EDWARD C.

WFLA, Tampa, Fla.

WALKER, HENRY

WEDO, McKeesport, Pa.

WALSH, JOHNNY

KEDO, Longview, Wash.

WALTER, ROD

KFRB, Redmond, Ore.

WALTERS, CLARENCE

WJBL, Holland, Mich.

WALTON, GEORGE

KJAY, Topeka, Kan.

WARD, FRANK

WAKR, Akron, Ohio

WATSON, BARBARA

WOWO, Fort Wayne, Ind.

WATSON, HOWARD

KPBA, Pine Bluff, Ark.

WATTLES, BUD

WERE, Cleveland, Ohio

WAYNE, BERNIE

ABC Paramount Records; In-
dustrial Shows, Buick, General
Motors, Philco; Miss America
Pageant, Paramount Pictures,
NBC-TV

WAYNE, ROGER

WHLI, Hempstead, N. Y.

WEBB, ELIZABETH

WCHV, Charlottesville, Va.

WEED, BUDDY

The Mery Griffin Show; The
Johnny Pearson Show ABC

WEEKLEY, EARLE

WSVA, WSVA-TV,
Harrisonburg, Va.

WELK, LAWRENCE

The Plymouth Show, starring
Lawrence Welk

WESTERFIELD, VIRGINIA

KMED, Medford, Ore.

WESTON, PAUL

Art Carney Meets 'Peter and
the Wolf', ABC-TV The Sid
Caesar Chevy Show, NBC-TV

WHEELER, WENDY

KTAT, Frederick, Okla.

WHITE, ALBERT

KCBS, San Francisco, Calif.

WHITE, ROBERT

WMCA, New York, N. Y.

WIETHAN, DICK

KTCB, Malden, Mo.

WILKINSON, RALPH

NORMAN

The United States Steel Hour

CBS-TV

WILSON, GRANT

WJW-TV, Cleveland, Ohio

WILSON, KENNETH H.

WHDH, Boston, Mass.

WILSON, STANLEY

Bachelor Father CBS-TV

WITHAM, NATHAN B.

WDOR, Hanover, N. H.

WOLFORD, DON

WKBN-TV, Youngstown,
Ohio

— Y —

YORK, BILL

KFSB, Joplin, Mo.

YOUNG, VERN

KSOP, Salt Lake City, Utah

YOUNGBLOOD, JIM

WPAD, Paducah, Ky.

— Z —

ZELKOWITZ, STEPHEN W.

WMVO, Mount Vernon, Ohio

ZIMMERMAN, HARRY

The Dinah Shore Chevy Show

NBC-TV



BEN GRAUER

NBC

Radio

TV



**GABE
PRESSMAN**

— • —

**WRCA/WRCA-TV
NEWS**

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1958

— A —

ABRAMS, AL JR.
WEDO, McKeesport, Pa.

ACKER, TOM
KROC, Rochester, Minn.

ADAIR, DOUG
WJW-TV, Cleveland, Ohio

ADAMS, MARK
KYA, San Francisco, Calif.

ADAMS, ROBERT
WPAG, Ann Arbor, Mich.

ADAMS, W. CLARENCE
The Morning Herald

KBTM, Jonesboro, Ark.

ADAMS, WES
WKRT, Cortland, N. Y.

AGRONSKY, MARTIN
News on the Hour
NBC

AGUILAR, JUAN
KABQ, Albuquerque, N. M.

AHLSTROM, JAMES
WPVL, Painesville, Ohio

AKER, DICK
KVOL, Lafayette, La.

AKERS, CARL
Channel 7 Reporting
KLZ-TV, Denver, Colo.

ALCOTT, CARROLL
KNX, Los Angeles, Calif.

ALLEN, CLARE
WEBR, Buffalo, N. Y.

ALLEN, FRANK
KCOW, Alliance, Neb.

ALLEN, FRED
KSRO, Santa Rosa, Calif.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, SPENCER
KMOX-TV, St. Louis, Mo.

AMOLE, GENE
KDEN, Denver, Colo.

ANDERSEN, ANDY
WGBB, Freeport, N. Y.

ANDERSON, BILL
Mobile News
WXLW, Indianapolis, Ind.

ANDERSON, ED
WTIC-TV, Hartford, Conn.

ANDERSON, FRED
WHYE, Roanoke, Va.

ANDERSON, KIRK
WFGM, Fitchburg, Mass.

ANDERSON, OMER
News Around the World
(Frankfurt)
ABC

ANDERSON, R. L.
WCHO, Washington, Ohio

ANDERSON, RALPH
KNOG, Nogales, Ariz.

ANTHONY, FRANK
World Happenings
KGFL, Roswell, N. M.

ANTHONY, JOE
KHHH, Pampa, Tex.

ARCHER, BILL
WPTV, Palm Beach, Fla.

ARCIGA, JOSEPH
KALI, Pasadena, Calif.

ARDREY, ROBERT
WHAT, Philadelphia, Pa.

ARGUEDO, OSCAR
KCOOR, San Antonio, Tex.

ARLINGTON, CHARLES
KFWB, Hollywood, Calif.

ARMSTRONG, STU
WITI-TV, Milwaukee, Wis.

ARNOT, CHARLES (CAIRO)
John Daly and the News: ABC
News with Don Goddard; Prologue 1959 ABC-TV; News Around the World, ABC

ARTHUR, BOB
WEEK-TV, Peoria, Ill.

ARTHURS, BILL
WRFD, Worthington, Ohio

ASHLEY, CHARLES J.
WSUN, WSUN-TV,
St. Petersburg, Fla.

ATKINS, TOM
WPTA, Fort Wayne, Ind.

AUSLEY, WALLY
WTKR, Durham, N. C.

AVERY, CURT
KCMC-TV, Texarkana, Tex.

— B —

BABCOCK, DICK
WMBL, Morehead City, N. C.

BABCOCK, JOHN
KFWB, Hollywood, Calif.

BACK, GUNNAR
WFIL-TV, Philadelphia, Pa.

BACKMON, LON
WCMS, Norfolk, Va.

BADER, HUGH
WHB, Kansas City, Mo.



CLETE ROBERTS

U. S. TELEVISION NEWSFILM INC.

5800 Sunset Boulevard
Hollywood 28, Calif.

Tel.: HOLLYWOOD 3-7147

Cable: UTELUS



INTERNATIONAL TELEVISION
NEWSFILM SERVICE

RADIO-TV NEWS COMMENTATORS

BAGGOTT, GEORGE
WATH, Athens, Ohio

BAHNSEN, ALVIN C.
Youth Forum
WURL, New York, N. Y.

BAILEY, GEORGE
News Around the World
(Vienna) ABC

BAILEY, NORM
Smile Awhile
WFEA, Manchester, N. H.

BAIR, PAUL
WIL, St. Louis, Mo.

BAKER, DR. ALONZO
KQVR-TV, Stockton, Calif.

BALMERT, FRANK
Schafer's News
WPAY, Portsmouth, Ohio

BANFIELD, BOB
Sohio Reporter
WHIZ-TV, Zanesville, Ohio

BANGHART, KENNETH

Sunday Eleventh Hour News,
WRCA-TV; The Ken Banghart
Show 4:05-6:00 P. M., WRCA-
Radio; 6 PM News, NBC

BARBONE, TED
WTOD, Toledo, Ohio

BARCLAY, PAUL
WHUM, Reading, Pa.

BARRENTS, BARRY
News on the Air
WKNB, West Hartford,
Conn.

BARKER, BOB
Hi Neighbor
KDLM, Detroit Lakes, Minn.

BARR, BOB
WKML, Kalamazoo, Mich.

BARRETT, GEORGE
WURL, Peoria, Ill.

BARON, BOB
WING, Dayton, Ohio

BARRON, KARL
KTIM, San Rafael, Calif.

BARRY, JACK
WAMS, Wilmington, Del.

BARRY, ROBERT
WMNS, Olean, N. Y.

BARTHOLOMEW, JOHN
KBTU, Denver, Colo.

BARTON, STAN
KMAQ, Maquoketa, Iowa

BARWICK, LEW
WNL, Murphysboro, Ill.

BASSO, NICK
WSAZ, WSAZ-TV,
Huntington, W. Va.

BATES, KARL
WLEC, Sandusky, Ohio

BATTEN, JIM
WFAI, Fayetteville, N. C.

BEATTY, MORGAN
News of the World; Life and
the World, NBC

BEKAS, TONY
WNAR, Norristown, Pa.

BELCHER, ROD
KTNT-TV, Tacoma, Wash.

BELL, FINIS
KGER, Long Beach, Calif.

BELL, JOHN S.
WDOG, Marine City, Mich.

BELL, RIDLEY
WRBL-TV, Columbus, Ga.

BENESH, FRANK
WJRT, Flint, Mich.

BENNETT, FRED
KDRO, Sedalia, Mo.

BENTLEY, GARY
Shell News
KSBY-TV, San Luis Obispo,
Calif.

BERK, PHIL
Regional News
KOMU-TV, Columbia, Mo.

BERKELEY, GEORGE
WILD, Boston, Mass.

BERNSTEIN, ETHAN
KBIF, Fresno, Calif.

BERGILL, LARRY
KBIG, Avalon, Calif.

BEST, VICTOR
WBZ-TV, Boston, Mass.

BEVINS, S. C.
WMLF, Pineville, Ky.

BIDDLE, JERRY
WMBD, Peoria, Ill.

BIGLER, TOM
WILK, Wilkes-Barre, Pa.

BILLMAN, BOB
KVTU, Sioux City, Iowa

BISHOFF, WALTER
WTUX, Wilmington, Del.

BISHOP, NORMAN
WDAK, Columbus, Ga.

BISHOP, PAT
Feature Wire
KFI, Los Angeles, Calif.

BISSEY, JAMES W.
WBLY, Springfield, Ohio

BLACKBURN, BILL
WJXT, Jacksonville, Fla.

BLACKWELL, LEE
WSBC, Chicago, Ill.

BLAIR, FRANK
Monitor, NEC Radio;
Today, NBC-TV

BLALACK, BOB
KYOS, Merced, Calif.

BLISS, JOCK
WLAV, Grand Rapids, Mich.

BOAL, ALAN
KQV, Pittsburgh, Pa.

BOARDMAN, EARL
WLAP, Lexington, Ky.

BODDEN, ROBERT
WSWW, Platteville, Wis.

BODKIN, LARRY
WZOK, Jacksonville, Fla.

BOGGS, NEIL
WKAZ, Charleston, W. Va.

BOISSEAU, PAT
WKRC, Cincinnati, Ohio



BOB WILSON
NBC — New York



KENNETH BANGHART
NBC — WRCA - WRCA-TV
CI 7-8300

RADIO-TV NEWS COMMENTATORS

- BOLEN, BILL**
WSGN, Birmingham, Ala.
- BOLTON, PAUL**
KTBC, KTBC-TV,
Austin, Tex.
- BORMANN, JIM**
Editorial Roundup
WCCO, Minneapolis, Minn.
- BOSLEY, LYLE**
The World Tonight
WKTU, Utica, N. Y.
- BOSMAN, JOHN**
WABI, Bangor, Me.
- BOWER, RICHARD**
WCBG, Chambersburg, Pa.
- BOWLES, JOHN**
WNEM-TV, Bay City, Mich.
- BOYD, FOREST**
Deadline News
WLW-I, Indianapolis, Ind.
- BOYES, HARRY**
WION, Ionia, Mich.
- BOYLE, JAMES**
Late News Reporter
WTVR, Richmond, Va.
- BRADFORD, BOB**
WRFC, Athens, Ga.
- BRADFORD, WILLIAM**
KSST, Sulphur Springs, Tex.
- BRADLEY, DON**
WMBV-TV, Marinette, Wis.
- BRAMHALL, BILL**
WRIT, Milwaukee, Wis.
- BRANCH, TAYLOR**
KFVZ-TV, Fort Worth, Tex.
- BRANDT, JACK**
WITZ, Jasper, Ind.
- BRANUM, CHARLES**
WEBQ, Harrisburg, Ill.
- BRANUM, LARRY**
KNEL, Brady, Tex.
- BREEDIN, J. K.**
Spectator
WFIG, Sumter, S. C.
- BREEN, ED**
KQTV, Fort Dodge, Iowa
- BRELAND, ED**
WAML, Laurel, Miss.
- BRESCIA, ROWLAND**
WGII, Babylon, N. Y.
- BRIGHT, R. L.**
WRMF, Titusville, Fla.
- BINKLEY, DAVID**
News
NBC, NBC-TV
- BRITT, JIM**
WHDH-TV, Boston, Mass.
- BROKAW, FORREST**
KVOO, Tulsa, Okla.
- BROOKS, CLIFF**
Our Town
WGBF, Evansville, Ind.
- BROOKS, NED**
Three Star Extra, NBC;
Meet the Press, NBC-TV
- BROUGHMAN, GLEN**
WRBL, WRBL-TV,
Columbus, Ga.
- BROWN, A. B.**
Behind the Headlines
WGWR, Asheboro, N. C.
- BROWN, BEV. E.**
KGAS, Carthage, Tex.
- BROWN, CECIL**
News, NBC
- BROWN, DONN**
The Local Picture
KCLS, Flagstaff, Ariz.
- BROWN, HOWARD**
WCKT, Miami, Fla.
- BROWN, JERRY**
WGNS, Murfreesboro, Tenn.
- BROWN, ROBERT**
WMAY, Springfield, Ill.
- BROWN, TED**
KBOX, Dallas, Tex.
- BROWN, WARD**
WSAL, Logansport, Ind.
- BROWNING, GUS**
WEPD, Orangeburg, S. C.
- BROWNING, ROBERT**
WSKN, Saugerties, N. Y.
- BRUCE, R. M.**
KNBA, Vallejo, Calif.
- BRUNER, BOB**
WMT, WMT-TV, Cedar
Rapids, Iowa
- BRYANT, BUD**
WGAB, Columbus, Ga.
- BRYANT, TED**
The World Today
KING-TV, Seattle, Wash.
- BRYSON, CONEY**
Close Up
KTSM, KTSM-TV, El Paso,
Tex.
- BUCKLE, DAVE**
WJET, Erie, Pa.
- BULLEN, REED**
KVNU, Logan, Utah
- BUNDLIE, CHARLES K.**
KNOX, Grand Forks, N. D.
- BUNN, BILL**
WGTM, Wilson, N. C.
- BURGoyNE, TED**
WTSP, St. Petersburg, Fla.
- BURKE, DR. ALBERT E.**
WKNB, West Hartford, Conn.
- BURKE, J. FRANK, SR.**
KPOP, Los Angeles, Calif.
- BURKE, MERLE**
Highlights from Headlines
WLPO, LaSalle, Ill.
- BURKE, TODD**
WEOL, Elyria-Lorain, Ohio
- BURNES, JIM**
WDRG, Hartford, Conn.
- BURNS, ALLAN**
WHBQ, WHBQ-TV,
Memphis, Tenn.
- BURNS, BILL**
KDKA-TV, Pittsburgh, Pa.
- BUSH, RAY**
KLTR, Blackwell, Okla.
- BUTTER, CLYDE**
KCON, San Marcos, Tex.
- BUTTS, RAY**
Dateline; Dixie
WULA, Eufaula, Ala.
- BUTZ, BOB**
KLZ-TV, Denver, Colo.
- BYRD, EARL E.**
WTRX, Bellare, Ohio
- BYRD, HERBIE**
KVLG, Little Rock, Ark.
- BYRNES, SYDNEY E.**
WADS, Ansonia, Conn.
- BYRON, JAMES A.**
WBAP, Fort Worth, Tex.

— C —

- CADDELL, RAYMOND**
WHSC, Hartsville, S. C.
- CAIN, BOB**
WHK, Cleveland, Ohio
- CAINE, BEN**
City Heartbeat
KDEF, Albuquerque, N. M.
- CALDWELL, DURHAM**
WSPR, Springfield, Mass.
- CALDWELL, HOWARD**
WTHI, Terre Haute, Ind.
- CALHOUN, JOHN C.**
WJWL, Georgetown, Del.
- CAMERON, FRANK**
WHOP, Hopkinsville, Ky.
- CAMMERON, DON**
KSIR, Wichita, Kan.
- CAMPBELL, JACK**
KDZA, Pueblo, Colo.
- CAMPBELL, JIM**
WHLM, Bloomsburg, Pa.
- CANHAM, ERWIN D.**
Commentary, ABC; Election
Coverage, ABC-TV
- CANTELO, JOHN**
WBBC, Flint, Mich.
- CAPUTO, EDWARD**
WNHC, New Haven, Conn.
- CARDWELL, LEIGH**
KRGV, KRGV-TV, Westlaco,
Tex.
- CAREY, JOHN**
WMID, Atlantic City, N. J.
- CAREY, MAX**
WJOL, Joliet, Ill.
- CARLIN, BOB**
WANE, Fort Wayne, Ind.
- CARLSON, W. R.**
WLYC, Williamsport, Pa.
- CARNAY, RAY**
Mobile News Director
KIOA, Des Moines, Iowa
- CARR, DICK**
Texoma Newslite
KTXX, Sherman, Tex.
- CARROLL, ALAN**
WEOB, Owego, N. Y.
- CARROLL, BILL**
KJAY, Topeka, Kan.
- CARTER, ED**
WSPA-TV, Montgomery, Ala.
- CASEY, CHARLES**
KSLV, Monte Vista, Colo.
- CASTLE, BILLY**
WMIL, Milwaukee, Wis.
- CATTERTON, A. V.**
WMEG, Eau Gallie, Fla.
- CAWLEY, TOM**
WINR, WINR-TV,
Binghamton, N. Y.
- CAYWOOD, D. T.**
Capital Comments
WFKY, Frankfort, Ky.
- CEDEBERG, CARL**
WWJ, Detroit, Mich.
- CESSNA, H.**
WOWO, Fort Wayne, Ind.
- CHAMBERLAIN, STEWART E.**
KZUM, Farmington, N. M.
- CHAMBERLIN, MIKE**
WBCM, Bay City, Mich.
- CHANEN, DICK**
KWHI, Brenham, Tex.
- CHAPA, JOSE E.**
WSPC, Chicago, Ill.
- CHAPEL, JOHN K.**
KLX, Oakland, Calif.
- CHAPMAN, FRED**
KFXD, Nampa, Ida.
- CHAPMAN, JOHN**
WMIX, Mt. Vernon, Ill.
- CHARLES, BRUCE**
WHK, Cleveland, Ohio
- CHASE, GENE**
WIL, St. Louis, Mo.
- CHASSE, ROBERT**
WFBF, Fernandina Beach,
Fla.
- CHATFIELD, CHARLES**
Letter to the Editor
WHCU, Ithaca, N. Y.
- CHEVERTON, DICK**
WOOD, WOOD-TV,
Grand Rapids, Mich.
- CHILSEN, WALTER JOHN**
WSAU, WSAU-TV,
Wausau, Wis.
- CHRISTENSEN, HARRY**
KNBX, Kirkland, Wash.
- CHRISTIE, GEORGE**
Open Mike
WTSP, St. Petersburg, Fla.
- CIPOLLA, CHIP**
WHLI, Hempstead, N. Y.
- CLARK, AL**
KWRY, Winner, S. D.
- CLARK, BILL**
News Analysis
WHOO, Orlando, Fla.
- CLARK, BUD**
WIL, St. Louis, Mo.
- CLARK, KEN**
KTHE, Thermopolis, Wyo.
- CLARK, RAY**
WOW, WOW-TV, Omaha,
Neb.
- CLAUSSEN, GENE**
KXIC, Iowa City, Iowa
- CLAYTON, BOB**
KXLT, Helena, Mont.
- CLEARY, J. M.**
WESE, Bradford, Pa.

RADIO-TV NEWS COMMENTATORS

- CLEMENTS, JACK**
WRVA, Richmond, Va.
- CLIFFORD, KEN**
KOKC, Tulare, Calif.
- CLINE, CLAY**
WDBM, Statesville, N. C.
- CLADE, BOB**
WREX-TV, Rockford, Ill.
- COCHRAN, RON**
WCBS-TV, New York, N. Y.
- COCHRAN, GLEN**
WKYB, Paducah, Ky.
- COGGINS, JIMMIE**
WKDK, Newberry, S. C.
- COLE, CHARLES**
KOLD, Tucson, Ariz.
- COLE, GRADY**
WBT, Charlotte, N. C.
- COLEMAN, J. D.**
KBTK, Missoula, Mont.
- COLEY, HAL**
KMCO, Conroe, Tex.
- COLLINS, DAVE**
WRFD, Worthington, Ohio
- COLLINS, DON**
KDRO-TV, Sedalia, Mo.
- COLLINS, LARRY**
News Around the World (Beirut)
ABC
- COMER, WILLIAM B.**
KBCH, Oceanlake, Ore.
- COMPTON, DICK**
KVTV, Sioux City, Iowa
- CONNELLY, ROBERT**
WWNH, Rochester, N. H.
- CONNOR, RALPH**
KCMS, Manitowish Springs, Colo.
- CONNOR, TOM**
WEEK-TV, Peoria, Ill.
- CONNORS, DAVID A., JR.**
WNLC, New London, Conn.
- CONOHAN, CLIFF**
WISC, Madison, Wis.
- CONRAD, CHARLES**
WPBC, Minneapolis, Minn.
- CONRAD, STEVE**
WDEF-TV, Chattanooga, Tenn.
- CONSIDINE, BOB**
On the Line with Bob Considerine
NBC
- CONWAY, ED**
WHIC, Pittsburgh, Pa.
- COOPER, GEORGE**
KVOU, Uvalde, Tex.
- CORBETT, JIM**
WGTO, Cypress Gardens, Fla.
- CORBIN, LOU**
Issues in the Air
WFBR, Baltimore, Md.
- CORDRAY, BOB**
WFFB, Middletown, Ohio
- CORNELL, CAMERON**
WSGA, Savannah, Ga.
- CORPORON, JOHN**
Dateline Washington
WDSU-TV, New Orleans, La.
- COSTELLO, ED**
KOSA-TV, Odessa, Tex.
- COTTAM, RICHARD**
KFRU, Columbia, Mo.
- COURTNEY, ALAN**
WQAM, Miami, Fla.
- COVINGTON, FRED**
WTVM, Columbus, Ga.
- COWAN, COLEY**
WJBD, Salem, Ill.
- COY, KEN**
KCKT-TV, KGLD-TV
Great Bend, Kan.
- CRABILL, VON**
WAVI, Dayton, Ohio
- CRAGER, JOEL**
Weekday News
ABC
- CRAGO, BILL**
KFWB, Hollywood, Calif.
- CRAIG, BILL**
WHAP, Hopewell, Va.
- CRAIG, CHARLES**
WDBA, Danville, Va.
- CRAIG, ED**
WLAG, LaGrange, Ga.
- CRAIG, JACK**
KFRG, Eugene, Ore.
- CRANDALL, JERRY**
Morning in Michigan
WTVB, Coldwater, Mich.
- CRANDELL, VIC**
Around Your Town
KGOS, Torrington, Wyo.
- CRANE, DAVE**
WDEV, Waterbury, Vt.
- CRAWFORD, JOHN II.**
KTFS, Texarkana, Tex.
- CREMER, CHUCK**
WREX-TV, Rockford, Ill.
- CRISSEY, DONALD E.**
WINE, Buffalo, N. Y.
- CRISWELL, BILL**
WTRF-TV, Wheeling, W. Va.
- CROCKER, LEON H.**
KDMO, Carthage, Mo.
- CROCKETT, WALTER C.**
WCYB, WCYB-TV, Bristol, Va.
- CROFT, MIKE**
WKVA, Lewistown, Pa.
- CROSS, CHARLES**
KPDN, Pampa, Tex.
- CROSS, MILTON**
Weekend 55 News
ABC
- CROUCH, AL**
K-NUZ, Houston, Tex.
- CROUCH, PAUL**
Reporters Notebook
WMSC, Columbia, S. C.
- CROWLEY, FRANK**
KANA, Anaconda, Mont.
- CRYSTAL, LES**
WFBG, WFBG-TV,
Altoona, Pa.
- CULLEN, JANE**
KWIP, Merced, Calif.
- CULLIN, RAY**
KGNC, KGNC-TV,
Amarillo, Tex.
- CUMMINGS, BOB**
KGY, Olympia, Wash.
- CUMMISKEY, JOE**
WHEN, Syracuse, N. Y.
- CURRY, BUD**
KAKC, Tulsa, Okla.
- CURTIS, HENRY, JR.**
Newsreel
KBOI-TV, Boise, Ida.
- CURTIS, JIM**
WSBA-TV, York, Pa.
- CURTIS, RAY**
WDAM-TV, Hattiesburg-Laurel, Miss.
- D'ACCARDO, GENE**
KFIV, Modesto, Calif.
- DALE, ALLAN**
KEYS, Corpus Christi, Tex.
- DALTON, JIM**
Reporters Notebook
WHIS-TV, Bluefield, W. Va.
- DALTON, KEN**
WBET, Brockton, Mass.
- DALY, JOHN**
John Daly and the News; Report Card; Election Coverage; Prologue 1959: ABC, ABC-TV
- DANAHER, TOM**
KWMT, Fort Dodge, Iowa
- DANES, SPENCER**
WMET, Miami Beach, Fla.
- DANIELS, BO**
WLFH, Little Falls, N. Y.
- D'ARCY, MICHAEL**
KOIL, Omaha, Neb.
- DARDANO, NICK**
WTLB, Utica, N. Y.
- DARY, DAVE**
KWFT, Wichita Falls, Tex.
- DASHER, WYLENA**
WNER, Live Oak, Fla.
- DAVIDSON, BRYAN**
WJBD, Salem, Ill.
- DAVIDSON, FRANK**
KONP, Port Angeles, Wash.
- DAVIS, ALVIN**
WCHT, Birmingham, Ala.
- DAVIS, CHARLES**
WAPL, WAPL-TV, Birmingham, Ala.
- DAVIS, ED**
WFPG, Atlantic City, N. J.
- DAVIS, JIM**
Today's Headlines
WRDW-TV, Augusta, Ga.
- DAVIS, LOU**
WPAC, Patchogue, N. Y.
- DAVIS, MADISON**
WOWL, WOWL-TV, Florence, Ala.
- DAVIS, MELTON**
News Around the World (Rome) ABC
- DAVIS, REX**
KMOX, St. Louis, Mo.
- DAVIS, SID**
WKBN, WKBN-TV,
Youngstown, Ohio
- DAVIS, WAYNE**
WFIS, Fountain Inn, S. C.
- DAVIS, ZONA B.**
WCRA, Effingham, Ill.
- DAWSON, DALE**
WGHN, Grand Haven, Mich.
- DAY, BILL**
WAPL, Appleton, Wis.
- DAY, CHARLES**
WGAR, Cleveland, Ohio
- DAY, JOHN**
WHDH, WHDH-TV,
Boston, Mass.
- DAYE, ROLAND**
La. Nat'l. Bank News
WAFB-TV, Baton Rouge, La.
- DEANE, JERRY**
WISC-TV, Madison, Wis.
- DEBNAM, W. E.**
WNCT, Greenville, N. C.
- DECKER, TOM**
City Edition
WYET-TV, Rochester, N. Y.
- DEER, JIMMY**
WDAK, Columbus, Ga.
- DEICH, DAVE**
WAXX, Chippewa Falls, Wis.
- DELANEY, JACK**
WNBH, New Bedford, Mass.
- DeMOTLPIED, DAVE**
WBRK, Pittsfield, Mass.
- DENMARK, E. T.**
Florida News
WOLF, Dothan, Ala.
- de ORTEGA, GIL**
WRAQ, Santurce, P. R.
- de SLOOURE, FRED**
WIBG, Philadelphia, Pa.
- DEVERELL, ED**
KFSD, San Diego, Calif.
- DEVINE, ROBERT**
KDES, Palm Springs, Calif.
- DIEDERICH, AL**
KRVN, Lexington, Neb.
- DIEHL, BILL**
WLOW, Norfolk, Va.
- DIXON, RANDY**
The Negro World
WDAS, Philadelphia, Pa.
- DIXON, ROY**
KTRM, Beaumont, Tex.
- DOBBINS, JOSEPH**
WLNH, Laconia, N. H.
- DOCKERY, DON**
WGRO, Lake City, Fla.
- DODD, FRANK S.**
WPAR, Parkersburg, W. Va.

— D —

RADIO-TV NEWS COMMENTATORS

DODGE, ED S.
WTYN, Tryon, N. C.

DOEDEN, JERI
KAGR, Yuba City, Calif.

DOOLITTLE, LEW
Capital Comment
WCMB, Harrisburg, Pa.

DOREMUS, WARREN
WHEC, WHEC-TV,
Rochester, N. Y.

DORSEY, CLAUDE
KMBC, Kansas City, Mo.

DOTY, DICK
WTRL, Bradenton, Fla.

DOUGLAS, LES
WILL, Willimantic, Conn.

DOWNNEY, PAT
WCVS, Springfield, Ill.

DOYLE, GEORGE
KFH, Wichita, Kan.

DRAGIN, TED
Rush-hour Roundup
WSAV, Savannah, Ga.

DRAKE, FRED
WDON, Wheaton, Md.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRAKE, RICHARD
WGLI, Babylon, N. Y.

DREIER, ALEX
News on the Hour; Man on
the Go
NBC

DRUSKY, ROY
KEYE, Minneapolis, Minn.

DRYFOOS, LEON
WLEU, Erie, Pa.

DUBARD, VASSAR
WBBC, Jackson, Miss.

DUDLEY, DAVE
KEYE, Minneapolis, Minn.

DU MOND, JOE, JR.
KAIR, Tucson, Ariz.

DUNBAR, WILLIS
WKZO-TV,
Kalamazoo, Mich.

DUNCAN, JAMES H.
KSLI, Silver City, N. M.

DUNLAP, WALLACE
WTAO, Boston, Mass.

DUNLEVEY, JIM
WQUB, Galesburg, Ill.

DUNNAGAN, KEN
KR0D, El Paso, Tex.

DUNNE, JIMMY
KNAF, Fredericksburg, Tex.

DUNSTER, GEORGE
WTH, Port Huron, Mich.

DURKIN, JAY
WDEW, Westfield, Mass.

— E —

EADIE, DEANE
WSNJ, Bridgeton, N. J.

EAKINS, PHIL
KOAT-TV, Albuquerque,
N. M.

EAMES, WILLIAM A.
KSL-TV, Salt Lake City,
Utah

EARLE, BILL
WIEL, Elizabethtown, Ky.

EATON, RICHARD
WINX, Rockville, Md.

EATON, RICHARD
WJM0, Cleveland, Ohio

EATON, ROY
KKOL, Fort Worth, Tex.

EBEL, WALTER M.
KELO, Hot Springs, Ark.

ECKERT, ED
WRGB, Schenectady, N. Y.

EDMONDSON, AUSTIN
WAOV, Vincennes, Ind.

EDWARDS, BOB
KNCM, Moberly, Mo.

EDWARDS, CHARLES
WRAM, Monmouth, Ill.

EDWARDS, DARRELL
WTV, Titusville, Pa.

EDWARDS, DON
KROC-TV, Rochester, Minn.

EDWARDS, FRANK
WTTV, Bloomington, Ind.

EDWARDS, JOHN
News Around the World; Eis-
enhower Press Conferences,
ABC; John Daly and the
News; ABC News with Don
Goddard, ABC-TV

EID, LEIF
News
NBC

EINHAUS, ROBERT
KJAN, Atlantic, Iowa

ELLERIN, NORBERT
WDL, Port Jervis, N. Y.

ELLIOT, KEN
KRMD, Shreveport, La.

ELLIOTT, DOYCE
KOSA-TV, Odessa, Tex.

ELLIOTT, JIM
WNAB, Bridgeport, Conn.

ELLIS, KEN
WMNI, Columbus, Ohio

ELLISON, DUNCAN
KDUB-TV, Lubbock, Tex.

ELLISON, WILLIAM G.
WHBF, Rock Island, Ill.

ELSTON, E. G.
World News Roundup
KCUE, Red Wing, Minn.

EMMERSON, BYRON
WMIX, Mt. Vernon, Ill.

ENGL, HOLLAND
WGN, Chicago, Ill.

ERICKSON, EDWARD
WKRZ, Oil City, Pa.

ERICKSON, LLOYD
KLWN, Lawrence, Kan.

ERLICH, M. D.
WNNH, Rochester, N. H.

ESCHEN, FRANK
KSD, St. Louis, Mo.

EUGENE, LES
KCMC-TV, Texarkana, Tex.

EVANS, JIM
WHLM, Bloomsburg, Pa.

EVANS, WALT
KTBB, Tyler, Tex.

EVERSOLE, JACK
WKCT, Bowling Green, Ky.

— F —

FACENDA, JOHN
WCAU-TV, Philadelphia, Pa.

FAIRCLOTH, JACK
WEAT-TV, West Palm
Beach, Fla.

FAIRWEATHER, JACK
KVOC, Casper, Wyo.

FALK, RAY
News Around the World
(Tokyo) ABC

FALLON, JOHN S.
WSME, Sanford, Me.

FANG, IRV
KWKW, Pasadena, Calif.

FARRISS, WAYNE
WKCT, Miami, Fla.

FEMMEL, DICK
John Daly and the News;
ABC News with Don
Goddard
ABC-TV, WXYZ-TV (Detroit)

FENNER, LYLE
KXL, Portland, Ore.

FENTRESS, STEVE
WGN, Chicago, Ill.

FIEDLER, LOU
WF0B, Fostoria, Ohio

FIELD, FRANK
KMA, Shenandoah, Iowa

FIELDS, BILL
WKDK, Newberry, S. C.

FINNEY, E. DEAN
Periscope
WTWN, St. Johnsbury, Vt.

FINNEY, FREDERIC N.
KTUC, Tucson, Ariz.

FINNING, FRANK
WKNE, Keene, N. H.

FIORANI, ROSE
WP7S, Pittston, Pa.

FIRMIN, JAMES H.
WMOK, Metropolis, Ill.

FISHER, BOB
WRMN, Elgin, Ill.

FISHER, ELDER A.
WHKK, Akron, Ohio

FISHER, JERRY
KEYS, Corpus Christi, Tex.

FISHER, LEWIS
WINS, New York, N. Y.

FITCH, JERRY
Sunday Commentary
KGLN, Glenwood Springs,
Colo.

FITZ, C. W.
WABL, Amite, La.

FITZGIBBONS, JACK
WAKR, WAKR-TV, Akron,
Ohio

FLAHERTY, PAT
KPRC, KPRC-TV, Houston,
Tex.

FLANNERY, HARRY
KMOX, St. Louis, Mo.

FLANNERY, JACK
WCAP, Lowell, Mass.

**FLAXINGTON, REV. WARD
B.**
Plain Thoughts of a Plain
Citizen
WWHG, Hornell, N. Y.

FLEMING, ED
KNXT, Los Angeles, Calif.

FLEMING, ROBERT
John Daly and the News; ABC
News with Don Goddard; Re-
port Card; Election Coverage;
ABC, ABC-TV

FLEMMING, AL
KELO, KELO-TV
Sioux Falls, S. D.

FLETCHER, NORMAN A.
KNOG, Natchitoches, La.

FLOURNOY, BOB
WKY, Oklahoma City, Okla.

FLUEGL, CRES
WEEK, Peoria, Ill.

FLYNN, ARTHUR
WHAV, Haverhill, Mass.

FOARD, A. G., JR.
WJRI, Lenoir, N. C.

FOGARTY, JACK
WCPO, Cincinnati, Ohio

FOLDMAN, BOB
WCAP, Lowell, Mass.

FONTAINE, HERBERT
WJDA, Quincy, Mass.

FORBES, GILBERT
WFHM, Indianapolis, Ind.

FORD, DICK
WPTZ, Plattsburgh, N. Y.

FORD, MARK
KDAY, Hollywood, Calif.

FORESTER, DOROTHY
KVCB, Farmington, N. M.

FORREST, WILLIAM
Foot Notes on the Headlines
WGNV, Newburgh, N. Y.

FORRESTER, ROY
KLYR, Clarksville, Ark.

FOSTER, CHUCK
KOIN-TV, Portland, Ore.

FOSTER, WALTON
KWER, San Angelo, Tex.

FOSTER, WAYNE
WYTH, Madison, Ga.

FOX, BILL
KTNT-TV, Tacoma, Wash.

FRANCIS, DICK
WDSM, WDSM-TV,
Superior, Wis.

FRANK, BILL
Around the Town
WILM, Wilmington, Del.

FRANK, DON
WHOA, San Juan, P. R.

RADIO-TV NEWS COMMENTATORS

FRANK, ROBERT
WOC, WOC-TV,
Davenport, Iowa

FRANKLIN, FRED
News of the North
KTRP, Thief River Falls,
Minn.

FRANKLIN, JOHN
WRCV, Philadelphia, Pa.

FRASER, DON
- WGO, Salisbury, Md.

FRASER, GORDON
Monitor, NBC

FRAWLEY, TOM
WHIO, Dayton, Ohio

FREDERICK, PAULINE
News, NBC, NBC-TV

FREDERICKS, CLARE
WCBY, Cheboygan, Mich.

FREDERICKS, DIRK
Weekday News—Evening
ABC

FREEDMAN, BERT
WVMO, Mt. Carmel, Ill.

FREEMAN, GEORGE
WNHC, New Haven, Conn.

FRIEND, GEORGE
WPLA, Plant City, Fla.

FRITS, JAMES C.
KAGT, Anacortes, Wash.

FUCHS, LARRY
WCRB, Boston, Mass.

FYFFE, BILL
WJRT, Flint, Mich.

— G —

GAAL, FRANK
WJBK, Detroit, Mich.

GAFFANEY, L. L.
KOLS, Pryor, Okla.

GAGE, FRED
News Cavalcade
WLAM, Lewiston, Me.

GAINES, WALT
WGAV, Amsterdam, N. Y.

GALLIETTE, RICHARD T.
WAVZ, New Haven, Conn.

GALLO, JOHN W.
WRIT, Milwaukee, Wis.

GAMBLE, BOB
WKY-TV, Oklahoma City,
Okla.

GAMER, GREG
KAKE-TV, Wichita, Kan.

GARBER, PAUL
WABJ, Adrian, Mich.

GARDELLA, FRED
Our Town
WBNC, Conway, H. H.

GARDNER, DON
Weekday News
ABC

GARDNER, REED
WZOK, Jacksonville, Fla.

GARTLAND, JACK
WTTM, Trenton, N. J.

GASMAN, BILL
KREW, Sunnyside, Wash.

GATES, HALLEY
KENO, Las Vegas, Nev.

GAYMAN, VAUGHN
WDBQ, Dubuque, Iowa

GEER, STEVE
WHEN, WHEN-TV,
Syracuse, N. Y.

GENTRY, BILL
WCHV, Charlottesville, Va.

GEORGE, ABNER
KOTA, Rapid City, S. D.

GEORGE, FRANK
KDKA, Pittsburgh, Pa.

GERAGHTY, LARRY
WCSH-TV, Portland, Me.

GERARD, GEORGE
News Around the World
(Geneva)
ABC

GESSNER, ROBERT
WNNJ, Newton, N. J.

GHEZA, BOB
WBOF, Virginia Beach, Va.

GIBSON, JOE
WWSW, Pittsburgh, Pa.

GIBSON, PHIL
WMBD, Peoria, Ill.

GIBSON, ROY
KDYL, KTVT, Salt Lake
City, Utah

GIFFORD, DAVE
WICU, Erie, Pa.

GIGUERE, JON
KCSI, Pueblo, Colo.

GILBERT, LIVINGSTON
3 Star Final
WAVE, WAVE-TV,
Louisville, Ky.

GILLESPIE, DAVE
WQHS, Shelby, N. C.

GILLESPIE, JOE
KNBC, San Francisco, Calif.

GILMORE, JOHN
WENY, Buffalo, N. Y.

GINZER, ED
WVWZ, Vineland, N. J.

GIRoux, LEE
KRCA, Los Angeles, Calif.

GITTINGS, CLARENCE
KTVO, Ottumwa, Iowa

GLADSTONE, HENRY
WOR, New York, N. Y.

GLAWE, JOHN
Northeastern Newsreel
WNEP-TV, Scranton, Pa.

GLEASON, JOHN H.
WIMS, Michigan City, Ind.

GLYNN, BILL
KRSN, Los Alamos, N. M.

GODDARD, DON
John Daly and the News; Re-
port Card; ABC News with
Don Goddard; Election Cov-
erage; Pope Pius Obituary;
Prologue 1959
ABC-TV; ABC Commentary

GODDARD, WILLIAM
Listening Post
WGSM, Huntington, N. Y.

GOERCH, CARL
WPTF, Raleigh, N. C.

GOODE, GEORGE
KSON, San Diego, Calif.

GOODMAN, GEORGE
WLIB, New York, N. Y.

GOODRICH, ROGER
WHCC, WHEC-TV,
Rochester, N. Y.

GORDON, LOU
WXYZ-TV, Detroit, Mich.

GORFLE, NORMAN
KUBE, Pendleton, Ore.

GORMLY, BILL
KIMO, Independence, Mo.

GOSHORN, ROY B.
WHOL, Allentown, Pa.

GRAHAM, GORDON
WLW-1, Indianapolis, Ind.

GRAMER, BILL
WGTO, Cypress Gardens, Fla.

GRANT, AUSTIN
CKLW, CKLW-TV, Detroit,
Mich.

GRAUER, BEN

B. June 2, 1908, New York,
N. Y.; Ask Congress, Citizens
Union Searchlight, Discussion,
WRCA, WRCA-TV; Monitor —
Communicator, Sound of Science,
9 PM — News on the Hour,
NBC Radio Network

GRAY, J. S.
WCED, DuBois, Pa.

GRAY, LYMAN
WALB, Albany, Ga.

GREEN, CHARLES
WNJR, Newark, N. J.

GREEN, GEORGE
Four Star Final
KOOK-TV, Billings, Mont.

GREEN, H. E.
News and Interviews
KFKA, Greeley, Colo.

GREEN, RALPH
KFKA, Greeley, Colo.

GREEN, ROBERT
WKMT, Kings Mountain, N. C.

GRESHAM, FERRELL
KELD, El Dorado, Ark.

GRETCH, RANDY
WVWZ, Vineland, N. J.

GRIDER, DON
WIRE, Indianapolis, Ind.

GRIFFIN, MIKE
WDSM-TV, Duluth, Minn.

GRIFFITH, FRED
WHP, Charleston, W. Va.

GRIFFITH, LES
Weekday News—Evening
ABC

GRIGGS, JERRY
WMSL-TV, Decatur, Ala.

GRIMSBY, ROGER
WXIX-TV, Milwaukee, Wis.

GROFF, WILL
WEZN, Elizabethtown, Pa.

GROSSENBACHER, BOB
WNBT, Wellsboro, Pa.

GROVE, BILL
WJXT, Jacksonville, Fla.

GUNN, BEN
City Camera
WAGA-TV, Atlanta, Ga.

GUTHRIE, WARREN
Sholie Reporter
WJW-TV, Cleveland, Ohio

— H —

HACKES, PETER
News, NBC

HAGEMAN, HAROLD
WCUE, Akron, Ohio

HAGERTY, JERRY
Tri State Final
WSEE, Erie, Pa.

HAGUE, EARL
WPIK, Alexandria, Va.

HAHN, IOU
Behind the Headlines
WBCB, Levittown, Pa.

HAINES, MARLIN
Falstaff News
KROD-TV, El Paso, Tex.

HALEY, BILL
WROC-TV, Rochester, N. Y.

HALL, WILSON
News on the Hour
NBC

HALLIGAN, JOHN
KBOE, Oskaloosa, Iowa

HALLORAN, RYAN
WAVE, Louisville, Ky.

HALTERMAN, KENNETH
WCUE, Akron, Ohio

HALVERSON, PAT
KSYD-TV, Wichita Falls,
Tex.

HAMBY, W. H.
WDXX, Clarksville, Tenn.

HAMILTON, GENE
Monitor, NBC

HAMILTON, JACK
Breakfast Edition
KIDD, Monterey, Calif.

HAMMOND, FRED
Eso Reporter
WWL, New Orleans, La.

HANEY, FRED
WCNC, Elizabeth City,
N. C.

HANGEN, WELLES
News, NBC, NBC-TV

HANSEN, HANS (Copenhagen)
News Around the World
ABC

HANSON, EUGENE
Polk County News Round-up
KETX, Livingston, Tex.

HARDIN, JIM
Breakfast Edition
WCOH, Newnan, Ga.

HARDY, BOB
WIL, St. Louis, Mo.

RADIO-TV NEWS COMMENTATORS

- HARKNESS, RICHARD**
News on the Hour
NBC
- HARPER, JERRY**
WMTV, Madison, Wis.
- HARPER, JOE**
WHP-TV, Harrisburg, Pa.
- HARRIER, BOYD**
WTAR, Norfolk, Va.
- HARRINGTON, JOHN**
KTAR, Phoenix, Ariz.
- HARRIS, DAVE**
KBIF, Fresno, Calif.
- HARRISON, BRAD**
KSTL, St. Louis, Mo.
- HARRISON, CHUCK**
WMBD-TV, Peoria, Ill.
- HARRISON, ROBERT**
WHNC, Henderson, N. C.
- HARSCH, JOSEPH C.**
News
NBC
- HART, DON**
WSNJ, Bridgeton, N. J.
- HARTLEY, HOWARD**
Five Star Final
WDCL, WTAN, Clearwater, Fla.
- HARVEY, HANK**
WIMA, Lima, Ohio
- HARVEY, JOHN**
KJBS, San Francisco, Calif.
- HARVEY, PAUL**
Paul Harvey News;
(WBKB-TV-Local)
Election Coverage
ABC, ABC-TV
- HARVEY, PAUL**
WSAP, Salisbury, N. C.
- HARVILLE, CHARLIE**
WFMY-TV, Greensboro, N. C.
- HATCH, ERIC**
WBIS, Bristol, Conn.
- HAWKEY, BOB**
WJNO, West Palm Beach, Fla.
- HAYDEN, WILLIAM**
WIOU, Kokomo, Ind.
- HAYES, GEORGE**
Weekend :55 News
ABC
- HAYS, JIM**
K-GUN-TV, Tucson, Ariz.
- HAYWARD, BRUCE**
KTVI, St. Louis, Mo.
- HELMS, JESSE**
WRAL-TV, Raleigh, N. C.
- HENDERSON, BROOKS**
KSTP, St. Paul, Minn.
- HENDERSON, JOE**
KMUS, Muskogee, Okla.
- HENDRICKSON, MORT**
Headlines & Bylines
WDVL, Vineland, N. J.
- HENLE, RAY**
Three Star Extra
NBC
- HENRY, BILL**
WSFA-TV, Montgomery, Ala.
- HENRY, JOHN**
KOA, Denver, Colo.
- HENRY, MIKE**
KFWB, Hollywood, Calif.
- HENRY, STEVE**
WECL, Eau Claire, Wis.
- HENSTROM, RICHARD**
KLOE-TV, Provo, Utah
- HERBERT, ALAN**
WHIO, Dayton, Ohio
- HERLIHY, ED**
Monitor, NBC
- HERMAN, DON**
WHRV, Ann Arbor, Mich.
- HERRING, CHARLES**
KING-TV, Seattle, Wash.
- HEUER, MYRON**
Dinner Bell News
KCUE, Red Wing, Minn.
- HEWITT, BOB**
WCVS, Springfield, Ill.
- HICKLING, LEE**
WNBF-TV, Binghamton, N. Y.
- HICKOX, RICHARD**
WISH-TV, Indianapolis, Ind.
- HICKS, CAP**
WRGA, Rome, Ga.
- HIGGINS, PAT**
KFSD, KFSD-TV,
San Diego, Calif.
- HIGHTOWER, TED**
WSB, Atlanta, Ga.
- HILDEBRAND, KEN**
KQV, Pittsburgh, Pa.
- HILDRETH, RICHARD**
WIRY, Plattsburgh, N. Y.
- HILL, BAYNE**
WDSF, DeFuniak Springs, Fla.
- HILL, DOUG**
KELO, KELO-TV,
Sioux Falls, S. D.
- HILL, ROBERT**
WNAX, Yankton, S.D.
- HILLE, BOB**
KSD, St. Louis, Mo.
- HILLEGAS, FRED**
WSYR, Syracuse, N. Y.
- HILMER, GLENN H.**
WCME, Brunswick, Me.
- HINCKLE, ED**
WVET, Rochester, N. Y.
- HINES, BILL**
WGST, Atlanta, Ga.
- HINSHAW, FRED MOORE**
WLBC, WLBC-TV,
Muncie, Ind.
- HOARTY, LEO**
WBOF, Virginia Beach, Va.
- HOBBS, JAMES B., JR.**
WSPA-TV, Spartanburg, S. C.
- HODGKINSON, BRIAN**
WDOK, Cleveland, Ohio
- HOFFMAN, GEORGE**
WWCA, Gary, Ind.
- HOLBERT, DON**
KTQE, Mankato, Minn.
- HOLBROOK, CLYDE**
Behind the Stories
KCOG, Centerville, Iowa
- HOLCOMB, GRANT**
KNXT, Los Angeles, Calif.
- HOLDERFIELD, W. D.**
WFPA, Fort Payne, Ala.
- HOLIDAY, JON**
Alemit News Desk
WIST, Charlotte, N. C.
- HOLM, CAL**
WAKR, Akron, Ohio
- HOLM, JOHN H.**
KBRL, McCook, Neb.
- HOLTMAN, MARTIN**
WTVR, Richmond, Va.
- HONEYMAN, RUSS**
WDXI, Jackson, Tenn.
- HOOD, BILL**
KSYD-TV, Wichita Falls, Tex.
- HOOPER, JACK**
WHGB, Harrisburg, Pa.
- HOOPES, WILLIAM**
WIVK, Knoxville, Tenn.
- HOOPER, DICK**
KREM, Spokane, Wash.
- HOPKINS, GENE**
WLSJ, Big Stone Gap, Va.
- HORAN, BOB**
WKAZ, Charleston, W. Va.
- HORAN, BOB**
WSAZ-TV, Huntington, W. Va.
- HORGAN, EDWARD**
WELM, Fitchburg, Mass.
- HORNING, DICK**
WTCN-TV, Minneapolis, Minn.
- HOSS, DAVE**
Editorially Speaking
KFLY, Corvallis, Ore.
- HOWARD, GLEN**
WMIC, Monroe, Mich.
- HOWARD, GLENN**
WOHO, Toledo, Ohio
- HOWE, LLOYD G.**
WPDM, Potsdam, N. Y.
- HOWE, QUINCY**
ABC Commentary; Quincy
Howe Commentary; Week of
the World, ABC; Report Card;
Election Coverage; Prologue
ABC-TV
- HOWELL, HENRY**
WOAI, WOAI-TV, San
Antonio, Tex.
- HOWICK, BOB**
WHHH, Warren, Ohio
- HOWSER, DON**
WGSN, Murfreesboro, Tenn.
- HOYT, ROBERT**
Business News
WSBT, South Bend, Ind.
- HUBBARD, ERROL**
WCNT, Centralia, Ill.
- HUDDLESTON, JOHN**
KSDO, San Diego, Calif.
- HUDSON, LEW**
KWOA, Worthington, Minn.
- HUFF, OSCAR**
WKMF, Flint, Mich.
- HUFF, OSCAR**
WTOL-TV, Toledo, Ohio
- HUGHES, DON K.**
KIOA, Des Moines, Iowa
- HUGHES, EVAN H.**
KVOL, Lafayette, La.
- HUGHES, JOHN B.**
WTAE, Pittsburgh, Pa.
- HUGHES, PAUL**
KVAR, Phoenix-Mesa, Ariz.
- HUMBERT, BILL**
Talking It Over
KGAK, Gallup, N. M.
- HUNTLEY, CHET**
News; Outlook
NBC, NBC-TV
- HUNTLEY, FRANK**
News Around the World
(Formosa)
ABC
- HUNTLEY, HANK**
KHHH, Pampa, Tex.
- HURST, JACK**
WLEE, Richmond, Va.
- HUTTO, RICK**
WDVH, Gainesville, Fla.
- HYATT, MARION**
WAUD, Auburn, Ala.
- HYDER, BILL**
WHEY, Millington, Tenn.
- HYLTON, CHARLES**
Banner News
WLOG, Logan, W. Va.
- HYMAN, MARK**
WHAT, Philadelphia, Pa.



- IDE, CARL**
KDKA-TV, Pittsburgh, Pa.
- INGSTAD, BOB**
KOVC, Valley City, N. D.
- IONNE, JOE**
WMRN, Marion, Ohio
- IRELAND, MILLARD**
KOMO, Seattle, Wash.
- IRVING, DICK**
KRES, St. Joseph, Mo.
- ISAAC, W. T.**
WHR, Danville, Ky.
- ISON, W. W.**
WKIS, Orlando, Fla.
- IZZARD, BOB**
KGNC, KGNC-TV,
Amarillo, Tex.



- JACKSON, KEITH**
KOMO-TV, Seattle, Wash.

RADIO-TV NEWS COMMENTATORS

JACKSON, RIVERS
WCEH, Hawkinsville, Ga.

JACOBS, WHITNEY
Listener Speaks
WJNF, Manchester, Conn.

JACOBUS, BILL
Between the Lines
WTTB, Vero Beach, Fla.

JACOBY, DICK
KETV, Omaha, Neb.

JAMES, TONY
WGBB, Freeport, N. Y.

JANES, DOLPH
KORÉ, Eugene, Ore.

JARLSON, ALAN
KRAM, KLAS-TV,
Las Vegas, Nev.

JARRRELL, W. W.
WKTG, Thomasville, Ga.

JASON, LEE
KJEO, Fresno, Calif.

JEFFERSON, WALTER
KPRC-TV, Houston, Tex.

JEFFRIES, ALLEN
WISH, Indianapolis, Ind.

JELKS, WATT
KTIB, Thibodaux, La.

JESTER, LEWIS T.
WVEC, WVEC-TV,
Hampton-Norfolk, Va.

JETER, FLOYD
Across Back Yard Fence
KFLJ, Walsenburg, Colo.

JIMENEZ, JUAN ORTIZ
Titulares Warner-Lambert
WKAQ, WKAQ-TV, San Juan,
P. R.

JOHN, DICK
WKY, WKY-TV,
Oklahoma City, Okla.

JOHNSON, CHUCK
WHLL, Hempstead, N. Y.

JOHNSON, DICK
KBOM, Bismarck, N. D.

JOHNSON, GEORGE
WQUA, Moline, Ill.

JOHNSON, WAYNE
WERE, Cleveland, Ohio

JOLLS, TOM
WUSJ, Lockport, N. Y.

JONES, BOB
WAPI, WAPI-TV,
Birmingham, Ala.

JONES, CLARENCE
Straight from the Horses
Mouth
WBDP, Orangeburg, S. C.

JONES, E. Z.
Melville News
WBBB, Burlington, N. C.

JONES, TED
WTKO, Ithaca, N. Y.

JOYNER, JACK
WSIX, WSIX-TV,
Nashville, Tenn.

— K —

KABO, JOHN
WARD-TV, Johnstown, Pa.

KAIN, RED
WLAN, Lancaster, Pa.

KALBER, FLOYD
KMTV, Omaha, Neb.

KAPLAN, RALPH
KYSN, Colorado Springs,
Colo.

KAPLOW, HERB
News
NBC, NBC-TV

KARNS ERUCE
KJCK, Junction City, Kan.

KASSELL, CY
WHLL, Boston-Medford,
Mass.

KAUFMAN, BOB
WISR, Butler Pa.

KEANE, JERRY
WDOL, Athens, Ga.

KEEN, HAROLD
KFMB-TV, San Diego, Calif.

KEHOE, RON
WDCR, Hanover, N. H.

KELLEHER, PHIL
WCKR, Miami, Fla.

KELLER, SAM
WOKK, Meridian Miss.

KELLEY, ELMER
WFMW, Madisonville, Ky.

KELLEY, MORRIS
KWBG, Boone, Iowa

KELLY, ROLAND
WSBT, South Bend, Ind.

KEISO, JIM
News Round-up
WFAI, Fayetteville, N. C.

KENNEDY, ED
Special Assignment
WWLP, Springfield Mass.

KENNEDY, JESS
WMBD, Peoria, Ill.

KENNEDY, KEVIN
WPIX, New York, N. Y.

KENT, JIM
WMAK, Nashville, Tenn.

KENT, TONY
Up To The Minute
KFSB, KFSB-TV,
San Diego, Calif.

KERLIN, J. C.
What Goes On Here?
WGBF, Evansville, Ind.

KERN, BRUCE
WTIC-TV, Hartford, Conn.

KERR, FRANK
KUDU, Ventura, Calif.

KERR, THOMAS
Rural Roundup
WTCO, Campbellsville, Ky.

KESSLER, DAVID E.
WHAM, Rochester, N. Y.

KETNER, WILL
Tri-County News
WVAM, Altoona, Pa.

KEVORKIAN, HARRY
WDBJ, Roanoke, Va.

KIDNEY, DICK
WGH, Newport News-
Norfolk, Va.

KIERNAN, WALTER
Monitor, NBC

KILPATRICK, JIMMY
News in Revue
WJHO, Opelika, Ala.

KINARD, LEE
WFMY-TV, Greensboro,
N. C.

KING, HAL
WHOP, Hopkinsville, Ky.

KING, REX
It Happened this Week
KIFW, Sitka, Alaska

KING, WILLIAM
WENK, Union City, Tenn.

KINNIRY, PAUL
WDAN, Danville, Ill.

KIRBY, HAL
WWWV, Russellville, Ala.

KIRBY, JONATHAN
KCBQ, San Diego, Calif.

KIECHHEIM, WILLIAM
WBBQ, Augusta, Ga.

KLINE, ERNIE
WBVP, Beaver Falls, Pa.

KNIGHT, CHARLES
WNDU, South Bend, Ind.

KNIGHT, JEFF
WYDE, Birmingham, Ala.

KNIGHT, KIRK
WWJ, WWJ-TV, Detroit,
Mich.

KNIGHT, LLOYD
KDEN, Denver, Colo.

KNOX, BOB
WIBG, Philadelphia, Pa.

KNOX, RALPH
WBBF, Rochester, N. Y.

KNUTSON, HAL
Western Edition
KBOI, Boise, Idaho

KNUTSON, MILO G.
WKTY, La Crosse, Wis.

KOCH, JAMES
WBFB-TV, Rock Island, Ill.

KOELSCH, JOSEPH
WRCO, Richland Center, Wis.

KRANSE, BYRON
KOLN-TV, Lincoln, Neb.

KREGGLOH, HUBERT
WSPR, Springfield, Mass.

KRUPP, ROGER
KSTP, St. Paul-Minneapolis,
Minn.

KRUSE, DARYL
KXLT, Helena, Mont.

KURTZ, KEN
WIS, Columbia, S. C.

KUSHON, FRED
KACY, Oxnard, Calif.

KUTZ, EDWARD C.
WSPD, Toledo, Ohio

— L —

LAFFERTY, JAMES
WANS, Anderson, S. C.

LaFRANCE, CONNIE
WSMN, Nashua, N. H.

LAITTE, REGINALD
WVOK, Charlotte, N. C.

LAMANNA, JAMES
WFBL, Syracuse, N. Y.

LA MERE, ROY
WCMS, Norfolk, Va.

LANCASTER, CHARLES
WLBK, Lebanon, Ky.

LANDERS, WILLIAM B.
WTVV, Tupelo, Miss.

LANDON, FORREST
WDBJ, Roanoke, Va.

LANE, ART
WIBG, Philadelphia, Pa.

LANG, MIKE
WFAI, Fayetteville, N. C.

LANGSTON, JOE
WNPT, Tuscaloosa, Ala.

LANTZ, RICHARD
Night Final
WTOC-TV, Savannah, Ga.

LaPRISE, RAY
WVNB, Daytona Beach, Fla.

LARSEN, G. ROY (WHITEY)
WNAX, Yankton, S. D.

LARSON, CARL
WTKO, Ithaca, N. Y.

LARVENZ, LARRY
WGMA, Hollywood, Fla.

LATHAM, JACK
KRCA, Los Angeles, Calif.

LAURENCE, JOCK
WNAK, Wilkes-Barre, Pa.

LaVIE, AL
WSKY, Asheville, N. C.

LAVIGNE, RICHARD
WREB, Holyoke, Mass.

LAWRENCE, KEN
WMIC, Monroe, Mich.

LAWS, RAY
WHAM, Rochester, N. Y.

LAWTON, FLETWOOD
KTYM, Inglewood, Calif.

LEBOEUF, JIM
WSMB, New Orleans, La.

LEBSACK, LYLE
KSDN, Aberdeen, S. D.

LECHUS, ED
Voice of Community
WOTW, Nashua, N. H.

LEE, BOB
KARM, Fresno, Calif.

LEE, BOB
WCOM, Parkersburg, W. Va.

LEE, DAVID
Five Star Final
KMSP-TV, Minneapolis,
Minn.

LEE, ED
KLEO, Wichita, Kan.

LEE, REV. HARRY R.
Religion in News
WWHG, Hornell, N. Y.

LEE, JOE
KNAK, Salt Lake City, Utah

RADIO-TV NEWS COMMENTATORS

LEEDS, DAVID

WMCA, New York, N. Y.
LEGGE, ERNIE
 WLOF-TV, Orlando, Fla.
LEGOW, FRANK
 WADC, Akron, Ohio
LEISURE, CLARENCE
 KNBC, San Francisco, Calif.
LEONARD, DICK
 Bay Area Background
 KCBS, San Francisco, Calif.
LEONARD, EDISON
 WSAJ, Allentown, Pa.
LEONARD, VINCE
 WRCV-TV, Philadelphia, Pa.
LESTER, DOUGLAS
 WBAB, Babylon, N. Y.
LEVIN, MARLIN
 News Around the World (Tel Aviv)
 ABC

LEVINE, IRVING R.

News, NBC
LEVINE, MIKE
 KDKA, Pittsburgh, Pa.
LEWIS, CHARLES
 WWJ, Detroit, Mich.
LEWIS, J. SHELDON
 What, Why, Where
 WELM, Elmira, N. Y.
LEWIS, JOHN
 WBAL, Baltimore, Md.
LEWIS, LEON
 Community News Roundup

WWRL, New York, N. Y.

LIGGITT, PAUL T.

WBFF, Rock Island, Ill.

LILLIBRIDGE, SAM

KLEN, Killeen, Tex.

LINDMAN, STUART A.

WTCN, Minneapolis, Minn.

LINDSEY, BILL

KVOY, Yuma, Ariz.

LIPPER, GEORGE A.

WDOG, Marine City, Mich.

LIPPOLD, HENRY

WMT-TV, Cedar Rapids, Iowa

LISSER, ALAN

KBIG, Avalon, Calif.

LITTLE, JAMES G.

WTAG, Worcester, Mass.

LOYD, MORT

WRGP-TV, Chattanooga, Tenn.

LOYD, VINCE

Morning Edition

WGN-TV, Chicago, Ill.

LODGE, BOB (CHICAGO)

John Daly and the News;

ABC with Don Goddard

ABC-TV

LOFLIN, BOB

WKRG-TV, Mobile, Ala.

LONG, CHET

WBNS, Columbus, Ohio

LONG, PAUL

KDKA, Pittsburgh, Pa.

LONGSHAW, GEORGE

KWBB, Wichita, Kan.

LOOS, MONTE

KOLR, Sterling, Colo.

LORD, GEORGE

World on Parade

WCAU, Philadelphia, Pa.

LOSSIER, OSCAR

WPCT, Putnam, Conn.

LOUDEN, RODNEY V.

KEED, Springfield, Ore.

LOVE, JIM

KLON, Blytheville, Ark.

LOW, DALE

KNCM, Moberly, Mo.

LOW, ROBERT

News Around the World

(Madrid)

ABC

LOWERY, JAMES

WSEN, Baldwinville, N. Y.

LOWERY, JAMES, Jr.

WOHL, East Liverpool, Ohio

LOZANO, GUILLERMO

KCOR, San Antonio, Tex.

LUCAS, WILLIAM E.

WSAV-TV, Savannah, Ga.

LULLOFF, ROBERT

WCCN, Neillsville, Wisc.

LUND, JACK

Overnite Extra

KFAM, St. Cloud, Minn.

LUPO, TONY

WCCM, Lawrence, Mass.

LYMAN, PETE

Final Edition

WBOY-TV, Clarksburg, W. Va.

LYNN, BOB

K-NUZ, Houston, Tex.

LYONS, DONALD

KPAC, Port Arthur, Tex.

— Mc —

McBEE, KEITH

WJZ-TV, Baltimore, Md.

McBRIDE, ALYS MAE

WHLB, Virginia, Minn.

McBRIDE, BOB

WMBH, Joplin, Mo.

McCAFFERY, JOHN K. M.

News, NBC-TV

McCAIN, BILL

WAKE, Atlanta, Ga.

McCARTHY, RUTH

News Around the World

(Havana)

ABC

McCARTHY, TOM

WNOP, Newport, Ky.

McCARTNEY, CHARLES

KANO, Anoka, Minn.

McCARTY, MARSH

WPAR, Parkersburg, W. Va.

McCARTY, WILLIAM

Dateline Today

WPEO, Peoria, Ill.

McCAULEY, JOHN B.

WKBZ, Muskegon, Mich.

McCLAUCHERTY, KYLE

KGIW, Alamosa, Colo.

McCORMICK, JOHN

KUDU, Ventura, Calif.

McCORMICK, ROBERT

News, NBC

McCRAW, EVERETT

WJSB, Crestview, Fla.

McCREADY, MAC

KORC, Mineral Wells, Tex.

McCUEN, CHICK

WTCN, WTCN-TV, Minneapolis, Minn.

McCURDY, JOE

WQUB, Galesburg, Ill.

McCUTCHEON, DON M.

KBZY, Salem, Ore.

McDONALD, BEN

Carolinas TV Reporter

WECT, Wilmington, N. C.

McDOUGALD, DON

WWNS, Statesboro, Ga.

McDOWELL, AL

KDKA, Pittsburgh, Pa.

McEWEN, CHARLES

KTRB, Modesto, Calif.

McEWUN, JIM

Trends of Our Times

WCLG, Morgantown, W. Va.

McFARLIN, MAC

WEOA, Weht, Evansville, Ind.

McGAUGHEY, ROBERT H.

WKO, Hopkinsville, Ky.

McGEE, FRANK

News, NBC, NBC-TV

McGOUGH, AL

WCUB, Manitowoc, Wisc.

McGOWAN, GEORGE

KEX, Portland, Ore.

McGRANER, PAUL

WKIC, Hazard, Ky.

McGREDDIE, MAC

Home Edition

KIHR, Hood River, Ore.

McHALE, THOMAS

WELL, Battle Creek, Mich.

McINTIRE, RUSS

WSTP, Salisbury, N. C.

McINTOSH, HUGH

KOMO, Seattle, Wash.

McINTYRE, NEIL

Valley News

KPAY, Chico, Calif.

McKEE, BOB

KOV, Pittsburgh, Pa.

McKEE, DICK

Editorial of the Air

WKBC, Berlin, N. H.

McKEEHAR, BOB

KMOP, Tucson, Ariz.

McKENZIE, MAX

WHAB, Baxley, Ga.

McKINNON, GEORGE

Nite Cap News

KOOK-TV, Billings, Mont.

McLEAN, JACK

WHLN, Niagara Falls, N. Y.

McLOUGHLIN, LAMONT

Deadline

WNDU, WNDU-TV, South Bend, Ind.

McMAHON, TOM

WHDL, Olean, N. Y.

McMARTIN, COLE

WMT, Cedar Rapids, Iowa

McMURRAY, SCOTT

WSTV, Steubenville, Ohio

McMURTRIE, BURT

KTAC, Tacoma, Wash.

McPADDEN, JACK

Twin State News

WCFR, Springfield, Vt.

— M —

MACAULAY, BOB

Talk of the Town

WAGN, Menominee, Mich.

MACDONALD, ARCH

WBZ-TV, Boston, Mass.

MacFARLANE, IAN ROSS

WAYE, Baltimore, Md.

MACK, KEN

WTVN, Columbus, Ohio

MACKEY, DALLAS L.

WEYE, Sanford, N. C.

MAGILL, MAURY

WGRD, Grand Rapids, Mich.

MAGNUSSON, HENRY

WCSH-TV, Portland, Me.

MAGUIRE, DICK

Final Edition

KJDD, Monterey, Calif.

MAHON, DICK

WCAI, Orange, Mass.

MAINELAND, GUY

WOKY, Milwaukee, Wisc.

MALLORY, DON

KRIO, McAllen, Tex.

MANNING, CLARKE

WLS, Lansing, Mich.

MARBLE, HARRY

WGAN, WGAN-TV, Portland, Me.

MARENISS, JOEL

Round the Town

WSYR-TV, Syracuse, N. Y.

MARLOW, JESSE

WHBF-TV, Rock Island, Ill.

MARQUIS, DALE

WSPA-TV, Spartanburg, S. C.

MARSHALL, BEN

WWJ, Detroit, Mich.

MARSHALL, ED

KLLA, Leesville, La.

MARTIN, BOB

WHBN, Harrodsburg, Ky.

MARTIN, CHUCK

KAML, Kenedy, Tex.

MARTIN, CLAUDE

WNEP-TV, Scranton, Pa.

MARTIN, DAVE

KIUN, Pecos, Tex.

MARTIN, JIM

WGAR, Cleveland, Ohio

MARTIN, LEW

WDSM-TV, Duluth, Minn.

RADIO-TV NEWS COMMENTATORS

- MARTIN, MILLIE**
WEIR, Weirton, W. Va.
- MARTIN, RALPH**
WDG-Y, Minneapolis, Minn.
- MARTINEZ, AL**
KEFS, Eagle Pass, Tex.
- MARVIN, DAVE**
WIZE, Springfield, Ohio
- MARVIN, LARRY**
Dinnertime News
KPKS, Ridgecrest, Calif.
- MASON, BILL**
WQUA, Moline, Ill.
- MATLOCK, STAN**
WKRC, Cincinnati, Ohio
- MATOS, HERMES**
Extra de la Tarde
WTIL, Mayaguez, P. R.
- MATTHEWS, FRANK**
WOAI, San Antonio, Tex.
- MATTS, TOM**
KBOX, Dallas, Tex.
- MAXHAM, GLENN**
WEBC, Duluth, Minn.
- MAY, ROY**
WLL, St. Louis, Mo.
- MAY, WALTER E.**
WPRT, Prestonsburg, Ky.
- MAY, WOODY**
Editors Corner
WAND, Canton, Ohio
- MAYHEW, FRED E.**
KANN, Sinton-Corpus
Christie, Tex.
- MEAD, WARREN**
KWWL, Waterloo, Iowa
- MEIGHAN, PAUL**
KBCL, Shreveport, La.
- MELENDEZ, F.**
WXRJ, Guayama, P. R.
- MELENDEZ, J. COLON**
WLEO, Ponce, P. R.
- METCALF, JAMES**
World at Large
WOAI-TV, San Antonio, Tex.
- MEYER, STAN**
RFD #5
KFBB, KFBB-TV, Great Falls,
Mont.
- MEYERS, WES**
News & Views
KSYC, Yreka, Calif.
- MICHAELS, BOB**
Dateline Washington
WEAM, Washington, D. C.
- MICZKO, PAUL**
WGES, Chicago, Ill.
- MILES, VIC**
WHOA, San Juan, P. R.
- MILES, WILLIAM**
WBNY, Buffalo, N. Y.
- MULLER, BILL**
WTAX, Springfield, Ill.
- MILLER, BILL**
Around the Town
WCMR, Elkhart, Ind.
- MILLER, BOB**
WPTV, Palm Beach, Fla.
- MILLER, BRUCE**
WDSU, New Orleans, La.
- MILLER, BRUCE**
KALL, Salt Lake City, Utah
- MILLER, DON**
KMMS, Sioux City, Iowa
- MILLER, LOU**
5-Star Final
WNEM-TV, Bay City, Mich.
- MILLER, RAY**
KPRC, Houston, Tex.
- MILLS, FRED**
KANA, Anaconda, Mont.
- MILLS, JACK**
KSIJ, Creston, Iowa
- MIXAHAN, ANNE**
WCOM, Lawrence, Mass.
- MINSHALL, BILL**
Your Esso Reporter
WIS-TV, Columbia, S. C.
- MIRIS, RONALD**
WTHH, Port Huron, Mich.
- MITCHELL, TED**
KTLM, San Rafael, Calif.
- MITCHELL, CHUCK**
WVOL, Nashville, Tenn.
- MITCHELL, DOUG**
KUTV, Salt Lake City, Utah
- MITLER, MILTON E.**
Editorially Speaking
WADK, Newport, R. I.
- MITTAN, RAY**
WHFB, Benton Harbor, Mich.
- MIX, GALE**
KRPL, Moscow, Idaho
- MOBLEY, PRESTON**
WERD, Atlanta, Ga.
- MOFFELD, RAY**
WUBL, Benton, Ky.
- MONDAY, RAY**
WTLB, Utica, N. Y.
- MONGOLD, ROSS**
KNIM, Maryville, Mo.
- MONROE, BILL**
Editorials
WDSU-TV, New Orleans, La.
- MONROE, HARRY**
WRVA, Richmond, Va.
- MONROE, TIM**
KDYL, Salt Lake City, Utah
- MOOR, PAUL**
News Around the World
(Berlin)
ABC
- MOORE, DICK**
KBOX, Dallas, Tex.
- MOORE, GLENN**
KYNG, Coos Bay, Ore.
- MOORE, JOHNNY**
WDSG, Dyersburg, Tenn.
- MOORE, NORR**
KLPW, Union, Mo.
- MORENO, EDWARD**
KCOR-TV, San Antonio, Tex.
- MORGAN, EDWARD P.**
News, ABC; Election Cover-
age; Report Card; Prologue
1959
ABC-TV
- MORGAN, JAMES T.**
WHLN, Harlan, Ky.
- MORGAN, MURRAY**
KMO, Tacoma, Wash.
- MORPHEW, DICK**
WJDX, Jackson, Miss.
- MORRIS, AUBREY**
WSB, Atlanta, Ga.
- MORRIS, BILL**
WEGA, Rome, Ga.
- MORRIS, JACK**
KTUL, KTUL-TV, Tulsa
Okla.
- MORRISON, HERB**
WTAE, Pittsburgh, Pa.
- MOSS, JOHN**
WTOD, Toledo, Ohio
- MOYLE, WILL**
WVET, Rochester, N. Y.
- MOZLEY, DON**
KCBS, San Francisco, Calif.
- MUELLER, MERRILL**
News, NBC, NBC-TV
- MUHLSTEIN, DAVE**
KLIF, Dallas, Tex.
- MULLEN, JAY**
WLSV, Wellsville, N. Y.
- MULLINAX, WALLY**
WESC, Greenville, S. C.
- MUNGER, JOHN**
WJPS, Evansville, Ind.
- MUNOZ, LUIS**
KUNO, Corpus Christi, Tex.
- MUNYAN, HARRY**
WCKR, Miami, Fla.
- MUNYON, DWAIN**
WISV, Viroqua, Wisc.
- MURPHY, JACK**
KOOL, KOOL-TV, Phoenix,
Ariz.
- MURPHY, JIM**
WBMK, West Point, Ga.
- MURPHY, JIM**
WAUX, Waukesha, Wisc.
- MURPHY, WILLIAM B.**
KLYK, Spokane, Wash.
- MURRAY, DON**
WDH-TV, Roanoke, Va.
- MURRAY, MEL**
WFOB, Fostoria, Ohio

— N —

- NAKAI, RAYMOND**
Reservation News
KCLS, Flagstaff, Ariz.
- NAUGHTON, JIM**
KOME, Tulsa, Okla.
- NAVEN, DEAN**
KMA, Shenandoah, Iowa
- NEAL, BRUCE**
KXOL, Fort Worth, Tex.
- NEBEL, DAVID**
WLCS, Baton Rouge, La.
- NEBLET, BOB**
WJTV, Jackson, Miss.
- NEFL, BILL**
KTHV, Little Rock, Ark.
- NELSON, M. L.**
WHO, WHO-TV, Des Moines,
Iowa
- NELSON, LLOYD**
WORC, Worcester, Mass.
- NELSON, LYLE R.**
WCMP, Pine City, Minn.
- NELSON, ROBERT**
WSYR, Syracuse, N. Y.
- NENNO, BILL**
WFLR, Dundee, N. Y.
- NEVINS, GERRY**
Open Forum
WADK, Newport, R. I.
- NEWMAN, EDWIN**
News, NBC, NBC-TV
- NEWMAN, YALE (LONDON)**
ABC News with Don Goddard;
John Daly and the News;
Prologue 1959, ABC-TV
- NICHOLS, DAVID**
News Around the World
ABC
- NICHOLS, LESLIE A.**
KTVU, San Francisco - Oak-
land, Calif.
- NICKLES, R. W.**
KFAL, Fulton, Mo.
- NIKITAS, CHRIS**
WFEA, Manchester, N. H.
- NOLAN, PHIL**
KALL, Salt Lake City, Utah
- NORMAN, DON**
News That's Live
WEW, St. Louis, Mo.
- NORMAN, ROBERT**
WEOK, Poughkeepsie, N. Y.
- NORTON, DON**
KOTV, Tulsa, Okla.

— O —

- OSBERG, ANDREW**
WRVA-TV, Richmond, Va.
- O'BRIEN, JOHN**
Feature Section
KDub-TV, Lubbock, Tex.
- O'BRIEN, TOM**
B. April 3, 1925, New York,
N. Y.; News, WINS; Chevrolet
Weekend News, CBS Radio; Big
Story, WNEW-TV; Monitor, NBC
- O'CONNOR, DONALD**
Deadline 12
WISN-TV, Milwaukee, Wisc.
- O'CONNOR, LEN**
WMAQ, WNBQ, Chicago, Ill.
- O'DELL, TERENCE**
CKLW, Detroit, Mich.
- ODENS, PETE**
KXO, El Centro, Calif.
- OGLES, HOWARD H.**
News Over the Coffee Cup
WFEN, Franklin, Ky.
- OHMAN, WILLIAM**
WPFL, Montrose, Pa.
- OLSEN, BOB**
WKRG-TV, Mobile, Ala.

RADIO-TV NEWS COMMENTATORS

O'NEILL, GENE
WWON, Woonsocket, R. I.

ORLOWSKI, JOE
KAGE, Winona, Minn.

ORTON, DEAN
KCRS, Midland, Tex.

OSBORNE, REX
WDOC, Prestonsburg, Ky.

OSGOOD, DICK
WXYZ, Detroit, Mich.

OTERO, EVELIO
Telenovelas
WKAQ-TV, San Juan, P. R.

OWENS, PAUL
WLBN, Lebanon, Ky.

OWENS, RAY
WHEN-TV, Syracuse, N. Y.

OYLER, HAL
KIRX, Kirksville, Mo.

— P —

PACHMAN, LEN
KNOG, Nogales, Ariz.

PALEN, DAN C.
KXGN, KXGN-TV, Glendive, Mont.

PALMER, BRUCE B.
KWTW, Oklahoma City, Okla.

PALMER, CHARLES
KRNO, San Bernardino, Calif.

PALMER, CURT
KWDM, Des Moines, Iowa

PARDUA, ROBERT
Newsbreak
WPPA, Fort Payne, Ala.

PARHAM, JOHN
KPIN, Casa Grande, Ariz.

PARISE, JULIA
WMFG, Hibbing, Minn.

PARKS, DEL
WDRF, Chester, Pa.

PARKS, HARLAN
WLFA, Lafayette, Ga.

PARKS, LARRY
WLAU, Laurel, Miss.

PATRICK, LARRY
WMBR, Jacksonville, Fla.

PATRICK, RICHARD
WDON, Wheaton, Md.

PATTERSON, JIM
WBT, Charlotte, N. C.

PATTERSON, JOHN
WDBJ-TV, Roanoke, Va.

PATTERSON, PATT
WWCA, Gary, Ind.

PAUL, JAN
KIKO, Globe-Miami, Ariz.

PAYNE, LARRY
WPON, Pontiac, Mich.

PAYNE, PALMER
WGIR, Manchester, N. H.

PEARCE, BARTHOL
KTRB, Modesto, Calif.

PEARSON, DREW
WWJB, Brooksville, Fla.

PEARSON, DREW
KEEN, San Jose, Calif.

PEARSON, FORT
Channel 5 News
KPIX, San Francisco, Calif.

PEARSON, LEON
Monitor, News on the Air
NBC

PENNY, GEORGE A.
WRAL, Raleigh, N. C.

PENNYBACKER, ED
KQEO, Albuquerque, N. M.

PEPPER, FRANK
WTAL, WCTV, Tallahassee, Fla.

PEREZ, JOSE M.
Tribuna Knickerbocker
WHOM, New York, N. Y.

PERRET, ART
WTOR, Torrington, Conn.

PERRY, BOB
WRKH, Rockwood, Tenn.

PERRY, JOHN
WGBI, WDAU-TV, Scranton, Pa.

PETER, RICHARD
Your Radio Journal
KNY, Juneau, Alaska

PETERS, ART
Quaker City Beat
WDAS, Philadelphia, Pa.

PETERS, JOHN
Ford Dealer News
WBOY-TV, Clarksburg, W. Va.

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, BOB
WCHK, Canton, Ga.

PETERSON, DALE G.
KCID, Caldwell, Idaho

PETREE, MARTIN
WLRP, New Albany, Ind.

PETRIK, DICK
KOEL, Oelwein, Iowa

PETIT, LLOYD
WGN, WGN-TV, Chicago, Ill.

PEARF, DAVID N.
WNOG, Naples, Fla.

PEISTER, ROBERT E.
WIMS, Michigan City, Ind.

PHELAN, PAT
WTVN-TV, Columbus, Ohio

PHILLIPS, DON
Capsule Comment
WEW, St. Louis, Mo.

PHILLIPS, GEORGE T.
WAVZ, New Haven, Conn.

PHILLIPS, PHIL
KBRS, Springdale, Ark.

PHILLIPS, RON
KNPT, Newport, Ore.

PHIPPS, JOE
WWDC, Washington, D. C.

PICKEN, DONALD
KMCD, Fairfield, Iowa

PIEL, BUD
KACE, Riverside, Calif.

PIERCE, ARTHUR
WEAV, Plattsburgh, N. Y.

PIERCE, JACK
KPUG, Bellingham, Wash.

PIERSON, BILL
KTLN, Denver, Colo.

PIET, JOHN
WMNI, Columbus, Ohio

PIKE, CLAUDE
KRWC, Forest Grove, Ore.

PINGALOKE, JACK
Town Crier
WERI, Westerly, R. I.

PITCOCK, BOB
KRDO-TV, Colorado Springs, Colo.

PLASCAK, MARTIN
WBOW, Terre Haute, Ind.

PLATT, BILL
KFH, Wichita, Kan.

PLAUCHE, JOHN
KEUN, Eunice, La.

PLENN, JAIME
News Around the World
(Mexico City)
ABC

POLING, DOUGLAS
WOHO, Toledo, Ohio

POLLOCK, ED
WWVA, Wheeling, W. Va.

PONTRICH, NOLAN
WHBN, Harrodsburg, Ky.

PORTER, BEN
WBML, Macon, Ga.

PORTER, FRANK
Editorially Speaking
KHEP, Phoenix, Ariz.

PORTER, J. SHERMAN
WJEH, Gallipolis, Ohio

POSTON, WILEY K.
KETX, Livingston, Tex.

POTTER, DON
Six Star Edition
WJIM-TV, Lansing, Mich.

POWELL, JOHN
WPRS, Paris, Ill.

POWELL, RUSSELL
KFRE, Fresno, Calif.

POWELL, TOM
WGBI, WDAU-TV, Scranton, Pa.

PRELEE, MIKE
WERE, Cleveland, Ohio

PRESLEY, R. N. (BOB)
KHAT, Phoenix, Ariz.

PRESSMAN, GABE
Shell Local News, WRCA-TV; On the Spot Reports, WRCA, WRCA-TV

PRESTRIDGE, FLO
KDBS, Alexandria, La.

PRICE, JOHN
Operation Newsbeat
WKAT, Miami Beach, Fla.

PRICE, SAM, JR.
WBMK, West Point, Ga.

PROCTOR, JACK
Topic Today
KONP, Port Angeles, Wash.

PROUTY, GERALD W.
WREM, Remsen, N. Y.

PROVENCE, BOB
WSOC-TV, Charlotte, N. C.

PRUITT, A. L.
Al's Almanac
WSBB, New Smyrna Beach, Fla.

PUMPHREY, HORACE
WSGN, Birmingham, Ala.

PYLE, GLENN R.
WBYS, Canton, Ill.

PYNE, JOE
WMID, Atlantic City, N. J.

— Q —

QUESINBERRY, GARRY
WPAQ, Mt. Airy, N. C.

QUINLAN, TOM
KWBG, Boone, Iowa

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.

RAMSBURG, JIM
WDGY, Minneapolis, Minn.

RAMOS, RALPH
Tri-City News
KFDM, KFDM-TV, Beaumont, Tex.

RAND, TED
KDRS, Paragould, Ark.

RANDALL, DAVE
Three Star Final
WTOC-TV, Savannah, Ga.

RANDALL, JIM
KFSB, Joplin, Mo.

RANDALL, PORTER
KFJZ-TV, Fort Worth, Tex.

RANDALL, BOB
WOKY, Milwaukee, Wis.

RANTANEN, IRV
WAIT, Chicago, Ill.

RASH, BRYSON
WRC, Washington, D. C.;
News, NBC

RASMUSSEN, TOM
KHLI, Brighton, Colo.

RAY, GEORGE
WTVH, Peoria, Ill.

READ, BROOKS
Esso Reporter
WBRZ-TV, Baton Rouge, La.

REBER, SYBILLA A.
WSAY, Rochester, N. Y.

REBABAUGH, HAROLD
KRDO-TV, Colorado Springs, Colo.

REDMOND, DON
WPAC, Patchogue, N. Y.

REED, JIM
Radio Front Page
KWEL, Midland, Tex.

REEVES, DICK
Panorama Perspective
WWVA, Wheeling, W. Va.

RADIO-TV NEWS COMMENTATORS

- REEVES, JIM**
 WPEN, Philadelphia, Pa.
- REID, BOB**
 WENO, Nashville, Tenn.
- REID, RICHARD**
 WARE, Ware, Mass.
- REILLEY, RANDY**
 WHEE, Roanoke, Va.
- RENICK, RALPH**
 WTVJ, Miami, Fla.
- REX, JOE**
 WMBD-TV, Peoria, Ill.
- REYES, NICK**
 KTON, Oklahoma City, Okla.
- RIAME, L. RICHARD**
 WTND, Orangeburg, S. C.
- RHODES, JOHN**
 WRRR, Rockford, Ill.
- RICE, CRAWFORD**
 WTVT, Tampa, Fla.
- RICE, JOHN D.**
 WCOW, Sparta, Wisc.
- RICH, JOHN**
 News
 ABC
- RICH, STANLEY**
 News Around the World
 (Hong Kong)
- RICHARDS, BILL**
 WCHS, Charleston, W. Va.
- RICHARDS, RON**
 Editor's Desk
 KGVO, KMSO-TV, Missoula,
 Mont.
- RICHARDSON, LARRY**
 WFBM-TV, Indianapolis, Ind.
- RICHIE, BILL**
 KWFT, Wichita Falls, Tex.
- RICHMOND, DICK**
 WAVY, WAVY-TV, Norfolk,
 Va.
- RIDENOUR, TEX**
 WJER, Dover, Ohio
- RIDER, JACK**
 WELS, Kingston, N. C.
- RIGGANS, BUZZ**
 WLAP, Lexington, Ky.
- RILEY, DON**
 KIRO-TV, Seattle, Wash.
- RILEY, DUANE, X.**
 WENX, WENX-TV, Saginaw,
 Mich.
- RINAKER, SAM**
 KIRO-TV, Seattle, Wash.
- RIND, JULES**
 WPEN, Philadelphia, Pa.
- RIOS, LUIS A.**
 WORA, Mayaguez, P. R.
- ROBERTS, CLETE**
 B. Feb. 1, 1912, Portland, Ore.;
 Clete Roberts Reports; The Big
 Three—News; Buick Commer-
 cials; U. S. Television Newsmfilm
 Inc.
- ROBERTS, DON**
 WKKS, Vanceburg, Ky.
- ROBERTS, DONALD**
 WCOU, Lewiston, Me.
- ROBERTS, KENT**
 KLCV, Leadville, Colo.
- ROBERTSON, JIM**
 WKOA, Hopkinsville, Ky.
- ROBINSON, DONALD L.**
 KURA, Moab, Utah
- ROBINSON, HERB**
 KOMO-TV, Seattle, Wash.
- ROBY, MAX**
 KMOX-TV, St. Louis, Mo.
- ROGERS, ART**
 KWYN, Wynne, Ark.
- ROGERS, JAMES III**
 WPDM, Potsdam, N. Y.
- ROGERS, JOHN T.**
 Around the Town
 WCVA, Culpepper, Va.
- ROLL, RICHARD T.**
 WTVH, Peoria, Ill.
- RONALD, STAN**
 WEAN, Kanakee, Ill.
- ROPER, GENE**
 WHBQ-TV, Memphis, Tenn.
- ROSE, JOE**
 Inside Track
- KONA-TV, Honolulu, Hawaii**
- ROSE, JOEL**
 WHKK, Akron, Ohio
- ROSENBLUM, RAY**
 WTTG, Massillon, Ohio
- ROSS, AL**
 KGEK, Sterling, Colo.
- ROSS, DICK**
 KGW-TV, Portland, Ore.
- ROSS, DON**
 KFMB, San Diego, Calif.
- ROSS, JACK**
 WHAM, Rochester, N. Y.
- ROSS, MARTY**
 WPTR, Albany, N. Y.
- ROSS, NORMAN**
 WBBK, Chicago, Ill.
- ROTH, KEN**
 WGMA, Hollywood, Fla.
- ROWLAND, DON**
 Pan Am News
 KLFY-TV, Lafayette, La.
- ROY, TOM**
 WKLA, Ludington, Mich.
- ROYBURN, MILT**
 WIPS, Ticonderoga, N. Y.
- RUFF, BILL**
 WSYR-TV, Syracuse, N. Y.
- RUGH, VIC**
 KLWN, Lawrence, Kan.
- RUNDELES, JAMES**
 WOKJ, Jackson, Miss.
- RUNYON, BOB**
 WKMH, Detroit-Dearborn,
 Mich.
- RUNYON, CHUCK**
 WSAC, Radcliff, Ky.
- RUPPLE, LARRY**
 WHRV, Ann Arbor, Mich.
- RUSSELL, BARRY**
 Farm News & Markets
 KCKT-TV, KGLD-TV, Great
 Bend, Kan.
- RUSSELL, DON**
 Monitor
 NBC
- RUSSELL, FRAN**
 WLVA, WLVA-TV, Lynch-
 burg, Va.
- RUSSELL, FRANK**
 KITO, San Bernardino, Calif.
- RUTLEDGE, KEN**
 KOSA, Odessa, Tex.
- RYAN, BOB**
 KSTP, St. Paul—Minneapolis,
 Minn.
- RYAN, BILL**
 News, NBC
- RYAN, THOMAS**
 WGUY, Bangor, Me.
- RYAN, TOM**
 WBBF, Rochester, N. Y.
- SACKS, BERNARD**
 WISL, Shamokin, Pa.
- SALERNO, SAM**
 KLAS, Las Vegas, Nev.
- SAMBORN, ALBERT**
 WPAG, Ann Arbor, Mich.
- SANDERS, BOB**
 WAUD, Auburn, Ala.
- SANDERS, RICHARD**
 WJDX, WLBT, Jackson, Miss.
- SANFORD, HARVEY**
 KICD, Spencer, Iowa
- SANFORD, KEN**
 KSTB, Breckenridge, Tex.
- SANTORO, BILL**
 WARD-TV, Johnstown, Pa.
- SARDELLA, CARLO**
 News & Views
 WOND, Pleasantville, N. J.
- SAXON, JOE**
 WCMW, Canton, Ohio
- SCHAEFFER, MARTIN**
 WSON, Henderson, Ky.
- SCHAFFER, BOB**
 KKOL, Fort Worth, Tex.
- SCHAUGHENCY, ED**
 KDKA, Pittsburgh, Pa.
- SCHNEIDER, SID**
 This We Believe
 KFTM, Fort Morgan, Colo.
- SCHERER, RAY**
 News, NBC
- SCHMELLING, NORM**
 KRSD, Rapid City, S. D.
- SCHMITZ, DICK**
 KAKC, Tulsa, Okla.
- SCHNEIDER, RAY**
 WWSW, Pittsburgh, Pa.
- SCIOENFELD, LARRY**
 WPUV, Pulaski, Va.
- SCHOOCKRAFT, BILL**
 WTVG, Chattanooga, Tenn.
- WRIP, Rossville, Ga.**
- SCHOOF, JAY**
 Mobile Mike
 WEZY, Cocoa, Fla.
- SCHREIBER, ART**
 Ohio Fuel News
 WHIZ, WHIZ-TV, Zanesville,
 Ohio
- SCHULLER, BOB**
 WCPM, Pine City, Minn.
- SCHUMACHER, ORVILLE**
 KCAL, Redlands, Calif.
- SCHWARTZ, ANN**
 WSDB, Homestead, Fla.
- SCHWARTZ, BERNARD**
 KPRL, Paso Robles, Calif.
- SCHWENT, ALEX**
 KSGM, Ste. Genevieve, Mo.
- SCOTT, JACK**
 WTRC, Elkhart, Ind.
- SCOTT, NORMAN**
 WFOR, Hattiesburg, Miss.
- SCOTT, ROBERT J.**
 Cowboy News
 KOWB, Laramie, Wyo.
- SEAY, THOMAS D.**
 KFTV, Paris, Tex.
- SECONDARI, JOHN**
 ABC Commentary; Open Hear-
 ing; Report Card; Pope John
 XXIII Coronation; Prologue
 1959
 ABC-TV
- SEEL, CHARLIE**
 Boardwalker
 WLDB, Atlantic City, N. J.
- SEIBERT, RAY**
 WHHH, Warren, Ohio
- SELKOFF, ART**
 KVOC, Moorhead, Minn.
- SEMPRINI, EDGAR H.**
 Cape Comment
 WOGB, West Yarmouth, Mass.
- SERRA, LOUIS**
 WEIR, Weirton, W. Va.
- SETLIFFE, WILLIAM**
 WEIC, Charleston, Ill.
- SHADBURN, GRADY**
 WALB-TV, Albany, Ga.
- SHADEL, BILL**
 News Around the World,
 ABC, Election Coverage;
 Prologue 1959, ABC-TV
- SHAPIRO, HENRY**
 News Around the World
 (Moscow)
 ABC
- SHARPE, JACK**
 Night Patrol
 WEBR, Buffalo, N. Y.
- SHAUGHNESSY, DICK**
 Service at 30
 WMAV, Springfield, Ill.
- SHAW, CHARLES**
 WCAU, WCAU-TV, Philadel-
 phia, Pa.
- SHAW, HOWARD F.**
 KCID, Caldwell, Idaho
- SHAW, JOSEPH V.**
 Views the News
 WTSL, Hanover, N. H.

— S —

RADIO-TV NEWS COMMENTATORS

- SHAY, DAVE**
Saturday Dateline
WOW-TV, Omaha, Neb.
- SHEEHAN, JOHN**
WORC, Worcester, Mass.
- SHEEHAN, WILLIAM**
WJR, Detroit, Mich.
- SHELL, TED**
WBNS, Columbus, Ohio
- SHELLEY, JOHN D.**
WHO, WHO-TV, Des Moines, Iowa
- SHEPARD, CHARLIE**
Esso Reporter
WECT, Wilmington, N. C.
- SHERER, ED**
Sunshine Dateline
WMOP, Ocala, Fla.
- SHERIDAN, LEE**
Tomorrow's Headlines
WRDW-TV, Augusta, Ga.
- SHERMAN, DICK**
WISC, Madison, Wisc.
- SHERWOOD, DON**
WLMA, Lima, Ohio
- SHERWOOD, DON**
WOKY, Milwaukee, Wisc.
- SHINN, JUNEAU**
KLIX, Twin Falls, Idaho
- SHPLEY, ROBERT**
KENT, Shreveport, La.
- SHIVERS, JOE**
WBEU, Reading, Pa.
- SHOEMAKER, JACK**
WSPD, Toledo, Ohio
- SHUMATE, GENE**
KRKX, Rexburg, Idaho
- SHUMATE, TOM**
KICD, Spencer, Iowa
- SHUTE, DENNY**
WKTQ, South Paris-Norway, Me.
- SHUTTS, WILLIAM F.**
KVOC, Casper, Wyo.
- SIDEBOTTOMS, SID**
World Round-up
WLOC, Munfordville, Ky.
- SIEGRIST, BOB**
WMIL, Milwaukee, Wisc.
- SIKORA, DR. WALTER**
WGES, Chicago, Ill.
- SILVA, FRANK**
WPTS, Pittston, Pa.
- SIMPKINS, PAUL**
WBAM, Montgomery, Ala.
- SKINNER, DAVE**
WKNX, WKNX-TV, Saginaw, Mich.
- SKINNER, RALPH**
Air-ditorial
WLAM, Lewiston, Me.
- SLATES, J. W.**
KFSA, Fort Smith, Ark.
- SMALLWOOD, DOT**
WCEH, Hawkinsville, Ga.
- SMITH, BECKLEY**
WAMP, Pittsburgh, Pa.
- SMITH, BURLEIGH**
KERO-TV, Bakersfield, Calif.
- SMITH, CHARLES C.**
It Seems To Me
WDEC, Americus, Ga.
- SMITH, DAVENPORT**
WBRC, WBRC-TV, Birmingham, Ala.
- SMITH, DONALD, R.**
WMBR, Jacksonville, Fla.
- SMITH, DUANE**
WCMR, Elkhart, Ind.
- SMITH, HAMP**
WLAT, Conway, S. C.
- SMITH, IVAN**
Night Beat
KGW-TV, Portland, Ore.
- SMITH, LYNN**
WKCB, Berlin, N. Y.
- SMITH, PAUL**
KXIC, Iowa City, Iowa
- SMITH, RALPH**
WIRL, Peoria, Ill.
- SMITH, RALPH**
WHIO, Dayton, Ohio
- SNOW, HARLAN B.**
KSIS, Sedalia, Mo.
- SNOW, SPENCER**
KFIR, North Bend, Ore.
- SNOWDON, CHARLES T.**
WCVI, Connellsville, Pa.
- SNYDER, BILL**
WJAX, Jacksonville, Fla.
- SNYDER, TOM**
WSAV-TV, Savannah, Ga.
- SOKOLSKY, GEORGE**
Commentary, ABC
- SOLEIM, JEFF**
Radio Newsreel
KABR, Aberdeen, S. D.
- SOSS, WILMA**
Pocketbook News, NBC
- SOWELL, F. C.**
What's Happening
WLAC, Nashville, Tenn.
- SPARE, DAN**
KLYD, Bakersfield, Calif.
- SPECIAL, JOHN**
KCKC, San Bernardino, Calif.
- SPEER, FRED**
WKCB, Muskegon, Mich.
- SPENCER, TOM**
KLVT, Levelland, Tex.
- SPRADLIN, ROBERT**
WEKY, Richmond, Ky.
- SPRAGUE, BILL**
WRC, Washington, D. C.
- STADLER, GLEN M.**
KEED, Springfield, Ore.
- STALLINGS, CURTIS**
Over the Back Fence
KVOE, Emporia, Kan.
- STALLINGS, DUD**
KNED, McAlester, Okla.
- STAMPS, J. WELDON**
KFAY, Fayetteville, Ark.
- STANLEY, BILL**
WDSU, New Orleans, La.
- STANTON, ELVIN**
WJRD, Tuscaloosa, Ala.
- STANTON, P. J.**
WJMJ, Philadelphia, Pa.
- STARK, CHARLES**
KVOE, Emporia, Kan.
- STARNS, JACK**
WFNS, Burlington, N. C.
- STARR, RAY**
WGRO, Lake City, Fla.
- STEER, JIM**
KROC-TV, Rochester, Minn.
- STEIN, WALLY**
Sohio Reporter
WPAY, Portsmouth, Ohio
- STERNBERGER, ESTELLE**
WLIE, New York, N. Y.
- STEWART, BILL**
Editorials
WPBC, Minneapolis, Minn.
- STEWART, CHARLIE**
WNEX, Macon, Ga.
- STEWART, DON**
KIKO, Globe-Miami, Ariz.
- STEWART, FLOYD**
KRMO, Monett, Mo.
- STEWART, JIM**
WBCA, Bay Minette, Ala.
- STEWART, PAT**
KAFY, Bakersfield, Calif.
- STICKLE, DAVID**
WMAR-TV, Baltimore, Md.
- STILLE, BERT**
WTVN, Columbus, Ohio
- STINSON, BILL**
KORC, Mineral Wells, Tex.
- STINSON, JOHN B.**
Banner Lines
WAME, Miami, Fla.
- STOCKDALE, ROBERT**
Pulsebeat
WSEN, Baldwinsville, N. Y.
- STODDER, KEN**
KVJQ-TV, Eureka, Calif.
- STOKKE, DICK**
KFKF, Bellevue, Wash.
- STONE, BUD**
WOWO, Fort Wayne, Ind.
- STONE, JOHN LEWIS**
KBIX, Muskogee, Okla.
- STOUT, BILL**
KNXT, Los Angeles, Calif.
- STOUT, NED C.**
WCLT, Newark, Ohio
- STRASER, JOHN**
WICA, Ashtabula, Ohio
- STRASNER, DON**
KGYN, Guyton, Okla.
- STRASZHEIM, JERRY**
WTNS, Coshocton, Ohio
- STRAUS, NATHAN**
WMCA, New York, N. Y.
- STREETER, HOWARD**
WFBR, Baltimore, Md.
- STRINGFELLOW, SAM**
KMHT, Marshall, Tex.
- STURDEVANT, ROBERT (PARIS)**
News Around the World,
ABC: ABC News with Don
Goddard; John Daly and the
News; Prologue 1959, ABC-TV
- SULLIVAN, CHARLEY**
WHBQ, Memphis, Tenn.
- SULLIVAN, FRANK**
KGBT, Harlingen, Tex.
- SULLIVAN, JOHN A.**
WCAX, WCAX-TV,
Washington, Vt.
- SULLIVAN, JOHN T.**
WEKY, Richmond, Ky.
- SULLIVAN, PAUL**
WIP, Philadelphia, Pa.
- SUNKEL, BUD**
WDAN, Danville, Ill.
- SWANEY, HAL**
Esso News
WGAN-TV, Portland, Me.
- SWANSON, DICK**
Top of the Week
WGST, Atlanta, Ga.

— T —

- TALBOT, BILL**
KMTV, Omaha, Neb.
- TALOR, JOHN T.**
WMOD, Moundsville, W. Va.
- TANNEHILL, RAY**
WBBW, Youngstown, Ohio
- TARKINSON, CHARLES**
Tri-State News
WMTW-TV, Poland Spring, Me.
- TARPLEY, DAN**
KFYO, Lubbock, Tex.
- TATE, HARVEY**
KADO, Marshall, Tex.
- TAYLOR, AL**
Early Riser News
WIP, Philadelphia, Pa.
- TAYLOR, BOB**
KOLN-TV, Lincoln, Neb.
- TAYLOR, CLIFF**
WLEU, Erie, Pa.
- TAYLOR, DEAN**
WHEC, WHEC-TV,
Rochester, N. Y.
- TAYLOR, PAUL**
WRVC, Philadelphia, Pa.
- TAYLOR, S. BRYDEN**
WVPO, Stroudsburg, Pa.
- TEMBY, BRITTON**
WWJ, Detroit, Mich.
- TEMPLE, FRED**
WDSR, Lake City, Fla.
- TERRY, JOHN R.**
Ohio-Go-Round
WVKO, Columbus, Ohio
- TETRAULT, ERNIE**
WRGB, Schenectady, N. Y.
- THALMAN, BILL**
WHLL, Wheeling, W. Va.
- THERIEN, LARRY**
WHYN, Springfield, Mass.

RADIO-TV NEWS COMMENTATORS

THOMAS, BOB
Radio Feature Story
WJAG, Norfolk, Neb.

THOMAS, JOHN G.
WCKB, Dunn, N. C.

THOMAS, MATT
WMAR-TV, Baltimore, Md.

THOMAS, W. J.
Main Street Editor
WAKU, Latrobe, Pa.

THOMPSON, BOB
WCAY, Cayce-West Columbia
S. C.

THOMPSON, GORDON
KGAL, Lebanon, Ore.

THOMPSON, JAMES
WPPA, Pottsville, Pa.

THOMPSON, JAY
KSTB, Breckenridge, Tex.

THOMPSON, JOHN
KRIZ, Phoenix, Ariz.

THOMPSON, OLIVER
Nightcap News
KTVH, Hutchinson, Kan.

THOMPSON, RON
WBLG, Lexington, Ky.

THOMPSON, TOM
KBLL, Blackfoot, Idaho

THOMSEN, JACK
WOC, WOC-TV,
Davenport, Iowa

THOMSON, TONY
WEOL, Elyria-Lorain, Ohio

TIBBITTS, ROBERT
KWOS, Jefferson City, Mo.

TILLMAN, JOHN
WPX, New York, N. Y.

TJAPKES, DOUGLAS J.
WJBL, Holland, Mich.

TOBIAS, RICHARD M.
WCLL, Corning, N. Y.

TOMLINSON, BILL
WOWO, Fort Wayne, Ind.

TOWNES, CAL
WHAP, Hopewell, Va.

TOWNSEND, CHET
WJPF, Herrin, Ill.

TRAVIS, EDWARD
WGH, Newport News-
Norfolk, Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio

ULRICH, BOB
KJEO, Fresno, Calif.

UMPLEBY, BOB
WJOB, Hammond, Ind.

UPRIGHT, GENE
The Shell Late News
WIS-TV, Columbia, S. C.

UTLEY, CLIFTON
WMAQ, WNBQ, Chicago, Ill.

— V —

VALENTINE, L. L.
WFKN, Franklin, Ky.

VAN, LYLE
News on the Human Side
WOR, New York, N. Y.

VANDENBERG, EDWARD
WKRZ, Oil City, Pa.

VANDERCOOK, JOHN W.
News, ABC: Election
Coverage, ABC-TV

VANDERSLOOT, CHUCK
WFOR, Grand Rapids, Mich.

VANDEVENTER, BOB
KTRN, Wichita Falls, Tex.

VAN GILDER, MARVIN
KDMO, Carthage, Mo.

VAN HORN, ARTHUR
Weekend :55 News
ABC

VAN SLYCKE, HARRY
KAKI, San Antonio, Tex.

KWEL, Midland, Tex.

VAUGHN, BOB
WSUN-TV, St. Petersburg,
Fla.

VIDNOVIC, SAM
WMCK, McKeesport, Pa.

VILLANUEVA, ROBERTO
KIWW, San Antonio, Tex.

VINALL, J.
WJR, Detroit, Mich.

VOGEL, LEE
WtB, Kansas City, Mo.

VOLGER, GEORGE J.
KWPC, Muscatine, Iowa

VON GORCKEN, CHUCK
KENO, Las Vegas, Nev.

von LEUWEN, KARL
KPCAT-TV, Port Arthur, Tex.

VOS, LEE
KBIX, Muskogee, Okla.

— W —

WABER, TOM
WXYZ, Detroit, Mich.

WADE, J. PAUL
WLCM, Lancaster, S. C.

WAGNER, JAY
Town Topics
WLEC, Sandusky, Ohio

WAGNER, JOHN
KQWB, Wichita, Kan.

WAGY, NORM
WBBW, Youngstown, Ohio

WAINWRIGHT, BOB
World Round-up
KBSF, Springhill, La.

WALES, DALLAS
KRGV, KRGV-TV,
Weslaco, Tex.

WALKER, F.
WFOY, St. Augustine, Fla.

WALLACE, JIM
WRIT, Milwaukee, Wis.

WALLER, BILL
WHLL, Wheeling, W. Va.

WALSH, JOHN
WGUW, Bangor, Me.

WARD, JAY
KFKF, Bellevue, Wash.

WARD, L. AUDREY
WBBI, Newark, N. J.

WARD, MAC
KNOE-TV, Monroe, La.

WARD, ROBERT E.
WGOR, Georgetown, Ky.

WARD, RUSS
WRC-TV, Washington, D. C.

WARE, JACK
KOOL, KOOL-TV,
Phoenix, Ariz.

WARNER, MEL
WCEC, Rocky Mount, N. C.

WARREN, BILL
KDEO, San Diego, Calif.

WARREN, BOB
WICS, Springfield, Ill.

WARREN, CHUCK
KCEE, Tucson, Ariz.

WARREN, JOEL
Look at World
WISR, Butler, Pa.

WAY, DOUG. L.
WAVP, Avon Park, Fla.

WAYNE, DON
WHIO-TV, Dayton, Ohio

WAYNE, MAURIE
KTBS-TV, Shreveport, La.

WEBB, CHUCK
Panorama
KGUN-TV, Tucson, Ariz.

WEBB, DON
WERC, Cincinnati, Ohio

WEBB, KAI
KBUZ, Phoenix, Ariz.

WEBSTER, ROBERT "DOC"
WJTN, Jamestown, N. Y.

WEED, BOB
KSWO, KSWO-TV, Lawton,
Okla.

WEEKS, ED
KEVC, Valley City, N. D.

WESTERKAMP, DICK
WWJ, Detroit, Mich.

WESTHALL, JAMES E.
WLNH, Laconia, N. H.

WESTON, JOHN
KPIX, San Francisco, Calif.

WESTOVER, JIM
KLKA, Pittsburgh, Pa.

WHEELER, DICK
Evening Edition News
WFAA-TV, Dallas, Tex.

WHITELEY, BOB
WKBL, Covington, Tenn.

WHITFORD, DICK
WHLs, Port Huron, Mich.

WIEBELL, TOM
WHIZ, Zanesville, Ohio

WILKINS, JOE, JR.
Channel 5 Newsreel of the Air
KFBB-TV, Great Falls, Mont.

WILKINS, PATRICK C.
KEX, Portland, Ore.

WILLIAMS, BILL
WSM, Nashville, Tenn.

WILSON, BILL
House by the Roadside
KILA, Hilo, Hawaii

WILSON, BOB

B. Aug. 27, 1915, Muncie, Ind.;
The Saturday Night News,
WRCA-TV; The World News
Roundup, Metropolitan Life's
Good Morning News, Today in
Wall Street, The 11th Hour
News Special, WRCA; NBC News,
NBC-TV

WILSON, BOB
KWYO, Sheridan, Wyo.

WILSON, RAY
KFMB-TV, San Diego, Calif.

WILSON, ROGER
KBKC, Kansas City, Mo.

WILSON, RON
WLA-V, Grand Rapids, Mich.

WINTER, WILLIAM
Commentary (Hollywood)
ABC;
Election Coverage, ABC-TV

WISEMAN, CLYDE
WOKZ, Alton, Ill.

WITCHER, MAX
KWAT, Watertown, S. D.

WOLFANGER, DAVID
Mr. Soundoff
WSLB, Ogdensburg, N. Y.

WOLFE, NAOMI
Listen Ladies
WNNJ, Newton, N. J.

WOLFE, ROLAND
WMAK, Nashville, Tenn.

WOLFE, TED
WKAZ, Charleston, W. Va.

WORKHOVEN, MERRILL
Four Bell News
WOW, Omaha, Neb.

WRIGHT, J. K.
KSIX, KZTV, Corpus Christi,
Tex.

— Y —

YAZELL, GEORGE
WOAY-TV, Oak Hill-Beckley,
W. Va.

YORK, JOHN
WRR, Dallas, Tex.

YOUNG, BOB
News Behind the News
KENI-TV, Anchorage,
Alaska

— Z —

ZACHARY, HUGH
Tomorrows Headlines
Tonight
WFLEB, Fayetteville, N. C.

ZERKLE, BOB
This is the News
WKAI, Macomb, Ill.

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

ZURLO, SAM
Talk of the Town
WGAV, Amsterdam, N. Y.

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1958

— A —

ABEL, GEORGE
KSD-TV, St. Louis, Mo.

ACKERMAN, AL
WOOD, WOOD-TV,
Grand Rapids, Mich.

ADAMS, ANTHONY
WCAX, Burlington, Vt.

ADAMS, JIM
WKZO-TV, Kalamazoo, Mich.

ADAMS, TONY
WCAX-TV, Burlington, Vt.

ADEL, RAY
WBAB, Babylon, N. Y.

ADELL, RAY
Fishing News
WHLI, Hempstead, N. Y.

ADELSON, JIM
WINR, Binghamton, N. Y.

AGBABA, STEVE
KFRB, Fairbanks, Alaska

AGRESTA, PHIL
WBT, Charlotte, N. C.

AHLBORN, WALLY
Quarterback Club
WMAB, Munising, Mich.

AHMANN, MARK
KOLM, Carroll, Iowa

AIME, VIC
WNNJ, Newton, N. J.

ALAN, STEVE
KICD, Spencer, Iowa

ALBERTS, MAL
WHIC, Pittsburgh, Pa.

ALBRIGHT, NAT
Sport Highway
WINX, Rockville, Md.

ALBY, WYNN
WKYR, Keyser, W. Va.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALLAIN, ORREN
WKAN, Kankakee, Ill.

ALLEN, BRUCE
KBLI, Blackfoot, Idaho

ALLEN, EDWARD III
WDOR, Sturgeon Bay, Wis.

ALLEN, GEORGE
WEZY, Cocoa, Fla.

ALLEN, HUGH
WRKH, Rockwood, Tenn.

ALLEN, MEL

B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV; White Owl Sports, Spot, CBS-TV; Sports Daily, NBC; ABC Radio, NBC Radio

ALLISON, DAN
WKY-TV, Oklahoma City, Okla.

ALLNOCK, JERRY
WHAB, Baxley, Ga.

AMBROSE, JOHN V.
WTAG, Worcester, Mass.

ANDERSON, ALBERT
KGVO, Missoula, Mont.

ANDERSON, BILL
KPUG, Bellingham, Wash.

ANDERSON, BRIAN
WECL, Eau Claire, Wis.

ANDERSON, CHIC
WEOA, WEHT, Evansville, Ind.

ANDERSON, ROBERT
KVAL-TV, Eugene, Ore.

ANDRE, JOHN
WDCE, Dade City, Fla.

ANGWIN, PERCY
WSKI, Montpelier, Vt.

ARBES, SAM
Meet the Coach
WHIT, New Bern, N. C.

ARMENDARIZ, JOSE O.
Eventos Especiales
KFN, Phoenix, Ariz.

ARMES, JERRY
WCLC, Jamestown, Tenn.

ARMSTRONG, EUCLID
WHIT, New Bern, N. C.

ARMSTRONG, FRANK
WDIA, Memphis, Tenn.

ARNOLD, DR. J.
WCWC, Ripon, Wis.

ARRAGON, JACK
WPET, Greensboro, S. C.

ARTHUR, HARRY
KNOE-TV, Monroe, La.

ASH, TOM
KLTZ, Glasgow, Mont.

*Chris
Schenkel*

Sports Announcer

AL 4-7981



RADIO-TV SPORTS COMMENTATORS

ASSAF, WOODY
Highlights in the World of Sports
WJDX, WLBT, Jackson, Miss.

ATKINS, TOM
WPTA, Fort Wayne, Ind.

ATKINSON, DON
KSEM, Moses Lake, Wash.

AUSTIN, TED
Party Line
WSTP, Salisbury, N. C.

AXELSON, JOE
WWNS, Statesboro, Ga.

— B —

BAGLI, GUY
WTVT, Tampa, Fla.

BAGLI, VINCE
WWIN, Baltimore, Md.

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, CHARLIE
WJMX, Florence, S. C.

BAILEY, JIM
KBIF, Fresno, Calif.

BAKER, PAUL
WCAD, Danbury, Conn.

BALCH, FRANK
WJOY, Burlington, Vt.

BALLARD, CHUCK
Wrestling
WKRQ-TV, Mobile, Ala.

BANDY, JOHN
WUST, Bethesda, Md.

BARBER, PHIL
KTRB, Modesto, Calif.

BARNSDALE, JOHN
WQIC, Meridian, Miss.

BARNETT, BOB
KFNN, Farmington, N. M.

BARNETT, PAUL
KVEC, San Luis Obispo, Calif.

BARNETT, RAY
Marine Mysteries
WMET, Miami Beach, Fla.

BARRETT, TONY
KENT, Shreveport, La.

BARRON, BILL
WCSS, Amsterdam, N. Y.

BARRON, BILLY
WULA, Eufaula, Ala.

BARRY, NORM
WNIQ, Chicago, Ill.

BASS, CLARENCE
WREM, Remsen, N. Y.

BASS, E. H.
WSYL, Sylvania, Ga.

BATES, MARVIN
WGBF, Evansville, Ind.

BAUM, JIM
Athlete of Week
KRBC, Abilene, Tex.

BAUMOHL, ART
WLAP, Lexington, Ky.

BEACH, AL
KNEZ, Lompoc, Calif.

BECK, BILL
KDZA, Pueblo, Colo.

BECK, HARRY
WSTV, Steubenville, Ohio

BEDARD, BOB
Timberjack Baseball
KBTK, Missoula, Mont.

BEGLEY, JIM
WACE, Springfield-Chicopee, Mass.

BELCHER, ROD
KTNT, Tacoma, Wash.

BELL, JACK
KDET, Center, Tex.

BELL, JOE
WVJS, Owensboro, Ky.

BELLAR, BRYAN
WDXE, Lawrenceburg, Tenn.

BENDER, BOB
WTRL, Bradenton, Fla.

BENDER, TOM
KDKA, Pittsburgh, Pa.

BENGSTON, L. H.
KLPK, Oklahoma City, Okla.

BENNETT, GEORGE
WMVO, Mount Vernon, Ohio

BENNETT, JAY
KSYD, Wichita Falls, Tex.

BENZ, DUKE
WNBZ, Saranac Lake, N. Y.

BERRY, TOM
KATL, Miles City, Mont.

BERTINE, BERT
WKID, Champaign-Urbana, Ill.

BESSELL, JERRY
WALB, WALB-TV, Albany, Ga.

BEVERIDGE, JACK
KOOL, KOOL-TV, Phoenix, Ariz.

BIEDRZYCKI, TOM
Tipp-Off on Sports
KATL, Miles City, Mont.

BIGGERS, JIM
WYTH, Madison, Ga.

BIRD, AL
WARD-TV, Johnstown, Pa.

BIVANS, ROBERT
WITY, Danville, Ill.

BLACK, JACK
WTTM, Trenton, N. J.

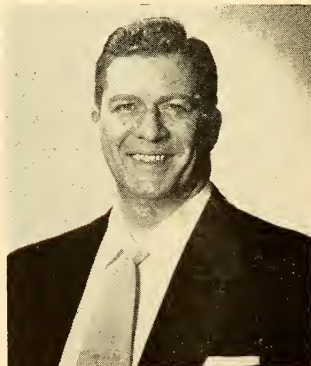
BLACK, JAY
WSUN, WSUN-TV, St. Petersburg, Fla.

BLAKE, JOE
WJMS, Ironwood, Mich.

BLAKE, TOMMY
KWHI, Brenham, Tex.

BLATTNER, BUDDY
Baseball (pre-game), NIT
Basketball, CBS-TV; Baseball
Corner, ABC-TV

BLUE, IRA
KNBC, San Francisco, Calif.



AL HELFER

TELEVISION — RADIO

Management: DEL PETERS

521 FIFTH AVENUE, NEW YORK

***** RADIO-TV SPORTS COMMENTATORS

- BLUM, BOB**
KEEN, San Jose, Calif.
- BLUMENAUER, CHARLES**
KAML, Kenedy, Tex.
- BOGESS, JOHN**
WYOT, Marianna, Fla.
- BOHNHOFF, ED**
KILLO, Grand Forks, N. D.
- BOLAND, JOE**
Pro Football
CBS-TV; Notre Dame Football
ABC
- BOLAND, JOE**
WSBT, South Bend, Ind.
- BONNER, JIM**
WBCV, Philadelphia, Pa.
- BOSE, ERIC**
WSAI, Cincinnati, Ohio
- BOTTORFF, DON**
KDES, Palm Springs, Calif.
- BOUDREAU, LOU**
WGN, Chicago, Ill.
- BOWER, BOB**
WTPP, Charleston, W. Va.
- BOYD, DON**
WCLO, Janesville, Wis.
- BOYD, RAY**
KHUZ, Borger, Tex.
- BOYD, TOM**
KIDD, Monterey, Calif.
- BOYD, TOM**
KGAL, Lebanon, Ore.
- BOYER, JOHNNY**
WCAE, Pittsburgh, Pa.
- BRADLEY, BOB**
WRBL, WRBL-TV,
Columbus, Ga.
- BRADWAY, HARRY**
WASK, WFAM-TV,
Lafayette, Ind.
- BRADY, BILL**
WILD, Boston, Mass.
- BRADY, JOHN**
KVHC, O'Neill, Neb.
- BRAYFIELD, RAY**
WEOA, San Juan, P. R.
- BRESCIA, DICK**
WDEW, Westfield, Mass.
- BREWER, NORMAN**
WMPS, Memphis, Tenn.
- BRICKHOUSE, JACK**
WGN, Chicago, Ill.
- BRIGGS, KEN**
KMUS, Muskogee, Okla.
- BRIGHT, HARRY**
WETZ, New Martinsville,
W. Va.
- BRITT, TOM**
WRIP, Poughkeepsie, N. Y.
- BROADHURST, WALT**
WPDX, Clarksburg, W. Va.
- BRODE, BUDDY**
WNAR, Norristown, Pa.
- BRODERS, SPANK**
KXIC, Iowa City, Iowa
- BRODY, STEVE**
KBZY, Salem, Ore.
- BROOKE, GLENN**
KBRC, Mount Vernon, Wash.
- BROOKS, BOB**
KCRG, KCRG-TV,
Cedar Rapids, Iowa
- BROWN, BO**
KETZ, Livingston, Tex.
- BROWN, BURLEIGH**
WWLP, Springfield, Mass.
- BROWN, HANK**
WLFI, Little Falls, N. Y.
- BROWN, JAMES A.**
WEKY, Richmond, Ky.
- BROWN, JIM**
KBUC, Corona, Calif.
- BROWN, JOE L.**
WTOE, Spruce Pine, N. C.
- BROWN, JOHNNY**
WOOH, Newnan, Ga.
- BROWN, PETE**
WKTU, Utica, N. Y.
- BROWN, RAYMOND**
WHUB, Cookeville, Tenn.
- BROWN, TERRY**
WKXY, Sarasota, Fla.
- BROWNELL, JIM**
WANS, Anderson, S. C.
- BRUCE, CHUCK**
Race of the Week
WHDH-TV, Boston, Mass.
- BRUCE, DAVE**
WEMB, Erwin, Tenn.
- BRUGGEMAN, VERN**
KUTV, Salt Lake City,
Utah
- BRUMBELOW, MIKE**
KTSM-TV, El Paso, Tex.
- BRUNDIGE, BILL**
KHJ-TV, Los Angeles, Calif.
- BRYAN, GLENN**
KURY, Brookings, Ore.
- BRYANT, KENNETH L.**
WKEY, Covington, Va.
- BUCK, JACK**
KMOX, St. Louis, Mo.
- BUEHLER, DON**
WHFB, Benton Harbor,
Mich.
- BUETEL, FRANK**
WTCN, WTCN-TV,
Minneapolis, Minn.
- BUNCH, JIM**
KORE, Eugene, Ore.
- BUNN, NEAL**
WORM, Savannah, Tenn.
- BURCHETT, LANIER**
WAIN, Columbia, Ky.
- BURGESS, SMOKEY**
WTVM, Columbus, Ga.
- BURICK, SI**
WHIO, Dayton, Ohio
- BURLIN, HERB**
WRIG, Wausau, Wis.
- BURNES, BOB**
Texaco Sports
KMOX, St. Louis, Mo.
- BURNS, BIFF**
WCHK, Canton, Ga.
- BURNS, EDWARD**
WISV, Viroqua, Wis.
- BURNS, JIM**
WNCO, Ashland, Ohio
- BURT, JIM**
KELO, KELO-TV,
Sioux Falls, S. D.
- BUTLER, CATOR**
KXLT, Helena, Mont.

— C —

- CAHILL, AL**
WPTZ, Plattsburgh, N. Y.
- CAIN, DOYLE**
KFSD, Nampa, Ida.
- CALDWELL, CHARLES H.**
WJPS, Evansville, Ind.
- CALLARMAN, JOHN**
KPAN, Hereford, Tex.
- CAMERON, GEORGE**
WEAV, Plattsburgh, N. Y.
- CAMERON, TOM**
WJEP, Grand Rapids, Mich.
- CAMPBELL, BILL**
WCAU, WCAU-TV,
Philadelphia, Pa.
- CAMPBELL, DON**
KLCB, Libby, Mont.
- CAMPBELL, JOHN T.**
KXLL, Missoula, Mont.
- CAMPBELL, NEENIE**
Caravan Sports
WMCK, McKeesport, Pa.
- CAMPBELL, PERRY**
KSFA, Nacogdoches, Tex.
- CANE, LENNY**
WIRY, Plattsburgh, N. Y.
- CANEL, BUCK**
WHOM, New York, N. Y.
- CANTFORT, VAN**
WAVY, WAVY-TV,
Norfolk, Va.
- CANTON, AMY**
WCVI, Connellsville, Pa.
- CANTON, MORT**
WIBL, Peoria, Ill.
- CANTOR, SY**
WGLI, Babylon, N. Y.
- CANTY, JACK**
WCCM, Lawrence, Mass.
- CAPOSELLO, FRED**
Horse Racing
CBS-TV
- CARAY, HARRY**
Cardinal Baseball Games
KMOX, St. Louis, Mo.
- CARDENAS, RENE**
KWKW, Pasadena, Calif.
- CARIKER, KEN**
KWTU, Oklahoma City,
Okla.
- CARLSON, BOB**
Record Session
KIRX, Kirksville, Mo.
- CARMICHAEL, LES**
KMOX-TV, St. Louis, Mo.
- CARPENTER, JOHN L.**
KOIN-TV, Portland, Ore.
- CARR, DAVE**
WFOB, Fostoria, Ohio
- CARR, JOHN**
WLAJ, LaFollette, Tenn.
- CARROLL, JIM**
KTLU, Rusk, Tex.
- CARSON, TOM**
WJW, Cleveland, Ohio
- CARY, JOHN**
KSLM, Salem, Ore.
- CASE, GEORGE**
WTTM, Trenton, N. J.
- CASEY, AL**
KGEK, Sterling, Colo.
- CASEY, DAN**
WAMS, Wilmington, Del.
- CAVANAUGH, JOE**
WARD-TV, Johnstown, Pa.
- CHALDY, BUD**
KXGN-TV, Glendive, Mont.
- CHALK, SONNY**
Coaches Report
WMOX, Meridian, Miss.
- CHALMERS, JIM**
WFGM, Fitchburg, Mass.
- CHARLES, BERT**
WVKO, Columbus, Ohio
- CHASE, BOB**
WOWO, Fort Wayne, Ind.
- CHAUVIN, JOHN**
WFPB, Hammond, La.
- CHESTER, FRANKLIN**
On the Bench
WGWC, Selma, Ala.
- CHILDS, LELAND**
WAPI-TV, Birmingham, Ala.
- CHRISTMAN, PAUL**
Pro Football
CBS-TV
- CIRALDO, AL**
WGST, Atlanta, Ga.
- CLARK, BOB**
WCME, Brunswick, Me.
- CLARK, K.**
KART Jerome, Ida.
- CLARK, LEE**
KFSD, San Diego, Calif.
- CLARK, LES**
WGAR, Cleveland, Ohio
- CLARK, RAYMOND**
Slim's Sports
WABI, Bangor, Me.
- CLAWSON, LEW**
Touchdown Tally Sheet
WVVA, Wheeling, W. Va.
- CLAY, RANDY**
World at Large
WOAI, WOAI-TV, San
Antonio, Tex.
- CLOUD, LEO**
KGAJ, Gallup, N. M.
- CLOUTIER, LEO**
WGIR, Manchester, N. H.
- COFFIN, ED**
KIDD, Monterey, Calif.

RADIO-TV SPORTS COMMENTATORS

COLBY, LEN
WKZO, WKZO-TV,
Kalamazoo, Mich.

COLE, BILL
KFNF, Shenandoah, Iowa

COLE, DON
KGCX, Sidney, Mont.

COLEMAN, BILL
WJDA, Quincy, Mass.

COLEMAN, KEN
All-Star Football
ABC

COLLIER, ART
Deadline Sports
WLW-I, Indianapolis, Ind.

COLLINS, JOE
KGNC-TV, Amarillo, Tex.

COLLINS, JON
WGNS, Murfreesboro, Tenn.

COLLINS, SID
Fox's Den
WIBC, Indianapolis, Ind.

COLUMBUS, JOHN A.
WPUV, Pulaski, Va.

COMPTON, H. LEWIS
WHEE, Martinsville, Va.

CONNOLLY, BILL
WRSA, Saratoga Springs,
N. Y.

CONNOR, GEORGE
Bowling
CBS-TV

CONNORS, JOHN
KLZ-TV, Denver, Colo.

COOK, BOB
KOLR, Sterling, Colo.

COOK, DAN
Bowling
KENS-TV, San Antonio, Tex.

COOK, FRED
KTNC, Falls City, Neb.

COOLEY, JOHN
WGAY, Silver Spring, Md.

COOPER, GEORGE
KGY, Olympia, Wash.

COPP, EARL
WFVA, Fredericksburg, Va.

CORBIN, BOB
WWCA, Gary, Ind.

CORDARO, MATT
WEBO, Owego, N. Y.

CORDELL, SAM
WBMC, McMinnville, Tenn.

COREY, JOE
WERI, Westerly, R. I.

CORLEY, BILL
WBNS, Columbus, Ohio

COSELL, HOWARD
Baseball Preview; Sports Focus;
Blue-Grass Football, Harness Racing, ABC-TV; Speaking of Sports; Baseball Preview; Football Scoreboard.
ABC

COSGROVE, DON
WEAM, Washington, D. C.

COTE, DOC
WTWN, St. Johnsbury, Vt.

COVERT, JEAN
KTBC-TV, Austin, Tex.

COX, ORVAL
WSAT, Salisbury, N. C.

CRAIG, BENNY
KTHV, Little Rock, Ark.

CRAMER, CRIS
WCHV, Charlottesville, Va.

CREAGER, MACK
KRMG, KOTV, Tulsa, Okla.

CRISTAL, JACK
WELQ, Tupelo, Miss.

CROCKETT, HUDLEY
WGNS, Murfreesboro, Tenn.

CROCKETT, HUDLEY
WSIX, WSIX-TV,
Nashville Tenn.

CROGHAN, JOE
WBAL, Baltimore, Md.

CROWN, KEITH, COACH
Coaches Corner
WWCA, Gary, Ind.

CUMMINS, FRANK
WSTR, Sturgis, Mich.

CUMMINS, JACK
WTVJ, Miami, Fla.

CUMMINS, TAIT
WMT, WMT-TV, Cedar
Rapids, Iowa

CUNEO, GENE
WLEU, Erie, Pa.

CUNNINGHAM, DON
WBEN, Buffalo, N. Y.

CURRY, BUTCH
WYLD, New Orleans, La.

CURTIS, DICK
WIEL, Elizabethtown, Ky.

CURTIS, DON
WLTC, Gastonia, N. C.

CUSICK, FRED
Hockey
CBS-TV

— D —

DALE, JACK
KFYO, Lubbock, Tex.

DANEHE, DICK
All-Star Golf
ABC-TV

DANIELS, CHRIS
WKY, WKY-TV,
Oklahoma City, Okla.

DARBY, BART
WSFA-TV, Montgomery, Ala.

DARLING, RICKEY
KBLT, Big Lake, Tex.

DAVID, GIL
WHAW, Weston, W. Va.

DAVID, JEFF
KVOL, Lafayette, La.

DAVIDSON, RANDY
WAKN, Aiken, S. C.

DAVIS, DICK
WKNX, WKNX-TV,
Saginaw, Mich.

DAVIS, GUY R.
WOTR, Corry, Pa.

DAVIS, LEN
WGL, Fort Wayne, Ind.

DAVIS, LES
KVTV, Sioux City, Iowa

DAVIS, LESLIE H.
WNAX, Yankton, S. D.

DAVIS, RALPH
WKKS, Vanceburg, Ky.

DEAN, DIZZY
Baseball (pre-game)
CBS-TV

DECKER, TOM
WVET, Rochester, N. Y.

DEES, ART
WGOA, Winter Garden, Fla.

DELANEY, BOB
WCBS-TV, New York, N. Y.

DELANEY, BOB
WCTV, Tallahassee, Fla.

DELANO, CHARLES
KDBM, Dillon, Mont.

DELUCA, PETE
KCRT, Trinidad, Colo.

DENMAN, REX
WACL, Waycross, Ga.

DENT, GARY
WWNR, Beckley, W. Va.

DE ROVEN, KARL
KEUN, Eunice, La.

DEER, JOHN
Masters and PGA Golf
CBS-TV

DE SAUTELL, BUD
KGIV, Alamosa, Colo.

DE VICTOR, MARTY
WBNS, Columbus, Ohio

DEWITT, DEWEY
WAGM, WAGM-TV,
Presque Isle, Me.

DEYOANNES, A. M.
WHLB, Virginia, Minn.

DIAMOND, BILL
WIKE, Newport, Vt.

DICKINSON, RUSS
KWDM, Des Moines, Iowa

DICKMEYER, BEN
KTOE, Mankato, Minn.

DICKSON, BOB
KRGV, Westlaco, Tex.

DIGHTON, JOHN
Highlights in Sports
WBIL, Leesburg, Fla.

DILLON, GENE
WCMW, Canton, Ohio

DILLON, LEN
WFAS, White Plains, N. Y.

DIONNE, BOB
WNRI, Woonsocket, R. I.

DITMER, BOB
WHGR, Houghton Lake, Mich.

DITTERT, ED
KRIC, Beaumont, Tex.

DOBELSTEIN, BOB
WGRO, Lake City, Fla.

DOBLEY, SHERM
Flying A Sports
WITT, Lewisburg, Pa.

DOGGETTE, HARRY
Fifteen Final Sports
WVEC-TV, Hampton-Norfolk,
Va.
Harrisburg, Pa.

DOHL, PAUL
WCHN, Norwich, N. Y.

DOLL, DICK
WJER, Dover, Ohio

DOMMER, BILL
WBEL, Beloit, Wis.

DONLEY, RED
WSTV, WSTV-TV,
Stuebenville, Ohio

DONNELLA, BILL
WTRC, Elkhart, Ind.

DONOVAN, MIKE
KANA, Anaconda, Mont.

DOUGLAS, GEORGE
Tiger Football
WDSR, Lake City, Fla.

DOUGLAS, WAYNE
KTUC, Tucson, Ariz.

DOWDLE, JOHN
KSRC, Socorro, N. M.

DRAPER, LARRY
WMBA, Ambridge, Pa.

DREES, JACK
Wednesday Night Fights, All-Star Football, ABC-TV;
National AAU, CBS-TV

DROELLE, GEORGE P., JR.
WCLI, Corning, N. Y.

DUBBERT, JOSEPH
KMCD, Fairfield, Iowa

DUDLEY, BILL
Locker Room
WLVA-TV, Lynchburg, Va.

DUDLEY, JIMMY
WERE, Cleveland, Ohio

DULL, JIM
WGBI, Scranton, Pa.

DUNBAR, WALT
WFGA-TV, Jacksonville, Fla.

DUNNE, JIM
KVIP, Redding, Calif.

DUNPHY, DON
Cavalcade of Sports
NBC

DUROCHER, LEO
NBC, NBC-TV

— E —

ECKERT, JOHN
WDAN, Danville, Ill.

EDENS, BILL
KWEL, Midland, Tex.

EDWARDS, JOE
WAMW, Washington, Ind.

EDWARDS, PAUL
WBEC, Pittsfield, Mass.

EGAN, LEO
WBZ-TV, Boston, Mass.

EISENSTEIN, JACK
WMID, Atlantic City, N. J.

ELIAS, BOB
Armchair Quarterback
KPMC, Bakersfield, Calif.

ELIAS, EDDIE
WAKR, Akron, Ohio

ELLIOT, BOB
KSON, San Diego, Calif.

RADIO-TV SPORTS COMMENTATORS

- ELLIOTT, BILL**
KLYD, Bakersfield, Calif.
- ELLIOTT, BUMP**
WHRV, Ann Arbor, Mich.
- ELLIOTT, J. C.**
WPDM, Potsdam, N. Y.
- ELLIOTT, WIN**
Cavalcade of Sports
NBC
- ELLIS, RICHARD**
WJHL, WJHL-TV,
Johnson City, Tenn.
- ENGBRETSON, HAL**
KNBA, Vallejo, Calif.
- ENROTH, DICK**
WCCO, WCCO-TV,
Minneapolis-St. Paul, Minn.
- ENSIGN, GEORGE**
KTUR, Turlock, Calif.
- ERDMANN, JAKE**
WRAC, Racine, Wis.
- ERDOSSY, BILL**
WHP, WHP-TV,
Harrisburg, Pa.
- ERICKSON, BOB**
KOKX, Keokuk, Iowa
- ERP, JOHNNY**
WMAQ, Chicago, Ill.
- ERVIN, BILL**
KARE, Atchison, Kan.
- ERVIN, PUSS**
Jim Hill Sportscope
KCUL, Ft. Worth, Tex.
- ERWIN, JIM**
KMLB, Monroe, La.
- ETHERTON, BILL**
WNDU, WNDU-TV,
South Bend, Ind.
- EUBANKS, BLAIR**
WTAR, Norfolk, Va.
- EURICH, BOB**
KGST, Fresno, Calif.
- EVANS, JONES**
WBAX, Wilkes-Barre, Pa.
- EVANS, MEL**
WAVU, Albertville, Ala.
- EVASHEVSKI, FORREST**
Bowling
CBS-TV
- F —
- FABIAN, DICK**
WCER, Charlotte, Mich.
- FALESI, FRANK**
WADP, Kane, Pa.
- FALLON, FRANK**
WBOS, Boston, Mass.
- FALLON, FRANK**
KWTX, Waco, Tex.
- FALLON, KENNETH P., JR.**
WJDA, Quincy, Mass.
- FANT, JULIAN**
WFOY, St. Augustine, Fla.
- FARRELL, BOB**
WACK, Newark, N. Y.
- FARRELL, MAURY**
WBRC, Birmingham, Ala.
- FARRINGTON, FRANK**
KFAM, St. Cloud, Minn.
- FARRIS, CLINT**
WVOT, Wilson, N. C.
- FEASTER, ROBERT D.**
WDAX, McRae, Ga.
- FEATHERS, JIM**
WCLG, Morgantown, W. Va.
- FENSLE, DICK**
KMAN, Manhattan, Kan.
- FERGUSON, JOHN**
TeleSports Final
WBRZ-TV, Baton Rouge, La.
- FIDLER, DOC**
WISL, Shamokin, Pa.
- FIELD, ALLAN**
WTOR, Torrington, Conn.
- FIELD, BRYAN**
Horse Racing
CBS-TV
- FINCANNON, ROBERT**
WMRI, Marion, Ind.
- FINGER, FRED**
WBCB, Levittown, Pa.
- FINLAYSON, JACK**
KRDO-TV, Colorado
Springs, Colo.
- FINLEY, BOB**
KLTR, Blackwell, Okla.
- FISHER, AUB**
KABR, Aberdeen, S. D.
- FISHER, HANK**
WEEK-TV, Peoria, Ill.
- FISHER, LEE**
KOMU-TV, Columbia, Mo.
- FITZGERALD, JOHN**
Press Box
WJW-TV, Cleveland, Ohio
- FITZPATRICK, WILLARD**
WLMJ, Jackson, Ohio
- FLEISCHMAN, SOL**
Florida Fishing
WTVT, Tampa, Fla.
- FLEMING, PAT**
WDBQ, Dubuque, Iowa
- FLEMING, BILL**
WWJ, Detroit, Mich.
- FLETCHER, NORMAN A.**
KNOC, Natchitoches, La.
- FLORES, RAFAEL PONT**
WKAQ, Santurce, P. R.
- FLOWERS, CHARLIE**
KMHT, Marshall, Tex.
- FLOYD, GARY**
KGER, Long Beach, Calif.
- FLYNN, JOHN**
Shorts in Sports
WICY, Malone, N. Y.
- FLYNN, TONY**
Deadline 12
WISN, WISN-TV,
Milwaukee, Wis.
- FOOTIT, JIM**
KWAL, Kellogg-Wallace, Ida.
- FORBES, BOB**
WTHI, Terre Haute, Ind.
- FORNEY, JIM**
WLAN, Lancaster, Pa.
- FOSS, JOE**
Bowling
CBS-TV
- FOSTER, BUD**
KIX, Oakland, Calif.
KTVU, San Francisco-
Oakland, Calif.
- FOUYS, BOB**
KCBS, San Francisco, Calif.
- FOX, BILL**
Fox's Den
WIBC, Indianapolis, Ind.
- FRANKE, JERRY**
WUSJ, Lockport, N. Y.
- FREDRICK, DON**
KASI, Ames, Iowa
- FREED, DON**
WCMR, Elkhart, Ind.
- FRENCH, BOB**
WVSC, Somerset, Pa.
- FRENCH, JACK**
KNOX, Grand Forks, N. D.
- FRENCH, ROBERT**
KONP, Port Angeles, Wash.
- FREW, DAVE**
WEIR, Weirton, W. Va.
- FRINK, BILL**
WIMA, Lima, Ohio
- FROH, DAVID**
WLS, Lansing, Mich.
- FUHS, DOUG**
Sportfolio
KBMN, Bozeman, Mont.
- FULMER, DALE**
WHLM, Bloomsburg, Pa.
- FULTON, BOB**
WCOS, WIS-TV,
Columbia, S. C.
- FULTON, ROBERT**
KFRE, Fresno, Calif.
- G —
- GAFFE, ROGER**
KFRU, Columbia, Mo.
- GAIR, WALLY**
WICS, Springfield, Ill.
- GALL, JOE**
WWJB, Brooksville, Fla.
- GALLUP, STAN**
KGFL, Roswell, N. M.
- GALVIN, DAN**
Sports Mike
KSRO, Santa Rosa, Calif.
- GANN, HAROLD**
KARM, Fresno, Calif.
- GANTT, EBB**
WGGC, Belmont, N. C.
- GARAGIOLA, JOE**
KMOX, St. Louis, Mo.
- GARDNER, BILL**
WFBG-TV, Altoona, Pa.
- GARDNER, DON**
WKBN, WKBN-TV,
Youngstown, Ohio
- GARRISON, BOB**
KHHH, Pampa, Tex.
- GARRISON, JOHN**
WFUN, Huntsville, Ala.
- GATES, ED**
Stock Car Races
WHMS, Charleston, W. Va.
- GENTRY, HARRY**
WLOH, Princeton, W. Va.
- GEREAU, RICK**
KWAT, Watertown, S. D.
- GERVAN, JAMES R.**
WJWL, Georgetown, Del.
- GIBBONS, BILL**
WFGN, Gafney, S. C.
- GIBBONS, JIM**
WRC-TV, Washington, D.C.
- GIBSON, ARCH E.**
KSOK, Arkansas City, Kan.
- GIBSON, CHARLES**
KEVA, Shamrock, Tex.
- GILBERT, CHARLES**
KASM, Albany, Minn.
- GILBERT, EARLE**
KFFO, Owatonna, Minn.
- GILBERT, GARY**
KNGS, Hanford, Calif.
- GILL, DON**
KAYS, Hays, Kan.
- GIOVANNI, FELIX**
WGAV, Amsterdam, N. Y.
- GLEEVE, STAN**
KSVQ, Richfield, Vt.
- GLENN, JIMMY**
KDRO, Sedalia, Mo.
- GLENN, RALPH**
WOND, Pleasantville, N. J.
- GLENN, TONY**
KSTL, St. Louis, Mo.
- GLICKMAN, MARTY**
Warm-Up Time
WMMG, New York, N. Y.;
Harness Racing, ABC-TV
- GLIEBER, FRANK**
WRR, Dallas, Tex.
- GOBLE, JAKE**
WEIC, Charleston, Ill.
- GOCHIS, BILL**
KTUT, Tooele, Utah
- GODFREY, RICHARD**
WGAD, Gadsden, Ala.
- GOERNER, FREDERICK A.**
KSL-TV, Salt Lake City,
Utah
- GOLDEN, RAY**
KSTN, Stockton, Calif.
- GONZALES, BERYLE**
KVON, Napa, Calif.
- GONZALES, HANK**
KSYC, Yreka, Calif.
- GONZALEZ, V.**
WXRZ, Guayama, P. R.
- GOODMAN, JIMMY**
KIBL, Beville, Tex.
- GOODMAN, KEN**
WXEX-TV, Petersburg-
Richmond, Va.
- GOODRICH, BILL**
WLBZ, WJDX, Jackson,
Miss.
- GOODRICH, ROGER**
WHCC, WHCC-TV,
Rochester, N. Y.

RADIO-TV SPORTS COMMENTATORS

- GOODSON, GENE**
KOPY, Kingeville, Tex.
- GORDON, BOB**
WFLR, Dundee, N. Y.
- GOUGH, GLENN**
WMSA, Massena, N. Y.
- GOVE, DICK**
Tri-State News
WMTW-TV, Poland Spring, Me.
- GOWDY, CURT**
Boston Red Sox, Report on Sports, WHDH, WHDH-TV, Boston Mass. NBC, NBC-TV
- GRAHAM, JIM**
WTSV, Viroqua, Wis.
- GRANBERG, FRANK**
KGLN, Glenwood Springs, Colo.
- GRAND, CARL**
Grandstand
WNAB, Bridgeport, Conn.
- GRANGE, RED**
All-Star Football
ABC-TV; NBC, NBC-TV
- GRANT, VINCE**
KRKS, Ridgecrest, Calif.
- GRAY, ED**
WONE, Keene, N. H.
- GRAY, GENE**
WJHO, Opelika, Ala.
- GRAY, JAMES**
WTVR, Richmond, Va.
- GRAYHAM, KEN**
KWOA, Worthington, Minn.
- GREBE, GUS**
KWIZ, Santa Ana, Calif.
- GREEN, BILL**
WYZE, Atlanta, Ga.
- GREENLEE, BILL**
WPRW, Manassas, Va.
- GREENWALD, HANK**
WBBZ, Vineland, N. J.
- GRIEVE, STAN**
KLIK, Jefferson City, Mo.
- GRIFFIN, JERRY**
WDAU-TV, Scranton, Pa.
- GRIFFITHS, BILL**
WELM, Elmira, N. Y.
- GRIFFITHS, DAVE**
WSCR, Scranton, Pa.
- GRINER, EVERETT**
WMGA, Moultrie, Ga.
- GRISSOM, DON**
WHIE, Griffin, Ga.
- GRISWOLD, ROGER**
WBMD, Baltimore, Md.
- GRIZZARD, HERMAN**
WLAC, Nashville, Tenn.
- GROSS, DON**
KFSB, Joplin, Mo.
- GROSS, JERRY**
WMAN, Mansfield, Ohio
- GRUBB, JACK**
WTNC, Thomasville, N. C.
- GULDAGER, MIKE**
KERG, Eugene, Ore.
- GUNDAKER, ED**
WHP, WHP-TV, Harrisburg, Pa.
- GUOKAS, MATT**
WPEN, Philadelphia, Pa.
- II —
- HACKMAN, JACK**
The Bullpen
WDLB, Marshfield, Wis.
- HADLOCK, JIM**
KLAS-TV, Las Vegas, Nev.
- HAGER, BOB**
WDOR, Hanover, N. H.
- HAGER, MARLEN**
WBRD, Bradenton, Fla.
- HAGERMAN, CHARLES J.**
WKLA, Ludington, Mich.
- HAIRE, WELDON**
WSMN, Nashua, N. H.
- HALE, GEORGE**
WABI-TV, Bangor, Me.
- HALL, HALSEY**
WCCO, Minneapolis, Minn.
- HALL, NORMAN**
WBENL, Boonville, Ind.
- HALL, PHIL BAKER**
WTOD, Toledo, Ohio
- HAILYARD O.C., JR.**
WEKY, Richmond, Ky.
- HAMILTON, ED**
KCIJ, Shreveport, La.
- HAMILTON, KEN**
WEBQ, Harrisburg, Ill.
- HAMLIN, TOM**
WAPI, WAPI-TV, Birmingham, Ala.
- HANCOCK, AL**
KSWO-TV, Lawton, Okla.
- HANDLAN, JOSEPH**
WCOM, Parkersburg, W. Va.
- HANLON, JOHN**
WEAN, Providence, R. I.
- HANNA, BOYCE J.**
WADA, Shelby, N. C.
- HANNA, BUD**
KHSL, KHSL-TV, Chico, Calif.
- HANNAHER, T. P.**
Bench Warmer's Club
KVOX, Moorhead, Minn.
- HANSON, HARLEY**
KOTA, KOTA-TV, Rapid City, S. D.
- HARBISSON, S. T.**
WTAX, Springfield, Ill.
- HARDING, TURNEY**
Sports on the Air
WTCO, Campbellsville, Ky.
- HARKINS, CHUCK**
KID, Idaho Falls, Ida.
- HARMON, TOM**
Bowling
CBS-TV
- HARMON, TOM**
Texaco Sports Final
KNX, Los Angeles, Calif.
- HARPER, BOB**
Fifth Quarter
WCOV, Montgomery, Ala.
- HARPER, JIM**
WTRX, Bellaire, Ohio
- HARRINGTON, GENE**
KFBB-TV, Great Falls, Mont.
- HARRIS, BOB**
KOSA, Odessa, Tex.
- HARRIS, SONNY**
WOOF, Dothan, Ala.
- HARRIS, WALTER**
KTVU, San Francisco-Oakland, Calif.
- HARRISON, JOHN**
KPIG, Cedar Rapids, Iowa
- HART, HAL**
WOC-TV, Davenport, Iowa
- HARTLEY, HAL**
KOKY, Little Rock, Ark.
- HARTMAN, SID**
WCCO, Minneapolis, Minn.
- HARVILLE, CHARLIE**
WPMY-TV, Greensboro, N. C.
- HARVISON, "FATS"**
WLAU, Laurel, Miss.
- HARWELL, GENE**
WMSL-TV, Decatur, Ala.
- HASSE, WARDEN L.**
KPDN, Pampa, Tex.
- HATCHETT, WAYNE J.**
KNIM, Maryville, Mo.
- HAWKINS, VERN**
KWTO, Springfield, Mo.
- HAYDEN, WILLIAM**
WIOU, Kokomo, Ind.
- HAYES, PAT**
KIRO-TV, Seattle, Wash.
- HAYNES, JOHN**
WTSL, Hanover, N. H.
- HAYS, JIM**
Panorama
KGUN-TV, Tucson, Ariz.
- HEAD, IVAN R.**
KVSF, Sante Fe, N. M.
- HEALY, CHUCK**
WBEN-TV, Buffalo, N. Y.
- HEALY, JIM**
KBIG, Avalon, Calif.
- HEARN, CHICK**
NBC, NBC-TV
- HEARN, CHICK**
KRCA, Los Angeles, Calif.
- HEDRICK, TOM**
KOCA, Kilgore, Tex.
- HEETLAND, JOHN**
KFDA, Amarillo, Tex.
- HEINSOHN, TOMMY**
WAAB, Worcester, Mass.
- HEISE, LARRY**
Pacific Outdoors
KVIO-TV, Eureka, Calif.
- HELPER, AL**
All Star Baseball Game, World Series, Rose Bowl Game, Friday Night Fights, NBC's Weekly Coverage of Football, NBC-TV; Dodgers Baseball Games, WOR-TV; Jack Benny Show, CBS-TV
- HELMS, LYMAN**
WJTV, Jackson, Miss.
- HENDRICKSON, JACK**
WGOR, Lebanon, Tenn.
- HENRY, EARL**
WHUM, Reading, Pa.
- HENRY, JOHN**
KOA-TV, Denver, Colo.
- HERNANDEZ, TOMMY**
WFBF, Fernandina Beach, Fla.
- HESSE, CHARLES**
WRMN, Elgin, Ill.
- HEWETT, JACK**
WENY, Elmira, N. Y.
- HICKERSON, EARL**
University of Illinois
Football
WMAX, Springfield, Ill.
- HICKOK, BILL**
WHIS, WHIS-TV, Bluefield, W. Va.
- HICKS, DAVE**
KGGF, Coffeyville, Kan.
- HIGDON, JOE**
WDAE, Tampa, Fla.
- HIGGINS, BILL**
KVFD, KQTV, Fort Dodge, Iowa
- HILL, DAVE**
KMAN, Manhattan, Kan.
- HILL, EDDIE**
WRR, Dallas, Tex.
- HILL, JIMMY**
WEAG, Alcoa, Tenn.
- HILL, JOE**
WTVN, WTVN-TV, Columbus, Ohio
- HINES, HUGH**
WFSC, Franklin, N. C.
- HINNERS, ROBERT**
WLEC, Sandusky, Ohio
- HIRSCH, ELROY**
76 Sports Club
KNXT, Los Angeles, Calif.
- HIRSCH, SONNY**
WCKR, Miami, Fla.
- HODGES, DON**
KUSH, Cushing, Okla.
- HOENIG, JAMES**
WABJ, Adrian, Mich.
- HOFFMAN, PAUL**
KBTM, Jonesboro, Ark.
- HOGAN, BILL**
WLBG, Laurens, S. C.
- HOLBROOK, GIL**
KLOG, Kelso, Wash.
- HOLCOMB, JACK**
WEEU, Reading, Pa.
- HOLECKO, ANDY**
WICA, Ashtabula, Ohio
- HOLLER, CARL**
WITZ, Jasper, Ind.
- HOLLERN, MIKE**
WDCR, Hanover, N. H.
- HOLLIS, BUD**
KWTC, Barstow, Calif.

RADIO-TV SPORTS COMMENTATORS

- HOLLMAN, HANK**
WACT, Tuscaloosa, Ala.
- HOLLY, JOHN**
WHKP, Hendersonville, N. C.
- HOLMES, JOHN**
KODE, KODE-TV, Joplin, Mo.
- HOLTMAN, FRED**
WFKY, Frankfort, Ky.
- HOONAN, BOB**
KBKW, Aberdeen, Wash.
- HOOPER, DAN**
KWBB, Wichita, Kan.
- HOPKINS, FRED**
WLYC, Williamsport, Pa.
- HOPSON, CHARLES**
WMOK, Metropolis, Ill.
- HORNING, DUTCH**
KSIB, Creston, Iowa
- HORNOR, CURTIS**
Coaches Corner
KBRS, Springdale, Ark.
- HORSTMAN, BOB**
KRES, St. Joseph, Mo.
- HORTON, THAD**
Tech Football
WGST, Atlanta, Ga.
- HOSKINS, JACK**
WHLN, Harlan, Ky.
- HOURIGAN, TERRY**
WARK, Hagerstown, Md.
- HOWARD, HARRY**
KVIQ-TV, Eureka, Calif.
- HOWARD, MARC**
KOLN-TV, Lincoln, Neb.
- HOWARD, PAUL**
WCUE, Akron, Ohio
- HOWARD, PETE**
KFNF, Shenandoah, Iowa
- HUBBARD, HARRY**
KINS, Eureka, Calif.
- HUBBELL, RALPH**
WBEN, Buffalo, N. Y.
- HUDSON, DON**
WWOK, Charlotte, N. C.
- HUGHES, ROBERT**
Saturday Scoreboard
WTRA, Latrobe, Pa.
- HUGHES, ROY**
KSBY-TV, San Luis Obispo, Calif.
- HUMPHREYS, DAN**
WPFB, Middletown, Ohio
- HUMPHRIES, HERBERT**
KCBS, Midland, Tex.
- HUNTER, ALBERT**
WESB, Bradford, Pa.
- HUNTINGTON, CLAY**
KMO, KTAC, Tacoma, Wash.
- HURT, ZACK**
KFJZ-TV, Fort Worth, Tex.
- HYDE, WARREN**
Pigskin Parade
WJBB, Haleyville, Ala.
- HYMAN, MARK**
WHAT, Philadelphia, Pa.
- I —
- INGELS, WALLIE**
KBRS, Springdale, Ark.
- INGHAM, BOB**
KSD, KSD-TV, St. Louis, Mo.
- IRWIN, BOB**
WBCM, Bay City, Mich.
- ISAACS, FRED**
WBOF, Virginia Beach, Va.
- J —
- JACKSON, BILL**
WPTF, Raleigh, N. C.
- JACKSON, DICK**
WSAL, Logansport, Ind.
- JACKSON, HAL**
WLIB, New York, N. Y.
- JACKSON, LEVI**
WCHB, Inkster, Mich.
- JACKSON, PHIL**
WGGa, Gainesville, Ga.
- JACKSON, WAYNE**
WECT, Wilmington, N. C.
- JACOBS, DAVE**
WENC, Asheville, N. C.
- JACOBS, ROLLIE**
WWLP, Springfield, Mass.
- JAMES, ALLEN**
WKNX, WKNX-TV, Saginaw, Mich.
- JAMES, JOHN**
WEDO, McKeesport, Pa.
- JAMES, PAUL**
KTVT, Salt Lake City, Utah
- JARVIS, BILL**
KCMS, Manitow Springs, Colo.
- JENKINS, BOB**
KKNY, Kearney, Neb.
- JEWELL, TONY**
Slants from the Sidelines
KIUL, Garden City, Kan.
- JOHNSON, AL**
WJAK, Jackson, Tenn.
- JOHNSON, BOB**
KCAP, Helena, Mont.
- JOHNSON, BOB**
WAKU, Latrobe, Pa.
- JOHNSON, BRUCE**
WFAX, Falls Church, Va.
- JOHNSON, BRYON**
KELA, Centralia-Chehalis, Wash.
- JOHNSON, BUDDY**
KPAC-TV, Port Arthur, Tex.
- JOHNSON, DEUCE**
WGOV, Valdosta, Ga.
- JOHNSON, DICK**
WNBP, Newburyport, Mass.
- JOHNSON, ED**
WHA, V, Haverhill, Mass.
- JOHNSON, ROLLIE**
WCOO-TV, Minneapolis-St. Paul, Minn.
- JOHNSON, RONALD**
WSYD, Mt. Airy, N. C.
- JOHNSON, WARREN**
WPFB, Middletown, Ohio
- JONES, BILL**
WNAK, Wilkes-Barre, Pa.
- JONES, J. HOWARD**
KWIV, Douglas, Wyo.
- JONES, JIMMY**
KGAY, Salem, Ore.
- JONES, KEN**
WCMI, Ashland, Ky.
- JONKER, PETER**
WDOC, Prestonsburg, Ky.
- JOWETT, TOM**
KSIL, Silver City, N. M.
- JOYCE, FRANK**
KOB, Albuquerque, N. M.
- JOYNES, JERRY**
WROV, Roanoke, Va.
- JUNKERT, BOB**
WDSM-TV, Duluth, Minn.
- K —
- KAATZ, TORREY A.**
WAGN, Menominee, Mich.
- KABER, RUSS**
KOV, Valley City, N. D.
- KAHN, AL**
Sports Capsule
WAGR, Lumberton, N. C.
- KALLAY, ED**
WAVE, Louisville, Ky.
- KAMINSKI, CHET**
WAA, Worcester, Mass.
- KANE, BOB**
WRCO, Richland Center, Wis.
- KARLBOM, DAVID**
Football Forecaster
WHTB, Talladega, Ala.
- KARNS, BRUCE**
KJCK, Junction City, Kan.
- KASPEREK, DON**
WGGO, Salamanca, N. Y.
- KASSERA, LOU**
WBIZ, Eau Claire, Wis.
- KATH, KERM**
KGOS, Torrington, Wyo.
- KAUFMAN, SAM**
WOL, Washington, D. C.
- KAY, RONNIE**
KLCN, Blytheville, Ark.
- KAYE, BOB**
KANA, Anaconda, Mont.
- KEARNS, CHARLIE**
WKTY, La Crosse, Wis.
- KEATING, BILL**
WHYN, Springfield, Mass.
- KECK, MARION B.**
KEYS, Corpus Christi, Tex.
- KEEDEL, BILL**
WMTN, Morristown, Tenn.
- KEHL, TONY**
KOLT, Scottsbluff, Neb.
- KEIM, ED**
KSIG, Crowley, La.
- KEITER, LES**
WINS, New York, N. Y.
- KEITH, JACK**
KSCO, Santa Cruz, Calif.
- KELL, GEORGE**
Baseball (pre-game)
CBS-TV
- KELLER, ROGER**
WSAZ-TV, Huntington, W. Va.
- KELLEY, BOB**
Pro Football
CBS-TV
- KELLEY, BOB**
KMPC, Los Angeles, Calif.
- KELLY, GENE**
WIP, Philadelphia, Pa.
- KELLY, J. C. Jr.**
KGAS, Carthage, Tex.
- KELLY, TOM**
WMBD, WMBD-TV Peoria, Ill.
- KENNEDY, ED**
WKRC, Cincinnati, Ohio
- KETTERSON, WILL**
WTRI, Albany, N. Y.
- KEYS, DICK**
WHIZ, WHIZ-TV, Zanesville, Ohio
- KIENITZ, GARY**
KWOA, Worthington, Minn.
- KIMBALL, ART**
WCMY, Ottawa, Ill.
- KING, JACK**
WROB, West Point, Miss.
- KING, LARRY**
WKAT, Miami Beach, Fla.
- KINGMAN, JIM**
WSPA-TV, Spartanburg, S. C.
- KINSINGER, VERN**
KTEL, Walla Walla, Wash.
- KIRKSEY, PAUL**
WBAC, Cleveland, Tenn.
- KIRMAYER, MIKE**
KOOK, Tulare, Calif.
- KIRSHEN, CAL**
Falstaff Sports
KMTV, Omaha, Neb.
- KLAGAS, KARL**
KVNU, Logan, Utah
- KLEIN, DON**
KCBS, San Francisco, Calif.
- KLIMENT, BOB**
WBNY, Buffalo, N. Y.
- KLINKERMAN, DALE**
KWFT, Wichita Falls, Tex.
- KNAPP, CHRIST**
WPPA, Pottsville, Pa.
- KNIGHT, EDWARD**
KGF, Kearney, Neb.
- KNIGHT, JIM**
WTRF-TV, Wheeling, W. Va.
- KNIGHT, JOE**
WAVE-TV, Louisville, Ky.
- KNOWLES, ED**
WEHH, Elmira Heights, N. Y.
- KNUTSON, HAL**
KBOL-TV, Boise, Ida.
- KOHLER, PETER**
KGAK, Gallup, N. M.
- KOOP, DELL**
WJBL, Holland, Mich.

RADIO-TV SPORTS COMMENTATORS

KORZELIUS, GENE
WBNY, Buffalo, N. Y.

KOSTER, HERB
WGY, Schenectady, N. Y.

KRAHLING, ED
WFAH, Alliance, Ohio

KRAVITZ, PINKY
WHD, Atlantic City, N. J.

KREIGER, BILL
WfBC, Greenville, S. C.

KREMER, DON
WJIM-TV, Lansing, Mich.

KRIBBS, KEN
WEAG, Alcoa, Tenn.

KRIEGER, BILL
WFBC-TV, Greenville, S. C.

KRUEGER, RAY
KTRY, Bastrop, La.

KURTZ, LEW
WPAQ, Mt. Airy, N. C.

— L —

LACKAFF, SAM
KENE, Toppenish, Wash.

LACKEY, GEORGE
KRMS, Osage Beach, Mo.

LAFLIN, JACK
WCHS, Charleston, W. Va.

LaFRAMBOISE, WALLY
KBCH, Brigham City, Utah

LAHM, BILL S.
WCOW, Sparta, Wis.

La MARCA, JACK
KITO, San Bernardino, Calif.

LAMBERT, JAKE
WENO, Nashville, Tenn.

LAMBERT, VINCE
KVCV, Redding, Calif.

LaMEAR, DOUG
KGW, KGW-TV, Portland, Ore.

LAMM, CARL
WCKB, Dunn, N. C.

LANDIS, JOHN
KFIV, Modesto, Calif.

LANE, VAN
WDOK, Cleveland, Ohio

LANG, RAY
KKRA, Alexandria, Minn.

LANGE, BEL
Outdoorsman
KQVR-TV, Stockton, Calif.

LARSON, MEL
Daytona Beach Speedway
Report
WNDB, Daytona Beach, Fla.

LARSON, TONY
KUDY, Littleton, Colo.

LAUZE, BOB
WKXL, Concord, N. H.

LAVELLI, DANTE
WHK, Cleveland, Ohio

LAWS, BILL
KLX, Oakland, Calif.

LAWSON, BUZ
WGEE, Indianapolis, Ind.

LAYER, BRUCE
KPRC, Houston, Tex.

LEAMING, JIM
WIP, Philadelphia, Pa.

LEBHAR, BERT
WEAT-TV, W. Palm Beach, Fla.

LEBLANC, CHARLES
WEIM, Fitchburg, Mass.

LEDET, LES
KPAC, Port Arthur, Tex.

LEE, BARNEY
WJBK, Detroit, Mich.

LEE, BOB
KICK, Springfield, Mo.

LEE, FRANK
WMMN, Fairmont, W. Va.

LEE, JACK
KGHF, Pueblo, Colo.

LEE, ZEB
WSKY, Asheville, N. C.

LEO, FRED
KDEN, KBTB, Denver, Colo.

LEWIS, BARNEY
WLDS, Jacksonville, Ill.

LEWIS, CHUCK
WPON, Pontiac, Mich.

LEWIS, ED
KMED, Medford, Ore.

LEWIS, EVAN
WBIA, Augusta, Ga.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIBMAN, LEN
WTAO, Boston, Mass.

LIDDELL, JIMMY
WDSK, Cleveland, Miss.

LIEGEOIS, WILFRED
WMAM, WMBV-TV, Marinette, Wis.

LIND, ELLIS
KSTN, Stockton, Calif.

LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.

LISTER, BILL
WMTV, Madison, Wis.

LITCHFIELD, EDDIE
WPEP, Taunton, Mass.

LLORENS, SANTIAGO
WTHL, Mayaguez, P. R.

LLOYD, LONDON
WPAW, Pawtucket-Providence, R. I.

LOCKETT, PAUL
WNAG, Grenada, Miss.

LOFFLER, ARMIN
KFIR, North Bend, Ore.

LOHMAN, MARTY
WSIV, Pekin, Ill.

LOMAX, STAN
WOR, New York, N. Y.

LOMBARDI, LOU
WKNE, Keene, N. H.

LOVE, CHARLES
WLCM, Lancaster, S. C.

LOVE, DAN
KTBC, Austin, Tex.

LOVELESS, GEORGE
KBRV, Soda Springs, Ida.

LOWE, ALFRED
WNEK, Macon, Ga.

LOWERY, JAMES
WSEN, Baldwinville, N. Y.

LOYN, OWEN
KCSR, Chadron, Neb.

LUCOFF, MANNY
WLOF-TV, Orlando, Fla.

LUJACK, JOHNNY
Bowling, Pro Football
CBS-TV

LUNDBERG, JIM
KDXU, St. George, Utah

LUNDQUIST, JIM
KDHL, Faribault, Minn.

LUSK, BERNIE
KROC, Rochester, Minn.

LYBLE, BILL
WSVA, WWSA-TV, Harrisonburg, Va.

LYNCH, BUDD
WVJ, Detroit, Mich.

LYNCH, EDDIE
WBGR, Jesup, Ga.

LYNCH, KEITH
WCLG, Morgantown, W. Va.

LYONS, DENNY
KRCK, Ridgecrest, Calif.

— Mc —

McALEECE, GERALD
KTH, Dubuque, Iowa

McARTHUR, DOUG
KTAC, Tacoma, Wash.

McARTHUR, JIM
Masters and PGA Golf
CBS-TV

McARTHUR, CHUCK
KANO, Anoka, Minn.

McCLAY, PAUL
WSB, Atlanta, Ga.

McCOLGAN, BILL
WGAR, Cleveland, Ohio

McCOY, AL
KOOL-TV, Phoenix, Ariz.

McELDOWNNEY, TODD
WOBT, Rhinelander, Wis.

McFALL, DON
Elkhart, Ind.

McGAVICK, JIM
KFKF, Belvue, Wash.

McGRATH, NED
WJOC, Jamestown, N. Y.

McGLAUGHLIN, ED
KTM, San Rafael, Calif.

McGRAW, MAC
KFTM, Fort Morgan, Colo.

McGUIRE, DALE
WINF, Manchester, Conn.

McHARGUE, CORK
WBOW, Terre Haute, Ind.

McINTYRE, JIM
WISH, Indianapolis, Ind.

McKAY, JIM
Pro Football; Baseball (pre-game); Masters & PGA Golf; CBS-TV

McKAY, LES
KRCC, Prineville, Ore.

McKEEHEN, DON
KREM, Spokane, Wash.

McKERNAN, ED
Sport Wrap-up
KVOE, Emporia, Kan.

McKERNAN, JOHN
WLBZ, Bangor, Me.

McLAIN, DON V.
WOHS, Shelby, N. C.

McLEAN, DON
WHDL, Olean, N. Y.

McMULLEN, DICK
WALA, WALA-TV, Mobile, Ala.

McNAMEE, JACK
WOKO, Albany, N. Y.

McNERNEY, JIM
WKRT, Cortland, N. Y.

— M —

MacADIE, JACK
WICH, Norwich, Conn.

MacBETH, ALEX
WCCM, Lawrence, Mass.

MacDONALD, DAN
KPDQ, Portland, Ore.

MacDONALD, JOHN
WHEC, WHEC-TV, Rochester, N. Y.

MAACK, JOE
WADS, Ansonia, Conn.

MACKIE, JACK
19th Hole
WKIP, Poughkeepsie, N. Y.

MacNEIL, BOB
WSVA, WWSA-TV, Harrisonburg, Va.

MacWILLIAMS, DON
WCSH, WCSH-TV, Portland, Me.

MAGEE, ED
WGII, Babylon, N. Y.

MAITH, LEN
WAML, Laurel, Miss.

MAKER, BOB
In the Lockerroom
KCVL, Colville, Wash.

MALDONADO, JUAN
Hit Chesterfield
WKAQ-TV, San Juan, P. R.

MALONE, JOE
WEZE, Boston, Mass.

MANGEFRIDA, FRANK
WETA, Batavia, N. Y.

MANGOLD, FRANK
KWPC, Muscatine, Iowa

MANN, CARL
KPRC, KPRC-TV, Houston, Tex.

MANN, RAY, Jr.
WSSO, Starkville, Miss.

MANSON, LEE
WNHC, New Haven, Conn

MAPES, BILL
WOWL, WOWL-TV, Florence, Ala.

RADIO-TV SPORTS COMMENTATORS

MARCROFT, BILL
KUTV, Salt Lake City, Utah

MARGET, MANNY
KVOX, Moorhead, Minn.

MARIANETTI, GENE
Baseball Scoreboard
KBTk, Missoula, Mont.

MARIN, HERIBERTO
WKAQ, Santurce, P. R.

MARINELLI, RON
WMFG, Hibbing, Minn.

MARKHAM, RAYMOND
WIBV, Belleville, Ill.

MARKS, LEE
Sportsmen's Corner
KTBS-TV, Shreveport, La.

MARSH, ROY
KASL, Newcastle, Wyo.

MARSHALL, JIM
WMCN-TV, Centralia, Ill.

MARTIN, BOB
KJLZ-TV, Denver, Colo.

MARTIN, MURPHY
KTRE, KTRE-TV, Lufkin, Tex.

MARTIN, NED
WCHS, Charleston, W. Va.

MARTIN, RUSS
KGLC, Miami, Okla.

MARTIN, TINY
WGTM, Wilson, N. C.

MARTINDALE, KEITH
KBLI, Blackfoot, Ida.

MARK, ELZER
WPTY, Danville, Ill.

MASON, FRANK
The Gulf Sports Folio
WSLB, Ordensburg, N. Y.

MASON, LUTE
KFMB, KFMB-TV, San Diego, Calif.

MAXWELL, JOCKO
WNJR, Newark, N. J.

MAYS, AUBREY
KLVY, Levelland, Tex.

MAZER, BILL
WGR, Buffalo, N. Y.

MEDLEY, WARREN G.
WDKN, Dickson, Tenn.

MEEK, TOMMY
WGCM, Gulfport, Miss.

MeeGUIRE, JACK
KSYD-TV, Wichita Falls, Tex.

MEHAFFEY, JAY
Sports Whirl
KOSA-TV, Odessa, Tex.

MELBY, LOYD W.
KLTZ, Glasgow, Mont.

MENDEL, ED
WDAK, Columbus, Ga.

MENKE, ED
WBUX, Lexington, N. C.

MERGEN, DAVE
WSWW, Platteville, Wis.

MERRILL, BILL
KRHD, Duncan, Okla.

MERRIMAN, DON
WMNS, Olean, N. Y.

MESSER, FRANK
WRNL, Richmond, Va.

METZGER, DON
KACE, Riverside, Calif.

MIKKALSON, BOB
WMT, Cedar Rapids, Iowa

MILLER, BOB
KEYZ, Williston, N. D.

MILLER, BUD
WISC-TV, Madison, Wis.

MILLER, JACK
KAKE-TV, Wichita, Kan.

MILLER, JIM
WLLC, Nashville, Tenn.

MILLER, STRETCH
WTVH, Peoria, Ill.

MILTON, DEAN
WCLO, Jaunesville, Wis.

MINTON, STAN
WRUM, Rumford, Me.

MITCH-ELL, BILL
KCLS, Flagstaff, Ariz.

MITCHELL, HARRY
WWSR, St. Albans, Vt.

MITCHELL, JIM
WNIL, Niles, Mich.

MITCHELL, JIM
WLOG, Logan, W. Va.

MOFFETT, ERNEST W.
KSUE, Susanville, Calif.

MOFIELD, RAY
Highlights
WPAD, Paducah, Ky.

MOHR, BOB
KACY, Oxnard, Calif.

MOLEN, SAM
KMBC, Kansas City, Mo.

MOLER, FLOYD
WHLS, Port Huron, Mich.

MONK, CHARLES
KMP, Mt. Pleasant, Tex.

MONROE, BOB
Sittin' in with Monroe
COIA, Charles City, Iowa

MONSEN, JAY
KSUB, Cedar City, Utah

MONTALVO, FERNANDO
WORA, Mayaguez, P. R.

MOORE, MONTE
KLWN, Lawrence, Kan.

MORAN, GUSSIE
Sports Extra
WMGM, New York, N. Y.

MOREHOUSE, GENE
WFEA, Manchester, N. H.

MOREY, GEORGE
KCTX, Childress, Tex.

MORFORD, SAM
KCRB, Chanute, Kan.

MORGAN, GEORGE
WEZN, Elizabethtown, Pa.

MORGAN, ROBERT
WBOP, Pensacola, Fla.

MORIARTY, ED
WREB, Holyoke, Mass.

MORRIS, BUD
KCAP, Helena, Mont.

MORRIS, TRUMAN
WBEX, Chillicothe, Ohio

MORROW, BEN
WCBY, Cheboygan, Mich.

MORTON, CONNIE
WRHL, Rock Hill, S. C.

MOSHER, CLURE
WCKT, Miami, Fla.

MOSS, DAVID
WKDN, Camden, N. J.

MOTT, BOBBY
WTVM, Columbus, Ga.

MOWRY, LEE
WRGA, Rome, Ga.

MUELLER, ED
KRSD, Rapid City, S. D.

MULHERIN, PATRICK
WBQ, Augusta, Ga.

MULLEN, JOHN
WGES, Chicago, Ill.

MULLER, HARVEY
WHAT, Philadelphia, Pa.

MULLINAX, ED
WLAG, LaGrange, Ga.

MUNLEY, JACK
KTVH, Hutchinson, Kan.

MUNSON, LARRY
Vanderbilt Sports
WSM, Nashville, Tenn.

MUNSON, NEIL
Prof. Dropkick
KINY, Juneau, Alaska

MURDOCK, CHARLIE
WQAM, Miami, Fla.

MURDOCK, HOWARD
Northern Indiana Sports
WMS, Michigan City, Ind.

MURPHY, BOB
Boston Red Sox, College
Football
WHDH, Boston, Mass.

MURPHY, DENNIS
WEEC, Duluth, Minn.

MURPHY, ED
WCMB, Harrisburg, Pa.

MURPHY, ROBERT
WATW, Ashland, Wis.

MURRAY, DON
WAZL, Hazleton, Pa.

MURRAY, JIM
WSOY, Decatur, Ill.

MURRAY, WILLIAM M.
KFQD, Anchorage, Alaska

MYERS, ED
WSOC-TV, Charlotte, N. C.

— N —

NAGEL, J.
Sports Scope
WCAY, Cayce-West Columbia, S. C.

NAHAN, STU
KCRA, KCRA-TV, Sacramento, Calif.

NAIMO, JACK
WJOB, Hammond, Ind.

NAKEL, PAUL
WEOL, Elyria, Lorain, Ohio

NASH, D. A., Jr.
KPST, Preston, Ida.

NATION, HERSCHEL
WDEF-TV, Chattanooga, Tenn.

NAUGLE, DAVE
KFJZ-TV, Fort Worth, Tex.

NAVARRO, AUGIE
KALL, Salt Lake City, Utah

NEAL, BOB
WERE, Cleveland, Ohio

NEARMAN, NEMO
WHMS, Charleston, W. Va.

NEARMAN, SHERMAN
WHMS, Charleston, W. Va.

NELSON, DON R.
KPOR, Quincy, Wash.

NELSON, JOHN
WWHG, Hornell, N. Y.

NELSON, LINDSEY
NBC, NBC-TV

NELSON, RAY
WAMV, East St. Louis, Ill.

NELSON, TIM
WTVY, Titusville, Pa.

NEUBITT, RICK
KSTP, St. Paul-Minneapolis, Minn.

NEWMAN, CY
WSSV, Petersburg, Va.

NEY, CHUCK
KAYL, Storm Lake, Iowa

NORWIG, GEORGE
WCSC-TV, Charleston, S. C.

NORWOOD, BOB
WMIC, Monroe, Mich.

NOYES, AL
Press Box
WHA-V, Haverhill, Mass.

NUNN, LARRY
WTCO, Campbellsville, Ky.

NYDELL, KEN
Roller Derby
ABC-TV

NYGARD, CLIFF
KBOM, Bismarck, N. D.

— O —

O'BRIEN, JOHN
KDUB-TV, Lubbock, Tex.

O'BRIEN, SHERRY
WJMJ, Philadelphia, Pa.

O'CONNOR, JOHN
KCRT, Trinidad, Colo.

O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.

O'DONNELL, BILL
WSYR, WSYR-TV, Syracuse, N. Y.

O'DONNELL, ODIE
WMOV, Ravenswood, W. Va.

O'HALLORAN, HAL
KVOO, Tulsa, Okla.

O'HARA, JACK
Harness Racing
ABC-TV

OLDS, BILL
WILL, Willimantic, Conn.

OLSON, BOB
WJMS, Ironwood, Mich.

OLSON, DANNY
KSOO, Sioux Falls, S. D.

RADIO-TV SPORTS COMMENTATORS

O'MARA, BILL
Gold Cup Regatta
ABC-TV

O'MARA, BILL
KING, KING-TV, Seattle,
Wash.

O'NEILL, JOHNNY
WMFR, High Point, N. C.

O'ROURKE, JOHN
KTVO, Ottumwa, Iowa

ORUM, BILL
KGWA, Enid, Okla.

OSNA, ALEX
WSKN, Saugerties, N. Y.

O'TOOLE, LARRY
WDDY, Gloucester, Va.

OTTE, CHUCK
KLPW, Union, Mo.

OVERBY, GENE
WFRC, Reidsville, N. C.

OVERMAN, JACK
WPAV, Portsmouth, Ohio

OWENS, BILL
KBIX, Muskogee, Okla.

OWENS, MOREY
WROK, Rockford, Ill.

OZINGA, TOM
WFUR, Grand Rapids, Mich.

— P —

PABON, SALVADOR E.
WTL, Mayaguez, P. R.

PALM, TIM
Review & Preview
WJUN, Mexico, Pa.

PALMER, BUD
Hockey-Play by Play, CBS-TV;
Sports Page—Saturdays, Oct. '58
to Dec. '58, NBC-TV; Jan. '59
thru March '59, CBS-TV; N. Y.
Rangers Hockey, WINS-Radio;
Gourmet Club, WPIX

PALMER, JIM
KNCM, Moberly, Mo.

PALMER, TRAVIS
Football Forecast
WSSO, Starkville, Miss.

PARKER, FRED
KOWB, Laramie, Wyo.

PARKER, JOHN
WWJ, WWJ-TV, Detroit,
Mich.

PARKER, LARRY
KSYL, Alexandria, La.

PARKER, TONY
KNSP-TV, Minneapolis, Minn.

PARKEE, VIRGIL
KRSN, Los Alamos, N. M.

PARTON, RED
WOLF, Syracuse, N. Y.

PASEK, CHARLES F.
KYSM, Mankato, Minn.

PASQUALI, JOE
WINC, Winchester, Va.

PATRICK, JOE
Falstaff Sports
KMTV, Omaha, Neb.

PATRICK, VAN
WHRV, Ann Arbor, Mich.

PATRICK, VAN
WKMH, Detroit-Dearborn,
Mich.

PAUL, JIM
WNOK, WNOK-TV, Columbia,
S. C.

PAUL, LEROY
WSFA-TV, Montgomery, Ala.

PAULIN, ED
WMRN, Marion, Ohio

PAYNE, JACK
WOW, WOW-TV, Omaha, Neb.

PAYTON, JIM
WDSM-TV, Duluth, Minn.

PECANEX, RICHARD
WARE, Ware, Mass.

PEELE, BILLY E.
WFMO, Fairmont, N. C.

PEISS, ED
KOOK, Billings, Mont.

PENFIELD, ADD
WBIG, Greensboro, N. C.

PERRIN, BERNIE
KOLD, Tucson, Ariz.

PERRY, DICK
KMNS, Sioux City, Iowa

PETERS, BOB
WBLG, Lexington, Ky.

PETERSEN, KELSEY
KSUM, Fairmont, Minn.

PETERSON, JOHN
Sports Ten
WHHH, Warren, Ohio

PETREE, MARTIN
WLRP, New Albany, Ind.

PETTIT, LLOYD
All-Star Football
ABC

PHILEN, JOHN
KTSM, KTSM-TV, El Paso,
Tex.

PHILBIN, REGIS
KFMB-TV, San Diego, Calif.

PIERCE, HARRY
KNLR, North Little Rock,
Ark.

PINGLE, JACK
WECB, Eau Claire, Wisc.

PINION, CLOVIS
Grid Guesses
KSST, Sulphur Springs, Tex.

PITTS, RANDY
KFAL, Fulton, Mo.

PLATT, BILL
KSPI, Stillwater, Okla.

PLATT, HARRY
WRIB, Providence, R. I.

POPWELL, JAMES D.
WCEH, Hawkinsville, Ga.

PORTER, DICK
KCKT-TV, KGLD-TV, Great
Bend, Kan.

PORTER, JIM
Jaspey, Touching All Bases
WJEH, Gallipolis, Ohio

PORTMANN, STANLEY R.
WFKN, Franklin, Ky.

POWELL, NEV
KALB, Alexandria, La.

POWERS, JIMMY
NBC, NBC-TV

POWERS, PERCY
WJQS, Jackson, Miss.

PRATER, FRANK
WIZE, Springfield, Ohio

PRATT, ARTHUR E.
WPLM, No. Plymouth, Mass.

PRESCOTT, HERMANN
WYOU, Newport News, Va.

FRESHO, GORDON
KTKR, Taft, Calif.

PRESTON, H. A. 'SKEET'
KJAN, Atlantic, Iowa

PRIESGEN, DICK
WBCA, Bay Minette, Ala.

PRIME, HARRY
WCAU, Philadelphia, Pa.

PRINCE, BOB
WCAE, Pittsburgh, Pa.

— Q —

QUINLAN, JACK
WGN, Chicago, Ill.

RABAT, KEN
WJRT, Flint, Mich.

RAFFERTY, JOHN
WHIT, New Bern, N. C.

RAFFEY, DON
WIRA, Fort Pierce, Fla.

RAHNDERS, PAUL
KSDN, Aberdeen, S. D.

RAHRER, EARL
WLAK, Lakeland, Fla.

RAINBOLT, JACK
KMA, Shenandoah, Iowa

RAINS, DOUG
KFDA-TV, Amarillo, Tex.

RALEY, RAYMOND O. 'BUD'
KWYN, Wynne, Ark.

RAND, AL
WRDO, Aukusta, Me.

RAND, FRED
WAZE, Yazoo City, Miss.

RANDOLPH, JAY
WHAR, Clarksburg, W. Va.

RANEY, CLAUDE
WHBQ, Memphis, Tenn.

RANSFORD, DALE
KTOW, Oklahoma City, Okla.

RASKIN, DICK
WGNV, Newburgh, N. Y.

RAYBURN, JOHNNY
WEEK, Peoria, Ill.

RAYMON, PAUL
WAGA-TV, Atlanta, Ga.

REDDY, JOHN
WOKY, Milwaukee, Wis.

REESE, JIM
WGCM, Gulfport, Miss.

REESE, JIM
Digest
KOSA-TV, Odessa, Tex.

REEVE, RAY
WRAL, WRAL-TV, Raleigh,
N. C.

REEVE, RAY
WCEC, Rocky Mount, N. C.

REIFF, GUY
KFKA, Greeley, Colo.

REITMANN, ED
KCUE, Red Wing, Minn.

REMINGTON, JACK
WKRC, Cincinnati, Ohio

REYNOLDS, BOB
WJR, Detroit, Mich.

REYNOLDS, RUSTY
KDOK, Tyler, Tex.

REYNOLDS, WARREN
WLAV, Grand Rapids, Mich.

RHODES, DUSTY
WKMF, Flint, Mich.

RICE, BRUCE
Pro Football
CBS-TV

RICHARD, PAUL
WSPD, Toledo, Ohio

RICHARDS, RAY
WDOE, Dunkirk, N. Y.

RICHARDSON, BOB
KEYJ, Jamestown, N. D.

RICHMOND, HYLE
WICU-TV, Erie, Pa.

RIDGEWAY, CHARLIE
WBHB, Fitzgerald, Ga.

RIGLER, ROBERT R.
KLCB, Libby, Mont.

RILEY, BURKE
Sports Car Rally
KVON, Napa, Calif.

RILEY, CHAD
WTBO, Cumberland, Md.

RILEY, RANDY
WARE, Ware, Mass.

RISEHOOPER, DICK
KGNC, KGNC-TV, Amarillo,
Tex.

RISNER, JIM
KRMS, Osage Beach, Mo.

ROBERTS, JACK
WBIS, Bristol, Conn.

ROBERTS, W. R.
KNBA, Vallejo, Calif.

ROBERTSON, ROBERT
KTNT, KTNT-TV, Tacoma,
Wash.

ROBIN, JERRY
WKLX, Paris, Ky.

ROBINSON, OLLIE
WPRP, Prestonsburg, Ky.

ROBINSON, PAUL
WAYX, Waycross, Ga.

ROBINSON, WILLIAM F.
WILE, Cambridge, Ohio

ROBINSON, CLARENCE
KIOR-TV, Provo, Utah

ROCKWOOD, LYNN
KOVO, Provo, Utah

RODDY, BOB
WTPS, Ticonderoga, N. Y.

RODRIGUEZ, EUGENIO, L.
WLEO, Ponce, P. R.

RADIO-TV SPORTS COMMENTATORS

- ROGERS, DAVE**
WJMX, Florence, S. C.
- ROGERS, KEN**
KENN, Portales, N. M.
- ROHN, BILL**
KELO, KELO-TV, Sioux Falls, S. D.
- ROLLINS, CHAP**
KAMP, El Centro, Calif.
- ROMANO, RALPH**
WWSC, Glens Falls, N. Y.
- ROMERO, JOHN**
KLRJ-TV, Las Vegas, Nev.
- ROSELLE, JIM**
Iroquois Sports Parade
WJTN, Jamestown, N. Y.
- ROSS, CHARLES**
WKCB, Berlin, N. H.
- ROSS, ED**
This Week in Sports
WHLL, Wheeling, W. Va.
- ROTELLA, AL**
WEMB, Erwin, Tenn.
- ROTZ, SID**
WDZ, Decatur, Ill.
- ROUTH, BILL**
WSSC, Sumter, S. C.
- ROY, DON**
KDEF, Albuquerque, N. M.
- RUSH, RED**
KPOA, Honolulu, T. H.
- RUSHING, JACK S.**
WPLA, Plant City Fla.
- RUSSELL, EARLE**
ESJO, San Jose, Calif.
- RUSSELL, LANCE**
WHBQ-TV, Memphis, Tenn.
- RUSSELL, VERNE**
KUJ, Walla Walla, Wash.
- RUST, ARTHUR JR.**
WWRB, New York, N. Y.
- RUST, BILL**
KGYL, Greenville, Tex.
- RUTLEDGE, BUDDY**
WHMA, Anniston, Ala.
- RYAN, JOE**
WALL, Middletown, N. Y.
- S —
- SALTER, ELMER G.**
WAUD, Auburn, Ala.
- SAMP, PHIL**
WMBD, Peoria, Ill.
- SANDERS, STAN**
WDBM, Statesville, N. C.
- SARGEANT, RHETT**
KLEN, Killeen, Tex.
- SAUER, JOHNNY**
WING, Dayton, Ohio
- SAULINE, FRANK**
WIMS, Michigan City, Ind.
- SAUTER, DAVE**
Weather & News Roundup
WTRI, Albany, N. Y.
- SAVAGE, BOB**
WMAZ, WMAZ-TV, Macon, Ga.
- SAVITT, DUKE**
WLYN, Lynn, Mass.
- SCEARCE, BOB**
WAFB-TV, Baton Rouge, La.
- SCHAPP, MORTY**
WBBB, Burlington, N. C.
- SCHENKEL, CHRIS**
B. Aug. 21, 1923, Wabash, Ind.;
St. Nick's Boxing, DuMont; New
York Football Giants, Football
Roundup, Horse Racing, CBS-TV;
Tele Sports Digest, Tel RA Pro-
ductions, Milwaukee Braves, Mid-
west Network; Sports Final,
WABC-TV
- SCHIERMEYER, JIM**
KDUB-TV, Lubbock, Tex.
- SCHIMMEL, BILL**
Down That Home Stretch
KAGE, Winona, Minn.
- SCHIMMEL, LESTER**
KZOL, Muleshoe, Tex.
- SCHOLEM, DICK**
Richard's Sports Almanac
WTIG, Massillon, Ohio
- SCHORR, RICHARD**
WHOK, Lancaster, Ohio
- SCHRAEDER, WALT**
WBOY-TV, Clarksburg,
W. Va.
- SCHUCK, FREDIE**
Cabalgata Deportiva Gillette
WKAQ-TV, San Juan, P. R.
- SCHUSS, AL**
KSDO, San Diego, Calif.
- SCHUSSLER, DALE M.**
WKWK, Wheeling, W. Va.
- SCHWING, BILL**
WBBF, Rochester, N. Y.
- SCOTT, BOB**
KCHJ, Delane, Calif.
- SCOTT, KEN**
Studio Wrestling
WTVC, Chattanooga, Tenn.
- SCOTT, RAY**
KDKA-TV, Pittsburgh, Pa.
- SCOTT, RAY**
Bowling
CBS-TV
- SEARS, LARRY**
KFKA, Greeley, Colo.
- SEEHAFER, DON**
WIGM, Medford, Wis.
- SEITZ, WILLIAM**
WQXQ, Ormond Beach, Fla.
- SEMAN, RON**
WJMO, Cleveland, Ohio
- SEXTON, BILL**
KDEF, Albuquerque, N. M.
- SHADBURN, BILL**
WSAV-TV, Savannah, Ga.
- SHAFFER, MAX**
WDAN, WDAN-TV, Danville,
Ill.
- SHANLEY, GIB**
WOHO, Toledo, Ohio
- SHARP, ROGER**
Sports Eyeopener
WBLY, Springfield, Ohio
- SHEETZ, R. E.**
KAPA, Raymond, Wash.
- SHELL, BILL**
WREX-TV, Rockford, Ill.
- SHELL, MARK**
The Record Book
KWAT, Watertown, S. D.
- SHELLEY, BOB**
WBFC-TV, Greenville, S. C.
- SHELLHAMMER, WILLIAM**
WLEU, Erie, Pa.
- SHELTON, JIM**
KGNB-TV, Laredo, Tex.
- SHERIDAN, LEE**
WRDW, Augusta, Ga.
- SHERMAN, ART**
WJAC-TV, Johnstown, Pa.
- SHERMAN, W. C. 'BUD'**
WBAP, WBAP-TV, Fort
Worth, Tex.
- SHINE, TOM**
WGEN, Grand Haven, Mich.
- SHORT, PHIL**
WVAM, Altoona, Pa.
- SHRIVER, HARRY**
WFBR, Baltimore, Md.
- SIMMERMAKER, SAM**
WTTV, Bloomington, Ind.
- SIMPSON, JIM**
WRC, WRC-TV, Washington,
D. C.
- SIMPSON, JIMMY**
WFLB, Fayetteville, N. C.
- SIMS, FRANK**
WKMJ, Detroit-Dearborn,
Mich.
- SIRILO, TOM**
WHKK, Akron, Ohio
- SKIRVIN, MAX**
WTVN, Bloomington, Ind.
- SLATER, SAM**
WCOM, WTAP-TV, Parkers-
burg, W. Va.
- SLUDER, DON**
WMEV, Marion, Va.
- SMITH, BOB**
WRVA, Richmond, Va.
- SMITH, BOCKY**
WLOF-TV, Orlando, Fla.
- SMITH, CAL**
WMLF, Pineville, Ky.
- SMITH, DALE**
KFJB, Marshalltown, Iowa
- SMITH, DALE**
WMRF, Lewistown, Pa.
- SMITH, JOHN A.**
KTKR, Taft, Calif.
- SMITH, RAYMOND**
WLOF, Orlando, Fla.
- SMITH, RUSS**
KLPM, Minot, N. D.
- SMITH, SIG**
KFSD, KFSD-TV, San Diego,
Calif.
- SMITH, TED A.**
KUMA, Pendleton, Ore.
- SMOLLEN, JOHN E.**
WJHO, Opelika, Ala.
- SMOTHERS, JAMES**
WZOB, Fort Payne, Ala.
- SNYDER, BILL**
WJAX, Jacksonville, Fla.
- SNYDER, ED**
WDAX, McRae, Ga.
- SOBEL, BUD**
WNOX, Knoxville, Tenn.
- SOBOL, JOHNNY**
WILK, Wilkes-Barre, Pa.
- SOMMERVILLE, DAVE**
WBYC, Alma, Mich.
- SORRELL, BILL**
WLS, Lansing, Mich.
- SPANGLER, BOB**
KNPT, Newport, Ore.
- SPECK, KEN**
WAND, Canton, Ohio
- SPENCER, LLOYD**
KSEL, Lubbock, Tex.
KWOW, Littlefield, Tex.
- SPENCER, MILT**
WFLA, Tampa, Fla.
- SPOTTS, JIM**
WLEM, Emporium, Pa.
- SPRACKLIN, JIM**
KWYO, Sheridan, Wyo.
- STANGEL, WOODY**
WOMT, Manitowoc, Wis.
- STARNS, JACK**
WFNS, Burlington, N. C.
- STARR, BOB**
WJBC, Bloomington, N. C.
- STARWYCK, STEVE**
Ozark Sports Review
KHOG, Fayetteville, Ark.
- STEEL, PETE**
KLIZ, Brainerd, Minn.
- STEELE, BOB**
WTIC, WTIC-TV, Hartford,
Conn.
- STEELE, JIMMY**
WWL, New Orleans, La.
- STEELE, JOHN**
KBMJ, Billings, Mont.
- STENKAMP, JOHN**
KIMA-TV, Yakima, Wash.
- STENSLAND, WARNER**
KVNC, Winslow, Ariz.
- STENSON, WAYNE**
KCVL, Colville, Wash.
- STERLING, VIC**
KJEO, Fresno, Calif.
- STERN, BILL**
WPIX, New York, N. Y.
- STEWART, LARRY**
WDWS, Champaign, Ill.
- STEWART, SAM**
KUDU, Ventura, Calif.
- STIEGLER, ERNIE**
WAEB, Allentown, Pa.
- STODDER, KEN**
KINS, Eureka, Calif.
- STONE, ROBERT**
WMLF, Pineville, Ky.
- STONE, ROCKY**
WOPI, Bristol, Tenn.

RADIO-TV SPORTS COMMENTATORS

STONE, RONNIE
KRSL, Russell, Kan.

STONE, VIRGIL
KTBB, Tyler, Tex.

STOOPS, HAROLD
WACB, Kittanning, Pa.

STOREY, ROY
KNX, Los Angeles, Calif.

STOVER, JIM 'SMOKEY'
WCVA, Culpepper, Va.

STRAIGHT, DICK
WHYS, Ocala, Fla.

STRATTON, DICK
WMBR, Jacksonville, Fla.

STRATTON, GIL
Pro Football
CBS-TV

STRICKLAND, BILL
WKCT, Bowling Green, Ky.

STRICKLAND, D.
WHNY, McComb, Miss.

STRICKLAND, ROY
WGLC, Centerville, Miss.

STRINE, EARL
WCHA, Chambersburg, Pa.

SWEENEY, DICK
WGWR, Asheboro, N. C.

SWEENEY, FRANK
College Football
WJJD, Chicago, Ill.

SWISHER, BOB
WPSD-TV, Paducah, Ky.

SWORD, MARTIN
KAHI, Auburn, Calif.

— T —

TABNER, ROBERT
WTOL, WTOL-TV, Toledo, Ohio

TAIT, JOE
WRAM, Monmouth, Ill.

TAPLEY, CHARLES
WALA, WALA-TV, Mobile, Ala.

TASNADY, JOHN
KUGN, Eugene, Ore.

TAYLOR, DICK
WBTW, Florence, S. C.

TAYLOR, JOE
WRIT, Milwaukee, Wis.

TEMPLETON, DINK
KFRC, San Francisco, Calif.

THOMAS, MIKE
KVEN, Ventura, Calif.

THOMASSON, HOMER
WDVA, Danville, Va.

THOMPSON, BILLY
WGOR, Georgetown, Ky.

THOMPSON, BOB
WION, Ionia, Mich.

THOMPSON, GEORGE
KXOX, Sweetwater, Tex.

THOMPSON, JIM
WJWL, Niagara Falls, N. Y.

THOMPSON, TOMMY
WHO, WHO-TV, Des Moines, Iowa

THORNTON, WILBUR
KTCB, Malden, Mo.

TIDWELL, TRAVIS
WSGN, Birmingham, Ala.

TOEPP, JACK
WATT, Cadillac, Mich.

TOOTHMAN, BOB
WBOY, Clarksburg, W. Va.

FRAYNOR, PIE
KQV, Pittsburgh, Pa.

GREPS, MIKE
KSEK, Pittsburg, Kan.

TRIPPLETT, JACK
WLIS, Old Saybrook, Conn.

TROLAND, MAYNARD
KBUN, Bemidji, Minn.

TRUSSELL, JAKE
KINE, Kingsville, Tex.

TUCKER, DARRELL
KIKO, Globe-Miami, Ariz.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUCKER, RALPH
KWG, Stockton, Calif.

TURNBULL, BEN
3-Ring Sports
WDOS, Onconta, N. Y.

TURNER, BILL
The Sportsman
WTPB, Vero Beach, Fla.

TURNER, JIM
KCHJ, Delcane, Calif.

TURNER, ROBERT
WHAM, Rochester, N. Y.

TURON, ED
WEOL, Elyria-Lorain, Ohio

TWERELL, TINY
KOPR, Butte, Mont.

TWIG, ROLAND
WICO, Salisbury, Md.

TYLER, WAYNE
High School Huddle
WLVA, WLVA-TV, Lynchburg, Va.

— U —

UFER, ROBERT
WPAG, Ann Arbor, Mich.

ULRICH, MAX
WSJS, WSJS-TV, Winston-Salem, N. C.

UNGER, DICK
WWPF, Palatka, Fla.

URBAN, JOHN
WCNY-TV, Carthage, Watertown, N. Y.

— V —

VACHE, BOB
KVAR, KTAR, Phoenix, Ariz.

VALENTINO, DOM
WBET, Brockton, Mass.

VALICENTI, JOE
WBBW, Youngstown, Ohio

VANDERHEYDEN, BUD
WSTC, Stamford, Conn.

VAN KUREN, JIM
CKLW, Detroit, Mich.

VAN ROBY, C.
WTOB, Cumberland, Md.

VAN VOORHIS, H. P.
WLBK, Lebanon, Pa.

VARNEY, MYRON
WNNH, Rochester, N. H.

VASSEY, KEN
WADA, Shelby, N. C.

VAUGHN, BEN
KWTX-TV, Waco, Tex.

VEIDT, BILL
Sports Capsule
KCNY, San Marcos, Tex.

VEITH, DON L.
KEDO, Longview, Wash.

VOLKEMA, HAL
WHTC, Holland, Mich.

VOY, DENNIS
KMAQ, Maquoketa, Iowa

— W —

WAHLQUIST, ANDY
KROG, Ogden, Utah

WAITE, DAVE
WDAM-TV, Hattiesburg-Laurel, Miss.

WAITES, JIM
KTFB, Texarkana, Tex.

WALDEN, WARREN
WJAR, Providence, R. I.

WALESKI, EDDIE
WSBA-TV, York, Pa.

WALKER, BOB
WGHN, Grand Haven, Mich.

WALKER, CHARLIE
WKDK, Kingstree, S. C.

WALKER, HAL
WXIX-TV, Milwaukee, Wis.

WALKER, LLOYD
KPTM, Fort Morgan, Colo.

WALSH, FRANK
WWBC, Bay City, Mich.

WALTHALL, TUBBY
WJWS, South Hill, Va.

WALTON, EARL
WJZM, Clarksville, Tenn.

WALTON, ROBERT, Jr.
WSPN, Saratoga Springs, N. Y.

WARD, BILL
Pigskin Party
WBT, Charlotte, N. C.

WARD, BILL
WDSG, Dyersburg, Tenn.

WARD, RUSTY
WRIC, Richlands, Va.

WARNER, WORTH
WPEL, Montrose, Pa.

WATSON, CHARLIE
KBOA, Kennett, Mo.

WATSON, DON
WFAU, Augusta, Me.

WATT, JIM
KSTT, Davenport, Iowa

WATTRICK, DON
Parade of Sports
WXYZ, WXYZ-TV, Detroit, Mich.

WATTS, BILL
WDNT, Dayton, Tenn.

WAYCASK, MILT
KOVO, Provo, Utah

WEISKOPF, DON
KRPL, Moscow, Ida.

WEST, JIM
WBAL, Baltimore, Md.

WESTER, AL
WDSU-TV, New Orleans, La.

WESTERFIELD, D.
WRMF, Titusville, Fla.

WHALEN, JOSEPH B.
WVPO, Stroudsburg, Pa.

WHEELER, RON
Musical Scoreboard
KTAT, Frederick, Okla.

WHITAKER, BOB
WMIX, Mt. Vernon, Ill.

WHITAKER, JACK
WCAU-TV, Philadelphia, Pa.

WHITE, CHARLES M.
WABZ, Albemarle, N. C.

WHITE, DICK
KGNC, Amarillo, Tex.

WHITEHEAD, BRUCE
KBOI, Boise, Ida.

WILSON, FRANK
Pigskin Preview
WRVA, Richmond, Va.

WILSON, JIM
WSBT, South Bend, Ind.

WILSON, JOE
Bowling Stars
ABC-TV

WILSON, LEO
WHOP, Hopkinsville, Ky.

WILSON, PHIL
XETV, San Diego, Calif.

WILSON, WARD
WEAT, West Palm Beach, Fla.

WISMER, HARRY
Notre Dame Football, ABC; Blue-Grey Football Game, ABC-TV

WNOROWSKI, FRED
KTER, Terrell, Tex.

WOLF, FRED
Bowling Champions; Hot Rod Races
WXYZ-TV, Detroit, Mich.

WOLF, HAL
KNBC, San Francisco, Calif.

WOLFE, ART
WNBF, WBNF-TV, Binghamton, N. Y.

WYATT, GEORGE L.
WTVW, Tupelo, Miss.

WYLIE, BOB
WAKR, Akron, Ohio

WYNNE, JIMMY
WAIR, Winston-Salem, N. C.

— Y —

YORK, TOM
WBRC-TV, Birmingham, Ala.

YOUNG, BILL
WKMT, Kings Mountain, N. C.

RADIO-TV WRITERS

RADIO AND TELEVISION
—their work during 1958

— A —

ALSBERG, ARTHUR
Bachelor Father
CBS-TV

ARBOGAST, BOB
Day in Court
ABC-TV

ARNOLD, BUDDY
Your Hit Parade
CBS-TV

ARTHUR, ROBERT ALAN
Du Pont Show of the Month
CBS-TV

AYLESWORTH, JOHN
Your Hit Parade
CBS-TV

— B —

BABBIN, JACQUELINE
Du Pont Show of the Month
CBS-TV

BACKUS, HENRY
The Jim Backus Show
ABC

BALZER, GEORGE
The Jack Benny Program
CBS-TV

BECK, HOWARD
The Paul Winchell Show
ABC-TV

BERG, DICK
Playhouse 90
CBS-TV

BIXBY, CARL

Life Can Be Beautiful
Edge of Night

BOGERT, VINCENT
The Garry Moore Show
CBS-TV

BORGE, VICTOR
Victor Borge's Comedy and
Music, CBS-TV

BRINKLEY, DON
Westinghouse Desilu
Playhouse CBS-TV

BROOKS, MEL
Sid Caesar Invites You
ABC-TV

BROWNE, HOWARD
Playhouse 90
CBS-TV

BURTSON, BUD
The Paul Winchell Show
ABC-TV

— C —

CAGNO, JOE CAL

CARROLL, BOB JR.
Lucille Ball — Desi Arnaz
Shows; Westinghouse
Desilu Playhouse
CBS-TV

CAVANAGH, JAMES P.
Playhouse 90
CBS-TV

CHODOROV, JEROME
Wonderful Town
CBS-TV

CLAIRE, LUDI
Westinghouse Desilu
Playhouse; Du Pont Show of
the Month CBS-TV

CONDON, BOB
The Jim Backus Show
ABC

CONNELLY, JOE
Leave It to Beaver
ABC-TV

COOL, GOMER
You Asked For It
ABC-TV

COSTIGAN, JAMES
Du Pont Show of the Month
CBS-TV

— D —

DAVENPORT, BILL
December Bride
CBS-TV

DAVIDSON, DAVID
Playhouse 90
CBS-TV

DERMAN, LOU
December Bride
CBS-TV

DERMAN, WILLIAM
The Guy Mitchell Show
ABC-TV

DOUD, EARLE
B. Feb. 14, 1927, Chicago, Ill.;
Bob and Ray, ABC-TV; Jack
Paar, Jackie Gleason, CBS; Jack
Paar, Steve Allen, Jonathan Win-
ters, NBC-TV; Father Knows
Best, Screen Gems

CARL BIXBY

EDGE OF NIGHT

•

LIFE CAN BE BEAUTIFUL

•

TELEVISION

Sturges Highway Southport, Conn.
Clearwater 9-3275



MILTON J. KRAMER

DRAMA
MYSTERY

DE. 9-7898

RADIO-TV WRITERS

DOUGALL, BERNARD
The Merv Griffin Show; The
Johnny Pearson Show, ABC
DUDLEY, PAUL
O.S.S.
ABC-TV
DYNE, MICHAEL
Du Pont Show of the Month
CBS-TV

— E —

EINSTEIN, CHARLES
Playhouse 90
CBS-TV
ELSON, JACK
The Real McCoys
ABC-TV
ELLIOTT, SUMNER LOCKE
Du Pont Show of the Month
CBS-TV
ENOCHS, KENNETH A.
Circus Boy
ABC-TV

— F —

FAY, WILLIAM
Man With a Camera
ABC-TV
FIELDS, JOSEPH
"Wonderful Town"
CBS-TV
FINK, JULIAN
Dick Powell's Zane Grey
Theatre CBS-TV
FINN, HERB
The Garry Moore Show
CBS-TV
FISHER, BOB
Cheyenne
ABC-TV
FLENDER, HAROLD
Voice of Firestone
ABC-TV
FOOTE, HORTON
Playhouse 90
CBS-TV

FOSTER, NORMAN
Walt Disney Presents
ABC-TV

FRIEDBERG, BILLY
The Phil Silvers Show
"You'll Never Get Rich",
CBS-TV

— G —

GAMMIE, BILL
The Pat Boone Chevy
Showroom ABC-TV
GELBERT, LARRY
The Patrice Munsel Show,
Sid Caesar Invites You,
ABC-TV
GELLEN, AUDREY
Du Pont Show of the Month
CBS-TV
GETHERS, STEVEN
Playhouse 90
CBS-TV
GILER, BERNE
Playhouse 90
CBS-TV
GILLIS, JACKSON
Walt Disney's Adventure Time
ABC-TV
GILROY, FRANK D.
Playhouse 90
CBS-TV
GLICKMAN, WILL
The Garry Moore Show,
Phil Silvers on Broadway,
CBS-TV
GOLDMAN, HAL
The Jack Benny Program
CBS-TV
GORDON, AL
The Jack Benny Program
CBS-TV
GOLDSMITH, MARTIN M.
Playhouse 90
CBS-TV
GREGGORY, DAVID
Voice of Firestone
ABC-TV

— H —

HALEY, ARTHUR
The United States Steel Hour
CBS-TV
HARGROVE, MARION
77 Sunset Strip, Colt. 45
ABC-TV
HARRIS, SID
The Adventures of Jim Bowie
ABC-TV
HAWLEY, LOWELL S.
Zorro
ABC-TV
HAYES, RAPHAEL
Sugarfoot
ABC-TV
HAZLITT, FREDERICK
The Life and Legend of
Wyatt Earp ABC-TV
HEINEMAN, ARTHUR
The United States Steel Hour
CBS-TV
HEYES, DOUGLAS
Maverick
ABC-TV
HILL, BRETT
Rough Riders
ABC-TV
HIRSON, ROGER O.
Playhouse 90
CBS-TV
HOERL, ARTHUR
 Tales of the Texas Rangers
ABC-TV
HOPE, GEORGE
The Peter Lind Hayes Show
ABC-TV
HOTCHNER, A. E.
Playhouse 90, Seven Lively
Arts CBS-TV
HOWARD, BOB
Beat the Clock
ABC-TV
HORNER, CHUCK
The Peter Lind Hayes Show
ABC-TV

JOE CAL CAGNO

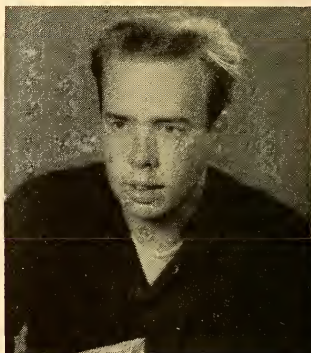
WRITER-ARTIST-PRODUCER

Personal Representative for —

Helene Dixon — Epic Records
Wes Bryan — Clock Records
Grady Chapman — Imperial Records
Marge Borg — Radio-TV
Benjamin & Marcus — Songwriters
Sabrina Records
Don Larkin — Radio-TV D. J.
Jackie Hayes — Radio, TV and Movies

**N. Y. C.: 370 Lexington Ave.
Room 1007 OR. 9-7337**

**Rockville Centre: Box 96
Rockville Centre, N. Y.
Phones: RO. 6-2566—RO. 4-7737**



EARLE DOUD (WRITER: COMEDY)

(Jack Paar — Bob and Ray)
(Steve Allen — Johnny Carson)
(Jackie Gleason — Jonathan Winters)
("Father Knows Best")

(Representation:)
(ASHLEY-STEINER INC.)

— J —

JACK, DONALD
Breakthrough
ABC-TV

JACOBS, SEAMAN
The Betty White Show
ABC-TV

JACOBY, COLEMAN
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

JONES, JAY
The Paul Winchell Show
ABC-TV

JULIAN, ARTHUR
December Bride, CBS-TV

— K —

KARP, DAVID
Playhouse 90
CBS-TV

KELLER, SHELDON
The Oldsmobile Show
ABC-TV

KINOY, ERNEST
Playhouse 90
CBS-TV

KRAMER, MILTON J.

— L —

LANDON, JOSEPH
Playhouse 90
CBS-TV

LANSBURY, BRUCE
Day in Court
ABC-TV

LEHNER, JIM
The Jim Backus Show
ABC

LEHR, WILSON
"Gift of the Magi"; Little Women (adapter), CBS-TV

LESLIE, PHIL
The Donna Reed Show
ABC-TV

— Mc —

McGREEVEY, JOHN
Westinghouse Desilu Playhouse,
Dick Powell's Zane Grey
Theatre, CBS-TV

— M —

MANDEL, LORING
Seven Lively Arts
CBS-TV

MANKIEWICZ, DON M.
Playhouse 90
CBS-TV

MANNHEIM, MANNIE
Anybody Can Play
ABC-TV

MARTIN, MADELYN
Lucille Ball—Desi Arnaz
Shows; Westinghouse Desilu
Playhouse, CBS-TV

MARTIN, QUINN
Westinghouse Desilu
Playhouse, CBS-TV

MARX, MARVIN
The Jackie Gleason Show
CBS-TV

MESTON, JOHN
Gunsmoke, CBS-TV

MILLER, J. P.
Playhouse 90
CBS-TV

MILLER, MERLE
Playhouse 90
CBS-TV

MILLS, EDDIE
Anybody Can Play
ABC-TV

MOLL, ELICK
Playhouse 90
CBS-TV

MONASH, PAUL
Westinghouse Desilu Play-
house; Playhouse 90, CBS-TV

MONASTER, NATE
Bachelor Father
CBS-TV

MORAN, LEONARD
The United States Steel Hour
CBS-TV

MORROW, BILL
The Bing Crosby Show
ABC-TV

MOSSEL, TAD
Playhouse 90
CBS-TV

MOSHER, BOB
Leave It to Beaver
ABC-TV

— N —

NELSON, OZZIE
The Adventures of Ozzie and
Harriet, ABC-TV

NEWMAN, WALTER
Westinghouse Desilu Play-
house CBS-TV

O'DEA, JOHN
The Adventures of Rin Tin
Tin, ABC-TV

— P —

PARKER, RAY
Art Linkletter's House Party
CBS-TV

PECKINPAH, SAM
The Rifleman
ABC-TV

PEYSER, ARNOLD
The Garry Moore Show
CBS-TV

PHILLIPS, IRNA
As the World Turns
CBS-TV

POLLOCK, MARION
Anybody Can Play
ABC-TV

— Q —

QUEEN, BOB
Variety Shows, Dramatic Doc-
umentaries, Panel Shows
WRCA-TV; WCBS-TV;
WABC-TV; WABD-TV;
WNTA-TV; CBS Radio

— R —

REISMAN, DEL
Playhouse 90
CBS-TV

REZNICK, SIDNEY
The Garry Moore Show
CBS-TV

RIESNER, DEAN
Lawman
ABC-TV

RIPLEY, BETTE
The Merv Griffin Show
ABC

ROSE, SI
The Betty White Show
ABC-TV

ROSEN, ARNIE
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

ROSEN, KEN
Day in Court
ABC-TV

RUSSELL, ANDY J.
Art Carney Meets 'Peter and
the Wolf', ABC-TV Playhouse
90, CBS-TV

RYAN, TERRY
The Phil Silvers Show
"You'll Never Get Rich"
CBS-TV

— S —

SALE, RICHARD
Yancy Derringer
CBS-TV

SCHILLER, ROBERT
The Ann Sothern Show,
Westinghouse, Lucille Ball—
Desi Arnaz Shows, CBS-TV

SCHWARTZ, ELROY
Mother's Day
ABC-TV

SELEN, JERRY
The Pat Boone Chevy
Showroom, ABC-TV

SELLING, ROD
Westinghouse Desilu Play-
house; Playhouse 90
CBS-TV

SHAW, DAVID
Playhouse 90
CBS-TV

SHERMAN, ALLAN
Phil Silvers on Broadway
CBS-TV

SILLIPHANT, STIRLING
Naked City
ABC-TV

SIMON, NEIL
Sid Caesar Invites You,
ABC-TV The Phil Silvers
Show "You'll Never Get
Rich", CBS-TV

SMITH, ROBERT PAUL
The Chevy Showroom
ABC-TV

SPELLING, AARON
Dick Powell's Zane Grey
Theatre, Westinghouse Desilu
Playhouse, Playhouse 90
CBS-TV

SPIES, ADRIAN
Westinghouse Desilu
Playhouse, CBS-TV; The
Walter Winchell File, ABC-TV

STANDER, ARTHUR
The Danny Thomas Show
CBS-TV

STEIN, JOE
Phil Silvers on Broadway;
Ginger Rogers Show (Pontiac
Special), CBS-TV

STEIN, SOL
The Liberace Show
ABC-TV

STERN, STEWART
Playhouse 90
CBS-TV

STONE, WALTER
The Jackie Gleason Show
CBS-TV

STYLER, BURT
West Point
ABC-TV

SWIFT, DAVID
Playhouse 90
CBS-TV

— T —

TIBBLES, GEORGE
The Betty White Show
ABC-TV

TULLY, MONTGOMERY
Scotland Yard
ABC-TV

— V —

VADNAY, LASLO
Telephone Time
ABC-TV

VLAHOS, JOHN
The United States Steel Hour
CBS-TV

— W —

WALDMAN, TOM
The Liberace Show
ABC-TV

WALLSTEN, ROBERT
Du Pont Show of the Month
CBS-TV

WARK, MARTY
Art Linkletter's House Party
CBS-TV

WARLEN, JUDITH
Scotland Yard
ABC-TV

—
V

MIKE BAKER

ANNOUNCER-

NARRATOR-M.C.

rev
Dearth
0

he
T.A.B.C.T.V. JU 6-6300

won



word



TOM O'BRIEN

" . . . broadcasting instant news from where it happens over Radio WINS."

Judson 6-6300

and

(and)

the

ANNOUNCERS — MC'S

RADIO AND TELEVISION

—their work during 1958

— A —

ABBOTT, JIM
KFJZ-TV, Fort Worth, Tex.

ABRAMS, TERRY
WKOK, Sunbury, Pa.

ACKERLEY, BOB
KOMO, Seattle, Wash.

ACYRIGG, BEN
WLOV-TV, Orlando, Fla.

ADAMS, BILL
WKTG, Thomasville, Ga.

ADAMS, CAL
KALB, Alexandria, La.

ADAMS, ROGER
WADC, Akron, Ohio

ADKINS, BOBBY
1420 Favorites
WVOT, Wilson, N. C.

AGA, ERECEL
KKRA, Alexandria, Minn.

AGEE, LES
News As It Is
KRHD, Duncan, Okla.

AGOSTINO, PETE
Italian Hour
WJVA, South Bend, Ind.

AITKEN, KENNETH
KTKR, Taft, Calif.

ALAN, MARK
Party Time
WNJR, Newark, N. J.

ALBERGHINI, H. J.
Krackpot Kollege
WCOU, Lewiston, Me.

ALBRIDGE, KEN
Party Line
KFRU, Columbia, Mo.

ALDERMAN, DON
Nite Beat
WTRL, Bradenton, Fla.

ALDREDGE, SANDY
Request Time
WBRD, Bradenton, Fla.

ALEXANDER, NICK
KETH, Dubuque, Iowa

ALEXANDER, OSCAR
WAAA, Winston-Salem, N. C.

ALLAIRE, PHIL
Country Music
WPAW, Pawtucket - Providence, R. I.

ALLAN, STAN
WPAC, Patchogue, N. Y.

ALLARD, ROBERT
Sounds in Stereophonic
WOC, Davenport, Iowa

ALLDREDGE, JAY
Free to Speak
WBRK, Birmingham, Ala.

ALLEN, BILL (HOSS)
Rush Hour Roundup
WLAC, Nashville, Tenn.

ALLEN, BOB
Through the Years
KATL, Miles City, Mont.

ALLEN, DE WITT
WALA, Mobile, Ala.

ALLEN, JIM
Academy Award Theatre
KLFY-TV, Lafayette, La.

ALLEN, MARY
KGIW, Alamosa, Colo.

ALLEN, PAUL
Bandstand
KOAT-TV, Albuquerque, N.M.

ALLEN, PETER
WQXR, New York, N. Y.

ALLISON, RON
Music Festival
WSCR, Scranton, Pa.

ALLEN, TONY
WUSJ, Lockport, N. Y.

ALLETTI, VINCE
WWL, New Orleans, La.

ALLIN, HENRY
WKXP, Lexington, Ky.

ALLINGER, RALPH
Nightbeat
WIBX, Utica, N. Y.

ALLISON, DALE K.
Koffee Klub
KLOO, Corvallis, Ore.

ALLISON, GENE
WISH-TV, Indianapolis, Ind.

ALSTON, JOE
Popeye & Shock
KENS-TV, San Antonio, Tex.

ALTEN, HANS
WWCA, Gary, Ind.

ALYWARD, JIM
WWNH, Rochester, N. H.

AMBROSE, RON
Yawn Patrol
WTRC, Elkhart, Ind.

AMBURN, GLEN
KFLD, Floydada, Tex.

AMMERMAN, DAN
Danny's Hideaway
WVAM, Altoona, Pa.

ANCELL, BOB
WERE, Cleveland, Ohio

ANDERSEN, GORDON
WKLA, Ludington, Mich.



▶
BILL
SHIPLEY
▶

RADIO-TV ANNOUNCERS, EMCEES

- ANDERSON, ANDY**
People Speak
KHAM, Albuquerque, N.M.
- ANDERSON, EDDIE**
WEVA, Emporia, Va.
- ANDERSON, GORDON**
WKZO-TV, Kalamazoo, Mich.
- ANDERSON, JACK**
KTXO, Sherman, Tex.
- ANDERSON, JOSEPH**
WHBF, Rock Island, Ill.
- ANDERSON, KEN**
WTCN, Minneapolis, Minn.
- ANDERSON, RAYMOND**
WMAM, Marinette, Wis.
- ANDERSON, ROGER**
Treasury of Music
KYCA, Prescott, Ariz.
- ANDREASEN, REID**
KVNU, Logan, Utah
- ANDRETTA, TONY**
Spinner Sanctum
KWJB, Globe, Ariz.
- ANDREWS, ANDY**
WTIC-TV, Hartford, Conn.
- ANDREWS, DAVE**
Dinnerbell Round-UP
KMBC, Kansas City, Mo.
- ANDREWS, JOHNNY**
The Johnny Andrews Show;
Monitor
NBC
- ANDRIESE, TED**
For the Ladies
WFUR, Grand Rapids, Mich.
- ANGELL, TERRY**
KOWL, Tahoe Valley, Calif.
- ANTHONY, BILL**
Hoosier News
WFAM-TV, Lafayette, Ind.
- ANTHONY, HUGH**
WCCM, Lawrence, Mass.
- ANTHONY, JAY**
WHBI, Newark, N. J.
- ANTHONY, JOHN**
WITI-TV, Milwaukee, Wis.
- ANTOINE, TEX**
Tex Antoine and the Weather
NBC-TV
- ANTONETTI, CLARA**
Womens Point of View
WTSA, Brattleboro, Vt.
- ARCHER, DON**
KMLB, Monroe, La.
- ARGUMEDO, OSCAR**
Polkas
KCOR-TV, San Antonio, Tex.
- ARMSTRONG, BOB**
Destination Dawn
WFOR, Portland, Me.
- ARNETT, CHARLIE**
Old Trading Post
WCLG, Morgantown, W. Va.
- ARNOLD, BILL**
The Early Birds
WCAX, Burlington, Vt.
- ARNOLD, BOB**
970 Service Center
WCSH, Portland, Me.
- ARNOLD, TED**
WZOK, Jacksonville, Fla.
- ARREDONDO, FRANK**
WKAQ, Santurce, P. R.
- ARTHUR, DOUG**
Danceland
WIBG, Philadelphia, Pa.
- ARTHUR, LLOYD**
WECL, Eau Claire, Wisc.
- ARTHUR, VERN**
KAGE, Winona, Minn.
- ASBURY, RON**
WAKU, Latrobe, Pa.
- ASHCRAFT, GENE**
Noontime Tunes
KCLE, Cleburne, Tex.
- ASHLEY, BARBEE**
WGVN, Greenville, Miss.
- ASHWORTH, AUDIE**
Pop Parade
WBMC, McMinnville, Tenn.
- ASKINS, ALLEN**
Savannah River Rag
WAKN, Aiken, S. C.
- ATKINSON, J. C.**
Wake up with J. C.
WAUG, Augusta, Ga.
- ATWATER, F. KENT**
WJRI, Lenoir, N. C.
- ATWOOD, RUSS**
Star Time
WMAS, Springfield, Mass.
- AUSTIN, BILL**
Pops Review
WKIN, Kingsport, Tenn.
- AUSTIN, FLETCHER**
Silver Screen
WBT, Charlotte, N. C.
- AUSTIN, TED**
Party Line
WSTP, Salisbury, N. C.
- AVANCE, BILL**
Rhythm & Blues
KFPTV, Paris, Tex.
- AVERY, BEN**
Academy Theatre
KOA-TV, Denver, Colo.
- AYALA, MARCOS GARCIA**
La Cosa
KIFN, Phoenix, Ariz.
- AYCOCK, ROY**
Saturday Session
WBOF, Virginia Beach, Va.
- AYLWARD, BILL**
Saturday Radio
WMTR, Morristown, N. J.

— B —

- BABB, MORGAN**
Red Hot & Blues
WVOL, Nashville, Tenn.
- BAER, BILL**
KBNZ, La Junta, Colo.
- BAERG, ROYCE**
KJCK, Junction City, Kan.
- BAILEY, BOB**
Music in Hi-Fi
WECL, Eau Claire, Wisc.
- BAILEY, CARL**
Catalina Cruise
KBIG, Avalon, Calif.

THE WAYNE HOWELL^{*} SHOW

ALL NIGHT IN NEW YORK

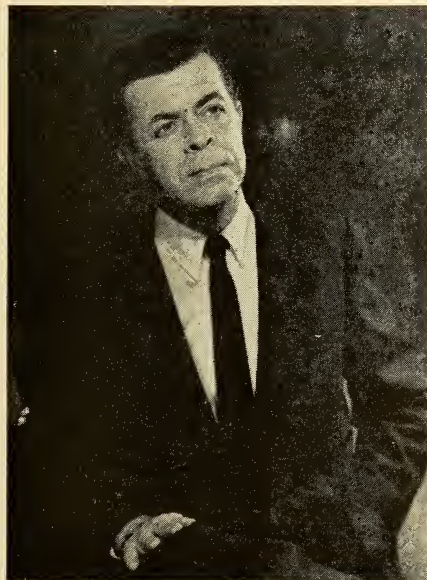
NBC — 660

*YOUNG DOCTOR MALONE — NBC-TV
NBC RADIO THEATRE

COMMERCIAL SPOTS:
ROYAL PUDDINGS, CORNING
GLASSWARE, YOURS?

RADIO-TV ANNOUNCERS, EMCEES

- BAINE, JIM**
Early Bird
WNCO, Ashland, Ohio
- BAKER, ALLEN P.**
WLBK, Lebanon, Ky.
- BAKER, ED**
KVNT, Coeur D'Alene, Idaho
- BAKER, GEORGE**
WESA, Charleroi, Pa.
- BAKER, GROVER**
WRNB, New Bern, N. C.
- BAKER, MIKE**
B. June 15, 1926, St. Thomas, Ont., Canada; Andy Williams, Pat Boone, ABC-TV; Jim Backus, ABC Radio; Gary Moore, CBS-TV; Big Story
- BAKER, NELSON**
WJZ-TV, Baltimore, Md.
- BAKER, PAUL**
Luncheon Lyrics
KRWC, Forest Grove, Ore.
- BALDONI, LUIGI**
Italian Hour
WJVA, South Bend, Ind.
- BALE, FRANK**
KDON, Salinas, Calif.
- BALE, NORM**
Contact
KWKH, Shreveport, La.
- BALL, NOEL**
Saturday Showcase
WSIX-TV, Nashville, Tenn.
- BANKSTON, RAY**
Hits for the Mrs.
KWFR, San Angelo, Tex.
- BANNON, ROBERT**
WSKI, Montpelier, Vt.
- BARAN, HENRY**
Ranger Hal
WJXT, Jacksonville, Fla.
- BARBARETTE, JOSEPH**
WBIS, Bristol, Conn.
- BARBER, DICK**
KOA, Denver, Colo.
- BARBER, DON**
Midday Movie
WCKT, Miami, Fla.
- BARKEE, BOB**
Truth or Consequences
NBC-TV
- BARKER, CLOTIS**
Man On the Street
KBHM, Branson, Mo.
- BARKWELL, PATSY**
KPIR, North Bend, Ore.
- BARLEY, DAVE**
WHITE, Talladega, Ala.
- BARNES, TED**
Bop Hop
WSIX-TV, Nashville, Tenn.
- BARNETT, DEAN**
KFNF, Shenandoah, Iowa
- BARNETT, DON**
Cal Poly Show
KVEC, San Luis Obispo, Calif.
- BARRIE, ART**
Peoples Opinions
WSPD, Toledo, Ohio
- BARRIOS, JOSE**
KIWW, San Antonio, Tex.
- BARRON, BOB**
WKAZ, Charleston, W. Va.
- BARRY, DON**
WIKE, Newport, Vt.
- BARRY, GUY**
WCOY, Columbia, Pa.
- BARRY, MIKE**
Barry's Beat
WTNJ, Trenton, N. J.
- BARTEL, BOB**
WPGC, Washington, D. C.
- BARTELL, BOB**
Treasure Chest
KONO-TV, San Antonio, Tex.
- BARTELL, PAUL**
WML, Milwaukee, Wis.
- BARTON, JOHN**
WHOW, Clinton, Ill.
- BASEHORE, JOHN**
WCMB, Harrisburg, Pa.
- BASSETT, GEORGE**
WGPA, Bethlehem, Pa.
- BASTIEN, VIC**
KTUL-TV, Tulsa, Okla.
- BATEMAN, DON**
Showcase
KCEE, Tucson, Ariz.
- BATES, JIM**
Hi Neighbor
WSON, Henderson, Ky.
- BATES, THOMAS**
WDXB, Chattanooga, Tenn.
- BATOZECH, RON**
Crew Cut Capers
WJOL, Joliet, Ill.
- BATTER, CLYDE**
KMOP, Tucson, Ariz.
- BAUER, JOE**
Album Time
WZIP, Cincinnati, Ohio
- BAUER, RUSS**
KNIM, Maryville, Mo.
- BAXTER, DR. FRANK**
Telephone Time
ABC-TV
- BAXTER, RAY**
Easy Listenin'
WJAX, Jacksonville, Fla.
- BEASLEY, JIM**
Do You Remember
WALM, Albion, Mich.
- BEASLEY, NORMAN**
WPIK, Alexandria, Va.
- BEATTIE, BOB**
Shopper
KLOO, Corvallis, Ore.
- BEATTY, BILL**
WWTB, Tampa, Fla.
- BEATTY, MORGAN**
Monitor; News of the World; Life and the World
NBC
- BEAUCHAMP, LEE**
Sundial
WVEC, Hampton, Va.



CY
HARRICE

— • —

SU. 7-5400

RADIO-TV ANNOUNCERS, EMCEES

BECK, DON

Twin Fabulous Fifty
WABL, Arlington, Va.

BECK, JACKSON

B. July 23, 1912, New York City;
Edge of Night, U. S. Steel Hour,
CBS-TV; Commercials for Ches-
terfield, Ambassador Beer, Stude-
Baker Lark, Scotkin

BECKER, BOB

WKLZ, Kalamazoo, Mich.

BECKER, GEORGE

WEDC, Chicago, Ill.

BECKER, SANDY

NBC-TV; WNEY-TV,
New York, N. Y.

BECKMAN, JOHNNY

Top Ten Dance Party
WFGA-TV, Jacksonville, Fla.

BEDELL, FORREST

WFRC, Reidsville, N. C.

BEDFORD, PAUL

KYW, Cleveland, Ohio

BEE, ALAN

Top Value Tips to
Homemakers

WLBT, Jackson, Miss.

BEECHAM, WALLIE

WENO, Nashville, Tenn.

BEGG, JAMES

Greenville Show
WION, Ionia, Mich.

BELANGER, TOM

WHLT, Huntington, Ind.

BELL, ALLEN

KREW, Sunnyside, Wash.

BELL, BOB

WGN, Chicago, Ill.

BELL, JACK

KACE, Riverside, Calif.

BELL, KEN

Ding Dong Bell

WYZE, Atlanta, Ga.

BENDER, AUGIE

WJWS, South Hill, Va.

BENDER, TED

Today's Weather
KTSM-TV, El Paso, Tex.

BENDZYNSKI, LEON

Polish Programs
WJMJ, Philadelphia, Pa.

BENEDICT, ANDREW W.

Service Man Speaks
WVRL, New York, N. Y.

BENNETT, ED

Hints for Housewives
KVIQ-TV, Eureka, Calif.

BENNETT, JOHN

Juke Joint

WNNJ, Newton, N. J.

BENNETT, LEN

WNHC, New Haven, Conn.

BENNETT, LOU

WHAR, Clarksburg, W. Va.

BENNETT, ROBERT

1350 Club
WDCE, Dade City, Fla.

BENNETT, TERRY

Shock Theatre
WBKB, Chicago, Ill.

BENNY, FRANK

Swap Shop
KAHI, Auburn, Calif.

BENOIST, W. E.

WKDX, Hamlet, N. C.

BENSON, BOB

WJON, St. Cloud, Minn.

BENSON, CHUCK

KALL, Salt Lake City, Utah

BENSON, GORDON

KUTY, Palmdale, Calif.

BENSON, RUSS

Guessing Game
WOKZ, Alton, Ill.

BERDAN, BIRD

For You, Madame
WPTZ, Plattsburgh, N. Y.

BERG, HERB

WWOK, Charlotte, N. C.

BERG, NORM

Wasco Calling
KWSO, Wasco, Calif.

BERGESON, CHARLES W.

Ladies Day
WJBK-TV, Detroit, Mich.

BERGMAN, JIM

KUMA, Pendleton, Ore.

BERMAN, KEITH

WEDO, McKeesport, Pa.

BERNAL, MANUEL

KCOR, San Antonio, Tex.

BERNAM, MEL

Open House
WAMS, Wilmington, Del.

BERRES, KENNETH

WKAN, Kankakee, Ill.

BERRY, AL

Record Party
WOAP, Owosso, Mich.

BERRY, BILL

Yours Sincerely
WDBO, Orlando, Fla.

BERRY, DICK

Melody Mart
WFIW, Fairfield, Ill.

BERRY, JOE

WKAN, Kankakee, Ill.

BERRY, ROBERT E.

WELM, Fitchburg, Mass.

BERRY, TOM

WKNX-TV, Saginaw, Mich.

BESSER, TED

WHLT, Huntington, Ind.

BETHEL, DAN

Make Mine Music
WKBZ, Muskegon, Mich.

BEUTEL, BILL

WGAR, Cleveland, Ohio

BICHL, KEN

KYW, Cleveland, Ohio

BICKFORD, RALPH

WAGM-TV, Presque Isle, Me.

BILL, CHUCK

Serial Theatre
WBKB, Chicago, Ill.

BINGE, RALPH

WHRV, Ann Arbor, Mich.

BINGHAM, RICHARD O.

KSL-TV, Salt Lake City, Utah



JERRY DAMON

Announcer

Narrator

M.C.

NBC — NBC-TV

RADIO-TV ANNOUNCERS, EMCEES

- BIRDSONG, HUGH**
Musical Clock
WEIC, Charleston, Ill.
- BIRIN, DON**
KIHO, Sioux Falls, S. D.
- BISHOP, GORDON**
Man About Music
WSTV, Steubenville, O.
- BLACK, JUNE**
Now!
June's Tunes
WRMF, Titusville, Fla.
- BLACK, KEN**
KWDM, Des Moines, Iowa
- BLACK, LOUISE**
Now!
KLRJ-TV, Las Vegas, Nev.
- BLACK, MARTIN**
Night Owl Club
KLRJ-TV, Las Vegas, Nev.
- BLAINE, JIMMY**
Ruff 'N Reddy, NBC-TV
- BLAIR, CURT**
Popeye Theatre
WSFA-TV, Montgomery, Ala.
- BLAIR, ED**
WAGA-TV, Atlanta, Ga.
- BLAIR, FRANK**
Monitor, NBC
- BLAIR, RAY**
WRRR, Rockford, Ill.
- BLANCHARD, LOWELL**
Midday Merry-go-Round
WNOX, Knoxville, Tenn.
- BLAND, SAM**
Coffee Time
WCEC, Rocky Mount, N. C.
- BLANKENSHIP, HALL**
WRKH, Rockwood, Tenn.
- BLASKE, ART**
WJON, St. Cloud, Minn.
- BLATTNER, BUDDY**
Baseball Corner
ABC-TV
- BLAZER, ELEANOR J.**
Musical Homemaker
WHOK, Lancaster, Ohio
- BLEAUX, JOE**
KLCN, Blytheville, Ark.
- BLOEDORN, ROY**
Polka Time
WOMT, Manitowoc, Wis.
- BLOUNT, FORREST**
Wonderful Town
WGST, Atlanta, Ga.
- BOCK, BOB**
Star Time
KLAS, Las Vegas, Nev.
- BOEHM, PAT (MRS.)**
Talk of the Town
WHAN, Charleston, S. C.
- BOGGAN, JAMES**
WMPA, Aberdeen, Miss.
- BOHN, MARK**
KDSN, Denison, Iowa
- BOIVIN, JAY**
Blue of Evening
WGIR, Manchester, N. H.
- BOLEN, JIM**
KMOX-TV, St. Louis, Mo.
- BOLTON, JOE**
Three Stooges
WPIX, New York, N. Y.
- BOND, BRYCE**
WNOR, Norfolk, Va.
- BONNER, JIM**
WRCV-TV, Philadelphia, Pa.
- BOOKSPAN, MARTIN**
Stereo Parade
WCRB, Boston, Mass.
- BOONE, JACK**
KEED, Springfield, Ore.
- BOOTH, EDDY**
KHSL, Chico, Calif.
- BORDEN, BARRY**
Jazz In Review
WHAT, Philadelphia, Pa.
- BORGESEN, ARTHUR J.**
WGKA, Atlanta, Ga.
- BORLAND, RICK**
KPOR, Quincy, Wash.
- BORRELLI, RALPH**
Italian Programs
WJMJ, Philadelphia, Pa.
- BORTELL, JOE**
WCOY, Columbia, Pa.
- BOURNE, ALAN**
WPOR, Portland, Me.
- BOWERS, ART**
KATE, Albert Lea, Minn.
- BOWEN, JERRY**
KHSL, Chico, Calif.
- BOWICK, BILL**
Coffee With Bill
WGBA, Columbus, Ga.
- BOWLER, CLARK**
KEYT, Provo, Utah
- BOWMAN, ROGER**
News, NBC, NBC-TV
- BOYD, BILL**
KIUN, Pecos, Tex.
- BOYER, PHIL**
KPDQ, Portland, Ore.
- BOYER, ROY**
WVMC, Mt. Carmel, Ill.
- BRACHER, BERNIE**
KROD-TV, El Paso, Texas.
- BRADLEY, BILL**
WILD, Boston, Mass.
- BRADLEY, BRUCE**
Rolling Home Show
WROW, Albany, N. Y.
- BRADLEY, JAMES**
KIHR, Hood River, Ore.
- BRADLEY, LYLE**
WRVA, Richmond, Va.
- BRADLEY, ROBERT**
WRCV-TV, Philadelphia, Pa.
- BRADLEY, WAYNE**
KLYR, Clarksville, Ark.
- BRADSHAW, THOMAS R.**
KSL-TV, Salt Lake City, Utah
- BRADSHAW, TOM**
WLOW, Norfolk, Va.
- BRADY, DICK**
WCBY, Cheboygan, Mich.
- BRADY, ED**
KNBC, San Francisco, Calif.
- BRADY, WILLIAM**
WDZ, Decatur, Ill.

*Come to
America's Oldest Broadcasting School*

**Complete Training in
ANNOUNCING
for
Emcees Dejays
News and Sportscasters
Commercials Announcers
Radio-TV Demonstrators
Special Events Commentators**

Under the personal direction of PAT KELLY, for 25 years head of NBC's
announcing department and trainer of today's great announcers
and commentators.

FCC COURSE
1st Class Operator's License

**COURSES in TELEVISION
PROGRAMMING and PRODUCTION**

Taught by instructors currently active in the broadcasting industry.

SRT

THE ACADEMY OF BROADCASTING ARTS, INC.

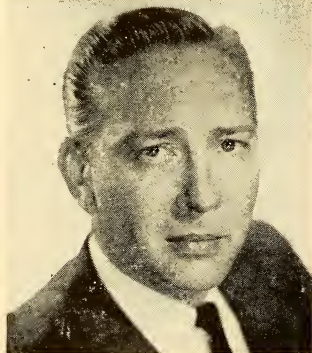
316 West 57th Street

PLaza 7-3211

New York 19, N. Y.

RADIO-TV ANNOUNCERS, EMCEES

- BRAGG, NELSON**
WJDA, Quincy, Mass.
- BRAND, CHARLES**
Variety Matinee
WKWK, Wheeling W. Va.
- BRANDT, MEL**
Monitor, NBC;
Modern Romances, NBC-TV
- BRANDY, BOB**
WTVG, Chattanooga, Tenn.
- BRANNAN, REUBEN F.**
WETO, Gadsden, Ala.
- BRASHER, JAMES**
KTXX, Jasper, Tex.
- BRENNAN, BILL**
KOLT, Scottsbluff, Neb.
- BREWER, STERLING**
WAPL-TV, Birmingham, Ala.
- BRICKETT, BOB**
KSFA, Nacogdoches, Tex.
- BRICKHOUSE, JACK**
Man on the Street
WGN-TV, Chicago, Ill.
- BRIGGS, FRED**
KONA-TV, Honolulu, Hawaii
- BRIGGS, JIM**
WKAM, Gosden, Ind.
- BRIGHT, HOWARD**
WEOA, Evansville, Ind.
- BRIMLEY, VERN**
Teen Tune Time
KLOR-TV, Provo, Utah
- BRINKMAN, AL**
Nightwatch
KNEB, Scottsbluff, Neb.
- BRITTAIN, BILL**
WMAK, Nashville, Tenn.
- BRITTON, BILL**
WPTV, Palm Beach, Fla.
- BRITTON, JACK**
KTRN, Wichita Falls, Tex.
- BROCK, JOHN**
WGOR, Georgetown, Ky.
- BROMBERG, L. J.**
KCHA, Charles City, Iowa
- BROOKS, BILL**
Hi Fi Hop
KTVH, Hutchinson, Kan.
- BROOKS, JACK**
Breakfast Newsboy
WCOC, Hartford, Conn.
- BROOKS, NORMAN**
WRCV-TV, Philadelphia, Pa.
- BROOKS, PHIL**
WKPA, New Kensington, Pa.
- BROWN, ART**
WWDC, Washington, D. C.
- BROWN, BILL**
WPRS, Paris, Ill.
- BROWN, BOB**
KCHA, Charles City, Iowa
- BROWN, BRUCE**
Mid-day Melodies
WCHB, Inkster, Mich.
- BROWN, CURTIS**
KWOS, Jefferson City, Mo.
- BROWN, DON**
Carnation Time
KVON, Napa, Calif.
- BROWN, DOUG**
Dig This
KRGV-TV, Westlaco, Tex.
- BROWN, JACK**
Top 60 in Dixie
WCOS, Columbia, S. C.
- BROWN, FLOYD**
WRMN, Elgin, Ill.
- BROWN, LOU**
KPAR-TV, Sweetwater, Tex.
- BROWN, PHIL**
Cavalcade of Better Music
WPBC, Minneapolis, Minn.
- BROWN, RON**
KEEN, San Jose, Calif.
- BROWN, TIM**
KRVN, Lexington, Neb.
- BROWNE, TOM**
WIST, Charlotte, N. C.
- BRUCE, DON**
KALL, Salt Lake City, Utah
- BRUCE, JACK**
Missouri Valley Barn Dance
WNAX, Yankton, S. D.
- BRUCHEY, DON**
Channel 2 Theatre
WMAR-TV, Baltimore, Md.
- BRUNDAGE, HUGH**
KMPC, Los Angeles, Calif.
- BRUNETT, CARLOS**
KCOR, San Antonio, Tex.
- BRUNNER, GALEN**
WIGM, Medford, Wis.
- BURSH, JACK**
KVOX, Moorhead, Minn.
- BRYAN, HARRY**
WCRR, Corinth, Miss.
- BRYANT, WILLIAM**
Good Morning Ladies
WDSG, Dyersburg, Tenn.
- BATTLES, FRANK**
KGAS, Carthage, Tex.
- BUCHANAN, IKE**
Popeye Theatre
WCTV, Tallahassee, Fla.
- BUCK, JIM**
KAML, Kenedy, Tex.
- BUDD, MILTON**
Town Crier
WMBD, Peoria, Ill.
- BUEHLMAN, CLINT**
Musical Clock
WBEN, Buffalo, N. Y.
- BUFFINGTON, JIM**
WMPA, Aberdeen, Miss.
- BUFFINGTON, JOEL**
KASY, Auburn, Wash.
- BULLER, DICK**
Melodies in Gold
WKMH, Detroit-Dearborn, Mich.
- BUNCE, EDWARD**
WSYL, Syvania, Ga.
- BUNCH, JIM**
KORE, Eugene, Ore.



JOE GIVEN

Spokesman
Morning Newscasts
WNEW

Robert Coe Management
144 West 57 Street
New York 19



RALPH CAMARGO

RADIO—TV
ACTOR—ANNOUNCER
NARRATOR

JU 2-8800

RADIO-TV ANNOUNCERS, EMCEES

BURGESS, DANNY
Kiddies Karnival
WCNY-TV, Carthage - Water-
town, N. Y.

BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.

BURGESS, SMOKEY
WPNX, Phenix City, Ala.

BURKES, STEVE
Click Parade
WMOX, Meridian, Miss.

BURKLAND, LEN
KYUM, Yuma, Ariz.

BURNS, STAN
Entertainment Press Conference,
DuMont; NBC Monitor, Cerebral
Palsy Telethon, WOR-TV; Stan
Burns Show, WINS

BURT, BOB
WFHR, Wisconsin Rapids,
Wis.

BURTENSHAW, BOB
Early Bird Bob
KID, Idaho Falls, Idaho

BURWELL, TED
WRNB, New Bern, N. C.
WTYC, Rock Hill, S. C.

BUTLER, JIM
KXLY, Spokane, Wash.

BUTLER, TUCKER
Wake Up and Smile
WCVA, Culpepper, Va.

BUTSCHER, THOMAS
Music T N T
WCST, Berkeley Springs,
W. Va.

BUTTER, CLYDE
Morning Sound
KCNV, San Marcos, Tex.

BUTTS, TOM
WHSM, Hayward, Wis.

BYRAM, GEORGE
Shock
KBTB, Denver, Colo.

BYRON, BOB
KPRC, Houston, Tex.

— C —

CADWELL, CLYDE
KPOP, Los Angeles, Calif.

CAHILL, TOMMY
WING, Dayton, Ohio

CALDWELL, DONN
WHLI, Wheeling, W. Va.

CALDWELL, LAMAR
Dawn in Dixie
WHSC, Hartsville, S. C.

CALDWELL, MERLE
KOLS, Pryor, Okla.

CALHOUN, BOBBY
KCLA, Pine Bluff, Ark.

GALLAGHAN, JACK
Popeye
WSOC-TV, Charlotte, N. C.

CALLIGAN, VAN
WXIX-TV, Milwaukee, Wis.

CALLOWAY, WINSTON
Golden Chariot
WCY, Macon, Ga.

CALVERT, GARRY
WSTV, Steubenville, Ohio

CALVERT, RAYMOND W.
KVOC, Casper, Wyo.

CAMARGO, RALPH
U. S. Steel, Our Miss Brooks,
William Bendix Show, Have Gun
Will Travel, CBS-TV

CAMERON, WALLY
WIOS, Tawas City, Mich.

CAMPBELL, BUD
KARK-TV, Little Rock, Ark.

CAMPBELL, DAVE
WAPI, Birmingham, Ala.

CAMPBELL, DEE
WAVI, Dayton, Ohio

CAMPBELL, SOUP
Saturday with Soup
WFDF, Flint, Mich.

CANFIELD, ROY
WMLF, Pineville, Ky.

CANNON, JEAN
WPCC, Clinton, S. C.

CANNON, LOWELL
Top Tunes
KLAS, Las Vegas, Nev.

CANTER, RUSSELL
WBNS, Columbus, Ohio

CANTERBURY, MEL
WMON, Montgomery, W. Va.

CANTOR, LOUIS
WDIA, Memphis, Tenn.

CAPROL, ED
Wrestling
WLW-A, Atlanta, Ga.

CARAWAY, ALLEN
WHSM, Hayward, Wis.

CARD, CLELLAN
Axel and His Dog
WCOC-TV, Minneapolis - St.
Paul, Minn.

CARD, JERRY
WRIP, Rossville, Ga.

CARDENAS, HUGH
KRSI, Minneapolis, Minn.

CARDILE, BILL
Luncheon
WVIC, Pittsburgh, Pa.

CARL, LEN
WLAP, Lexington, Ky.

CARLE, BENNY
Circle 6 Ranch
WBRC-TV, Birmingham, Ala.

CARLETON, LAD
WKBR, Manchester, N. H.

CARLINI, ULYSSES
Peppo the Clown
WEHT, Evansville, Ind.

CARLISLE, JIM
Best on Wax
WLAG, LaGrange, Ga.

CARLSON, HERB
WARB, Covington, La.

CARLTON, ROBERT
WJRI, Lenoir, N. C.



FRANK SIMMS

Management — William J. Bratter
SU 7-5400



CARL CARUSO
ANNOUNCER - MC
JU 2-8800

RADIO-TV ANNOUNCERS, EMCEES

CARMODY, BILL
Record Pre-Vue
WEIC, Charleston, Ill.

CARNEY, EARL
Carolina Special
WDBM, Statesville, N. C.

CARPENTER, WAYNE
KTIB, Thibodaux, La.

CARPENTER, WILEY
WENC, Asheville, N. C.

CARR, HERMAN
WBLY, Springfield, Ohio

CARR, ROY
WTCN, Minneapolis, Minn.

CARRIGAN, JIM
Show of Shows
WCBI, Columbus, Miss.

CARROLL, RALPH
WNBF, WNBC-TV, Binghamton, N. Y.

CARSON, KIT
Nighttime Sylacauga
Sylacauga, Ala.

CARSTENS, AL
KATE, Albert Lea, Minn.

CARTER, BOB
WPTA, Fort Wayne, Ind.

CARTER, CAL
Ringo
KAMD, Camden, Ark.

CARTER, DIAMOND
WMFR, High Point, N. C.

CARTER, ESTILL LEE
Dance Time
WPRF, Prestonsburg, Ky.

CARTER, JERRY
Showcase
WKIP, Poughkeepsie, N. Y.

CARTER, KEN
KDSX, Denison-Sherman, Tex.

CARTER, ROGER
WADC, Akron, Ohio

CARUSO, CARL

Modern Romances
NBC-TV

CASE, NELSON

Conquest, High Adventure, Garry
Moore Show, CBS-TV; Pat
Boone—Andy Williams, Sammy
Kaye, ABC-TV; Tic-Tac-Dough,
NBC-TV

CASEY, JIM

WPON, Pontiac, Mich.

CASSELMAN, CHET

KMPC, Los Angeles, Calif.

CASTLEBURY, ROY

Coffee Time

KFTV, Paris, Tex.

CASTOR, CHARLES

KVCV, Redding, Calif.

CAUSEY, BID

Capt. Showboat '58

KNOE-TV, Monroe, La.

CAVITT, DON

KRSI, Minneapolis, Minn.

CAWOOD, JOHN

Roundup

WMIK, Middlesboro, Ky.

CHAMBERS, BOB

Telefriend

KIXX, Provo, Utah

CHAMBERS, JO

KVOL, Lafayette, La.

CHAMPENESS, HAL

Chic Adams Show

KENI-TV, Anchorage, Alaska

CHAMPION, JESSE

WJLD, Birmingham, Ala.

CHANDLER, JACK

KCMS, Manitou Springs, Colo.

CHANEX, JACK

KJCK, Junction City, Kan.

CHAPMAN, FRED

WSTU, Stuart, Fla.

CHAPMAN, GLENN

KOLS, Pryor, Okla.

CHAPMAN, JOHN

WMIX, Mt. Vernon, Ill.

CHAPMAN, TOM

KSON, San Diego, Calif.

CHAPPEL, LLOYD

KARM, Fresno, Calif.

CHARF, AL

KPHA, Tacoma, Wash.

CHASE, JIM

KGLC, Miami, Okla.

CHASE, KEN

Town & Country Time

WTVL, Waterville, Me.

CHASE, WARD

WITI-TV, Milwaukee, Wis.

CHASTEEN, BOB

Dawn Patrol

WEBC, Duluth, Minn.

CHAVEZ, FEDERICO

Cascadas Musical

KABQ, Albuquerque, N. M.

CHEATHAM, JOHN

Neighbor John

KATI, Casper, Wyo.

CHERRY, AL

Sunnyside Up

KRWC, Forest Grove, Ore.

CHEVILLET, DON

WNDU, South Bend, Ind.

CHICK, JOHN

Tulsa Ballroom

KRMG, Tulsa, Okla.

CHILDS, RALPH

KMA, Shenandoah, Iowa

CLARK, DICK

American Bandstand

ABC-TV

CLARK, JAY

WAVZ, New Haven, Conn.

CLARK, LEE

KFSD, KFSD-TV, San Diego,

Calif.

CLARK, TUBBIE

KTW, Seattle, Wash.

CLARK, WARREN

KTUC, Tucson, Ariz.

CLARKE, JOHN H.

Marathon, News, NBC; Continental Class Room, Frances Langford Special, NBC-TV



MERV GRIFFIN

William Bratter (Pers. Mngr.)

MCA



GENE HAMILTON

NBC — WRCA-TV

RADIO-TV ANNOUNCERS, EMCEES

CLAUS, DICK
Music for Moderns
KIDD, Monterey, Calif.

CLAYTON, BOB
Movie Seven
WCKT, Miami, Fla.

CLAYTON, BOB
Boston Ballroom
WHDH-TV, Boston, Mass.

CLAYTON, TOM
Souvenirs
WLLH, Lowell, Mass.

CLELAND, BOB
KTNT, Tacoma, Wash.

CLEMENS, BOB
Coffee Date
KZUM, Farmington, N. M.

CLIFFORD, EDDIE
KTFW, Seattle, Wash.

CLIFTON, CHUCK
WROX, Clarksdale, Miss.

CLIFTON, DON
WTUX, Wilmington, Del.

CLINKHAMMER, JACK
Jack West Show
WWOL, Buffalo, N. Y.

CLOONEY, NICK
WLAJ, Lexington, Ky.

CLOVIS, CARL
WHAR, Clarksburg, W. Va.

COATS, BOB
KEED, Springfield, Ore.

COBB, LARRY
Pop The Question
KOWB, Laramie, Wyo.

CODDAIRE, BILL
Old Commuter
WSTC, Stamford, Conn.

COFFEY, WILLIAM
WILE, Cambridge, Ohio

COFFMAN, CARLE
Hi-Fi Way
KCEE, Tucson, Ariz.

COHEN, DONNIE S.
KLLA, Leesville, La.

COLE, DOUG
WIKI, Newport, Vt.

COLE, PETER
WEAT, West Palm Beach, Fla.

COLE, PINKNEY B., Jr.
1330 Club
WTRO, Dyersburg, Tenn.

COLEMAN, CHARLIE
Downbeat
WIMS, Charleston, W. Va.

COLEY, MARVIN A.
Easy Listening
WABZ, Albemarle, N. C.

COLLIER, RALPH
Wonderful Town
WCAU, Philadelphia, Pa.

COLLINS, FRED
Five Star Matinee
NBC

COLLINS, JERRY
Tennessee Barn Dance
WNOX, Knoxville, Tenn.

COLLINS, WILLIAM
WPMP, Pascagoula, Miss.

COLLINSWORTH, JACK
"Bama Beat"
WULA, Eufaula, Ala.

COLLYER, BUD
Beat the Clock, ABC-TV

COLSTON, JIM
WMNS, Olean, N. Y.

COMBS, MARK
WFMY-TV, Greensboro, N. C.

COMBS, WAYNE
1390 Club
WKIC, Hazard, Pa.

COMPTON, LEWIS
Rise & Shine
WHEE, Martinsville, Va.

CONFER, KERBY E.
Night Train
WMPY, Williamsport, Pa.

CONNELL, JOHN
Lucky Lager Dance Time
KPOA, Honolulu, T. H.

CONTE, JOHN
Matinee Theater
NBC-TV

CONY, LARRY
Night Club
WSTV, Steubenville, Ohio

CONWAY, ED
Woman's World
WCPS, Tarboro, N. C.

COOK, FRED
KTNC, Falls City, Neb.

COOK, JAY
KRDO-TV, Colorado Springs, Colo.

COOK, MAL
Ebony Bandstand
WAUG, Augusta, Ga.

COOK, REEVES
WBPD, Orangeburg, S. C.

COOK, RUSS
Time Keeper Show
WLOH, Princeton, W. Va.

COOKE, ALISTAIR
Omnibus
NBC-TV

COOPER, JOE
Bingo
KMSP-TV, Minneapolis, Minn.

COOPER, STAN
The Early, Early Show
KAHI, Auburn, Calif.

COPE, FRANK
Ole Lazy Man
WMRB, Greenville, S. C.

COPLI, IRVIN
Time Keeper Show
WJPF, Herrin, Ill.

CORBETT, JOHN
Speaker of the House
WBEN, WBEN-TV, Buffalo, N. Y.

CORCORAN, BILL
Meet Your Neighbor
KLFY-TV, Lafayette, La.



JOHN CLARKE

— NBC STAFF —



Jim Coy

**RADIO-TV
COMMERCIALS
FILMS
MC-HOST**

JU. 2-8800

RADIO-TV ANNOUNCERS, EMCEES

CORDELL, CARL B.

B. December 12, 1923, Greensboro, N. C.; Cordell's Corner, WITN-TV; Quiz Club, WRC-TV; Lucky Partners, NBC-TV

CORNICK, BILL

KSIB, Creston, Iowa

COSTIN, DICK

Music for Fun
WBGR, Jesup, Ga.

COVAIA, AL

KSBS, San Francisco, Calif.

COWAN, JIM

KGEM, Boise, Idaho

COX, JIM

WGGH, Marion, Ill.

COY, JIM

B. October 5th, 1916, Kansas City, Mo.; Wanted Dead or Alive, CBS-TV; NBC Radio News (on the hour), Guy Lombardo Show, NBC-Radio; Radio New York, WOR; Rheingold Theatre, NBC-TV; Wednesday Night Fights, ABC-TV

CRADDOCK, JAMES

KADO, Marshall, Tex.

CRAIG, BILL

WXEX-TV, Petersburg-Richmond, Va.

CRAIG, TED

WLIS, Old Saybrook, Conn.

CRAIG, VERN

WKAP, Allentown, Pa.

CRANE, GENE

Dividends for Homemakers
WCAU-TV, Philadelphia, Pa.

CRAWFORD, GENE

Toast 'n Coffee
WGBF, Evansville, Ind.

CRAWFORD, GEORGE

Bandwagon
WTAR, Norfolk, Va.

CRAWFORD, JIM

WJTV, Jackson, Miss.

CRAWFORD, JIM

The Trading Post
WBTM, Danville, Va.

CRAYCRAFT, ROGER

Sunday Concert
KLMO, Longmont, Colo.

CRITCHLOW, JOE

KVOG, Ogden, Utah

CROCKER, SID

WAFB-TV, Baton Rouge, La.

CROFT, MARTIN

Hi-way 1370
WKMC, Roaring Spring, Pa.

CROMWELL, GEORGE

KOIL, Omaha, Neb.

CROMWELL, JIMMY

KTLU, Rusk, Tex.

CROSLEY, JIM

WYTH, Madison, Ga.

CROSS, MILTON

The Metropolitan Opera; The Metropolitan Opera Auditions of the Air; The Same Christmas, ABC

CROUDUP, ANDY

Spiritual Jubilee
WESY, Leland-Greenville, Miss.

CULLEN, BILL

Fulce, NBC; The Price Is Right, NBC-TV

CUMMINGS, KEITH

Caravan of Music
KWHN, Ft. Smith, Ark.

CUNNINGHAM, FRANK

WPMP, Pascagoula, Miss.

CUNNINGHAM, HUNT

Sunday Drive
WLAG, LaGrange, Ga.

CUNNINGHAM, JACQUES

WHLN, Niagara Falls, N. Y.

CUNNINGHAM, JOE

Hi-Fi In Stereo
WLBR, Lebanon, Pa.

CUPP, MICKEY

Coffee with Cupp
KCMC-TV, Texarkana, Tex.

CURRY, BILL

Soundtrack
WIS, Columbia, S. C.

CURTIN, MARK

KFYO, Lubbock, Tex.

CURTIS, AL

Cartoon Capers
WBIR-TV, Knoxville, Tenn.

CUTLER, JIM

WRAM, Monmouth, Ill.

CUTSHALL, HANK

So. Dade Roundup
WSDB, Homestead, Fla.

CUTSHALL, JOHN

WRAY, Princeton, Ind.

— D —

DABNEY, ROBERT
WMOV, Ravenswood, W. Va.

DALE, BOB
KFMB-TV, San Diego, Calif.

DALE, CURLY
KFNF, Shenandoah, Iowa

DALE, JEFF
Ark-La-Tex Jubilee
KWKH, Shreveport, La.

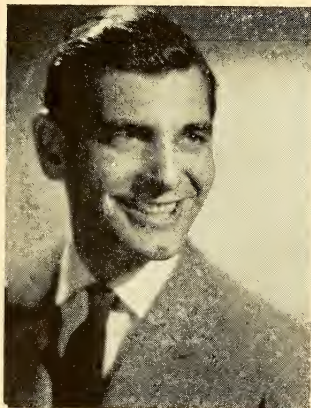
DALLES, BILL
Cavalcade of Music
WCPO, Cincinnati, Ohio

DAMBACH, KEN
WBBI, Newark, N. J.

DAMON, JERRY

B. Orange, N. J.; NBC-TV Opera Theatre, My Gardner Calling, NBC-TV; Marathon, NBC Network; News on the Hour, Monitor, NBC

DANCY, WILLIAM
Anything Goes
WWNR, Beckley, W. Va.



SONNY FOX

Ashley-Steiner



ALLEN SWIFT

Captain of the "S. S. Popeye"

and

"The Voice of Everything—

But Firestone"

RADIO-TV ANNOUNCERS, EMCEES

DANEHE, DICK
All-Star Golf
ABC-TV

D'ANGELO, ARNIE
Top 10 Dance Party
WHEN-TV, Syracuse, N. Y.

DANIELS, BO
Hit Parade
WGAV, Amsterdam, N. Y.

DANIELS, DAN
WKMI, Kalamazoo, Mich.

DANIELS, GARY
Daniels Den
WCST, Berkeley Springs,
W. Va.

DANIELS, JACK
WJHL, Johnson City, Tenn.

DANN, HARVEY
KFH, Wichita, Kan.

DANOS, DEAN
KROY, Sacramento, Calif.

DARK, JOHNNY
Tele-Quest Time
WEAM, Washington, D. C.

DARY, ALAN
Boston Movietime
WBZ-TV, Boston, Mass.

DAUER, DON
WSYR-TV, Syracuse, N. Y.

DAUGHERTY, DOC
Club 43
WSBA-TV, York, Pa.

DAUGHERTY, PAUL
Assignment Atlanta
WLW-A, Atlanta, Ga.

DAVID, RUSS
Playhouse Party
KSD, St. Louis, Mo.

DAVID, STAN
Concert Festival
WBAE, Babylon, N. Y.

DAVIES, BOB
Ladies Matinee
KOOL-TV, Phoenix, Ariz.

DAVIS, ARCH
WFHR, Wisconsin Rapids,
Wis.

DAVIS, DAVE
WFBF, Fernandina Beach,
Fla.

DAVIS, DEWAYNE
Good Morning
KINE, Kingsville, Tex.

DAVIS, GEOFF
WROW, Albany, N. Y.

DAVIS, HY
WABB, Mobile, Ala.

DAVIS, JACK
WQUB, Galesburg, Ill.

DAVIS, JIM
Sunday Hayride
WBLJ, Dalton, Ga.

DAVIS, JIM
WLW-I, Indianapolis, Ind.

DAVIS, JOHN L.
Kitchen Klub
WKEY, Covington, Va.

DAVIS, LES
WROV, Roanoke, Va.

DAWN, DICK
All-Night Downbeat
WEAM, Washington, D. C.

DAY, BOB
Let's Listen to Music
WICY, Malone, N. Y.

DAY, BOB
Breakfast Express
WOKZ, Alton, Ill.

DEACONS, JUDSON
Musicland
WBGR, Jesup, Ga.

DEAL, FRANK
WCYB-TV, Bristol, Va.

DEAN, DAVE
KIMO, Independence, Mo.

DEAN, JERRY
Jazz College
KNBA, Vallejo, Calif.

DEAN, LOU
Music 'Til Morning
WRVA, Richmond, Va.

DEAN, VICTOR
WING, Dayton, Ohio

DeCARO, PAUL
WRIB, Providence, R. I.

DEDRICK, DAVE
KELO, Sioux Falls, S. D.

DEE, JIMMY
WRBC, Jackson, Miss.

DeHAVEN, BOB
Good Neighbor Time
WCCO, Minneapolis, Minn.

DETRICK, HARRY
Hometown
WATO, Oak Ridge, Tenn.

DeLAPP, BOB
KELA, Centralia-Chehalis,
Wash.

DeLARA, MARIO
Radio Reloj
WHOM, New York, N. Y.

DELINE, JIM
WSYR, Syracuse, N. Y.

DEL VALLE, NELSON
WORA, Mayaguez, P. R.

DeMATTEO, RON
WTSL, Hanover, N. H.

DeMONBRUN, DON
KWRY, Winner, S. D.

DeMOSS, LYLE
Loafin' with Lyle
WOW, Omaha, Neb.

DENNIS, JOE
WARK, Hagerstown, Md.

DENSMOOR, JAMES
WCWC, Ripon, Wis.

DENT, CHUCK
WRGR, Starke, Fla.

DERBYSHIRE, JACK
Early Riser's
WBTA, Batavia, N. Y.

DERE, RICHARD
WGPA, Bethlehem, Pa.

DEUEL, BILL
Music Room
WLYC, Williamsport, Pa.

DEVANEY, KEN
KJEO, Fresno, Calif.

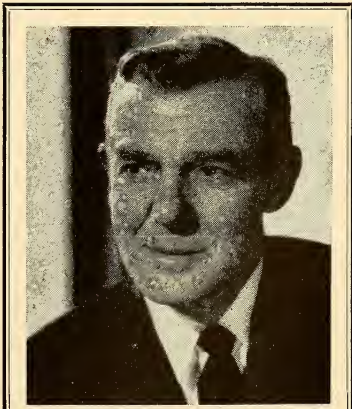
DEXTER, JERRY
KENO, Las Vegas, Nev.



DON MORROW

ANNOUNCER-HOST-ACTOR

JU 2-8800



NELSON CASE

EXCLUSIVE MANAGEMENT

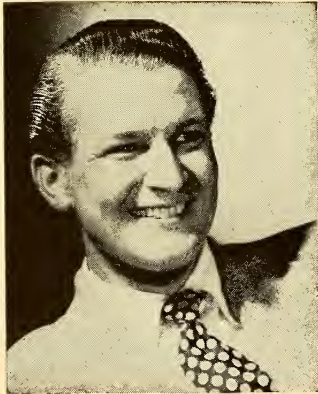
CARL EASTMAN

80 Park Ave.

MU 2-4986

RADIO-TV ANNOUNCERS, EMCEES

- DEXTER, LARRY**
KHAT, Phoenix, Ariz.
- DE WITT, JOHN**
Alter Glow
WWHG, Hornell, N. Y.
- DeYOUNG, JOHN**
WGIL, Fort Wayne, Ind.
- DIAZ, JUAN R.**
Debate Musical
WHOM, New York, N. Y.
- DIAZ, R. COLON**
India Canta
WTIL, Mayaguez, P. R.
- DICKEY, GENE**
Genesee Jamboree
WBBC, Flint, Mich.
- DICKSON, BOB**
Talent Search
KRGV-TV, Weslaco, Tex.
- DICKSON, FRED**
WSOC, Charlotte, N. C.
- DIETH, BILL**
Top Forty Show
WDGY, Minneapolis, Minn.
- DIETZ, LARRY**
This, That, and the Other
KLMO, Longmont, Colo.
- DIFEE, BILL**
WFNS, Burlington, N. C.
- DILLARD, WAYNE**
Sunset Express
KAVB, Apple Valley, Calif.
- DILLINGHAM, ALEX**
WOOD-TV, Grand Rapids, Mich.
- DILLON, EUGENE**
Make Yours Music
WCMW, Canton, Ohio
- DILLON, PAT**
Roller Derby
ABC-TV
- DILWORTH, SCOTT**
Swingshift
WTAN, Clearwater, Fla.
- DINET, BOB**
Minding Your Business
WONG, Oneida, N. Y.
- DINUNZIO, MARIO**
WWON, Woonsocket, R. I.
- DIRIENZO, NICK**
Polka Party
WMTR, Morristown, N. J.
- DI SALVO, HUGO**
WIOU, Kokomo, Ind.
- DIXON, DICK**
Platter Party
KIXX, Provo, Utah
- DIXON, JOHN**
WALA-TV, Mobile, Ala.
- DOBBS, JACK C.**
Coffee Time
WZOB, Fort Payne, Ala.
- DODEL, BILL**
Rooster Reveille
KRLC, Lewiston, Idaho
- DOKKA, JERRY**
WLSD, Big Stone Gap, Va.
- DONAHOO, DEL**
WOW-TV, Omaha, Neb.
- DONOVAN, DAN**
WMEX, Boston, Mass.
- DORAIS, BILL**
Festival of Music
KLX, Oakland, Calif.
- DORSEY, TOM**
WCOW, Sparta, Wisc.
- DOUBLEDAY, DEACON**
WSYR, Syracuse, N. Y.
- DOUGHERTY, AL**
KXLT, Helena, Mont.
- DOUGLAS, GLEN**
WHLB, Virginia, Minn.
- DOUGLAS, JACK**
Bold Journey
ABC-TV
- DOUGLAS, JACK**
WNIL, Niles, Mich.
- DOVER, BILL**
KWTX-TV, Waco, Tex.
- DOWLING, BILL**
WEDO, McKeesport, Pa.
- DOWNS, HUGH**
Monitor, NBC
- DOYLE, FRANK**
Morning Matinee
WMMB, Melbourne, Fla.
- DRAGIN, TED**
WSAV-TV, Savannah, Ga.
- DRAKE, JOHNNY**
Big Bands Show
WNAB, Bridgeport, Conn.
- DREIGHTON, FRANK**
Startime, Weathervane
WNDU-TV, South Bend, Ind.
- DRESBACH, SANDY**
Parade of Schools
WPAY, Portsmouth, Ohio
- DRISCOLL, DICK**
WMFG, Hibbing, Minn.
- DRUCKER, JACK**
WIRA, Fort Pierce, Fla.
- DRUMMOND, BUDD L.**
Houseparty
WACB, Kittanning, Pa.
- DUANE, TERRY**
WMIE, Miami, Fla.
- DUCK, ORMAN**
WDOE, Dunkirk, N. Y.
- DUGDALE, CHARLIE**
KPDX, San Francisco, Calif.
- DUNAWAY, BOBBIE**
Romper Room
WTVM, Columbus, Ga.
- DUNBAR, LEE**
WHCU, Ithaca, N. Y.
- DUNCAN, TERRY**
Spotlight
KGHL-TV, Billings, Mont.
- DUNN, ED**
WDSK, Cleveland, Miss.
- DUNN, GERRY**
KOLT, Scottsbluff, Neb.
- DUNN, TOM**
Dum's Inn
WPEO, Peoria, Ill.
- KLEO, Wichita, Kan.**
- DUNNE, BOB**
KDUB-TV, Lubbock, Tex.



BUD COLLYER



BOB EMERICK

Judson 2-8800

RADIO-TV ANNOUNCERS, EMCEES

DUNNE, STEVE
Truth or Consequences
NBC-TV

DUNNICLIFF, JOHN
KTRF, Thief River Falls,
Minn.

DUNPHY, DON
Cavalcade of Sports
NBC

DUNSFORD, ANN
Kiddie Time
WECT, Wilmington, N. C.

DUPUY, MONTY
Motorecade
WFBC, WFBC-TV, Greenville,
S. C.

DURAN, TED
Fiesta Time
KBUC, Corona, Calif.

DURAND, TOM
WTTM, Trenton, N. J.

DUVALL, JED
WTIK, Durham, N. C.

DWYER, BILL
WHAM, Rochester, N. Y.

DYER, BOB
WKNX-TV, Saginaw, Mich.

DYER, HAL
WLNH, Laconia, N. H.

DYKE, BILL
WISC, Madison, Wisc.

DYKSTRA, LARRY
WJBL, Holland, Mich.

DIYMOND, WILLIAM
WTRA, Latrobe, Pa.

DZIKOWSKI, CAS
Polish Hour
WJVA, South Bend, Ind.

EARLEY, BILL
Morning Side of Record
WEMB, Erwin, Tenn.

EARLEY, TOM
Speak Your Peace
WBCB, Levittown, Pa.

EARLY, BOB
KIKO, Globe-Miami, Ariz.

EARLY, BOB
KOOL, Phoenix, Ariz.

EASTMAN, JIM
Radio Newsreel
WBMC, McMinnville, Tenn.

EBERSOLE, MERLE
WKMC, Roaring Spring, Pa.

EDDY, RAY
WIST, Charlotte, N. C.

EDENS, GARY
WSAT, Salisbury, N. C.

EDLEMAN, CHUCK
WVEC, Hampton, Va.

EDSEL, JACK
WRAM, Monmouth, Ill.

EDWARDS, DON
KROC, Rochester, Minn.

EDWARDS, GEORGE
WQXR, New York, N. Y.

EDWARDS, HOP
WAPI, Birmingham, Ala.

EDWARDS, JACK
Melody Inn
WOMT, Manitowoc, Wis.

EGAN, BILL
WHBI, Newark, N. J.

EGAN, LEO
WBZ-WBZA, Boston-Spring-
field, Mass.

EIGEN, JACK
WMAQ, Chicago, Ill.

EISNER, JIM
Road Show
KTIB, Thibodaux, La.

ELDRIDGE, TED
WKNE, Keene, N. H.

ELDRIDGE, GARY
WMOR, Morehead, Ky.

ELIAS, EDDIE
WAKR-TV, Akron, Ohio

ELKINS, JIM
KNOC, Natchitoches, La.

ELLIOT, WIN
Cavalcade of Sports, NBC;
"Win with a Winner", NBC-TV

ELLIOTT, HANK
WORL, Boston, Mass.

ELLIOTT, JIM
Jukebox
WWWR, Russellville, Ala.

ELLIOTT, JOHN
KRSD, Rapid City, S. D.

ELLIOTT, KING
WAVO, Avondale Estates, Ga.

ELLIOTT, MELVIN
WQXR, New York, N. Y.

EMBRY, JIMMY
Coffee Club
WPCO, Mt. Vernon, Ind.

EMBRY, W. C.
KSOK, Arkansas City, Kan.

EMERICK, ROBERT E. (BOB)

B. December 9, 1915, Tacoma,
Wash.; Perry Mason, December
Bride, Zane Grey Theatre, Der-
ringer, CBS

EMERSON, BILL
Lunch at La Grange
WBAB, Babylon, N. Y.

EMERY, BOB
Big Brother
WBZ-TV, Boston, Mass.

EMICH, HOWARD L.
WMAM, Marinette, Wis.

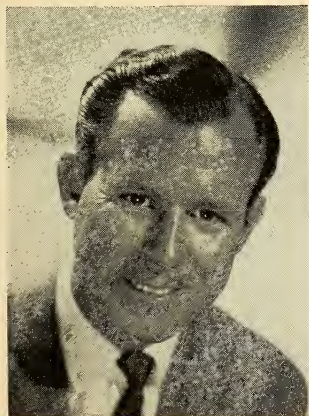
EMMERT, LLOYD
Sunny Side Up
KDRS, Paragould, Ark.

EVANS, BOB
"T" Windsor
KROD-TV, El Paso, Tex.

— E —

EARLE, BOB
WHCU, Ithaca, N. Y.

EARLE, GEORGE
Breakfast at Heer's
KWTO, Springfield, Mo.



BROOKE TAYLOR

Management

MARY G. DOOLING

730-5th Ave., N.Y.C.

JU 6-6915



PHIL TONKEN

JU 2-8800

RADIO-TV ANNOUNCERS, EMCEES

ENGLISH, DAVID
Night Train
WHGR, Houghton Lake, Mich.

ENO, JACK
Night Patrol
WEBR, Buffalo, N. Y.

ERBES, LESTER M.
KURA, Moab, Utah

ERCK, LOU
KSST, Sulphur Springs, Tex.

EUBANKS, BOB
KACY, Oxnard, Calif.

EVANS, BILL
Companion Show
WJJC, Commerce, Ga.

EVANS, DON
KOPR, Butte, Mont.

EVANS, GREG
Monitor-Local
WRDO, Augusta, Maine

EVANS, JEFF
Midday Matinee
WRDW-TV, Augusta, Ga.

EVANS, JOHNNY
WIS-TV, Columbia, S. C.

EVERIT, TOM
Pow-Wow
KBOP, Pleasanton, Tex.

EWING, CLIFF
Modern Home
KOOK, Billings, Mont.

EYRE, AL
WTOR, Torrington, Conn.

EYRICH, DICK
WSIR, Winter Haven, Fla.

— F —

FACEMYER, ROY
Jersey Jamboree
WSNJ, Bridgeton, N. J.

FAIRCHILD, ART
KVNI, Coeur D'Alene, Ida.

FARIS, LYNN
Good Morning Show
WBRC, Birmingham, Ala.

FARMER, FRANCES
WFBM-TV, Indianapolis, Ind.

FARRAYE, LOU
WNOR, Norfolk, Va.

FARRINGTON, BOB
WHOO, Orlando, Fla.

FARRINGTON, GLEN
WRTAX, Springfield, Ill.

FALCONER, FRANK
WKXP, Lexington, Ky.

FALK, LINC
WCKB, Dunn, N. C.

FAUSH, ERSKINE
WENN, Birmingham, Ala.

FAY, JERRY
KOYN, Billings, Mont.

FEATHERSTONE, CHARLES
WWSC, Glens Falls, N. Y.

FEDUCCIA, L. A.
Coffee Break
WDSK, Cleveland, Miss.

FELLMER, FRANK
Music Box
WNTR, Morristown, N. J.

FENNEL, DICK
At Sundown
WRDW-TV, Augusta, Ga.

FENNEMAN, GEORGE
You Bet Your Life, NBC-TV
Anybody Can Play, ABC-TV

FERGUSON, DON
Jumptown
WNOK-TV, Columbia, S. C.

FERREN, TOM
WMBV-TV, Marinette, Wis.

FESPERMAN, HOMER
Bandstand
WIS, Columbia, S. C.

FESPERMAN, JAMES E.
KFSA, Fort Smith, Ark.

FIELDS, ERIC C.
WPDN, Potsdam, N. Y.

FILBEN, PAUL
WDEC, Americus, Ga.

FILE, AUGIE
WALA, Mobile, Ala.

FILES, FRANK
WNAE, Warren, Pa.

FILKINS, LARRY
KGNC-TV, Amarillo, Tex.

FINLEY, ART
Kaleidoscope
KROW, Oakland, Calif.

FINLEY, CURT
KBMX, Coalinga, Calif.

FISHER, ED
Holler Dollar
WJW-TV, Cleveland, Ohio

FISHER, GEORGE
WBQB, Augusta, Ga.

FISHER, JOHN
Bingo at Home
WMBD-TV, Peoria, Ill.

FISKE, FRED
WWDC, Washington, D. C.

FITZGERALD, JIM
WORL, Boston, Mass.

FITZGERALD, PAT
Lamplight Theatre, Best of
MGM
WNDU-TV, South Bend, Ind.

FITZMAURICE, MICHAEL

B. April 28, 1916, Chicago, Ill.

FLAGG, PAUL
WERD, Atlanta, Ga.

FLAHERTY, PAT
KBOE, Oskaloosa, Iowa

FLATHER, HARLEY
KROC, Rochester, Minn.

FLEET, TOM C., JR.
Have Fun
KANN, Sinton-Corpus
Christie, Tex.

FLEETWOOD
Music Through the Night
NBC

FLEMING, ARNAULD
Buckeye Bugle Call
WLCT, Newark, Ohio



REX MARSHALL

—MANAGEMENT—
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



FRED SCOTT

ANNOUNCER — MC — HOST

LE 5-1000

RADIO-TV ANNOUNCERS, EMCEES

FLEMING, JACK
Listen Ladies
WAJR, Morgantown, W. Va.

FLEMING, JACK
Wythe County Jamboree
WYVE, Wyttheville, Va.

FLETCHER, CLIFF
KUJ, Walla Walla, Wash.

FLETCHER, FRED
Tempus Fugit
WRAL-TV, Raleigh, N. C.

FLORENCE, GEORGE
WSLI, Jackson, Miss.

FLORENCE, JERRY
Take It From The Top
WOOO, DeLand, Fla.

FLORIP, BUZZ
KORE, Eugene, Ore.

FLYNN, CHARLES
WFBG-TV, Altoona, Pa.

FLYNN, ED
Almanac
WKCB, Berlin, N. H.

FOLAND, MILES
WCPO, Cincinnati, Ohio

FOLEY, DON
KROY, Sacramento, Calif.

FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.

FORBES, JERRY
WSPR, Springfield, Mass.

FORD, CHUCK
Minute Hand
WLAK, Lakeland, Fla.

FORD, CLIFF
KLRA, Little Rock, Ark.

FORD, DAUN
Platter Panel
KEEQ-TV, St. Joseph, Mo.

FORD, DOUG
WCYB, Bristol, Va.

FORD, MICHAEL
KTYM, Inglewood, Calif.

FORD, TONY
WGES, Chicago, Ill.

FORD, VINCE
WKMI, Kalamazoo, Mich.

FORDYCE, JERRY
WLRP, New Albany, Ind.

FORE, FANTROY
WFPM, Fort Valley, Ga.

FORREST, RAY
Children's Theatre
NBC-TV

FORRESTER, ERNIE
KGNQ, Dodge City, Kan.

FORSLUND, FRED Z.
Morningside
KCRB, Chanute, Kan.

FORSYTH, DAVE
News Tonight
WICU-TV, Erie, Pa.

FOSTER, BOB
WGGH, Marion, Ill.

FOSTER, IRV
WSNJ, Bridgeton, N. J.

FOSTER, JOHN C.
WSNT, Sandersville, Ga.

FOSTER, LAVERNE
WDSP, DeFuniak Springs,
Fla.

FWLER, LARRY
Caravan
KVOE, Emporia, Kan.

FOX, GARY
WTRR, Sanford, Fla.

FOX, IRWIN 'SONNY'

Wonderama, WNEW-TV; Price Is
Right, NBC; Beat the Clock,
ABC; To Tell The Truth, CBS;
Breeze Commercials—Lever Bros.

FOX, LES
WMMW, Meriden, Conn.

FRANCIS, BILL
KLEN, Killeen, Tex.

FRANCOIS, PAT
Carousel
KFIV, Modesto, Calif.

FRANK, JOE
KTUC, Tucson, Ariz.

FRANKLIN, DON
Franklins Frolics
WCKR, Miami, Fla.

FRANKLIN, JOHN
KUKI, Ukiah, Calif.

FRANZ, DON
KATE, Albert Lea, Minn.

FRASER, GORDON
Monitor
NBC

FREDERICKS, ALAN
WGLI, Babylon, L. I.

FREDINE, DARYL
KRTN, Raton, N. M.

FREEMAN, BILL
KGFV, Kearney, Neb.

FREEMAN, BILL
KTKR, Phoenix, Ariz.

FREEMAN, HARRY
KFSA, Fort Smith, Ark.

FREEMAN, JERNE
WJQS, Jackson, Miss.

FREER, BOB
KRIO, McAllen, Tex.

FREIN, DEAN
KXIC, Iowa City, Iowa

FRENCH, PETE
KYW, Cleveland, Ohio

FRIEDMAN, BERNARD
Concert Gems
WISL, Shamokin, Pa.

FROLAND, JOHN
WHBQ, Memphis, Tenn.

FROMME, GALEN
Open Line
WBAL, Baltimore, Md.

FRIEND, BOB
KJAN, Atlantic, Iowa

FRY, DUGAN
Musical Notebook
WCLT, Newark, Ohio

FRY, JERRY
Goldie's Gang
KHSL-TV, Chico, Calif.

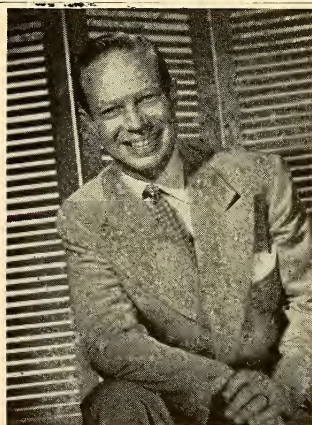


RALPH PAUL

— MANAGEMENT —
GEORGE F. FOLEY

730 Fifth Ave.

Judson 6-4312



BILL ROGERS

—Management—
George F. Foley

730 Fifth Ave.

Judson 6-4312

RADIO-TV ANNOUNCERS, EMCEES

FRYE, MARTIN
 WRFD, Worthington, Ohio

FUEHLHART, DAVID
 WNAE, Warren, Pa.

FULLER, BOB
 Little Rock University Speaks
 KTHV, Little Rock, Ark.

FULLER, CHARLES
 Sun Up
 WSUN, St. Petersburg, Fla.

FULLER, JACK
 Till Dawn Show
 WLAV, Grand Rapids, Mich.

FUSCO, DANNY
 WRUN, Utica, N. Y.

GALLOP, FRANK
 Monitor, NBC
 The Perry Como Show,
 NBC-TV

GANNON, JOE
 Operation 860
 KWPC, Muscatine, Iowa

GARDELLA, HELEN
 Tempest in a Teacup
 WBNC, Conway, N. H.

GARDNER, DON
 Monday Morning Headlines
 ABC

GARDNER, JAY
 KVLV, Fallon, Nev.

GARDNER, RUSS
 Shenandoah Showcase
 WSVL, WSVL-TV, Harrison-
 burg, Va.

GARLINGER, GEORGE
 WPFB, Middletown, Ohio

GARNER, AL
 WRGR, Starke, Fla.

GARNER, JOHNNY
 KPAC-TV, Port Arthur, Tex.

GARRE, ED
 KASY, Auburn, Wash.

GARREN, MORT
 KRSL, Minneapolis, Minn.

GARRETT, LEROY
 Blue Goose Show
 WEUP, Huntsville, Ala.

GARREY, ANDY
 Weekend
 KBKC, Kansas City, Mo.

GARRON, DOUG
 WSRQ, Marlborough, Mass.

GARROWAY, DAVE
 Monitor, NBC

GARWOOD, JOHN
 1240 Club
 WNBZ, Saranac Lake, N. Y.

GASTON, LYLE
 KGWA, Enid, Okla.

GATES, JIM
 WFBG-TV, Altoona, Pa.

GATES, PAT
 WFAX, Falls Church, Va.

GATLIN, JOHN
 WFMW, Madisonville, Ky.

GAUSTAD, GEORGE
 KSDN, Aberdeen, S. D.

GAYLORD, CHESTER
 WFGM, Fitchburg, Mass.

GEARHART, VAL
 KRNO, San Bernardino, Calif.

GEDDES, DOROTHY
 WISV, Viroqua, Wis.

GENDRON, CLEM
 WTOL-TV, Toledo, Ohio

GENTILE, JOE
 WHRV, Ann Arbor, Mich.

GENRI, JOHN
 KPSE, San Diego, Calif.

GEORGE, SAM
 KORA, Bryan, Tex.

GHORSE, LARRY
 Platter Patter
 WBET, Brockton, Mass.

GIACONE, LYN
 Birthday Club
 WABL, Amite, La.

GIBBS, HARRY
 Wrangler's Club
 KSD-TV, St. Louis, Mo.

GIBBS, LAWRENCE
 KMLB, Monroe, La.

GIBIAN, JAY
 WJER, Dover, Ohio

GIBSON, DON
 600 Club
 WCVF, Murphy, N. C.

GIBSON, JESS
 KSIW, Woodward, Okla.

GILBERT, GALEN O.
 Hometown News
 KTLQ, Tahlequah, Okla.

GILBERT, JAY
 Musical Clock
 KCAR, Clarksville, Tex.

— G —

GABOR, BRUCE
 KNLK, North Little Rock,
 Ark.

GABRIELSON, CONRAD
 WHLB, Virginia, Minn.

GAETA, JACK
 Mostly Music
 WMNS, Olean, N. Y.

GAGNER, BOB
 KREW, Sunnyside, Wash.

GAINES, WILLIAM
 WKZO-TV, Kalamazoo, Mich.

GALGON, PAUL
 WKAP, Allentown, Pa.

GALL, GARY B.
 WCCN, Neillsville, Wisc.

GALLAN, ADAM
 After School
 WVAM, Altoona, Pa.

GALLEGHER, RACHEL
 Albert's Breakfast Club
 KOMP, Port Angeles, Wash.

GALLEGOS, JOSE
 Entre Vecinas
 KABQ, Albuquerque, N. M.

GALLION, BOB
 WABB, Mobile, Ala.



DEL SHARBUTT
DEL SHARBUTT SHOW

WABC — "Noon to 2" Monday thru Saturday
 Personal Management — Kal Ross



FRED PARSONS

JU 2-8800

RADIO-TV ANNOUNCERS, EMCEES

GILBERT, JOHNNY

Music Bingo
ABC-TV, NBC-TV

GILKEY, SAM B.

WKOA, Hopkinsville, Ky.

GILL, GRACE

Media Hora con Graciela
KIPN, Phoenix, Ariz.

GILMORE, BOB

Ladies Hall of Hits
WLEE, Richmond, Va.

GILMORE, TOM

KGWA, Enid, Okla.

GRAND, JOE

Show Case of Music
WLNK, Manchester, Conn.

GIVEN, JOE

Newscasts, WNEW
Freelance Spokesman

GLADDEN, BILL

Roadshow
WAVE, Louisville, Ky.

GLEASON, ROBERT

KTNT-TV, Tacoma, Wash.

GLENN, BOB

WSTV-TV, Steubenville, Ohio

GLICKMAN, MARTY

Cowtown Rodeo
ABC-TV

GLOVER, GEORGE

KTCS, Ft. Smith, Ark.

GLOVER, HERB

WADP, Kane, Pa.

GLYNN, JOHN

Music For You
KSEK, Pittsburg, Kan.

GODDARD, CHUCK

WLOL, Athens, Ga.

GODWIN, CARROLL

The Music Beat
WCSC, Charleston, S. C.

GOLDEN, JIM

Music Maestro
WARE, Ware, Mass.

GOMBOS, ED

Afternoon Downbeat
WCVA, Culpeper, Va.

GONZALES, JOHN

WIOS, Tawas City, Mich.

GONZALES, ED

WCMB, Harrisburg, Pa.

GOODPASTURE, JOE

WEIB, Johnson City, Tenn.

GORDON, BILL

KTRN, Wichita Falls, Tex.

GORDON, CHARLES

Wake Up & Live
WPLM, No. Plymouth, Mass.

GRAUER, BEN

Monitor; Nightline, NBC
Radio; Searchlight, NBC-TV

GRAULICH, BERT

Burnt Toast & Coffee
WVCG, Coral Gables, Fla.

GRAVES, C. D.

WROX, Clarksdale, Miss.

GRAVES, CHUCK

KBOM, Bismarck, N. D.

GRAVES, GENE

WTTM, Trenton, N. J.

GRAVES, JIM

Stereo Sevenade
WRBL, Columbus, Ga.

GRAWET, JOE

WQXQ, Ormond Beach, Fla.

GRAY, CURT

Fabulous Fifty
WMET, Miami Beach, Fla.

GRAY, DEAN

WFLB, Fayetteville, N. C.

GRAY, JOHN

WSYR-TV, Syracuse, N. Y.

GREEN, JIM

WFMW, Madisonville, Ky.

GREENE, CARL

Kid-O-Rama
KGUN-TV, Tucson, Ariz.

GREENE, KENNETH

Dance Date
WCAX, Burlington, Vt.

GREENFIELD, JIM

Top of the Morning
WSIR, Winter Haven, Fla.

GREENWOOD, JOHN

Country Music Time
WSTR, Sturgis, Mich.

GREFSHEIM, ORIS

KUJ, Walla Walla, Wash.

GREGG, AL

WYRN, Louisville, N. C.

GREGORY, BILL

Meet Your Neighbor
WNBF-TV, Binghamton, N. Y.

GREGORY, WALKER

WOHS, Shelby, N. C.

GREGSON, AL

WMBA, Ambridge, Pa.

GRIEVES, JIM

KASL, Newcastle, Wyo.

GRIFFIN, CHARLES

Jamboree
KOSE, Osceola, Ark.

GRIFFIN, MERV

B. July 6, 1928, San Mateo, Calif.; Merv Griffin Show, ABC-Radio; Play Your Hunch, ABC-TV

GRIFFIN, PETE

Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

GRIFFIN, VAN

Musical Clock
KFRU, Columbia, Mo.

GRISWOLD, JACK

630 Bandstand
WEJL, Scranton, Pa.

GRIZZARD, TED

Street Program
WVLK, Lexington, Ky.

GROBE, ALBERT

WQXR, New York, N. Y.

GROHMAN, JIM

Synceopated Clock
WMMB, Melbourne, Fla.

Ray Morgan

Announcer-M. C.

Rep. Dell Peters

521 - 5th Ave., N. Y. C.

MU 7-1750

RADIO-TV ANNOUNCERS, EMCEES

GROSS, ALLEN
Trading Post
KSRC, Socorro, N. M.

GROSS, TONY
WLAJ, LaFollette, Tenn.

GROSSMAN, BOB
WXEX-TV, Petersburg - Richmond, Va.

GROVE, JACK
WICA, Ashtabula, Ohio

GROVER, JOHN
KNBC, San Francisco, Calif.

GROW, RON
Flinty's Attic
WJIM-TV, Lansing, Mich.

GUEST, BOB
KRMS, Osage Beach, Mo.

GUEST, BUB
WJZR, Detroit, Mich.

GULFORD, RICK
Interfraternity Quiz
WDOR, Hanover, N. H.

GULLORY, MAURICE
KEUN, Eunice, La.

GUMM, BILL
WRJN, Racine, Wisc.

GUMUSKI, DICK
WMAE, Munising, Mich.

GUNDERSON, DALE
KBKW, Aberdeen, Wash.

GURRELL, STAN
Music Unlimited
WKIP, Poughkeepsie, N. Y.

GUY, QUIN
WCRR, Corinth, Miss.

— H —

HAACKE, LAUREN
Platter Palace
KDIX-TV, Dickinson, N. D.

HAAVEN, JON
KCMT, Alexandria, Minn.

HACK, DONALD M.
WKLA, Ludington, Mich.

HACK, GEORGE
Eastern Shore Today
WBOC-TV, Salisbury, Md.

HACKETT, TED
WTKO, Ithaca, N. Y.

HADKIN, DICK
WPAC, Patchogue, N. Y.

HAFFORD, BILL
Sports Round-Up
KGUN-TV, Tucson, Ariz.

HAGLER, BILL
Breakfast at the Horsley
WAVU, Albertville, Ala.

HAHN, BOB
Valley Bandstand
KQVR-TV, Stockton, Calif.

HAINES, WES
KJAN, Atlantic, Iowa

HALE, BOB
Top 40
KRIB, Mason City, Iowa

HALE, HARRY
WVMC, Mt. Carmel, Ill.

HALE, PHILIP
WKNE, West Hartford, Conn.

HALEY, HAL
Hillbilly Showtime
KETX, Livingston, Tex.

HALL, BILL
Gospel Melodies
WCHB, Inkster, Mich.

HALL, DAVE
KPUG, Bellingham, Wash.

HALL, JIM
KCAL, Redlands, Calif.

HALL, JIM
WFNS, Burlington, N. C.

HALL, MONTY
Monitor, NBC
Bingo At Home,
WNEW-TV, New York, N. Y.

HALL, RADCLIFFE
News, NBC Radio

HALL, REDD
WEMP, Milwaukee, Wisc.

HALLORAN, RYAN
Movies at Midday
WAVE-TV, Louisville, Ky.

HAMILTON, GENE

Movie Four, WRCA-TV; Staff
Announcing, WRCA-AM & FM;
Commercials, NBC-TV

HAMILTON, ROY
Musical Almanac
WWWR, Russellville, Ala.

HAMMOND, WILLIAM
Uncle Willies Club
KFDM-TV, Beaumont, Tex.

HANCOCK, AL
KSWO, Lawton, Okla.

HANCOCK, JOHN
Words & Music
WLCX, La Crosse, Wisc.

HANLEY, DON
Coffee Time
WMAY, Springfield, Ill.

HANNON, AL
Farm Digest
KSYC, Yreka, Calif.

HANSEN, PETER
The Plymouth Show
ABC-TV

HANSERD, TOM
WSM, Nashville, Tenn.

HANSON, KENNETH
KFRE, Fresno, Calif.

HANSON, WALT
Matinee Time
WTRC, Elkhart, Ind.

HARBAUGH, DAVE
WMIC, Monroe, Mich.

HARDIE, DICK
Special Events
KQVR-TV, Stockton, Calif.

HARDWICK, BOB
WFBM, Indianapolis, Ind.

HARDY, CARROLL
WHAM, Rochester, N. Y.

HARDY, ED
Record Shop
KVOW, Littlefield, Tex.

HARGIS, DON
KWYO, Sheridan, Wyo.

HARGROVE, MART
WMSL-TV, Decatur, Ala.

HARKINS, BILL
Stairway to the Stars
KVII-TV, Amarillo, Tex.

HARLAN, JOHN
Quizdown
KNXT, Los Angeles, Calif.

HARMON, JAY
KFH, Wichita, Kan.

HARPER, ANN
Starlight Theater
KFJZ-TV, Forth Worth, Tex.

HARPER, BOB
KGNO, Dodge City, Kan.

HARPER, CHARLES
Shafter Home Hour
KWSO, Wasco, Calif.

HARPER, TOMMY
WMBR, Jacksonville, Fla.

HARPER, WAYNE
KELD, El Dorado, Ark.

HARRELL, WALT
Bumper to Bumper
WNCO, Ashland, Ohio

HARRELL, HANK
KHEM, Big Spring, Tex.

HARRICE, CY
B. Mar. 1, 1915, Chicago, Ill.;
Big Story, Cavalcade of America,
NBC; John Daly, Lone Ranger,
Silver Eagle, Danny Thomas
Show, ABC; Brighter Days, CBS

HARRINGTON, HOWARD
Open House
KOGA, Ogallala, Neb.

HARRINGTON, JOHN
KVI, Seattle, Wash.

HARRIS, BOB
WKAM, Gosden, Ind.

HARRIS, DON
It Pays to Listen
KCLE, Cleburne, Tex.

HARRIS, HUGH
WMTR, Morristown, N. J.

HARRIS, JACK
WJR, Detroit, Mich.

HARRIS, TOM
Sunrise Roundup
WHUB, Cookeville, Tenn.

HARRISON, ARCH
Coffee Break
WFVA, Fredericksburg, Va.

HARRISON, CHIP
WTNC, Thomasville, N. C.

HARRISON, CRAIG
KCBS, San Francisco, Calif.

HARRISON, JOHN L.
Lucky Luger Dance Time
KSEL, Pocatello, Idaho

HARRISON, RON
Night Watch
WAKR, Akron, Ohio

HART, BILL
Cinderella Weekend
WCAU-TV, Philadelphia, Pa.

HARVEY, ED
WCAU, Philadelphia, Pa.

HARVISON, KENNETH
KNEL, Brady, Tex.

HATFIELD, DON
B-Square
KSIR, Wichita, Kan.

HAWKINS, DENNY
KASL, Newcastle, Wyo.

HAWKINS, DON
Coffee Watch
KSTP, St. Paul-Minneapolis,
Minn.

HAYMES, BOB
Dinner For One; Please
Haymes
NBC

HAYNES, JERRY
Bandstand
WFAA-TV, Dallas, Tex.

HEAD, DON
Revue
WTVB, Coldwater, Mich.

HEALAN, RED
Hillbilly DeeJay
WRFC, Athens, Ga.

HEALY, DAN
1340 Club
WBRK, Pittsfield, Mass.

HEARON, JIM
WJPS, Evansville, Ind.

HEFFERNAN, PAT
WCOW, Sparta, Wisc.

HEFFINGTON, MARVIN
KLRA, Little Rock, Ark.

HELMS, PAUL
Farm Show
WFEB, Sylacauga, Ala.

HELMS, AL
KTVU, San Francisco - Oak-
land, Calif.

HEMKE, BILL
KOLN-TV, Lincoln, Neb.

HENDERSON, BILL
WEGO, Concord, N. C.

HENDERSON, ROY
920 Club
WMMN, Fairmont, W. Va.

HENLEY, GARY
KREM, Spokane, Wash.

HENNING, BILL
Terry Mann Show
WWOL, Buffalo, N. Y.

HENRICH, WALT
Album Merry-Go-Round
WDOK, Cleveland, Ohio

HENRY, CHARLES
Sunday in Hi-Fi
WGNS, Murfreesboro, Tenn.

HENRY, JOE
KTHE, Thermopolis, Wyo.

HENRY, SAM
Beale St. Jive
WOWL, Florence, Ala.

HENSON, DOUG
WJMJ, Philadelphia, Pa.

HENSON, GERALD
KODE-TV, Joplin, Mo.

HERBERT, DAVEY
Mr. Banjo's Show
WJW-TV, Cleveland, Ohio

RADIO-TV ANNOUNCERS, EMCEES

HERINK, JIM
Polka Party
WMOD, Moundsville, W. Va.

HERLIHY, ED
Monitor, My True Story,
Guest of Honor, NBC Radio

HERNON, PAT
"Weather 6"—WRCA-TV; Com-
mercials for DeCaf, Chapstick,
Beechnut Peppermint Gum

HERRING, BILL
KWTX-TV, Waco, Tex.

HERSON, BILL
WSPB, Sarasota, Fla.

HESTER, CHARLES
WCPC, Houston, Miss.

HESTER, VERN
Morning Watch
WLYC, Williamsport, Pa.

HESTER, JEFF
WSLI, Jackson, Miss.

HEWITT, WARREN
WCVS, Springfield, Ill.

HICKEY, BILL
Rhythm at Random
WBEC, Pittsfield, Mass.

HICKMAN, RONNIE
WNNJ, Newton, N. J.

HICKS, FRANK S.
WBBF, Rock Island, Ill.

HIGH, STAN
High Toppers
WKMF, Flint, Mich.

HILDRETH, HOWARD
KBVM, Lancaster, Calif.

HILL, MARVIN
WSYL, Sylvania, Ga.

HINSON, GENE
WEGO, Concord, N. C.

HIPPS, TOM
Popeye and Friends
WTVM, Columbus, Ga.

HOBART, CHARLIE
WENY, Elmira, N. Y.

HOBBY, WES
WADS, Ansonia, Conn.

HODGSON, JAY
The Uncle Jay Show
KTBC-TV, Austin, Tex.

HOFTYSER, WILLIAM A.
Sound of Jazz—1958
KBAM, Longview, Wash.

HOGE, TOM
Breakfast Express
WBLJ, Dalton, Ga.

HOHL, FRED
Mayhem in the AM
WAME, Miami, Fla.

HOLCOMB, TRUITT
KSYL, Alexandria, La.

HOLIDAY, JOHN
Play Radio
WSPN, Saratoga Springs,
N. Y.

HOLLAND, HERSCHEL
KTVC-TV, Ensign, Kan.

HOLLE, EVERETT
WAPI-TV, Birmingham, Ala.

HOLLISTER, RICK
WMBR, Jacksonville, Fla.

HOLMES, ROBERT
WLEU, Erie, Pa.

HOLMES, ROGER
WAMS, Wilmington, Del.

HONEYMAN, RUSS
The Magic of Music
WDXN, Clarksville, Tenn.

HOOLEY, JACK
WRQC-TV, Rochester, N. Y.

HOOPER, HERBERT L.
KXLL, Missoula, Mont.

HOPPING, JOE
Clock Watcher
KSEK, Pittsburg, Kan.

HOPPLE, JOE
Tower of Albums
WCMS, Norfolk, Va.

HORNE, TANCIL A.
Caroussel
WGNI, Wilmington, N. C.

HORTSMAN, RICHARD
WHEN, Syracuse, N. Y.

HOTCHKISS, PERRY G.
KFTM, Fort Morgan, Colo.

HOUGHTALING, F. WILLIAM
KTUT, Tooele, Utah

HOUGHTON, BUD
Monterey Serenade
KIDD, Monterey, Calif.

HOULIHAN, BILL
Mr. Weather
WEEK-TV, Peoria, Ill.

HOWARD, CURLEY
WREV, Reidsville, N. C.

HOWARD, DON
KHAS, Hastings, Neb.

HOWARD, GLEN
Community Calendar
WMIC, Monroe, Mich.

HOWARD, HAL
WPNX, Phenix City, Ala.

HOWARD, JERRY
Jamboree
WFIS, Fountain Inn, S. C.

HOWARD, LEN
KANA, Anaconda, Mont.

HOWARD, MARTIN
Club 970
WATH, Athens, Ohio

HOWELL, WAYNE
Wayne Howell Show, Young Doc-
tor Malone, NBC, NBC-TV

HOWERTON, MACK
KTML, Marked Tree, Ark.

HOYLE, DON
Weatherman
WTWH, Peoria, Ill.

HOYLE, STOWE
Little Rascals
WFBC-TV, Greenville, S. C.

HUBBIRD, BEN
KSYL, Alexandria, La.

HUDSON, BOB
WYLD, New Orleans, La.

HUFF, FRED
KLWN, Lawrence, Kan.

HUFFMAN, LOWELL
KAPR, Douglas, Ariz.

HUGH, IVOR
Music Room
WCCC, Hartford, Conn.

HUGHES, Pat
KTBB, Tyler, Tex.

HUIZENGA, GORDON
Welcome to Coopersville
WGHN, Grand Haven, Mich.

HULL, DICK
WFRP, Savannah, Ga.

HULL, DOC
Hullaboo
KRMG, Tulsa, Okla.

HUMMEL, JIM
WAMV, East St. Louis, Ill.

HUNDLEY, JERRY
KHAS, Hastings, Neb.

HUNSAKER, LARRY
Musical Marathon
KLGN, Logan, Utah

HUNT, RALPH
KOOL, Phoenix, Ariz.

HUNTER, JACK D.
WADC, Akron, Ohio

HUNTLEY, JIM
KHHH, Pampa, Tex.

HUSKEY, JERRY
WFRC, Reidsville, N. C.

HUSSON, RAY
Bear's Den
WMON, Montgomery, W. Va.

HUSTON, GLEN
Commuters Special
KLYK, Spokane, Wash.

HUTCH, NITA
WTVN, Columbus, Ohio

HUTCHINS, SID
KCKT-TV, KGLD-TV, Great
Bend, Kan.

HUTCHINSON, JIM
WHBQ-TV, Memphis, Tenn.

HUTCHINSON, RAY
KOL, Seattle, Wash.

HUTTON, BILL
KNOX, Grand Forks, N. D.

HUTTON, ROGER
WMOV, Ravenswood, W. Va.

HUXLEY, KEITH
WMTN, Morristown, Tenn.

HYLE, BOB
WKVA, Lewistown, Pa.

HYMAN, ED
KONO-TV, San Antonio, Tex.

HYMAS, BRUCE R.
Magic of Melody
KLGK, Logan, Utah

HYNES, BOB
Carousel of Comedy
WABI-TV, Bangor, Me.

— I —

IRWIN, COULTER
KGER, Long Beach, Calif.

IRWIN, HAL
WPUV, Pulaski, Va.

IVES, VIC
KVIP, Redding, Calif.

— J —

JACKSON, BOB
KGNC, Amarillo, Tex.

JACKSON, HOWARD
WMFG, Hibbing, Minn.

JACKSON, JAY
The Tac Dough
NBC-TV
NBC-TV

JACKSON, LAVELLE
Morning Serenade
WGSV, Guntersville, Ala.

JACKSON, LEE
Playhouse 3
WRGP-TV, Chattanooga,
Tenn.

JACKSON, TED
WRCV, Philadelphia, Pa.

JAMES, DAVE
KJBS, San Francisco, Calif.

JAMES, DON
WDBO, Orlando, Fla.

JAMES, LES
Wax Parade
WRHL, Rock Hill, S. C.

JAMES, LLOYD
WDXN, Clarksville, Tenn.

JAMES, RUSS
Breakfast Club
KVEC, San Luis Obispo,
Calif.

JAMES, TAYLOR
KFRC, San Francisco, Calif.

JAQUIS, LEWIS
WCMP, Pine City, Minn.

JASANY, DICK
WGAR, Cleveland, Ohio

JAY, BILL
Popeye
WLAC-TV, Nashville, Tenn.

JAY, JOHN
WILE, Cambridge, Ohio

JELINEK, J. DAWSON
KFTM, Fort Morgan, Col.

JENKS, HART
Teen DJ Contest
WOW, Omaha, Neb.

JENNINGS, ROBERT
WWSG, Glens Falls, N. Y.

JENSEN, DICK
WAVO, Avondale Estates, Ga.

JENSEN, LEE
Bandstand
KBIJ, Fresno, Calif.

JENSEN, WALT
KWOA, Worthington, Minn.

JETER, ASHLEY C., Jr.
WEBJ, Brewton, Ala.

JOBS, JIMMY
Coffee Club
WWPF, Palatka, Fla.

JOHNSON, BILL
Time for Everybody
WLAC, Nashville, Tenn.

RADIO-TV ANNOUNCERS, EMECEES

- JOHNSON, B. J.**
Country Music
WRJW, Picayune, Miss.
- JOHNSON, BUDDY**
KPAK-TV, Port Arthur, Tex.
- JOHNSON, DANIEL**
KNCO, Garden City, Kan.
- JOHNSON, DICK**
KQTV, Fort Dodge, Iowa
- JOHNSON, DICK**
WIGM, Medford, Wisc.
- JOHNSON, HARRY T.**
WVNB, Daytona Beach, Fla.
- JOHNSON, JOE**
WPAQ, Mt. Airy, N. C.
- JOHNSON, LARRY**
WMBH, Joplin, Mo.
- JOHNSON, ROBERT**
KTHR, Hood River, Ore.
- JOHNSON, TOM**
Early Bird Show
WCOS, Cornelia, Ga.
- JOHNSON, ZEKE**
Country Fair
WSIG, Mt. Jackson, Va.
- JOHNSTON, JIM**
KREM, Spokane, Wash.
- JOHNSTON, JOHN**
Album Time and Record Shop
WGMA, Hollywood, Fla.
- JOHNSTON, JOHNNY C.**
B. December 1, 1916, Kansas City, Mo.; Johnny Johnston Show, WMGM Radio; Patrice Munsel Show, ABC-TV; Masquerade Party, NBC-TV
- JOHNSTON, KEN**
WHGB, Harrisburg, Pa.
- JOHRDAHL, BERNARD**
WKAN, Kanakee, Ill.
- JONES, BILL**
WNAK, Wilkes Barre, Pa.
- JONES, CLARENCE**
WEPD, Orangeburg, S. C.
- JONES, DALTON**
KTBB, Tyler, Tex.
- JONES, DANA**
Sunnyside of the Street
WBEC, Pittsfield, Mass.
- JONES, DOC**
WBET, Brockton, Mass.
- JONES, HASKELL**
Tic-Toe-Tempos
KCMC-TV, Texarkana, Tex.
- JONES, ROSS**
KGLC, Miami, Okla.
- JONES, TOM**
WKY, Winchester, Ky.
- JORDAN, JEFF**
KDKA-TV, Pittsburgh, Pa.
- JORSTAD, DON**
Dance Time
KGLU, Safford, Ariz.
- JOSEPH, BILL**
Yawn Patrol
WLCX, La Crosse, Wisc.
- JOSEPH, FRANK**
WKLZ, Kalamazoo, Mich.
- JOYE, TOMMY**
WDKD, Kingstree, S. C.
- JOYNER, GORDON**
WTVH, Peoria, Ill.
- K —
- KALLAY, ED**
Funny Flickers
WAVE-TV, Louisville, Ky.
- KANE, DAVE**
WAML, Laurel, Miss.
- KANTER, SHEL**
KSGI, Crowley, La.
- KARLBOM, BARBARA**
WHTB, Talladega, Ala.
- KARVER, WALLY**
Nightcap
WILK, Wilkes-Barre, Pa.
- KASS, STEVE**
WRIB, Providence, R. I.
- KAY, FREDDIE**
WRBC, Jackson, Miss.
- KAYE, BOB**
KEVE, Minneapolis, Minn.
- KAYE, HARVEY**
WBRB, Mt. Clemens, Mich.
- KAYE, RICHARD L.**
Record Review
WCRB, Boston, Mass.
- KEATING, THOMAS**
WBRV, Boonville, N. Y.
- KEEFE, ROBERT**
WROC-TV, Rochester, N. Y.
- KEETON, MIKE**
KCRV, Caruthersville, Mo.
- KEITH, BOB**
WLOF-TV, Orlando, Fla.
- KELLER, KEN**
Broadway Showtime
WMNI, Columbus, Ohio
- KELLEY, CHET**
Concert Hall
WOCB, West Yarmouth, Mass.
- KELLEY, JOE**
New England Farm & Home
WHDH-TV, Boston, Mass.
- KELLY, JOE**
Hoosier Favorite
South Bend, Ind.
- KELPE, HENRY**
KMTV, Omaha, Neb.
- KELTNER, BILL**
Musichon
WAYE, Baltimore, Md.
- KEMERER, DALE**
Soundstage
WHLM, Bloomsburg, Pa.
- KEMPER, KEN**
Album Time
KADY, St. Charles, Mo.
- KENNEDY, BILL**
WCRT, Birmingham, Ala.
- KENNEDY, BILL**
CKLW-TV, Detroit, Mich.
- KENNEDY, HERB**
KHIT, Walla Walla, Wash.
- KENNEDY, JACK**
Open House
WGNS, Murfreesboro, Tenn.
- KENNEDY, KEN**
WDAY-TV, Fargo, N. D.
- KENNEDY, TOM**
Big Game
NBC-TV
- KENNY, BOB**
Howdy Traveler
KOWB, Laramie, Wyo.
- KENT, BOB**
Platter Parade
WMYN, Madison-Mayodan,
- KENT, ROGER**
Morning Watch
KSTP, St. Paul-Minneapolis, Minn.
- KERSTING, DICK**
WHTC, Holland, Mich.
- KESSENICH, RAY**
WTRW, Two Rivers, Wisc.
- KIERNAN, WALTER**
Monitor, NBC
- KILGOL, JIMMY**
Kanteen
WSOC-TV, Charlotte, N. C.
- KILGORE, GORDON**
KITH, Dubuque, Iowa
- KILGORE, ROBERT**
WSNT, Sandersville, Ga.
- KILMER, JOHN**
WHOO, Orlando, Fla.
- KIMBERLEY, DON**
KART, Jerome, Ida.
- KINER, DEAN**
KAVR, Apple Valley, Calif.
- KING, BILL**
Today's Top Ten
WTOC, Savannah, Ga.
- KING, DON**
Cloud 9
WBML, Macon, Ga.
- KING, DUKE**
KOA, Denver, Colo.
- KING, ED**
Party Line
KDKA, Pittsburgh, Pa.
- KING, FRED**
KANO, Anoka, Minn.
- KING, GENE**
Morning Melodies
KSTR, Grand Junction, Colo.
- KING, HARRY**
Top Thirty
WMAV, Springfield, Ill.
- KING, JESSE**
Jazz Room
WHAT, Philadelphia, Pa.
- KING, JOHN**
WCBY, Cheboygen, Mich.
- KING, RICHARD**
Midday Melodies
KCOG, Centerville, Iowa
- KING, ROLAND**
Looney Tunes
KVTV, Sioux City, Iowa
- KING, SHORTY**
WSIG, Mt. Jackson, Va.
- KING, VAN**
WMLF, Pineville, Ky.
- KING, WALLY**
WOOO, DeLand, Fla.
- KINNIRY, PAUL**
WDAN-TV, Danville, Ill.
- KINSMAN, FRANK**
Music in Hi-Fi
WECL, Eau Claire, Wisc.
- KIRBY, BOB**
Musical Memo
WGHN, Grand Haven, Mich.
- KISSEE, KEITH**
KIMO, Independence, Mo.
- KISTER, GEORGE**
KMMJ, Grand Island, Neb.
- KLEIS, GEORGE**
WJBL, Holland, Mich.
- KLINE, JOHN**
KGAL, Lebanon, Ore.
- KLOSE, BOB**
WSTC, Stamford, Conn.
- KNIEVEL, JOHN**
Northwest Newsbeat
KIMA-TV, Yakima, Wash.
- KNIGHT, JIM**
Knight Train
KOEL, Oelwein, Iowa
- KNIGHT, JOE**
Nightbeat
WAVE, Louisville, Ky.
- KNOX, KEN**
KREB, Abilene, Tex.
- KNUTSON, BOB**
Musical Day
WJMS, Ironwood, Mich.
- KOESLING, LARRY**
After Breakfast Coffee
WAGN, Menominee, Mich.
- KONNGOTT, AL**
Country Junction
WLAC-TV, Nashville, Tenn.
- KOONCE, KENNETH**
KCLA, Pine Bluff, Ark.
- KOZICH, PETE**
WBRX, Berwick, Pa.
- KRAMER, HARRY**
The Edge of Night
CBS-TV
- KRAVITZ, HERB**
WJDY, Salisbury, Md.
- KUEHN, VERNON**
Alarm Clock Club
KWAK, Stuttgart, Ark.
- KURTZ, HOWARD**
Yours Truly
WCMP, Pine City, Minn.
- KUSACK, BILL**
Mostly Music
WOTW, Nashua, N. H.
- KUTAN, DICK**
Coffee Time
WBUT, Butler, Pa.
- L —
- LABOE, ART**
KPOP, Los Angeles, Calif.

RADIO-TV ANNOUNCERS, EMCEES

- LACE, WILLIAM**
Farmer's Almanac
WEZN, Elizabethtown, Pa.
- LADD, GLENN**
Hayride
WCVP, Murphy, N.C.
- LAING, ART**
Weatherwane
CKLW-TV, Detroit, Mich.
- LAKE, BOB**
Music on the Mall
KBUC, Corona, Calif.
- LAMB, ART**
In Our Town
WRC-TV, Washington, D.C.
- LAMB, BILL**
Jam for Breakfast
WKME, Flint, Mich.
- LAMB, VOLNEY, JR.**
Traffic Show
WMT, Terre Haute, Ind.
- LAMBERT, KEN**
WLD, Jacksonville, Ill.
- LAMBERT, TOM**
WISN, Milwaukee, Wis.
- LAMONT, ROY**
Teen Age Party
WRVA-TV, Richmond, Va.
- LANCASTER, BOYCE**
KTUL-TV, Tulsa, Okla.
- LANDFEAR, DEAN**
Voice of Iowa
WMT, Cedar Rapids, Iowa
- LONDON, PAT**
1060 Music Hall
WRCV, Philadelphia, Pa.
- LANDRY, BOB**
WNRI, Woonsocket, R. I.
- LANDRY, JAMES, JR.**
Musical Clock
WMRI, Marion, Ind.
- LANE, ROBERT**
WUZZ, Green Bay, Wis.
- LANG, ART**
Music for the Young at Heart
WFLB, Fayetteville, N.C.
- LANGE, HENRY**
WIMS, Michigan City, Ind.
- LARCADE, HENRY**
KPAC, Port Arthur, Tex.
- LARKIN, JACK**
KNCM, Moberly, Mo.
- LARSEN, BOB**
WRT, Milwaukee, Wis.
- LARSON, ALVIN B.**
KIFW, Sitka, Alaska
- LARSON, GENE**
Larceny At Large
KGFV, Kearney, Neb.
- LARSON, PAUL**
WORC, Worcester, Mass.
- LASSITER, CHAD**
WHEY, Millington, Tenn.
- LAUBE, RAY**
WQAI-TV, San Antonio, Tex.
- LAUMAN, PAUL**
WKRC, Cincinnati, Ohio
- LAVERNE, GENE**
Showcase
WFEA, Manchester, N.H.
- LAWRENCE, JERRY**
KFL, Fulton, Mo.
- LAWRENCE, TOM**
WTAP-TV, Parkersburg,
W. Va.
- LAWRENCE, VINCE**
WCAW, Charleston, W. Va.
- LAWSON, KEN**
Popeye
KTV, Sioux City, Iowa
- LAWSON, WALT**
Camp Meetin
KHEM, Big Spring, Tex.
- LAZAROW, ART**
WDDY, Gloucester, Va.
- LEA, DAVID**
Stereo Studio
WRBL, Columbus, Ga.
- LEACH, MYLES**
Platter Paradise
WGSV, Guntersville, Ala.
- LEAFSTEDT, RAY**
Music in a Modern Mood
KOEL, Oelwein, Iowa
- LEATHERS, JERRY**
KFOR, Quincy, Wash.
- LEDUC, LOUIE**
KANO, Anoka, Minn.
- LEE, CHUCK**
KMOP, Tucson, Ariz.
- LEE, DICK**
Thin 'n That
WBBA, Pittsfield, Ill.
- LEE, JOE**
Kiddie Kapers
WACL, Waycross, Ga.
- LEE, STAN**
Rise & Shine
WCIL, Carbondale, Ill.
- LEE, TED**
Music Shop
WAIT, Chicago, Ill.
- LEGER, HARLOW**
KCAP, Helena, Mont.
- LEGRANDE, LEWIS**
KGNC, Amarillo, Tex.
- LEIGHTON, AL**
KDLM, Detroit Lakes, Minn.
- LEJEUNE, HOUSTON**
KEUN, Eunice, La.
- LEMKE, BILL**
KRVN, Lexington, Neb.
- LENHARDT, NORM**
WJBK, Detroit, Mich.
- LEONARD, BOB**
The Vincent Lopez Show
ABC
- LEONARD, CHARLIE**
WEOA, Evansville, Ind.
- LEPAGE, JEAN**
Brunch Time
WMSA, Massena, N.Y.
- LE ROUX, ARCH**
KHIT, Walla Walla, Wash.
- LESCOULIE, JACK**
B. Nov. 17, 1917; Today, Meet
the Champions, NBC-TV; Jackie
Gleason, CBS-TV
- LESLIE, TOM**
WKLK, Paris, Ky.
- LEWANDOWSKI, BOB**
Polka-Go-Round
WPKB, Chicago, Ill.
- LEWIS, BOB**
Sale-A-Day
KODE, Joplin, Mo.
- LEWIS, DICK**
KLZ-TV, Denver, Colo.
- LEWIS, GEORGE**
Saturday Night Jamboree
WSAZ-TV,
Huntington, W. Va.
- LEWIS, J. B.**
Honest John Show
KRN, Kearney, Neb.
- LEWIS, JOHN**
Panorama '59
WCOB, Berlin, N. H.
- LEWIS, MILTON**
Tempo
WKIS, Orlando, Fla.
- LEWIS, ROBERT Q.**
Make Me Laugh
ABC-TV
- LEWIS, THOMAS L.**
KCVL, Colville, Wash.
- LEY, FRANK**
KUEQ, Phoenix, Ariz.
- LEYDEN, BILL**
It Could Be You
NBC-TV
- LIADIS, STEVE**
WEIR, Weirton, W. Va.
- LIBERATORE, AL**
WREM, Remsen, N.Y.
- LIBUTTI, GEORGE**
WVET, Rochester, N.Y.
- LICK, MAXWELL**
Starlight Theater
WSEE, Erie, Pa.
- LIESCH, SHARON**
KTHE, Thermopolis, Wyo.
- LINCOLN, ED**
Alley 43
WSBA-TV, York, Pa.
- LINDAMOOD, FRANK FOX**
Listen Ladies
WYVE, Wytheville, Va.
- LINDBERG, BOB**
Teen Age Jam
KBUR, Burlington, Iowa
- LINDROTH, BOB**
Musical Day
WJMS, Ironwood, Mich.
- LINGER, JERRY**
WDXB, Chattanooga, Tenn.
- LINKLETTER, JACK**
Haggis Baggis (Nighttime)
NBC-TV
- LINN, CLARE**
WTSP, St. Petersburg, Fla.
- LIVELY, BILL**
KWIN, Ashland, Ore.
- LIVENGOOD, JAMES**
KBUR, Burlington, Iowa
- LIVINGOOD, JAY**
KVOG, Ogden, Utah
- LIVINGSTON, DAVE**
KRJC, Beaumont, Tex.
- LIVINGSTON, JOHNNIE**
WMSL-TV, Decatur, Ala.
- LLOYD, BOB E.**
WHEC, WHEC-TV,
Rochester, N.Y.
- LOCHNER, ART**
Melody Matinee
WPIK, Alexandria, Va.
- LOCKWOOD, DAVE**
KRUX, Phoenix, Ariz.
- LOCKWOOD, ED**
WGOA, Winter Garden, Fla.
- LOFLAND, CHARLES**
WJEF, Grand Rapids, Mich.
- LOGAN, DAVE**
WBEX, Chillicothe, Ohio
- LOGAN, HORACE**
Cowtown Hoedown
KCUL, Fort Worth, Tex.
- LOGAN, JOHN**
KRIG, Odessa, Tex.
- LONDON, ALLAN**
WFRV-TV, Green Bay, Wis.
- LONDON, DICK**
WARD-TV, Johnstown, Pa.
- LONGERAN, STAN**
Captain Jinks
WEEK-TV, Peoria, Ill.
- LONGWELL, BOB**
Trader Bob Show
WKMH,
Detroit-Dearborn, Mich.
- LONGWORTH, BILL**
Early Bird
WGBI, Scranton, Pa.
- LOUNSBURY, JIM**
Record Hop
WBKB, Chicago, Ill.
- LOVE, BOB**
Bandstand
KBIF, Fresno, Calif.
- LOVE, SHIRLEY**
Saturday Night Wrestling;
Outdoor Club,
WQAY-TV,
Oak Hill-Beckley, W. Va.
- LOVUS, MILT**
Soundtrack
WAYX, Waycross, Ga.
- LOWE, JOHN**
KGER, Long Beach, Calif.
- LOWE, KELLIE**
WKOA, Hopkinsville, Ky.
- LOZANO, GUILLERMO**
Caravan
KCOR-TV, San Antonio, Tex.
- LUCAS, BEN**
Talk of Town
WRGA, Rome, Ga.
- LUCIER, JIM**
Teen Time
WMAB, Munising, Mich.
- LUECK, KEN**
WNUB, Daytona Beach, Fla.

RADIO-TV ANNOUNCERS, EMCEES

LUND, HOWIE
Album Merry-Go-Round
WDOK, Cleveland, Ohio

LUNSFORD, BOB
WSTL, Eminence, Ky.

LUSK, BERNIE
KROC-TV, Rochester, Minn.

LUSSIER, OSCAR
WSRO, Marlborough, Mass.

LUTZ, RON
Music to Milk By
KFAL, Fulton, Mo.

LYLES, OBY
WHSC, Hartsville, S. C.

LYNCH, LEW
Album Review
WOCB,
West Yarmouth, Mass.

LYNN, ANDY
Cow Jamboree
KAYL, Storm Lake, Iowa

LYON, JOHN
WBBQ, Augusta, Ga.

LYONS, CLIFF
KWYO, Sheridan, Wyo.

LYONS, TOM
Dr. Blues Show
WEAG, Alcoa, Tenn.

LYTLE, HARRY
Sunrise Salute
WTAN, Clearwater, Fla.

— Mc —

McBRYDE, VANCE
Atlantic Weather
WICU TV, Erie, Pa.

McCALL, BYRON
Easy to Remember
KYCA, Prescott, Ariz.

McCALL, STEVE
KRUX, Phoenix, Ariz.

McCHESNEY, JOE
KWTX, Waco, Tex.

McCLELLAN, JERRY
Coffee Time
WKIN, Kingsport, Tenn.

McLENDON, RAY
The Express
WAVU, Albertville, Ala.

McLUNE, JOHNNY
Record Shop
WENN, Birmingham, Ala.

McORMICK, CHARLIE
Talk of the Town
WJH, Gallipolis, Ohio

McCOURT, DICK
Matinee
WKAI, Macomb, Ill.

McCOY, AL
KOOL, Phoenix, Ariz.

McCOY, ROGER
26 Men
WBOY-TV,
Clarksburg, W. Va.

McCRAW, COUG
KRIC, Beaumont, Tex.

McCULLEY, JOE
WSNJ, Bridgeton, N.J.

McCULLOUGH, JOHN
Wake Up Show
WNDU, South Bend, Ind.

McDONALD, DAVE
1380 Club
KLIZ, Brainerd, Minn.

McDONALD, FRANK
KTYM, Inglewood, Calif.

McDOUGALD, MIKE
Morning Toast
WCHK, Canton, Ga.

McELHATTON, DAVE
KCBS, San Francisco, Calif.

McELRATH, JACK
KELP-TV, El Paso, Tex.

McELROY, JACK
TV News Digest
KSBY-TV,
San Luis Obispo, Calif.

McFARLAND, HARRY
KSIW, Woodward, Okla.

McGARRY, MAC
Montage
WRC-TV,
Washington, D.C.

McGARVIN, DICK
KGEM, Boise, Idaho

McGAVICK, JIM
KFKF, Bellevue, Wash.

McGEE, GIL
Night Train
KWAL, Kellogg-Wallace, Ida.

McGINNIS, PAT
KBBM, Monticello, Ark.

McGLAUGHLIN, JERRY
KFJB, Marshalltown, Iowa

McGOWAN, JOHN
KOSA-TV, Odessa, Tex.

McHAN, DON
WGOV, Valdosta, Ga.

McKAMY, KENT
Your Lucky Stars
WICH, Norwich, Conn.

McKAY, TED
WKRC, Cincinnati, Ohio

McKEE, DAVE
Carolina in the Morning
WANS, Anderson, S.C.

McKEE, JACK
WCSC-TV, Charleston, S.C.

McKENNEY, HOWARD
Yankee Trader
WEIM, Fitchburg, Mass.

McKEON, ED
The Breakfast Club
ABC

McKEOWN, GEORGE
This Morning
WEKZ, Monroe, Wis.

McKIM, RAY
KTNK, Falls City, Neb.

McKINLEY, VERN
T-N-T
WMVO, Mount Vernon, Ohio

McKINNEY, GENE
Easy Does It
KVAR, Phoenix-Mesa, Ariz.

McKINNEY, JIM
WCVS, Springfield, Ill.

McKINSTRY, BILL
WMIX, Mt. Vernon, Ill.

McLACHLAN, DELL
WSON, Henderson, Ky.

McLAIN, BOB
KOKC, San Bernardino, Calif.

McLEAN, BILL
Movie Date
KAKE-TV, Wichita, Kan.

McLEAN, JEAN
KWIZ, Santa Ana, Calif.

McLELLAN, BILL
KSLV, Monte Vista, Col.

McLELLAND, ROBERT V.
Bopping with Bob
WEBJ, Brewton, Ala.

McLEOD, JOHNNY
WLAU, Laurel, Miss.

McMURRY, JOE
KNEI, Brady, Tex.

McNAIR, MAC
WTUS, Tuskegee, Ala.

McNAMARA, PAUL
630 Mainstreet
WEJL, Scranton, Pa.

McROY, PAUL
WCIL, Carbondale, Ill.

— M —

MAAS, BOB
WKRT, Cortland, N.Y.

MAC, BOB
Open Mike
WCAT, Orange, Mass.

MAC, RODDY
Komey Klub House
WREX-TV, Rockford, Ill.

MacDONALD, BOB
Hi-Fi on KVI
KVI, Seattle, Wash.

MacDONALD, JOHN
KRBC, Abilene, Tex.

MACE, MAX
WMRB, Greenville, S.C.

MacFARLAND, BOB
Morning Shopper
WDVL, Vineland, N.J.

MACK, BILL
WEDC, Chicago, Ill.

MACK, BOB
WLAU, Laurel, Miss.

MACK, WAYNE
WDOK, Cleveland, Ohio

MACKEY, BRUCE
WKRT, Cortland, N.Y.

MacPIAREN, ANGUS
WKLA, Ludington, Mich.

MacVARLEY, JERRY
Shut-In Program
KCAR, Clarksville, Tex.

MADILL, DON
Housewife Request
WCCM, Lawrence, Mass.

MAGGARD, AL
980 Club
KGLN, Glenwood Springs,
Colo.

MAHONEY, GEORGE
Music, by George
KOB, Albuquerque, N.M.

MAHONEY, JOHN
KYW, Cleveland, Ohio

MAJOR, DON
WEWO, Laurinburg, N.C.

MALDEN, KEN
WILD, Boston, Mass.

MALE, COLIN
This Is Music
ABC-TV

MALLICOAT, AL
KGER, Long Beach, Calif.

MALLOW, JOHN
WGN, Chicago, Ill.

MALONE, BILL
Tempo, WMAL-Radio, Wash-
ton, D. C.; TV Sports Show,
WMAL-TV

MANLEY, BUD
KNOP-TV, North Platte,
Neb.

MANNING, JOSEPH
Opening House
WBTA, Batavia, N.Y.

MANSFIELD, CHARLIE
Hits for Mrs.
WHAV, Haverhill, Mass.

MARCH, BOB
KTVU, San Francisco-
Oakland, Calif.

MARCO, FRED
For Ladies Only
KKOG, Ogden, Utah

MARDIS, BILL
Musical Clock
WLOC, Munfordville, Ky.

MARER, BRAD
Premiere Theatre
WEAT-TV, W. Palm Beach,
Fla.

MARKLE, TINY
WAVZ, New Haven, Conn.

MARKS, HERB
Cap'n Five
WRAL-TV, Raleigh, N.C.

MARLOWE, JIM
Melody Lounge
WHYN, Springfield, Mass.

MARSH, CHUCK
WDOG, Marine City, Mich.

MARSH, REID
WFRC, Reidsville, N.C.

MARSHALL, BOB
WAGA-TV, Atlanta, Ga.

MARSHALL, CHARLES
KLLA, Leesville, La.

MARSHALL, GENE
KADO, Marshall, Tex.

MARSHALL, JOHN
WPTV, Palm Beach, Fla.

MARSHALL, REX

B. Jan. 9, 1919, New Jersey; Disneyland, ABC-TV; December Bride, Doug Edwards News, Zane Grey Theatre, CBS-TV; Loretta Young Show, The Line-Up, NBC-TV

MARSHALL, RIC
Morning Mayor
KLEO, Wichita, Kan.

MARTIN, CHET
KSRQ, Santa Rosa, Calif.

MARTIN, CLIF
WDOG, Marine City, Mich.

MARTIN, FRANK
WTVB, Coldwater, Mich.

MARTIN, JIM
WISR, Butler, Pa.

MARTIN, JOHN
Top Tunes
KRDG, Redding, Calif.

MARTIN, JOHN
WRFD, Worthington, Ohio

MARTIN, KEN
WHLL, Hempstead, N.Y.

MARTIN, WARREN
WHIO-TV, Dayton, Ohio

MARTINDALE, KEITH
Top Tunes
KRDG, Redding, Calif.

MARTINDALE, WINK
WBBQ, Memphis, Tenn.

MARTINS, JENNINGS
Downtown
WTRF-TV, Wheeling, W. Va.

MARVIN, TONY
Arthur Godfrey Time
CBS-TV

MARZOA, EDWARD
WJWL, Georgetown, Del.

MASANE, WARREN
WATW, Ashland, Wis.

MASON, BILL
WDBQ, Dubuque, Iowa

MASON, BOB
WSAT, Salisbury, N.C.

MASON, JOHN
Family Theatre
WMBD-TV, Peoria, Ill.

MASTIN, CHARLES
WEKY, Richmond, Ky.

MATHIS, LEE
Musical Modes
WRPB, Warner Robins, Ga.

MATNEY, DON
WBUV, Lexington, N.C.

MATTHEWS, LEON
Party Line
KSPI, Stillwater, Okla.

MAULDIN, CHARLIE
KORA, Bryan, Tex.

MAX, FRITZI

B. August 10, 1912, Brooklyn, N. Y.; Commercials for: National Safety Council, Mutual of Omaha, Dash, Polident, New York Confidential; Documentaries for Radcliffe College; Sperry & Hutchinson Green Stamps

MAXWELL, WIN
WBMK, West Point, Ga.

MAYER, JOE
WCUE, Akron, Ohio

MAYES, TOMMY
WFKN, Franklin, Ky.

MAYNES, JAMES
KALI, Pasadena, Calif.

MAYS, JOHN
Hometown News
KBOA, Kennett, Mo.

MEADE, GARY
Teen-Age Dance Time
KVIQ-TV, Eureka, Calif.

MEADOR, ROBERT
KPBA, Pine Bluff, Ark.

MEADS, WALLY
KSDO, San Diego, Calif.

MEARIAN, MIKE
Childrens Theater
WBEN-TV, Buffalo, N.Y.

MEATH, EDDIE
WHEC, WHEC-TV,
Rochester, N.Y.

MEDINA, ALEX
Latin American Hour
KMAP, Bakersfield, Calif.

MEEHAN, DICK
Platter Party
KCLW, Hamilton, Tex.

MELlichamp, BUD
Bandstand
WGRO, Lake City, Fla.

MELLIN, DON
WEIR, Weirton, W. Va.

MELON, RALPH
680 Party Line
KFEQ, St. Joseph, Mo.

MELTON, BERNIE
WFOR, Hattiesburg, Miss.

MELTZER, AL
WEBR, Buffalo, N.Y.

MENDINE, MARTIN
KCSJ, Pueblo, Colo.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERCER, CLIFF
WGN, Chicago, Ill.

MERCER, WALLY
Rockin' with Bop
WBOP, Pensacola, Fla.

MERCHANT, WOODY
Old Dominion Jamboree
WPRW, Manassas, Va.

MERENS, LYMAN
You Can't Lose
WRJN, Racine, Wis.

MERRICK, WILLIAM A.
Philosophy
KBMN, Bozeman, Mont.

MESSER, NORMAN
WOAL-TV, San Antonio, Tex.

MEYER, ED
KMMJ, Grand Island, Neb.

MEYER, JOHN
KKOK, St. Louis, Mo.

MICHAELS, ALLEN
Sunshine Serenade
WTOL, Toledo, Ohio

MICHAELS, KEN
WRMF, Titusville, Fla.

MICHEL, JOHNNY
WAQE, Towson, Md.

MIDDLETON, ROBERT
WWSC, Glens Falls, N.Y.

MILFORD, DALE
Evening Edition Weather
WFAA-TV, Dallas, Tex.

MILLER, BILL
WJNO, West Palm Beach, Fla.

MILLER, BILL
KSWO, Lawton, Okla.

MILLER, BOB
WLW-I, Indianapolis, Ind.

MILLER, BOB
KJSK, Columbus, Neb.

MILLER, BRUCE
WLOW, Norfolk, Va.

MILLER, DICK
WJTV, Jackson, Miss.

MILLER, MEL
Gold Platter Show
WMEX, Boston, Mass.

MILLER, NEIL
Top Ten Dance Party
WDEF-TV, Chattanooga, Tenn.

MILLER, PAT
Ranger's Club
KGNS-TV, Laredo, Tex.

MILLER, REX
KSWO, Lawton, Okla.

MILLER, RON
WMIE, Miami, Fla.

MILLS, BOB
What Goes with the Weather
WVET-TV, Rochester, N.Y.

MILLS, BOB
Sun-Up, Shock!
KOTV, Tulsa, Okla.

MILLS, CHUCK
KNOT, Prescott, Ariz.

MILLS, FRANK
WBAP, WBAP-TV,
Fort Worth, Tex.

MILNE, BRUCE
Hillbilly Houseparty
WABL, Amite, La.

MILNER, ART
WKDN, Camden, N.J.

MILNER, GENE
Hotpoint Hot Seat
WIP, Philadelphia, Pa.

MILTON, JUD
KRDD, El Paso, Tex.

MILWEE, N. C.
Musical Clock
WFUN, Huntsville, Ala.

MIMS, ERNIE
WQUB, Galesburg, Ill.

MITCHELL, CHARLES
Esso Reporter
WBTW, Florence, S. C.

MITCHELL, CLIFF
Farm Family
KASM, Albany, Minn.

MITCHELL, DENNY
Party Line
WERI, Westerly, R. I.

MITCHELL, DICK
KELA, Centralia-Chehalis,
Wash.

MITCHELL, EVERETT
National Farm & Home Hour
NBC

MITCHELL, GEORGE
Jive Before Five
WAUD, Auburn, Ala.

MITCHELL, HARRY
KERO-TV, Bakersfield, Calif.

MITCHELL, JERRY
WJOB, Hammond, Ind.

MITCHELL, LYLE G.
KDMO, Carthage, Mo.

MITCHELL, TIM
KAGR, Yuba City, Calif.

MOCHAL, JAMES
KPIG, Cedar Rapids, Iowa

MOCKMORE, DAVE
Musical Clock
KFLJ, Walsenburg, Colo.

MOHNKERN, LEN
Symphonic Varieties
WHHH, Warren, Ohio

MOLINARO, LARRY
Polka Party
WNAR, Norristown, Pa.

MOLINE, JOHN
Housewife's Matinee
KLG, Algona, Iowa

MOLLISON, CRAIG V.
KWHO, Salt Lake City, Utah

MOLONEY, JIM
WGES, Chicago, Ill.

MONACO, DICK
KCAP, Helena, Mont.

MONAGHAN, ART
WSKI, Montpelier, Vt.

MONTGOMERY, ELAINE
Cabbages & Kings
WAGN, Menominee, Mich.

MONTGOMERY, ROBERT L.
Greatest Sound in Dixie
WPET, Greensboro, N.C.

MOODY, NOEL
KRMQ, Monett, Mo.

MOONEY, FRANK
WHUM, Reading, Pa.

MOORE, DALE G.
Morning Melodies
KBMN, Bozeman, Mont.

MOORE, JIM
KKOK, St. Louis, Mo.

MOORE, MERRIEL
WETB, Johnson City, Tenn.

MOORE, TOM
Jim Justice
KTUE, El Dorado, Ark.

MOORE, TOM
Ladies Fair
KNIX, Los Angeles, Calif.

RADIO-TV ANNOUNCERS, EMCEES

MORALES, J. G.
WXRZ, Guayama, P. R.

MOKAN, JACK
WKRC, Cincinnati, Ohio

MORELAND, KUZ
Koffee Klub
KCRV, Caruthersville, Mo.

MORGAN, BOB
WBBW, Youngstown, Ohio

MORGAN, JACK
KCID, Caldwell, Idaho

MORGAN, MARTIN
WTSF, St. Petersburg, Fla.

MORGAN, MIKE
WELM, Elmira, N.Y.

MORGAN, RAY

MORGAN, ROBERT
Coffee Cup
WBOP, Pensacola, Fla.

MORRIS, DON
KUMA, Pendleton, Ore.

MORRIS, LARRY
WYZE, Atlanta, Ga.

MORRIS, RAY
KEEN, San Jose, Calif.

MORRIS, ROD
Big 6 Jamboree
KVIQ-TV, Eureka, Calif.

MORRISON, ROBERT
KMCD, Fairfield, Iowa

MORRISSEY, BILL
WKBR, Manchester, N.H.

MORROW, DON
B. Jan. 29, 1927, Stamford, Conn.; G-E College Bowl, Jackie Gleason Show, CBS-TV; Lowell Thomas News, CBS-Radio; Rin-Tin-Tin, ABC-TV

MORTON, LOU
Morning Watch
WGST Atlanta, Ga.

MOSS, LLOYD
WQXR, New York, N. Y.

MOSS, PHIL
WDIA, Memphis, Tenn.

MOTT, MAX
Woman's Club of Air
KSEL, Lubbock, Tex.

MOWRY, JIM
WJJC, Commerce, Ga.

MOYNAHAN, CAROL
WGOR, Georgetown, Ky.

MULCAHY, JOHN F.
Coffee Break
WRIV, Riverhead, N. Y.

MULLARKEY, TOM
Teenage Downbeat
WBAP-TV, Fort Worth, Tex.

MULLEN, JOHN
WWLP, Springfield, Mass.

MULLIGAN, RAY
WSAN, Allentown, Pa.

MULLIN, KAYO
WSIV, Pekin, Ill.

MULLINS, LEONARD
WCLA, Claxton, Ga.

MULROY, BOB
KWG, Stockton, Calif.

MULVIHILL, JOE
Police Beat
WJW, Cleveland, Ohio

MUNDEN, GROVER
Club 80
WMBL, Morehead City, N.C.

MUNT, PAUL B.
KOLN-TV, Lincoln, Neb.

MURDOCK, JACK
Coffee Break
KTVI, St. Louis, Mo.

MURPHY, BILL
KXOK, St. Louis, Mo.

MURPHY, BILL
The Big Spin
KLYK, Spokane, Wash.

MURRAY, LEE
Fun House; Roy Rogers
WISN-TV, Milwaukee, Wis.

MURRAY, LOU
Starlight Symphony
WRTA, Altoona, Pa.

MUSCARE, ED
Spanish Hour
KSKC, Socorro, N. M.

MUSIC, JOHN
WTOD, Toledo, Ohio

MYERS, BILL
Homeward Bound
KGMG, Englewood-Denver, Colo.

MYERS, LARRY
WBRV, Boonville, N. Y.

MYERS, WALT
KCAL, Redlands, Calif.

— N —

NABLEY, DON
WRBL-TV, Columbus, Ga.

NAJAMEY, ABE
800 Radio Row
WCAD, Danbury, Conn.

NARZ, JACK
Dotto
NBC-TV

NASH, BOB
KFYO, Lubbock, Tex.

NASH, WESLEY
KPST, Preston, Ida.

NEALE, TOM
WCOM, Parkersburg, W. Va.

NEIRLING, WALLY
Dawn Patrol
WIRE, Indianapolis, Ind.

NEILL, EVERETTE
WMCK, McKeesport, Pa.

NEILSON, ED
Breakfast in Bedlam
WMNS, Olean, N.Y.

NELSON, BOB
WECL, Eau Claire, Wis.

NELSON, HOWARD
KJSK, Columbus, Neb.

NELSON, LINDSEY
Sports
NBC-TV

NELSON, PAUL
KWLM, Des Moines, Iowa

NELSON, RICK
Bingo at Home
WBRZ-TV, Baton Rouge, La.

NESLER, JERRY
KSDO, San Diego, Calif.

NESTER, ROY
Platter Party
WINC, Winchester, Va.

NEUBERGER, STAN
Kaffee Klatch
WEKZ, Monroe, Wisc.

NEWELL, T. I.
KDSJ, Deadwood, S.D.

NEWHOUSE, JOHN
WSTC, Stamford, Conn.

NEWHOUSE, RON
WKLZ, Kalamazoo, Mich.

NEWMAN, SLIM
WNAR, Norristown, Pa.

NEWTON, JIM
KELP-TV, El Paso, Tex.

NEVINS, ELLIOT
The Early Bird
WSKN, Saugerties, N.Y.

NICHOLS, BILL
WTYC, Rock Hill, S. C.

NICHOLSON, NICK
Take It Easy
WISR, Butler, Pa.

NICKUM, BILL
Journey Into Melody
WBRK, Pittsfield, Mass.

NIEMI, TED
Magazine of the Air
WKBN, WKBN-TV, Youngstown, Ohio

NIMMO, BILL
For Love Or Money, CBS-TV;
Keep It in the Family, Who Do You Trust, ABC-TV; Daily News Report, WPXI

NIX, ED
KWIZ, Santa Ana, Calif.

NOE, BOB
Man on Street
WBKV, West Bend, Wis.

NOEL, SID
Wcmans World
WWL, New Orleans, La.

NOLAN, JAMES W.
Party Time
KIMA-TV, Yakima, Wash.

NOLAN, TIM
KPRC, Houston, Tex.

NORMAN, HERB
Social Security
WWRK, New York, N. Y.

NORMAND, RAY
Morning Dial
WFAU, Augusta, Me.

NORRIS, BARRY
KFJB, Marshalltown, Iowa

NORTHINGTON, JIM
Jim About Music
WHKP, Hendersonville, N.C.

NORWOOD, BILL
WNCT, Greenville, N.C.

NYDELL, KEN
Roller Derby
ABC-TV

— O —

OAKLEY, JERRY
Downbeat
WCOG, Greensboro, N.C.

OBERLEY, J.
WIZE, Springfield, Ohio

OBLINGER, JACKIE
B. Sept. 16, 1929, Wilkes-Barre, Pa.; It's a Woman's Whirl, Hostess; Sea Hunt, Cisco Kid, Target; Sunday Night Show, WHIS-TV

O'BRIEN, DON
Hollywood Playhouse
WCCO-TV, Minneapolis-St. Paul, Minn.

O'BRIEN, ELLIS
Weather Man
WCSH-TV, Portland, Me.

O'BRIEN, JOE
B. July 16, 1915, Yonkers, N. Y.; Joe's Place, WMCA; Commercial; Fab, El Producto, Chevron, TV; Schaeffer, Radio

O'BRIEN, MARY LOU
KBCL, Shreveport, La.

O'BRIEN, TOM
B. April 3, 1925, New York, N. Y.; News, WINS; Chevrolet Weekend News, CBS, Radio; Big Story, WNEW-TV; Monitor, NBC

O'CONNELL, BILL
WEZE, Boston, Mass.

O'CONNOR, BOB
Club 7-4-0
WGSN, Huntington, N.Y.

O'DONNELL, LEW
Breakfast Bar
WHEN-TV, Syracuse, N. Y.

OGLE, JIM
Meet Your Merchant
KPIN, Casa Grande, Ariz.

O'KEEFE, WALTER
NBC
Nightline

OLESON, DOUG
KBKW, Aberdeen, Wash.

OLIVE, GRAY
Music at Gray-break
WMSC, Columbia, S. C.

OLIVER, LLOYD
Oliver Farm Show
KKNY, Kearney, Neb.

OLIVER, W. M. JR.
Salute to Homemakers
WREY, Reidsville, N.C.

OLSEN, JOHNNY
Play Your Hunch
CBS-TV

RADIO-TV ANNOUNCERS, EMCEES

- OLSEN, WES**
WLA.V. Grand Rapids, Mich.
- OLSON, BRUNO**
WBFB-TV, Rock Island, Ill.
- OLSON, GLEN**
KOVC, Valey City, N.D.
- OLSON, HARVEY**
WDRG, Hartford, Conn.
- OLSON, RAY**
WSAL, Logansport, Ind.
- O'NEIL, CHUCK**
Chuckwagon
WFPA, Manchester, N.H.
- O'NEILL, PAT**
WVMA, Hollywood, Fla.
- O'NEILL, KEVIN**
Popeye Show
WKRG-TV, Mobile, Ala.
- ORKIN, DICK**
WLAN, Lancaster, Pa.
- ORMES, BILL**
WAGG, Franklin, Tenn.
- ORR, BILL**
Morning Watch
KSTR, Grand Junction, Colo.
- ORR, JEROME**
KELD, El Dorado, Ark.
- ORRELL, BOB**
WGRO, Lake City, Fla.
- ORTEGON, VICTOR LARA**
KUNO, Corpus Christi, Tex.
- ORTIZ, R.**
WXRK, Guayama, P. R.
- OSBORNE, RICHARD**
KFAY, Fayetteville, Ark.
- OSTERMAN, LARRY**
Koffee Klubb
KCOW, Alliance, Neb.
- OTZMAN, JERRY**
Morning Alarm
WALM, Albion, Mich.
- OUELLETTE, GEORGE**
Ladies' Fair
WMTW-TV, Poland Spring, Me.
- OVERTON, JOE**
Just Music
WMAK, Nashville, Tenn.
- OWENS, EDDIE**
Mostly Music
WTRD, Dyersburg, Tenn.
- OWENS, JACK**
WMAZ-TV, Macon, Ga.
- O'WRIL, BOB**
Morning Beat
WGAN-TV, Portland, Me.
- P**
- PAFFORD, BUCK**
WGOV, Valdosta, Ga.
- PAGE, DAVE**
Capt. Cy's Cartoons
KREM, Spokane, Wash.
- PAGEL, DUANE**
KBRL, McCook, Neb.
- PAINE, BILL**
KLPR, Oklahoma City, Okla.
- PAINTER, FRANK**
Old Coonhunter
WBLJ, Dalton, Ga.
- PALMER, BILL**
Romper Room; Casper
Caosers
WTVN-TV, Columbus, Ohio
- PALMER, BUD**
Fight Beat
NBC-TV
- PALMER, DUKE**
Good Earth
KBOR, Brownsville, Tex.
- PALMQUIST, JAMES R.**
KLIR, Denver, Colo.
- PAPPAS, CHRIS**
Sunrise Circus
KVEN, Ventura, Calif.
- PARCHER, PEG**
KPEG, Spokane, Wash.
- PARKER, BEN L.**
Tops in Pops
KBOP, Pleasanton, Tex.
- PARKER, DONN**
Top 50 Show
WMEX, Boston, Mass.
- PARKER, JACK**
Popeye
WNCT, Greenville, N. C.
- PARKER, JIM**
KVON, Napa, Calif.
- PARKER, PAUL**
Quaker Question Mike
WIP, Philadelphia, Pa.
- PARKER, RUSTY**
Scraping the Toast
WLEV, Waterbury, Vt.
- PARKES, HAL**
KEYY, Provo, Utah
- PARKS, BERT**
County Fair, Masquerade
Party, NBC-TV;
Bert Parks Bandstand,
NBC Radio
- PARKS, BUD**
Breakfast Club
WRRB, Mt. Clemens, Mich.
- PARMLEY, T. L.**
KSOK, Arkansas City, Kan.
- PAROBY, DOMINICK**
1540 Matinee
WPTS, Pittston, Pa.
- PARSONS, FRED**
B. June 13, 1920, Huntington,
W. Va.; Road of Life, Right to
Happiness, CBS-Radio; Lamp Un-
to My Feet, CBS News, CBS-TV
- PARSONS, KEN**
KPBA, Pine Bluff, Ark.
- PARSONS, LES**
KTUL, Tulsa, Okla.
- PASS, NOEL**
WMOX, Meridian, Miss.
- PATEE, GEORGE J.**
KURA, Moab, Utah
- PATRICK, JOHN**
Anniversary Club
KDZA, Pueblo, Colo.
- PATRICK, PHIL**
WCUB, Manitowoc, Wis.
- PATTERSON, CLARE**
WPEL, Montrose, Pa.
- PATTERSON, GEORGE**
KBVM, Lancaster, Calif.
- PATTERSON, PAUL**
Music in the Night
WLLH, Lowell, Mass.
- PAUL, ED**
WCED, DuBois, Pa.
- PAUL, KING**
WLEU, Erie, Pa.
- PAUL, RALPH**
Strike It Rich, "Dotto," The
Millionaire, Top Dollar, CBS-
TV; Goodyear Playhouse, The Big
Payoff, NBC-TV
- PAULSON, AL**
KRSI, Minneapolis, Minn.
- PAXSON, BUD**
WACK, Newark, N. Y.
- PAXTON, TOM**
This Afternoon
WKY-TV, Oklahoma City,
Okla.
- PEACH, FRED**
WHYN, Springfield, Mass.
- PEARSON, AL**
KSRO, Santa Rosa, Calif.
- PECHINI, MARIO**
KOYE, El Paso, Tex.
- PEELE, JERRY**
WEWO, Laurinburg, N. C.
- PEEPEE, LEO**
Denver Bandstand
KBTW, Denver, Colo.
- PEGG, WILLIAM F.**
Midday Jamboree
WTOE, Spruce Pine, N. C.
- PEGUES, ROBERT**
Sunrise Serenade
KINY, Juneau, Alaska
- PEISS, ED**
Polka Time
KOOK-TV, Billings, Mont.
- PELGER, FRED**
Host with the Most
KYUM, Yuma, Ariz.
- PELLE, FRED**
The Gospel Hour
WEAG, Alcoa, Tenn.
- PENCE, GEORGE J.**
KCVL, Colville, Wash.
- PENDLEBURY, JIM**
From Studio "C"
KSEI, Pocatello, Ida.
- PENROSE, BERN**
Afternoon Musicade
WTM, Trenton, N. J.
- PERCIAI, JACK**
WLEO, Sandusky, Ohio
- PERKINS, BILL**
KOYN, Billings, Mont.
- PERLAIN, PETE**
KGHL-TV, Billings, Mont.
- PERRIN, DON**
WTVG, Chattanooga, Tenn.
- PERRY C. STUART**
Music Around the Clock
WWSR, St. Albans, Vt.
- PERRY, NICK**
WTAE, Pittsburgh, Pa.
- PETERS, CHARLOTTE**
KSD-TV, St. Louis, Mo.
- PETERS, KERM**
WBLF, Bellefonte, Pa.
- PETERSEN, RODNEY**
KBOE, Oskaloosa, Iowa
- PETERSON, ART**
Musical Clock
WFBL, Syracuse, N. Y.
- PETERSON, DON**
KDSN, Denison, Iowa
- PETERSON, GEORGE**
WYRN, Louisville, N. C.
- PETERSON, JACK**
Swap Shop
WHKK, Akron, Ohio
- PETITO, GENE**
Live Wrestling
WBOY-TV, Clarksburg, W.
Va.
- PETRICH, LEE**
4:00 O'clock Movie
KENS-TV, San Antonio, Tex.
- PFAU, GEORGE E.**
KXLL, Missoula, Mont.
- PFEIFAU, NICK**
Pop Parade
WTRR, Sanford, Fla.
- PHELPS, BOB**
WLOS-TV, Ashville, N.C.
- PHIEFFER, BILL**
WTUX, Wilmington, Del.
- PHILLIPS, A. G.**
WLTC, Gastonia, N. C.
- PHILLIPS, BOB**
KART, Jerome, Ida.
- PHILLIPS, BRAD**
WINS, New York, N. Y.
- PHILLIPS, DICK**
WEVA, Emporia, Va.
- PHILLIPS, GENE**
WMAN, Mansfield, Ohio
- PHILLIPS, KEN**
WMBA, Ambridge, Pa.
- PHILLIPS, LEE**
WKAT, Miami Beach, Fla.
- PHILLIPS, ROBERT**
KWOS, Jefferson City, Mo.
- PHIPPS, LARRY**
WINI, Murphysboro, Ill.
- PIATT, BOB**
KENT-TV, Anchorage, Alaska
- PICKINS, PETE**
Music for Everybody
WKIC, Hazard, Ky.
- PIDGEON, G. D.**
Skyline Interview
WSBB, New Smyrna Beach,
Fla.
- PIERCE, BILL**
WEJL, Scranton, Pa.
- PIERCE, JACKIE**
Gold Cast Theatre
WTVJ, Miami, Fla.

RADIO-TV ANNOUNCERS, EMCEES

— R —

- PIERCE, W. A., JR.**
WWCC, Bremen, Ga.
- PINCKNEY, LLOYD**
Concert Hall
WSPN, Saratoga Springs, N. Y.
- PINNER, JOE**
Music Man
WNOK, Columbia, S. C.
- PIRNEY, DUNCAN**
WOXR, New York, N. Y.
- PITCAITHLEY, AL**
KPBM, Carlsbad, N. M.
- PLAYER, JIM**
Coffee Break
WBTW, Florence, S. C.
- POOLAO, RON**
Ronaldo & His Records
WTNJ, Trenton, N. J.
- POLMAN, NORM**
WNHC, New Haven, Conn.
- POMALES, FELIX**
Caravana Musical
WITA, San Juan, P. R.
- POOLE, BOB**
Partyline
WFBC, Greenville, S. C.
- POOLE, BUCK**
WRIM, Pahokee, Fla.
- POOLE, LYNN**
Johns Hopkins File 7
ABC-TV
- POOLE, RAY**
KIDZA, Pueblo, Colo.
- PORWANICKI, LEO**
WLIP, Kenosha, Wis.
- POTTA, PAT**
KNAC-TV, Fort Smith, Ark.
- POTTER, EDWARD**
Notes & Nonsense
WTSB, Lumberton, N. C.
- POWELL, JACK**
Dance Date
WANE-TV, Fort Wayne, Ind.
- POWERS, DON**
WRPB, Warner Robins, Ga.
- POWERS, JIMMY**
Cavalcade of Sports
NBC-TV
- PRATHER, KENNETH G.**
KATL, Casper, Wyo.
- PRATT, BUD**
Callin' All Neighbors
KIS, Sedalia, Mo.
- PRATT, FLOYD**
WWBC, Bay City, Mich.
- PREMONT, BOB**
KCNV, San Marcos, Tex.
- PREVETTI, BILL**
Teen Time Dance Party
KQEO, KOAT-TV,
Albuquerque, N. M.
- PRIAKOS, BILL**
KTCS, Ft. Smith, Ark.
- PRICE, BILL**
KNIM, Maryville, Mo.
- PRICE, NATHAN**
WGOA, Winter Garden, Fla.
- PRICE, SAM**
KERG, Eugene, Ore.
- PRICE, VINCENT**
ABC-TV
- PRINGLE, DAVID**
WPAG, Ann Arbor, Mich.
- PROMER, HOWARD**
Daybreaker Show
WCFR, Springfield, Vt.
- PUFFER, GEORGE**
WCLI, Corning, N. Y.
- PUGSLEY, BEN**
Farm Visitor
KMAQ, Maquoketa, Iowa
- PRYOR, CACTUS**
KTBC-TV, Austin, Tex.
- Q —**
- QUAVE, MACKIE**
WIS, Columbia, S. C.
- RABEL, ED**
Downbeat
WHMS, Charleston, W. Va.
- RABEL, JACK**
KSON, San Diego, Calif.
- RADA, JOE**
WCAW, Charleston, W. Va.
- RAINEY, BUD**
Daydreams
WREB, Holyoke, Mass.
- RAMBO, GEORGE**
Ramblin
KWIN, Ashland, Ore.
- RAMSY, RAY**
The AD-Caster
WHIR, Danville, Ky.
- RANDAL, TED**
KPIX, San Francisco, Calif.
- RANDALL, DALE**
KBOI-TV, Boise, Ida.
- RANEY, REX**
WBIR-TV, Knoxville, Tenn.
- RANNIGER, BOB**
1690 Club
KGAS, Carthage, Tex.
- RAU, CHRIS**
Western Varieties
KSYS, Sedalia, Mo.
- RAY, CURT**
KMOX-TV, St. Louis, Mo.
- RAY, HOWARD**
Tops in Pops
WFUN, Huntsville, Ala.
- RAY, JOE**
Popeye and Friend
WEE, Erie, Pa.
- RAYBALL, JOE**
Call to Breakfast
WHAV, Haverhill, Mass.
- RAYMOND, HAL**
WEEK, Peoria, Ill.
- REAGAN, WALTER**
KSF, Nacogdoches, Tex.
- RECORD, KEN**
WHLT, Huntington, Ind.
- RECTOR, BRUCE**
WRUN, Utica, N. Y.
- REDELLE, TOM**
Weather
KSWO-TV, Lawton, Okla.
- REDDER, DANNY**
WKKS, Vanceburg, Ky.
- REED, DICK**
KAFY, Bakersfield, Calif.
- REED, WARREN**
KTNT-TV, Tacoma, Wash.
- REEL, DAVE**
WCGC, Belmont, N. C.
- REESE, CARL**
WERE, Cleveland, Ohio
- REESE, JAMES R., JR.**
The Garden of Prayer
WCBG, Chambersburg, Pa.
- REESE, WALTER**
Spanky's Show
WEHT, Evansville, Ind.
- REID, DICK**
WCHS, Charleston, W. Va.
- REIDY, PAUL**
WRDW, Augusta, Ga.
- REIG, HOWARD**
News
NBC Radio
- REIGHARD, RICK**
WQUE, Akron, Ohio
- REIMERS, ED**
B. October 26, Moline, Ill.; Play-
house 90, CBS-TV; Maverick,
ABC-TV
- REITZ, PINKY**
Breakfast Time
WLEC, Sandusky, Ohio
- RENCH, KENNY**
Early Bird
WPTW, Piqua, Ohio
- RENWICK, CHUCK**
Eye Opener
WJW, Cleveland, Ohio
- REX, JAMES**
WMT-TV, Cedar Rapids, Iowa
- REY, MARIO**
KALI, Pasadena, Calif.
- REYNOLDS, BUD**
WTUS, Tuskegee, Ala.
- REYNOLDS, CLIFTON**
Fun House
WCSH-TV, Portland, Me.
- REYNOLDS, JACK**
KLAS-TV, Las Vegas, Nev.
- REYNOLDS, LEE**
Popeye, Grandpa's Place
WTTG, Washington, D. C.
- RHOADS, JERRY**
WJNO, West Palm Beach,
Fla.
- RHODARMER, SCOTTY**
WENC, Asheville, N. C.
- RHODES, C. L.**
Morning Varieties
WMYN, Madison-
Mayodan, N. C.
- RHYNE, DON**
Rise & Shine
KGLU, Safford, Ariz.
- RICE, DICK**
Tello-Test
WSPD, Toledo, Ohio
- RICHARDS, BILL**
WCHS, Charleston, W. Va.
- RICHARDS, FLOYD**
WTIC-TV, Hartford, Conn.
- RICHARDS, JAMES**
Dawn Patrol
WKWK, Wheeling, W. Va.
- RICHARDS, STAN**
WMP, Memphis, Tenn.
- RICHARDS, TONY**
Dance Party
WLVA-TV, Lynchburg, Va.
- RICHARDSON, ANGEL**
Pida Su Musica
WITA, San Juan, P. R.
- RICHETER, AL**
WORM, Savannah, Tenn.
- RICKENBACKER, ACE**
WTYN, Tryon, N. C.
- RIDDLE, ALAN**
Kitchen Klatter
WESC, Greenville, S. C.
- RIDNER, JACK**
Cire'e 6 Ranch
WCTV, Tallahassee, Fla.
- RIGGS, AL**
WKAZ, Charleston, W. Va.
- RIMERMAN, MARV**
KELO, Sioux Falls, S. D.
- RISH, MANNY**
920 Club
WBWB, Burlington, N. C.
- RISLING, BOB**
WJDA, Quincy, Mass.
- RITNER, BART**
Morning Mail
WCGC, Rocky Mount, N. C.
- ROBBINS, FRED**
Haggis Baggis (daytime)
NBC-TV;
Monitor, NBC Radio
- ROBERTS, ART**
WXLW, Indianapolis, Ind.
- ROBERTS, DON**
KOA-TV, Denver, Colo.
- ROBERTS, HOWDY**
Musical Clock
WMT, Cedar Rapids, Iowa
- ROBERTS, MARTY**
WDZ, Decatur, Ill.
- ROBERTS, PETER**
Monitor, NBC
- ROBERTS, TED**
Club Macombo
WKAI, Macomb, Ill.
- ROBERTSON, TRAFTON**
Contact
WTAR, Norfolk, Va.
- ROBINSON, CARL**
Best by Request
KWOW, Littlefield, Tex.

RADIO-TV ANNOUNCERS, EMCEES

ROBINSON, DAVID
KOMO, Seattle, Wash.

ROBINSON, JOHNNY
WHYS, Ocala, Fla.

ROBINSON, MAX
Saturday Breakfast Party
WJTN, Jamestown, N. Y.

ROBINSON, STAN
Weather Ahead
WHIZ, WHIZ-TV,
Zanesville, Ohio

ROCHE, HAL
KBOR, Brownsville, Tex.

ROCKHOLD, JOE
WHIO-TV, Dayton, Ohio

ROCKUFELLER, JACK
KNOX, Grand Forks, N. D.

ROCKWELL, GENE
Rocky's Roost
WFAH, Alliance, Ohio

RODEWALD, DON
KERO-TV, Bakersfield,
Calif.

RODIO, JIM
WFPG, Atlantic City, N. J.

RODRIGUEZ, HECTOR
KUNO, Corpus Christi, Tex.

ROEDEL, JOHN
KSD, St. Louis, Mo.

ROGERS, BILL

\$64,000 Question, \$64,000 Challenge, G.E. Theatre, CBS-TV; Texaco Command Performance, NBC-TV; Walter Winchell File, ABC-TV

ROGERS, DAVE
Disc O Rama
WJMX, Florence, S. C.

ROGERS, GEORGE
Dialing for Dollars
WMAR-TV, Baltimore, Md.

ROGERS, JOHN
Halifax Music Hall
WROD, Daytona Beach, Fla.

ROLLINS, MIKE
KLIK, Jefferson City, Mo.

ROMANCE, ED
WPPA, Pottsville, Pa.

ROODHOF, TED
4-County Almanac
WDOS, Oneonta, N. Y.

ROPER, JAMES T.
KR/TN, Raton, N. M.

ROPER, JIM
WRIM, Pahokee, Fla.

ROPER, PRES
WMAN, Mansfield, Ohio

ROSE, FRED
Hillbilly Heaven
KFAV, Fayetteville, Ark.

ROSER, JIM
Sacred Song Time
WCHO, Washington, Ohio

ROSS, BARRY
KDJI, Holbrook, Ariz.

ROSS, DON JOHN
WMT-TV, Cedar Rapids,
Iowa

ROSS, JACK
Harmony Home
WBBC, Flint, Mich.

ROSSE, CALVIN
1260 Club
WCHV, Charlottesville, Va.

ROSSI, JIM
KIBL, Beeville, Tex.

ROTH, ROBERT
WHEN, Syracuse, N. Y.

ROUNDTREE, BOB
WAAA, Winston-Salem, N. C.

ROUSSEAU, GENE
W'WON, Woonsocket, R. I.

ROVANG, REX
KRIB, Mason City, Iowa

ROWAN, G. B.
Guest Book
KLOR-TV, Provo, Utah

ROWE, FLO BEACH
Flo's Five
WSLB, Ogdensburg, N. Y.

ROWE, FREEMAN
The Companion Show
WGFS, Covington, Ga.

ROWLANDS, HUGH
Uncle Hugo
WISN-TV, Milwaukee, Wis.

ROY, MIKE
KCKC, San Bernardino, Calif.

RUDD, SEARLE
KOLD, Tucson, Ariz.

RULE, RON
Breakfast Club
KUIK, Hillsboro, Ore.

RULEY, TOM
860 Club
WMRI, Marion, Ind.

RUSH, CHARLES
WFIS, Fountain Inn, S. C.

RUSSELL, DON
Monitor, NBC

RUSSELL, KEN
WIVK, Knoxville, Tenn.

RYAN, BILL
Headin' Home
KVOO, Tulsa, Okla.

RYAN, DICK
Teen Canteen,
WJRT, Flint, Mich.

RYAN, JOHNNY
Clockwatcher
KVOO, Tulsa, Okla.

— S —

SADON, EARL
Early-Bird
WBUT, Butler, Pa.

SAFFLE, JOE
Wake Up Time
KHAM, Albuquerque, N. M.

SAGGESE, BOB
T.N.T.
WBML, Macon, Ga.

ST. THOMAS, DON
Saint Spins
KINT, Tacoma, Wash.

SALAM, GEORGE
Of Women & Things
KWBY, Colorado Springs,
Colo.

SALMANS, FRED
All Aboard for Fun
KVII-TV, Amarillo, Tex.

SALTER, BOB
KENO, Las Vegas, Nev.

SANDERS, BOB
Noontime Melodies
WAUD, Auburn, Ala.

SANDERS, CREIGHTON
KTLI, Tillamook, Ore.

SANDERS, HOWARD
WLIB, New York, N. Y.

SANDERS, JACK
WKVA, Lewistown, Pa.

SANDS, GEORGE
Rise & Shine
WMAS, Springfield, Mass.

SANNER, LYNN
KNOT, Prescott, Ariz.

SANTON, CHESTER
WQXR, New York, N. Y.

SAUNDERS, BRUCE
WSBT, South Bend, Ind.

SAVITZ, ALLEN
WDOL, Athens, Ga.

SAVITZ, BILL
Voice of the City
WDSR, Lake City, Fla.

SAWYER, BUD
WDXE, Lawrenceburg, Tenn.

SCAFFE, WADE
WAVP, Avon Park, Fla.

SCAMFER, RON
KBRO, Bremerton, Wash.

SCANLAN, JIM
WOW-TV, Omaha, Neb.

SCANNEL, JIM
Weather
WMBV-TV, Marinette, Wis.

SCHAFFER, RONALD
KBRL, McCook, Neb.

SCHENKLEBERT, DALE
KICD, Spencer, Iowa

SCHERER, JOE
KTLN, Denver, Colo.

SCHLIPP, DICK
Showcase
WEEU, Reading, Pa.

SCHLADEMAN, DON
Ladies First
WIRE, Indianapolis, Ind.

SCHLICHTING, JOHN R.
WTVW, Tupelo, Miss.

SCHOCH, JACK
Matinee Melodies
WHP, Harrisburg, Pa.

SCHOLZ, BOB
No Business Like Schoolz
Business
WBEL, Beloit, Wis.

SCHOTT, JAMES
KSGM, Ste. Genevieve, Mo.

SCHUMSHER, DON
Dishpan Club
KSSJ, Sulphur Springs, Tex.

SCHRYVA, GEORGE
WRNB, New Bern, N. C.

SCHULTZ, OTTO
WIBV, Belleville, Ill.

SCHULZ, BOB
WDBF, Delray Beach, Fla.

SCHUSTER, E.J.
KTXX, Sherman, Tex.

SCOTT, ANDY
Scotland
WMSC, Columbia, S. C.

SCOTT, BOB
Weathervane
WJRT, Flint, Mich.

SCOTT, ED
Morning Movie
WTVT, Tampa, Fla.

SCOTT, FRED

B. June 25, Dayton, Ohio; Bugs Bunny Presents, Liberate-Host, WABD

SCOTT, JACK
Just Before Luncheon
WITT, Lewisburg, Pa.

SCOTT, JIM
KPRC-TV, Houston, Tex.

SCOTT, MIKE
WIZE, Springfield, Ohio

SCOTT, RAY
WKPA, New Kensington, Pa.

SCOTT, STAN
Nine Teen Time
WSTV-TV, Steubenville,
Ohio

SCOTT, STU
KVIQ-TV, Eureka, Calif.

SCOVILL, CLEVE
Musical Clock
WCON, Cornelia, Ga.

SEAVEY, NEAL
WLNH, Laconia, N. H.

SEAY, JIM
Musical Date
WCAV, Cayce-West Columbia
S. C.

SEELY, DOYLE
KINS, Eureka, Calif.

SELF, JIMMY
KZOL, Muleshoe, Tex.

SEMPEL, HUGH
KWDM, Des Moines, Iowa

SENNETT, DAVE
WTLB, Utica, N. Y.

SEVY, VERN
WKBN-TV, Youngstown,
Ohio

SEWELL, DOUG
KDUB-TV, Lubbock, Tex.

SHADBURN, BILL
WSAV, Savannah, Ga.

SHAFFER, DAVE
WJER, Dover, Ohio

RADIO-TV ANNOUNCERS, EMCEES

- SPAIN, WADE**
Morning Jamboree
KHIL, Brighton, Colo.
- SPEAKS, ALAN**
Breakfast Party
WHIZ, Zanesville, Ohio
- SPEAR, JIM**
Moppett Shop
WBOC-TV, Salisbury, Md.
- SPEARS, BEN**
WFPM, Fort Valley, Ga.
- SPECK, DARREL**
Country Music Caravan
WANY, Albany, Ky.
- SPENCER, LES**
WBNS, Columbus, Ohio
- SPICER, CY**
Bino at Home
KNAC-TV, Fort Smith, Ark.
- SPOOR, JOE**
WNBZ, Saranac Lake, N. Y.
- SPRINGER, CHUCK**
KREM's Kamera
KREM, Spokane, Wash.
- SPRINGMANN, TED**
Moving Along
KADY, St. Charles, Mo.
- SPURLING, CHARLES**
WTCO, Campbellsville, Ky.
- STACKE, PAUL**
Club 560
WEBC, Duluth, Minn.
- STALLARD, DAL**
KCKN, Kansas City, Kan.
- STAMPER, GIL**
Preview
WBT, Charlotte, N. C.
- STANLEY, ARTHUR**
Hi-Fi Music
WQUA, Moline, Ill.
- STANLEY, RED**
Off the Record
WACB, Kittanning, Pa.
- STANLEY, ROY**
Weekend
KBKC, Kansas City, Mo.
- STANT, JACK**
Words & Music
WDRF, Chester, Pa.
- STAPLETON, JIM**
Junior Jamboree; Dance Party
WLVA; WLVA-TV, Lynchburg, Va.
- STARBUCH, BUDDY**
WSVA, Harrisonburg, Va.
- STARK, DICK**
B. Nov. 7, 1911, Grand Rapids, Mich.; Gunsmoke, What's My Line?, Leave It to Beaver, CBS-TV; Patrice Munsel, ABC-TV; Wells Fargo, Comedy Time, NBC-TV
- STARLING, DAVE**
Ladies Day
KFI, Los Angeles, Calif.
- STAVAS, JOE**
Top O' The Morning
KJAY, Topeka, Kan.
- STEELE, BRETT**
KHAT, Phoenix, Ariz.
- STEELE, DAN**
KMHT, Marshall, Tex.
- STEELE, DON**
KLIK Klock
KLIK, Jefferson City, Mo.
- STEFFES, ART**
Afternoon of Albums
KVOX, Moorhead, Minn.
- STELLING, JACK**
WMMS, Bath, Me.
- STEMMLER, NICK**
WWTB, Tampa, Fla.
- STENGER, FRANK**
Matinee
WCBI, Columbus, Miss.
- STENGER, PETE**
Wake Up & Sing
WSAZ, Huntington, W. Va.
- STENGLE, DAN**
WAMV, East St. Louis, Ill.
- STEPHANS, GEORGE**
Operation Music
WARE, Ware, Mass.
- STEPHENS, CARL**
Cartoon Carl
WSFA-TV, Montgomery, Ala.
- STEPHENS, STEVE**
Your Party
KTHV, Little Rock, Ark.
- STERLING, BOB**
KNGS, Hanford, Calif.
- STERLING, VIC**
KJEO, Fresno, Calif.
- STERN, TESS**
WTVN, Columbus, Ohio
- STEVENS, BILL**
WCYB-TV, Bristol, Va.
- STEVENS, CHUCK**
1570 Club
WPTW, Piqua, Ohio
- STEVENS, DON**
WMPS, Memphis, Tenn.
- STEVENS, MATT**
Easy Listening
WHHH, Warren, Ohio
- STEVENS, MAXIE, Jr.**
Pop Music
WRJW, Picayune, Miss.
- STEVENS, NAT**
WTLB, Utica, N. Y.
- STEVENS, RALPH**
WRAY, Princeton, Ind.
- STEVENS, RAY**
WAQE, Towson, Md.
- STEWART, ESTILL**
Hilbilly Hedown
WDOC, Prestonsburg, Ky.
- STEWART, HAYES**
XEM-TV, Mexicali-Baja, Calif.
- STEWART, JOHN**
KDKA, Pittsburgh, Pa.
- STINGLEY, ROY**
Fairfield Jamboree
WHOK, Lancaster, Ohio
- STOHL, HANK**
KD Cartoons
KDKA-TV, Pittsburgh, Pa.
- STOKE, JIM**
Deal for a Meal
KYOS, Merced, Calif.
- STOLL, ALAN**
KBCL, Shreveport, La.
- STONE, AL**
Phone Forum
WCSC, Charleston, S. C.
- STONE, DEWEY**
WDEC, Americus, Ga.
- STONER, BOB**
Road Show
KWKH, Shreveport, La.
- STONER, PETER**
WJBK, Detroit, Mich.
- STONIER-HAMNETT, RUSS**
Classical Hour
WCNC, Elizabeth City, N. C.
- STORM, JOE**
Lunch at Pedlar
WBZY, Torrington, Conn.
- STOUDT, JACK**
KIRX, Kirksville, Mo.
- STOWE, JAMES A.**
WOTR, Corry, Pa.
- STRAND, NORM**
Cap'n Sandy Weather
WSAV-TV, Savannah, Ga.
- STRATTON, DICK**
Open House
WJXT, Jacksonville, Fla.
- STRAUSS, JOHN**
KNCO, Garden City, Kan.
- STRAUSS, WILLIAM**
WQXR, New York, N. Y.
- STRECKER, JOHN**
Weather
KOMU-TV, Columbia, Mo.
- STUART, ALLEN**
WHLL, Hempstead, N. Y.
- STUART, STREETER**
WBZ-WBZA, Boston-Springfield, Mass.
- STURM, DEAN**
WSAZ-TV, Huntington, W. Va.
- STURTZ, HOWIE**
WCNN, Neillsville, Wis.
- STYLES, DANNY**
Katman Show
WNJR, Newark, N. J.
- SUIT, HAROLD**
WALB-TV, Albany, Ga.
- SULLIVAN, ALEX**
Long Island Nightcap
WGLI, Babylon, N. Y.
- SULLIVAN, BILL**
WCHA, Chambersburg, Pa.
- SULLIVAN, TIM**
Commuter's Express
KGCN, Engelwood-Denver, Colo.
- SUMMERRISE, BOB**
KPKF, Bellevue, Wash.
- SUMMERS, BILL**
Gospel Train
WLou, Louisville, Ky.
- SUNKEL, BUD**
WDAN-TV, Danville, Ill.
- SUTTER, DICK**
WRMN, Elgin, Ill.
- SWANN, JIMMY**
WDAM-TV, Hattiesburg-Laur-rel, Miss.
- SWANSON, DEAN**
KFJB, Marshalltown, Iowa
- SWAYZE, JOHN CAMERON**
Chance for Romance
ABC-TV
- SWIFT, ALLEN**
Emcee of Popeye Show, WPix; Commercials: I Love Lucy, Hitchcock Presents, CBS; Disneyland, ABC; Steve Allen Show, NBC; Dragnet
- SWINSON, BOBBY**
Old Time Hymn Time
KCLW, Hamilton, Tex.
- SWORD, ROGER**
KPIN, Casa Grande, Ariz.
- SYNNES, ROD**
WFRV-TV, Green Bay, Wis.
- SYRDAL, JIM**
KCMT, Alexandria, Minn.

— T —

TABLER, WALTER
Music for Mom
KXOX, Sweetwater, Tex.

TAFOYA, AL
KQEO, Albuquerque, N. M.

TALLEY, JOHNNY
WENO, Nashville, Tenn.

RADIO-TV ANNOUNCERS, EMCEES

TANKY, NICK
WMCK, McKeesport, Pa.

TATE, BILL
Night Train
KOGT, Orange, Tex.

TATUM, T. E.
Supper Club
WHEE, Martinsville, Va.

TAYLOR, BILL
WIRC, Hickory, N. C.

TAYLOR, BROOKE

B. November 21, 1918, Indianapolis, Ind.

TAYLOR, GENE
KOTA, KOTA-TV, Rapid City, S. D.

TAYLOR, JIMMIE
WTCO, Campbellsville, Ky.

TAYLOR, KEN
The Music Room
WVCG, Coral Gables, Fla.

TAYLOR, PERRY
KAND, Corsicana, Tex.

TAYLOR, SAMMY
KWJJ, Portland, Ore.

TAYLOR, TED
KNBC, San Francisco, Calif.

TAYLOR, W. S.
WKDX, Hamlet, N. C.

TEEL, JERRY
KSTN, Stockton, Calif.

TEGMEIER, DOUG
KTRF, Thief River Falls, Minn.

TENNANT, JACK
WAJR, Morgantown, W. Va.

TERRELL, RON
KTUL, Tulsa, Okla.

TERRI, LOU
WDRG, Hartford, Conn.

TERRY, BILL
Party Line
WWPF, Palatka, Fla.

THOMAS, BERNIE
Musically Yours
KDEF, Albuquerque, N. M.

THOMAS, BILL
WDBQ, Dubuque, Iowa

THOMAS, GEORGE
Operation Nitecap
WHLM, Bloomsburg, Pa.

THOMAS, NORMAN A., Jr.
Today's Top Tunes
WDNT, Dayton, Tenn.

THOMAS, RAY
Musical Clock
WHAN, Charleston, S. C.

THOMAS, RIC
KOL, Seattle, Wash.

THOMAS, TOM
Friendly Neighbor
WERI, Westerly, R. I.

THOMAS, WAYNE
KTIM, San Rafael, Calif.

THOMASON, BILL
Sugar & Spice
WBAC, Cleveland, Tenn.

THOMPSON, BILL
KTIM, San Rafael, Calif.

THOMPSON, BOB
KATE, Albert Lea, Minn.

THOMPSON, CHUCK
Dixon on Disc
WALA-TV, Mobile, Ala.

THOMPSON, DANNY
Highway Patrol
WTPP, Charleston, W. Va.

THOMPSON, GORDON
KGAL, Lebanon, Ore.

THOMPSON, JIM
WPPA, Pottsville, Pa.

THOMPSON, RON
KTOW, Oklahoma City, Okla.

THOMPSON, TINY
The 4 Sharps
WHIS-TV, Bluefield, W. Va.

THORNTON, CAL
WCLA, Claxton, Ga.

THORP, WILLIAM
Open House
WGBB, Freeport, N. Y.

THORPE, BILL
Best of the Top 40
WFBL, Syracuse, N. Y.

TIDD, JACK
WDSR, Lake City, Fla.

TILFORD, RUSS
Starlight Theater
XETV, San Diego, Calif.

TINGLEY, IRV
Toast 'n Tunes
WRRR, Rockford, Ill.

TIPPINS, AL
Popeye Playhouse
WFGA-TV, Jacksonville, Fla.

TOMLINSON, CLAUDE
Clock Show
WIVK, Knoxville, Tenn.

TOMKINS, TOM
KOLD, Tucson, Ariz.

TONKEN, PHIL

TONNEMACHER, FRANK
920 Bandstand
WMNI, Columbus, Ohio

TOPINKA, RUDY
WSAU, WSAU-TV, Wausau, Wis.

TRAVIS, DAN
Danny's Hideaway
WBNI, Boonville, Ind.

TRELA, JOE
Polish Programs
WONG, Oneida, N. Y.

TRENT, STEVE
WCER, Charlotte, Mich.

TRIGG, STEVE
KOSA, Odessa, Tex.

TRIMBLE, ROBERT L.
WLSV, Wellsville, N. Y.

TRIPLETT, JOHN
WDSB, Homestead, Fla.

TROXLER, AL
Downbeat
WCOG, Greensboro, N. C.

TRUMBULL, DONALD
Afternoon Nocturne
WNBZ, Saranac Lake, N. Y.

TUCKER, JACK
WFVA, Fredericksburg, Va.

TUNSTALL, BILL
Jumpin' Jack
WCRY, Macon, Ga.

TURK, AL
Bingo at Home
WDAU-TV, Scranton, Pa.

TURLEY, BOB
WKAZ, Charleston, W. Va.

TURNAGE, JERRY
WFPR, Hammond, La.

TURNAGE, MAURICE
WKBL, Covington, Tenn.

TURNER, GRANT
WSM, Nashville, Tenn.

TURNER, JIM
WSOC, Charlotte, N. C.

TURNER, MIKE
WIRC, Hickory, N. C.

TURNER, ROBERT PAUL
KVOC, Casper, Wyo.

TYRELL, JOE
WPFM, Middletown, Ohio

TYSS, TY
Party Line
WGAV, Amsterdam, N. Y.

— U —

UNTERBORN, DICK
Cartoon Corners
KTBS-TV, Shreveport, La.

UPTON, DON
WIS-TV, Columbia, S. C.

— V —

VAIL, KIT
WKTY, La Crosse, Wisc.

VALENTINE, JIM
Open House
WMMN, Fairmont, W. Va.

VALLE, DAN
WFAS, White Plains, N. Y.

VALLIQUETTE, BOB
WTIG, Massillon, Ohio

VAN ANDEL, DOROTHY
Designs in Living
WFUR, Grand Rapids, Mich.

VAN CAMP, BOB
Morning Melodies
WSB, Atlanta, Ga.

VAN DEE, JAMES
Dancing Party
WVMI, Biloxi, Miss.

VANDERJACK, GUY
WPAG, Ann Arbor, Mich.

VANDEVENTER, JERRY
Nightbeat
WSB, Atlanta, Ga.

VANDEVER, JOE
Housewife Time
WDMF, Buford, Ga.

VAN DYKE, DICK
Mother's Day
ABC-TV

VAN DYNE, WAYNE
The Daybreaker
WSTV, Steubenville, Ohio

VAUGHN, BOB
Home & Highway
WSUN, St. Petersburg, Fla.

VAUGHN, REESE J.
WBLA, Augusta, Ga.

VENTER, MEL
KFRC, San Francisco, Calif.

VENTRELLA, TONY
WEDC, Chicago, Ill.

VESTAL, STAN
KNGS, Hanford Calif.

VICK, GLENN
WGTM, Wilson, N. C.

VIEDT, BEN
KWRY, Winner, S. D.

— W —

WADE, GILBERT
WFPR, Hammond, La.

WADE, JEFF
1470 Melody Lane
WLAM, Lewiston, Me.

WADE, OZZIE
WKNE, Keene, N. H.

WAGGONER, CHUCK
Songs at Sun-up
WAGG, Franklin, Tenn.

WAGNER, JOHNNY
Florida Calling
WKIS, Orlando, Fla.

RADIO-TV ANNOUNCERS, EMCEES

WAGNER, JON
KLWN, Lawrence, Kan.

WALKER, JOHNNY
Yawn Patrol
WEJL, Scranton, Pa.

WALKER, TOM
Tom's Triple T
KTCS, Ft. Smith, Ark.

WALLACE, GIL
Koffee Klub
WFIW, Fairfield, Ill.

WALLACE, NORM
KPDQ, Portland, Ore.

WALLER, EDMUND
WTOR, Torrington, Conn.

WALLINSON, ED
WNAK, Wilkes-Barre, Pa.

WALLISTON, ED
WNAK, Wilkes-Barre, Pa.

WALSH, GORDON
Street of Dreams
WINC, Winchester, Va.

WALSH, TOM
Curtain Time
WPEP, Taunton, Mass.

WALTERS, LLOYD
KSCO, Santa Cruz, Calif.

WARD, FRANK
Request Matinee
WAKR, Akron, Ohio

WARD, FRED
WOWL, Florence, Ala.

WARD, TERRY
KOWL, Tahoe Valley, Calif.

WARNERS, BOB
Tops for Teens
WAYX, Waycross, Ga.

WARNER, DICK
Warnerland
WRDW, Augusta, Ga.

WARREN, BILL
WKRC, Cincinnati, Ohio

WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.

WFAVER, BILL
Party Line
WDAY-TV, Fargo, N. D.

WEAVER, JOE
Penthouse Party
WTO, Toledo, Ohio

WEBB, DICK
WFDF, Flint, Mich.

WEBB, JAY
o Club
WSBC, Chicago, Ill.

WEBB, JOHNNY
KLRA, Little Rock, Ark.

WEBB, RIC
KOPR, Butte, Mont.

WEBB, RICK
WARB, Covington, La.

WEBER, ART
Birthday Club
KFBB-TV, Great Falls, Mont.

WEBSTER, KURT
Teen-Age Dancing Party
WAVY-TV, Norfolk, Va.

WEEMS, BOB
WFPG, Atlantic City, N. J.

WEILER, BOB
Country Cousins
KDIX-TV, Dickinson, N. D.

WELSH, JOHN
Music Room
KTAC, Tacoma, Wash.

WELTI, BOB
KTVT, Salt Lake City, Utah

WENDALL, RON
KDJJ, Holbrook, Ariz.

WENDELL, BILL

B. March 22, N. Y., MCA

WENDELL, BUD
KYW, Cleveland, Ohio

WESLEY, BOB
WPON, Pontiac, Mich.

WESLEY, TED
WTIG, Massillon, Ohio

WESNER, LEE
WISC, Madison, Wisc.

WESTON, JIM
KTML, Marked Tree, Ark.

WHEELER, GREGG
KTAT, Frederick, Okla.

WHITE, BILL
Variations in Music
WGBI, Scranton, Pa.

WHITE, BOB
WQXQ, Ormond Beach, Fla.

WHITE, JACK
KDN, Denver, Colo.

WHITE, LEE
KPUG, Bellingham, Wash.

WHITE, LEWIS
WJLD, Birmingham, Ala.

WHITE, STANLEY
KSCO, Santa Cruz, Calif.

WHITEHEAD, BRUCE
KBOL-TV, Boise, Ida.

WHITESIDE, ARTHUR
WLOS-TV, Ashville, N. C.

WHITLEY, CHARLES
WLTC, Gastonia, N. C.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, KEN
County Fair
NBC-TV

WILSON, DON
The Jack Benny Program
CBS-TV

WILSON, JOE
Bowling Stars
ABC-TV

WILSON, JOHN
KTAR, Phoenix, Ariz.

WILSON, JOHNNY
Top Tunes
WLSB, Big Stone Gap, Va.

WINTERS, ROLAND
The Peter Lind Hayes Show
ABC-TV

WOLF, ROD
Harmony Highway
WRTA, Altoona, Pa.

WOLFE, JOHN
730 Matinee
WDOS, Oneonta, N. Y.

WOODS, CHARLES
People in the News
ABC

WOODS, JOHN
WAAB, Worcester, Mass.

WOODS, WILLIAM H.
KDMO, Carthage, Mo.

WOODWARD, GORDON
KSTN, Stockton, Calif.

WOODWARD, LEE
Hollywood Showtime, Top
Ten Dance Party
KOTV, Tulsa, Okla.

WRAY, HALL
Top of the Morning
WHMA, Anniston, Ala.

WRIGHT, BILL
Top of the Morning
WBIG, Philadelphia, Pa.

WRIGHT, DAVID
WFMY-TV, Greensboro, N. C.

WUSSOW, GEORGE
KVCV, Redding, Calif.

WYATT, GEORGE
WTWV, Tupelo, Miss.

WYATT, JACK
Confession
ABC-TV

WYLLIE, GORDON
Mostly Music
WTRL, Bradenton, Fla.

— Y —

YANICH, BOBBY
WHGB, Harrisburg, Pa.

YEAGER, RAY
Karousel
KROW, Oakland, Calif.

YELLAND, STARR
KLZ-TV, Denver, Colo.

YONGUE, BOB
Up 'n Atom
WATO, Oak Ridge, Tenn.

YORK, TOM
WBRC-TV, Birmingham, Ala.

YOULE, CLINT
The Weatherman
WNBQ, Chicago, Ill.

YOUNG, AL
Musical Announcer
WCMA, Corinth, Miss.

YOUNG, BILLY
KTRE, Lufkin, Tex.

YOUNG, DALE
Detroit Bandstand
WJBK-TV, Detroit, Mich.

YOUNT, H. PRESTON, Jr.
Pres' Platter Party
WHLP, South Boston, Va.

YOUNG, O. C.
Disc Dance
WHIS, WHIS-TV, Bluefield,
W. Va.

YOUNG, SID
Housewife Time
WDMF, Buford, Ga.

YOUNG, TINY
Meet the Merchant
KAYE, Puyallup, Wash.

YOUNGS, KENNETH
WREM, Remsen, N. Y.

— Z —

ZACK, ED
WOC, Davenport, Iowa

ZAPUTIL, BILL
KOYN, Billings, Mont.

ZEIGLER, BOB
Drive In
WISL, Shamokin, Pa.

ZEVAN, BARRY
KANA, Anaconda, Mont.

ZIMMERMAN, BOB
WCED, DuBois, Pa.

ZINK, CHUCK
Popeye Playhouse
WTVJ, Miami, Fla.

ZURLO, RUDY
Wake to Music
WCKB, Dunn, N. C.



KLAVAN and FINCH

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1958

— A —

- ADAMS, KAY**
The House Party
KRIZ, Phoenix, Ariz.
- ADAMS, GLENN**
KAIR, Tucson, Ariz.
- ADAMS, JERRY**
KLPR, Oklahoma City, Okla.
- ADAMS, JOHN**
Junior Jazz
KIDD, Monterey, Calif.
- ADAMS, JOHN**
WTRK, Durham, N. C.
- ADAMS, JOHN**
Wake Up Hour
WMNF, Richwood, W. Va.
- ADKINS, BOB**
KNEW, Spokane, Wash.
- ADKINS, ROSS**
KGHF, Pueblo, Colo.
- ADKISON, JOHN**
Top "30"
WDSP, DeFuniak Springs, Fla.
- AGEE, BOB**
Top Forty
WBIR, Knoxville, Tenn.
- AHLERS, W.**
Record Roundup
WHMI, Howell, Mich.
- ALBERT'S BOB**
Up's & Down Show
KDMA, Montevideo, Minn.
- ALBRIGHT, JIM**
WPAC, Patchogue, N. Y.
- ALEXANDER, CHRIS**
KLLA, Leesville, La.
- ALGER, MICK**
Night Train
KBNZ, La Junta, Colo.
- ALLAN, AARON**
WOAI, San Antonio, Tex.
- ALLAN, LLOYD**
Tune 1050
KNEX, Kirkland, Wash.
- ALLEN, CHARLES**
Mid-afternoon Moods
KGW, Alamosa, Colo.
- ALLEN, BOB**
Slim Short Show
WGTM, Wilson, N. C.
- ALLEN, DON**
Coffee, Toast & Tunes
WBRT, Bardstow, Ky.
- ALLEN, FRED**
WAAA, Winston-Salem, N. C.
- ALLEN, GENE**
Melody Parade
WENK, Union City, Tenn.
- ALLEN, HERB**
Rhythm Roundtable
WESA, Charleroi, Pa.
- ALLEN, JACK**
Melody Matinee
WTTM, Trenton, N. J.
- ALLEN, JOHN**
Early Birds
WFAA, Dallas, Tex.
- ALLEN, RODGER**
WGGO, Salamanca, N. Y.
- ALLEN, ROGER**
WKYB, Paducah, Ky.
- ALLEN, RON**
Music Hall
WSAI, Cincinnati, Ohio
- ALLEN, STEVE**
Musical Clock
WJEH, Gallipolis, Ohio
- ALLINSON, BOYD E.**
RFD 1360
KDBC, Mansfield, La.
- ALLMAN, PIERCE**
Melody-Go-Round
WFAA, Dallas, Tex.
- ALLWOOD, JIM**
Hillbilly Heaven
KWTO, Springfield, Mo.
- ALONSO, IVO LUIS**
Artistas en Revistas
KIFN, Phoenix, Ariz.
- ANDERSON, BILL**
WJJC, Commerce, Ga.
- ANDERSON, CURLY**
KURY, Brookings, Ore.
- ANDERSON, DAN**
WLWL, Minneapolis, Minn.
- ANDERSON, DON**
KASK, Ontario, Calif.
- ANDERSON, DON**
KPH, Wichita, Kan.
- ANDERSON, DUANE**
Matinee Melody
KCDM, Carroll, Iowa
- ANDERSON, DUKE**
KWIZ, Santa Ana, Calif.
- ANDERSON, ERNIE**
WHK, Cleveland, Ohio
- ANDERSON, GEORGE**
Late Date
WITY, Danville, Ill.
- ANDERSON, HERB**
Requestfully Yours
WPIN, St. Petersburg, Fla.
- ANDERSON, HERB OSCAR**
HOA Show
WMCA, New York, N. Y.
- ANDERSON, HOWIE**
Top 50 Tunes
WLDB, Atlantic City, N. J.
- ANDERSON, J. W.**
Spinorama
WMCP, Columbia, Tenn.
- ANDERSON, JACK**
KTXX, Sherman, Tex.
- ANDERSON, KARL**
Melodies in Velvet
WGMA, Hollywood, Fla.
- ANDERSON, KERRY**
WGLC, Centreville, Miss.
- ANDERSON, MAX**
Morning Man
WBAP, Fort Worth, Tex.
- ANDERSON, SAMMY**
WKAP, Allentown, Pa.
- ANDERSON, TERRY**
WETZ, New Martinsville, W. Va.
- ANDREWS, ANDY**
WHOO, Orlando, Fla.
- ANDREWS, JERRY**
WBAL, Baltimore, Md.
- ANGLE, CLIP**
WLVC, Williamsport, Pa.
- ANKENY, HENRY**
Platter Party
KLMO, Longmont, Colo.
- ANTHONY, AL**
Hits for the Misses
KAFY, Bakersfield, Calif.
- ANTHONY, CARMINE**
WJJD, Chicago, Ill.
- ANTHONY, DON**
Hi Fi For Housewives
WWIN, Baltimore, Md.
- ANTHONY, JOE**
Dancing Party
WSSC, Sumter, S. C.
- ANTHONY, JOE**
Harlem Serenade
KMAC, San Antonio, Tex.
- ANTHONY, PAUL**
KMON, Great Falls, Mont.
- ANTHONY, TOM**
KDTH, Dubuque, Iowa
- ARCHARD, DAVE**
WALT, Tampa, Fla.
- ARCHER, GENE**
Mr. Music
WRC, Washington, D. C.
- ARKELL, BUD**
Up 'n Atom Show
WANS, Anderson, S. C.
- ARLAN, JAY**
Make Mine Music
WFEM, Indianapolis, Ind.
- ARMSTRONG, DON**
Up & Atom
WDCL, Clearwater, Fla.
- ARMSTRONG, HAROLD**
Early Bird Show
KALV, Alva, Okla.
- ARMSTRONG, HAYWARD**
The Hayride
KOYL, Odessa, Tex.
- ARMSTRONG, TIM**
RHSL, Chico, Calif.
- ARMSTRONG, TOM**
WGAR, Cleveland, Ohio
- ARNOLD, CHARLES**
Cool Rhythms
WVOL, Nashville, Tenn.
- ARNOLD, CHUCK**
WISN, Milwaukee, Wis.
- ARNOLD, HAP**
KBYG, Big Spring, Tex.
- ARNOLD, RON**
Pop Hits
KTTN, Trenton, Mo.
- ARTHUR, PAUL**
P. A. in the P. M.
KBUN, Bemidji, Minn.
- ARTZ, RALPH**
WSAN, Allentown, Pa.
- ASTOL, LALO, SR.**
KCOR, San Antonio, Tex.
- ATHNOS, BOB**
Toast 'N Jam Session
KLIZ, Brainerd, Minn.
- ATKINS, BILL**
Timekeeper Show
KDOK, Tyler, Tex.
- ATKINS, EDDIE**
Mr. Music
WJEH, Gallipolis, Ohio
- ATKINS, ROBERT**
WTCB, Flomaton, Ala.
- ATKINSON, TOM**
Musicaland USA
KSIL, Silver City, N. M.
- ATTBERRY, TERRY**
KCOL, Fort Collins, Colo.
- ATWOOD, BILL**
Melody Time
WAUG, Augusta, Ga.
- AUGELLO, JOE**
WOHO, Toledo, Ohio
- AUSTIN, CHUCK**
Road Show
WERI, Westerly, R. I.
- AUTIO, TOM**
Music Makers
WBNC, Conway, N. H.

— B —

- BABCOCK, SAM**
KDEO, San Diego, Calif.
- BACARELLA, JOE**
WMIC, Monroe, Mich.
- BAHN, CARL**
Top's Tunes
- BAILEY, BILL**
WBV, Belleville, Ill.
- BAKER, JACK**
Record Shop
WEMP, Milwaukee, Wis.

RADIO-TV DISC JOCKEYS

BALDWIN, RUSS
 WIBX, Utica, N. Y.
BALL, ACE
 KHFM, Big Spring, Tex.
BALLARD, DAVE
 KTIK, Seattle, Wash.
BALLARD, DREW
 KVMC, Colorado City, Tex.
BANDY, BOB
 Coffee Club
 WAPL, Appleton, Wis.
BANGERT, CHRIS
 WDSM-TV, Superior, Wis.
BARBER, BILL
 WOOD, Grand Rapids, Mich.
BARGER, CARL
 WDFD, Flint, Mich.
BARIL, GENE
 WJEF, Grand Rapids, Mich.
BARILE, LOU
 WIBX, Utica, N. Y.
BARKELY, MIKE
 Timekeeper
 WKRZ, Oil City, Pa.
BARKER, BENARD
 WJHO, Opelika, Ala.
BARKER, DAVE
 Luncheon Concert
 WOKO, Albany, N. Y.
BARKER, ROBERT
 Music Beat
 WAAG, Adel, Ga.
BARKER, TED
 Joy Club
 WJOY, Burlington, Vt.
BARKLEY, ROGER
 KALL, Salt Lake City, Utah
BARLOW, JOHN
 WFGM, Fitchburg, Mass.
BARNARD, BILL
 Top Banana Show
 KWIZ, Santa Ana, Calif.
BARNES, JIM
 Town and Country Time
 KABR, Aberdeen, S. D.
BARNETT, BOB
 KVBC, Farmington, N. M.
BARNHILL, CHARLES
 Musical Roundup
 KDRS, Paragould, Ark.
BARR, FRED
 Gospel Time
 WWRL, New York, N. Y.
BARRETTE, ART
 Country Music Album
 WSIG, Mt. Jackson, Va.
BARRETT, DICK
 KCNO, Alturas, Calif.
BARRETT, RON
 KFDA, Amarillo, Tex.
BARRY, CARL
 WFOB, Postoria, Ohio
BARRY, BENE
 WTNQ, Dayton, Ohio
BARRY, NICK
 For Teenagers Only
 WTIQ, Massillon, Ohio
BARTEAU, FRANK
 Ranch Party
 KCKY, Coolidge, Ariz.
BARTON, BOB
 Music in the Air
 WSKN, Saugerties, N. Y.
BARTON, FRED
 WANE, Fort Wayne, Ind.
BARTON, KEARNEY
 KTW, Seattle, Wash.
BASS, MARTHA
 WSYL, Sylvania, Ga.
BASSETT, JOHN
 Record Room
 WBZ-WEZA, Boston-Springfield, Mass.
BATEMAN, JACK
 Record Room
 KGGF, Coffeyville, Kan.
BAUER, BILL
 KTOE, Mankato, Minn.
BAUER, GEORGE
 WGN, Chicago, Ill.
BAUGHMAN, EARL
 WESC, Greenville, S. C.
BAUM, ROD
 WFOB, Postoria, Ohio
BAXTEK, DAN
 Night Beat
 WJBK, Detroit, Mich.
BAXTER, GORDON
 KOGT, Orange, Tex.
BEALE, GEORGE
 Reveille
 WTSL, Hanover, N. H.
BEASLEY, BUZZ
 Hit the Road
BEATTIE, GEORGE T. III
 KWBY, Colorado Springs, Colo.
BEATY, JOHN
 WNOG, Naples, Fla.
BEBEE, RON
 WCWC, Ripon, Wis.
BECK, LEW
 KCOW, Alliance, Neb.
BECKMAN, SPOOK
 WTVN, Columbus, Ohio
BEECHLER, CASH
 Clockwatcher
 WFFC, Alma, Mich.
BEERS, BOBBY
 Musical Clock
 KOBY, San Francisco, Calif.
BELL, JIMMIE
 Court of Good Music
 KANN, Sinton-Corpus Christie, Tex.
BELL, RALPH
 Sundown Serenade
 WCMR, Elkhart, Ind.
BELLEW, TERRY
 KXOX, Sweetwater, Tex.
BELLMAN, BILL
 KRNO, San Bernardino, Calif.
BELSON, GORDON
 Housewife's Hit Parade
 KXO, El Centro, Calif.

BRAND NEW ! ! ! !

UP-TO-DATE D. J. MAILING LIST and SUBSCRIPTION SERVICE

Subscriptions to Our 4200 Disc Jockey List

1000 Preferred Disc Jockeys

3200 General Disc Jockeys

Filed in Separate Categories

YOU WILL RECEIVE THE FOLLOWING TO
OUR ONE YEAR SUBSCRIPTION SERVICE

- 1) You receive our list of 4200 DISC JOCKEYS on index cards.
- 2) List is in strictest geographical and alphabetical order.
- 3) Every three months we will send you changes on DISC JOCKEY list.
- 4) We guarantee 100% accuracy on our list or 5c refunded for each mailing piece returned to you by post office and forwarded to our office within 3 weeks from purchase of list.
- 5) All our index cards have street addresses of Radio stations.

TOTAL PRICE \$80.00 + Parcel Post charge (Add 3% Sales Tax for N.Y.C.)

MAIL IN YOUR ORDER TODAY

Accurate List Letter Service, Inc.

1650 BROADWAY, NEW YORK 19, N. Y.

Phone: COLUMBUS 5-8093

As an added "BONUS" we address only for our subscribers, gummed labels from the DISC JOCKEY list at a price of \$5.00 per 1000 names.

RADIO-TV DISC JOCKEYS

BENEDICT, BOB

1260 Club
WWIS, Black River Falls,
Wis.

BERNARD, FRED

Listen to Long Island
WGSM, Huntington, N. Y.

BERRY, A. G. 'SPIKE'

Key Box Time
KEJY, Jamestown, N. D.

BERRY, AL

WPLA, Plant City, Fla.

BERRY, BILL

Top Twenty
WDSU, New Orleans, La.

BERRY, JIM

WDXB, Chattanooga, Tenn.

BERRY, TOM

WKNX, Saginaw, Mich.

BERTENSHAW, BILL

U.S.A. Show

WBBI, Newark, N. J.

BESSELL, JERRY

Nightwatch

WALB, Albany, Ga.

BESSON, BILL

Top 30 — 1330

KVOL, Lafayette, La.

BETNKE, DAVID

Musical Magazine

WBKV, West Bend, Wis.

BEVILL, FRED

KTRB, Modesto, Calif.

BICKEL, PAT

WADP, Kane, Pa.

BICKHAM, BENNY

WABL, Amite, La.

BIELOH, JOHN

KTFS, Texarkana, Tex.

BIGGS, TED

1320 Club

KWIN, Ft. Smith, Ark.

BILDERBACK, LES

Music for you

WINI, Murphysboro, Ill.

BILLINGTON, THOM

Juke Box

WNOK, Columbia, S. C.

BIMSON, PHIL

WKTY, La Crosse, Wis.

BIRCHER, BILL

WTNJ, Trenton, N. J.

BIRGE, JERRY

Melody Showcase

WHIZ, Zanesville, Ohio

BIRKHOLM, JIM

WBCM, Bay City, Mich.

BISHOP, BARBARA

KIKI, Honolulu, Hawaii

BISHOP, BENNY

Music in the Air

WLDB, Atlantic City, N. J.

BISHOP, BILL

WAIT, Chicago, Ill.

BISHOP, NED

Night Watch

KYOU, Greeley, Colo.

BLACK, RONNIE

WSTL, Eminence, Ky.

BLACKBURN, BOB

KXL, Portland, Ore.

BLACKBURN, JOHN

Big John's Record Corner

KZUM, Farmington, N. M.

BLACKWELL, KEN

Serenade

WCBS, Greenwood, S. CV.

BLACKWELL, ROGER

KNM, Maryville, Mo.

BLAHA, DICK

Sunday Serenade

WRAC, Racine, Wis.

BLAINE, GENE

WAKE, Atlanta, Ga.

BLAINE, JAMES W.

KTOO, Henderson, Nev.

BLAIR, HARRY

WGL, Fort Wayne, Ind.

BLANCHARD, RED

KPOP, Los Angeles, Calif.

ELEDSOE, HAROLD

Nightbeat

WSAV, Savannah, Ga.

BLODGETT, ROD

KTRF, Thief River Falls,

Minn.

BLOOD, RUSSELL

WSRO, Marlborough, Mass.

BLOOM, AL

KFTM, Fort Morgan, Colo.

BLOOM, LYNN

WMRF, Lewistown, Pa.

BLOXOM, RUSS

Man on the Beat

KCLE, Cleburne, Tex.

BOARDMAN, GAELE

WEAV, Plattsburgh, N. Y.

BOBBITT, M. E.

WTMK, Durham, N. C.

BOCK, KEN

Newsic

KDRS, Paragould, Ark.

BOLENDER, DICK

Breakfast Show

WBK, Pittsfield, Mass.

BOLLER, PHIL

WKMF, Flint, Mich.

BOLLMAN, JIM

Downbeat

KMRS, Morris, Minn.

BOND, GARLAND

WETU, Wetumpka, Ala.

BOND, GARY

KMAM, Tularosa, N. M.

BOND, VIRGIL

KHEY, El Paso, Tex.

BONDS, HOYT

Bonds with Bands

WTCC, Flomaton, Ala.

BONNER, ED

KXOK, St. Louis, Mo.

BONNER, ED

WIL, St. Louis, Mo.

BORBA, JOHN

KWIP, Merced, Calif.



DICK ("Ricardo") SUGAR

WNTA — Pop Disc Jockey

Specialist in Latin-American Music

BOulevard 1-7808



JOE O'BRIEN

"JOE'S PLACE" — WMCA

5 to 8 p.m. Daily

CONTACT: CARL EASTMAN

MU 2-4986

RADIO-TV DISC JOCKEYS

BORCHARD, CHUCK
Saturday Matinee
WOAP, Owosso, Mich.

BORELLI, BILL
WCCM, Lawrence, Mass.

BORT, KEN
Stampede
KGEM, Boise, Ida.

BRADLEY, PAM
WLEB, Lebanon, Ky.

BOSSEE, BILL
KWHI, Brenham, Tex.

BRACKNEY, TOM
Easy Listening
KSYC, Yreka, Calif.

BRADLEY, BOB
WL0L, Minneapolis, Minn.

BRADLEY, CURT
Smilin' Time
WMIX, Mt. Vernon, Ill.

BRADLEY, DICK
WARB, Covington, La.

BRADLEY, MIKE
KOIL, Omaha, Neb.

BRADLEY, SAM
KLMO, Independence, Mo.

BRADY, BUD
KNOC, Natchitoches, La.

BRAID, DON
WMBD, Peoria, Ill.

BRAMBLETT, GEORGE
KELD, El Dorado, Ark.

BRANNON, JOE
Bop Time
WEYE, Sanford, N. C.

BRANSOME, BILL
WCAU, Philadelphia, Pa.

BRANT, BILL
WEDO, McKeesport, Pa.

BRANT, DOT
Designing Woman
WKAI, Macomb, Ill.

BRATT, BOB
WMFT, Terre Haute, Ind.

BRAY, ED
WALT, Tampa, Fla.

BREAD, GLENN
KXLT, Helena, Mont.

BREECE, CHUCK
Indianapolis at Night
WF8M, Indianapolis, Ind.

BRELAND, BILL
WALD, Waltherboro, S. C.

BRENNER, PAUL
WNTA, Newark, N. J.

BRETZ, RONNIE
Platter Parade
WAUD, Auburn, Ala.

BRIDGES, RAY
Nite Train
KID, Idaho Falls, Ida.

BRIGHAM, PAUL L.
WMGR, Bainbridge, Ga.

BRIMMER, J. ALLEN
Milkin Time
WJIV, Savannah, Ga.

BRODERICK, DICK
KALL, Salt Lake City, Utah

BRODIE, EARLE
Caravan
WAKN, Aiken, S. C.

BROOKS, AL
Music to Dawn
WISH, Indianapolis, Ind.

BROOKS, DALE
Big Boy Frolic
WCST, Berkeley Springs, W. Va.

BROOKS, EARNEST
Jubilee Train
KPBA, Pine Bluff, Ark.

BROOKS, FOSTER
WHAM, Rochester, N. Y.

BROOKS, FRANK
Festival
WTTM, Trenton, N. J.

BROOKS, FRANK
WRVA, Richmond, Va.

BROOKS, FRED
KRBC, Abilene, Tex.

BROWN, BERNARD
WGST, Atlanta, Ga.

BROWN, BILL
WNEB, Worcester, Mass.

BROWN, BOB
KTUC, Tucson, Ariz.

BROWN, BOB
WPLY, Plymouth, Wis.

BROWN, DAN
Chuckwagon Roundup
KTUT, Tooele, Utah

BROWN, DICK
Kommutors
KAFY, Bakersfield, Calif.

BROWN, DICK
WWOK, Charlotte, N. C.

BROWN, FRANK X.
Open House
WRIV, Riverhead, N. Y.

BROWN, GILES
WKIN, Kingsport, Tenn.

BROWN, JIM
Musical Clock
WCNT, Centralia, Ill.

BROWN, PAT
KYSN, Colorado Springs, Colo.

BROWN, PAUL
Brown Darby
WMGW, Meadville, Pa.

BROWN, R. C. (BOB)
Marathon of Music
WLBK, DeKalb, Ill.

BROWN, TED
Ted Brown & The Bedhead
WMGM, New York, N. Y.

BROWNELL, BEN
Night Flight
KLIV, Modesto, Calif.

BROWNING, DAVE
WOHO, Toledo, Ohio

BOYLE, CHUCK
House of Wax
KVOU, Uvalde, Tex.

BRUCE, AL
1270 Club
WLEB, Lebanon, Pa.



Bruce Morrow
WINS



ART FORD

RADIO-TV DISC JOCKEYS

BRUCE, FRANK
WPLH, Huntington, W. Va.

BRUNEL, JOHN
WSKI, Montpelier, Vt.

BRUNES, LARRY
KTLL, Tillamook, Ore.

BRUNO, GARY
Nitebeat
KAGT, Anacortes, Wash.

BRUTON, BOB
KXOL, Fort Worth, Tex.

BRYAN, CHARLES
Big Music Date
WSMB, New Orleans, La.

BRYANT, BERK
Country Gentleman Time
WBRG, Lynchburg, Va.

BURNHAM, FRED
WCAT, Orange, Mass.

BURNS, GENE
KBSF, Springhill, La.

BURNS, JACK
KTUC, Tucson, Ariz.

BURNS, RICHARD
Koo Koo Klock
WTMM, Trenton, N. J.

BURNS, STAN

Entertainment Press Conference,
DuMont; NBC Monitor; Cerebral
Palsey Telethon, WOR-TV; Stan
Burns Show, WINS

BURNS, TOMMY
KMA, Shenandoah, Iowa

BURRIS, ROBERT
WAMV, East St. Louis, Ill.

BURTON, JOE
WBOF, Virginia Beach, Va.

BURWELL, BILL
Best on Wax
WFMC, Goldsboro, N. C.

BUTERA, SAL
WJER, Dover, Ohio

BUTTS, JIM
Morning Melody Time
WBHC, Hampton, S. C.

BYARS, JOE
Daily Hit Parade
WFUN, Huntsville, Ala.

BYRD, JIMMY
Dr. Jive
WSRC, Durham, N. C.

BYRON, TOM
Record Rack
WMST, Mt. Sterling, Ky.

— C —

CABANISS, CHARLES
Wake to Music
WKMT, Kings Mountain,
N. C.

CADDELL, JAN
Pops for Saturday
WHSC, Hartsville, S. C.

CALKINS, BRIAN
KASY, Auburn, Wash.

CALL, JACK
KCKN, Kansas City, Kan.

CALLAN, BOB
Record Shop
WMCA, New York, N. Y.

CAMPBELL, JACK
Sleepwalker
KVOO, Tulsa, Okla.

CAMPBELL, JOHN
Campbell's A Comin'
WSMN, Nashua, N. H.

CANDLER, JOHN
KFSA, Fort Smith, Ark.

CANDLER, JOHN
Night Train
WDVA, Danville, Va.

CANNON, NORMAN
Hit Kit
WHAP, Hopewell, Va.

CAPPS, JIMMY
Our Best to You
WPTF, Raleigh, N. C.

CARD, DEX
Coffee with Card
WGAN, Portland, Me.

GARDEN, JOHN
WROK, Rockford, Ill.

CARIDAS, BILL
Tempo
WHOK, Lancaster, Ohio

CARL, JOE
Top O' the Morning
WSIX, Nashville, Tenn.

CARLESON, ADE
Spinners Holiday
KGHL, Billings, Mont.

CARLSON, AL
KDLM, Detroit Lakes, Minn.

CARLSON, W.
Tops in Pops
WLLH, Lowell, Mass.

CARLTON, JOHNNY
WPGC, Washington, D. C.

CARNEY, JACK
WIL, St. Louis, Mo.

CAROL, KEN
KODE, Joplin, Mo.

CAROLA, RALPH
Dream Dancing
WHYN, Springfield, Mass.

CARON, CHARLES
WKNB, West Hartford, Conn.

CARR, DICK
KTXO, Sherman, Tex.

CARROLL, RALPH
KELO, Sioux Falls, S. D.

CARROLL, ROGER
KGAY, Salem, Ore.

CARSON, CHUCK
KSRO, Santa Rosa, Calif.

CARTER, JAMES
Mr. Cee's Party
WOIC, Columbia, S. C.

CARTER, LEO
Jocko's Jamboree
KOKY, Little Rock, Ark.

CARTER, LEW
Jamboree
WMOG, Brunswick, Ga.

CARTER, VIVIAN
WWCA, Gary, Ind.



JACK LACY WINS

"Listen to Lacy"

RADIO-TV DISC JOCKEYS

- CASTO, BOB**
On The Street Where You Live
WCLG, Morgantown, W. Va.
- CERRI, BILL**
Yawn Patrol
WWLN, Baltimore, Md.
- CERRI, DICK**
WRUN, Utica, N. Y.
- CERVERA, ERNESTO**
KWKK, Pasadena, Calif.
- CHADDERTON, JACK**
WLYN, Lynn, Mass.
- CHAMBERS, PAT**
WDAE, Tampa, Fla.
- CHAMPINE, JOHN**
Kitchen Club
WMAB, Munising, Mich.
- CHAPMAN, HARRY**
Moments in Music
KHAM, Albuquerque, N. M.
- CHRISTE, PHIL**
WBZ-WBZA, Boston-Springfield, Mass.
- CHRISTEN, ELLIOTT**
Melody Corner
KDEC, Decorah, Iowa
- CHRISTENSEN, DON**
Party Line
WBEV, Beaver Dam, Wis.
- CHRISTOPHER, BERT**
Sunday Serenade
WWJB, Brooksville, Fla.
- CHURCHES, GLENN**
KCRA, Sacramento, Calif.
- CHURCHILL, NATE**
Schools Out
WAGM, Presque Isle, Me.
- CLARK, DANNY**
Gospel Favorites
WJIV, Savannah, Ga.
- CLARK, DEL**
WJJD, Chicago, Ill.
- CLARK, DON**
WCCM, Lawrence, Mass.
- CLARK, FRED**
KLTR, Blackwell, Okla.
- CLARK, HOWARD**
Country Music Time
KBSF, Springhill, La.
- CLARK, NORM**
Casual
WCWC, Ripon, Wis.
- CLARK, TOM**
KXLR, Little Rock, Ark.
- CLARKE, AL**
Record Rack
WYOU, Newport News, Va.
- CLARY, BOB**
Musical Merrygoround
WWBD, Bamberg, S. C.
- CLAWSON, JIM**
Yawn Patrol
KRXX, Rexburg, Ida.
- CLAXTON, DAVE**
Rollin' Home Show
WSLB, Ogdensburg, N. Y.
- CLAY, TOM**
Jack the Bellboy
WJBK, Detroit, Mich.
- CLAYBORNE, BRIGHTON**
KHEP, Phoenix, Ariz.
- CLAYTON, BOB**
Boston Ballroom
WHDH, Boston, Mass.
- CLAYTON, DICK**
WIL, St. Louis, Mo.
- CLEARY, ED**
Sunrise Salute
WELO, Tupelo, Miss.
- CLEARY, THOMAS E.**
WRIT, Milwaukee, Wis.
- CLEMANS, CHUCK**
Mainly Music
KCKY, Coolidge, Ariz.
- CLEMENT, JACK**
WELG, Lexington, Ky.
- CLEMENTS, WAYNE**
Easy Listening
WMEV, Marion, Va.
- CLOUD, DICK**
KBYG, Big Spring, Tex.
- CO-ETTE, DICK**
WAVI, Dayton, Ohio
- COFFEE, FLEP**
WIBV, Belleville, Ill.
- COFFEE, RAY**
Record Request
WMAF, Madison, Fla.
- COLBY, LEW**
Ham 'n' Eggs
WMM5, Bath, Me.
- COLE, BOB**
KBUZ, Phoenix, Ariz.
- COLE, FRED B.**
WHDH, Boston, Mass.
- COLEMAN, CHARLES**
Gospel Hour
WBBI, Newark, N. J.
- COLEMAN, CHARLIE**
Downbeat
WHMS, Charleston, W. Va.
- COLEMAN, JERY**
KSEL Lubbock, Tex.
- COLES, ED**
WSBA, York, Pa.
- COLLINS, BILL**
WRFD, Worthington, Ohio
- COLLINS, BOB**
WOAT, San Antonio, Tex.
- COLLINS, CHARLIE**
WILM, Wilmington, Del.
- COLLINS, JIM**
KTAR, Phoenix, Ariz.
- COLLINS, JIM**
Hall of Hits Show
WAMM, Flint, Mich.
- COLMAN, HARRY**
KMCD, Fairfield, Iowa
- COMBES, JAMES W. JR.**
1240 Club
KSUE, Susanville, Calif.
- COMBS, JACK**
WBLG, Lexington, Ky.
- COMER, CHUCK**
KNBY, Newport, Ark.
- COMER, JOHN L.**
KDSJ, Deadwood, S. D.
- COMLEY, JACK**
WKNE, West Hartford, Conn.
- CONE, ROBERT G.**
KDSJ, Deadwood, S. D.
- CONNELL, PAT**
R & B Express
WNJR, Newark, N. J.
- CONRAD, DICK**
WEOL, Elyria-Lorain, Ohio
- CONRAD, RUSSELL**
KEX, Portland, Ore.
- COOK, BILL**
WVMC, Mt. Carmel, Ill.
- COOK, BOB**
Coffee Club
WPTW, Piqua, Ohio
- COOK, BOB**
WRJN, Racine, Wis.
- COOK, ED**
WFEC, Miami, Fla.
- COOK, JACK**
Melody Madhouse
WNOK, Columbia, S. C.
- COOK, JOE**
Breakfast with the Cook
KGGF, Coffeyville, Kan.
- COOK, LYNN**
Platter Pantry
KYOU, Greeley, Colo.
- COOK, RICHARD**
WPDW, Potsdam, N. Y.
- COOKE, HENRY**
WMAQ, Chicago, Ill.
- COOPER, AL**
KHEM, Monticello, Ark.
- COOPER, HUGH**
Dawn Patrol
WCKI, Greer, S. C.
- COOPER, RICHARD**
KALB, Alexandria, La.
- COOPER, TED**
KOBY, San Francisco, Calif.
- COPE, FRANK**
Alam Klok Klub
KJBS, San Francisco, Calif.
- COPELAND, AL**
Night Show
KCKC, San Bernardino, Calif.
- COPELE, LEONARD**
Teen Age Hop
KYUM, Yuma, Ariz.
- CORBETT, CARL**
KCOG, Centerville, Iowa
- CORBIN, DICK**
WOTW, Nashua, N. H.
- CORDER, RICHARD**
KOGT, Orange, Tex.
- CORDIC, REGE**
KDKA, Pittsburgh, Pa.
- CORDONE, MARTY**
WNAK, Wilkes-Barre, Pa.
- CORMIER, FLOYD**
Almanac
KVOL, Lafayette, La.
- CORNELIUS, RUSS**
KWYN, Wynne, Ark.
- CORNELL, KEN**
WTBL, Utica, N. Y.
- CORRADO, PAT**
Metronome
WAJR, Morgantown, W. Va.
- CORRIGAN, JOHN**
1170 Club
WWVA, Wheeling, W. Va.
- CORVELLO, NICK**
Night Watch
WBOY, Clarksburg, W. Va.
- CORWIN, HAL**
Stairway to the Stars
KOWN, Escondido, Calif.
- COSGROVE, DON**
Downbeat
WEAM, Washington, D. C.
- COSS, PAUL**
WAAB, Worcester, Mass.
- COSTELLO, LEN**
WKBZ, Muskegon, Mich.
- COUGHLIN, LOU**
WENY, Elmira, N. Y.
- COVINGTON, GLADYS**
WGOR, Georgetown, Ky.
- COX, BILL**
WLCS, Baton Rouge, La.
- COX, FORREST**
Morning Melodies
WJDX, Jackson, Miss.
- COY, JIM**
WOR, New York, N. Y.
- CRADDOCK, KATO**
Roadside Inn
WMLS, Sylacauga, Ala.
- CRAIG, BILL, JR.**
Studio D
WLBC, Muncie, Ind.
- CRAIN, MARVIN**
Portfolio
KNET, Palestine, Tex.
- CRANE, BOB**
KNX, Los Angeles, Calif.
- CRAWFORD, BLACKIE**
Country Time
KHEM, Big Spring, Tex.
- CRAWFORD, CARL**
Mostly Music
WTSL, Hanover, N. H.
- CRAWFORD, JOHN**
Platter Parade
WAUD, Auburn, Ala.
- CRAWFORD, PAUL**
KRGV, Weslaco, Tex.
- CREIGHTON, DAN**
WELL, Battle Creek, Mich.
- CREVELING, JOHN**
WJET, Erie, Pa.
- CREWS, COLEMAN**
Feb 50
WPET, Greensboro, N. C.
- CRONKHITE, BOB**
KWIK, Moses Lake, Wash.
- CRONKRIGHT, J. M.**
Wake up to Music
WILO, Frankfort, Ind.
- CROSBY, LEE**
Dixie
XTIM, San Rafael, Calif.

RADIO-TV DISC JOCKEYS

CROSBY, RICHARD
Record Party
WTRA, Latrobe, Pa.

CROSBY, WILLIS
Prayer Wheel
WANS, Anderson, S. C.

CUMMISKEY, BOB
1290 Hits
WCCC, Hartford, Conn.

CUNNINGHAM, DARREL
Musical Roundup
KDRS, Paragould, Ark.

— D —

DaBECCO, HENRY
EQV, Pittsburgh, Pa.

DABOUL, JOE
Record Caravan
WMAS, Springfield, Mass.

DAHMER, ROY
WMT, Cedar Rapids, Iowa

DALL, GEORGE
WLN, Atlanta, Ga.

DALE, BILLY
WTAO, Boston, Mass.

DALE, REX
WAMP, Pittsburgh, Pa.

DALE, STAN
WAIT, Chicago, Ill.

DALTON, JACK
WROB, West Point, Miss.

DANE, BILL
On the Night
KTBC, Austin, Tex.

DANIEL, DAN
WDGY, Minneapolis, Minn.

DANIELS, BOB
WKID, Champaign-Urbana, Ill.

DANIELS, BOB
WKID, Champaign-Urbana, Ill.

DANIELS, DAVE
Open Hiway, U. S. A.
WDRF, Chester, Pa.

DANIELS, GEORGE
KRNO, San Bernardino, Calif.

DANIELS, RICK
WIOU Kokomo, Ind.

DARIEN, FRANK
KSJO, San Jose, Calif.

DARY, ALAN
WBZ-WBZA, Boston-Springfield, Mass.

DATE, DON
Downbeat
WEAM, Washington, D. C.

DAUGHERTY, DOC
WSBA, York, Pa.

DAUGHERTY, JIM
Saturday Afternoon
KWPC, Muscatine, Iowa

DAVID, TOBY
CKLW, Detroit, Mich.

DAVIDSON, DWIGHT
WWXL, Manchester, Ky.

DAVIDSON, GENE
Platter Party
WHUB, Cookeville, Tenn.

DAVIES, BUD
CKLW, Detroit, Mich.

DAVIS, BOB
Curtain Time
WTON, Staunton, Va.

DAVIS, BRAD
WACE, Springfield-Chicopee, Mass.

DAVIS, CHUCK
KAMO, Rogers, Ark.

DAVIS, DARRELL
Everything Goes
KOCA, Kilgore, Tex.

DAVIS, GENE
WHB, Kansas City, Mo.

DAVIS, HERB
WARL, Arlington, Va.

DAVIS, JEROME
Parade of Stars
KMFT, Marshall, Tex.

DAVIS, KATHY
High School Hi-lites
WNEZ, Saranac Lake, N. Y.

DAVIS, MAC
Late Bird Show
KEDO, Longview, Wash.

DAVIS, SONNY
WKLC, St. Albans, W. Va.

DAVIS, STAN
KOCY, Oklahoma City, Okla.

DAWSON, BILL
Pop Show
WLMJ, Jackson, Ohio

DAY, CARL
WTNS, Coshocton, Ohio

DAY, FRANK
KDES, Palm Springs, Calif.

DAY, GEORGE
KLYD, Bakersfield, Calif.

DAY, JOHN
KXIC, Iowa City, Iowa

DEAL, COY
860 Club
KOSE, Osceola, Ark.

DEAN, BOB
KDON, Salinas, Calif.

DEAN, CAROL
Dean's Discs
WCOU, Lewiston, Me.

DEAN, DICK
Carnival of Music
WKTQ, South Paris-Norway, Me.

DEAN, GARY
Under Glass
KFIV, Modesto, Calif.

DEANE, JOE
WBBF, Rochester, N. Y.

DeBEAU, LARRY
Homeward Bound
WTOL, Toledo, Ohio

DEE, BOB
Tops of Morning
WDOL, Athens, Ga.

DEHN, DENNIS
KPDN, Pampa, Tex.

DeLANCEY, CHARLES
WTNS, Coshocton, Ohio

DeLAND, JIM
WWJ, Detroit, Mich.

DeLaPENA, GENE
Alarm Clock Show
KAIR, Tucson, Ariz.

DELL, FRANK
WJAC, Johnstown, Pa.

DEL SETTE, ELL
Club 1280
WRSa, Saratoga Springs, N. Y.

DELZELL, BILL
Disc-O-Rama
KMMJ, Grand Island, Neb.

DEMOJOHN, BILL
WEIR, Weirton, W. Va.

DENHAM, DICK
WINX, Rockville, Md.

DENHAM, DENNY
Country Junction
WGOV, Valdosta, Ga.

DENNIS, BILL
WFAX, Falls Church, Va.

DENNISTON, DAVE
Accent on Melody
WRTA, Altoona, Pa.

DENT, AL
WHK, Cleveland, Ohio

DeSUZE, CARL
WBZ-WBZA, Boston-Springfield, Mass.

DEVON, FRU
Nights in Latin America
WQXR, New York, N. Y.

DEWART, JIM
WEBC, Erie, Pa.

DEWEY, DAVID
WEAY, Plattsburgh, N. Y.

DeWITT, CHUCK
WPIN, St. Petersburg, Fla.

DEXTER, DEX
KVNT, Coeur D'Alene, Ida.

DIEM, MIKE
WJON, St. Cloud, Minn.

DIGGS, BILL
Platter Party
WCNC, Elizabeth City, N. C.

DILL, FRANK
WGR, Buffalo, N. Y.

DILLARD, DON
Record Club Show
WDON, Wheaton, Md.

DITTLOFF, WAYNE
KBYG, Big Spring, Tex.

DIXON, DAVE
KATZ, St. Louis, Mo.

DIXON, JIMMY
KBBB, Borger, Tex.

DIXON, LARRY
WCHB, Inkster, Mich.

DOANE, STEVE
Platter Party
WOCB, West Yarmouth, Mass.

DODD, JIM
WKNX, Saginaw, Mich.

DODSON, ROBERT F.
Western Jamboree
KURV, Edinburg, Tex.

DOGGETT, TOM
KORE, Eugene, Ore.

DOLAN, JIM
WJVA, South Bend, Ind.

DOLAN, TOM
Music Room
WJZM, Clarksville, Tenn.

DONADO, MAL
KANE, New Iberia, La.

DONAHUE, PAT
Anything Goes
KVOC, Casper, Wyo.

DONAHUE, TOM
Studio 99
WIBG, Philadelphia, Pa.

DONNELLY, JAMES
Mr. Matinee
WJMJ, Philadelphia, Pa.

DORAN, RUSS
KUGN, Eugene, Ore.

DORN, JACK
WAKN, Aiken, S. C.

DORRIS, BOB
KEBL, Beeville, Tex.

DORSEY, JOE
Wire Request
WEMP, Milwaukee, Wis.

DORSEY, TERRY
Record Rack
WDBQ, Dubuque, Iowa

DOSS, RAY
Teen Hop
WAIN, Columbia, Ky.

DOSTON, AMOS
Shake, Rattle & Roll
KXLW, St. Louis, Mo.

DOTY, DON
Cavalcade of Better Music
WPBC, Minneapolis, Minn.

DOUGHERTY, CHUCK
KQV, Pittsburgh, Pa.

DOUGLAS, JERRY
Rockin' Rhythm
WCMT, Martin, Tenn.

DOUGLAS, KEN
Contrasts in Music
KWNO, Winona, Minn.

DOUGLAS, RON
KLWN, Lawrence, Kan.

DOUGLAS, SAM
WXOK, Baton Rouge, La.

DOWDY, JIM
Hi Neighbor
WACT, Tuscaloosa, Ala.

DOWNEX, GEORGE
AM 1230 Club
WNEB, Worcester, Mass.

DOWNING, CLYDE
WRRR, Rockford, Ill.

DOWNING, DON
KENE, Toppenish, Wash.

DOYLE, TOM
WLOF, Orlando, Fla.

DRU, GORDY
KBBK, Aberdeen, Wash.

DRUM, DEWEY
WSOC, Charlotte, N. C.

RADIO-TV DISC JOCKEYS

- DRURY, DICK**
WJW, Cleveland, Ohio
- DU BLON, JACK**
KCRS, Midland, Tex.
- DUGAN, SHORTY**
Party Line
KAYE, Puyallup, Wash.
- DUKE, KEN**
Coffee Club
KDDD, Dumas, Tex.
- DuLANEY, TONY**
Ladies First
WMOK, Metropolis, Ill.
- DUMAS, ROLAND**
Tops in Pops
WMAS, Springfield, Mass.
- DUMONT, OSCAR**
WKDN, Camden, N. J.
- DUNBAR, JERRY**
WBEL, Beloit, Wis.
- DUNCAN, DOPEY**
WKAP, Allentown, Pa.
- DUNCAN, JIM**
WGGH, Marion, Ill.
- DUNCAN, JOHNNY**
WMOR, Morehead, Ky.
- DUNFEY, RAY**
WIDE Awake Show
WIDE, Biddeford, Me.
- DUNFORD, BOB**
1260 Club
WCLC, Jamestown, Tenn.
- DUNN, BOB**
Festival of Music
KLX, Oakland, Calif.
- DUPRE, HENRY**
WWL, New Orleans, La.
- DWYER, 'DID'**
Housewife's Hit Parade
KLMO, Longmont, Colo.
- DYER, BILL**
Platter Party
WITT, Lewisburg, Pa.
- DZIKOYSKI, JOE**
Holiday House
WMNE, Menomonie, Wis.
- E —
- EAST, LEN**
KDEO, San Diego, Calif.
- EATON, GORDON**
As You Like It
WCCO, Minneapolis, Minn.
- EATON, PIERRE**
1600 Club
WINX, Rockville, Md.
- EBBESON, HARRY**
Harry's Corner
KMA, Shenandoah, Iowa
- EBERHARDT, FRED**
House of Wax
KOOL, Phoenix, Ariz.
- EBERT, LARRY**
WSAU, Wausau, Wis.
- EDEN, HARRY**
Music Fest
KCVR, Lodi, Calif.
- EDDY, DAVE**
Pop Shop
WALM, Albion, Mich.
- EDWARDS, CHUCK**
KT XO, Sherman, Tex.
- EDWARDS, CRAIG**
Panorama
WSAC, Radcliff, Ky.
- EDWARDS, GENE**
WJEJ, Hagerstown, Md.
- EDWARDS, GEOFF**
WEAT, West Palm Beach, Fla.
- EDWARDS, JAMES L.**
KWOS, Jefferson City, Mo.
- EDWARDS, LARRY**
Telequest
KPAN, Hereford, Tex.
- EDWARDS, MARK**
WBNY, Buffalo, N. Y.
- EDWARDS, PAUL**
Just for You
WBEC, Pittsfield, Mass.
- EDWARDS, RICK**
Musical Clock
WROK, Rockford, Ill.
- EDWARDSSEN, BILL**
WGY, Schenectady, N. Y.
- EISENMAN, ABE**
Break O' Day
WJIV, Savannah, Ga.
- ELKINS, FRANK**
Yawn Patrol
WPRY, Perry, Fla.
- ELKINS, TOM**
KSTT, Davenport, Iowa
- ELLE, STAN**
Nightwatch
KSDN, Aberdeen, S. D.
- ELLERS, FRED**
KGFL, Roswell, N. M.
- ELLINGTON, DANNY**
Best by Request
KCTX, Childress, Tex.
- ELLIOT, CAROL LEE**
Gospel Hour
KAYE, Puyallup, Wash.
- ELLIOTT, JACK**
KXOK, St. Louis, Mo.
- ELLIOTT, JACQUE**
Musical Snax
KGBT, Harlingen, Tex.
- ELLIOTT, WEN**
KGNQ, Dodge City, Kan.
- ELLIS, DICK**
Sandman's Matinee
WKE, Newport, Vt.
- ELLIS, "HAP"**
The Early Bird
KOLT, Scottsbluff, Neb.
- ELLIS, KEN**
WRUM, Rmfmord, Me.
- ELLISON, BILL**
KAMP, El Centro, Calif.
- ELS, RON**
1490 Club
KDBO, Sedalia, Mo.
- EMERSON, BILL**
Periscope
WBA B, Babylon, N. Y.
- EMERY, BUCK**
KFRB, Fairbanks, Alaska
- EMERY, RALPH**
WSM, Nashville, Tenn.
- EMM, LOU**
Breakfast in Bedlam
WHIO, Dayton, Ohio
- EMPEY, CURTIS**
KBRV, Soda Springs, Ida.
- ENTLEY, BOB**
WKTC, St. Albans, V. Va.
- ERICKSON, BERT G.**
Farm Parade
WAPG, Arcadia, Fla.
- ERICKSON, ROALL**
KMO, Tacoma, Wash.
- ERMELE, DENNY**
Top 30 Tunes
KSLM, Salem, Ore.
- ERTIS, RUDY**
V-8
WSPD, Toledo, Ohio
- ETZEL, JACK**
1330 Top 30
WJPS, Evansville, Ind.
- EVANS, AL**
Morning Music Man
WHPB, Benton Harbor, Mich.
- EVANS, DAN**
KGBT, Las Cruces, N. M.
- EVANS, GARY**
KBUH, Brigham City, Utah
- EVANS, JIM**
Morning in Muscle Shoals
WOWL, Florence, Ala.
- EVANS, JOHN**
WIS, Columbia, S. C.
- EVANS, MILTON**
Almanac & Disc 'n Data
KNET, Palestine, Tex.
- EVANS, RED**
WTAL, Tallahassee, Fla.
- EVANS, SAM**
Jam with Sam
WGES, Chicago, Ill.
- EVERETT, GREG**
Greg's Choice
KRES, St. Joseph, Mo.
- EYES, LARRY**
Club Carousel
KIUL, Garden City, Kan.
- EWY, ELWOOD**
Country Catalog
KWAT, Watertown, S. D.
- EYE, ERNIE**
Teen Time
WFAL, Fayetteville, N. C.
- F —
- FAGAN, JIM**
WINE, Buffalo, N. Y.
- FAHAN, BILL**
KAYL, Storm Lake, Iowa
- FAHRENBRUCH, JERRY**
Fabulous Fifty
KFKA, Greeley, Colo.
- FAIRBURN, TED**
WLDS, Jacksonville, Ill.
- FAIRCHILD, JOHNNY**
KOLL, Omaha, Neb.
- FALK, DICK**
1 1/2 for the Road
KBRO, Bremerton, Wash.
- FALK, VERN**
This Afternoon
WEKZ, Monroe, Wisc.
- FANNIN, HANK**
WHTB, Talladega, Ala.
- FANNING, DICK**
WFAX, Pal's Church, Va.
- FARNSWORTH, BRUCE**
WTYM, Springfield, Mass.
- FARRELL, CHARLIE**
Sunday Showcase
WBVP, Beaver Falls, Pa.
- FARRELL, GENE**
Dance Party
WNAH, Nashville, Tenn.
- FARRELL, JERRY**
Teen Time Hop
WJ JL, Niagara Falls, N. Y.
- FARRELL, REED**
WIL, St. Louis, Mo.
- FATMAN, LLOYD**
Snap Club
WHAT, Philadelphia, Pa.
- FAUBION, ROY**
KFYO, Lubbock, Tex.
- FAY, DICK**
Music Through the Night
WDRG, Hartford, Conn.
- FAYE, DENNIS**
WAMV, East St. Louis, Ill.
- FEINSTEIN, JEFF**
Music You Like
WPAW, Pawtucket-Providence, R. I.
- FENDER, BOB**
WEBC, Duluth, Minn.
- FENNELL, GEORGE**
WHIL, Boston-Medford, Mass.
- FENNER, LOWELL**
Coffee Break
WEZY, Cocoa, Fla.
- FERGUSON, BOB**
45 Club
KJNO, Juneau, Alaska
- FERGUSON, STAN**
The Music Man
WCER, Charlotte, Mich.
- FEEGUSON, TED**
Tune-Dial
KMRS, Morris, Minn.
- FERLAND, EDDIE**
WHEC, WHEC-TV, Rochester, N. Y.
- FIELD, ELLIOT**
KFWB, Ho'lywood, Calif.
- FIELDS, BILL**
Something to Talk About
WGES, Chicago, Ill.
- FINAN, JOE**
KYW, Cleveland, Ohio
- FINCH, JAMES**
KFNF, Shenandoah, Iowa

RADIO-TV DISC JOCKEYS

- FINCH, TY**
WILM, Wilmington, Del.
- FINLAY, FRED**
KENN, Farmington, N. M.
- FINNERIN, BOB**
Rise 'n Shine
WMMN, Fairmont, W. Va.
- FINNEY, D. DENZIL**
WCHS, Charleston, W. Va.
- FIORE, J.**
Varieties
WPTS, Pittston, Pa.
- FISCHER, LARRY**
KAKI, San Antonio, Tex.
- FISHER, JOHN**
WGGO, Salamanca, N. Y.
- FITZGERALD, ED**
WMAX, Grand Rapids, Mich.
- FIXARIS, FRANK**
970 Road Show
WCSH, Portland, Me.
- FLECK, LOREN**
Request Time
WTRA, Latrobe, Pa.
- FLEMING, JIM**
WMTN, Morristown, Conn.
- FLEMING, JOE**
Teen-Tune-Time
WFIW, Fairfield, Ill.
- FLINDERS, DON**
KXLY, Spokane, Wash.
- FLINT, WALTER**
Musical Clock
WGPC, Albany, N. Y.
- FLORENCE, JIM**
WISV, Viroqua, Wis.
- FLORES, JOSE LUGO**
Cita a las Diez
KIFN, Phoenix, Ariz.
- FLOYD, MAX**
Show Time
KORC, Mineral Wells, Tex.
- FOLEY, CHUCK**
Disc and Data
WORM, Savannah, Tenn.
- FORBES, HANK**
WHDH, Boston, Mass.
- FORD, ART**
WNTA, New York, N. Y.
- FORD, BILL**
Platter Party
WGWR, Ashboro, N. C.
- FORD, KENNY**
1460 Club
KCRB, Chanute, Kan.
- FORD, LARRY**
Music Inc.
WCRO, Johnstown, Pa.
- FORD, LEE ALLEN**
WETU, Wetumpka, Ala.
- FORD, LES**
Weske Up with Music
WTBO, Cumberland, Md.
- FORD, MILTON, Q.**
WOL, Washington, D. C.
- FORD, W. D.**
Honeyboy's Roundup
WSRC, Durham, N. C.
- FOREMAN, DON**
KXLR, Little Rock, Ark.
- FORSELL, GENE**
Musical Clock
KIST, Santa Barbara, Calif.
- FORSTER, LEE**
WGGO, Salamanca, N. Y.
- FORTUNE, DON**
WINE, Buffalo, N. Y.
- FOSLID, RAY, Jr.**
Coffee Club
KBUN, Bemidji, Minn.
- FOSTER, BILL**
Music Hall
KFEQ, St. Joseph, Mo.
- FOSTER, JACK**
KGBT, Harlingen, Tex.
- FOSTER, JOHNNY**
WILK, Wilkes-Barre, Pa.
- FOSTER, WAYNE**
WYTH, Madison, Ga.
- FOWLER, JIM**
Ridin' Easy
WGPC, Albany, Ga.
- FOX, BRUCE**
KLIX, Twin Falls, Ida.
- FRANCISCO, MARGO**
School Activities
WDCF, Dade City, Fla.
- FRANK, BEECHER**
Wake Up with WAVE
WAVE, Louisville, Ky.
- FRANK, PEG**
KPEG, Spokane, Wash.
- FRANKLIN, BOB**
WMPL, Hancock, Mich.
- FRAY, JACQUES**
WQXR, New York, N. Y.
- FREDERICK, PAUL**
Freeway 99
KCHJ, Delane, Calif.
- FREDERICKS, ALAN**
Night Train
WHOM, New York, N. Y.
- FREEMAN, CLAUDE**
Mostly Music
WFBC, Greenville, S. C.
- FREEMAN, OLLIE**
Gospel Traveler
WTIM, San Rafael, Calif.
- FREEMAN, ROY**
RFD Jamboree
KTGB, Malden, Mo.
- FREEMAN, TIP**
Evening Out
GKEK, Sterling, Colo.
- FREEZE, MACK L.**
Max Wax Shop
WIFM, Elkin, N. C.
- FRENCH, DICK**
WWJ, Detroit, Mich.
- FRENCH, DON**
KFEM, San Diego, Calif.
- FRENCH, GLEN**
Off the Record
WWBD, Bamberg, S. C.
- FRENCH, J. A. Jr.**
Good Morning
WELC, Welch, W. Va.
- FRIEDMAN, RON**
Musical Day
WJMS, Ironwood, Mich.
- FRITTS, PAUL**
Teen Pan Alley
WMFR, High Point, N. C.
- FRITZ, ALENE**
KNAF, Fredericksburg, Tex.
- FRITZ, EARL**
KRIB, Mason City, Iowa
- FROST, JACK**
WSPR, Springfield, Mass.
- FROST, STAN**
The Minit Man Show
KANO, Anoka, Minn.
- FRYE, EONNIE**
1270 Club
WBHC, Hampton, S. C.
- FUCCI, JIM**
WJHO, Opelika, Ala.
- FULCHER, BOB**
WPUV, Pulaski, Va.
- FULLER, BOB**
Early Bird
KSLI, Silver City, N. M.
- FULTZ, HAL**
Music Man Show
WRDO, Augusta, Me.
- FURLONG, BOB**
WSKI, Montpelier, Vt.
- FURKY, BOB**
KTAR, Phoenix, Ariz.
- FURSETH, ERIK**
WLS, Lansing, Mich.
- FUTRELL, LARRY**
KWYN, Wynne, Ark.
- G —
- GAINES, WALT**
Morning Page & Party Line
WLFH, Little Falls, N. Y.
- GALLAGHER, JOE**
KRCK, Ridgecrest, Calif.
- GALLOWAY, JERRY**
KASO, Minden, La.
- GALVAN, JOE**
Platter Pickin's
KWPC, Muscatine, Iowa
- GAMBLING, JOHN A.**
Studio X
WOR, New York, N. Y.
- GARDNER, MILLER**
Serenade in the Afternoon
KEYV, Provo, Utah.
- GARGIAS, ALFONSO**
Poems & Melodies
KOYE, El Paso, Tex.
- GARLON, LaVERN**
WMNE, Manomomie, Wisc.
- GARNEAU, TRACY**
World of Music
WMMW, Meriden, Conn.
- GARRETT, FRED**
WAMM, Flint, Mich.
- GARRISON, JACK**
Mister Music
WBOF, Virginia Beach, Va.
- GARRITY, BOB**
WAYZ, New Haven, Conn.
- GASKINS, JIM**
WAIN, Columbia, Ky.
- GATTAS, JUAN**
KIWW, San Antonio, Tex.
- GATZA, GARY**
KBTK, Missoula, Mont.
- GAUGHRAN, KENNETH**
Shoppers Parade
WREB, Holyoke, Mass.
- GAVIN, MIKE**
WMNI, Columbus, Ohio
- GAY, BOB**
Boogie Show
WJAM, Marion, Ala.
- GAYLORD, WILLIE**
WAMS, Wilmington, Del.
- GAYNOR, BOB**
Gaynor's Glenn
WQAM, Miami, Fla.
- GEER, SANDY**
WWTB, Tampa, Fla.
- GEM, KAY**
KGEM, Boise, Ida.
- GEORGE, DAVID**
Music for the Ages
WEZN, Elizabethtown, Pa.
- GEORGE, LEE**
KODE, Joplin, Mo.
- GEORGE, TOM**
Morning Express
WJBK, Detroit, Mich.
- GERNETZKE, HOWIE**
WSAU, Wausau, Wisc.
- GERSON, BILL**
WTNN, Louisville, Ky.
- GETZ, BERT**
KBK, Brookings, S. D.
- GIBBONS, JIM**
WOL, Washington, D. C.
- GIBBONS, WILLIAM**
Rhythm Parade
WANT, Richmond, Va.
- GIBSON, AL**
WHTB, Talladega, Ala.
- GIBSON, PAT**
Morning Musicale
WSDB, Homestead, Fla.
- GIDEON, GENE**
Musical Gems
KBHM, Branson, Mo.
- GILBERT, BOB**
KEYZ, Williston, N. D.
- GILBERT, GEORGE**
WARM, Scranton, Pa.
- GILBERT, JOHN**
Request Time
WAVP, Avon Park, Fla.
- GILDERMANN, GIL**
Supper-time Serenade
WCVA, Culpeper, Va.
- GILLETTE, DAN**
980 Club
WCAP, Lowell, Mass.
- GILLIAM, RAY**
Hillbilly Harmony
WKDK, Newberry, S. C.

RADIO-TV DISC JOCKEYS

- GILLIES, TOM**
Clockwatcher
WTRL, Bradenton, Fla.
- GILNETT, CLAIR**
KFIR, North Bend, Ore.
- GOSSAGE, LEON**
Club 1290
WEGR, Houghton Lake, Mich.
- GOVE, ELLIOTT**
Timekeeper
WSYR, Syracuse, N. Y.
- GRADY, CHARLES**
WIMA, Lima, Ohio
- GRADY & HURST**
WRCV, Philadelphia, Pa.
- GRADY, JACK**
KSYD, Wichita Falls, Tex.
- GRAHAM, BILL**
1490 Club
WIKE, Newport, Vt.
- GRAHAM, JULIAN**
The Big Cannonball
WDAS, Philadelphia, Pa.
- GRAHAM, RICHARD**
WOHI, East Liverpool, Ohio
- GRAHAM, TED**
WDOE, Dunkirk, N. Y.
- GRANDE, PATRICK D.**
WHLF, South Boston, Va.
- GRANGER, JIM**
Hospitality Time
WEER, Warrenton, Va.
- GRANT, BRUCE**
WGRD, Grand Rapids, Mich.
- GRANT, DON**
Mail Bag
WIAG, Norfolk, Neb.
- GRANT, JIMMY**
WKXY, Sarasota, Fla.
- GRANT, JOE**
Top of the Morning
WDVA, Danville, Va.
- GRANT, KEN**
KNUZ, Houston, Tex.
- GRANT, LLOYD**
Grandpa Windpenney
WNAX, Yankton, S. D.
- GRATTON, BILL**
KNEW, Spokane, Wash.
- GRAVELIN, NOBLE**
Start with a Whistle
WBBC, Flint, Mich.
- GRAY, BRAD**
Club 1220
KGYN, Guymon, Okla.
- GRAY, DICK**
KRUX, Phoenix, Ariz.
- GRAY, GARY**
1490 Club
WDBQ, Dubuque, Iowa
- GRAY, JIM**
WKPA, New Kensington, Pa.
- GRAY, MARTIN**
KSIR, Wichita, Kan.
- GRAYSON, JAY**
WBAL, Baltimore, Md.
- GRAZAN, JOE**
Music Beat
WBVP, Beaver Falls, Pa.
- GREEN, HAL**
WBLF, Bellefonte, Pa.
- GREEN, LARRY**
Rock & Roll Party
WMCP, Columbia, Tenn.
- GREEN, MIKE**
KICK, Springfield, Mo.
- GREENE, ART**
Sentimental Serenade
KDBC, Mansfield, La.
- GREENE, STAN**
Designed for Listening
WOMT, Manitowoc, Wisc.
- GREER, BOB**
WALD, Walterboro, S. C.
- GREER, CHARLIE**
Top O' the Morning
WAKR, Akron, Ohio
- GREGOR, BILL**
WWBZ, Vineland, N. J.
- GREGORY, GREG**
Radio Center at Night
KR0D, El Paso, Tex.
- GREGORY, KERM**
Discapades
WAEB, Allentown, Pa.
- GREGORY, WAYNE**
WEKY, Richmond, Ky.
- GRIBBEN, ROBERT J.**
KDTH, Dubuque, Iowa
- GRIFFIN, DAN**
Starlite Serenade
WOTW, Nashua, N. H.
- GRIFFIN, JERRY**
WGBT, Scranton, Pa.
- GRIFFIN, MILT**
Tennessee Jive
WDXE, Lawrenceburg, Tenn.
- GRIFFIN, WAYNE**
Big Mike Show
WKBL, Covington, Tenn.
- GRIM, RAST**
WLOH, Princeton, W. Va.
- GRIMM, SHERMAN**
Lampighter's Serenade
WPAR, Parkersburg, W. Va.
- GRIMSLEY, VERN**
KNCQ, Garden City, Kan.
- GROCE, ROCKY**
Rocky's Top 40
WBYM, Rochester, N. Y.
- GROSS, RAYMOND**
Record Rack
WRKD, Rockland, Me.
- GROVES, JOE**
Say it with Music
KDEF, Albuquerque, N. M.
- GRUEHN, WAYNE**
WSVA, Harrisonburg, Va.
- GRUNERT, RON**
KRFO, Owatonna, Minn.
- GUEST, JACK**
KOB, Albuquerque, N. M.
- GUIFERE, GUS**
KRAM, Las Vegas, Nev.
- GUTIERREZ, BEN**
Regalo Musical
KPER, Gilroy, Calif.
- GUNKLE, VERNON**
Gunk's Bunk
KCLS, Flagstaff, Ariz.
- GUNTER, HARDROCK**
Good Morning Show
WWVA, Wheeling, W. Va.
- GUTIERREZ, LU**
KAML, Kenedy, Tex.
- GUY, AUBREY**
WMP5, Memphis, Tenn.
- GWYNN, EASY**
WIBC, Indianapolis, Ind.



- HACK, GEORGE**
Platter Party
WBOC, Salisbury, Md.
- HADLEY, ED**
Musical Nitecap
WCLO, Janesville, Wisc.
- HAEBERLE, JOHN**
R. F. D. Requests
WAGG, Franklin, Tenn.
- HAFER, BEN**
WTND, Orangeburg, S. C.
- HAGEN, DEAN**
KEYZ, Williston, N. D.
- HAGGETT, JIMMIE**
Jive Junction
KLCN, Blytheville, Ark.
- HAHN, BOB**
Music for Morning
KWG, Stockton, Calif.
- HAILEY, JOHN**
Platter Party
WAOV, Vincennes, Ind.
- HAIT, MAL**
WKEP, Poughkeepsie, N. Y.
- HAKE, DICK**
Party Line
KJFJ, Webster City, Iowa
- HALE, BOB**
KRIB, Mason City, Iowa
- HALE, CECIL**
Melody Hall
WZIP, Cincinnati, Ohio
- HALE, EVAN**
Koffee Klub
KWIK, Pocatello, Ida.
- HALE, MILT**
KDYL, Salt Lake City, Utah
- HALEY, BUD**
KSDO, San Diego, Calif.
- HALL, BARNET**
Barney's Music Hall
WTFM, Elkin, N. C.
- HALL, ED**
Jack the Bear
WVOL, Nashville, Tenn.
- HALL, HERB**
Tacoma Tonight
KTAC, Tacoma, Wash.
- HALL, REEDY**
Rockin' & Restin'
WIEL, Elizabethtown, Ky.
- HALL, REX**
Pays to Listen
KRES, St. Joseph, Mo.
- HALL, TED**
Night Mayor
WHAV, Haverhill, Mass.
- HALVERSON, HAL**
The Mrs. Show
KIL0, Grand Forks, N. D.
- HAMILTON, BILL**
WTTH, Port Huron, Mich.
- HAMILTON, BOB**
KFAL, Fulton, Mo.
- HAMILTON, OLLIE**
WJZM, Clarksville, Tenn.
- HAMMONS, JERRY**
KDQN, DeQueen, Ark.
- HANCOCK, CHUCK**
KDET, Center, Tex.
- HANCOCK, GEORGE**
High School Rock
WDSK, Cleveland, Miss.
- HANCOCK, HUNTER**
KPOP, Los Angeles, Calif.
- HANNA, RICK**
Rick 'n Records
WBUT, Butler, Pa.
- HANNES, GARY**
WDM5, Michigan City, Ind.
- HANSEN, HAL**
Big Beat
KSCV, Richfield, Vt.
- HANSEN, KEN**
Open House
KSEM, Moses Lake, Wash.
- HANSON, CHARLES**
WISN, Milwaukee, Wisc.
- HARDEN, DOYLE**
Harden's Garden
KRHD, Duncan, Okla.
- HARDIN, CHUCK**
KWTX, Waco, Tex.
- HARDY, JOHN**
KRSN, San Francisco, Calif.
- HARE, TINY**
WEAV, Plattsburgh, N. Y.
- HARGIS, DON**
Rural Reveille
KWYO, Sheridan, Wyo.
- HARLAN, WENDELL**
KDQN, DeQueen, Ark.
- HARPE, RON**
Turntable Terrace
WTAN, Clearwater, Fla.
- HARPER, JIMMIE**
WMBR, Jacksonville, Fla.
- HARRILL, NELSON J.**
Wake Up Time
WGWR, Asheboro, N. C.
- HARRIS, BILL**
Music Date with '58
KFXD, Nampa, Ida.
- HARRIS, BRUCE**
WTCN, Minneapolis, Minn.
- HARRIS, CHICK**
WBAM, Montgomery, Ala.
- HARRIS, STUART**
WHOW, Clinton, Ill.
- HARRISON, NAF**
KJCK, Junction City, Kan.

RADIO-TV DISC JOCKEYS

- HARRISON, JOHN**
Record Rack
KFOR, Brownsville, Tex.
- HARRISON, LEE**
Big Beat Show
KEVA, Shamrock, Tex.
- HAYNES, DON**
KENT, Shreveport, La.
- HAYNES, JOHNNY**
Swampland Jamboree
WMLS, Sylacauga, Ala.
- HAYS, BOBBY**
KASO, Minden, La.
- HAYWARD, BRUCE**
KXOK, St. Louis, Mo.
- HEALY, EDWIN P.**
Breakfast Club
WFSC, Franklin, N. C.
- HEALY, GENE**
WILS, Lansing, Mich.
- HEATON, CHUCK**
KXLY, Spokane, Wash.
- HECKENDORN, MILES**
Early Bird Show
WJUN, Mexico, Pa.
- HEFFINGTON, MARV**
KLRA, Little Rock, Ark.
- HEITZNER, DICK**
Bumper to Bumper
WKMF, Flint, Mich.
- HELGESON, BOB**
KHO, Sioux Falls, S. D.
- HELTON, BOB**
Uncle Bob's Show
WOOF, Dothan, Ala.
- HENDERSON, GIG**
WVLE, Lexington, Ky.
- HENDERSON, HAP**
WSDB, Homestead, Fla.
- HENDERSON, JIM**
KAVE, Carlsbad, N. M.
- HENDERSON, STEVE**
Dinner Date
KOWB, Laramie, Wyo.
- HENDRICK, GEORGE**
KPDN, Pampa, Tex.
- HENNIG, HAROLD**
Morning Varieties
WEEK, Poughkeepsie, N. Y.
- HENNING, PAUL**
WNOR, Norfolk, Va.
- HENRY, BILL**
WING, Dayton, Ohio
- HENRY, PAT**
KROW, Oakland, Calif.
- HENRY, WAYNE**
Teen Time
KPRK, Livingston, Mont.
- HEOHNER, WINS**
Coffee Shop
WDAD, Indiana, Pa.
- HEPPER, JIM**
KRSD, Rapid City, S. D.
- HERBERT, DON**
Campus Capers
WNPT, Tuscaloosa, Ala.
- HERMAN, BERNIE**
Nite Beat
WIRE, Indianapolis, Ind.
- HERMANN, BILL**
Coffee Klatsch
WJOL, Joliet, Ill.
- HERNANDEZ, SAL**
KALI, Pasadena, Calif.
- HESTER, CHERLES**
Nifty Fifty
WABG, Greenwood, Miss.
- HESTERMAN, BILL**
KNAK, Salt Lake City, Utah
- HETRICH, WAYNE**
WMRP, Lewistown, Pa.
- HICKOX, JOHN**
KYNG, Coos Bay, Ore.
- HICKS, FRANK**
120 Special
KRHD, Duncan, Okla.
- HIDE, ED**
WNEF, Binghamton, N. Y.
- HIGBEE, LYNN**
Music on the Sunny Side
KRMG, Tulsa, Okla.
- HIGGINS, MACK**
Campus Requests
WSSO, Starkville, Miss.
- HIGGINS, TOM**
Just Jazz
WWCA, Gary, Ind.
- HIGHAM, LEO**
KID, Idaho Falls, Ida.
- HIGHT, BILL**
KWEL, Midland, Tex.
- HILGER, ANDY**
WJON, St. Cloud, Minn.
- HILL, WARD**
KTRB, Modesto, Calif.
- HILLS, HAROLD**
KTNT, Tacoma, Wash.
- HILLSON, NORM**
Bandwagon Tempo
WNAX, Yankton, S. D.
- HIRSCH, JERRY**
Spins 'n Needles
WGBF, Evansville, Ind.
- HODD, ODIE**
KBIX, Muskogee, Okla.
- HODGSON, BOB**
Moods in Music
WRIV, Riverhead, N. Y.
- HOEY, MIKE**
Behind the Mike
KAVE, Carlsbad, N. M.
- HOFFER, BOB**
WDAE, Tampa, Fla.
- HOFFMAN, MARK**
Mark the Mad One
WBLY, Springfield, Ohio
- HOFFMAN, PAUL**
WKMI, Kalamazoo, Mich.
- HOGAN, ART**
Over the Coffee Cups
KFAL, Fulton, Mo.
- HOHMAN, BOB**
Say It with Music
WMOD, Moundsville, W. Va.
- HOLLAND, TOMMY**
Magic of Music
KMLW, Marlin, Tex.
- HOLLIDAY, BOB**
Cavalcade of Better Music
WPBC, Minneapolis, Minn.
- HOLLIDAY, JOHN**
WRVM, Rochester, N. Y.
- HOLLINGSWORTH, DON**
Musical Clock
WHUB, Cookeville, Tenn.
- HOLM, CLAYT**
KENY, Bellingham, Wash.
- HOLMAN, SAM**
WRIT, Milwaukee, Wisc.
- HOLMES, BOB**
KSJO, San Jose, Calif.
- HOLMES, DICK**
WILM, Wilmington, Del.
- HOLMES, LINCOLN**
WINF, Manchester, Conn.
- HOLT, DICK**
630 Club
KIDD, Monterey, Calif.
- HOLT, MARY**
Spirituals
WMO, Cleveland, Ohio
- HOLTERBERG, MILO**
KMUS, Muskogee, Okla.
- HONAKER, RAY**
Coffee Pot
WTON, Staunton, Va.
- HOOKER, LOREN**
Bandstand
WFKY, Frankfort, Ky.
- HOOKER, ROBERT**
Dishwasher's Serenade
KTRM, Beaumont, Tex.
- HOOKER, TED**
Ebony Hit Parade
WGTM, Wilson, N. C.
- HOOPER, RAY**
Country Music Roundup
WMST, Mt. Sterling, Ky.
- HOOPER, WELBY**
Dixie Farm and Home Hour
WANY, Albany, Ky.
- HOPKINS, MAX**
1310 Club
KOKX, Keokuk, Iowa
- HOPKINS, ROLAND**
WBIS, Bristol, Conn.
- HOPKINS, TOM**
WDLK, Port Jervis, N. Y.
- HOPKINS, WES**
KXW, Cleveland, Ohio
- HOPPE, HENRY**
Songs to Remember
WJAX, Jacksonville, Fla.
- HOPPTIS, JACK**
Campus Call
WKBZ, Muskegon, Mich.
- HORN, AL**
WKMI, Kalamazoo, Mich.
- HORN, RAY**
KUIK, Hillsboro, Ore.
- HORNE, ED**
WSME, Sanford, Me.
- HOUSEMAN, HERB**
KLPW, Union, Mo.
- HOWARD, BILL**
WEBO, Owego, N. Y.
- HOWARD, BOB**
KCAP, Helena, Mont.
- HOWARD, DARELL**
WOHS, Shelby, N. C.
- HOWARD, DICK**
Bandstand
KBMX, Coalinga, Calif.
- HOWARD, DON**
KCBQ, San Diego, Calif.
- HOWARD, GARY**
WKNE, Keene, N. H.
- HOWARD, JOE**
WCHB, Inkster, Mich.
- HOWARD, SPECS**
KYW, Cleveland, Ohio
- HOWARD, TOBE**
LOU to You
WLou, Louisville, Ky.
- HOWE, JACK**
WTFY, Rock Hill, S. C.
- HOWELL, BILL**
Road to Knox
WSAC, Radcliff, Ky.
- HOWELL, PAUL E.**
Gospel Hour
WAPG, Arcadia, Fla.
- HOWELL, JIM**
Record Prowl
WRIG, Wausau, Wisc.
- HOWZE, ED**
WJHL, Johnson City, Tenn.
- HOYLE, STONE**
Motorcade
WFBC, Greenville, S. C.
- HUBBARD, EDDIE**
WGN, Chicago, Ill.
- HUBERT, DAVE**
KIT, Yakima, Wash.
- HUDDLESTON, DARRELL**
KMUS, Muskogee, Okla.
- HUDGINS, JAMES**
KCUL, Ft. Worth, Tex.
- HUDSON, GEORGE**
Good Blues Show
WNJR, Newark, N. J.
- HUDSON, HARVEY**
WLEE, Richmond, Va.
- HUFF, EMORY**
WBDP, Orangesburg, S. C.
Big Clock
- HUGGINS, FRED**
Musical Clock
WTCB, Flomaton, Ala.
- HUGHES, BRUCE**
Nightbeat
WMOX, Meridan, Miss.
- HUGHES, JOEL**
Wake Up to Music
WJSB, Crestview, Fla.
- HUMBEL, BILL**
Dreamtime
WRAL, Raleigh, N. C.
- HUNT, DENNIS**
KSIR, Wichita, Kan.
- HUNT, JOHN, Jr.**
Record Party
WHSC, Hartsville, S. C.

KEITH, DEANE
Morning Watch & Party Line
KNED, McAlester, Okla.

KELABANOWSKI, STEVE
WLIP, Kenosha, Wisc.

KELLER, BOB
Kellers Kitchen Kapers
WLBK, Lebanon, Pa.

KELLER, O. J., Jr.
WTAX, Springfield, Ill.

KELLER, ROGER
Magic Music
WSAZ, Huntington, W. Va.

KELLEY, BIG ED
KITI, Chehalis-Centralia, Wash.

KELLY, HERMAN
Musical Clock
WWKY, Winchester, Ky.

KELLY, ROBERT
WRIT, Milwaukee, Wisc.

KEMBERLING, CLIFF
Musical Clock
WCME, Brunswick, Me.

KENNEDY, MARK
KTRE, Lufkin, Tex.

KENT, GEORGE
Contact 1390
WLAN, Lancaster, Pa.

KENT, HERB
WJOB, Hammond, Ind.

KENT, JIM
Musical Merry-Go-Round
WFMV, Madisonville, Ky.

KERR, JOHN
WATO, Oak Ridge, Tenn.

KERTES, JOE
Top Ten
WTIG, Massillon, Ohio

KERWOOD, ORIE
KMMJ, Grand Island, Neb.

KEVERN, BOB
WOC, Davenport, Iowa

KEY, GEORGIA
Home Digest
WQIC, Meridian, Miss.

KEYSER, RALPH M.
KBCH, Oceanlake, Ore.

KIDWELL, DON
WCSI, Columbus, Ind.

KIKER, PETE
Dinner Bell Time
WELS, Kingston, N. C.

KILGORE, LYLE
KFXM, San Bernardino, Calif.

KIMBLE, BILL
WNBK, Binghamton, N. Y.

KIMBRO, OBIE
Saturday Jazz Session
WCRY, Macon, Ga.

KINCEY, JIMMY
Jimmies Jukebox
WNKY, Neon, Ky.

KING, EKNIE
WJAK, Jackson, Tenn.

KING, GARY
KCOG, Centerville, Iowa

KING, JIM
Pushbutton One
WJDX, Jackson, Miss.

KING, LARRY
WMFJ, Daytona Beach, Fla.

KING, LESLIE
Hillbilly Hoedown
WKEY, Covington, Va.

KING, WALLY
WJW, Cleveland, Ohio

KINLAW, GLENN
WFMQ, Fairmont, N. C.

KINNEY, BOB
Chore Time
WCHN, Norwich, N. Y.

KINSMAN, FRANK
Good Music in Hi Fi
WEOL, Eau Claire, Wis.

KIRK, STEVE
WTRX, Bellaire, Ohio

KIRKANDER, KEN
WNBK, Binghamton, N. Y.

KIRKPATRICK, DON
KOSA, Odessa, Tex.

KISSINGER, EDDIE
Top 40
KVMC, Colorado City, Tex.

KLARKE, JOE
Spins 'n Needles
WIRO, Ironton, Ohio

KLAVAN & FINCH
WNEW

KLEIN, GEORGE
WHEY, Millington, Tenn.

KLING, KEITH
Rise & Shine
WBPZ, Lock Haven, Pa.

KNAPTON, KIT
WTKO, Ithaca, N. Y.

KNELLY, CARL
Musical Gems
KCLW, Hamilton, Tex.

KNIGHT, FRANK
KCKC, San Bernardino, Calif.

KNIGHT, FRANK S.
Breakfast Time
WRKD, Rockland, Me.

KNIGHT, JOE
Melody Ballroom
WFBK, Baltimore, Md.

KNIGHT, SID
Knight in Day
WASK, Lafayette, Ind.

KNIGHT, VIC
WXLW, Indianapolis, Ind.

KNORR, JOHN
WBLE, Bellefonte, Pa.

KNOWLES, HANK
Words and Music
WMFT, Terre Haute, Ind.

KNOWLES, RON
CKLW, Detroit, Mich.

KNOX, KEITH
WMFG, Hibbing, Minn.

KNOX, KEN
KLIF, Dallas, Tex.

KOBAK, EDGAR H.
WBLA, Augusta, Ga.

KOENIG, DON
KLIZ, Brainerd, Minn.

KOENIG, DON
Soundtrack
KNAL, Victoria, Tex.

KOEPKE, JOE
KINS, Eureka, Calif.

KOGER, JIM
WBC, Athens, Ga.

KOLBY, CAL
The Record Shop
WDRG, Hartford, Conn.

KOLINS, TOM
Alarm Clock Club
WCHA, Chambersburg, Pa.

KON, IN, WE.
WPLY, Plymouth, Wis.

KOPP, LEE
KSJO, San Jose, Calif.

KORDECKI, DON
Rolling Home
WGML, Hinesville, Ga.

KORTE, ODELL
Jamboree
WMOK, Metropolis, Ill.

KOSKI, NORM
WMPL, Hancock, Mich.

KOSKUBAR, LEN
Good Morning
WDOR, Sturgeon Bay, Wis.

KOST, JACK
KQVC, Valley City, N. D.

KRAFT, LARRY
Coffee Call
KTMC, McAlester, Okla.

KRAMER, MARY
Klokwatcher Show
WRLO, Augusta, Me.

KRASOVEC, HANK
Polka Band Box
KDZA, Pueblo, Colo.

KRAUSE, GIL
KAGR, Yuba City, Calif.

KRAY, MILT
WORC, Worcester, Mass.

KRONSCHNABEL, GEORGE
Radio Rhythm Ranch
KDIX, Dickinson, N. D.

KRUS, JOHN
KMON, Great Falls, Mont.

KULZ, BOB
Morning Watch
WRDD, Daytona Beach, Fla.

KURTZ, BUD
Night Special
WWNR, Beckley, W. Va.

KUVENT, ARNIE
560 Revue
WGAN, Portland, Me.

KVALE, BERNIE
WBIZ, Eau Claire, Wis.

— L —

LaBAN, FRANK
KLWN, Lawrence, Kan.

LABAR, FRANK
Hall of Hits
WBRE, Wilkes-Barre, Pa.

LACKER, MARTY
WKNK, Knoxville, Tenn.

LaCOVEY, JACK
Weekend
WEBO, Owego, N. Y.

LACY, JACK
Listen to Lacy, WINS, New York, N. Y.

LaFARGE, TRUMAN
KYBC, KENN, Farmington, N. M.

LaGRONE, JOE
Sunday Show
KGAS, Carthage, Tex.

LAINE, DICK
KOKE, Austin, Tex.

LAING, IRVING
Boy Next Door
WMIC, Monroe, Mich.

LAKE, ART
Music for the Mrs.
WJAR, Providence, R. I.

LAMBETH, LARY
Sky Studio
WSTP, Salisbury, N. C.

LANCASTER, BOBBY
Our Gal Friday Show
WBPD, Orangeburg, S. C.

LANDERSMAN, PAUL
WHGB, Harrisburg, Pa.

LANE, H. C.
Dawn Patrol
WYRN, Louisburg, N. C.

LANE, LARRY
Cuz'n Calling
WHBO, Tampa, Fla.

LaNEVE, GEORGE
WOHL, East Liverpool, Ohio

LANG, BOB
Wake up Hawaii
KPQA, Honolulu, T. H.

LANGENFELD, BERNARD
Wake Up to Music
KEYJ, Jamestown, N. D.

LANMAN, OSCAR
WTUS, Tuskegee, Ala.

LARK, BOB
WPON, Pontiac, Mich.

LARSEN, ART
WTOT, Marianna, Fla.

LARSEN, BOB
WRIT, Milwaukee, Wis.

LARSON, MILDRED
KEYZ, Williston, N. D.

LaRUE, HUGH BEN
Mr. Music
KTIX, Seattle, Wash.

LASCELLES, JOHN
WGR, Buffalo, N. Y.

LATTO, LEW
WDSM, WDSM-TV, Superior, Wis.

LAUBI, PAUL
Roseland Revue Show
WPEP, Taunton, Mass.

RADIO-TV DISC JOCKEYS

- LEBEDDA, JOHN**
 WDAD, Indiana, Pa.
LEDFORD, DAVID
 WRKH, Rockwood, Tenn.
LEE, BRUCE
 KCKN, Kansas City, Kan.
LEE, GLEN
 KGIW, Alamosa, Colo.
LEE, JERRY
 WYDE, Birmingham, Ala.
LEE, JIM
 Clock Watcher
 WRIC, Richlands, Va.
LEE, KELLY
 Mail Bag Show
 WCKB, Dunn, N. C.
LEE, SHIRLEY
 Strickly for the Ladies
 WRIC, Richlands, Va.
LeGRANDE, DAN
 KAGR, Yuba City, Calif.
LEIB, GEORGE
 Musical Clock
 WAZL, Hazleton, Pa.
LEIGH, BUCK
 WTRC, Elkhart, Ind.
LEINWEBER, BOB
 Fun for Breakfast
 KOOK, Bilings, Mont.
LELY, JEAN
 KNOG, Nogales, Ariz.
LEMON, DOC
 KIOA, Des Moines, Iowa
LEMON, WAYNE
 Club 1340
 WKY, Covington, Va.
LEMONT, GEORGE
 KNBC, San Francisco, Calif.
LENAY, WILL
 Motor Matinee
 WSAI, Cincinnati, Ohio
LEONARD, BUD
 WMPS, Memphis, Tenn.
LEONARD, LEE
 KNKS, Hanford, Calif.
LEONARD, LEE
 WAVY, Norfolk, Va.
LEPLEY, JOHN
 Sleepy Eyed John
 WEW, St. Louis, Mo.
LESER, GEORGE E.
 KEYS, Corpus Christi, Tex.
LETCHER, SKIP
 WICU, Erie, Pa.
LEVY, SY
 WACE, Springfield-Chicopee,
 Mass.
LEWIS, DEAN
 Listen
 WBNB, Columbus, Ohio
LEWIS, FRANK
 WMIX, Mt. Vernon, Ill.
LEWIS, HAL
 KEVH, Honolulu, Hawaii
LEWIS, JAMES
 T. J. the D. J.
 KATI, Casper, Wyo.
LEWIS, JIM
 WFOX, Milwaukee, Wis.
LEWIS, WELDON
 KBBB, Borger, Tex.
LEWIS, WILBUR
 Rise 'n Shine
 WANT, Richmond, Va.
LIBMAN, LEN
 WTAO, Boston, Mass.
LIDDLE, BOB
 KXL, Portland, Ore.
LIGHT, BURT
 KBOM, Bismarck, N. D.
LILLEY, BOB
 Downbeat
 WEMS, Charleston, W. Va.
LILLIGREN, CHUCK
 WRED, Worthington, Ohio
LINCOLN, BART
 Eye Opener
 WTOT, Marianna, Fla.
LINCOLN, ED
 WBSA, York, Pa.
LINDAMOOD, RON
 WDEJ, Roanoke, Va.
- LINDBERG, STEVE**
 Night Beat
 WHAN, Charleston, S. C.
LINDELIN, LYLE
 Nite-Beat
 KONP, Port Angeles, Wash.
LINDEMANN, BUD
 WGRD, Grand Rapids, Mich.
LINGLE, MERLE
 Record Shop
 KEDO, Longview, Wash.
LINGO, JOHNNY
 Dixie Dawning
 WULA, Eufaula, Ala.
LINN, BANDELL
 WHFB, Benton Harbor,
 Mich.
LINNE, BILL
 WFST, Caribou, Me.
LINNE, DARRELL
 Country Time
 WFIW, Fairfield, Ill.
LINVILLE, BOB
 WMNI, Columbus, Ohio
LIONEL, ED
 KRIO, McAllen, Tex.
LIPEZ, DICK
 Nite Train
 WBPZ, Lock Haven, Pa.
LIT, HY
 Flight 99
 WIBG, Philadelphia, Pa.
LITTEN, BOB
 KEEB, Springfield, Ore.
LITTLE, ED
 Night Beat
 KFMB, San Diego, Calif.
LITTLE, FRAN
 WJEF, Hagerstown, Md.
LIVESAY, TOM
 WPOM, Pompano, Beach,
 Fla.
LIVINGSTON, JOHN
 Back to Music
 KAHU, Honolulu, Hawaii
LLOYD, BOB
 WHMA, Anniston, Ala.
LOCKE, GENE
 Sundown Serenade
 WBRU, Russellville, Ky.
LOCKHART, HARRY
 Tune Inn
 WWSW, Pittsburgh, Pa.
LOGAN, CARL
 Turntable Roundup
 KCUL, Ft. Worth, Tex.
LOGAN, GEORGE
 Rockin' with the "G"
 KATZ, St. Louis, Mo.
LOGAN, LUCKY
 WOKY, Milwaukee, Wisc.
LOGAN, WAYNE
 KNAK, Salt Lake City,
 Utah
LOGRAN, DICK
 KIST, Santa Barbara, Calif.
LOHMAN, AL, JR.
 KBOX, Dallas, Tex.
LOHMEYER, FRANK
 KLPW, Union, Mo.
LOKKE, JOHN
 Rock with Lock
 KVOX, Moorhead, Minn.
LOMBARDI, JOE
 Top 25
 WCAD, Danbury, Conn.
LONGACKER, R.
 Solano Special
 KNBA, Vallejo, Calif.
LOVE, SHIRLEY
 Juke Box Review
 WOAY, Oak Hill, W. Va.
LOVETTE, LEN
 WTBS, Lumberton, N. C.
LOWE, GEORGE
 KWTX, Waco, Tex.
LOWE, JIM
 WRR, Dallas, Tex.
LOWRY, BILL
 KGGF, Coffeyville, Kan.
LUCAS, JIM
 WAPI, Birmingham, Ala.
- LUCIER, ROD**
 The Big Show
 KVOX, Moorhead, Minn.
LUKE, HARRY
 Swing Angel
 WNAB, Bridgeport, Conn.
LUMPKIN, CLARENCE
 WILA, Danville, Va.
LUNDY, RON
 WLCS, Baton Rouge, La.
LUNINGHAM, BOB
 Music to Work By
 WKAK, Stuttgart, Ark.
LYLE, DONALD G.
 Highway 101
 KBCH, Oceanlake, Ore.
LYLE, VINCE
 WJBD, Salem, Ill.
LYNCH, BILL
 WMCK, McKeesport, Pa.
LYNCH, WES
 KUIK, Hillsboro, Ore.
LYNCH, WILLIAM G.
 KDBS, Alexandria, La.
LYNN, FRED
 KWTO, Springfield, Mo.
LYNN, LAMAR
 WDAKapers
 WDAK, Columbus, Ga.
LYONS, BOBBY
 The Lyons Desk
 WQAM, Miami, Fla.
LYONS, DUKE
 Juke Box Review
 KAH1, Auburn, Calif.
LYONS, LARRY
 Matinee
 WHLD, Niagara Falls, N. Y.

— Mc —

- McADAMS, LARRY**
 KCRY, Caruthersville, Mo.
McAULIFFE, TOM
 WELM, Fitchburg, Mass.
McBRIDE, DICK
 Sunday Morning with Dick
 KHAS, Hastings, Neb.
McCARTHY, J. P.
 Music Hall
 WJR, Detroit, Mich.
McCARTHY, JOHN
 Morning Line
 WPEP, Taunton, Mass.
McCARTHY, JOHN
 KLXT, Helena, Mont.
McCARTHY, RED
 WHGB, Harrisburg, Pa.
McCAUGHAN, BILL
 KBTM, Jonesboro, Ark.
McCAULEY, JOE
 Start the Day Right
 WIP, Philadelphia, Pa.
McCLATCHEY, ARNOLD
 The Big Record
 KPVA, Gamas, Wash.
McCLELLAND, BUD
 KDMs, Eldorado, Ark.
McCLELLAN, DON
 Tops in Pops
 WETB, Johnson City, Tenn.
McCOLLOUGH, BILL
 KWMT, Fort Dodge, Iowa
McCORMICK, LARRY
 Reveille Rock
 KGFJ, Los Angeles, Calif.
McCOY, CRAIG
 Daybreak Serenade
 WTRW, Two Rivers, Wis.
McCOY, GEORGE
 Rise & Shine
 WBNL, Boonville, Ind.
McKINSTRY, WILLIE
 WJLD, Birmingham, Ala.
McLAINE, JOE
 Music in the Air
 WEEU, Reading, Pa.
McLAUGHLIN, OLLIE
 WHRV, Ann Arbor, Mich.
McLEAN, BRUCE
 Time, Temperature, Tunes
 KOWN, Escondido, Calif.

RADIO-TV DISC JOCKEYS

- McLEAN, JIM**
Club 1230
WNEB, Worcester, Mass.
- McLEAN, PHIL**
WERE, Cleveland, Ohio
- McLEOD, DON**
McLeodsville, U.S.A.
WJBK, Detroit, Mich.
- McMILLEN, BILL**
Music Room
KTW, Seattle, Wash.
- McMONAGLE, TERRY**
Highway 850
KTAC, Tacoma, Wash.
- McNEELEY, MARTY**
Marty's Morning Beat
WKM, Detroit-Dearborn, Mich.
- McNULTY, BOB**
KUEQ, Phoenix, Ariz.
- McNULTY, TERRY**
WSCR, Scranton, Pa.
- McPEAKE, DAN**
KPDQ, Portland, Ore.
- McPHERSON, CLYDE**
WFOB, West Point, Miss.
- McRAE, EARL**
RFD Round-up
WSIZ, Douglas, Ga.
- McSPADEN, MIKE**
Breakfast Club
KCHA, Charles City, Iowa
- M —
- MacDONALD, BRUCE**
Rise and Shine
WJW, Cleveland, Ohio
- MacFEE, DAVE**
WFGM, Fitchburg, Mass.
- MACK, GRANT**
KIT, Yakima, Wash.
- MACK, STANLEY**
WDGY, Minneapolis, Minn.
- MacKINNON, DON**
KIOA, Des Moines, Iowa
- MacLEAN, BILL**
KAKE, Wichita, Kan.
- MacPHERSON, ANGUS**
WKLA, Ludington, Mich.
- MADDOX, KATY**
WMOCK, McKeesport, Pa.
- MADDOX, W. M.**
KNCO, Garden City, Kan.
- MADER, JAMES**
Coffee Club
WKOW, Madison, Wis.
- MAGEE, ART**
KLEO, Wichita, Kan.
- MAGNUS, JOHN**
KGFJ, Los Angeles, Calif.
- MAHER, JAY**
WWON, Woonsocket, R. I.
- MAIN, BOB**
Sensational 75
WGAD, Gadsden, Ala.
- MAINZ, JOE**
KGV, Greenville, Tex.
- MAJOR, STAN**
WIRL, Peoria, Ill.
- MAKINSTER, BUD**
KERNY, Kearney, Neb.
- MANLEY, KEN**
WHYE, Roanoke, Va.
- MANN, AL**
WKKS, Vanceburg, Ky.
- MANQUERO, RAMON**
Mexico Sings
KOYE, El Paso, Tex.
- MANSFIELD, ANDY**
Turn Back the Clock
KFI, Los Angeles, Calif.
- MANSFIELD, VIRGINIA**
Turn Back the Clock
KFI, Los Angeles, Calif.
- MANSON, SOL**
Melody Highway
WDBQ, Orlando, Fla.
- MANUAL, BOB**
KOYN, Billings, Mont.
- MAPLES, TOM**
WDUZ, Green Bay, Wis.
- MARCO, RAY**
WTOR, Torrington, Conn.
- MARINE, FRANK**
KGAK, Gallup, N. M.
- MARINELLI, RON**
WVFG, Hibbing, Minn.
- MARINO, JACK**
WEAV, Plattsburgh, N. Y.
- MARLIN, RAY**
WSTC, Stamford, Conn.
- MARLOWE, BILL**
Night Watch
WMAY, Springfield, Ill.
- MARLOWE, BILL**
WBZ-WBZA, Boston-Springfield, Mass.
- MARR, BILL**
WDVH, Gainesville, Fla.
- MARSH, RAY**
WEAT, West Palm Beach, Fla.
- MARSHALL, JERRY**
The Record Room
WGM, New York, N. Y.
- MARSHALL, MAJOR**
WEEB, Southern Pines, N. C.
- MARSHALL, T. M.**
Tom's Top Tunes
WLO, Frankfort, Ind.
- MARTEL, LARRY**
WENY, Elmira, N. Y.
- MARTELL, WALT**
KTOE, Mankato, Minn.
- MARTIN, AL**
Skyline Patrol
WMFR, High Point, N. C.
- MARTIN, CHARLES**
Teentime Tunetime
KRSN, Los Alamos, N. M.
- MARTIN, CHRIS**
WABY, Albany, N. Y.
- MARTIN, DICK**
WWL, New Orleans, La.
- MARTIN, DON**
WHCU, Ithaca, N. Y.
- MARTIN, EVERETT**
WNB, Newburyport, Mass.
- MARTIN, HARRY**
KCBQ, San Diego, Calif.
- MARTIN, JIM**
WIST, Charlotte, N. C.
- MARTIN, JIMMY**
WNAG, Grenada, Miss.
- MARTIN, JOBBE**
WOKJ, Jackson, Miss.
- MARTIN, JOHN**
Request Rendezvous
WLCM, Lancaster, S. C.
- MARTIN, JOHNNY**
WLN, Louisville, Ky.
- MARTIN, LARRY**
Record Room
WHNY, McComb, Miss.
- MARTIN, LARRY**
Breakfast in Studio "B"
WJAR, Providence, R. I.
- MARTIN, LEROY**
KTIB, Thibodaux, La.
- MARTIN, PETER**
KXOK, St. Louis, Mo.
- MARTIN, STAN**
Music Man
WBCB, Levittown, Pa.
- MARTINEZ, AL**
Music Through the Night
WQAM, Miami, Fla.
- MARTINEZ, JUAN**
Siesta International
KABQ, Albuquerque, N. M.
- MARTZ, BOB**
WMAX, Grand Rapids, Mich.
- MARVEL, RAYMOND**
Luck LeRoy
WAF, Staunton, Va.
- MARVIN, MARTY**
WENN, Birmingham, Ala.
- MASON, CHARLIE**
Record Room
WJMX, Florence, S. C.
- MASON, NEAL**
Talk of the Town
WPGC, Washington, D. C.
- MASTERS, CHUCK**
WCOW, Sparta, Wis.
- MASTERS, ED**
The Music Room
WJTN, Jamestown, N. Y.
- MATEE, MATT**
Coffee Call
WQUB, Galesburg, Ill.
- MATHIS, JERRY**
Musical Matinee
KBRO, Bremerton, Wash.
- MATHIS, TOM**
WGGH, Marion, Ill.
- MATHYS, LYLE**
KVCV, Redding, Calif.
- MATIE, HILLARD**
WLA, LaFollette, Tenn.
- MAUGHAN, GENE**
WBKN, Newton, Miss.
- MAUNEY, RICHARD**
Tom Cat Show
WGGC, Belmont, N. C.
- MAURER, DEE**
Tranquil Times
KDD, Dumas, Tex.
- MAUTI, JOHN**
Hoedown
WTNC, Thomasville, N. C.
- MAXWELL, BOB**
WWJ, Detroit, Mich.
- MAXWELL, JIM**
WIOU, Kokomo, Ind.
- MAY, DAVE**
Record Shop
WGS, Ephrata, Pa.
- MAY, MIKE**
Club 960
WSBT, South Bend, Ind.
- MAY, STEVE**
Music Hall
WADK, Newport, R. I.
- MAYER, BOB**
Tri-State Showcase
WKYR, Keyser, W. Va.
- MAYER, GEORGE**
WLEC, Sandusky, Ohio
- MAYER, KEN**
WBOS, Boston, Mass.
- MAYFIELD, DICK**
Teen Time
WVVG, Milledgeville, Ga.
- MEADERS, RAY**
WXOK, Baton Rouge, La.
- MEARIAN, MIKE**
Luncheon at the Statler
WBEN, Buffalo, N. Y.
- MEDELEY, JOLLY**
JM in the AM
WAPL, Appleton, Wis.
- MERS, ROBERT**
Cascade Bandstand
KLOG, Kelso, Wash.
- MEIER, JOE**
Platterama
KEYY, Provo, Utah
- MELLOY, JACK**
Open House
WNIL, Niles, Mich.
- MENEFEE, BOB**
Heading Home Show
WIP, Philadelphia, Pa.
- METCALF, TED**
Traffic Jam
WJAR, Providence, R. I.
- METCO, MIKE**
KENE, Toppenish, Wash.
- METRIE, JACK**
WZOK, Jacksonville, Fla.
- METROPOULOUS, JOHN**
John's Jabberwock
KATL, Miles City, Mont.
- METZ, MIKE**
KYSN, Colorado Springs, Col.
- MEYER, DON**
Bright & Early Don
WDLB, Marshfield, Wis.
- MEYER, TOM**
OK Ballroom
WOKZ, Alton, Ill.
- MEYERS, DON**
KDES, Palm Springs, Calif.

RADIO-TV DISC JOCKEYS

- MEYERS, DON**
WIN, Atlanta, Ga.
- MEYERS, DON**
KOSA, Odessa, Tex.
- MEYERS, JACK**
KCUB, Tucson, Ariz.
- MICHAEL, BOB**
Breakfast Bell
WELM, Elmira, N. Y.
- MICHAEL, JAY**
WCAE, Pittsburgh, Pa.
- MICHAELS, HARRY**
WQZ, Decatur, Ill.
- MICHAELS, JOHN**
WORY, Milwaukee, Wis.
- MIKELL, GENE**
Operation Music
WCHK, Canton, Ga.
- MILES, JIM**
930 Club
WKCT, Bowling Green, Ky.
- MILES, JOHNNY**
Music in the Afternoon
KTSM, El Paso, Tex.
- MILES, WILBUR**
Johnny Eagle Show
WCRE, Cheraw, S. C.
- MILLER, BOB**
Top O' the Morning
WSSC, Sumter, S. C.
- MILLER, CLIFF**
KDES, Palm Springs, Calif.
- MILLER, DAN**
Mighty Much Music
KOOK, Billings, Mont.
- MILLER, LARRY**
Open House
KPRK, Livingston, Mont.
- MILLER, ROSS**
WPIC, Hartford, Conn.
- MILLER, WOODY**
Burgermeister Beer
KMAP, Bakersfield, Calif.
- MILLS, DON**
KGNO, Dodge City, Kan.
- MILLS, JIM**
WMAQ, Chicago, Ill.
- MILLS, LUTHER**
Night Patrol
WBC, Duluth, Minn.
- MILLSAPS, JOE**
Clockwatchers
WGN, Knoxville, Tenn.
- MINK, LEE**
KFST, Preston, Ida.
- MITCHELL, GENE**
Reverie
WRBL, Columbus, Ga.
- MITCHELL, JOE**
Something for the Girls
KLIQ, Portland, Ore.
- MOCK, JACK**
WMBR, Jacksonville, Fla.
- MOEN, DEAN**
At Your Command
KROX, Crookston, Minn.
- MOFFETT, CHUCK**
WFOX, Milwaukee, Wis.
- MOLLOY, TOM**
Top 40
WSKY, Asheville, N. C.
- MONACO, DEL**
Radio Relay
WHL, Niagara Falls, N. Y.
- MONROE, LARRY**
KRIO, McAllen, Tex.
- MONSON, PAUL**
WSPR, Springfield, Mass.
- MONSON, ROD**
1340 Club
KATL, Miles City, Mont.
- MONTS, JIM**
KATL, Miles City, Mont.
WELQ, Tupelo, Miss.
- MOONEY, FRAN**
KNCM, Moberly, Mo.
- MOORE, RON**
1450 Club
KCLX, Colfax, Wash.
- MORAN, JOE**
Daybreak
WGSM, Huntington, N. Y.
- MORAN, LUPITA**
KWKW, Pasadena, Calif.
- MORELAND, DICK**
KACY, Oxnard, Calif.
- MORELLI, HAL**
KRAM, Las Vegas, Nev.
- MORELLS, KEN**
Breakfast with "Woody"
WDDY, Gloucester, Va.
- MORENO, EDWARD**
KCOR, San Antonio, Tex.
- MORGAN, BILL**
WEW, St. Louis, Mo.
- MORGAN, BILLY**
WYRN, Louisville, N. C.
- MORGAN, HAL**
Morgan's Motor Matinee
WGAR, Cleveland, Ohio
- MORKORI, CHUCK**
WRCO, Richland Center, Wis.
- MORRIS, HERMAN T.**
High School Club
KWNA, Winnemucca, Nev.
- MORRISON, ALEX**
WKDX, Hamlet, N. C.
- MORRISON, BOB**
WXLW, Indianapolis, Ind.
- MORRISON, BUD**
Nightbeat
WMAB, Munising, Mich.
- MORROW, BRUCE**
WINS, WNYC, WEVD, Radio;
ZBM & ZBM-TV, Radio & TV,
Bermuda; WPIX, WABD, TV
- MORROW, JACK**
Hoosier Hit Parade
WIBC, Indianapolis, Ind.
- MORTON, BROOKS**
Mid-Day Mid-Way
WTOL, Toledo, Ohio
- MORTON, JAY**
WEDO, McKeesport, Pa.
- MOSHER, RAY**
WFST, Caribou, Me.
- MOWBRAY, JOHN**
KASY, Auburn, Wash.
- MOWERS, ROBERT**
Spinner's Sanctum
WLAM, Lewiston, Me.
- MOWYER, ROBERT**
WAFC, Staunton, Va.
- MUDD, JIM**
WVJS, Owensboro, Ky.
- MULCAHY, JOHN**
WSRO, Marlborough, Mass.
- MULLEN, EARLE**
Disc to you
WDVL, Vineland, N. J.
- MULLEN, FRANK**
PM 1230 Club
WNEB, Worcester, Mass.
- MULLENS, RED**
Coffee Club
WMNF, Richwood, W. Va.
- MULLINS, BOB**
KTRY, Bastrop, La.
- MULLINS, D. C.**
Country Classics
WGEE, Indianapolis, Ind.
- MULLINS, JIM**
Morning Open House
WSTU, Stuart, Fla.
- MUNI, SCOTT**
Music with Muni
WMCA, New York, N. Y.
- MUNNKITTRICK, ARNIE**
1340 Club
WWTN, St. Johnsbury, Vt.
- MURDOCH, ED**
WMMB, Melbourne, Fla.
- MURDOCK, CHARLIE**
The Top 40 Show
WQAM, Miami, Fla.
- MURDOCK, JACK**
WMAN, Mansfield, Ohio
- MURPHY, ED**
WSYR, Syracuse, N. Y.
- MURPHY, GEORGE**
KASI, Ames, Iowa
- MURRY, LYNN**
Marathon & Music
KDRO, Sedalia, Mo.
- MUSCARE, ED**
Hit Parade
KSCR, Socorro, N. M.
- MYERS, JACK**
WSAL, Logansport, Ind.

— N —

- NABER, DAVE**
WVMC, Mt. Carmel, Ill.
- NAPPER, LOUISE**
Swing Session Revue
WREV, Reidsville, N. C.
- NARDONE, MIKE**
Swingtime Serenade
WCLT, Newark, Ohio
- NASH, JERGEN**
WCCO, Minneapolis, Minn.
- NASH, MURRAY**
Yesterdays Hits
WRAC, Racine, Wis.
- NATHAN, NORM**
Sounds in the Night
WHDH, Boston, Mass.
- NATHAN, WALLY**
KWBY, Colorado Springs, Colo.
- NAUGHT, VERN**
KRLC, Lewiston, Ida.
- NAUGHTON, RUSS**
Shoppers Special
WDRG, Hartford, Conn.
- NEAGLE, DON**
Morning Melodies
WRUS, Russellville, Ky.
- NEAL, JIM**
Farmer Jim Show
WSLA, Jackson, Miss.
- NELLY, JIM**
Jim & Jerry's Rhythm
KBRC, Mount Vernon, Wash.
- NELSON, BOB**
KFBB, Great Falls, Mont.
- NELSON, CHUCK**
Mostly Morning
KRAM, Longview, Wash.
- NELSON, DON**
Coccolale Club
WQUA, Moline, Ill.
- NELSON, ED**
WNA, Yankton, S. D.
- NELSON, LARRY**
Saturday Nite Dance Party
KHAS, Hastings, Neb.
- NELSON, LOU**
Nitewatch
WTAR, Norfolk, Va.
- NELSON, STAN**
WCPO, Cincinnati, Ohio
- NICKLAY, RAY**
Caravan of Music
KXGN, Glendive, Mont.
- NICKSON, NICK**
Rochester Ballroom
WBBF, Rochester, N. Y.
- NIELSEN, DENNIS**
KVQG, Ogden, Utah
- NIXON, MILT**
Hall Where Jive Is Live
WGEE, Indianapolis, Ind.
- NOBLES, GENE**
Dance Hour
WLAC, Nashville, Tenn.
- NOE, DON**
WHOC, Philadelphia, Pa.
- NOEL, SID**
Dawnbusters
WWL, New Orleans, La.
- NOLAN, TOM**
KLGA, Alcona, Iowa
- NOLTE, BOB**
KOYN, Billings, Mont.
- NORMAN, HAL**
KFDM, Beaumont, Tex.
- NORTON, MIKE**
Teens, Topics & Tunes
WPOR, Portland, Me.
- NUSBAUM, MORT**
WBBF, Rochester, N. Y.



OAKES, JIMMY
WTR. Ashland, Ky.
O'BANION, ALTON
Campus Capers
KCN. San Marcos, Tex.
O'BANNON, GENE
KEYS, Corpus Christi, Tex.

O'BRIEN, JOE

Joe's Place
WMA, New York, N. Y.
O'BRIEN, PETE
Will, Willimantic, Conn.

O'CALLAGHAN, THOMAS
KYSM, Mankato, Minn.

O'DAY, HAPPY
WOKY, Milwaukee, Wis.

ODDIS, RAY
Flat Top Show
WJET, Erie, Pa.

ODOM, RAY
The Ole Cowhand
KHA. Phoenix, Ariz.

O'DONNELL, DAVEY
KXOL, Fort Worth, Tex.

OGLE, RON
KEED, Springfield, Ore.

O'GRADY, JOE
The Grouch Club
WLA. Grand Rapids, Mich.

O'HAIRE, GENE
Keeper of the Flame
WPT. Albany, N. Y.

O'HARA, MARTY
WKDN, Camden, N. J.

O'HARA, SEAMUS
KYA, San Francisco, Calif.

O'HARA, SHAMUS
WZIP, Cincinnati, Ohio

O'HARA, TOD
Grag Bag
WLD, Boston, Mass.

OHLEMEIR, BILL
Night Train
KAYS, Hays, Kan.

OHLMES, SCOTT
Coffee Shop
WCED, DuBois, Pa.

O'KINCHELA, ROGER
WWOL, Buffalo, N. Y.

O'LEARY, FRANK
Musical Matinee
WJOL, Joliet, Ill.

O'LEARY, JIM
Catalina Bandstand
KBIG, Avalon, Calif.

OLIVER, DAVE
Chicken Shack
WMFS, Chattanooga, Tenn.

OLSON, JIM
Record Room
KRLC, Lewiston, Ida.

OLSON, NATE
KYNG, Coos Bay, Ore.

O'NAN, PAT
WINN, Louisville, Ky.

O'NEIL, JACK
WAAB, Worcester, Mass.

O'NEILL, JERRY
KWIP, Merced, Calif.

O'QUINN, JIMMY
1740 Club
KWAK, Stuttgart, Ark.

O'REILLY, JACK
WPEN, Philadelphia, Pa.

ORLANDO, J. J.
860 Club
WFMO, Fairmont, N. C.

ORTIZ, DAVID
Petitions of the Tarde
WITA, San Juan, P. R.

ORTON, JIM
WVJS, Owensboro, Ky.
OSBORN, DON
WIRL, Peoria, Ill.

OSBORNE, BOB
WIL, St. Louis, Mo.
OSBORNE, FRED
WJCD, Seymour, Ind.

OSBORNE, RONALD L.
KTOO, Henderson, Nev.
OUELLETTE, BOB
WGHM, Skowhegan, Me.

OVERTON, TOM
KFDM, Beaumont, Tex.

OWENS, DON
WARR, Arlington, Va.

OWENS, GARY
WIL, St. Louis, Mo.

OWENS, JACKIE
Request Time
WEIC, Charleston, Ill.

OXFORD, GEORGE
KSN, San Francisco, Calif.



PADRON, LONNIE
WTRR, Sanford, Fla.

PAGE, ELIOT
Harmonies for Housewives
WDEW, Waterbury, Vt.

PAGE, NORM
WGAY, Silver Spring, Md.

PAIZ, TONY
KIWW, San Antonio, Tex.

PAIZS, BEA
Something for the girls
KOWL, Tahoe Valley, Calif.

PALEN, JIM
OK Sweet Session
WOKZ, Alton, Ill.

PALLAN, ART
KDKA, Pittsburgh, Pa.

PALMER, BILL
WSBB, New Smyrna Beach,
Fla.

PALMER, MARSHA
WSBB, New Smyrna Beach,
Fla.

PARISI, JIM
Radio Route 73
WPK, Alexandria, Va.

PARK, CHARLES
Time out for Music
WJR, Detroit, Mich.

PARKER, DICK
WSME, Sanford, Me.

PARKER, ELZIE
Morning Watch
KAJO, Grants Pass, Ore.

PARKER, JIM
Show of the Day
KXO, El Centro, Calif.

PARKER, TOM
Record Rack
KSIS, Sedalia, Mo.

PARKINSON, BOB
WEOL, Elyria-Lorain, Ohio

PARKS, LARRY
Night-Train
WAML, Laurel, Miss.

PARKS, LYNN
WPEG, Jacksonville, Fla.

PARLE, PAUL
WIIN, Atlanta, Ga.

PARMELEE, CHUCK
Alarm Clock
WSPD, Toledo, Ohio

PARNELL, JACK
WHBQ, Memphis, Tenn.

PARR, JAMES J.
KBLT, Big Lake, Tex.

PARSONS, BEN
Rebel Reveille
WRBL, Columbus, Ga.

PATRICK, DONALD
Nite Watch D. J.
KFSA, Fort Smith, Ark.

PATTERSON, ESMOND
Gospel Train
WERD, Atlanta, Ga.

PAUL, JIMMY
KOB, Albuquerque, N. M.
PAUL, SANDY
WRMF, Titusville, Fla.

PAUL, VINCE
Night Sounds
KWNO, Winona, Minn.

PAULEY, RICH
Gulf Coast Serenade
WFLA, Tampa, Fla.

PAVONE, TONY
Switchboard
WMAZ, Macon, Ga.

PAWLAK, TONY
Music Market
WASK, Lafayette, Ind.

PAYNE, BRUCE
WENN, Birmingham, Ala.

PEACE, EVERETT
WLOW, Norfolk, Va.

PEARCE, LEWIS
Mostly Music
KSPJ, Stillwater, Okla.

PEARSON, BOB
Music as You Like It
KCM, Carroll, Iowa

PEDEFERSON, JIM
KHOG, Fayetteville, Ark.

PENNEY, ED
WTAO, Boston, Mass.

PEOPLES, JIMMY
Jimbo
WMTN, Morristown, Tenn.

PEPPLE, PENNY
High School Rock
WDSK, Cleveland, Miss.

PERKINS, GENE
KBOL, Boise, Ida.

PERKINS, RAY
KHOW, Denver, Col.

PERKINSON, MAURICE
Spinarama
WJEF, Grand Rapids, Mich.

PERRY BLANDE
KLRA, Little Rock, Ark.

PERRY, BOB
WCKR, Miami, Fla.

PERRY, BOB
980 Club
WCAP, Lowell, Mass.

PERRY, PORTIA
Songs of Faith
WHAT, Philadelphia, Pa.

PETERS, RICHARD
Rollin' Home
WCLT, Newark, Ohio

PETERSON, BOB
Early Bird Show
WHPA, Hopewell, Va.

PETERSON, CHARLIE
KENE, Toppenish, Wash.

PIERON, HUGH
WJOB, Hammond, Ind.

PIKE, DICK
Pike's Peak
WNOP, Newport, Ky.

PILANT, RAY
KTRY, Bastrop, La.

PINCKNEY, DOUG
Almanac
WMBO, Auburn, N. Y.

PIPES, FRANCIS
On The Beat
WBAR, Bartow, Fla.

PIPKIN, KEITH
The Most in Music
KWFR, San Angelo, Tex.

PIPP, BARNEY
1460 Club
WPVL, Painesville, Ohio

PITTS, BILL
Music from Studio X
KTSM, El Paso, Tex.

PLACHTA, AL
KOPR, Butte, Mont.

PLAISANCE, LOU
True-Blue Lou
KQDI, Bismarck, N. D.

PLATZ, GUS
KWIQ, Moses Lake, Wash.

PLEDGER, DOUG
KNBC, San Francisco, Calif.

PLESS, JERRY
WGTA, Summerville, Ga.

PLICQUE, EDDIE
WGES, Chicago, Ill.

PLOWDEN, JIM
Platter Party
WMBR, Greenville, S. C.

POINDEXTER, RAY
KNLR, North Little Rock,
Ark.

RADIO-TV DISC JOCKEYS

- POLAND, SAM**
WCHS, Charleston, W. Va.
- POLK, AL**
KAMO, Rogers, Ark.
- POLLACK, FRANK**
KDAY, Hollywood, Calif.
- POLLOCK, GOBLE**
Farm & Home
WCBL, Benton, Ky.
- POLLOCK, KES**
WIZZ, Streator, Ill.
- POOLE, BOB**
Poole's Paradise
WBig, Greensboro, N. C.
- POPE, BILL**
WABY, Albany, N. Y.
- POPE, SHELLEY**
WEUP, Huntsville, Ala.
- PORTER, BOB**
WJD, Chicago, Ill.
- PORTERFIELD, HARRY**
WKNX, Saginaw, Mich.
- POTEET, JIM**
KDUK, Lubbock, Tex.
- POWELL, KEN**
WVET, Rochester, N. Y.
- POWELL, MAX**
Design for Listening
WHIT, New Bern, N. C.
- POWERS, JOE**
WBMD, Baltimore, Md.
- PRATHER, BOB**
WEAS, Decatur, Ga.
- PRATHER, TOM**
Musical Clock
WGF5, Covington, Ga.
- PRECIADO, J. LUIS**
La Voz Tapatia
KNBA, Vallejo, Calif.
- PRESCOTT, GEORGE**
Music after Hours
WLEE, Richmond, Va.
- PRESCOTT, NORM**
WBZ-WBZA, Boston-Springfield, Mass.
- PRESLEY, BOB**
KILR, Houston, Tex.
- PREWITT, CLIFF**
Spinorama
WDSK, Cleveland, Miss.
- PRICE, HERB**
WTND, Orangeburg, S. C.
- PRICE, JIM**
KKNY, Kearney, Neb.
- PRICE, JOE**
The Music Man
WSKY, Asheville, N. C.
- PRICE, MIKE**
KLYK, Spokane, Wash.
- PRICE, PRESTON**
Dial 1000
KOMO, Seattle, Wash.
- PRIDE, PETE**
WYDE, Birmingham, Ala.
- PRIMMIRIS, JOHN**
WHDL, Olean, N. Y.
- PRITCHARD, MARK**
Beachcombers' Almanac
WNB6, Daytona Beach, Fla.
- PROCTOR, FRANK**
Dream Dust
WESB, Bradford, Pa.
- PROPP, JACK**
KFTM, Fort Morgan, Col.
- PROVOST, DICK**
WCPO, Cincinnati, Ohio
- PRUITT, PHIL**
Night Sounds
KSEK, Pittsburg, Kan.
- PUBANTZ, JERRY**
TNT Revue
WITY, Danville, Ill.
- PUCKETT, TRUMON**
WJLD, Birmingham, Ala.
- PURCELL, BILL**
WILA, Danville, Va.
- PURINGTON, JACK**
WQAM, Miami, Fla.
- PYLANT, RUDY**
Ole Camp Meetin Time
KBOA, Kennett, Mo.
- PYLE, JACK**
WIP, Philadelphia, Pa.
- Q —
- QUEEN, RON**
WKYB, Paducah, Ky.
- QUINTANA, VIRGINIA**
Fandango
KFLJ, Walsenburg, Col.
- R —
- RACE, CLARK**
KDKA, Pittsburgh, Pa.
- RACHELS, ERNEST**
WSNT, Sandersville, Ga.
- RADKA, AL**
KFRE, Fresno, Calif.
- RAE, BOB**
KPMC, Bakersfield, Calif.
- RAHE, JOHN**
Sunrise Patrol
WBOC, Salisbury, Md.
- RAINBOLT, JACK**
Sunday Album
KMA, Shenandoah, Iowa
- RAISTRICK, E.**
Sundrial Serenade
WFOY, St. Augustine, Fla.
- RALSTON, DAVE**
WRIP, Rossville, Ga.
- RALSTON, ELDRIDGE**
Party Line
WDRF, Chester, Pa.
- HAMIREZ, JOE**
Latin American Melodies
KDZA, Pueblo, Col.
- RAMSEUR, DABNEY**
WGCM, Gulfport, Miss.
- HANDALL, DALE**
KBOL, Boise, Ida.
- RANDLE, BILL**
WERE, Cleveland, Ohio
- RAMSON, FRANK III**
WMPA, Aberdeen, Miss.
- RASE, BILL**
KCRA, Sacramento, Calif.
- RASMUSSEN, JERRY**
KBAM, Longview, Wash.
- RATNER, SOL**
King of the Jungle
WFRP, Savannah, Ga.
- RATTIGAN, JACK**
WRCV, Philadelphia, Pa.
- RATTRAY, DON**
Parade of Music
WNRI, Woonsocket, R. I.
- RAY, JIMMIE**
Hayride
KEOP, Pleasanton, Tex.
- RAY, MARV**
WMEN, Tallahassee, Fla.
- RAYE, BEAU**
Music by Beau
KPAC, Port Arthur, Tex.
- RAYMENT, DON**
KJBS, San Francisco, Calif.
- RAYMOND, JACK**
Hi Fi Matinee
WFOX, Milwaukee, Wis.
- RAYMOND, JIM**
WBEL, Beloit, Wis.
- RAYNOR, JIM**
WRUN, Utica, N. Y.
- READ, ED, JR.**
1400 Club
WILI, Willimantic, Conn.
- REAGAN, JOE**
WCLL, Corning, N. Y.
- REAVLEY, J. W.**
KAPA, Raymond, Wash.
- REDDING, JACK M.**
KMAM, Tularosa, N. M.
- REED, JIM**
Turntable Caravan
KALV, Alva, Okla.
- REEDY, JAMES**
KWYN, Wynne, Ark.
- REES, WALT**
KBUC, Corona, Calif.
- REESE, JIM**
WHLB, Virginia, Minn.
- REETER, DEAN**
KQEO, Albuquerque, N. M.
- REETS, RANDY**
KWHI, Brenham, Tex.
- REICHLEY, MORRIS**
KOPR, Butte, Mont.
- REID, CLARK**
Sunny Side of the Street
WJBK, Detroit, Mich.
- REID, JIM**
Moon Dial
WOKO, Albany, N. Y.
- REID, KEN**
KLIF, Dallas, Tex.
- REID, PEE WEE**
Breakfast Capers
KFTV, Paris, Tex.
- REIGLER, RON**
WCMW, Canton, Ohio
- REILLY, DICK**
Cash on the Line
KGCX, Sidney, Mont.
- REILLY, JIM**
WISL, Shamokin, Pa.
- RENFROW, CHARLES**
Record Party
WHKP, Hendersonville, N. C.
- RENY, BOB**
Road Show
WBNC, Conway, N. H.
- RESEAR, JOE**
WSAN, Allentown, Pa.
- REVES, CARL**
KTRN, Wichita Falls, Tex.
- REYNOLDS, DICK**
KYW, Cleveland, Ohio
- RICHARDSON, JIM**
WPLA, Plant City, Fla.
- RICHARDSON, NED**
WBTM, Danville, Va.
- RICHBOURG, JOHN E.**
Record Parade
WLAC, Nashville, Tenn.
- RICHESON, DON**
Hermit's Cave
WADS, Ansonia, Conn.
- RICKARD, LOUIE**
KLVC, Leadville, Colo.
- RICKARDS, REESE**
Mostly Music
WTAG, Worcester, Mass.
- RICKWA, JOHN**
Voice of Denver Show
KHOW, Denver, Colo.
- RIDGEWAY, JIM**
KXOL, Fort Worth, Tex.
- RIGGS, ROBERT**
Music for Adults
KJFM, Fort Worth, Tex.
- RIGGLE, KEN**
Music for To-day
WPUV, Pulaski, Va.
- RIGGS, FRED**
Housewives Only
WELS, Kinston, N. C.
- RIGGS, JOHN**
Tops 'n' Pops
WRIV, Riverhead, N. Y.
- RIGGS, TOMMY**
WCAE, Pittsburgh, Pa.
- RILEY, JOHN**
WFBG, Altoona, Pa.
- RITZ, MYRNA**
News & Views with
Pennywise
WBTA, Batavia, N. Y.
- ROBBIN, EARL**
WDON, Wheaton, Md.
- ROBBINS, ROBB**
KBOX, Dallas, Tex.
- ROBBINS, ROBBIE**
KMED, Medford, Ore.
- ROBBS, DON**
Man About Music
KFAM, St. Cloud, Minn.

RADIO-TV DISC JOCKEYS

- ROBERSON, AL**
The Good Morning Show
WLBZ, Bangor, Me.
- ROBERSON, C. B.**
Sing Along
WMOX, Meridian, Miss.
- ROBERTS, BILL**
WBOW, Terre Haute, Ind.
- ROBERTS, CARL**
WFRP, Hammond, La.
- ROBERTS, DON**
KOA, Denver, Colo.
- ROBERTS, FORD**
Hawkcye Hits
WMT, Cedar Rapids, Iowa
- ROBERTS, HUGH**
WWT, Detroit, Mich.
- ROBERTS, JAY**
WJR, Detroit, Mich.
- ROBERTS, JERRY**
WBCM, Bay City, Mich.
- ROBERTS, TONY**
Caravan ;
WSOY, Decatur, Ill.
- ROBERTS, WALT**
WHHH, Warren, Ohio
- ROBERTS, WARREN**
WEAS, Decatur, Ga.
- ROBERTSON, ART**
Hillbilly Hits
KWHN, Ft. Smith, Ark.
- ROBINSON, DAVE**
Sunday Concert
KDEF, Albuquerque, N. M.
- ROBINSON, GENE**
WLBA, Gainesville, Ga.
- ROBINSON, NICK**
Pops on Parade
WREB, Holyoke, Mass.
- ROBINSON, ROCK**
WHOO, Orlando, Fla.
- ROBITAILLE, RON**
Rumpus Room
KSEK, Pittsburgh, Kan.
- ROCKEFELLER, JACK**
KRIB, Mason City, Iowa
- RODDY, JIM**
Night Flyer
KSUB, Cedar City, Utah
- RODGERS, CHET**
WEOE, Dunkirk, N. Y.
- RODGERS, HAL**
KWVW, Waterloo, Iowa
- RODGERS, RANDY**
Record Show
WGOA, Winter Garden, Fla.
- ROGERS, BILL**
KFDA, Amarillo, Tex.
- ROGERS, BOB**
Musical Parade
KGST, Fresno, Calif.
- ROGERS, ED**
Niteline and Nitewatch
KVVU, Logan, Utah
- ROGERS, EDDIE**
Town Crier
KOKX, Keokuk, Iowa
- ROGERS, ERNEST**
Traffic Jam
WREC, Miami, Fla.
- ROGERS, TED**
WDEJ, Roanoke, Va.
- ROMAN, MARK**
Music to Suit You
WMMS, Bath, Me.
- ROSE, DON**
KWMT, Fort Dodge, Iowa
- ROSE, DON**
Top 50 Show
KTUL, Tulsa, Okla.
- ROSTER, JOE**
WMNS, Olean, N. Y.
- ROSS, AL**
Timekeeper
WBC, Washington, D. C.
- ROSS, BOB**
WHBO, Tampa, Fla.
- ROSS, REID**
KWNA, Winnemucca, Nev.
- ROSSI, JOHNNY**
KBLX, Muskogee, Okla.
- ROSSI, LOU**
KAVR, Apple Valley, Calif.
- ROTH, BEVEN**
KTEL, Walla Walla, Wash.
- ROUCH, MAHLON**
KSIW, Woodward, Okla.
- ROUGH, BILL**
WLRP, New Albany, Ind.
- ROUGHTON, FRANK**
WSNT, Sandersville, Ga.
- ROULEAU, DICK**
Something for Everybody
WHBL, Sheboygan, Wis.
- ROUSSEAU, TONY**
Broadway Matinee
WBAB, Babylon, N. Y.
- ROWAN, RIP**
WCSS, Amsterdam, N. Y.
- ROWE, JIM**
Fabulous 58
WSPD, Toledo, Ohio
- ROWE, KEN JR.**
Music for Adults
KJIM, Fort Worth, Tex.
- ROWELL, CALTON**
Top 50 Show
WNLA, Indianola, Miss.
- ROWLAND, BOBBY**
WGJK, Jacksonville, Fla.
- ROWLAND, MARSHALL W.**
WGJK, Jacksonville, Fla.
- ROWLEY, DALE**
Clockwatcher
KLMS, Lincoln, Neb.
- ROWZIE, JACK**
Club 1260
WWDC, Washington, D.C.
- RUANO, GUALBERTO**
WORA, Mayaguez, P. R.
- RUDRUD, BILL**
KCUB, Tucson, Ariz.
- RUESTER, RAY**
WKIS, Orlando, Fla.
- RUETZ, EDWARD**
Yawn Patrol
WRAC, Racine, Wis.
- RUMORE, DUKE**
WSGN, Birmingham, Ala.
- RUNYON, JIM**
Runyon's Road Show
WHIO, Dayton, Ohio
- RUSK, JOHN**
KWDM, Des Moines, Iowa
- RUSSELL, BOB**
KELMS, Eldorado, Ark.
- RUSSELL, AL**
WGL, Fort Wayne, Ind.
- RUSSELL, DAVE**
WVON, Woonsocket, R. I.
- RUSTAD, JOHN**
WKTY, La Crosse, Wis.
- RUTH, HERBERT**
Music Man
WCRO, Johnstown, Pa.
- RUTLEDGE, EDDY**
The Turn Table
KZOL, Muleshoe, Tex.
- RYAN, CHARLES**
3 for 3 Show
WKYR, Keyser, W. Va.
- RYAN, DAN**
WBBW, Youngstown, Ohio
- RYAN, GENE**
Western Star Time
WFMC, Goldsboro, N. C.
- RYAN, JACK**
Top 40 Club
WAKR, Akron, Ohio
- RYAN, JOE**
WALL, Middletown, N. Y.
- RYAN, JOHN**
Sleepytime Express
WBRK, Pittsfield, Mass.
- RYAN, PAUL**
Good Morning Music
WBEV, Beaver Dam, Wis.
- RYEL, FLOYD**
WHHH, Warren, Ohio
- SAAR, DAVE**
Juke Box
KASM, Albany, Minn.
- SABIA, JOE**
KDYL, Salt Lake City, Utah
- SADLER, STEVE**
KIUN, Pecos, Tex.
- SAMPLES, KEITH**
KGAY, Salem, Ore.
- SAMS, TERRY**
WJHL, Johnson City, Tenn.
- SANCHEZ, NICK**
Bright Side of the Night
WFBL, Syracuse, N. Y.
- SANDERS, TOMMY**
Platter Parade
WHUM, Reading, Pa.
- SANDERSON, HARVEY**
Words & Music
WONG, Oneida, N. Y.
- SANDLER, BERNIE**
WEBR, Buffalo, N. Y.
- SANSTRA, JESSE**
KIMO, Independence, Mo.
- SANTORO, MICKEY**
WBRX, Berwick, Pa.
- SARGENT, KENNY**
WRE, Dallas, Tex.
- SAUNDERS, AL**
WSBA, York, Pa.
- SAUNDERS, CARL**
WAXX, Chippewa Falls, Wis.
- SCOTT, BLAINE**
KIFI, Idaho Falls, Ida.
- SCOTT, CHUCK**
KUDY, Littleton, Colo.
- SCOTT, CLAY**
KNOE, Monroe, La.
- SCOTT, JOE**
Scotts Coffee Shop
WBRE, Wilkes-Barre, Pa.
- SCOTT, JOHN**
WILD, Boston, Mass.
- SCOTT, LEE**
WGSA, Ephrata, Pa.
- SCOTT, PAUL**
Make Mine Music
WCCC, Hartford, Conn.
- SCOTT, PENN**
WACT, Tuscaloosa, Ala.
- SCOTT, RAY**
WNOP, Newport, Ky.
- SCOTT, TED**
WINN, Louisville, Ky.
- SCUDDER, DICK**
KCKO, Tulare, Calif.
- SCUDDER, VIRGIL**
Hits & Headlines
WJCS, Seymour, Ind.
- SEARLES, GORDY**
KRVN, Lexington, Neb.
- SEBASTIAN, JOEL**
Music Man
WNHC, New Haven, Conn.
- SEELBACH, HENRY**
Hank's Harmonies
KLCB, Libby, Mont.
- SEELYE, RALPH**
Jukebox Special
KSTR, Grand Junction, Colo.
- SEGER, GARY**
KTLN, Denver, Colo.
- SEIVERSON, BOB**
KNIM, Maryville, Mo.
- SELLERS, BILL**
Pushbutton One
WGGA, Gainesville, Ga.
- SENEKER, TONY**
Coffee Pot Parade
WMTG, Milledgeville, Ga.
- SEPULVEDA, PUPO**
WLEO, Ponce, P. R.
- SERPICO, DAN**
On the Upbeat
WOCB, West Yarmouth, Mass.
- SEVY, VERN**
WKBN, Youngstown, Ohio
- SEXTON, CARROLL**
Caffeine Club
WCRS, Greenwood, S. C.
- SEYMOUR, ROBIN**
Bobb'n' with Robin
WKMH, Detroit-Dearborn, Mich.

RADIO-TV DISC JOCKEYS

- SILAFER, DON**
WAXX, Chippewa Falls, Wis.
- SHAIN, MIKE**
KSIM, Sikeston, Mo.
- SHANAHAN, TOM**
Club 60
WEMP, Milwaukee, Wis.
- SHANNON, JACK**
Nightwatchman
WHLS, Port Huron, Mich.
- SHARMAN, CHUCK**
Cascade Bandstand
KLOG, Kelso, Wash.
- SHARP, BOB**
KWBG, Boone, Iowa
- SHAW, CHARLIE**
Sunrise Serenade
WOLF, Syracuse, N. Y.
- SHAW, JIM**
Gardiner Calling
WFAU, Augusta, Me.
- SHEFRIN, JACK**
Syncopated Clock
KMAP, Bakersfield, Calif.
- SHELTON, JIM**
KVLV, Fallon, Nev.
- SHELTON, JOHN**
Dawn Patrol
WEZY, Cocoa, Fla.
- SHELTON, KEN**
Housewives Hit Parade
WLLY, Richmond, Va.
- SHELTON, WAYNE**
Platter Party
WBBA, Pittsfield, Ill.
- SHEPHERD, HAROLD**
Milkman
KGRT, Las Cruces, N. M.
- SHEPHERD, JAY**
WBIL, Leesburg, Fla.
- SHEPPARD, VERN**
Reveille on the Ranch
KOTA, Rapid City, S. D.
- SHERIDAN, BILL**
WICH, Norwich, Conn.
- SHERIDAN, BILL**
1230 Club
WLOG, Logan, W. Va.
- SHERIDAN, JACK**
Town & Country Show
WEAU, Eau Claire, Wis.
- SHERLOCK, LAMAR**
KASK, Ontario, Calif.
- SHERWOOD, RON**
WTNJ, Trenton, N. J.
- SHEW, MIKE**
KAIR, Tucson, Ariz.
- SHIELDS, DEL**
Opus in Jazz
WDAS, Philadelphia, Pa.
- SHIELDS, RAY**
KMAQ, Maquoketa, Iowa
- SHIRLEY, CONNY**
The Music Shop
WCON, Cornelia, Ga.
- SHOECRAFT, PAUL**
Dance Time
WCON, Cornelia, Ga.
- SHOECRAFT, PAUL**
Dance Time
KCLS, Flagstaff, Ariz.
- SHORE, LOWELL**
WATT, Cadillac, Mich.
- SHORT, CURTIS**
KNAF, Fredericksburg, Tex.
- SHOTWELL, ELLIS**
Breakfast Party
WION, Ionia, Mich.
- SHOWMAN, HAROLD**
Record Ranch
WVSC, Somerset, Pa.
- SHULTZ, WARWICK**
Teen Time
WHEE, Martinsville, Va.
- SHUMATE, LESLIE**
Top Teen Time
KRXX, Rexburg, Ida.
- SHUPERT, BILL**
Wisker Disker Show
WSCR, Scranton, Pa.
- SIDMAN, MARTY**
WKBR, Manchester, N. H.
- SIDOTE, SAM**
Noontime Tune Time
WELC, Welch, W. Va.
- SIEYERS, BOB**
WOWO, Fort Wayne, Ind.
- SIEYERS, FRANK**
KCTI, Gonzales, Tex.
- SIKES, JOE**
KANE, New Iberia, La.
- SILVER, PERRY**
WNCO, Ashland, Ohio
- SIMMONS, BOB**
KOVU, Provo, Utah
- SIMMONS, HAL**
KIT, Yakima, Wash.
- SIMMS, CHARLES R.**
KVLC, Little Rock, Ark.
- SIMONDS, RAY**
Luncheon Listening
WEIM, Fitchburg, Mass.
- SIMONTO, RED**
Red, Hot and Blue
KWJB, Globe, Ariz.
- SIMPKINS, MISSISSIPPI**
Housewife's Hit Parade
WBAM, Montgomery, Ala.
- SIMPSON, ART**
KOL, Seattle, Wash.
- SIMPSON, ELWOOD T.**
Early Date
KWVK, Wheeling, W. Va.
- SIMPSON, JOHNNY**
WTSP, St. Petersburg, Fla.
- SKINNER, MORGAN**
KBRV, Soda Springs, Ida.
- SKYLAR, DON**
WMPF, Daytona Beach, Fla.
- SLADE, JOHN**
Jockey John Show
WJMO, Cleveland, Ohio
- SLATTERY, JACK**
Mostly Music
WHAM, Rochester, N. Y.
- SLAUGHTER, JOHN**
Coffee Club
KORC, Mineral Wells, Tex.
- SMALL, MARSHALL**
KLAB, Salt Lake City, Utah
- SMALL, TOMMY**
Dr. Jive Show
WWRU, New York, N. Y.
- SMITH, ALLEN**
KXLL, Missoula, Mont.
- SMITH, BILL**
The Big Beat
WLEM, Emporium, Pa.
- SMITH, BILL**
WEAR, Clarksburg, W. Va.
- SMITH, BOB**
WTRR, Sanford, Fla.
- SMITH, CHUCK**
KRMS, Osage Beach, Mo.
- SMITH, DENNY**
Pop Shop
WAGS, Bishopville, S. C.
- SMITH, EDDIE**
Night Watch
WCBI, Columbus, Miss.
- SMITH, FRANK**
Musicians
WSVS, Crewe, Va.
- SMITH, GARY**
WOKK, Meridian, Miss.
- SMITH, GARY**
WVET, Rochester, N. Y.
- SMITH, IRV**
WINS, New York, N. Y.
- SMITH, JAY**
WTHF, Port Huron, Mich.
- SMITH, JIM**
WING, Dayton, Ohio
- SMITH, JIM**
WLLL, Wheeling, W. Va.
- SMITH, JOHN**
WARB, Covington, La.
- SMITH, LES**
Country Hoedown
WGSR, Millen, Ga.
- SMITH, LONI**
KMO, Tacoma, Wash.
- SMITH, REX**
WHOC, Philadelphia, Pa.
- SMITH, ROBERT L.**
Record Hop
WJWL, Georgetown, Del.
- SMITH, ROBERT Q.**
WREC, Jackson, Miss.
- SMITH, SMOKEY**
KWDM, Des Moines, Iowa
- SMITH, STAN**
Coffee Time
WGWC, Selma, Ala.
- SMITH, VINSON**
Hits and Encores
WLAG, LaGrange, Ga.
- SPAINHOWER, DON**
KOVU, Provo, Utah
- SPANN, JIM**
KSEL, Lubbock, Tex.
- SPARROW, JIM**
KYA, San Francisco, Calif.
- SPAULDING, NORM**
WGES, Chicago, Ill.
- SPECTOR, JACK**
All Request Show
WPTR, Albany, N. Y.
- SPEEGLE, DANNY**
KSFA, Nacogdoches, Tex.
- SPENCE, LEE**
KRKS, Ridgecrest, Calif.
- SPENCER, GENE**
Milkman Show
WESB, Bradford, Pa.
- SPENCER, RAYMOND**
KSDO, San Diego, Calif.
- SPERRY, LOREN**
Afternoon Ballroom
WRCO, Richland Center, Wis.
- SPOLEN, BILL**
Early Bird
WRUM, Rumford, Me.
- SPRING, JOHNNY**
WING, Dayton, Ohio
- SPURLING, CHARLES**
Juke Box Review
WTCO, Campbellsville, Ky.
- STAKELIN, BILLY**
WGOR, Georgetown, Ky.
- STALLINGS, WILLARD**
WNLA, Indianola, Miss.
- STAMM, JESSE**
WKKS, Vanceburg, Ky.
- STAMS, RICHARD**
Open Door
WGES, Chicago, Ill.
- STANCIL, GARNET**
Morning Melodies
WJAM, Marion, Ala.
- STANLEY, BILL**
WICH, Norwich, Conn.
- STANLEY, BOB**
WTLB, Utica, N. Y.
- STANLEY, TOMMIE**
WEWO, Laurinburg, N. C.
- STARR, JOE**
WBAC, Cleveland, Tenn.
- STARWYCK, STEVE**
KHOG, Fayetteville, Ark.
- STEBBINS, ROGER**
WERC, Erie, Pa.
- STEELE, BUD**
WSTC, Stamford, Conn.
- STEELE, MIKE**
KFAM, St. Cloud, Minn.
- STEELE, TED**
The Bandstand
WMCA, New York, N. Y.
- STEIN, JACK**
Hits for the Misses
KKOX, Sweetwater, Tex.

- STELL, BILL**
Mallbag
WJWS, South Hill, Va.
- STEPHENSON, GRIER**
Parade of Hits
WGFS, Covington, Ga.
- STEPHENSON, SHELBY**
Dedicated to You
WMPM, Smithfield, N. C.
- STEVENS, AL**
WAYE, Baltimore, Md.
- STEVENS, BOB**
WNCO, Ashland, Ohio
- STEVENS, BUDDY**
WARE, Ware, Mass.
- STEVENS, CHARLES**
KOLR, Sterling, Colo.
- STEVENS, CHUCK**
WRIB, Providence, R. I.
- STEVENS, DICK**
Hit Parade
WLOF, Orlando, Fla.
- STEVENS, DON**
Car & Kitchen Club
WTAG, Worcester, Mass.
- STEVENS, DON**
WARM, Scranton, Pa.
- STEVENS, ERNIE**
KUBA, Yuba City, Calif.
- STEVENS, HANK**
WILS, Lansing, Mich.
- STEVENS, JERRY**
The 1290 Club
WGLL, Babylon, N. Y.
- STEVENS, JIM**
Tops in Pops
WLLH, Lowell, Mass.
- STEVENS, MARK**
Top Thirty Show
KSTT, Davenport, Iowa
- STEVENS, NORM**
Record Bandwagon
WMGM, New York, N. Y.
- STEVENS, OSCAR H.**
Serenata Mexicana
KAIR, Tucson, Ariz.
- STEVENS, WAYNE**
Nightwatch
KSYL, Alexandria, La.
- STEVENSON, AL**
KCKN, Kansas City, Kan.
- STEVENSON, JIM**
Music & News
WLBA, Gainesville, Ga.
- STEVENSON, ROSS**
Hillybilly Jamboree
WWSR, St. Albans, Vt.
- STEVENSON, VERN**
WL0L, Minneapolis, Minn.
- STEWART, DAVE**
Corn Crib Frollics
WKBL, Covington, Tenn.
- STEWART, DON**
KIKO, Globe-Miami, Ariz.
- STINES, EDWIN**
WMMH, Marshal, N. C.
Bop Shop
- STIVERS, JAMES**
WPKY, Frankfort, Ky.
- STOCKTON, KENT**
Club 1450
WGNS, Murfreesboro, Tenn.
- STOKES, TROY**
Parade of Music
WFIS, Fountain Inn, S. C.
- STONE, BUD**
KTUT, Tooele, Utah
- STONE, CRAIG**
Tea and Crumpets
WPRW, Manassas, Va.
- STONE, GARLAND**
Brunch Serenade
WREY, Reidsville, N. C.
- STORM, DAVE**
WABI, Bangor, Me.
- STOTT, HOWARD**
WPPA, Pottsville, Pa.
- STOWE, JIM**
Ham N' Eggs
KWBB, Wichita, Kan.
- STRATTON, JAMES C.**
Jazz Review
KSPI, Stillwater, Okla.
- STRATTON, RON**
Bus Stop
WHGR, Houghton Lake, Mich.
- STRICKLAND, HERB**
Coffee Time
WACL, Waycross, Ga.
- STRINGER, BILL**
WNBF, Binghamton, N. Y.
- STRITCHKO, JIM**
Nite-Time on KFKA
KFKA, Greeley, Colo.
- STRONG, ED**
Melody Matinee
KWCO, Chickasha, Okla.
- STROTHER, FRED**
WPMP, Pascagoula, Miss.
- STROUPE, BOB**
KAML, Kenedy, Tex.
- STUART, CARL**
Hometown Jamboree
WAMO, Pittsburgh, Pa.
- STUART, GENE**
WAVZ, New Haven, Conn.
- STUEBER, JOHN**
KLMS, Lincoln, Neb.
- STUTZ, CARL**
WRVA, Richmond, Va.
- SUGAR, DICK**
Mid-Morning Melodies
Dick "Ricardo" Sugar Show,
WNTA-Radio
- SULLIVAN, FERRY**
WRDW, Augusta, Ga.
- SUNDHOLM, DALE**
KRCO, Prineville, Ore.
- SWAFFORD, CARL**
WAGG, Franklin, Tenn.
- SWANSON, CARL**
WWTB, Tampa, Fla.
- SWANWICK, BILL**
WALL, Middletown, N. Y.
- SWARTZ, NELSON**
Moonglow
WHLM, Bloomsburg, Pa.
- SWEENEY, FRANK**
WLAM, Lewiston, Me.
- T —**
- TABOR, BOB**
Marshall Co., Hayride
WGCY, Guntersville, Ala.
- TAMBLYN, BOB**
WCSC, Charleston, S. C.
- TANNER, BILL**
KRUX, Phoenix, Ariz.
- TANNER, ELMO**
WSGN, Birmingham, Ala.
- TATE, JIM**
Nifty Top Fifty
KWWL, Waterloo, Iowa
- TAUSCH, DON**
KTBB, Tyler, Tex.
- TAVARES, LARRY**
Big 30 Revue
KIPA, Hilo, Hawaii
- TAYLOR, BOBBY**
830 Club
KBOA, Kennett, Mo.
- TAYLOR, CHUCK**
Musical Clock
WGSR, Millen, Ga.
- TAYLOR, CLIFFORD**
KTUR, Turlock, Calif.
- TAYLOR, DON**
KUBA, Yuba City, Calif.
- TAYLOR, JIMMIE**
Record Shop
WTCO, Campbellsville, Ky.
- TAYLOR, JOHN**
WGTO, Cypress Gardens, Fla.
- TEAS, FRANK**
WSMN, Nashua, N. H.
- TEAS, WALT**
Morning in Maryland
WFBR, Baltimore, Md.
- TEDLIE, BUD**
KSIM, Sikeston, Mo.
- TEXERA, BOB**
Music 'til Midnight
KOWL, Tahoe Valley, Calif.
- THIEL, JOHN**
Wake-up Time
WHMI, Howell, Mich.
- THIES, FRANK D.**
WQIK, Jacksonville, Fla.
- THOMAS, DICK**
WBLL, Leesburg, Fla.
- THOMAS, DICK**
Daybreaker Show
KSYS, Sedalia, Mo.
- THOMAS, HAL**
KLYK, Spokane, Wash.
- THOMAS, JERRY**
WBIZ, Eau Claire, Wis.
- THRASH, WADLEY**
Daddy-O-Long Legs Show
WNEK, Macon, Ga.
- THURMAN, WALTER**
Musical Clock
WMBD, Peoria, Ill.
- TIBBETTS, DONN**
WGR, Manchester, N. H.
- TIDWELL, MARVIN**
Night Beat
WOWL, Florence, Ala.
- TIEKIN, JACK**
WQUB, Galesburg, Ill.
- THISTA, JERRY**
Midnight Moods
KFBB, Great Falls, Mont.
- TILGHMAN, JOHN**
Let's Go Fishin'
WPPF, Palatka, Fla.
- TILLMAN, DON**
Skyliner
WMRI, Marion, Ind.
- TILLMAN, REV.**
Hotsy Totsy
KYOK, Houston, Tex.
- TIMMER, JOE**
Polka with Timmer
WGPA, Bethlehem, Pa.
- TIPTON, CARL**
All Request Jamboree
WGNS, Murfreesboro, Tenn.
- TIPTON, J.**
Polka Party
WPTS, Pittston, Pa.
- TITUS, JIM**
KRIZ, Phoenix, Ariz.
- TOBEY, CLIFF**
WCAW, Charleston, W. Va.
- TOBIE, MIKE**
Platter Party
WICA, Ashtabula, Ohio
- TODOROVICH, DAN**
KTEL, Walla Walla, Wash.

RADIO-TV DISC JOCKEYS

TOLBY, BRIAN
Top Forty Time
WOOO, DeLand, Fla.

TORGERSON, GARY
Big X Matinee
KGCX, Sidney, Mont.

TORRANCE, TOM
WDSM, WDSM-TV, Superior,
Wisc.

TRACE, BOB
WDCL, Clearwater, Fla.

TRACEY, BOB
KDKA, Pittsburgh, Pa.

TRACY, ED
Hit Parade
WSIV, Pekin, Ill.

TRAUT, ROGER
WHBL, Sheboygan, Wisc.

TRENT, JOE
Night Train
WCNC, Elizabeth City, N. C.

TRINE, PHIL
KUKI, Ukiah, Calif.

TRIPP, PETER
Your Hits of the Week
WMGM, New York, N. Y.

TRIVETTE, JOE
Spinsational
WLAK, Lakeland, Fla.

TROTTER, NORBERT
What's New
WRN, Racine, Wisc.

TROUT, WAYNE
WSBA, York, Pa.

TRUHEART, GEORGE
Groovy Daddy
KDBS, Alexandria, La.

TUCK, HENRY
RFD—USA
WMBL, Morehead City, N. C.

TUCKER, DAVID
WDKN, Dickson, Tenn.

TUCKER, GORDON
Memory Time
WCOV, Montgomery, Ala.

TUCKER, JERRY
Sound Board
WMFS, Chattanooga, Tenn.

TUCKER, JIM
KXOL, Fort Worth, Tex.

TUCKER, LINDSAY
Top O' the Morning
WVEC, Hampton, Va.

TUCKER, TOM
Get Together
WRAL, Raleigh, N. C.

TUCKER, TOMMY
WPEG, Jacksonville, Fla.

TUGWELL, JIMMY
Country Capers
WSJC, Magee, Miss.

TULL, JIM
KNOE, Monroe, La.

TUPPER, BOB
Dance Band
WICA, Ashtabula, Ohio

TURK, AL
WGBI, Scranton, Pa.

TURNER, BRUCE
WSTR, Sturgis, Mich.

TURNER, GENE
Sunshine 29
WMOP, Ocala, Fla.

TURNER, VES
KTER, Terrell, Tex.

TUTTLE, JUDY
Pep Club
KCID, Caldwell, Ida.

TYLER, GENE
WPRS, Paris, Ill.

TYSON, DAVEY
WAMP, Pittsburgh, Pa.

— U —

UNDERWOOD, JACK
WOWO, Fort Wayne, Ind.

UPHOFF, MEL
Teen Time
KRNV, Lexington, Neb.

URDAHL, JERRY
1390 Club
KRFO, Owatonna, Minn.

— V —

VALBERG, JOHN
Journey with John
KBUH, Brigham City, Utah

VALLEY, RUSS
Afternoon in Rhythm
KAHU, Honolulu, Hawaii

VALOP, BILL
WEZE, Boston, Mass.

VAN, BOBBY
WHYE, Roanoke, Va.

VANCE, TOM
Musical Merry-Go-Round
WCOR, Lebanon, Tenn.

VAN DAM, LEE
WTH, Port Huron, Mich.

VANDERHOOF, BRUCE
Car Tunes
KLIQ, Portland, Ore.

VARE, AL
WZOK, Jacksonville, Fla.

VARRO, JAY
KMLW, Marlin, Tex.

VENTURINO, DICK
Rob Robin Show
KCUB, Tucson, Ariz.

VERNON, MAC
Penthouse Party
WMSC, Columbia, S. C.

VERNON, WES
KBY, Billings, Mont.

VICKERY, FRED
KELO, Sioux Falls, S. D.

VIKEN, HOWARD
WCCO, Minneapolis, Minn.

VINCENT, DAVE
Toast & Jam
KJNO, Juneau, Alaska

VINCENT, JOE
Record Room
WSIZ, Douglas, Ga.

VINCENT, KENNY
WBRD, Bradenton, Fla.

VINSON, JIMMY
Maze Merry Go Round
WMAZ, Macon, Ga.

VLAHOS, LOU
Midnight Flyers
WEDC, Chicago, Ill.

VONDERHEIDE, MEL
WITZ, Jasper, Ind.

VOSS, BOB
Top 40 on 1340
WROD, Daytona Beach, Fla.

VOSS, KEN
WCVS, Springfield, Ill.

VROMAN, JOHN
Nite Train
WMOG, Brunswick, Ga.

WADE, STEVE
Hits for the Missus
WAEB, Allentown, Pa.

— W —

WADSWORTH, MAX
Morning Watch
KLBC, Libby, Mont.

WAGENER, ROD
WIKC, Bogalusa, La.

WAGHALTER, ALLEN
KTBB, Tyler, Tex.

WAHL, JIM
KROY, Sacramento, Calif.

WAIDE, TIM
KOZE, Lewiston, Ida.

WAINER, TED
WRDW, Augusta, Ga.

WAINWRIGHT, HAPPY
WABB, Mobile, Ala.

WALDO, DWIGHT
KFLD, Floydada, Tex.

WALKER, AL
WCAW, Charleston, W. Va.

WALKER, BOB
WJFF, Herrin, Ill.

WALKER, CHARLIE
Hillbilly Houseparty
KMAC, San Antonio, Tex.

WALKER, ED
Twilight Tunes
WRC, Washington, D. C.

WALKER, JIMMY
KIKI, Honolulu, Hawaii

WALKER, KIETH
KMAN, Manhattan, Kan.

WALKER, TOMMY
WKDX, Hamlet, N. C.

WALL, AL
Night Beat
WLXC, La Crosse, Wisc.

WALL, CARL
WGLC, Centreville, Miss.

WALLACE, BEN
WEOA, Evansville, Ind.

WALRATH, BART
KNOC, Natchitoches, La.

WALSH, BOB
WHLL, Boston-Medford,
Mass.

WALSH, JACK
KR Companion
KRMD, Shreveport, La.

WALTERS, BILL
WGUU, Bangor, Me.

WALTERS, BUCKY
KMBC, Kansas City, Mo.

WALTERS, RAY
1240 Club
WOBT, Rhineland, Wisc.

WALTERS, RON
KINS, Eureka, Calif.

WAYNE, RALPH
KIFI, Idaho Falls, Ida.

WEATHERLY, DEAN
KCTX, Childress, Tex.

WEATHERS, BILL
Winnie's Drive-In Show
WGNI, Wilmington, N. C.

WEAVER, R. L.
Hallelujah Train
KOKY, Little Rock, Ark.

WEBB, JERRY
1020 Club
WCIL, Carbondale, Ill.

WEBB, JOHNNY
Teen Time Show
KCAR, Clarksville, Tex.

WEBBER, BILL
WFIL, Philadelphia, Pa.

WEBER, CHRIS
KOLR, Sterling, Colo.

WEBER, CLARK
WRIT, Milwaukee, Wisc.

RADIO-TV DISC JOCKEYS

- WEBSTER, BOB**
Clock Watcher
WCIL, Carbondale, Ill.
- WEBSTER, KURT**
WAVY, Norfolk, Va.
- WEED, BOB**
KGAL, Lebanon, Ore.
- WEHBA, DALE**
KOCY, Oklahoma City, Okla.
- WEIDE, MIKE**
Dial 1000
KOMO, Seattle, Wash.
- WEIDENAR, KEN**
Matinee
WFUR, Grand Rapids, Mich.
- WELCH, CLARENCE**
KGER, Long Beach, Calif.
- WELCH, DICK**
WCBY, Cheboygan, Mich.
- WELCH, LARRY**
"Voice of the Turtle" Show
WORL, Boston, Mass.
- WELCH, WOODY**
WRIT, Milwaukee, Wis.
- WELLS, BOB**
WEBR, Buffalo, N. Y.
- WERY, BOB**
WGTO, Cypress Gardens, Fla.
- WESCOTT, HARRY**
Music Makers
WHUM, Reading, Pa.
- WEST, BETH**
WRSa, Saratoga Springs,
N. Y.
- WEST, CLARK**
Jamboree
WBMD, Baltimore, Md.
- WESTER, BOSTICK**
RFD 1490
KHUZ, Borger, Tex.
- WESTMORELAND, HORACE**
Platter Party
WSYD, Mt. Airy, N. C.
- WESTON, LEE**
KDLM, Detroit Lakes, Minn.
- WHEELER, AL**
Clockwatcher
WNIL, Niles, Mich.
- WHEELER, ARNY**
KCOW, Alliance, Nbe.
- WHEELER, DOC**
Gospel Caravan
WWRL, New York, N. Y.
- WHEELER, JAMES R.**
KWIV, Douglas, Wyo.
- WHEELER, MARQUIS**
Dance Hour
WRHI, Rock Hill, S. C.
- WHISENANT, NORM**
1240 Club
KLIZ, Glasgow, Mont.
- WHITAKER, GENE**
Around the Clock
WEEB, Southern Pines, N. C.
- WHITE, BOB**
Saturday Session
WCCO, Minneapolis, Minn.
- WHITE, BOB**
WOKY, Milwaukee, Wis.
- WHITE, CURTIS**
KBTM, Jonesboro, Ark.
- WHITE, DAVIE**
Top 20
KMCO, Conroe, Tex.
- WHITE, FRANCES**
Spirituals
WUST, Bethesda, Md.
- WHITE, FRED**
KROY, Sacramento, Calif.
- WHITE, GEORGE**
WCHB, Inkster, Mich.
- WHITE, HI-FI**
KWEL, Midland, Tex.
- WHITE, JIM**
KGHP, Pueblo, Colo.
- WHITE, JIM**
WAKU, Lathrobe, Pa.
- WHITE, MAURY**
KGHL, Billings, Mont.
- WHITE, WAYMAN**
Duke of Wax
WAUG, Augusta, Ga.
- WHITEHEAD, BOB**
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
- WHITING, JIM**
Early Worm
WFLR, Dundee, N. Y.
- WHITLEY, FRED**
Afternoon Serenade
WFOY, St. Augustine, Fla.
- WHITLOCK, CORDELL**
Panhandle Serenade
WJSB, Crestview, Fla.
- WHITTEN, WILL**
Minuteman
WCSH, Portland, Me.
- WHITTINGHILL, DICK**
KMPC, Los Angeles, Calif.
- WHORF, MIKE**
Tempo & Moonglow
WTAG, Worcester, Mass.
- WICHNER, JERRY**
Rhythm at Random
WQAM, Miami, Fla.
- WICKER, TERRY**
WMOR, Morehead, Ky.
- WICKS, BOBBY**
KASO, Minden, La.
- WICKUS, BOB**
WJEM, Valdosta, Ga.
- WILBUR, JACK**
KUEQ, Phoenix, Ariz.
- WILERSON, JIM**
Alarm Clock Club
KBRS, Springdale, Ark.
- WILKINSON, DON**
KLOO, Corvallis, Ore.
- WILLARD, JESS**
KAHL, Auburn, Calif.
- WILLIAM, SONNIE**
On the Sonnie Side
WGCM, Gulfport, Miss.
- WILLIAMS, CLYDE**
Dancing Party
WSAT, Salisbury, N. C.
- WILLIAMS, CURLEY**
WMIL, Milwaukee, Wis.
- WILLIAMS, DANNY**
WKY, Oklahoma City, Okla.
- WILLIAMS, DICK**
KGNC, Amarillo, Tex.
- WILLIAMS, DUANE**
Town & Country Time
KDEX, Dexter, Mo.
- WILLIAMS, ED**
Carnival of Music
WMMB, Melbourne, Fla.
- WILLIAMS, JACK**
Broadway Melodies
WSPD, Toledo, Ohio
- WILLIAMS, JIM**
KUDU, Ventura, Calif.
- WILLIAMS, JIM**
KDKA, Pittsburgh, Pa.
- WILLIAMS, JIMMIE**
WGTA, Summerville, Ga.
- WILLIAMS, JAMES**
Rise & Shine
WNAH, Nashville, Tenn.
- WILLIAMS, JOHNNY**
WHIE, Griffin, Ga.
- WILLIAMS, JOHNNY**
Breakfast Platters
WJDY, Salisbury, Md.
- WILLIAMS, KAE**
Ebony Hall of Fame
WDAS, Philadelphia, Pa.
- WILLIAMS, LON**
KMUS, Muskogee, Okla.
- WILLIAMS, MARC**
Marc Time
KHOZ, Harrison, Ark.
- WILLIAMS, MARVIN**
KBYG, Big Spring, Tex.
- WILLIAMS, NAT D.**
WDIA, Memphis, Tenn.
- WILLIAMS, OTIS**
Wake Up Time
WJBB, Haleyville, Ala.
- WILLIAMS, PETE**
The Early Show
WSKY, Asheville, N. C.
- WILLIAMSON, DON**
Rise 'n Shine
WMST, Mt. Sterling, Ky.
- WILLIAMSON, RAYMOND**
Get Up and Go
WAYX, Waycross, Ga.
- WILLIS, CLIF**
WIMA, Lima, Ohio
- WILLSON, PRESTON**
WSVS, Crewe, Va.
- WILSON, BIG**
KYW, Cleveland, Ohio
- WILSON, DANNY**
Stars in the Night
WHAV, Haverhill, Mass.
- WILSON, ED**
KSD, St. Louis, Mo.
- WILSON, FRANK, M.**
KTLD, Tallulah, La.
- WILSON, HARRY**
WTCR, Ashland, Ky.
- WILSON, JOHN**
Pulse—740
WKLS, Orlando, Fla.
- WILSON, JOHN**
1280 Breakfast Club
WLMJ, Jackson, Ohio
- WILSON, LARRY**
KLOO, Corvallis, Ore.
- WILSON, LEE**
KTLD, Tallulah, La.
- WILSON, MARY**
Sunup Roundup
KCLX, Colfax, Wash.

— Y —

- YBARRA, JOHNNY**
La Hora Mexicana
KVNC, Winslow, Ariz.
- YOCAM, JOE**
KFWB, Hollywood, Calif.
- YOUNG, GEORGIA**
WPCC, Clinton, S. C.
- YOUNG, JOE**
Problems & Solutions
KBUR, Burlington, Iowa
- YOUNG, JOHNNY**
KEPS, Eagle Pass, Tex.
- YOUNGER, BILL**
Disc Derby
KFRU, Columbia, Mo.

— Z —

- ZABLOCKI, CHET**
Helen & Chet Polka Party
WTOD, Toledo, Ohio

WOMEN COMMENTATORS

of U. S. Radio and TV Stations

— A —

ABBOTT, DOTTY
KIMO, Independence, Mo.
ABDOU, GLORIA
WCAE, Pittsburgh, Pa.
ACCOLA, DOROTHY
KASL, Newcastle, Wyo.
ADAIR, ALYCE
WCLI, Corning, N. Y.
ADAMS, DEBORAH
WFIL-TV, Philadelphia, Pa.
ADAMS, HAZEL
WKAI, Macomb, Ill.
ALDEN, ANN
KFJZ-TV, Fort Worth, Tex.
ALEXANDER, MARION
WADC, Akron, Ohio
ALEXANDER, MILDRED
WTAR, Norfolk, Va.
ALLEN, DOLORES
WDOR, Sturgeon Bay, Wis.
ALLEN, DOROTHY
WBNI, Beonville, Ind.
ALLEN, DOROTHY
KAND, Corsicana, Tex.
ALLEN, EYE
WNAK, Wilkes-Barre, Pa.
ALLEN, GLADYS
WTOC, Prestonsburg, Ky.
ALLEN, MATTIE
WOHS, Shelby, N. C.
ALLEN, NANCY
WLAU, Laurel, Miss.
ALLEN, RUTH
WGAR, Cleveland, Ohio
ALLYN, KAYE
WSAN, Alentown, Pa.
ALPERT, MILDRED
WBZ-WBZA, Boston-Springfield, Mass.
ALWYN, EVE
WEAT, WEAT-TV, W. Palm Beach, Fla.
ALWYN, LAURI
WEAT, WEAT-TV, W. Palm Beach, Fla.
AMBROSE, JOYCE
WTAN, Clearwater, Fla.
ANDERSON, FRAN
KXRA, Alexandria, Minn.
ANDERSON, JANE
KMMJ, Grand Island, Neb.
ANDERSON, MARY B.
WAPG, Arcadia, Fla.
ANDERSON, VIRGINIA
WGMA, Hollywood, Fla.
ANDREWS, JEAN
WIZZ, Streator, Ill.
ANTOINE, VALERIE B.
KFQD, Anchorage, Alaska
ARCH, SHIRLEY
WJL, Niagara Falls, N. Y.
ARMISTEAD, BEA
WHBQ, Memphis, Tenn.
ARMSTRONG, MARY
WTNJ, Trenton, N. J.
ASHLEY, DORIS
WESC, Greenville, S. C.
ASHLOCK, MARGUERITE
WMT-TV, Cedar Rapids, Ia.
ATTEBERRY, MONA
KCOL, Fort Collins, Col.
ATER, VIRGINIA
WJXT, Jacksonville, Fla.
AUSENBAUGH, GLENDA
WFMW, Madisonville, Ky.
AXTELL, CAROLEE
KLPR, Oklahoma City, Okla.

— B —

BACKER, JEANNE
KGST, Fresno, Calif.
BACKES, LEE
WSBS, Gt. Barrington, Mass.
BADDOUR, GLENDA
WCOR, Lebanon, Tenn.
BADHAM, MARY
WBRC, Birmingham, Ala.
BAER, MID
WGRD, Grand Rapids, Mich.
BAGLINO, RAFAELA
WGNS, Murfreesboro, Tenn.
BAHAKEL, DIA
WKIN, Kingsport, Tenn.
BAHMAN, ALICE
WIZE, Springfield, Ohio
BAILEY, LYNN
WNOG, Naples, Fla.
BAIN, BETH
WKRT, Cortland, N. Y.
BAINE, LEE
WNCO, Ashland, Ohio
BAKER, ANN
WAND, Canton, Ohio
BAKER, BEVERLY
KRWC, Forest Grove, Ore.
BAKER, BEVERLY
WTKO, Ithaca, N. Y.
BAKER, GERTRUDE
WBUT, Butler, Pa.
BAKER, MARY V.
WAIT, Chicago, Ill.
BAKER, MILDRED
KNAK, Salt Lake City, Utah
BALDRIDGE, ELOIS
WHSM, Hayward, Wis.
BALDWIN, BETTIE
KSIS, Sedalia, Mo.
BALL, MARNIE
WNOK, Columbia, S. C.
BANGA, MICKEY
WSAZ-TV, Huntington, W. Va.
BANKS, PAT
WBKE, Chicago, Ill.
BANKSTON, WESSIE
WABL, Amite, La.
BARBEE, OLIVIA
WCMS, Norfolk, Va.
BARDWELL, ANNE
WKXL, Paris, Ky.
BARKER, BETTY
KTUC, Tucson, Ariz.
BARKER, BOBBYE
KIPF, Idaho Falls, Ida.
BARKWELL, PATSY
KFIR, North Bend, Ore.
BARNES, JOSEY
KTVT, Salt Lake City, Utah
BARNHOUSE, NAN
WTIG, Massillon, Ohio
BARRY, BARBARA
WEEK-TV, Peoria, Ill.
BARTLETT, EDNA W.
WENY, Elmira, N. Y.
BARTON, EMILY
KFRC, San Francisco, Calif.
BASS, BERNICE
WHBI, Newark, N. J.
BATCHELLER, RUTH
WACE, Springfield-Chicopee, Mass.
BATH, HELEN
WITZ, Jasper, Ind.
BAXTER, FRANCES
WDXE, Lawrenceburg, Tenn.
BAZARRE, GAIL
WCHV, Charlottesville, Va.
BEAN, JANE
KMAQ, Maquoketa, Iowa
BECKER, JEANNE
KRSL, Russell, Kan.

BEILFUSS, TRUDY
WISN-TV, Milwaukee, Wis.
BELKNAP, PATRICIA
WSIG, Mt. Jackson, Va.
BELTON, NORMA
WHEY, Milington, Tenn.
BENDALL, SALLY
WLLA, Danville, Va.
BENDER, CAROL
WMNE, Menomonie, Wis.
BENELL, JULIE
WFAA-TV, Dallas, Tex.
BENJAMIN, PHYLLIS
WKAM, Gosden, Ind.
BENNETT, (MRS.) ELMER
WPCO, Mt. Vernon, Ind.
BENNETT, NANCY
KTAR, Phoenix, Ariz.
BENOIT, PENNY
WABI-TV, Bangor, Me.
BENSON, BEVERLY
WJOC, Jamestown, N. Y.
BERENTSEN, MARGARETTE L.
KLRA, Little Rock, Ark.
BERGERON, MARIE SERVINO
KTIB, Thibodaux, La.
BERRY, MARILOU
WGBF, Evansville, Ind.
BERRY, DORIS
KOLT, Scottsbluff, Neb.
BERRY, WINIFRED
WHHH, Warren, Ohio
BESETH, MURIEL H.
WNBZ, Saranac Lake, N. Y.
BESTOR, BUELAH
WSTC, Stamford, Conn.
BICKEL, HELEN
WMMN, Fairmont, W. Va.
BICKNELL, MAX
KMBC, Kansas City, Mo.
BIDWELL, DORIS
WBLG, Lexington, Ky.
BIELOH, IVAL
KTFS, Texarkana, Tex.
BIGBEE, NELLE
WOWL, Florence, Ala.
BINNS, BARBARA
WVCG, Coral Gables, Fla.
BLAINE, MARY
WGNV, Newburgh, N. Y.
BLAKE, JULIA
WFEA, Manchester, N. H.
BLASEY, ESTHER
WCVI, Connellsville, Pa.
BLAYKE, BETTYE
WFGN, Gaffney, S. C.
BLUMENSTOCK, CAROLYN
WINI, Murphysboro, Ill.
BOGARD, TILLIE I.
KOKY, Little Rock, Ark.
BOHL, CHARLENE
KDOV, Medford, Ore.
BONNETT, LEE
KTOO, Henderson, Nev.
BONTEMPI, FEDORA
WFIL-TV, Philadelphia, Pa.
BORG, MARGE
WDXI, WDXI-TV, Jackson, Tenn.
BOULDIN, BETTY R.
WZOZ, Fort Payne, Ala.
BOURLAND, MINNIE
KLCN, Blytheville, Ark.
BOURNE, GENE
KNGS, Hanford, Calif.
BOWMAN, HELEN
WLIKE, Newport, Vt.
BOYD, BETTY
KOTV, Tulsa, Okla.
BRADSHAW, CLARA Y.
WTRO, Dyersburg, Tenn.
BRADY, TONI
WABY, Albany, N. Y.

WOMEN COMMENTATORS

- BRANCH, SANDRA**
KSST, Sulphur Springs, Tex.
- BRAND, LUCILE**
WETB, Johnson City, Tenn.
- BRANNEN, (MRS) ERNEST**
WWNS, Statesboro, Ga.
- BRAWNER, ONALEE**
KWYN, Wynne, Ark.
- BRENT, RUTH**
KGNC-TV, Amarillo, Tex.
- BRIDGES, DORIS**
KWMT, Kings Mountain, N.C.
- BRISCOE, CHARLOTTE**
KTVH, Hutchinson, Kan.
- BRISSEY, GRACE**
WCAY, Cayce-West Columbia, S. C.
- BRGMAN, KITTY**
WWLP, Springfield, Mass.
- BROOKS, BESS**
KSFA, Nacogdoches, Tex.
- BROOKS, BOBBY**
KVOW, Littlefield, Tex.
- BROOKS, (MRS.) GEORGE**
KMRS, Morris, Minn.
- BROOKS, IDELLE**
WSFA-TV, Montgomery, Ala.
- BROOKS, MARTHA**
WGY, Schenectady, N. Y.
- BROWN, GLORIA**
KYW, Cleveland, Ohio
- BROWN, HAZELENE C.**
WLOK, Lincolnton, N. C.
- BROWN, JOAN**
KWG, Stockton, Calif.
- BROWN, JOYCE ANN**
KGAS, Carthage, Tex.
- BROWN, LETTYE M.**
WKDX, Hamlet, N. C.
- BROWN, SANDY**
KMAM, Tularosa, N. M.
- BROWNING, ADA REDD**
WSJS, Winston-Salem, N. C.
- BROWNLEE, CAROLYN**
KUSH, Cushing, Okla.
- BRUCE, FRAN**
KVCV, Redding, Calif.
- BRUMMETT, LOUISE**
WANY, Albany, Ky.
- BRUNTON, ALBERTA**
KXIC, Iowa City, Iowa
- BUMPERS, MERITA**
KEYA, Shamrock, Tex.
- BURKE, JESSIE**
WVMC, Mt. Carmel, Ill.
- BURKER, KATHY**
WDLG, Port Jervis, N. Y.
- BURNETT, HAZEL**
WSBT-TV, South Bend, Ind.
- BURNS, MONTY**
KNEL, Brady, Tex.
- BURR, GWEN W.**
KSUE, Susanville, Calif.
- BURT, ELLEN T.**
WIBX, Utica, N. Y.
- BURTON, DAISY**
KGVJ, Greenville, Tex.
- BUSEK, ANITA**
KNBX, Kirkland, Wash.
- BUSHNELL, GEORGIANA**
WPIN, St. Petersburg, Fla.
- BUSSARD, ADALINE**
KTEL, Walla Walla, Wash.
- BUTZIN, HENRIETTA**
WCWC, Ripon, Wis.
- BYBEE, ELAYNE**
KID, Idaho Falls, Idaho
- C —
- CABALLERO, LUPE**
KOYE, El Paso, Tex.
- CAIN, SANDRA**
WBLF, Bellefonte, Pa.
- CALFEE, LOU**
WJZ-TV, Baltimore, Md.
- CALLOWAY, ELIZABETH**
KTRE, KTRE-TV, Lufkin, Tex.
- CAMPBELL, CYNTHIA**
WKY, Oklahoma City, Okla.
- CAMPBELL, DOROTHY M.**
WRDO, Augusta, Me.
- CAMPBELL, FRAN**
WFNS, Burlington, N. C.
- CAMPBELL, JOYCE**
KWAL, Kellogg-Wallace, Ida.
- CAMPBELL, MARIANNE B.**
WJEH, Gallipolis, Ohio
- CANFIELD, LORETTA**
WEKY, Richmond, Ky.
- CANN, PEGGY**
WNAG, Grenada, Miss.
- CAPEAN, GINGER**
KJAN, Atlantic, Iowa
- CARLSON, BETTY**
WBCB, Levittown, Pa.
- CARLSON, NORAH**
WLTC, Williamsport, Pa.
- CARROLL, CLEORA**
WWHG, Hornell, N. Y.
- CARROLL, HELEN**
WILQ, Frankfort, Ind.
- CART, ANITA**
KEUN, Eunice, La.
- CARTER, CHARLOTTE**
KFYO, Lubbock, Tex.
- CARTER, FRAN**
WAZL, Hazleton, Pa.
- CARVER, LOUISE**
WKZO, WKZO-TV, Kalamazoo, Mich.
- CASE, DORIS**
KARM, Fresno, Calif.
- CASEY, WYNNE**
WJOY, Burlington, Vt.
- CASTEEL, ELLAMAE**
WKBK, Youngstown, Ohio
- CASTLEBURY, JOANNE M.**
WMPT, Williamsport, Pa.
- CASTON, DOROTHY**
WHEC, WHEC-TV, Rochester, N. Y.
- CATLETT, (MRS.) REGINALD**
WKO, Hopkinsville, Ky.
- CATTELL, MARGARET**
WEIR, Weirton, W. Va.
- CAULK, WORTHY**
WAGE, Leesburg, Va.
- CAVIN, PATTY**
WRC, Washington, D. C.
- CENCIG, LUCY**
WGES, Chicago, Ill.
- CHAPLES, LORAYNE**
KBYG, Big Springs, Tex.
- CHAPMAN, LIL**
KAMI, Kenedy, Tex.
- CHAPMAN, MARION**
WNOX, Knoxville, Tenn.
- CHASE, EVELYN**
KGUN-TV, Tucson, Ariz.
- CHASE, JULIE**
WTAG, Worcester, Mass.
- CHATERTON, BETTY**
KWIP, Merced, Calif.
- CHRISTIAN, JO**
KPAL, Fulton, Mo.
- CHURCHMAN, CAROLYN**
WTTV, Bloomington, Ind.
- CLAPHAM, D.**
KNBA, Vallejo, Calif.
- CLARKE, BETTY**
WDFD, Flint, Mich.
- CLAYTON, EILEEN**
WALB-TV, Albany, Ga.
- CLIFTON, MARY**
KFJF, Webster City, Iowa
- COE, JUNE T.**
WWTB, Tampa, Fla.
- COGGINS, MARCIA P.**
WKDK, Newberry, S. C.
- COHN, HARRIET**
WJVA, South Bend, Ind.
- COLBERT, JEAN**
WTIC, Hartford, Conn.
- COLE, GERRY**
WHOC, Philadelphia, Pa.
- COLEMAN, CHARLOTTE**
KCEE, Tucson, Ariz.
- COLLANDER, RUTH**
WICA, Ashtabula, Ohio
- COLLIE, SUNSHINE**
WBL, Benton, Ky.
- COLLINS, EDNA**
KCIM, Carroll, Iowa
- COLLINS, JOY**
WGUU, Bangor, Me.
- COMER, CONNIE**
KJCH, Oceanlake, Ore.
- CONKLIN, FRAN**
WLOF-TV, Orlando, Fla.
- CONNELLY, JEAN**
KDKA-TV, Pittsburgh, Pa.
- CONNELLY, JEANNE**
WNEB, Worcester, Mass.
- CONSTABLE, ANITA**
KFXD, Nampa, Ida.
- COOK, ERLENE**
KENM, Portales, N. M.
- COOK, ERLENE**
KBIX, Muskogee, Okla.
- COOPER, ANN**
WBCA, Bay Minette, Ala.
- COOPER, JUANITA**
WRPB, Warner Robins, Ga.
- COOPER, MADGE**
WMRN, Marion, Ohio
- COOPER, MILDRED**
KCRT, Trinidad, Col.
- COPE, KITTY**
WSAV, WSAV-TV, Savannah, Ga.
- COTTON, LIZ**
KGFL, Roswell, N. M.
- COULTER, LYDIA ANN**
WAKU, Latrobe, Pa.
- COUNCE, LOIS**
WOMA, Corinth, Miss.
- COVERT, JEAN**
KTBC, Austin, Tex.
- COWAN, GERALDINE**
WKKS, Vanceburg, Ky.
- CRAMER, ALMA**
WARD-TV, Johnstown, Pa.
- CROWLEY, LOIS**
WAGG, Franklin, Tenn.
- CULEN, JOY**
KUDU, Ventura, Calif.
- CULPEPPER, JOAN**
WTAL, Tallahassee, Fla.
- CUMMINS, CHARLOTTE**
WSTR, Sturgis, Mich.
- CUNNINGHAM, JESSIE**
WYTH, Madison, Ga.
- CURLEY, MARGARET**
WJEF, Grand Rapids, Mich.
- CURRIER, BERNICE**
KMA, Shenandoah, Iowa
- CZERNIAK, ELAINE**
WIGM, Medford, Wis.
- D —
- DAEHLER, POLLY**
WPAY, Portsmouth, Ohio
- DANE, JULIE**
WHEH-TV, Boston, Mass.
- DANIELS, BETTY**
WDBH, Gainesville, Fla.
- DAUM, ELEANORE**
WTRW, Two Rivers, Wis.
- DAVIDSON, THELMA**
KCRV, Caruthersville, Mo.
- DAVIS, ALMA**
WCSC, Charleston, S. C.
- DAVIS, BETTY**
KOIN-TV, Portland, Ore.
- DAVIS, CHARI**
KFTM, Fort Morgan, Col.
- DAVIS, DOROTHY**
KIST, Santa Barbara, Calif.
- DAVIS, LOUISE M.**
WFIS, Fountain Inn, S. C.
- DAVIS, MARY**
KTSM-TV, El Paso, Tex.
- DAVIS, SARA**
KAGR, Yuba City, Calif.
- DAVIS, SUE**
WACE, Springfield-Chicopee, Mass.
- DAVISON, JANET**
WCOK, Cornelia, Ga.
- DAVITT, BARBARA**
WKIP, Poughkeepsie, N. Y.

WOMEN COMMENTATORS

DAWDY, MAURENE
KLIK, Jefferson City, Mo.
DAY, BETTE
WCRB, Boston, Mass.
DAY, ERIN
KGVO, Missoula, Mont.
DAY, JUNE
KWBB, Wichita, Kan.
DAYTON, MARGE
WJOB, Hammond, Ind.
DEAL, ELIZABETH
WBOF, Virginia Beach, Va.
DEANE, MARTHA
WOR, New York, N. Y.
DeBRUYN, ELEANOR
KMAN, Manhattan, Kan.
DEER, DOTTIE
WFMC, Goldsboro, N. C.
DeGRAW, LOUIS E.
KATL, Miles City, Mont.
DEHNE, VANESSA
WBKV, West Bend, Wis.
DEITEMEYER, RAMONA
KOLN-TV, Lincoln, Neb.
DE LOE, JAN
KFXX, San Bernardino, Calif.
DEMAS, JANA
WHIO-TV, Dayton, Ohio
DEME, HAZEL I.
WINF, Manchester, Conn.
DENNIS, DOROTHY
KTTN, Trenton, Mo.
DENTON, PAT
KGNC, Amarillo, Tex.
DETINGER, ALMA
WQXR, New York, N. Y.
DeVANEY, MAXINE
KODE, Joplin, Mo.
DeVORE, GLORIA
KFDM-TV, Beaumont, Tex.
DIAL, LINDA
WESA, Charleroi, Pa.
DICKENS, DEAN
WAGA-TV, Atlanta, Ga.
DICKSON, GEORGIA
KBLO, Hot Springs, Ark.
DIETRICH, ARLENE
KWIQ, Moses Lake, Wash.
DILLIN, ALBERTA
WFOY, St. Augustine, Fla.
DILLON, HELEN
KAPR, Douglas, Ariz.
DITMER, BEVERLY
WHGR, Houghton Lake, Mich.
DIXON, MARTHA
WJIM-TV, Lansing, Mich.
DOANE, DOROTHY
WILS, Lansing, Mich.
DOKE, DELE
KWTO, Springfield, Mo.
DONGES, CATHY
WNCO, Ashland, Ohio
DONOVAN, BEA
KING-TV, Seattle, Wash.
DONZE, BETTY JANE
KSGM, Ste. Genevieve, Mo.
DOONAN, KATIE
WSAZ-TV, Huntington, W. Va.
DORSEY, POLLY
WBMD, Baltimore, Md.
DORSEY, THELMA L.
WTAY, Robinson, Ill.
DOSS, THELMA
KORC, Mineral Wells, Tex.
DOTY, BUNNY
WTRL, Bradenton, Fla.
DOUGLASS, (MRS.) W. D.
WDSP, DeFuniak Springs, Fla.
DOWNING, CAROL
KENE, Toppensish, Wash.
DOYLE, HELEN
KHHH, Pampa, Tex.
DUNCAN, EARLINE
WPNX, Phenix City, Ala.
DUNCAN, ELEANOR
WSOY, Decatur, Ill.
DUNCAN, JEAN
WGGH, Marion, Ill.
DUNCAN, PRISCILLA C.
KSLI, Silver City, N. M.

DUNN, DEBBIE
WFBF, Fernandina Beach,
Fla.
DUVALL, CAROL
WOOD, WOOD-TV, Grand
Rapids, Mich.
DYSERT, SUZANNE
WAVI, Dayton, Ohio

— E —

EARLY, CHRISTMAS
KPVA, Camas, Wash.
EARLY, FRAN
WICO, Salisbury, Md.
EASON, LIB
WVOT, Wilson, N. C.
ECKLOFF, MAURINE
KRNK, Kearney, Neb.
EDWARDS, MARY LOU
WOOO, DeLand, Fla.
EICHHOLZ, LAUREL
KMSO-TV, Missoula, Mont.
EICHORN, DOROTHY
WLAM, Lewiston, Me.
ELIZABETH, FAYE
WWJ-TV, Detroit, Mich.
ELLIOT, JEAN
WCUE, Akron, Ohio
ELLIOTT, FRANCES
KGNO, Dodge City, Kan.
ELMEN, EVELYN
KTHV, Little Rock, Ark.
EMARD, JEAN
KPER, Gilroy, Calif.
ENGLEBRECHT, CHARLENE R.
WKLA, Ludington, Mich.
ENGLISH, PAT
WLEU, Erie, Pa.
ENGSTROM, CHAR
WRRR, Rockford, Ill.
EPSTEIN, RUTH
KSTT, Davenport, Iowa
ERBE, MARGIE
KHEP, Phoenix, Ariz.
EUBANKS, LANI
WETZ, New Martinsville,
W. Va.
EUBANKS, VELMA
WMUU, Greenville, S. C.
EVANS, CHRIS
WHDH, WHDH-TV, Boston,
Mass.
EVANS, JOAN
WIBC, Indianapolis, Ind.
EVANS, NANCY
WMBD-TV, Peoria, Ill.
EVANS, SALLY
WMT, Cedar Rapids, Iowa

— F —

FABIANI, ROZELL
WRBL-TV, Columbus, Ga.
FALK, FLORENCE
KMA, Shenandoah, Iowa
FARBER, WILDA
WJTV, Jackson, Miss.
FARLEY, GRACE L.
KCID, Caldwell, Idaho
FARMER, FAYE
WEYE, Sanford, N. C.
FARMER, HELEN
WBML, Macon, Ga.
FARRELL, ROBERTA
WJBC, Bloomington, Ill.
FEIERABEND, DOTTIE
WIKC, Bogalusa, La.
FELTON, BARBARA
WROV, Roanoke, Va.
FENLON, ELAINE
WBAM, Montgomery, Ala.
FERGUSON, MARLENE
WIRO, Ironton, Ohio
FERREBEE, SALLY
WVPO, Stroudsburg, Pa
FERRELL, KAY
WFAX, Falls Church, Va
FIELDS, BERTINE
WBAB, Babylon, N. Y.

FISCHER, SHARON
KDIX-TV, Dickinson, N. D.
FITCH, MARCIE
KGLN, Glenwood Springs,
Col.
FLAHEVE, ELLA
WDEW, Westfield, Mass.
FLANDERS, LYDA
WTAG, Worcester, Mass.
FLOYD, ODELL
WCEH, Hawkinsville, Ga.
FLYNN, GAIL F.
WAOV, Vincennes, Ind.
FLYNN, PEGGY
WMEN, Tallahassee, Fla.
FOLTS, KATHRYN
WJRD, Tuscaloosa, Ala.
FONTAINE, PAT
KMOX-TV, St. Louis, Mo.
FORD, BEVERLY
KNOX, Grand Forks, N. D.
FORESTER, DOROTHY
KVBC, Farmington, N. M.
FORRESTER, PAULINE
KLYR, Clarksville, Ark.
FORTE, UNA DEAN
KCIJ, Shreveport, La.
FOSTER, LOUISE
WSNJ, Bridgeton, N. J.
FOUNTAIN, JEAN
WGN1, Wilmington, N. C.
FOWLER, BETTY
KARK-TV, Little Rock, Ark.
FOWLER, FERN
WKOW-TV, Madison, Wis.
FRANK, JENNY LOU
KWRY, Winner, S. D.
FRANKLIN, HAZEL
WTOC-TV, Savannah, Ga.
FREELAND, MILDRED
WFPG, Atlantic City, N. J.
FRENCH, O'LEE
WWBD, Bamberg, S. C.
FRIBERG, ALICE FAIRN
WCYB, WCYB-TV, Bristol, Va.
FRIESEN, ERMA K.
WRJW, Picayune, Miss.
FRIS, BETTY
WGOV, Valdosta, Ga.
FRISBY, CHARLOTTE
WMON, Montgomery, W. Va.
FRONSEE, YVONNE
WMAN, Marinette, Wis.
FULLWOOD, BETTY
WCRB, Corinth, Miss.
FUNK, SHIRLEY
KWOA, Worthington, Minn.

— G —

GAETNER, IRMA JEAN
KATE, Albert Lea, Minn.
GAINES, MYRTLE
WOKZ, Alton, Ill.
GALBRING, ARLETTE
KBOM, Bismarck, N. D.
GALE, VIRGINIA
WGN, Chicago, Ill.
GALLAGHER, DOROTHY
KMOP, Tucson, Ariz.
GALLANT, CATHERINE RICE
WFAU, Augusta, Me.
GARDNER, VIRGINIA
WLEE, Richmond, Va.
GATES, BARBARA
WTUX, Wilmington, Del.
GATTON, GLENADINE
KOKX, Keokuk, Iowa
GEARHART, JUDY
WKMC, Roaring Spring, Pa.
GEDDIE, MARTHA
WELO, Tupelo, Miss.
GENDRON, CLAIRE
WKCB, Berlin, N. H.
GERHARD, MARY ALICE
WHFB, Benton Harbor, Mich.
GIBBS, AGNES
WCSH-TV, Portland, Me.
GIBSON, MARY
KABR, Aberdeen, S. D.
GILLAN, CELESTE
WCOS, Columbia, S. C.

WOMEN COMMENTATORS

- GIRAULT, KAY**
KYOU, Greeley, Col.
- GIVEN, MARGE**
WLBK, DeKalb, Ill.
- GLADSTEIN, BOBBI**
KMC, McAlester, Okla.
- GODFSKY, MIRIAM**
WHLL, Hempstead, N. Y.
- GOMEZ, ANA**
WHOM, New York, N. Y.
- GOODMAN, MARY**
WLOC, Munfordville, Ky.
- GOODMAN, RUTH**
WTOC, WTOC-TV, Savannah, Ga.
- GORDON, PHYLLIS**
WMEX, Boston, Mass.
- GOTBERG, OZELLE G.**
WFFA, Fort Payne, Ala.
- GOTTLIEB, RUTH**
WMSC, Columbia, S. C.
- GRAHAM, DOROTHY**
KFEQ, St. Joseph, Mo.
- GRAHAM, SUE**
WPDX, Clarksburg, W. Va.
- GRAMS, DOROTHEA**
KBRS, Springdale, Ark.
- GRANDA, JOAN**
WCVS, Springfield, Ill.
- GRANGER, BETTY**
WLBI, New York, N. Y.
- GRANTHAM, DOROTHY**
WFVA, Fredericksburg, Va.
- GRAVES, CONNIE**
WDEV, Waterbury, Vt.
- GRAY, KATHERINE**
WBOC, Salisbury, Md.
- GRAYBILL, NANCEY**
WINX, Rockville, Md.
- GRAZIANI, RORY**
WWON, Woonsocket, R. I.
- GREEN, BEVERLY**
KVAL-TV, Eugene, Ore.
- GREEN, CAROL**
WSAU - WSAU - TV, Wausau, Wisc.
- GREEN, CONNIE**
KBOR, Brownsville, Tex.
- GREEN, INEZ**
WHBI, Newark, N. J.
- GREENDAHL, JEANNE**
WHB, Kansas City, Mo.
- GREENE, ROBBIE L.**
WVOL, Nashville, Tenn.
- GREENWOOD, KATHERINE**
WALL, Middletown, N. Y.
- GREGENSEN, CASEY**
KING-TV, Seattle, Wash.
- GREGORY, LUCY**
WHRV, Ann Arbor, Mich.
- GRETES, INGE**
WWBZ, Vineland, N. J.
- GRIFFIN, LOUISE**
WFEC, Miami, Fla.
- GRISWOLD, ESTHER DONAT**
KOMU-TV, Columbia, Mo.
- GRISWOLD, JAN**
WIMS, Michigan City, Ind.
- GROYETTE, AGNES**
WILL, Willimantic, Conn.
- GUSTAD, GWEN**
KELO-TV, Sioux Falls, S. D.
- H —**
- HAAN, KATHY**
WJBL, Holland, Mich.
- HACK, PHILA RAWLINGS**
WJZM, Clarksville, Tenn.
- HACKNEY, PAULINE**
KPAC, Port Arthur, Tex.
- HADEN, EVELYN**
KWVK, Wheeling, W. Va.
- HAEBERLE, ARLE**
WCCO-TV, Minneapolis-St. Paul, Minn.
- HAFNER, BETTY**
WMOG, Brunswick, Ga.
- HAIG, MARGARET**
KANO, Anoka, Minn.
- HAILEY, PEGGY**
KETX, Livingston, Tex.
- HALL, BARBARA**
WHCU, Ithaca, N. Y.
- HALL, CEAUDIA**
WAME, Miami, Fla.
- HALL, MARGARET**
WCHN, Norwich, N. Y.
- HALL, MARGUERITE**
KTW, Seattle, Wash.
- HALL, MARTHA**
WGOV, Montgomery, Ala.
- HALL, POLLY**
WBRT, Bardstow, Ky.
- HALL, JANE**
WSON, Henderson, Ky.
- HAMILTON, JAN**
WMAK, Nashville, Tenn.
- HAMMONS, INA**
KDQN, DeQueen, Ark.
- HANSEN, CELE**
KMCD, Fairfield, Iowa
- HANSEN, SALLY**
KSVC, Richfield, Vt.
- HANSON, MAE**
KCOW, Alliance, Neb.
- HARDEN, JEAN**
WVET-TV, Rochester, N. Y.
- HARGROVE, POLLY**
KDUB-TV, Lubbock, Tex.
- KPAR-TV, Sweetwater, Tex.**
- HARLESS, LINDA**
WBM, McMinnville, Tenn.
- HARP, CLARINE B.**
KBZY, Salem, Ore.
- HARRIS, FRAN**
WWJ, Detroit, Mich.
- HARRIS, PEARL**
WYOU, Newport News, Va.
- HARRISON, LORENE**
KENT-TV, Anchorage, Alaska
- HART, RITA**
WBV, Belleville, Ill.
- HARTNETT, ALICE**
KTBB, Tyler, Tex.
- HASKEW, ANN**
WTCB, Fomaton, Ala.
- HARLETT, LINDA**
KPSB, Joplin, Mo.
- HATCHETT, GRACE**
KNIM, Maryville, Mo.
- HATTEK, EULA**
WXOK, Baton Rouge, La.
- HAWK, LOYCE**
KTUL-TV, Tulsa, Okla.
- HAY, CALLA**
KVSF, Santa Fe, N. M.
- HAYES, MARY A.**
WREB, Holyoke, Mass.
- HAYNES, TRUDY**
WCHB, Inkster, Mich.
- HEALY, DOLORES**
KBRC, Mount Vernon, Wash.
- HEALY, MEG**
KIXL, Dallas, Tex.
- HEATER, ESTHER**
WHAW, Weston, W. Va.
- HEDRICK, JANET R.**
KCVL, Colville, Wash.
- HEFLIN, MARTIE**
KWEL, Midland, Tex.
- HEHIR, KATHI**
WHL, Niagara Falls, N. Y.
- HEINECKE, SUE**
KXLT, Helena, Mont.
- HELEBRANT, LUCILE**
KOEL, Oelwein, Iowa
- HENDERSON, BEVERLY**
KLV, Levelland, Tex.
- HENDERSON, D. J.**
WPAD, Paducah, Ky.
- HENDERSON, LINNAH**
KWHN, Ft. Smith, Ark.
- HENDRICKS, LAURA**
KENI-TV, Anchorage, Alaska.
- HENDRICKSON, VIVIAN E.**
WDVL, Vineland, N. J.
- HENRY, HELEN NEIL**
WNLA, Indianapolis, Miss.
- HENRY, IONE**
KRFO, Owatonna, Minn.
- HERSH, GLADYS**
WKAP, Allentown, Pa.
- HEYDE, BUDD**
KNBC, San Francisco, Calif.
- HIATT, ALMA**
WPAQ, Mt. Airy, N. C.
- HICKOX, MARY**
KFI, Los Angeles, Calif.
- HILEMAN, MARJORIE W.**
KVOC, Casper, Wyo.
- HILL, HILDA L.**
WTTW, Tupelo, Miss.
- HILL, MARY**
WSSB, New Smyrna Beach, Fla.
- HILL, NEWANA**
WGPC, Albany, Ga.
- HILTON, MILDRED**
WBUY, Lexington, N. C.
- HINKLE, EVELYN**
KNET, Palestine, Tex.
- HINMAN, FERN**
KUBC, Montrose, Col.
- HINMAN, SARAH**
WCBI-TV, Columbus, Miss.
- HOAK, JOSEFINA**
KAEQ, Albuquerque, N. M.
- HODGES, GENIE**
WROD, Daytona Beach, Fla.
- HOLGATE, HELEN**
KSDN, Aberdeen, S. D.
- HOLLAND, GLORIA**
WEEU, Reading, Pa.
- HOLMES, ALMA**
KFLD, Floydada, Tex.
- HOLMES, AUDREY**
WLAC, Nashville, Tenn.
- HOLSTEIN, SHIRLEY**
KFSA, Fort Smith, Ark.
- HOOPES, JUNE M.**
KBBB, Borger, Tex.
- HOPE, BEA**
WKRG-TV, Mobile, Ala.
- HOPKINS, JANE DABNEY**
WSM, Nashville, Tenn.
- HORN, ELAINE**
KPUG, Bellingham, Wash.
- HOSKINS, PHYLLIS**
WMMB, Mcbourne, Fla.
- HUSTON, MOOTY**
WDSR, Lake City, Fla.
- HOWARD, ANN**
WDBJ-TV, Roanoke, Va.
- HOWARD, LUCY**
WWXL, Manchester, Ky.
- HOWARD, NANCY**
KMUS, Muskogee, Okla.
- HOWE, KAY**
KHOW, Denver, Col.
- HUBBARD, GLADYS**
WWKY, Winchester, Ky.
- HUGHES, CLAIRE**
KWKW, Pasadena, Calif.
- HULBERT, MARIE**
KOLN-TV, Lincoln, Neb.
- HUMES, MARY**
WESY, Leland-Greenville, Miss.
- HUMMEL, BARBARA WALKER**
WHBQ-TV, Memphis, Tenn.
- HUNT, AUDREY**
WIS, Columbia, S. C.
- HUNT, NATALIE**
WRIM, Pahoee, Fla.
- HUNTER, EDNA**
WCHO, Washington, Ohio
- HUNTSPOON, NELL**
WJAK, Jackson, Tenn.
- HURD, ELIZABETH**
WCSS, Amsterdam, N. Y.
- HURLEY, MARGE**
WJDY, Salisbury, Md.
- HUTCH, NITA**
WTVN-TV, Columbus, Ohio
- HUTCHINS, MINABELLE**
WPTW, Piqua, Ohio
- HUTCHISON, ELIZABETH**
WGVN, Greenville, Miss.
- HUTCHISON, EMILY**
WILK, Wilkes-Barre, Pa.

WOMEN COMMENTATORS

— I —

INGRAM, MERIAM
WJWS, South Hill, Va.
IRWIN, ROBERTA
KYUM, Yuma, Ariz.
ISAAC, MAE ELIZABETH
WHIR, Danville, Ky.

— J —

JACKSON, AMELDA
WCKB, Dunn, N. C.
JACKSON, SYLVA
WGSV, Guntersville, Ala.
JACOBS, MYRA
WSTC, Stamford, Conn.
JAMES, MARIANNE
WFRV-TV, Green Bay, Wis.
JAMES, NELL
WFKN, Franklin, Ky.
JAMIESON, RUTH G.
WATO, Oak Ridge, Tenn.
JARRELL, MARY ANN
WLMJ, Jackson, Ohio
JAVEAU, SUZANNE
WWL, New Orleans, La.
JAYNES, VI
WJCD, Seymour, Ind.
JEFFRIES, LILLIAN
WING, Dayton, Ohio
JENNEMANN, DORIS
KSTL, St. Louis, Mo.
JERNQUIST, DOROTHY
WMBV-TV, Marinette, Wis.
JETTON, JOAN
WAUD, Auburn, Ala.
JOHN, ALMA
WWRL, New York, N. Y.
JONES, LEE
WSAC, Radcliff, Ky.
JOHNSON, BEA
KMBC, Kansas City, Mo.
JOHNSON, BONNIE
WBHB, Fitzgerald, Ga.
JOHNSON, CAROL
WSYR, Syracuse, N. Y.
JOHNSON, GAIL
KTML, Marked Tree, Ark.
JOHNSON, HARRIETT P.
WBHC, Hampton, S. C.
JOHNSON, JEANNINE
WBRC-TV, Birmingham, Ala.
JOHNSON, PATRICIA
WHA, Haverhill, Mass.
JONES, ANN
WLAP, Lexington, Ky.
JONES, BETTY
WOPI, Bristol, Tenn.
JONES, HELEN
WEDC, Chicago, Ill.
JONES, ROSEMARY
WTVC, Chattanooga, Tenn.
JORDAN, LOUISE SPIVEY
WLAT, Conway, S. C.

— K —

KAECHLE, WILLIE
KWHI, Brenham, Tex.
KAISER, LUCILLE
KIUL, Garden City, Kan.
KALGARD, LORAIN
KPIN, Casa Grande, Ariz.
KANTZER, GAY
WSAL, Logansport, Ind.
KARLISH, NORMA
KTCE, Malden, Mo.
KASEMAN, JOANNE
WISL, Shamokin, Pa.
KASTEN, RUTH
WOMT, Manitowoc, Wis.
KATH, DELORIS
KGOS, Torrington, Wyo.
KAUFMAN, YVONNE
WVSC, Somers, Pa.
KAY, BETTY
KORE, Eugene, Ore.
KAY, EMILY
KLEO, Wichita, Kan.

KAYE, CONNIE
WITI-TV, Milwaukee, Wis.
KEENE, GERIE W.
WHIE, Griffin, Ga.
KEENE, KORKIE
WYZE, Atlanta, Ga.
KEHOE, DOROTHY
WDXB, Chattanooga, Tenn.
KELLY, CORDELIA
WFMY-TV, Greensboro, N. C.
KENNEDY, JOAN
KJAY, Topeka, Kan.
KEY, KATHERINE
WALM, Albion, Mich.
KIDD, MARGARET
WFUN, Huntsville, Ala.
KIELY, PAT
KDKA-TV, Pittsburgh, Pa.
KIKER, BECKY
WJMX, Florence, S. C.
KING, CAROL
WCAX, Burlington, Vt.
KING, ETHEL JANE
KAKE-TV, Wichita, Kan.
KING, MRS. JAMES B.
WYRN, Louisburg, N. C.
KING, JANICE
WHSC, Hartsville, S. C.
KING, JUNE
WJDX, Jackson, Miss.
KING, SANDY
WSAT, Salisbury, N. C.
KING, JUNE
WLBT, Jackson, Miss.
KINGBAY, MEG
WPBC, Minneapolis, Minn.
KINSLEY, VERA
WTOT, Marianna, Fla.
KIRBY, RUTH
KOSA, Odessa, Tex.
KIRK, DOROTHY ANN
KILQ, Grand Forks, N. D.
KNIGHT, LEONA
WSPD, Toledo, Ohio
KNOCK, CAROL
WAVY-TV, Norfolk, Va.
KNOX, PATSY
KAHI, Auburn, Calif.
KOGER, KITTY
WMOX, Meridian, Miss.
KOLENCE, NIKKI
KPRK, Livingston, Mont.
KORN, GWEN
WOC-TV, Davenport, Iowa
KOTTSCHWAR, JACKIE
KBRL, McCook, Neb.
KOVAR, IMA DELL
KNAL, Victoria, Tex.
KRAUS, BETTY
WIRY, Plattsburg, N. Y.
KRIEGER, VIVIEN
WESB, Bradford, Pa.
KUYKENDALL, JO
WHKP, Hendersonville, N. C.
KWESKIN, ETHEL
WSTC, Stamford, Conn.
KYBER, DORIS
KOIN-TV, Portland, Ore.

— L —

LABBITT, MYRTLE
CKLW-TV, Detroit, Mich.
LaFAN, CINDY
KCMC-TV, Texarkana, Tex.
LAIRO, VIVIAN
WFPR, Hammond, La.
LAKE, NANCY
WLEC, Sandusky, Ohio
LAMONT, JOYCE
WCCO, Minneapolis, Minn.
LAMPSHIRE, ARLYNE
KBTU, Denver, Col.
LANE, NORMA
KUMA, Pendleton, Ore.
LANE, PRISCILLA
WBZ-TV, Boston, Mass.
LARSON, KAY
WHEN, WHEN-TV, Syracuse, N. Y.

LAUTEN, JANE
WGAN, WGAN-TV, Portland, Me.
LAW, SARA
WJHO, Opelika, Ala.
LAY, CAROL
KMAC, San Antonio, Tex.
LAZAROW, JOAN R.
WDDY, Gloucester, Va.
LeBLANC, BARBARA
KALB, Alexandria, La.
LEDFORD, FANNIE BELL
WADA, Shelby, N. C.
LEE, BETTE
WAPI, WAPI-TV, Birmingham, Ala.
LEE, BETTYE ALLEN
WCMJ, Ashland, Ky.
LEE, JERI
WRKH, Rockwood, Tenn.
LEE, JUNE
KSTR, Grand Junction, Col.
LEE, PAT
WBT, Charlotte, N. C.
LEE, VIRGINIA
WLEE, Richmond, Va.
LENIHAN, CARMEN
KOLR, Sterling, Col.
LEONARD, BETH
KING, KING-TV, Seattle, Wash.
LE SEUR, BILLIE
KOOK, KOOK-TV, Billings, Mont.
LEWALLEN, DOROTHY
WGWV, Asheville, N. C.
LEWIS, JO
WNCT, Greenville, N. C.
LEWIS, WILMA
KAVL, Lancaster, Calif.
LEY, MARTHA
WHOM, New York, N. Y.
LIEFFEL, LORETTA
KUBE, Pendleton, Ore.
LINDAMOOD, VIRGINIA C.
WSVA, WSAV-TV, Harrisonburg, Va.
LINDER, HELEN
WBUY, Lexington, N. C.
LITE, EMILY
WFBC, Greenville, S. C.
LOACH, JEAN
WXYZ-TV, Detroit, Mich.
LOEB, ETHEL
WDON, Wheaton, Md.
LOGAN, MARY
WTMT, Trenton, N. J.
LOGAN, MIKKI
WPOM, Pompano Beach, Fla.
LOGGIER, MARYLEE
WJPS, Evansville, Ind.
LOHMANN, PAULA
WMBD, Peoria, Ill.
LOTT, IONA W.
WPMP, Pascagoula, Miss.
LOUNSBURY, MARY
WNIA, Buffalo, N. Y.
LOWDER, WILMA
KSLV, Monte Vista, Col.
LUCAS, DIONNE
WPIX, New York, N. Y.
LUCKETT, PEARLE C.
KTLA, Tallahassee, La.
LUDESKI, MARYANN
WHIL, Boston-Medford, Mass.
LUMB, MARILYN
WAXX, Chippewa Falls, Wis.

— Mc —

McADOO, MADALYN
KRIF, Dallas, Tex.
McBRIDE, BONITA
KGLU, Safford, Ariz.
McCALL, BECKY
KFJZ-TV, Fort Worth, Tex.
McCALL, CHARLOTTE
KJIM, Fort Worth, Tex.
McCARTHY, PAT
WCED, DuBois, Pa.
McCAUGHAN, PAT
BETM, Jonesboro, Ark.

WOMEN COMMENTATORS

McCOLLUM, COLEENE

WRQB, West Point, Miss.
WCEI-TV, Columbus, Miss.

McCHRAINE, THELMA

WGIC, Centerville, Miss.

McDAVITT, EVELYN

WHIT, New Bern, N. C.

McDONALD, MARGRET

WBAP, WBAP-TV,
Fort Worth, Tex.

McDONALD, MARY

KOB, Albuquerque, N. M.

McGEE, LAURA LOVELACE

WCHK, Canton, Ga.

McGIRK, ELINOR

WRTA, Altoona, Pa.

McGRAW, MARY E.

WJNO, West Palm Beach, Fla.

McGREGOR, MARGUERITE

WPEP, Taunton, Mass.

McGRIFF, MARY LOU

WFOB, Fostoria, Ohio

McJOYNT, PAT

WCLO, Janesville, Wis.

McLELLAN, ANNETTE

KBMX, Coalinga, Calif.

McMACKEN, IRENE

WRMN, Elgin, Ill.

McMANUS, JOANNE

WLCM, Lancaster, S. C.

McMURRAY, BARBARA

WLRP, New Albany, Ind.

McNALL, TRUDY

WROC-TV, Rochester, N. Y.

McNEELY, BETH

WTSP, St. Petersburg, Fla.

McNEILLY, BILLIE

KFNF, Shenandoah, Iowa

McQUAG, PATRICIA

WWPF, Palatka, Fla.

McRAE, JENNIE

WDAK, Columbus, Ga.

McSFADDEN, FRAN

WRGA, Rome, Ga.

— M —

MacFARQUER, DORIS

WLSV, Wellsville, N. Y.

MACK, DOTTIE

WZIP, Cincinnati, Ohio

MACK, ELLEN

KBUR, Burlington, Iowa

MACKENZIE, PAT

WNDU-TV, South Bend, Ind.

MACKAY, THEORA

WTAP-TV, Parkersburg,
W. Va.

MacLEAN, JILL

WJHL-TV, Johnston City,
Tenn.

MacLEE, GINNY

KGMC, Englewood-Denver,
Col.

MADDOX, ANN

WDSK, Cleveland, Miss.

MAGNO, NINA

WADC, Akron, Ohio

MAITRE, GAIL

KIDD, Monterey, Calif.

MAKIN, CAROL

WNET, Wellsboro, Pa.

MALLORY, MARTHA

WVNH, Rochester, N. H.

MALONE, CAROLINE

WENO, Nashville, Tenn.

MAMARY, VILA VINALS

WTIL, Mayaguez, P. R.

MANGHAM, BLANCHE

WWCC, Bremen, Ga.

MANNING, MARY

WLAC, Nashville, Tenn.

MARCH, DONA

WADK, Newport, R. I.

MARCHESCHI, ANN

WMP-L, Hancock, Mich.

MARSHADUKE, VIRGINIA

WMAQ, Chicago, Ill.

MARSH, BOBBE

WAND, Canton, Ohio

MARSHALL, JANE

WTHH, Fort Huron, Mich.

MARTIN, CLARA

WBIG, Greensboro, N. C.

MARTIN, DOROTHY

WGHN, Grand Haven, Mich.

MARTIN, ESTHER

KDTH, Dubuque, Iowa

MARTIN, MARY JO

KALV, Alva, Okla.

MARTIN, MOLLIE

WBAL, Baltimore, Md.

MARTINDALE, MARGARET L.

KHAM, Albuquerque, N. M.

MARTZ, GAYLE

WHLM, Bloomsburg, Pa.

MASON, MARY

WHAT, Philadelphia, Pa.

MASSEY, VERA

WDSU-TV, New Orleans, La.

MATERI, STACEY

KROD, El Paso, Tex.

MATHESON, EDITH

KFBB, KFBB-TV, Great Falls,
Mont.

MAY, MARY

WMTN, Morristown, Tenn.

MEAD, DOTTIE

WSPB, Sarasota, Fla.

MEADOWS, MARTHA ANN

WTVM, Columbus, Ga.

MEANS, HELEN

KFTV, Paris, Tex.

MEGARREE, MARY

WGBI, Scranton, Pa.

MEISNER, JOAN

WDAU-TV, Scranton, Pa.

MEYER, JOAN

WMAJ, Springfield, Ill.

MELLIHAMP, EUGENIA

WGRO, Lake City, Fla.

MELLOW, ELEANOR

WNIL, Niles, Mich.

MELROSE, EDYTHE FERN

WXYZ-TV, Detroit, Mich.

MERCHANT, LIZ

KGNC-TV, Amarillo, Tex.

MERRIMAN, MARY LEE

WPAG, Ann Arbor, Mich.

MERRITT, DEE

WHOA, San Juan, P. R.

MESERVEY, MAYE

KVNU, Logan, Utah

MIDDLETON, AMELIA

WHLN, Harlan, Ky.

MIDYETT, DOROTHY

WTUS, Jackson, Tenn.

MILLER, LUCILLE

KBSF, Springhill, La.

MILLER, MILDRED

WBEN-TV, Buffalo, N. Y.

MILLIGAN, JUNE

KRCL, Lewiston, Idaho

MILNER, OLIVE

KDYL, Salt Lake City, Utah

MILOS, ELIZABETH

WARE, Ware, Mass.

MINER, MARGE

KFEQ-TV, St. Joseph, Mo.

MITCHELL, VONDA

KWJB, Globe, Ariz.

MIX, DORIS

KRPL, Moscow, Ida.

MIZNER, CONNIE

KVNC, Winslow, Ariz.

MONK, ISABEL

WRJN, Racine, Wis.

MONROE, WILLA

WDIA, Memphis, Tenn.

MOODEY, MARION McCOOK

KRNO, San Bernardino, Calif.

MOON, VIRGINIA

KTRM, Beaumont, Tex.

MOORE, DOT

WALA, WALA-TV, Mobile,
Ala.

MOORE, ELEANOR

WSBT, South Bend, Ind.

MOORE, JEAN

KAYE, Puyallup, Wash.

MOORE, MARY

WJAG, Norfolk, Neb.

MOORE, MEADE

WCNC, Elizabeth City, N. C.

MORAIN, OTA W.

WMVO, Mount Vernon, Ohio

MORFAU, DONNA

WBIZ, Eau Claire, Wis.

MORFESCO, MILDRED

WGES, Chicago, Ill.

MORGAN, ALICE ADAMAS

KMHT, Marshall, Tex.

MORGAN, MARY

CKLW, Detroit, Mich.

MORIARTY, JOYCE J.

KBLT, Big Lake, Tex.

MORRIS, MARY

WBEX, Chillicothe, Ohio

MORRIS, ROSE

WPAW, Pawtucket-Providenc
R. I.

MORRIS, SHIRLEY

WGTM, Wilson, N. C.

MORSE, MOLLY

KFMB, San Diego, Calif.

MORTENSON, LUELLE

WKOW, WKOW-TV, Madiso
Wis.

MORTENSON, MARTHA

WCFR, Springfield, Vt.

MOSIER, SUE

KFKA, Greeley, Col.

MOSSMAN, SALLY

WMCK, McKeesport, Pa.

MOTEN, BEATRICE

WJLD, Birmingham, Ala.

MOTSCHENBACHER, JOANN

KWIN, Ashland, Ore.

MULL, LOUISE

WANS, Anderson, S. C.

MUMMA, ROBERTA

WLSY, Wellsville, N. Y.

MURPHY, CATHRYN C.

KLYX, Spokane, Wash.

MURPHY, DORIS

KMA, Shenandoah, Iowa

MURRAY, LEE

WJRT, Flint, Mich.

MYRICK, CHARLOTTE

WSSO, Starkville, Miss.

— N —

NACHAZEL, JOAN

WBBC, Flint, Mich.

NANNINI, NITA

KLAS, Las Vegas, Nev.

NASH, MARY

KVOC, Casper, Wyo.

NEESE, HELEN

KRES, St. Joseph, Mo.

NEIDERMEIER, ROSANNA

WPLY, Pymouth, Wis.

NELSON, ANN

KPOR, Quincy, Wash.

NELSON, BETTE

WBRD, Bradenton, Fla.

NELSON, EMILIE

KLtz, Glasgow, Mont.

NELSON, IRENE B.

WLIP, Kenosha, Wis.

NEWBRA, MAXINE

WCST, Berkeley Springs,
W. Va.

NEWMAN, BETTY

KHSL, Chico, Calif.

NEWSOME, ANITA

WAMV, East St. Louis, Ill.

NIEMI, MO

KNPT, Newport, Ore.

NOKES, JACQUELINE

KSL-TV, Salt Lake City, Uta

NORMAN, ADELE

WIOU, Kokomo, Ind.

NORMAN, NANCY

WDZ, Decatur, Ill.

NORMAN, SANDRA

WRGR, Starke, Fla.

NORRIS, JOAN

WJMJ, Philadelphia, Pa.

NUGEN, LOIS B.

KSOK, Arkansas City, Kan.

NUGENT, HELEN

WKRC, Cincinnati, Ohio

WOMEN COMMENTATORS

NUNNALLY, BETTY
WSSV, Petersburg, Va.
NUTTING, SUE
KNOT, Prescott, Ariz.

— O —

OBLINGER, JACKIE
WHIS-TV, Bluefield, W. Va.
ODAMES, ELIZABETH
WRUN, Utica, N. Y.
O'DELL, MOLLY
WFOA, San Juan, P. R.
OGDEN, ANN
KLIQ, Portland, Ore.
OGG, KAY
KAMP, El Centro, Calif.
OLIPHANT, PEGGY
KDBM, Dillon, Mont.
OLIVER, ANNITA S.
WCRY, Macon, Ga.
OLIVER, KATYE P.
WREY, Reidsville, N. C.
ONSTATT, ANN
KRCK, Ridgecrest, Calif.
OPPENHEIMER, KITTY
KTIM, San Rafael, Calif.
O'QUINN, JOAN
WHAB, Baxley, Ga.
ORADAT, MARY BELLE
WMRI, Marion, Ind.
OSBORN, MARIAN
WCHO, Washington, Ohio
OSMON, EMILY
WAMW, Washington, Ind.
OWEN, KAY
KOWN, Escondido, Calif.

— P —

PACKARD, MAGGY
KTRC, Santa Fe, N. M.
PAGE, CONNIE
KENT-TV, Tacoma, Wash.
PAGE, MRS.
WJR, Detroit, Mich.
PAGNOTT, ELLIE
WPTS, Pittston, Pa.
PAIGE, EVALYN
WTVL, Waterville, Me.
PAINTER, BETTY
KVGB, Great Bend, Kan.
PANETTA, GENE
WBOY, Clarksburg, W. Va.
PANGLE, MARY LOU
KXO, El Centro, Calif.
PARHAM, BETTIE
KPIN, Casa Grande, Ariz.
PARKER, ETHEL
WELM, Elmira, N. Y.
PARKER, JANET
KHUZ, Borger, Tex.
PARKER, NANCY
WCAX-TV, Burlington, Vt.
PARKER, PRISCILLA
WDAE, Tampa, Fla.
PARMLEE, DEE
KVMC, Colorado City, Tex.
PARNELL, SARAH
WJAM, Marion, Ala
PARR, DOROTHY
WCNY-TV, Carthage-Water-
town, N. Y.
PARR, JEANNE
WISC-TV, Madison, Wis.
PARRISH, WYNNE
WPDM, Potsdam, N. Y.
PATTILLO, NETTIE SUE
WFSC, Franklin, N. C.
PATON, MADELYN Y.
WMNC, Morganton, N. C.
PAUL, JAN
KIKO, Globe-Miami, Ariz.
PAYNE, MRS. REG. G.
KDET, Center, Tex.
PEARCE, BETTY
KVLV, Fallon, Nev.
PEARL, MARY
WJOY, Burlington, Vt.
PEBLOW, MARION
WDRF, Chester, Pa.

PENLAND, NELL RATES
WAYX, Waycross, Ga.
PERKINS, MARGARET
KWIC, Barstow, Calif.
PESENTI, PHYLLIS
KMED, Medford, Ore.
PETERS, ESTHER
WLNH, Laconia, N. H.
PETERS, GARNET
KTRF, Thief River Falls,
Minn.
PETERS, IRENE
KWLM, Willmar, Minn.
PETERS, (MRS.) JOS.
WAIN, Columbia, Ky.
PETERS, MARIANNE
KMTV, Omaha, Neb.
PETERSON, RAE
KFAM, St. Cloud, Minn.
PFADT, KAY
WJET, Erie, Pa.
PFEIFFER, MARY LOU
WRFD, Worthington, Ohio
PFISTER, BOBBY
KYCA, Prescott, Ariz.
PHAIR, JEAN
WKTU, Utica, N. Y.
PHILLIPS, GERRY
WLTC, Gastonia, N. C.
PHILLIPS, HAZEL
WWNR, Beckley, W. Va.
PHOENIX, ROSEMARY
WHDH-TV, Boston, Mass.
PINKLEY, PHOEBE
KAGE, Winona, Minn.
PLATZ, SALLY
WPVL, Plainessville, Ohio
POHL, JANE
WERI, Westerly, R. I.
PORTER, MAYE
KLGW, Logan, Utah
POSEN, MIRIAM
WHMS, Charleston, W. Va.
POSEY, JEANNE
KHSL-TV, Chico, Calif.
POTTER, ALICE
WPTZ, Plattsburgh, N. Y.
POTTERFIELD, PEGGY
WNDB, Daytona Beach, Fla.
POWELL, ALYCE M.
KVON, Napa, Calif.
POWELL, INEZ
WHBO, Tampa, Fla.
PRATHER, MISHA S.
KATI, Casper, Wyo.
PRATT, CLARA
KSEL, Lubbock, Tex.
PRESSLY, HARRIET
WPTF, Raleigh, N. C.
PRICE, PAM
WBBQ, Augusta, Ga.
PROTSMAN, FAITH M.
WNER, Live Oak, Fla.
PRUE, BEVERLY
WDOE, Dunkirk, N. Y.
PRUITT, BERNICE
WBBB, Burlington, N. C.
PUTT, MARY JANE
WOHL, East Liverpool, Ohio

— Q —

QUIMBY, WILDA GRIM
WRAC, Racine, Wis.
QUINN, FRAN
KJEO, Fresno, Calif.

— R —

RABB, K.
WJRI, Lenoir, N. C.
RACE, MARILYN
WHKK, Akron, Ohio
RACINE, SHIRLEY
KSYL, Alexandria, La.
RAGAN, MARY
WGOH, Newnan, Ga.
RANKIN, MARY
KVFD, Fort Dodge, Iowa
RATTEREE, FRAN
WSUN, WSUN-TV, St. Peters-

burg, Fla.
RAUTAVIERTA, VIRGINIA
WMFG, Hibbing, Minn.
RAY, DOROTHY
KXIC, Iowa City, Iowa
RAYMOND, (MRS.) EDDIE M.
WBRG, Lynchburg, Va.
REDDINGTON, RUTH
WKNE, Keene, N. H.
REED, SYBLE
KVTU, Sioux City, Iowa
REEDER, JEAN
KPSO, Falfurrias, Tex.
REGISTER, JANICE J.
WCLA, Claxton, Ga.
REID, ROSEMARY
WFPM, Fort Valley, Ga.
REID, SUE BAILEY
WEAN, Providence, R. I.
REILLY, JOANN IELDA
WAVZ, New Haven, Conn.
REISING, MARIE
WOND, Pleasantville, N. J.
REITAN, ELDA
KCUE, Red Wing, Minn.
REYNOLDS, OPAL
WMST, Mt. Sterling, Ky.
REYNOLDS, RITA
KCUL, Ft. Worth, Tex.
RICHARDS, JACKIE
WKRG-TV, Mobile, Ala.
RICHARDS, ZENA
KDEx, Dexter, Mo.
RIVERA, MARIA BELEN
WXRFX, Guayama, P. R.
ROBERTS, BETTY
KPAN, Hereford, Tex.
ROEMER, MADGE
WTTB, Vero Beach, Fla.
ROGERS, ANN W.
WCVB, Culpepper, Va.
ROGERS, RUTH
WGSW, Huntington, N. Y.
ROGERSON, GLORIA
WHLL, Wheeling, W. Va.
ROLAND, JUNE
WWPA, Williamsport, Pa.
RONAN, HONORE
WDAN-TV, Danville, Ill.
ROSETTI, DELORES
KZUM, Farmington, N. M.
ROSS, JOAN
KSLM, Salem, Ore.
ROSSBACH, MARLENE
WBRK, Pittsfield, Mass.
ROWE, FREEMAN
WGFSS, Covington, Ga.
ROYE, B. J.
WPRY, Perry, Fla.
RUBENSTEIN, EVE
KQTV, Fort Dodge, Iowa
RUEMENAPP, ANN MARIE
WDOG, Marine City, Mich.
RUGH, GENE
KLWN, Lawrence, Kan.
RUNDVOLD, INGA
WRC-TV, Washington, D. C.
RUNNELS, IRENE
WIL, St. Louis, Mo.
RUNNELS, IRENE
KBOX, Dallas, Tex.
RUNNELS, IRENE
WRIT, Milwaukee, Wis.
RUSCH, MARGIE
KDSN, Denison, Iowa
RUSSELL, KAY
WSYR-TV, Syracuse, N. Y.
RUSSELL, MARVEY
KWTX, KWTX-TV, Waco, Tex.
RUST, SUE
WMMI, Columbus, Ohio
RYAN, HELEN
WTHL, Terre Haute, Ind.
RYTE, RITA
WEWO, Laurinburg, N. C.

— S —

SADLER, VERA
KTAC, Tacoma, Wash.
SALTER, ADELINE
KPAC-TV, Port Arthur, Tex.

WOMEN COMMENTATORS

- SANDIN, NORMA**
KDLM, Detroit Lakes, Minn.
- SAUNDERS, DOT**
KCLS, Flagstaff, Ariz.
- SCARBROUGH, FAYE**
WLAG, LaGrange, Ga.
- SCHAFFER, NORA**
WRBL-TV, Columbus, Ga.
- SCHERMERHORN, MERLE**
KLCB, Libby, Mont.
- SCHURICH, CATHY**
WTTY, Danville, Ill.
- SCHMITZ, ELIZABETH**
WNHC, New Haven, Conn.
- SCHRAM, VIOLET**
KPOP, Los Angeles, Calif.
- SCHUCKNECHT, SCOTTY**
KNEZ, Lompoc, Calif.
- SCHWARTZ, DOROTHY**
KPLR, Paso Robles, Calif.
- SCHWING, JOANNE**
KPAC-TV, Port Arthur, Tex.
- SCOTT, MAXINE**
KSIM, Sikeston, Mo.
- SCOTT, PAT**
KCLW, Hamilton, Tex.
- SCOTT, ROMAINE**
WPAM, Pottsville, Pa.
- SEGARRA, NORY**
WKAQ-TV, San Juan, P. R.
- SENTER, HELYN**
WTIK, Durham, N. C.
- SEYMOUR, FREDDIE**
WBET, Brockton, Mass.
- SHANNON, MARY**
WOTR, Corry, Pa.
- SHARP, FERN**
WBNS, Columbus, Ohio
- SHARPE, MARJORIE BRIGHT**
KITO, San Bernardino, Calif.
- SHAW, MARGARET ANN**
KBKC, Kansas City, Mo.
- SHEIN, ALICE**
WMOD, Moundsville, W. Va.
- SHELTON, MARY**
KAMD, Camden, Ark.
- SHELTON, OWANAH**
KWFT, Wichita Falls, Tex.
- SHAPARD, PAT**
WDKN, Dickson, Tenn.
- SHERBAN, HELEN**
KACE, Riverside, Calif.
- SHELLEY, BRIGID**
WJER, Dover, Ohio
- SHORT, KITTY**
WGS, Ephrata, Pa.
- SHOWALTER, BETTY**
WTRL, Bradenton, Fla.
- SHUMATE, MAY FLOYD**
KRXH, Rexburg, Ida.
- SHURTZ, MARGARET**
WJHL, Johnson City, Tenn.
- SICKLES, HELEN**
KSRC, Socorro, N. M.
- SIEG, ANN**
WRFC, Athens, Ga.
- SILER, LUCY**
WMLF, Pineville, Ky.
- SIM, WILMA**
KSD, KSD-TV, St. Louis, Mo.
- SIMMS, PHYLLIS V.**
WAKR-TV, Akron, Ohio
- SIMPSON, JOY**
WAVO, Avondale Estates, Ga.
- SIMPSON, MONA**
WFIW, Fairfield, Ill.
- SLATON, NORMA**
WEBQ, Harrisburg, Ill.
- SMART, ANN**
KRBC, Abilene, Tex.
- SMITH, BERYL**
WKID, Champaign-Urbana, Ill.
- SMITH, DORIS**
WGG, Gainesville, Ga.
- SMITH, DRUE**
WDEF-TV, Chattanooga, Tenn.
- SMITH, JANE**
KVEN, Ventura, Calif.
- SMITH, JOAN**
KUTV, Utah, Calif.
- SMITH, JUNE**
WACL, Waycross, Ga.
- SMITH, MARGARET A.**
WIRC, Hickory, N. C.
- SMITH, MILDRED**
WNOX, Knoxville, Tenn.
- SMITH, MURIEL**
KIFI, Idaho Falls, Ida.
- SMITH, PAULINA**
WCHS, Charleston, W. Va.
- SMITH, SUE MARSHALL**
WDEC, Americus, Ga.
- SMOOT, ANN**
WLOH, Princeton, W. Va.
- SMYSER, BETTY**
KPOA, Honolulu, T. H.
- SNOOK, VERA**
WKVA, Lewistown, Pa.
- SOMMERS, MARGARET**
KCRG, Cedar Rapids, Iowa
- SONTAG, ESTHER**
WKBN-TV, Youngstown, Ohio
- SPAID, LORRAINE C.**
KAVI, Rocky Ford, Col.
- SPAULDING, JEANNE**
WUSJ, Lockport, N. Y.
- SPEAR, BEA**
KDIX, Dickinson, N. D.
- SPEECE, WYNN D.**
WNAX, Yankton, S. D.
- STACKPOLE, CONNIE**
WGIR, Manchester, N. H.
- STADLER, HELENE N.**
KEED, Springfield, Ore.
- STAMPS, MILDRED**
KFAV, Fayetteville, Ark.
- STANDLEY, MARJORIE**
KYSN, Colorado Springs, Col.
- STANLEY, LOU DELIE**
KBEL, Idabel, Okla.
- STANLEY, RUBY**
KIMP, Mt. Pleasant, Tex.
- STANTON, ELLA M.**
WEUP, Huntsville, Ala.
- STARK, BEVERLY**
WMTV, Madison, Wis.
- STAR, BETTYE NELLE**
KOSE, Osceola, Ark.
- STATON, MARGIE**
WCEC, Rocky Mont, N. C.
- STAVE, MAR JEAN**
KIH, Hood River, Ore.
- ST. DENNIS, FRANCES**
KPEG, Spokane, Wash.
- STEENSRUD, EILEEN**
WEKZ, Monroe, Wis.
- STEEVES, PAT**
WTWN, St. Johnsbury, Vt.
- STEGER, BRANDY**
KRSN, Los Alamos, N. M.
- STEINBERG, MARTHA JEAN**
WDIA, Memphis, Tenn.
- STEPHENS, MARGARET**
WTCR, Ashland, Ky.
- STEVENSON, CONNIE**
WKXL, Concord, N. H.
- STEWART, CREIGHTON**
WCAU, Philadelphia, Pa.
- STEWART, MARTHA**
KRMG, Tulsa, Okla.
- STEWART, MURRAY**
KELO, KELO-TV, Sioux Falls, S. D.
- STEWART, NORMA**
KEPS, Eagle Pass, Tex.
- STEWART, RUENELL**
WPET, Greensboro, N. C.
- STOFER, RUTH**
KIKO, Globe-Miami, Ariz.
- STOKER, CARROLL**
WFMY-TV, Greensboro, N. C.
- STOLPMAN, MARSHA**
WTVC, Chattanooga, Tenn.
- STRAKER, EASTER**
WIMA, Lima, Ohio
- STRAUB, EDNA**
KDBC, Mansfield, La.
- STRICKLIN, EDITH**
WORM, Savannah, Tenn.
- STRUTIN, BETTY PARKS**
WSCR, Scranton, Pa.
- SUGG, HELEN**
WROX, Clarksdale, Miss.
- SULLIVAN, MARGARET**
WRUS, Russellville, Ky.
- SULLIVAN, MILLIE**
KCRA, KCRA-TV, Sacramento, Calif.
- SULLIVAN, RUTH DELMAR**
KSIX, Corpus Christi, Tex.
- SUNDIN, ANITA**
WOC, Davenport, Iowa
- SUNDIN, PAT**
WOC-TV, Davenport, Iowa
- SWENSON, MILDRED**
KWAT, Watertown, S. D.
- SWEZEY, EMMAGENE**
WEHH, Elmira Heights, N. Y.
- SWIFT, MILDRED**
KNOE-TV, Monroe, La.

— T —

- TALLEY, RUTH**
WLAC-TV, Nashville, Tenn.
- TALTON, MABEL**
WMPM, Smithfield, N. C.
- TAYLOR, DOROTHY**
KONP, Port Angeles, Wash.
- TAYLOR, ETHEL**
WOIC, Columbia, S. C.
- TAYLOR, GERTRUDE S.**
WTYN, Tryon, N. C.
- TAYLOR, LOUISE**
WEIC, Charleston, Ill.
- TAYLOR, LYNN**
KPSD-TV, San Diego, Calif.
- TAYLOR, NANCY**
WSMN, Nashua, N. H.
- TAYLOR, PAT**
WPEN, Philadelphia, Pa.
- TAYLOR, THELMA**
WHBI, Newark, N. J.
- TENCH, CRIS**
WGC, Belmont, N. C.
- TEPPER, FLORENCE**
WCAT, Orange, Mass.
- TERRY, JUANITA**
WNT, Dayton, Tenn.
- TERRY, NANCY**
WOAI, WOAI-TV, San Antonio, Tex.
- THABES, NORDICA**
KLIZ, Brainerd, Minn.
- THOMAS, ANNE**
WMNS, Olean, N. Y.
- THOMAS, JOY**
WHNY, McComb, Miss.
- THOMAS, MARY**
WVAM, Altoona, Pa.
- THOMAS, MARY NELLE**
WBBL, Covington, Tenn.
- THOMAS, PRISSY**
WKY-TV, Oklahoma City, Okla.
- THOMPSON, B. J.**
WTRC, Elkhart, Ind.
- THOMPSON, SARAH S.**
WMBR, Greenville, S. C.
- THOMPSON, SHIRLEY ANN**
WLBN, Lebanon, Ky.
- THOMSEN, CHRISTIE**
WBEL, Beloit, Wis.

WOMEN COMMENTATORS

THORP, DELORES
KSIB, Creston, Iowa

TIDMORE, EVELYN
WNPT, Tuscaloosa, Ala.

TIERNNEY, MARY JO
WTCN, Minneapolis, Minn.

TIERNNEY, MARY JOE
KMSP-TV, Minneapolis, Minn.

TIERNNEY, RITA
WFHR, Wisconsin Rapids, Wis.

TOLAR, FRANCES
WMPA, Aberdeen, Miss.

TOLMAN, MARY
WKTQ, South Paris-Norway, Me.

TRANTINO, VIVIAN N.
WLIS, Old Saybrook, Conn.

TRIBIOLI, JODIE
WLBR, Lebanon, Pa.

TRINNEER, BETTY
KEEO, Longview, Wash.

TUCKER, HELEN
WTSL, Hanover, N. H.

TUCKER, MIDA H.
KGAK, Gallup, N. M.

TURNER, PAT
WBEC, Pittsfield, Mass.

TYSON, GERTRUDE
WMLS, Sylacauga, Ala.

— U —

ULMEN, JOAN
KYSM, Mankato, Minn.

URBAN, MARY PAT
WSEN, Baldwinsville, N. Y.

— V —

VALENTINE, LIZ
WCHV, Charlottesville, Va.

VAN ALSTINE, PHYLLIS
WEAM, Washington, D. C.

VANAMAN, JOYCE
WMVB, Millville, N. J.

VAN HAVER, BETTY
WKBZ, Muskegon, Mich.

VAUGHAN, VONNIE
KBMN, Bozeman, Mont.

VEIDT, JERRI
KCNV, San Marcos, Tex.

VERGANO, CEC
KCHJ, Delane, Calif.

VESPOINT, FLORA
WHAR, Clarksburg, W. Va.

VILLALONGIN, CAROLINA
KCOR, KCOR-TV, San Antonio, Tex.

— W —

WAGNER, ANN
WFBM, Indianapolis, Ind.

WALCOTT, ELAINE
KTOW, Oklahoma City, Okla.

WALKER, JOYCE
WTVB, Coldwater, Mich.

WALKER, RUTH
WESB, Bradford, Pa.

WALLACE, KATHERINE
KCAR, Clarksburg, Tex.

WALLING, ESTHER
WDOS, Oneonta, N. Y.

WALLIS, BONNIE
KBOL-TV, Boise, Ida.

WALSTRUM, MARTHA
WLW-I, Indianapolis, Ind.

WARD, BARBARA A.
WJWL, Georgetown, Del.

WARD, DEL
WMAZ, WMAZ-TV, Macon, Ga.

WARD, JO ANN
WDSG, Dyersburg, Tenn.

WARE, DIXIE
KNOE-TV, Monroe, La.

WASHBURN, VIRGINIA
WHAP, Hopewell, Va.

WATERHOUSE, NORMA JEAN
WCMR, Elkhart, Ind.

WATEKS, MARY
WHBN, Harrodsburg, Ky.

WATEKS, MURIEL
KHVH, Honolulu, Hawaii

WEBB, ANNABEL
KSUM, Fairmount, Minn.

WEBBER, EDITH DUNHAM
KWDM, Des Moines, Iowa

WEBER, MARGARET
KAYL, Storm Lake, Iowa

WEBER, MELVA
WJTN, Jamestown, N. Y.

WEEDMAN, POLLY
KOTA, KOTA-TV, Rapid City, S. D.

WEGER, MARY H.
WMAF, Madison, Fla.

WEISERS, MARY
WTRA, Latrobe, Pa.

WEILLER, LOUISE
WAVE, Louisville, Ky.

WEISS, JAN
WPPA, Pottsville, Pa.

WEISZ, EUNICE
WPLM, No. Plymouth, Mass.

WELCOME, SHAN
KRTV, Great Falls, Mont.

WELLS, LYDIA
WNAB, Bridgeport, Conn.

WENDT, ELLEN
WLOF, Orlando, Fla.

WENTWORTH, BILLIE
WSTL, Eminence, Ky.

WERNER, CLARE
WVBC, Bay City, Mich.

WERNER, JAN
WTCN-TV, Minneapolis, Minn.

WEST, KAY
KEX, Portland, Ore.

WESTON, JANE
WOWO, Fort Wayne, Ind.

WESTPHAL, FLORENCE
WTV, Pekin, Ill.

WETZEL, LIBBY
KXOX, Sweetwater, Tex.

WHALEY, MARCELLA
KBOL, Boise, Idaho

WHEELER, DODIE
KJNO, Juneau, Alaska

WHEELER, MARY
KTAT, Frederick, Okla.

WHEELIS, WILMA
KDRS, Paragould, Ark.

WHITE, MARY LU
KVHC, O'Neill, Neb.

WHITEHEAD, FAYE
WPLA, Plant City, Fla.

WHITEHEAD, MARIE
KTLU, Rusk, Tex.

WHITLOCK, SALLIE J.
WEVA, Emporia, Va.

WHITNEY, JANE
WKY-TV, Oklahoma City, Okla.

WILEY, PEGGY
KWYO, Sheridan, Wyo.

WILLIAMS, DIANE
WHGB, Harrisburg, Pa.

WILLIAMS, EDNA
WTND, Orangeburg, S. C.

WILLIAMS, EDYTHE
WHIT, New Bern, N. C.

WILLIAMS, JACKIE
KBLL, Blackfoot, Idaho

WILLIAMS, JOANNE
WTYC, Rock Hill, S. C.

WILLIAMS, JUDY
WARM, Scranton, Pa.

WILLIAMS, LEE
KSWO-TV, Lawton, Okla.

WILLIAMS, PAT
WWIS, Black River Falls, Wis.

WILLOCK, GENNI
KPAY, Chico, Calif.

WILLS, BARBARA
WAGR, Lumberton, N. C.

WILLS, JEAN
KSYD-TV, Wichita Falls, Tex.

WILSON, CARRIE B.
WMYN, Madison-Mayodan, N. C.

WILSON, JEAN
KVOE, Emporia, Kan.

WILSON, LORRAINE
KLFW, Klamath Falls, Oreg.

WILSON, LOUISE
WHAM, Rochester, N. Y.

WILSON, MARY
WGLI, Baby on, L. I.

WILSON, POLLYE
WEAG, Alcoa, Tenn.

WILSON, REBA
WBAC, Cleveland, Tenn.

WINCHELL, ESTHER
KCSR, Chadron, Neb.

WINKELMANN, ELLEN
KDXU, St. George, Utah

WINSLOW, LOUISE
WERE, Cleveland, Ohio

WISE, KATHERINE
KOMO, KOMO-TV, Seattle, Wash.

WISE, MADELINE
WHIO, Dayton, Ohio

WISECUP, TRIPPI
WSOC-TV, Charlotte, N. C.

WISEMAN, DORIS
KBRO, Bremerton, Wash.

WISEMAN, SYLVIA
WSTP, Salisbury, N. C.

WOLFE, SHIRLEY SPRADLIN
WTIP, Charleston, W. Va.

WOLFENDEN, STELLA D.
WMEV, Marion, Va.

WORD, ELIZABETH
WKCT, Bowling Green, Ky.

WORKMAN, HELEN
WCAX-TV, Burlington, Vt.

WORMELL, LIL
WABI, Bangor, Me.

WORTH, KONNIE G.
KGW, KGW-TV, Portland, Ore.

WREN, VIRGINIA
WCAD, Danbury, Conn.

WRIGHT, CATHRYN
WSPA-TV, Montgomery, Ala.

WRIGHT, MABRY
WKNE, Keene, N. H.

WRIGHT, MARGARETE
WNAE, Warren, Pa.

WRIGHT, NADINE
WDVA, Danville, Va.

WRIGHT, NINA
KSOO, Sioux Falls, S. D.

WRIGHT, RUTH
WBYS, Canton, Ill.

WYATT, MARGARET
WHOP, Hopkinsville, Ky.

WYCHE, ALICE
WERD, Atlanta, Ga.

WYMAN, ALICE
WIS-TV, Columbia, S. C.

— Y —

YAPLE, HY
WSEE, Erie, Pr.

YOHE, LAURA
WKPA, New Kensington, Pa.

YOUNG, MARY EMMA
WHTC, Holland, Mich.

YOUNG, RUTH
WEDO, McKeesport, Pa.

YOUNTS, ELIZABETH M.
WEEB, Southern Pines, N. C.

— Z —

ZAHNAN, FRANCES
WFLB, Fayetteville, N. C.

ZIMMER, LEE
WOBT, Rhinelander, Wis.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors

ALABAMA

Anniston Star: **E. Cody Hall**
Auburn, Lee County Bulletin: **Graham McTeer**
Bay Minette, Baldwin Times: **Jimmy Nelson**
Birmingham News: **Lillie Mae Caldwell,**
Roger Thames
Birmingham Post-Herald: **Emmett Weaver**
Foley, The Onlooker: **Doris Rich**
Fort Payne, Dekalb County News: **Dale Smith**
Fort Payne, Times-Journal: **Doward Jones**
Guntersville, Advertiser-Gleam: **Parler Harvey**
Haleyville, Advertiser: **W. D. Smith, Jr.**
Huntsville, Mirror: **L. C. Jamar**
Mobile, Press-Register: **Ellen Bodden**
Montgomery, Advertiser-Journal: **Bob Hugger**
Opelika, Daily News: **Wink Blackmon**
Phenix City, Citizen: **Julian Pinkston**
Sylacauga, Advance: **Chris Kramer**
Sylacauga, News: **Jep V. Greer**

ARIZONA

Globe, Arizona Record: **John D. Seater, Jr.**
Holbrook, Tribune: **V. P. Richards**
Miami, Arizona Silver Belt: **Lewis Barrett**
Nogales, International: **Craig Pottinger**
Phoenix, Sun: **W. T. Wright**
Phoenix, Republic & Gazette: **Jack Curtis,**
Bobbie Johnson
Phoenix, Station Agency: **Pat Cook**
Prescott, Courier: **Ed Hunt**
Prescott, Yavapai Messenger: **Jack Ruetter**
Scottsdale, Arizona: **Charles Lovegrove**
Tucson, Daily Citizen: **Micheline Keating**
Winslow, Mail: **J. Morris Richards**
Yuma, Daily Sun: **Bob Werley**

ARKANSAS

Camden, News: **Al Rose**
Little Rock, Arkansas Democrat:
Inez Hale McDuff
Little Rock, Arkansas Gazette: **Martha Douglas**

CALIFORNIA

Auburn, Placer Herald: **Douglas Campbell**
Bakersfield, Bakersfield: **Walter Kane**
Bakersfield, Californian: **Art Kaye**
Brawley, News: **Ray Barnes**
Chico, Enterprise Record: **Jack Wolohan**
Corona, Riverside Enterprise: **Larry Wade**
El Centro, Post & Press: **Dave Galloway**
Fresno, Bee: **Gary Girard**
Los Angeles, Examiner: **Jack Lait, Jr.**
Los Angeles, Herald-Express: **Bob Hull**
Los Angeles, Hollywood Citizen News:
Zuma Palmer
Los Angeles, Mirror-News: **Paul Henniger,**
Hal Humphrey
Los Angeles, Times: **Cecl Smith, Don Fago**
Marysville, Appeal Democrat: **Bill Monahan**
Monterey, Peninsula Herald: **Jim Harget**
Nevada City, Nevada Nuggett: **Lynn Bramkamp**
Oakland, Tribune: **James Abbe**
Redding, Record-Searchlight: **Al Kildow,**
Tom Talimini
Riverside, Press: **Larry Wade**
Roseville, Press-Tribune: **Frank Sevrens**
Salinas, Californian: **M. Patton**
San Bernardino, Sun-Telegram: **Mary Sanchez**
San Diego, Evening Tribune & Union:
Don Freeman

San Diego, Tribune & Morning Union:

Dave McIntyre
San Francisco, Call-Bulletin: **Lynn Ulm**
San Francisco, Chronicle: **Terrence O'Flaherty,**
Don Steward
San Francisco, Examiner: **Dwight Newton**
San Francisco, News: **Bill Steif, Guy Wright**
San Francisco, Progress: **Lucille Lando**
San Luis Obispo, Telegram-Tribune: **John Sarber**
San Mateo, Times: **Bob Foster**
San Rafael, Independent Journal: **Jack Craemer**
Santa Rosa, Press Democrat: **Ililde Catz**
Stockton, Record: **Tony Galento**
Tahoe Valley, Lake Tahoe News: **Ben Benedict**
Ventura, Star-Free Press: **Bob Button**
Yreka, Siskiyou Daily News: **E. J. Fos**
Yuba City, Independent: **Earl Browlece**

COLORADO

Alamos, San Luis Valley Daily Courier:
Cliff Edwards
Denver, Monitor: **Pauline Mahoney**
Denver, Post: **Thompson Watt**
Denver, Rocky Mountain News: **Lynn Glassecock,**
Wallace Saunders
Fort Morgan, Times: **J. Dawson Jelinek**
Grand Junction, Daily Sentinel: **Alan Pritchard**
La Junta, Tribune-Democrat: **Spence Burtis**
Trinidad, Chronicle News: **Bill Bloom**

CONNECTICUT

Bridgeport, Sunday Herald: **Irwin Alpert,**
Leo Miller
Bridgeport, Post: **Fred Russell**
Gilston, New London Day: **Dean Avery**
Hartford, Courant: **Scott Akin, Viggo Anderson,**
Doris Kozma, M. Oakley Stafford,
Robert Stansfield
Hartford, Times: **Tony Davenport, Jane Farrell,**
A. B. McGinley
Manchester, Herald: **Harold Turkington**
New Britain, Herald: **Judith Weld**
Torrington, Register: **Walt Gisselbrech**
Waterbury, Republican: **Art Ferrer**

DELAWARE

Wilmington, Journal: **Walter Bishop**
Wilmington, News-Journal: **Zona Herzog**

DISTRICT OF COLUMBIA

Washington, Daily News: **Dave Reque**
Washington, Evening Sun: **Bernard Harrison**
Washington, Post & Times-Herald:
Laurence Laurent

FLORIDA

Bradenton, Herald: **John Hamner**
Bradenton, St. Petersburg Times: **Jack Alexander**
Clearwater, Sun: **Pat Neal, Celeste Roach**
Fernandina Beach, News-Leader: **Herschel Williams**
Jacksonville, Florida Times-Union: **Charles Brock**
Jacksonville, Journal: **Ed Callaway, Ray Knight**
Jacksonville, Radio-TV Week: **Del Fox**
Jacksonville, TV-Week: **Yvonne Folsom,**
Betty Tway
Lake City, Columbia County Gazette: **Vera Eighthy**
Lake City, Reporter: **R. L. Stickland**
Lakeland, Ledger: **Ann Adams**
Madison, Enterprise Recorder: **T. C. Merchant, Jr.**
Melbourne, The Daily Times: **Pearl S. Leech**

RADIO-TV EDITORS

Miami, Daily News: **Rae Marie Gerard, Art Grace**
Miami, Herald: **Jack Anderson, Pearl Weiss**
Miami, News: **Herb Rau, Pearl Weiss**
Miami Beach, Sun: **Paul Bruun, Sl Steinhause**
Orlando, Sentinel-Star: **Homer Pyle,**
Charles Wadsworth
Orlando, Star: **Chris Butler**
Palmetto, Manatee Review: **Jack Barnes**
Plant City, Courier: **Clay Coddington**
Sarasota, Herald Tribune: **Lula Boucher,**
John Hogg
Sarasota, Journal: **Bill Copeland**
Sarasota, News: **Phil Harris**
St. Augustine, Record: **Tom King**
St. Petersburg, Independent: **Bobbl Downs**
St. Petersburg, Times: **John MacAleenan**
Tampa, Times: **Letitia Grey**
Tampa, Tribune: **Phil Barney**
Titusville, Star-Advocate: **Gene Burnett**
Vero Beach, Press-Journal: **Harry Schultz**

GEORGIA

Atlanta, Constitution: **Paul Jones**
Atlanta, Journal: **Norman Shavin**
Augusta, Chronicle: **Don Shepherd**
Augusta, Chronicle-Herald: **Henry Wright**
Augusta, Herald: **David Plyford**
Bremen, Gateway: **Ann Meeks**
Cochran, Journal: **Martha Miller**
Columbus, Enquirer: **Dave Miller, William Rowe**
Columbus, Ledger: **Wes Owens, William Rowe**
Covington, News: **Bob Green**
Dalton, Citizen: **Mark Pace**
Eastman, Times Journal: **Ed Methvin**
Gainesville, Daily Times: **Keith Whitmore**
Hawkinsville, Dispatch: **Carolyn McCune**
Hogansville, Herald: **Cecil Hamby**
Jesup, Sentinel: **Bryan Kearby**
Lafayette, Walker County Messenger: **Joe Hall**
LaGrange, News: **Phil Harrison**
Millen, News: **Frank Edenfield, Walter Harrison**
Newnan, Times-Herald: **Mrs. James Thomasson**
Rome, News Tribune: **Don Roberts**
Savannah, Morning News: **Frauk Rossiter**
Sylvania, Screven Co. News: **L. S. Stegins**
Sylvania, Telephone: **Dick Dowls**
Tallapoosa, Journal: **Jane Skelton**
Valdosta, Daily Times: **Joe Davis**
Waycross, Journal-Herald: **Dorothy Smith**

HAWAII

Honolulu, Advertiser: **Eddie Sherman**
Honolulu, Star-Bulletin: **Walt Christy,**
Jane Vertrees

IDAHO

Caldwell, News Tribune: **Pete Hackworth**
Grangeville, Idaho County Free Press:
Robert Anderson
Idaho Falls, Post-Register: **J. Robb Brady**
Kellogg, Evening News: **Jane Cantrell**
Lewiston, Tribune: **Phyllis Budweg**
Preston, Citizen: **Don Smith**

ILLINOIS

Champaign, News Gazette: **Lorry Stewart**
Champaign-Urbana, Courier: **Evelyn Brown**
Charleston, Courier: **Harry Reed**
Charleston, Daily News: **John Rardin**
Chester, Herald Tribune: **Wayne Thorne**
Chicago, American: **Janet Kern**
Chicago, Daily News: **Terry Turner**
Chicago, Defender: **Lee Blackwell, Allen G. Harris**
Chicago, Sun-Times: **Irv Kupcinet, Paul Molloy**
Chicago, Tribune: **Herb Lyons, Larry Wolters**
Davenport, Times: **Miss Ina Wickham**
Harrisburg, Daily Register: **Curt Small**
Havana, Mason County Review: **Ken Braendle**
Joliet, Spectator: **Burke Mead**
Marion, Daily Republican: **Homer Butler**
Moline, Dispatch: **Mrs. Caria Reynolds**
Pekin, Times: **Joyce Wilson**
Peoria, Journal-Star: **William Littleton**

Pittsfield, Pike Co. Republican: **Paul Findley**
Rockford, Morning Star & Register-Republic:
Betty Thro
Rock Island, Argus: **Charles Sanders**
Springfield, Illinois State Journal-Register:
Wayne Allen
Waterloo, Republican: **Bob Voris**

INDIANA

Boonville, Enquirer: **Norman Spradley**
Elkhart, Truth: **Lou Sayre, Tom Stephenson**
Evansville, Courier: **Benita Dugan**
Evansville, Sunday Courier & Press:
Miss Ruth Ruggier
Evansville, Press: **Carol Wersleh**
Fort Wayne, Journal-Gazette: **Mrs. Jean Mack**
Fort Wayne, News-Sentinel: **Roger Taylor**
Gary, Post Tribune: **Jerry Atkins**
Hammond, Vindicator: **Robert Boeker**
Indianapolis, News: **Charles Staff**
Indianapolis, Star: **Julia Inman**
Indianapolis, Times: **Nancy Lowe**
Jasper, Dubois Co. Daily Herald: **Simon Stemle**
Kokomo, Tribune: **Mrs. Grace Maier**
Marion, Chronicle-Tribune: **Judy Smith**
Muncie, Evening Press: **Leon Parkinson**
Muncie, Morning Star: **Jack Farris**
New Albany, Tribune: **Wally Criswell**
South Bend, Tribune: **James McNelle**
Vincennes, Sun Commercial: **Ross Garrigus**

IOWA

Cedar Rapids, Gazette: **Nadine Subotnik**
Davenport, Democrat: **Miss Polly Singleterry,**
William Wundram
Davenport, Daily Times: **Ron Lorenzen**
Davenport, Times: **Ina Wickham**
Davenport, Sunday Times-Democrat: **Dick Hoffman**
Des Moines, Register & Tribune: **Ogden Dwight**
Iowa City, Press-Citizen: **Nadine Subotnik**
Waterloo, Courier: **Ted Stevens**

KANSAS

Coffeyville, Journal: **Clyde Walthall**
Kansas City, Kansas: **Shirley Rausch**
Lawrence, Outlook: **Vic Rugh**
Manhattan, Mercury: **Bill Colvin**
Pittsburg, Headlight & Sun: **John Hay**
Wichita, Beacon: **Bill Anderson**
Wichita, Eagle: **Robert Lonsing, Sr., Virginia Paine**

KENTUCKY

Albany, Clinton County News: **A. B. Gibson**
Ashland, Daily Independent: **John McGill**
Bardstown, Kentucky Standard: **Elizabeth Spalding**
Bowling Green, Park City Daily News: **Ray Gaines**
Campbellsville, News-Journal: **Thomas Kerr**
Elizabethtown, News: **Watts Franklin**
Elizabethtown, Hardin County Enterprise:
Seymour Goodman, George Wright
Fort Knox, Inside The Turret: **Floie Bowles**
Henderson, Gleaner-Journal: **Hugh E. Sandefur**
Lebanon, Marion Falcon: **Paul Owens**
Louisville, Courier-Journal: **Bill Ladd,**
Angela Prels
Louisville, Times: **Bill Rollins**
New Castle, Henry County Local: **James Owens**
Paducah, Sun-Democrat: **Preston Kennedy**
Paris, Daily Enterprise: **J. Alverson**
Paris, Kentucky-Citizen: **Paul Brannon**
Pineville, Sun: **Harold Raines**
Shively, Star Newsweek: **John Stine**
Vanceburg, Lewis Co. Herald: **W. C. Dugan**

LOUISIANA

Alexandria, Daily Town Talk: **Adrus LaBorde**
New Orleans, States-Item: **Bob Sublette**
New Orleans, Times-Picayune: **Sim Myers**
Opelousas, Daily World: **John Thistlethwaite**
Shreveport, Journal: **Al Hewitt, Larry Ronson**
Shreveport, Times: **Pericles Alexander,**
James Briggs, Al Hewitt
Thibodaux, LaFourche Comet: **Herb Flood**
Ville Platte, Gazette: **Jules Ashlock**

MAINE

Augusta, Daily Kennebec Journal: Jlm McClay
 Lewiston, Daily Sun: Kent Foster
 Lewiston, LeMessenger: L. P. Gagne
 Lewiston, Sun & Journal: Johnny Robinson
 Norway, Advertiser-Democrat: Ben Tucker
 Portland, Evening Express, Press Herald, Sunday
 Telegram: Emery Stevens
 Portland, Press Herald: Joe King
 Rockland, Courier-Gazette: Sidney Cullen

MARYLAND

Baltimore, Evening Sun: Lou Cedrone,
 Hope Pantell
 Baltimore, Morning Sun: Donald Kirkley,
 Robert Snyder
 Baltimore, News Post: Aldine Bird
 Baltimore, Sunday American: Bob Liston
 Hagerstown, Daily Mail: George Kash
 Hagerstown, Morning Herald: Joe Harp
 Salisbury, Advertiser: Sum Sherwell
 Salisbury, Times: Oscar L. Morris

MASSACHUSETTS

Boston, American: Tony LaCamera
 Boston, Christian Science Monitor: Mabel Joyce
 Boston, Globe: Elizabeth Sullivan
 Boston, Record: Bill Buchanan
 Boston, Traveler-Herald: Arthur Feteridge,
 Eleanor Roberts
 Brockton, Enterprise-Times: Malcolm Dulton
 Gt. Barrington, Berkshire Courier: Roz La Fontana
 Haverhill, Gazette: Vin Driscoll
 Haverhill, Journal: Jay Hanlon
 Lawrence, Eagle: John Regan
 Lowell, Sun: Frank Breen
 Lynn, Daily Evening Item: Ralph Pearson
 Pittsfield, Berkshire Eagle: Theodore Giddings
 Pittsfield, Berkshire Evening Eagle: Milton Buss
 Springfield, Morning Union, Daily News, Sunday
 Republican: Don McPhee
 West Yarmouth, Cape Cod Standard-Times:
 Milt Cole
 Worcester, Evening Gazette: James Gourgouras
 Worcester, Sunday Telegram: Don Williams
 Worcester, Telegram: Fred Rushton

MICHIGAN

Ann Arbor, News: Madlene Farrell
 Bay City, Times: Elmer Bierman
 Detroit, Free Press: Bettelou Peterson,
 Larry Payne, Dick Oszool
 Detroit, News: Herschell Hart, Betty Hyle
 Detroit, Times: Frances D'Houdt, Andy Wilson
 Flint, Journal: Ralph Coulter
 Grand Rapids, Herald: Sue Rogers
 Lansing, State Journal: Thelma Harnett
 Menominee, Herald Leader: Robert Murphy
 Munising, News: Charley Symon
 Niles, Daily Star: Don Carlson
 Owosso, Argus Press: Mary Alice Campbell
 Pontiac, Free Press: Larry Payne, Chuck Lewis
 Port Huron, Times Herald: Al Haugner
 Saginaw, News: Jerry Peters
 Wayne, Eagle: Wesley Willitt
 Ypsilanti, Press: Wayne Adair

MINNESOTA

Albert Lea, Community Magazine: Mac Lyon
 Albert Lea, Tribune: Ken Allen
 Alexandria, Park Region Echo: Gordon Deunow
 Anoka, Herald: Warren Feist
 Anoka, Union: Arch Pease
 Brainerd, Crow Wing County Review: Bea Ross
 Brainerd, Daily Dispatch: Floyd Emerson
 Cambridge, Star: Russell Mills
 Detroit Lakes, Record: Jack Benschoff
 Detroit Lakes, Tribune: Wes Meyers
 Minneapolis, Star-Tribune: Cedric Adams,
 Will Jones, Bob Murphy, Forrest Powers
 Montevideo, American & News: Jack Mills
 Mora, Kanabec County Times: Glen Hegge

Pine City, Pine Piker Pioneer: David Mills
 St. Cloud, Times Publishing Co.: Jack Lund
 St. Paul, Dispatch & Pioneer Press: Bill Diehl
 St. Paul, Pioneer Press: Pat Klepper
 Winona, Daily News: Bill Cole, Bill White

MISSISSIPPI

Clarksdale, Press-Register: Bill Skelton
 Corinth, Daily Corinthian: Fred A. Parker
 Grenada, Daily Star: Elizabeth Lee
 Grenada, County Weekly: Mrs. W. W. Whitaker
 Jackson, Clarion Ledger: Purser Hewitt
 Jackson, Daily News: Frank Haines
 Jackson, State-Times: Jane Petty

MISSOURI

Flat River, Lead Belt News: W. L. Bouchard
 Jefferson City, News Tribune Co.: Joseph Majersky
 Kansas City, Star & Times: Robert Hoyland
 Kansas City, TV Guide: Jack Lynch
 Perryville, Monitor: James Wehmeier
 Sedalia, Democrat: D. Kelley Scruton
 Springfield, News Leader & Press: Jim Billings
 St. Louis, Globe Democrat: Peter V. Rahn, Jr.
 St. Louis, Post Dispatch: Warner Schoyen
 Washington, Missourian: Jim Miller

MONTANA

Billings, Yellowstone News: Al Schlatt, Jim Spiker
 Libby, Western News: Olga Johnson
 Livingston, Park County News: Fred Martin
 Miles City, Daily Star: Robert J. Scanlan

NEBRASKA

Chadron, Record: Don Huls
 Falls City, Journal: Bill Shook
 Lincoln, Star-Journal: Miss Lucelgrace Switzer
 Norfolk, Daily News: Nels Barth
 Norfolk, Shopper's Guide: Jim Hall
 Omaha, South Omaha Sun: Phil Gurney
 Omaha, World Herald: Denman Kountze, Jr.

NEVADA

Las Vegas, Review Journal: Gene Tuttle
 Las Vegas, Sun: Alan Jarison

NEW HAMPSHIRE

Berlin, Reporter: Brud Warren
 Concord, Monitor: Richard Keeler
 Lancaster, Coos County Democrat: C. White
 Littleton, Courier: Jack Colby
 Manchester, Union-Leader: Paul Tracy
 Nashua, Telegraph: Fred Dobbens
 Penacook, Advertiser: Charles H. Cummings

NEW JERSEY

Atlantic City, Reporter: Charlie Seel
 Bridgeton, Evening News: Ralph Brandt
 Elmer, Times: Gene Laning
 Port Norris, Advertiser: Jerry Alden
 Trenton, Times: Bob Mueller
 Trenton, Trentonian: Sol Wiensten

NEW MEXICO

Alamogordo, Daily News: Billie Holder
 Socorro, El Defensor: Mrs. Alice Morgan
 Tularosa, Basin Times: Ed McMahon

NEW YORK

Albany, Knickerbocker News: Walter Hawver
 Albany, Times Union: Mury Tessler
 Babylon, Town Leader: John Maher
 Binghamton, Press: Kimball Davis
 Binghamton, Sun: Kit Snedaker
 Buffalo, Courier-Express: J. Donald Schlaerth
 Buffalo, Evening News: Sturgis Hedrick
 Cortland, Standard: Walter Conklin
 Elmira, Advertiser: Jim Morse

RADIO-TV EDITORS

Elmira, Star Gazette: Jim Morse
Highland, Hudson Valley Newspapers:
Thomas McKinney
Hyde Park, Record: Hillary Masters
Ithaca, Journal: Dave Barnett
Jamestown, Sun: Jim Fox
Little Falls, St. Johnsville News: John Schackelton
Little Falls, Times: John McGuire
Little Falls, Utica Papers: Jane Brown
Middletown, Record: Howard Rausch
New York, New York Age: Al Duckett
New York, Daily Mirror: Nick Kenny
New York, Herald-Tribune: Hy Gardner
New York, Journal-American: Jerry Karpf,
Jack O'Brian
New York, News: Ben Gross
New York, Post: Albert L. Cusick, Bob Williams
New York, Telegraph: Leo Mishkin
New York, Times: Jack Gould
New York, World-Telegram: Harriet Van Horne,
Dick Kleiner
Newark-Rochester, Democrat & Chronicle:
Charlie Ross
Niagara Falls, Gazette: Dick Utts
Olean, Times Herald: Grey Fitzpatrick
Oneonta, Daily Star: Robert DePriante
Port Jervis, Union-Gazette: Ralph Fredericks
Poughkeepsie, New Yorker: Charles Murray
Rochester, Democrat & Chronicle: Harold Nichols
Rochester, Times Union: Jack Hadley
Rome, Daily Sentinel: Margaret McCarthy
Schenectady, Union Star: Everett Finch
Shokan, Ontario Record: Thor Krogh
Syracuse, Herald-Journal: Margaret Miner,
Robert Sokolsky
Syracuse, Post Standard: Peg Stevens,
Edward Workman
Utica, Observer Dispatch: Robie Booth
Watertown, Daily Times: Domanie Pepp

NORTH CAROLINA

Asheboro, Courier Tribune: Fred Burgess
Belmont, Banner: Bill Barrette
Charlotte, News: Emery Wister
Charlotte, Observer: Dick Banks, Mary Lou Davis
Fayetteville, Observer: Gibson Frathier
Forest City, Courier: Stover Dmagan, Jr.
Gastonia, Gazette: Lyle Edwards
Greensboro, Record: Hugh Page
Hendersonville, Times News: Leo Wise
Kinston, Free Press: Jake Strother
Louisburg, Franklin Times: Asher Johnson
Lumberton, The Robesonian: Hadley Williamson
Raleigh, News & Observer: Raymond Lowery,
W. Shelton
Raleigh, Times: Ann Cooke
Reidsville, Review: Frank Warren
Salisbury, Post: Jim Hurley III
Selma, Johnstonian Sun: Tom I. Davis
Shelby, Cleveland Times: John Brock
Shelby, Daily Star: Dave Gillespie
Spindale, Sun: Glenn James
Wilson, Daily News: Vernon Morton,
Horace Overman

NORTH DAKOTA

Bismarck, Tribune: Jack Case
Dickinson, Press: Len Carroll
Fargo, Forum: Dell Johnson
Grand Forks, Herald: Jack Hagerty
Jamestown, Sun: Bill Wright
Jamestown, Stutsman Co. Record:
Mrs. Marge Smith
Williston, Herald: Dan Halligan
Williston, Plains Reporter: Bill Shemorry

OHIO

Akron, Beacon Journal: Art Cullison
Alliance, Review: Sue Horvath
Bellaire, Times Leader: Robert Fordyce
Bowling Green, Sentinel-Tribune: Paul Jones,
Dean Roach
Canton, Repository: Mary Ellen Robertson
Cincinnati, Enquirer: Magee Adams, E. B. Radcliffe
Cincinnati, Post-Times Star: Mary Wood

Cleveland, News: Jim Frankel, Nancy Gallagher,
Bert Reesing, Maurice Van Metre
Cleveland, Plain Dealer: George Condon, Russ Kane
Cleveland, Press: Jim Frankel
Columbus, Citizen: Jo Bradley Reed
Columbus, Dispatch: Bob Connors, Tod Raper
Columbus, Star: Pauline Smith
Columbus, Ohio State Journal: Joe Mills
Coshocton, Tribune Company: Bill Wallace
Dayton, Daily News: Gee Mithell
Dayton, Journal-Herald: Brainard Platt
Fostoria, Review-Times: Jim Huth
Ironton, Tribune: Jay Brushart
Jackson, Sun-Journal & Herald: Ed Clark
Marietta, Times: Andy Elliott
Marion, Star: Frances Haas
Martins Ferry, Times-Leader: Bob Fordyce
Niles, Daily Times: Agnes Lopata
Portsmouth, Times: Miss Barbara Johnson
Ravenna, Evening Record: Jo Sicuro
Sandusky, Register: Willis Kelley
Springfield, News & Sun: Jim Duffy, Archer Martin
Stenbenville Herald Star: Louis Blay
Toledo, Blade: Ray Oviatt, Don Woife
Toledo, Times: Ruth Elgutter
Youngstown, Boardman News: Jack Darnell
Youngstown, Vindicator: Adrian Slika
Zanesville, Signal & Times Recorder:
Naomi Lorton
Zanesville, Sunday Times Signal: Reed Mellon,
Stan Robinson

OKLAHOMA

Lawton, Constitution Press: Bill Crawford
Muskogee, Phoenix-Times Democrat: John L. Stone
Oklahoma City, Advertiser: Bob Brown
Oklahoma City, North Star: John Harrison
Oklahoma City, Times: John Dexter
Stillwater, Daily News Press: James C. Stratton
Tulsa, Tribune: Jim Downing

OREGON

Eugene, Register-Guard: Jack Craig
Klamath Falls, Herald-News: Floyd Wynne
Pendleton, East Oregonian: Nolan Skiff
Portland, Oregonian: B. Mike, Francis Murphy
Portland, Oregon Journal: William Moyes
Springfield, News: Red Hornish
The Dalles, Chronicle: James Weeks
Tillamook, Headlight Herald: Bill Kelly

PENNSYLVANIA

Allentown, Call-Chronicle: Arthur Gearhart
Allentown, Evening Chronicle: E. Stickle
Allentown, Hess Bros.: Ruth Brooker
Allentown, Morning Call: Phil Storch
Altoona, Mirror: Pat Hinton
Beaver, Valley Times: Jack Malone
Bradford, Era: Mrs. Marian Hight
Bristol, Courier: Sand Oppenheimer
Butler, Eagle: Bill Faust
Charlertoi, Mail: Bob Wiper
Coatesville, Record: George Heintzelman
DuBois, Courier-Express: Shelley Smoyer
Elizabethown, Chronicle: Ray Westafer
Ellwood City, Ledger: William Kegal
Emporium, Press Independent: James P. Klees
Erie, Morning News: Dick Stone, Hy Yapple
Erie, Times: Bob Barrett, Joe Maher, Ed Wellejus
Johnston, Tribune-Democrat: Ed Klym
Latrobe, Bulletin: Miss Jean Falk, Carol Krusan
Martinsburg, Morrison Cove Herald: Blair Bice
McKeesport, Daily News: Charles Wetzel
New Kensington, Daily Dispatch: Bob Thomas
Philadelphia, Bulletin: Elmer Cull, Bob Williams
Philadelphia, Daily News: Joseph Fox, Jerry
Gaghan, Alfred Rubin, Eric Schier, L. Schwartz
Philadelphia, Inquirer: Harry Harris,
Miss Jean Kunik
Pittsburgh, Post Gazette: Win Fanning
Pittsburgh, Press: Carl Krug, Fred Remington
Pittsburgh, Sun-Telegraph: Karl Krug,
Leonard Mendowitz, Jim Pettican
Pittston, Gazette: Willard Peck
Reading, Eagle: Doe Thompson

RADIO-TV EDITORS

Reading, Times: **Louis Schlossburg**
Roaring Spring, Cove News: **Harold Barnhart**
Saxton, Broad Top Bulletin: **Olin W. Horton**
Scranton, Times: **Sid Benjamin**
Scranton, Tribune: **Patrick McGlynn**
Stroudsburg, Daily Record: **John Hill**
West Chester, Daily Local: **William Dean, Jr.**
Wilkes-Barre, Independent: **Jim Coco**
Williamsport, Sun Gazette & Grit: **John Davis,**
Pat West

PUERTO RICO

San Juan, Island Times: **Helen Harman**

RHODE ISLAND

Pawtucket, Times: **Joseph Costello**
Providence, Evening Bulletin: **Miss Audrey Seleneck**
Providence, Journal-Bulletin: **Ted Holmberg**
Woonsocket The Call: **Drew Deacon**

SOUTH CAROLINA

Abbeville, Press & Banner: **Fred D. West**
Anderson, Free Press: **Jim Klosky**
Bamberg, Herald: **Evelyn K. Brabham**
Cheraw, Chronicle: **A. M. Seerest**
Florence, Morning News: **Joe Dabney**
Fountain Inn, Tribune: **Ted Mahaffey**
Greenville, News-Piedmont: **Harry Coggins**
Greenville, Piedmont: **Winston Jones**
Greenville, Index Journal: **Jim Allen, Ed Chaffin**
Landrum, Leader: **J. W. Lawrence**
Newberry, Sun: **Dot Sanders**
Orangeburg, Times & Democrat: **Ed Sims**
Simpsonville, Golden Strip Journal: **Roy Etheridge**
Sumter, Daily Item: **Margaret McElveen**

SOUTH DAKOTA

Rapid City, Journal: **Jack Cannon**

TENNESSEE

Clarksville, Leaf-Chronicle: **George Smith**
Franklin, Review-Appeal: **Bill Armstrong**
Jackson, Sun: **Mrs. John Parrish**
Knoxville, Journal: **Lowell Frazier**
Knoxville, News-Sentinel: **Hugh Allen, Gunby Rule**
LaFollette, Press: **Guy Easterly**
Memphis, Commercial Appeal: **Bob Johnson,**
Henry Mitchell, Dottie Strain
Memphis, Press Scimitar: **Louise Ahrens, Bob**
Johnson, Henry Mitchell, Clark Porteous
Murfreesboro, Daily News Journal: **Doug Sparks**
Murfreesboro, Rutherford Courier: **Charles Cates**
Nashville, Banner: **Red O'Donnell**
Nashville, Tennessean: **Bill Maples**
Oak Ridge, Oak Ridger: **Dick Smyser**

TEXAS

Amarillo, Globe News Times: **Bill McReynolds**
Austin, American-Statesman: **John Bustin**
Beaumont, Enterprise: **Merita Mills**
Beaumont, Journal: **Mrs. Gladys Quilliam**
Big Lake, Wildcat: **Mike J. Werst**
Brenham, Banner-Press: **Tommy Whitehead**
Carthage, Panola Watchman: **Clab Applegate**
Dallas, Morning News: **Fairfax Nisbet**
Dallas, Times Herald: **Bob Broek**
Diboll, Angelina County Free Press: **Paul Durham**
El Paso, Herald Post: **Chester Choje**
El Paso, Times: **Nancy Miller**
Fort Worth, Press: **Jack Gordon, Mary Kirkland**
Fort Worth, Star Telegram: **Elston Brooks,**
Ira Cain, Leonard Smith
Houston, Chronicle: **Howard Stencil**
Houston, Post: **David Westheimer**
Jasper, Newsboy: **Bob Sanders**
Levelland, Daily Sun News: **Beverly Henderson**
Lubbock, Avalanche Journal: **R. C. Hankins,**
Jack Sheridan
Lufkin, Daily News: **M. Beaumier, Bill Bogart**
Marshall, News-Messenger, Millard Cole
Midland, Reporter-Telegram: **Jim Lindsey**
Nacogdoches, Daily Sentinel: **Victor Fain**
Orange, Leader: **Mrs. Jean Saxon**
Pecos, Enterprise: **Don Crutsinger**
Pleasanton, Express: **W. E. Daetwyler**

Port Arthur, News: **Grace Foote**
Poteet, News: **J. Kenely**
Rusk, Cherokeean: **Glen Brown**
San Antonio, Express-News: **Ed Castillo,**
Fern Chiek, Jayne Harris
San Antonio, Light: **Kenwick Cary, Paul Trench**
San Marcos, Record: **Lee Harr**
Sweetwater, Reporter: **Larry Lawrence**
Wichita Falls, Times: **Willard Underwood**

UTAH

Logan, Herald Journal: **Ray Nelson**
Salt Lake City, Deseret-News & Telegram:
Howard Pearson
Salt Lake City, Salt Lake Tribune: **Roy Hudson**

VERMONT

Burlington, Daily News: **Bob Cronin**

VIRGINIA

Danville, Bee: **Johnny Johnson**
Danville, Commercial Appeal: **Pete Chaney**
Gloucester, Gazette-Journal: **Bill DeHardit**
Harrisonburg, Daily News Record: **Latham Mims**
Lynchburg, Advance & News: **Dave Wright**
Marion, Smyth County News: **James Tindall**
Newport News, Daily Press: **Helen Luna**
Newport News, Herald: **M. Reid**
Norfolk, Ledger Dispatch & Star: **Mary Hopkins**
Norfolk, Virginian Pilot: **Warner Twyford**
Petersburg, Progress-Index: **Thacher LaSeelle**
Pulaski, So. West Times: **Warren Mitchell**
Richlands, News Progress: **Guy Hankins**
Richmond, News Leader: **John Stratton**
Richmond, Times-Dispatch: **Norman Rovee**
Roanoke, Times & World News: **Jesse Chapman**
Roanoke, World News: **Anne Griffin**
Staunton, Evening Leader: **E. Lewis Knowles**
Strasburg, Northern Va. Daily: **Jack Crawford**
Waynesboro, News-Virginian: **Ed Berlin**

WASHINGTON

Bellevue, American: **Bruce Helberg**
Bellevue, Eastsider: **Neil Chaney**
Bellingham, Herald: **Bill Fowler**
Port Angeles, Evening News: **Ivy Nelson**
Seattle, Argus: **Phillip Bailey**
Seattle, Post-Intelligencer: **Bill Jahn**
Seattle, Times: **Chet Skreen**
Tacoma, News Tribune: **Helen Rogers**

WEST VIRGINIA

Berkeley Springs, Messenger: **M. Buzzard**
Charleston, Daily Mail: **Arnold Knapp,**
Sol Padlisky
Charleston, Gazette: **George Lawless, Julia Sadd**
Charleston, Gazette-Mail: **Harold Gadd**
Clarksburg, News: **Cleek Cornwall**
Fairmount, Times: **Art Pearce, Richard Young**
Huntington, Advertiser: **George Jewell**
Huntington, Herald Dispatch: **Custer Holliday**
Logan, Banner: **Don Pritchard**
Morgantown, Dominion News: **Bill Hart**
Morgantown, Post: **Brooks Cottle**
Moundsville, Daily Echo: **Sam Shaw**
Parkersburg, News: **Francis Hile**
Wheeling, Intelligencer: **Haze Cochran**
Wheeling, News Register: **Harry Dean,**
Arnold Lazarus, Niek Peterson

WISCONSIN

Beloit, Daily News: **Minnie Enking**
Janesville, Gazette: **Bill Gargano**
La Crosse, Tribune: **Marge Lienlokken**
Manitowoc, Herald-Times: **Roy Valitckha**
Marshfield, News-Herald: **Floyd Toucher**
Milwaukee, Journal: **Don Dooley, Don Dornbrook**
Milwaukee, Sentinel: **Buck Herzog**
Oshkosh, Daily Northwestern: **Don Lewis**
Peshtigo, Times: **Leo Pesch**
Racine, Journal-Times: **Wally Butterworth**
Wausau, Record-Herald: **Frank Plano**
Wisconsin Rapids, Daily Tribune: **Carl E. Otto**

WYOMING

Sheridan, Press: **Bob Johnson, Dick Redburn**

ASCAP

the
Music
of
AMERICA

POPULAR SONGS

The current hit songs, as well as those great standards of yesterday.

★ ★ ★

Rhythm & Blues

The best in blues, syncopation and jazz
— all typically American.

Sacred Music

Songs of faith, hymns reflecting America's religious beliefs, as well as the more formal liturgical music.

★ ★ ★

Production Numbers

The well-known songs from world-famous Broadway productions, past and present, as well as top Hollywood musicals.

★ ★ ★

FOLK SONGS

Work songs, play songs, regional songs
— telling the story of the American people.

Symphonic & Concert Works

Music of outstanding modern American composers, as well as the distinguished composers of great classics.

★ ★ ★

More than 5,000 writers and publishers are constantly adding new works to the extensive ASCAP repertory.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, N. Y.

TELEVISION DAILY

presents

MUSIC

**JINGLE PRODUCERS
MUSICAL COMMERCIALS
KEY PERSONNEL OF
ASCAP — BMI — SESAC**

1959

EVERY MINUTE
OF
EVERY DAY*

there is a

PHIL DAVIS
MUSICAL COMMERCIAL

on Radio & Television

*building sales in every major market
for all kinds of products*

33,850
(*Current Broadcast Schedules average over ~~29,960~~ per week)

PHIL DAVIS
MUSICAL ENTERPRISES
INC.

59 East 54 Street New York 22 Murray Hill 8-3950

JINGLE PRODUCERS

—MUSICAL COMMERCIALS—

ACADEMY FILMS
800 N. Seward Street
Hollywood 38, Calif.
Hollywood 2-0741

AD-STAFF, INC.
9122 Hollywood Blvd.
Hollywood 46, Calif.
BR 2-2671

ADVERTISERS' BROADCAST-
ING COMPANY

117 West 46th Street
New York 36, New York
PLaza 7-3560

ASSOCIATED BROADCAST
ADVERTISING CO.

1188 S. Muirfield Rd.
Los Angeles 19, Calif.
Webster 6-5564

ASSOCIATED PROGRAM
SERVICES

(Div. Muzak Corp.)
221 Fourth Street
New York 3, New York
ORegon 4-7400

AUDIO VISUAL ASSOCIATES
1459 N. Seward
Hollywood 28, Calif.
Hollywood 5-8444

BASCH RADIO & TV
PRODUCTIONS
17 East 45th Street
New York, New York
Murray Hill 2-8877

BEMILLER PRODUCTIONS
749 N. Highland Avenue
Hollywood 38, Calif.
Webster 5-3346


BERNARD-DEGEN
1601 North Gower St.
Hollywood 28, Calif.
Hollywood 5-9886


CUMMINGS PRODUCTIONS,
INC.
4 West 56th Street
New York 19, New York
PLaza 7-6452

Robert Swanson Productions

Dramatics 

Background Music 

TV Sound Track 

Jingles 



**MUSICAL COMMERCIALS TO COVER
THE WHOLE SCALE
OF YOUR ADVERTISING NEEDS**

689 FIFTH AVENUE

NEW YORK CITY

FRIEND-REISS
OHEN & ALESHIRE
KENYON & ECKHARDT
MAXON
WEISS & GELLER
THE MILLICUM CO.
DS INCORPORATED

GRANT
CLINTON E. FRANK
CAMPBELL-EMATT
AITKEN-KYNETT
BENTON & BOWLES
GARDNER
VAN PRAG PRODUCTIONS
MGM PICTURES
COLUMBIA PICTURES

Thanks, to All of You

FROM

**FORRELL
THOMAS
AND
POLACK
ASSOCIATES
INC.**

Suite 903 157 West 57th Street
New York 19, New York—CI 6-9132

BROOKE, SMITH, FRENCH & DORRANCE
DE GARMO
SWEETS COMPANY OF AMERICA
GREY
FULLER, SMITH & ROSS
LUX-BRILL
BATTEN, BARTON, DURSTINE & OSBORN, INC.
20TH CENTURY FOX
RICHARD K. MANOFF

DONAHUE & COE
ROBERT LAWRENCE PRODUCTIONS
PINTOFF PRODUCTIONS
E. W. REYNOLDS LTD.
GEYER, MOREY, MADDEN & BALLARD
VICTOR A. BENNETT
HENRI, HURST & McDONALD

GET THE NEW IDEA IN JINGLES

Creation and production of radio and television singing commercials. . . . Original scoring for television, industrial and institutional films.

JINGLE PRODUCERS

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th Street
New York 22, New York
MUrray Hill 8-3950

GORDON M. DAY PRODUCTIONS

15 West 44th Street
New York 36, New York
ORegon 9-3595

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St.
New York 19, New York
PLaza 9-2495

FAILLACE PRODUCTIONS, INC.

59 East 54th Street
New York 22, New York
ELdorado 5-1752

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

157 West 57th Street
New York 19, New York
Circle 6-9132

CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue
New York 19, New York
JUdson 6-7477

HARRY S. GOODMAN PRODUCTIONS

19 East 53rd Street
New York 22, New York
PLaza 5-6131

GOTHAM RECORDING CORPORATION

2 West 46th Street
New York 36, New York
JUdson 6-5577

LEWIS G. GREEN PRODUCTIONS

520 N. Michigan Avenue
Chicago 11, Illinois
WHitehall 4-7440

LANNY & GINGER GREY: SINGING COMMERCIALS, RADIO-TV

18 East 50th Street
New York 22, New York
PLaza 3-3350

HAP MUSIC, INC.

200 West 57th Street
New York 19, New York
Circle 6-5548

HARDIC PRODUCTIONS, INC.

510 Madison Avenue
New York 22, New York
AC 2-3354

HUNN, FRITZ & HENKIN PRODUCTIONS, INC.

38 W. 48th Street
New York 36, New York
JUdson 2-5055

JERRY JEROME

1 Snapdragon Lane
Roslyn Heights, L. I.
MAYfair 1-4567

JEWELL RADIO & TV PRODUCTIONS

612 N. Michigan Avenue
Chicago 11, Illinois
MOhawk 4-5757

THE JINGLE MILL, INC.

201 West 49th Street
New York 19, New York
PLaza 7-5730

JINGLES BY KEVA MARCUS

12114 Hoffman Street
Studio City, Calif.
STanley 7-9861



ROSA RIO

"My True Story" — NBC

SU 7-5400

Director of Hammond Organ School
G. Schirmer Bldg., N. Y. C.

SONNY KENDIS PRODUCTIONS
MUSICAL COMMERCIALS
for TV • RADIO • FILM

•
Uniquely, Entertainingly, Excitingly
Built To Order
For The Best Of Them

•
Quality . . . Experience . . . Originality

•
Music Advisors To The Industry

•
P. O. Box No. 6164 Miami Beach 54, Florida
'Phones: Union 6-1694 and Union 6-9711

•
SONNY KENDIS PRODUCTIONS

JINGLE PRODUCERS

"GINGER" JOHNSON
340 East 58th Street
New York, New York
PLaza 1-5575

**LANG-WORTH FEATURE
PROGRAMS, INC.**
1755 Broadway
New York 19, New York
JUdson 6-5700

JACK LLOYD
1445 Miller Way
Hollywood 46, Calif.
OLdfield 6-4607

ANDY LOVE PRODUCTIONS
60 West 46th Street
New York, New York
CIrcle 7-2278

MILNER PRODUCTIONS, INC.
3800 Liberty Heights Avenue
Baltimore 15, Maryland
MOhawk 4-4221

MUSIC MAKERS, INC.
45 West 45th Street
New York, New York
CIrcle 5-3737

GEORGE R. NELSON
208 State Street
Schenectady, N. Y.
SChenectady 4-4135

DELOWENS PRODUCTIONS
333 N. Michigan Ave.
Chicago 1, Ill.
FR 2-4811

**LLOYD PEARSON
ASSOCIATES**
509 Madison Ave., N. Y. C. 22
EL 5-5430

JACK ROURKE PRODUCTIONS
6331 Hollywood Blvd.
Hollywood 28, Calif.
Hollywood 3-7178

ROQUEMORE FILMS
44 Mt. Vernon Blvd.
Hamburg, N. Y.
FR 3876

SATISFIER PRODUCTIONS
200 West 57th Street
New York 19, N. Y.
Phone: CIrcle 5-4149

SCOTT-TEXTOR PRODUCTIONS
127 East 47th Street
New York 17, New York
PLaza 5-2789

**RAYMOND SCOTT
(THE JINGLE WORKSHOP)**
140 West 57th Street
New York, New York
PLaza 7-5685

SIGNATURE MUSIC, INC.
240 East 53rd Street
New York 22, New York
MU 8-5068

SOUNDAC PRODUCTIONS, INC.
2133 N.W. 11th Ave.
Miami 37, Fla.
FR 4-2655

SOUND IDEAS
540 Woodland Ave.
Haddonfield, N. J.
HAzel 9-4482

SOUNDTRACKS
236 West 52nd Street
New York 19, New York
CIrcle 7-6444

**STANDARD RADIO-
TRANSCRIPTION SERVICES**
360 N. Michigan Ave.
Chicago 1, Ill.
STate 2-5322

**WILBUR STREECH
PRODUCTIONS, INC.**
135 West 52nd Street
New York 19, New York
JUdson 2-3816

SURPRISE JINGLES
250 Prospect Avenue
Revere, Mass.
REvere 8-5562

**ROBERT SWANSON
PRODUCTIONS**
689 Fifth Ave.
New York City

**UNITED FILM &
RECORDING STUDIOS**
301 E. Erie St.
Chicago 11, Ill.
SUperior 7-9114

AMERICAN SOCIETY OF COMPOSERS AUTHORS AND PUBLISHERS

By **STANLEY ADAMS**

President

THE American Society of Composers, Authors and Publishers is a non-profit organization founded in 1914 as a clearing house for the performing rights of the creators of music—both popular and ‘serious’—and their publishers.

Under the Federal Copyright Law of 1909, copyright owners are entitled to payment for their works whenever they are performed publicly for profit. Through ASCAP, any user of music is able to obtain at a single source the right to perform the works of more than 4200 composers and 1000 publishers who are members of the Society, at a minimum of expense and without the necessity of negotiating for each separate use.

The Society’s repertory is an extensive one, in both range and volume. It is a “Who’s Who” of the leading tunes on popularity charts, in Broadway shows and Hollywood films over the years. ASCAP’s light classical repertory includes the best-loved songs of world renown written in the past half century. It also includes country and folk music, church and sacred selections, as well as a catalog of much of our contemporary classical music—symphonic, chamber and choral works, and recital selections.

Radio and television broadcasters have access to this entire repertory when they obtain an ASCAP license. This license guarantees them a clearance on all ASCAP composers’ and publishers’ music at the same time that it provides for the members themselves a sustained livelihood from the works of their own creation.

The Society’s headquarters are located at 575 Madison Avenue, New York 22, New York. It maintains twenty-three branch offices in major cities throughout the country.

The Society’s Board of Directors consists of twelve writer- and twelve publisher-members elected biennially by the writer- and publisher-membership respectively. Its officers are elected annually.

ASCAP PUBLISHER MEMBERS

- A B C Music Corp.
 A-H Music Corp.
 A-M Music Corp.
 A.M.C. Inc.
 A Bar Music Pub. Inc.
 Abbey Music Co., Inc.
 Accolade Music Pub. Co.
 Adams, George, Music Pub. Co.
 Adler, Henry, Publishing Corp.
 Ad Lib Publish. Co.
 Admont Music, Inc.
 Adrienne Music Co.
 Advanced Music Corp.
 Advertiser's Music Inc.
 Agenda Songs
 Ahlert, Fred, Music Corp.
 Alamo Music, Inc.
 Alaska Music Co. Inc.
 Alba Music, Inc.
 Aldo Music Co.
 Albert Music Corp.
 Alfred Music Co., Inc.
 Allied Music Corp.
 Allison's Music, Inc.
 Almanac Music, Inc.
 Alphan Music Publishers
 Alta Music Co.
 Alter, Louis, Music Publishers
 AMA Music Co.
 Ambassador Music, Inc.
 Amber Music, Inc.
 Amco Music Co.
 AmSCO Pub. Co.
 Amenra Music
 American Academy of Music, Inc.
 American Music Co., The
 American Music Edition
 American Music Publishing Co.
 "AMI" Educational Service, Inc.
 AMPCO Music, Inc.
 Anchor Music Co.
 Andrew Music Corp.
 Ankerford Music Corp.
 Annavic Music Corp.
 Anro Music Co.
 Antobal Music Co.
 Anton Publications
 Antony, Frank
 Anvil Music Co.
 Apollo Music Co.
 Apple Valley Music Co., Inc.
 April Music, Inc.
 Aqua Music Pub. Co.
 Arbee Music Publishing Co., Inc.
 Arcade Music Co.
 Arch Music Co., Inc.
 Arcot Music Publishing Co.
 Arcmore Music Corp.
 Argosy Music Corp.
 Aries Music Inc.
 Arista Music, Inc.
 Arkayem Music Publishers
 Arndt, Nola, Inc.
 Arnel Music Corp.
 Arpege Music Corp.
 Arrow Music Co.
 Arthur, Irving Music Corp.
 Arthur Music
 Artists Music, Inc.
 Ascher, Emil, Inc.
 Ascot Music Pub.
 Aspen Music Corp.
 Atlas Music Corp.
 Audubon Music, Inc.
 Ayuba Music Inc.
 Aztec Music, Inc.
 Azure Pub.
 B. K. Music Pub.
 B & R Music Publishing Co., Inc.
 Bab Music Co.
 Bae Music
 Baer, Abel, Music Corp.
 Baker Music, Inc.
 Baker, Murray Music Pub. Co.
 Ballard, Pat Pub.
 Bandland, Inc.
 Bantam Music Pub. Co., The
 Barbours-Lee Music Corp.
 Bark Music Corp.
 Baron, M., Co.
 Barry, Guy, Enterprises, Inc.
 Barton Music Corp.
 Basie, Diane Music Corp.
 Bauer, Wm. H., Inc.
 Beacon Music Co.
 Beatrice Music Co., Inc.
 Beach Music Pub. Co.
 Beachside Music Inc.
 Beaver Music Publishing Corp.
 Bedack Music, Inc.
 Beekman Music, Inc.
 Bel-Air Music Corp.
 Bell Song Publishing Co.
 Belwyn, Inc.
 Benay Music Corp.
 Bennie Benjamin Music Inc.
 Benson, John T., Publishing Co.
 Benton Music Co.
 Berlin, Irving, Music Corp.
 Bernal Music Inc.
 Bernie, Dave, Music Co.
 Beta Music Co. Inc.
 Beverly Music Corp.
 Bibo Music, Inc.
 Big Beat Music
 Billboard Music Publishing Co.
 Biltmore Music Corp.
 Bing Music Co., Inc.
 Birchard, C. C., and Co.
 Birchwood Music Co.
 Bishop Music Co.
 Blackstone Music, Inc.
 Blasco Music, Inc.
 Bloch Publishing Co.
 Block, Martin
 Bloom, Ben, Music Corp.
 Blossom Music Corp.
 Blue Sun Music Publishing Co.
 Boda Music Publishing Co.
 Boelke-Bomart, Inc.
 Bogat Music Corp.
 Bogard Music Inc.
 Boland-Leng, Inc.
 Bond, Carrie Jacobs, & Son
 Bond Street Music Corp.
 Bonnie Music Inc.
 Boosey and Hawkes, Inc.
 Boston Music Co., The
 Boulder Music Corp.
 Bourne, Inc.
 Box & Cox (Publications), Inc.
 Bradford Music, Inc.
 Brandom-Music Co.
 Breen & De Rose Music Corp.
 Bregman, Vocco & Conn, Inc.
 Brigadier Music Co.
 Briegel, George F., Inc.
 Brighton Music Co., Inc.
 Bristol Music Corp.
 Broadway Music Corp.
 Brockwin Music Pub. Co.
 Brodt Music Co.
 Bromaur Music Corp.
 Brooks Music Corp.
 Broude Brothers
 Brull Music, Inc.
 Buckeye Music, Inc.
 Buckingham Music Co.
 Budd Music Corp.
 Bulls-Eye Music, Inc.
 Burdett Silver Co.
 Burke & Van Heusen, Inc.
 Burlington Music Corp.
 Burnett, Ltd.
 Burns Music Co.
 Burvan Music Corp.
 Bushkin, Joe, Music, Inc.
 Buxton Hill Music Corp.
 Byron Music Inc.
 C. R. Publishing Co.
 Cadence Publications
 Cadenza Music Co.
 Caesar, Irving
 Cahn Music Corp.
 Cailliet, Lucien, Publication
 Cal Music Co.
 Calypso Music Inc.
 Camelot Music Corp.
 Campbell-Connelly, Inc.
 Campbell, Lloyd, Pub.
 Candell Music Pub. Inc.
 Cara Music Publishing Co.
 Caravan Music Corp.
 Carbaugh Music
 Carew, Roy J.
 Caribbean Music Inc.
 Carlvil Music Co.
 Carlyle Music Publishing Corp.
 Car-Mar Music
 Carmen Music, Inc.
 Carmichael Music Publications
 Carnes, Joseph R., Music House
 Carrie Music Co.
 Carroll Publications
 Case Music Corp.
 Catawba Music Co.
 Cavalcade Music Corp.
 Cee Bee Music Co.
 Cessna Music Co.
 Chalen Music Pub. Co., Inc.
 Champagne Music Corp.
 Chandler Music Co.
 Chappell & Co., Inc.
 Charling Music Corp.
 Chatham Music Corp.
 Chatsworth Music, Inc.
 Cherokee Music Co.
 Chippendale Music, Inc.

ASCAP PUBLISHER MEMBERS

- Golden Bell Songs
Golden Music Inc.
Goldmine Music, Inc.
Goldsen, Michael H., Inc.
Goldwyn, Samuel, Music Publ. Corp.
Gomalco Music Corp.
Goodman Music Co., Inc.
Gordon, Kaufman & Real, Inc.
Grady Music Co.
Graham Music Publishing Corp.
Grand Music Corp.
Granite Music Corp.
Gray, H. W., Co., Inc.
Grayson Music Co.
Greenwich Music Co., Inc.
Grosvenor House Music
Guild Music Publishers, Inc., The
Guild Publications of Calif. Inc.
- H. R. Music Corp.
Haggar Music Co.
Hall-Mack Co.
Hallmark Music, Inc.
Hamar Music
Halsey Music, Inc.
Hamilton Music Corp.
Hampshire House Publ. Corp.
Handy Brothers Music Co., Inc.
Hanover Music Corp.
Hansen, Charles H., Music Co.
Hap Music Inc.
Happiness Music Corp.
Harbet Music Publ. Co.
Harding Music Co.
Hargail Music Press
Harman Music, Inc.
Harmony House of San Francisco
Harmony Music Corp.
Harms, Inc.
Harms, T. B., Co.
Harral Music
Harris, Charles K., Music Publ. Co., Inc.
Harris, Harry, Music Publ. Co.
Harrison Music Corp.
Hartley Music Co., Inc.
Harvest Music Co. Inc.
Havenhurst Music
Harwin Music Corp.
Hawthorne Music Corp.
Hayrich Music Co.
Hayton-Horne Music Co.
Heartbeat Music Publishers
Hecht-Lancaster & Buzzell, Inc.
Hefti, Neal, Music, Inc.
Helayne Music Publ. Co. Inc.
Helena Music Corp.
Henmar Press Inc.
Herbert Music Co., Inc.
Herman Music, Inc.
Hillcrest Music Corp.
Hilltop Music, Inc.
Hillwood Music Co.
Hobby Music Co.
Holford Music Co.
Hollybros Music Co., Inc.
Hometown Music Co., Inc.
Homeyer, Charles W., & Co., Inc.
Hope Publishing Co.
- Horton, Vaughn, Inc.
House of James Inc.
House of Morgan
House of Nacio Herb Brown
House of Zog Music
Howard, Joe, Music Publisher
Hub Music Co., The
Hubert Music Corp.
Hudson Music Corp.
Hummable Music Co.
Huntzinger, R. L., Inc.
- Idriss-Brown-Tibb'es, Inc.
Ile-de-France Prod. Inc.
Imperial Music Publications
Indano Music Co.
Integrity Music Corp.
Intercollegiate Synd. Inc.
Interlochen Press of Nat. Music Camp
Inter'lude Music, Inc.
International Artists, Ltd.
International Music Co.
International Music, Inc.
Ivanhoe Music, Inc.
Ivy Music Corp.
- J. P. Music Co.
J.V.P. Pub. Co.
Jacobs, Walter, Inc.
James, Billy, Music Corp.
James Music Co.
James, Music, Inc.
Janfra Music Co.
Janfred Music
Jan-Lee Music
Janmur Music Corp.
Jay Music
Jay IV Company, The
Jaybar Music Co.
Jayvee Music Publishing Co.
Jefferson Music Co.
Jem Publications
Jenkins, Gordon, Inc.
Jenkins Music Co.
Jennings Publishing Co.
Jericho Music Corporation
Jewel Music Publishing Co., Inc.
Jo-Al Music Co.
Johnson, Jerry, Inc.
Johnstone Music Co., Inc.
Jolly Music
Jonathan Music Co., Inc.
Jones, Isham, Music Corp.
Joy Music, Inc.
Jubilee Music
Judy Music
Jungnickel, Ross, Inc.
- Kady Publishing Co.
Kahal, Irving, Music, Inc.
Kahn, Gus, Music Co.
Kalman, Chas., Emmerick Inc.
Kanes Music Publishers
Karen Music Corp.
Karin Music
Kassel Airs Music Co.
Kassner, Edward, Music Co., Inc.
Keane, Michael, Inc.
Kearney Music Co.
- Keene Music
Keith Music
Kellem, Milton, Music Co., Inc.
Kelton, F. B., Music Co.
Kelton, Inc.
Kendis Music Corp.
Kenmor Music Co.
Kent Music Co.
Kenyon Music Corp.
Keyboard, Inc.
Keystone Music Co.
Keystone Music Co. of Calif.
Kickapoo Music Co.
King, Charles E.
Kingsway Music Corp.
Knickerbocker Songs, Inc.
Knollwood Music Corp.
Koff Music Co.
Kohn Music Co.
Korwin Music, Inc.
Kramer, Fred, Music Co.
Kramer-Whitney, Inc.
Krassnor-Share Music Publ.
Kuklapolitan Music Co.
Kulma Music Corp.
- Labell Music Co.
Lady Mac Music Co.
Laeteas Music Co.
Lake Forest Music Co.
Lake Shore Publishing Co., Inc.
Lamas Music Corp.
Lantern Music, Inc.
Largo Music Co.
La Salle Music Publishers, Inc.
Laurel Music Corp.
Lawson-Gould Music Publ., Inc.
Lear Music, Inc.
Lee Music Corp.
Leeds Music Corp.
Leftwich Publishing Co.
Leonia Songs Inc.
Lerner Music
Lero Music Co.
Leslie, Edgar, Inc.
Leslie Music Corp.
Leslie Productions
Lewis Music Publishing Co., Inc.
Lexington Music Co.
Liberty Songs, Inc.
Lido Music Inc.
Lilli Music Co.
Lincoln Music Corp.
Lindabet Music Corp.
Lindley Music Publishing Co.
Lion Music Corp.
Little, Ed, Music Co.
Livingston & Evans Music Co.
Liza Music Corp.
Loeb, John Jacob, Co.
Loena Music Pub. Co.
Lombardo Music, Inc.
Londontown Music Corp.
Longridge Music, Inc.
Longview Music Co., Inc.
Loop Music Pub. Co.
Lopez, V., Music Co.
Lord Music Publishing Co., Inc.
Lorenz Publishing Co.

ASCAP PUBLISHER MEMBERS

- Lowal Corp.
Lynjen Music Co.
Lynn Music Co.
Lyric Music Publishers, Inc.
- M.S.I.
M.S.K. Music Co.
M.T. Tom Music Corp.
Madcap Music Publishers, Inc.
Madrigal Music Co.
Magidson Music Co.
Magnificent Music Inc.
Malden Music Corp.
Malin Music Inc.
Maltby, Richard, Inc.
Manchester Music, Inc.
Manhattan Music Publishers
Manks, Chaw, Blue Ribbon Music Co.
- Manlowe Music Corp.
Manners, Dudley, Music
Manners Music
Manning Music Co.
Manor Music Co., Inc.
Mansion Music Corp.
Mappa Music, Inc.
Maraville Music Corp.
March Music
Marchant Music Publishers
Margery Music Corp.
Marguerita Music Co., Inc.
Marian Music Corp.
Mark-Jules Music Co.
Mark VII Music
Marks, Gerald, Music, Inc.
Markwood Music Co.
Marlan Music
Marlen Music Co.
Marlene Pub. Co.
Marlo Music Corp.
Marlong Music Corp.
Marpet Music Corp.
Mars Records, Inc.
Marster-Sound Music Inc.
Marti Music
Martin, James H., Inc.
Martin Music
Marvin Music Co.
Maser Music Publishing Corp.
Mason Music Corp.
Massey Music Co., Inc.
Mathis, Johnny, Music Inc.
Maurice, Peter, Music Co., Ltd.,
The
Maxwell Music Corp.
Maxwell-Wirges Publications
Mayfair Music Corp.
Maypole Music, Inc.
Maytone Music Publishers
Maxana Music Corp.
McHugh & Adamson Music, Inc.
Meadowbrook Music
Mecca Music Corp.
Medallion Songs
Melanie Music Co.
Melhedd Music Publishers
Me'o-Art Music Pub.
Melody Music Co.
Melody Music, Inc.
Melomusic Publications, Inc.
- Melrose Music Corp.
Melrose, Walter, Music Co.
Memory Music Publishers
Merit Music Co.
Met Music Publications
Michele Music Inc.
Midway Music Co.
Milbee Music, Inc.
Milene Music
Milford Music Co.
Miller, Bob, Inc.
Miller Music Corp.
Mills Music, Inc.
Mineo Hess Pub. Co.
Miranda Music Pub. Co.
Mitchell Music Corp.
Mode Music, Inc.
Modern Music Pub.
Mogull, Ivan, Music. Corp.
Mokell Music
Monaco, James V., Inc.
Monarch Music Co.
Monitor Music Corp.
Monmar Music, Inc.
Mood Music Co., Inc.
Moorpark Music Corp.
Morella Music Co.
Morley Music Co., Inc.
Morris, Edwin H., & Co., Inc.
Morrisania Music
Moss, Herbert M., Music
Movietone Music Corp.
Muirfield Music Corp.
Musette Publs., Inc.
Musi-Chord Pub. Co.
Music Hall Songs, Inc.
Music Makers Pub. Co.
Music Productions
Music Workshop
Musical Works
Musicland Pub. Co.
Mutual Music Society, Inc.
Myers Music
- Nacio Pub., Inc.
Nan-Paul Music Corp.
National Music Pub. Corp.
Nationalwide Songs, Inc.
Neiburg, Al J., Music Pub.
Neilson Music Co.
Nelsson Music Pub. Co.
New Sounds in Modern Music
New World Music Corp.
New York Music
Newman, Charles, Pub.
Newman, Lee, Music
Newport Music Co.
Newton Music Co.
Noble Music Corp.
North & Son Music, Inc.
Northern Music Corp.
Northridge Music Co.
Noteworthy Music, Inc.
Novelty Music Co.
- Oahu Publishing Co.
Oak Music Corp.
Oakland Music Co.
- O'Connor and Miller Music Corp.
Octave Music Pub Corp.
Odette Music Corp.
Odin Music Inc.
Official Music Co., Inc.
O'Flynn, Charles, Pub.
O'Kay Music Co.
Old Homestead Pub. Co.
Olman, Abe, Music, Inc.
Omar Music Corp.
Oriole Music Corp.
Orlob Music Co.
Orten Music Co.
Oury, Mike, Music Pub.
Overbrook Pub. Co.
Owens-Kemp Music Co.
Oxford Music Corp.
Oxford University Press, Inc.
- P. D. S. Music Pub., Inc.
Pageant Music Inc.
Paley Music Co.
Palomar Music Co.
Pambill Music Inc.
Pandee Music Pub. Co.
Palm Springs Music Co.
Panorama Music Co.
Panther Music Corp.
Par-Four Music Co.
Parliment Music Inc.
Par Music Corp.
Paradise Music Corp.
Parakeet Music Corp.
Paramount Music Corp.
Paramount-Roy Rogers Music Co., Inc.
Paris Music Co., Inc.
Parker Pub.
Patti Enter. Inc.
Paul, John, Music Corp.
Pauline Music Inc.
Paxton, George, Inc.
Pell Mell Music Co.
Penn Music Co.
Pepper, J. W., & Son, Inc.
Peters Music Co.
Photo Play Music Co., Inc.
Phylis Music Inc.
Piano Melodies
Piantadosi Music Pub.
Pic Music Corp.
Pickwick Music Corp.
Piedmont Music Co., Inc.
Pilot Music Pub. Co.
Pincus, George, & Sons
Pine Ridge Music, Inc.
Pinkard Pub., Inc.

ASCAP PUBLISHER MEMBERS

- Pioneer Valley Music Corp.
 Per Music Co.
 Planetary Music Pub. Corp.
 Playars Music Corp., The
 Playarsville Inc.
 Pleasant Music Pub. Corp.
 Plymouth Music Co., Inc.
 Plimsam Music Co.
 "Pops" Music Pub. Co.
 Popular Music Co.
 Prtilla Music Corp.
 Prst Music, Inc.
 Preferred Music Co.
 Plessner, Theodore, Co.
 Prestige Publishing Co.
 Princess Music Pub. Corp.
 Priscilla Music Corp.
 Producers Music Pub. Co., Inc.
 Promenade Music, Inc.
 Protram Music, Inc.
 Pyramid Music Co.

 "P" Music Co. Inc.
 P. F. D. Music Pub. Co., Inc.
 Pgttime Music Corp.
 Pndolph Music
 Pndy-Smith Music Corp.
 Pphael, Fred, Music, Inc.
 Pymor-McCollister Music
 Publishers
 Pcord Music Corp.
 Pcord Songs, Inc.
 Pgal Music Pub.
 Pis Publications, Inc.
 Pliable Music Publisher
 Pligious Music Guild, Inc.
 Pmick Music Corp.
 Pmsen, Alice, Inc.
 Pnault Music Co., Inc.
 Pne, Leon, Pub.
 Pvere Music Co.
 Pvil Music, Inc.
 Pynolds & Anthony Music Co.
 Pynolds Music Co.
 Pyme & Rhythm, Inc.
 Pulto Music Pub. Corp.
 Pchard Music Co.
 Pchelieu Music Pub. Co.
 Pchjon Publish. Co.
 Pcki Music, Inc.
 Pcordi, G., & Co.
 Pngle, Dave
 Pnn Music Co., Inc.
 Pnchie Music Co., Inc.
 Pnter, Tex, Music Pub., Inc.
 Pverside Music Pub.
 Pbar Music Co.
- Robbins Company, The
 Robbins, J. J., Inc.
 Robbins Music Corp.
 Robert Music Corp.
 Robarty Music Co.
 Robinson, J. Russel, Inc.
 Rodeheaver Co., The
 Rodeo Music Co.
 Roger Music, Inc.
 Roncom Music Co.
 Ronell, Ann, Music, Inc.
 Rosarita Music, Inc.
 Rose, David, Pub. Co.
 Rosemeadow Pub. Corp.
 Ross, Allan, Music Co.
 Ross, Charles, Music Co., Inc.
 Rossiter, Will
 Round Table Music
 Row, R. D., Music Co.
 Rowell-Kelly Enterprises, Inc.
 Roxbury Music Co.
 Royalty Music Ltd.
 Roy Music Co., Inc.
 Royal Music Pub.
 Ruby, Harry, Music Co.
 Runbank, Inc.
 Runnymede Music Co.
 Ruval Music Co.
 Ruxton Music Inc.
 Ryian Music Corp.
 Rytroc, Inc.
- S & R Music Pub. Co.
 Sacred Music Press of the
 Hebrew Union College-Jewish
 Institute of Religion
 Saga Music Corp.
 Salter Pub. Co.
 St. Nicholas Music, Inc.
 Sanders, Geo. H., Music Pub.
 Sands Music Corp.
 Sanjud Music Co., Inc.
 Sanson Music Co.
 Sapphire Songs
 Sardo Brady Flagship Pub. Co.
 Saunders Pub., Inc.
 Savoy Music Co., Inc.
 Schein Music Co.
 Schirmer, G., Inc.
 Schroeder, D. L.
 Schumann Music Corp.
 Schuster, Joe, Music Pub.
 Schwartz Music Co.
 Schwarz, Merrell, Music Co.,
 The
 Scott, Tony, Music Co.
 Second Music Pub. Co., Inc.
 Select Music Inc.
- Seneca Music Co.
 Sequence Music, Inc.
 Serena Music
 Sewan Music Pub. Inc.
 Shale Enterprises, Inc.
 Shamrock Music Pub., Inc.
 Shapiro, Bernstein & Co., Inc.
 Shapiro, Ted, Music Co.
 Shari Music Pub. Corp.
 Shattinger, Inc.
 Shaw, Eddie, Music Co.
 Shawn Music Co.
 Shawnee Press, Inc.
 Shayne, Larry, Music
 Shearing Music Corp.
 Shefter, Bert, Prod.
 Shelley, David, Publishing Co
 Shelter Music, Inc.
 Sheriton Music Pub. Co.
 Sherman, Al, Music Co.
 Sherwin Music, Inc.
 Shilkret, Nathaniel Music Co.,
 Inc.
 Shoreham Music Corp.
 Show Tunes, Inc.
 Shubert Music Pub. Corp.
 Sigma Music, Inc.
 Silhouette Music Corp.
 Simon, George, Inc.
 Sinatra Songs, Inc.
 Skidmore Music Co., Inc.
 Skinner Music Co., Inc.
 Skip Music Co.
 Skokie Music Co.
 Skyline Music Co.
 Skyview Music Corp.
 Smith, Ethel, Music Corp.
 Smith, William J., Music Co.,
 Inc.
 Smith-Foley Music Pub.
 Snyder Music Corp.
 Society for the Publication of
 American Music, Inc.
 Somerset Music, Inc.
 Song-Art Music Inc.
 Songfest Music Corp.
 Songs, Inc.
 Song Music Inc.
 Songsmiths, Inc.
 Soundpost, Inc.
 Sounds Music Co.
 South Sea Music Co.
 Southern Music Co.
 Southern Music Pub. Co., Inc.
 Southwest Music Co.
 Souvenir Songs
 Sovereign Music Corp.
 Sparrow Music

ASCAP PUBLISHER MEMBERS

Spartan Music Co.
Spectacular Music, Inc.
Spier, Larry, Inc.
Spina Music
Spinlan Music Corp.
Spitzer, Henry, Music Pub. Co., Inc.
Springton Pub. Co.
Staff Music Pub. Co., The
Stage Craft Music Corp.
Standard Music Publishers, Ltd.
Standard Music Corp.
Stanley & Livingston, Inc.
Stanley Music Co., Inc.
Stanwood Music Corp.
Starlight Music Co.
Starlight Songs, Inc.
Stratford Music Corp.
Stasny Music Corp.
State Music Pub. Co., Inc.
Stephens, Bob, Inc.
Stone Music Corp.
Studio Music Corp.
Styne & Cahn Music Co., Inc.
Stuyvesant Music Corp.
Summit Music Corp.
Summy Pub. Co.
Sunflower Music, Inc.
Sunset Music Publishers, Inc.
Supreme Music Corp.
Surrey Music Co.
Sweatman, Wilbur, Music Pub.
Sweet Music, Inc.
Symphony House Music Pub.

T & H Music Pub.
T V Music Co.
Talent, Leo, Inc.
Tamarick Music Inc.
Tanglewood Music Corp.
Tarpon Music Co.
Tarto Music Pub. Inc.
Taubman, Paul, Music Corp.
Taurus Music Pub.
Taylor, Larry, Music Corp.
Tee Pee Music Co.
Teleklew Prod. Inc.
Templeton Pub. Co.
Tempo Music, Inc.
Tempo Pub. Co., The
Teri Music Co., Inc.
Texoma Music Corp.
Thomas, John, Music Corp.
Thompson, Kay, Music, Inc.
Thornhill Music Co.
Thornlee Music Corp.
Threesome Music Co.

Thunderbird Music
Timely Music Co.
Tinker Music Co.
Tin Pan Alley
Tobey Music Corp.
Tobias & Lewis Music Pub.
Tone Music Co.
Top Notch Music Corp.
Top Tunes Co.
Torch Productions, Inc.
Totem Music, Inc.
Touchstone Music Co.
Towne Music Corp.
Toy Town Tunes
Trans American Music Co.
Transcontinental Music Corp.
Tray Music Corp.
Treble Music Pub., Inc.
Triangle Music Corp.
Tricky Music Inc.
Tropical Music Pub.
True Blue Music Pub. Co.
Tune-House Publications
Tweed Music Co.

Union Music Dist. Co.
United Artists Music
UPA Music Co.
United Music Corp.
University Music Corp.
Urban Music Publications

Valando Music Corp.
Valley Brook Pub., Inc.
Valley Entertainment Ent., Inc.
Valmount Music Pub.
Valyr Music Corp.
Vanderbilt Music Corp.
Variety Music, Inc.
Venus Music Corp.
Vera Nova Music
Vernon Music Corp.
Veronique Pub. Co., Inc.
Victoria Music Corp.
Vicar Music Inc.
Vickers Music Co.
Victoria Pub. Co.
Vic Vegas Pub. Co.
Vier, Shelly Music
Viking Music Corp.
Villa Moret, Inc.
Vim Music Corp.
Vinrob Music Co.
Vista Music Corp.
Vivid Pub Co.
Vito Music Pub. Co.
Vogel, Jerry, Music Co., Inc.
Vogue Music Publications

Volkwein Brothers, Inc.
Vcnzell's
Volta Music Corp.
Voss Music Co.

Walden Music Corp.
Waldo Music Corp.
Wald, Herb., Music Co.
Wallen, Inc.
Walton Music Corp.
Warnow, Mark, Music
Warock Music, Inc.
Washington & Lee Pub.
Waverly, Jack, Music Pub.
Wayfarer Music, Inc.
Webster Music Corp.
Wedgewood Music Co.
Welzhein Music Pub. Corp.
Weintraub Music Co.
Weiss, Mac, Music Pub. Co.
Weiss, Sam, Music, Inc.
Wells Music, Inc.
Wemby Music Corp.
Wendy Music Inc.
West Coast Music Pub.
Western Music Pub. Co.
Whale Music Corp.
Whalen Music
Whitcup, Leonard, Inc.
White Way Music Co.
Whiting Music Corp.
Williamson Music, Inc.
Willis Music Co.
Willow Music Corp.
Windy City Music Co.
Winston Music Pub.
Wintergreen Music, Inc.
Wintersett Music Co.
Witmark, M., & Sons
Wizell & Day Music Corp.
Wizell, Murray, Pub. Co.
Wood, B. F., Music Co., The
Woodbine Music Co.
Woodward Music, Inc.
Words & Music, Inc.
World Music, Inc.
Worth, Bobby, Music Pub., Inc.
Wynn, Charles, Publications

Yellen & Fain
Yellowstone Music Pub.
Yukon Music Corp.
Youmans, Vincent, Co., Inc., The
Young, Victor, Pub., Inc.

Zachary Music
Zephyr Music Pub. Co.

BROADCAST MUSIC, INC.

By **CARL HAVERLIN**
President

BECAUSE it expresses our philosophy this year just as emphatically as it did in the past, we are repeating below our statement in previous years' RADIO ANNUAL AND TELEVISION YEARBOOK.

During each day of its existence, Broadcast Music, Inc. has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers, but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and western, rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its twentieth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

OFFICERS OF BMI: Sydney M. Kaye, Chairman of the Board, Vice President and General Counsel; Carl Haverlin, President; Robert J. Burton, Vice President, Domestic Performing Rights Administration, Secretary; Roy Harlow, Vice President in charge of Station Service; Glenn Dolberg, Vice President in charge of Station Relations; Jean Geiringer, Vice President, Foreign Relations; Robert Sour, Vice President, Writer Relations; Theodora Zavin, Assistant Vice President, Publisher Relations; Richard Kirk, Assistant Vice President, Publisher and Writer Relations (West Coast).

DIRECTORS: (elected annually): Sydney M. Kaye, Chairman; Alfred Beckman, John Elmer, Joseph E. Baudino, Carl Haverlin, William S. Hedges, Herbert Hollister, Leonard Kapner, Paul W. Morency, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafto, William Regan and E. R. Vadeboncoeur.

BMI PUBLISHERS

• Due to a lack of space, the following list of BMI •

Affiliated Publishers is only partial

- Argo Music Co.
Abbott Music Pub.
Acutt-Rose Publications
Administration Music Pub. Co.
Adams-Vee & Abbott, Inc.
Adanac Music Company
Admiration Music Inc.
Adventure Music Co.
Agatha Music Corp.
Airlane Music, Inc.
Aladdin Music Publications
Algonquin Music, Inc.
Aljean Music Co.
Allen Rick Publications
All State Music Co.
Allen-Brinkley Pub.
Aldon Music Inc.
Alvin Music Corporation
American Composer's Alliance
American Music, Inc.
Amijo Music
Amor Publications
Ample Music Pub. Co.
Andrea Music Co.
Andval-Music
Angel Music Inc.
Aragon Music Company
Arc Music Corp.
Arch Tone Pub. Co.
Ariston Music Inc.
Assembly Music
Associated Composers, Inc.
Associated Music Publishers, Inc.
Athens Music
Atlantic Music Corp.
Autry, Gene Music Publishing
Avas Music Pub. Co.
Avery Music Company
Avon Music, Inc.
- Babb Music
Barton, Earl, Music Co.
Banbury Music, Inc.
Banks Music Co.
Bar Music Publishing Company
Barclay Music Company
Barron Music Company
Baxter-Wright Music Co., Inc.
Bayes Music Corp.
Bayou Music Co.
Becker-Williams Publications
Beebee Music Pub. Inc.
Beechwood Music Corp.
Belfry Music
Bell Music Co.
Bell-Tone Music Publishing Co.
Ben-Chazi Enter.
Benell Music Publ.
Bentley Music Co.
Benton Public.
Berger Publishing Company
Berkeley Music, Inc.
Berkshire Music Inc.
Berry Music Corp.
Beverly Music Inc.
- Berwick Music Corp.
Biernat & Dietz Music Publ.
Big Chief Music Co.
Big "T" Pub. Co.
Billace Music Co.
Biltmore Music, Inc.
Blackwood Music
Blaze Songs, Inc.
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Grass Music
Blue Jay Songs
Blue Note Records
Blue River Music Inc.
Blue Variety Productions
Bob-Dan Music Co.
Bomart Music Corp.
Bond, Johnny, Music Co.
Boulevard Music Inc.
Boxer Music Co.
Boyt, Earl Pub. Co.
BMI Canada Ltd.
Bradshaw, Inc.
Brazos Valley Music
Brenner Music, Inc.
Brent Music Corp.
Brewster Music Pub. Inc.
B. R. S. Music Corp.
Brittany Music, Inc.
Britton Music Corp.
Broadcast Music, Inc.
Brookdale Music Co.
Brownwood Music Co.
Bryden Music, Inc.
Bugle Boy Music Co.
Burley Music, Inc.
Byron Music Co.
Cajun, C. B.
Calabar Music Pub.
Calvert Pub. Co.
Calvin Music Co.
Cal-York Music, Inc.
Candy's Playhouse Inc.
Cana
Canford Music, Inc.
Capa Music
Carlot Music, Inc.
Carnegie Music Co.
Carnival Music Company, Inc.
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cash, Johnny, Music Inc.
Cavalier Music Pub. Co.
Cedarwood Pub. Co., Inc.
Celestial Music Pub. Co., Inc.
Central Songs, Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music Co.
Champ Music Co.
Charill Music Pub. Co.
Chase Music Co.
Chaz-Mar Music Pub. Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
- Chicago Music Publisher
Children's Record Guild
Chips Music Corp.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cireco Music
Claremont Music Company
Clockus Music Inc.
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cobal Music, Inc.
Coblin Music Co.
Cole Corporation, M. M.
Coliseum Music Co., Inc.
Collwill Corporation
Colonial Music Publishing Co.
ColorTunes Publishers
Columbia Music Publishing Co.
Commodore Music Corporation
Conley Music
Contemporary Music
Continental Record Co.
Cool Music Co.
Copar Music, Inc.
Conrad Publ. Co.
Cordial Music
Coaxial Music Inc.
Combine Music Corp.
Coronation Music Inc.
Country Music
Cranford Music Corp.
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Cundy-Betty Co.
- Dallas Music Co., Inc.
Dana Pub. Co.
Danby Music Co.
Dance Music Corp.
Dandelion Music Co.
Dare Music Co.
Daywin Music, Inc.
Debra Music
Decatur Music Co.
Delstone Music Co. Inc.
Destiny Music Pub.
De Vorzon Music Co.
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diva Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Don Carlos Music
Doraine, Peter, Inc.
Dorchester Music Co.
Dornix Music, Inc.
D'oro Music Pub.
Drexall Music Pub. Co.
D. Dreyer Co., Inc.
Driftwood Pub. Co., Inc.
Duchess Music Corporation

BMI PUBLISHERS

unbar Music Co.
 unhill Music Corp.
 ynamic Music Co.
 & E Music Pub. Co.
 M.C. Music Pub. Co.
 gle Music Publishing Corp.
 stwick Music Co.
 cma Music Company
 izioni Kramer (Milano)
 izioni Mascheroni (Milano)
 izioni Musicali Di Lazzaro
 izioni Musicali Italiane
 izioni Suvini Zerboni
 llee Music Corp.
 dward, Arthur, Music Co.
 gap Music, Inc.
 kane Music Company
 mbassy Music Corp.
 mblem Music Co.
 mco Music Company
 ncee Music
 nerson Music Publications, Inc.
 mperor Music Inc.
 mporium Music
 ncore Music Publications, Inc.
 nglewood Pub.
 ric Music, Inc.
 skelin, Neil, Pub. Co.
 squire Music Co.
 ssay Music Company
 xcellorec Music Co.
 airfax Music Company
 airway Music Corp.
 alstaff Music Co., Inc.
 anwood Music Publications
 ee Bee Music
 ellows Music
 ern Music Inc.
 -Del Music Publishing Co.
 ine Songs
 air Pub. Co.
 lex Songs
 lorida Music Company
 olk Songs
 olkways Music Publishers Inc.
 or-site Pub. Co.
 our Star Sales Co.
 owler, Wallace Publications
 rance Music Company
 rancis & Wilmore Music Pub.
 ranklin Pub. Co.
 rederick Music Publ. Co.
 reeman, Albert Edward
 reeman, Porky, Pub. Co.
 G & H Music Publ. House
 -Note Record Corp.
 c. M. S. Music Publishing Co.
 gainsborough Music, Inc.
 ala Music Publishing Corp.
 ale & Gayles, Inc.
 allatin Music Corp.
 Gallo Music
 raviota Music Inc.
 ay, Evelyn Pub. Co.
 aylord Music Co.
 Gilbert Music Publishers
 Gil Music Corp.
 Glad Music Co.

Glenwood Music Corp.
 Globe Music Corp.
 Gloria Music Co.
 Goday Music Inc.
 Gold Coast Pub. Co.
 Golden Gate Quartet Music Co.
 Golden Songs
 Golden State Songs
 Golden Tune Publishers
 Golden West Melodies, Inc.
 Golden West Music Publications
 Golernor Music
 Gordon Music Company
 Gospel Quartet Music Co.
 Gospeltone Music Corp.
 Graham Music Co.
 Gralow Music Pub. Co.
 Granson, Jose, Music Co.
 Granite Music Co.
 Great Oaks Music
 Greenbrier Music Co.
 Green Music Publications
 Gregmark Music Co.
 Greta Music Co.

H & L Music Corp.
 Halama, Frank J., Publications
 Hamblen, Stuart, Music Co.
 Hanna & Co.
 Har-Bock Music Co.
 Harmonia Publishing Co.
 Harmony Music Publishers
 Harpeth Hills Music
 Harris & Vavrin
 Hartmann & Van Horn
 Harvard Music, Inc.
 Harvey Music
 Hawaii Conservatory Pub. Co.
 Hayloft Publications
 Heartline Music Co.
 Heart Songs
 Heim, Marty Music Co.
 Highland Music Co.
 Higuera Publ. Music
 Hilder Pub. Co.
 Hill and Range Songs, Inc.
 Hill Music Publishing Company
 Hillbilly Music Publishing Co.
 Hi-Lo Music
 Hilltown Music Inc.
 Hoffman Songs
 Hollenden Music Co.
 Hollis Music, Inc.
 Holmes Publications
 Horn Publications
 Hoosier Music Publications
 House of Carols
 House of Irish Songs
 Hudson-Dart Music Co.

Ichabod Music Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Inspirational Music Corp.
 Instrumental Music Inc.
 Inter-American Music Pub. Co
 Iris-Trojan Music Corp.
 Islip Music Pub. Co.

J.D.A. Music
 Jaglea Music Corp.
 Jamboree Music
 James, Sonny, Music
 Jan Music
 January Corp., The
 Jari Music Co.
 Jason Music
 Jat Music Co.
 Jatap Publ. Co., Inc.
 Jayco Music
 Jean Music Company
 Jeannette Music Pub.
 Jeramac Music Co.
 Jet Music Pub.
 Jiffy Pub. Co.
 Jill Music Co.
 Jimskip Music, Inc.
 Johnstone-Montei, Inc.
 Jones, David, Inc.
 Joni Music Inc.
 Judson Music Co.
 Julie Music Corp.

K.A.M. Prod. Corp.
 Kahl Music Co.
 Kaiser Music Co.
 Kampas, William T.
 Kanawha Music Pub.
 Keel Music Co.
 Kemo Music Co.
 Kendis, Sonny, Music Pub.
 Kenneth Publishing Company
 Ken-Rick Pub. Co.
 Kentucky Folk Music
 Kerr, Bob, Prod.
 Kerr, Edward
 Keyes, Baron, Pub.
 Keystone Music Co.
 Kingsbury Music, Inc.
 Kliff Prod. Inc.
 Klive Music Pub. Co.
 Knudson, Thurston
 Kord Music Company
 Koss Music Co.
 Kynd Music Pub.

Label Music Co.
 Lake Erie Music
 Lake Front Music
 Lakeland Music Co.
 Lamp Music Pub.
 Lance Music Pub.
 Lana Music
 Lane, Ziggy, Music
 Langley Music Co.
 Langlois Filmusic, Inc.
 Lang-Worth Publications, Inc.
 Lar-vell Music Corp.
 Larrabee Music Co.
 Lawn Music
 LaVinrac Music Co.

BMI PUBLISHERS

- Leal, Felipe Valdes
Legato Music Corp.
Lenier Music Inc.
Leora Music
Les Kangas Music Pub. Co.
Libijon Music Co.
Livingston Music, Inc.
Lin-Da Publ. Co.
Little Jazz Music Pub., Inc.
Locust Music Pub.
Lion Public. Co.
Lois Music Publishing Co.
Lone Star Music Co.
Lonzo & Oscar Music Pub. Co.
Los Feliz Music Co.
Lowell Music Corp.
Lowery Music Co.
Ludlow Music, Inc.
Lupal Music Co.
Luther Music, Inc.
Lynbrook Music Inc.
Lynn Music Corp.
- M & M Music Co.
Mac Heather Music House
Mack-Nell Publications
Maestro Music Company
Maggie Music Co.
Magnolia Music Corp.
Magnus Music
Main Street Songs, Inc.
Mallory Music Pub.
Major Melodies
Major Minor Music
Manhattan Melodies Music Pub.
Manning House Music
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Marfan Music Co.
Marigold Music Co., Inc.
Marielle Music Pub. Corp.
Marino Music Company
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marlow, Ken
Marlyn Music Pub.
Marmor Music Inc.
Martin, Mack, Music Co.
Marvin Music Corp.
Marpat Music Pub. Co.
Martel Music Co.
Martens, W. F., Music Co.
Master Music Publishers
Matador Music Pub. Co.
Maxted Music Co.
Maxwell, Ray, Pub. Co.
- Mayland Music Publ. Co.
Maytime Music, Inc.
Maywood Music Co.
Maze Publications
Mellin Music, Inc.
Melodies of the Americas
Melody Lane, Inc. (Peer)
Melody Trails, Inc.
Memphis Music Publishers, The
Merc-Dell Music Co.
Mercer Music
Merge Music
Meridian Music Corp.
Merion Music, Inc.
Merit Music, Inc.
Merrick Music Co.
Merrymount Music Inc.
Meteor Music
Metorion Music Corp.
Metric Music Co.
Metropolitan Music Company
Michele Pub. Co.
Mickey Music
Micor Publishing Company
Mid Music
Miller Song—Kraft Music Pub.
Miller-Steinberg-Katz Music
Mills, Sidney
Mipa Productions, Inc.
Miracle Music Company
Mission Hills Publications
Mission Pub. Co.
Modern Music Publishing Co.
Monahan Music Publications
Money Music
Monmouth Publishing Company
Mono-Music
Monroe, Bill, Music Inc.
Montague Music Co.
Montauk Music
Montclare Music Corp.
Monument Music, Inc.
Moonbeam Music Co.
Moonlight Music
Morrison Music Company
Morrisey Music Company
Morro Music Corp.
Morton Music Corp.
Motion Music Co.
Mr. Music Co.
Munson Music Co.
Murjac Music Pub. Co.
Murob Music Publishers
Music Art Publications
Music for Frets
Music of Today, Inc.
Music Publications
- Music World Corp.
Musicabana of N. Y.
Muszik Masters Company
Navajo Music, Inc.
New Era Music Corporation
Newton, Al
Niksich, Donald E.
Nimisilla Music Company
Noma Music Inc.
Norma Music Co. Inc.
Normandy Music, Inc.
Nor-Va-Jak
Nuclear Music Co.
Nu-Tune Music Corporation
Nutter, Carl, Music Pub. Co.
- Oakhurst Music Pub. Co.
Oceanic Music Co.
Ohio Music Co.
Old Charter Pub. Co., Inc.
Old Hickory Music Inc.
Old Judge Music
Opal Music Inc.
Open Road Music
Optimist Songs Co.
Oree Music
Orlando Music Co.
Oval Music Co.
Ozark Music
- Pal Music Co.
Palladium Music Publishing Co.
Pamco Music, Inc.
Panhandle Music
Pan Publ. Co.
Parade Music
Patricia Music Pub. Corp.
Paul Music Co., Inc.
Peer International Corporation
Pemora Music Company, Inc.
Pennant Music Pub. Co.
Phoenix Music Corp.
Piccadilly Music Corp.
Pico Music Pub. Co.
Pioneer Pub. Co.
Pitchpipe Music Co.
Pinelawn Music Pub. Co., Inc.
Pleasant Valley Music
Pocono Pub. Co. Inc.
Porgie Music Corporation
Portrait Music
Presley, Elvis, Music, Inc.
Progressive Music Publishing
Pulse Publishing Corp.
Pure Music
- Quartet Music Co.
Quintet Music Co.

BMI PUBLISHERS

anchero Songs
adon Music Co.
ainbow Melodies Music Co.
ainbow Music Publishers
aleigh Music Publishing Co.
ancho Music
and Music Co.
ayven Music Co., Inc.
eal American Pub. Co.
eal Gone Music, Inc.
ecord Music Publ.
ed, White & Blue Publications
ed River Songs
egent Music Corp.
eis, Herb, Music Corp.
elease Music, Inc.
epublic Music Corporation
cdebe
cky Music Co.
icordi G, & Co.
dgateway Music
iver Music Co.
ockland Music Corp.
odell Pub.
oe Publishing Co.
omance Music Publications
ongwen Music, Inc.
ondo Music
oosevelt Music Co.
ork, Ernest A., & Son
or-ron Music
osarch Pub. Co.
umbalero Music, Inc.
ush-Berkshire Music Corp.
ussell Music Co.
anga Music Co.
an Juan Music Publishing Corp.
apphire Music Publisher
avoy Music Company
axon Music Corp.
awaya Publications, Inc., The
chaeffer's, Peter, Music Corp.
cepter Music Inc.
eabreeze Music, Inc.
ea-Lark Entr., Inc.
elbonn Music Co.
elroy Music Pub. Co.
haw Music
healy Music Pub. Co., Inc.
heldon Music, Inc.
hell Music Co.
heridan Music Corp.
herman-Huston Music
herwood Music Pub. Co.
hirsug Publishing
hopa Music Publications

Sidney Music Inc.
Signet Music Co.
Silver Star Music Pub. Co.
Singer, Murray, Music Pub.
Skrivane Music
Skyway Records & Music Pub.
Society of Jewish Composers,
Publishers and Songwriters
Song Ads Inc.
Song Prod., Inc.
Songs of the Hills Music Pub.
Co.
Sooner Music Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Space Songs
Spanish Music Center
Spanka Music Corp.
Starday Music
Starfire Music Corp.
Starrite Pub. Co.
Starstan Music Corp.
Stella Music Co., Inc.
Stern Music Publishing Co.
Stevens Music Corporation
Storm Music Co.
Stratton Music, Inc.
Stuart Music, Inc.
Studio Music Co.
Sudbury Music Corp.
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Surf Music Corp.
Swansongs Publications
Sweco Music Corp.
Swing & Tempo Music Co.
T-C Publishing Corp.
T. J. Music
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Terrace Music
Terrific Tunes
Thornett Music Corp.
Thornwood Music Pub. Co.
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Tollie Music, Inc.
Torpedo Music Inc.
Trans Music Corp.
Trans-World Music Publ., Inc.
Travis Music, Inc.
Tree Pub. Co.

Trend Music
Trianon Publications
Trinity Music Co., Inc.
Tri-Park Music Corp.
Trio Music Company
Triumph Publications, Inc.
Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune Towne Tunes
Twin Music Inc.
U. S. Music, Inc.
Una Publishing Co.
Unart Music Corp.
Unique Music Publishers
Urban, Max & Co.
Val Music Corporation
Valentine Music Pub.
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valley Publishers, Inc.
Valley View Music, Inc.
Valner, Kurt
Van Brunt Publishing Company
Vanguard Songs
Venice Music, Inc.
Vidor Publications
View Music Co.
Village Music Co.
Villanova Music Co.
Vincent Music Co., Inc.
Viscount Music Co.
Volunteer Music Sales Co.
W. F. A. Enterprises
Ward, Clara, Publications
Ward & Sears Music, Inc.
Warman Music
Warren Publications
Webster Music Company
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Westbury Music Co.
Wildcat Music
Willet, Slim, Songs
Williams, Dootsie, Pub.
Williams, Kae, Music Inc.
Winchester Music Inc.
Winneton Music Corp.
Wonder Music Pub. Co.
Wonderland Music Co., Inc.
Wyner Music Publishers
Yvonne Pub. Co.
Zodiac Music Corp.
Zoeller Music Co.

SESAC, INC.

By **PAUL HEINECKE**

President

IF the space allotted were in proportion to my enthusiasm for what has been accomplished by the SESAC organization in the year 1958, then this report to you would know no bounds.

SESAC, now in its twenty-eighth year of service to its publisher affiliates and its licensees, offers a highly diversified repertory which is contained in 315 different publishers' catalogs. It is because of the broad scope and usability of the SESAC repertory that one finds millions of SESAC performances on AM, TV, FM, motion pictures, phonograph records, transcription libraries, tapes, concert halls, opera houses, hotels, ballrooms, theaters and symphony halls.

In 1957, SESAC introduced its now famous "repertory recordings," all top-character performances of the SESAC copyrighted repertory. In that year, over 75,000 of these albums featuring the finest in popular, jazz, classical, country and western, religious, mood, polka, novelty and military and collegiate band selections were distributed gratis to the broadcasting industry in this country, Canada and Hawaii. In 1958, another 125,000 "repertory recording" EP albums were distributed free and, at this writing, about 25,000 favorable and enthusiastic written comments have been received attesting to their excellent quality, leading artists, distinctive renditions and repeated on-the-air performances.

The year past also brought about growth of another SESAC Service-product—the Special Series Programs. These are salable packages of scripts and discs centered around various national holidays, religious celebrations, sports events and just plain entertainment ideas. All Special Series Programs are available to stations on an outright sale basis. We're proud of the way in which these series are so carefully planned, written and produced. No wonder they've been a sellout in all instances and that during this past Christmastime, we were able to keep just one step ahead of old St. Nick himself.

In the new year, Sesac Recordings will be bringing many new personalities your way, e.g., Marco Rizo, star of Tico Records who literally breathes in Latin-American tempo; Webb Pierce, incomparable exponent of the country and western tune who has recorded twelve classic sacred songs for SESAC; the Don Elliott Quintet, masters of modern jazz who are of RCA and Fantasy fame; and by popular demand, those stars of Decca Records, the Anita Kerr Singers, recorded for the first time with string accompaniment.

We believe that our efforts to give increased value and greater programming facility will help bring to listening audiences everywhere what is truly "The Best Music in America."

SESAC PUBLISHERS

- Abernathy Pub. Co.
 Accord, Edition
 Accordion Music Publishing Co.
 Adams, Jos. E., Public
 Adamus, A.
 Adamus, Zenobiusz
 Albright Music Company
 Amsco Music Publishing Co.
 Andrea Music Co., Inc.
 Arberne Music Co.
 Arct, M.
 Augsburg Publishing House
 Avalon Music Publishing Co.
 Aztec Music Company

 Babwin Publications
 Barnes, A. S., & Company, Inc.
 Barnhouse, C. L., Company
 Bartlett, E. M.
 Barwicki, K. T.
 Bass Co., The
 Bava's, John, Music
 Beazley, Samuel W., & Son
 Beirly, Alfred, Co.
 Bendix Publishing Corp.
 Bienstock, Siegfried
 Blake, Whitney, Music Publishers
 Braun, Herbert J.
 Braun Music Co.
 Braun Organization, The
 Brenbar Music
 Breuer, Harry
 Broadcast Music Publishers
 Broadman Press, The
 Brumley, Albert E., and Sons
 Bryant Music Company

 Calbo, N.
 Capitol Music Co.
 Cardilli, M. V.
 Carlton Music Pub.
 Catholic Music Co.
 Central Music Co.
 Century Music Publishing Co.
 Century Press
 Cerruti, John M.
 Chandler-Ebel Music Co.
 Chantry Music Press, Ltd.
 Chart Mrs., Pub. House, Inc.
 Choral Press
 Church Music Co.
 Clayton, Norman J.
 Clef Music Corp.
 Coanacher, B.
 Coleman, Robert H.
 Coleman, Robert H., Publishing Co.

 Colin, Charles
 Composers Press, Inc., The
 Concord Music Publishing Co., Inc.
 Concordia Pub. House
 Convention Press
 Cooper, W. Oliver
 Corona Music Pub. Co.
 Craig, Ivy E.
 Crawford, Percy B.
 Cummings, M. Homer
 Czytelnik

 Daniel, John, Quartet Song Pub.
 Darom, Edition
 Davis, Marion, Company, The
 Dawson, William L.
 Dean, Emmet S.
 Dean & Edmiaston
 Dean & Evridge
 Dean & Franklin
 Dean & Hensley
 Dean & Morgan
 Dean & Sebrcn
 Deiro, Pietro
 Deiro, Pietro, Publications
 Denison, T. S., & Company
 Denson-Parris Music Co.
 Denson Trio Music Co.
 Di Bella, O., Music Co.
 Diamant, Abraham

 Eagle Pass Mus. Publ.
 Edel, Yizchak
 Edition Accord
 Edition Darom
 Edition Gil-Ron
 Edition Hazemer
 Edition Jastrzab
 Edition Olympia
 Edition Pizmon
 Edition Pro Arte
 Ellis, V. B. (Vep)
 Eulenburg, Ernst, Ltd.
 Europa Music Co.
 Evangel Music Co.

 Fairbank, H. W., Company
 Faith Music, Inc.
 Ferrill, J. W.
 Firm Foundation Publishing House
 FitzSimons, H. T., Co., Inc.
 Forberg, Rob.
 Forecast Music
 Fouts, S. G.
 Fouts-Payne Music Co.
 Frador Music Market
 Future Music

 Gale Music
 Gebethner & Wolff
 General Council of the Assemblies of God
 Georgi & Vitak Music Co.
 Gil-Ron, Edition
 Ginsburg, Dov, Publ.
 Goddard Publishing Co.
 Gornston, David
 Gospel Music Publications
 Gospel Publishing House
 Gospel Songs, Inc.
 Grabczewski, F.
 Grammer, Frank
 Gregorian Institute of America
 Gurley, Robert G.
 Gurley Music Co.

 Haber-Helasco, H.
 Hall, Connor B.
 Hall House of Harmony
 Hall Music Co., The
 Hall & McCreary Co.
 Hanson, Eddy
 Hartford Music Co., The
 Hart's Music Company
 Hathaway, Franklin Earl, Mus. Pub.
 Hawkins, Clyde W.
 Hazemer, Edition
 Heinrichshofen's Verlag
 Henson, J. M., Music Co.
 Heritage Music Publications, Inc.
 Hicks, Charles
 Highland Music Co.
 Hoffman, Raymond A., Co.
 Holbrooke, Josef
 Huffer, Fred K.
 Humphries, Bruce, Inc.
 Hymntime Publishers

 Idzikowski, Leon
 Idzikowski, M.
 "IPA," Israel Publishers Agency
 "ISCAM," Israel Society of Composers, Authors & Music Publishers

 Jastrzab, Edition
 Jaworsky-Pandy Music Publishing Co.
 Jeffress Music Company
 Jewell, Fred, Music Co.
 Jusko, Ralph, Editions
 Jusko, Ralph, Publ., Inc.

 Kanner Music Publishing Co.
 Keene, Hank, Inc.

SESAC PUBLISHERS

- Iman Music Corp.
 ndor Music, Inc.
 yboard Publishing Co.
 ng, K. L., Music House
 ng Music Publishing Corp.
 os, Neil A., Music Co.
 achtus, John, Co.
 one, Max and Beatrice
 than, E.
 ngdon Music
 Fevre Trio, The
 enas, Haldor
 enas Publishing Co.
 ter, Mosie
 ter, Mosie, Publications
 tig, Frank, Music Publishing
 Co.
 urgical Music Company
 urgical Music Press, Inc.
 dwig Music Publishing Co.
 ciejewski, ZB.
 rkiewicz, Adam
 ster Music Press, Inc.
 Kinley Publishers, Inc.
 Laughlin & Reilly Co.
 lody-Aire Press
 rcury Music Corp.
 dern Music Library
 niuszko Publishing Co.
 ore, David
 rris-Henson Music Co.
 sti, Joe, Accordion Mus. House
 sic Press
 sic Press, Inc.
 sic Products Corp.
 sical Melody Publishers
 sicountry Tunes, Inc.
 ional Music Company
 ional Music Company, Inc.
 rtrass-Schenck, Inc.
 arene Publishing House
 mmers, M. L. Publishing Co.
 ork Music Publishers
 thwestern Press, The
 va Scena
 wacki, Henryk X.
 mpia, Edition
 rk Music Public.
 e, Adger M.
 ani, O., & Bro., Inc.
 ma, Frank, Music Publisher
 ma Music Co.
 ma Music Products Corp.
 ella, Frank A.
 ella Music Co.
 gon Music Publishers
 ks, J. A., Company, The
 is Music Co.
 is, O. A.
 y, F. Clark, Co.
 y's Sons, A. W., Inc.
 erson, John W.
 eer Music Press
 Pizmon, Edition
 Podgorski, I.
 Polonia Publishing Co.
 Polskie Towarzystwo Muzyki
 Wspolczesnej
 Polskie Wydawnictwo Muzyki
 Wspolczesnej
 Poltawski, Aleksander
 Pomaranski, Zygmunt
 Popular Music Publications
 Princess Publications
 Pro Art Publications
 Pro Arte, Edition
 Puritan Publishing Co.
 "PWM," Polskie Wydawnictwo
 Muzyczne
 "PWP," Przedstawicielstwo
 Wydawnictwo Polskich (Asso-
 ciation of Polish Publishers)
 Quartet Music Company
 Quincke, Walter A.
 Radio City Guitar Studio
 Rainbow Music Co.
 Ramola Music
 Ramsey, Will M.
 Ramsey & Parker
 Revival Music Company
 Ricart & Cia, Luis, S. L.
 Roat, Chas. E., Music Co.
 Rolseth Pub. Co.
 Rozan Publishing Co.
 Rudnicki, Walery
 Rynczak, J.
 Rzepecki, J.
 Sacred Music Foundation, The
 Sage & Sand Mus. Pub.
 Sajewski, W. H., Music and
 Publishing Co., Inc.
 Samely, Sam
 Schmidt, Arthur P., Co., Inc., The
 Schmitt, Hall & McCreary Co.
 Schmitt, Paul A., Music Company
 Schmitt Pubs., Inc.
 Scholin, C. Albert, & Sons, Inc.
 Schubert, Franz
 Schubert, Franz, Music
 Schubert, Franz, Music Pub.
 Schuberth, Edward, & Co., Inc.
 Sebren, George W., Music Co.
 Select Music Company
 Selmer, H. & A., Inc.
 Seyfarth, G.
 Sherwood Music Co.
 Showalter, A. J., Company, The
 Showalter, G. H. P.
 Simon, Frank
 Singpiration
 Singtime Publishing Co.
 Slaski, H.
 Slater, Will W.
 Smith, Alfred B.
 Southern Music Plate Co.
 Speer, Ben, Music
 Stamps Quartet Music Company,
 Inc.
 Standard Music Company
 Standard Songs
 Stanphill, Ira
 Stirling Music Publishing Co.
 Sunday School Board of the
 South Baptist Convention, The
 Target Music Co.
 Tav-Rina, Edition
 Taylor, Lonnie, Publ.
 Teddlie, Tillit S.
 Tennessee Music & Printing Co.
 Thomas, Alvis O.
 Thomas, J. E.
 Thompson Music Company
 Times Square Mus. Publ.
 Top Music Publishers, Inc.
 Tovey, Herbert G.
 Towarzystwo Wydawnicze
 Muzyki Polskiej
 Treasure Chest Publications, Inc.
 Triangle Music Co.
 Trio Music Co.
 Universum
 Varner, Wallace B.
 Vaughan, James D., Music
 Publisher
 Vitak-Elsnic Co.
 Volpe Music Co.
 Walls, W. M.
 Warde, Harry
 Warner, F. Eugene
 Weaner-Levant Publications
 Weaner, Maxwell
 Wells, Kenneth H.
 Western Accordion Music
 Company
 Wheelwright, Lorin F.
 Wiehler, Zygmunt
 Wilensky, Moshe
 Windsor Music Company
 Winsett, R. E., Music Co.
 Winternitz, Chanan
 Witczyk, Stanislaw
 "WJR"
 Wohl, Jehuda
 Woodward, M. H.
 World Library of Sacred Music
 Wydawnictwo Muzyczne Arcta
 Wynert, Johnny
 "Zaiks," Zwiasek Autorow,
 Kompozytorow i Wydawcow
 Zak, Czeslaw
 Zalewski, B.
 Zaremba, Alojzy

FM INDUSTRY FINANCIAL DATA FOR THE PERIOD 1956-1957

FM Broadcast Revenues, Expenses and Income, 1956-1957

<i>Item</i>	<i>1957</i>		<i>1956</i>	
	<i>Number of Stations</i>	<i>Amount in (Millions)</i>	<i>Number of Stations</i>	<i>Amount in (Millions)</i>
<i>FM Broadcast Revenues</i>				
FM Stations Operated By:				
AM Licensees:				
Reporting no FM revenues.....	319	..	302	..
Reporting FM revenues.....	113	\$1.1	119	\$1.0
Non-AM Licensees.....	67	2.0	51	1.4
Total FM Stations.....	499	\$3.1	472	\$2.4
<i>Total FM Broadcast Expenses</i>				
FM Stations Operated By:				
Non-AM Licensees	67	\$2.5	51	\$1.8
Industry Total	*	..	*
<i>FM Broadcast Income (before Federal Income Tax)</i>				
FM Stations Operated By:				
Non-AM Licensees	67	\$(.05)	51	\$(0.4)
Industry Total	*	..	*

() Denotes loss.

* In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

Source: FCC.

RADIO DAILY
TELEVISION DAILY

presents

EQUIPMENT

**MANUFACTURERS SPECIALIZING
IN AM – FM RADIO AND TV
EQUIPMENT – ELECTRONIC
INDUSTRIES ASSOCIATION –
CONSULTING ENGINEERS**

1959

ELECTRONIC INDUSTRIES ASSOCIATION

OFFICERS AND EXECUTIVE PERSONNEL—1958-1959

1721 De Sales St. N.W., Washington 6, D. C.

President

David R. Hull, Vice President, Raytheon Manufacturing Co.

Executive Vice President

James D. Secrest, 1721 DeSales St., N.W., Washington 6, D. C.

General Counsel

William L. Reynolds, 1721 DeSales St., N.W., Washington 6, D. C.

Treasurer

Leslie F. Muter, The Muter Company, Chicago 5, Illinois.

Vice Presidents

(Consumer Products Division)

Robert S. Bell, Packard-Bell, Electronics, Los Angeles 64, Calif.

(Tube & Semiconductor Division)

Arthur L. Chapman, CBS-Hytron, Danvers, Mass.

(Parts Division)

Russell E. Cramer, Jr., Radio Condenser Co., Camden 3, N. J.

(Industrial Electronics Division)

C. Russell Cox, Andrew Corp., Chicago 19, Illinois.

(Military Products Division)

Sidney R. Curtis, Senior Vice President, Stromberg-Carlson Div. of General Dynamics Corp.

EIA STAFF

Assistant to Exec. Vice-Pres.

Peter H. Cousins

Manager, West Coast Office

Joseph J. Peterson

Military Engineering Coordinator

Capt. Henry E. Bernstein (USN-ret.)

Manager, Office of Information

Herbert F. Hodge, Jr.

Service Coordinator

Donald H. Stover

Staff Assistants

Edmund Wellington, Jr.

Advisory Counsel

Bond Geddes

Department Managers

Virgil M. Graham
(Engineering Department)

William F. E. Long
(Marketing Data Department)

Tyler Nourse
(International Department)

ELECTRONIC INDUSTRIES ASSOCIATION

EIA Board of Directors (1958-59)

David R. Hull, President.
E. Abel, Bendix Radio.
Ben Adler, Adler Electronics, Inc.
Robert S. Alexander, Wells-Gardner & Co.
C. Anderson, Radio Corp. of America.
R. G. Baker, Syracuse University Research Corp.
Robert S. Bell, Packard Bell Electronics Corp.
Joseph N. Benjamin, Pilot Radio Corp.
Roland M. Bixler, J-B-T Instruments, Inc.
Blumenkrant, General Instrument Corp.
John G. Brooks, The Siegler Corp.
L. Chapman, CBS-Hytron
W. Cooper, Delco Radio Division.
Russell Cox, Andrew Corp.
Russell E. Cramer, Jr., Radio Condenser Co.
Dwight R. Curtis, Stromberg-Carlson, Div. of General Dynamics Corp.
Berkley Davis, General Electric Co.
B. Dow, Hazeltine Corp.
W. Eitel, Eitel-McCullough, Inc.
Harry A. Ehle, International Resistance Co.
Frank Freimann, The Magnavox Co.
Paul V. Galvin, Motorola Inc.
S. Gates, Collins Radio Co.
Harry F. Hardy, Philco Corp.
Leslie Hoffman, Hoffman Electronics Corp.
F. Joyce, Texas Instruments Inc.
J. Kelly, Westinghouse Electric Corp.
George W. Keown, Tung-Sol Electric Inc.
Roy S. Laird, Ohmite Manufacturing Co.
A. Milling, Howard W. Sams & Co., Inc.
Harry E. Moon, The General Industries Co.
Leslie F. Muter, The Muter Co.
Walter J. Neuman, Warwick Manufacturing Corp.
Tom Norris, Central Electronic Manufacturers, Inc.
Myron Owen, Aerovox Corp.
S. Parsons, Centralab, Division of Globe-Union Inc.
C. Reith, Crosley Div., Avco Manufacturing Co.
Louis N. Ridenour, Lockheed Aircraft Corp.

R. J. Shank, Hughes Aircraft Co.
C. R. Smith, Western Electric Co., Inc.
Ray F. Sparrow, P. R. Mallory & Co., Inc.
Robert C. Sprague, Sprague Electric Co.
W. E. Stevenson, Machlett Laboratories, Inc.
C. B. Thornton, Litton Industries, Inc.
L. C. Truesdell, Zenith Radio Corp.
L. L. Waite, North American Aviation, Inc.
Barton K. Wickstrum, Sylvania Electric Products Inc. (now General Telephone and Electronics Corp.)
George E. Wright, Biley Electric Co.
Raymond G. Zender, Lenz Electric Manufacturing Co.

EIA Division Organization

Consumer Products Division

Robert S. Bell, Chairman

Tube & Semiconductor Division

D. W. Gunn, Chairman

Parts Division

William S. Parsons, Chairman

Industrial Electronics Division

Ben Adler, Chairman

Military Products Division

Sidley R. Curtis, Chairman

Annual Awards Committee

H. Leslie Hoffman, Chairman

Credit Committee

Donald B. Shaw, Chairman

Finance Committee

Leslie F. Muter, Chairman

Distributor Relations Committee (Parts Division)

J. A. Milling, Chairman

ELECTRONIC INDUSTRIES ASSOCIATION

Law Committee

Paul F. Hannah, Chairman

Membership and Scope Committee

W. J. Morlock, Chairman

Organization Committee

Paul V. Galvin, Chairman

Service Committee

Kenneth H. Brown, Chairman

Tax Committee

Michael McCormack, Chairman

Traffic Committee

John B. Swan, Jr., Chairman

Joint Technical Advisory Committee of EIA and IRE (JTAC)

EIA

John V. L. Hogan, Vice Chairman, Hogan Laboratories, Inc., 155 Perry St., New York 14, N. Y.

Ira J. Kaar, Hoffman Electronics Corporation, 3761 South Hill St., Los Angeles 7, Calif.

Arthur V. Loughren, Airborne Instruments Laboratory, 160 Old Country Road, Mineola, L. I., N. Y.

Prof. William H. Radford, Electrical Communications, Massachusetts Inst. of Technology, Cambridge 39, Mass.

IRE

Philip F. Siling, Chairman, RCA Frequency Bureau, Radio Corporation of America, 1625 K St., N.W., Washington 6, D. C.

Dr. Ralph Bown, 85 Pine St., Maplewood, N. J.

Dorman D. Israel, Emerson Radio & Phonograph Corp., 14th & Coles Sts., Jersey City 2, N. J.

Dr. Ernst Weber, Polytechnic Institute of Brooklyn, 55 Johnson St., Brooklyn 1, N. Y.

L. G. Cummings, Secretary (Non-Member), Institute of Radio Engineers, 1 East 79th St., New York 21, N. Y.

Joint Electron Device Engineering Council of EIA and NEMA (JEDEC)

Directors

W. R. G. Baker, Syracuse University Research Institute.

A. A. Berard, Ward-Leonard Electric Company.

Executive Council

Virgil M. Graham, Chairman, Electronic Industries Association.

M. A. Acheson, Sylvania Electric Products Inc.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company

G. R. Shaw, Radio Corporation of America.

Electron Tube Council

M. A. Acheson, Sylvania Electric Products.

C. E. Coon, Tung-Sol Electric Company.

K. C. DeWalt, General Electric Company.

L. E. Record, Hughes Aircraft Company.

A. C. Rockwood, Raytheon Manufacturing Company.

G. R. Shaw, Radio Corporation of America.

E. K. Wimpy, CBS-Hytron.

Virgil M. Graham, Chairman.

J. A. Caffiaux, Secretary.
Electronics Industries Association.

Semiconductor Device Council

A. A. Dulac, Clevite Transistor Products.

J. H. Hall, Fansteel Metallurgical Corporation.

W. J. Happel, Westinghouse Electric Corporation.

J. E. Keister, General Electric Company.

S. L. Levy, Lansdale Tube & Transistor Company.

H. Moss, Texas Instruments, Inc.

V. L. Ronci, Bell Telephone Laboratories.

D. H. Wamsley, Radio Corporation of America.

Virgil M. Graham, Chairman.

J. G. Werner, Secretary.
National Electrical Manufacturers Assn.

CONSULTING ENGINEERS

Specializing in AM, FM and TV

— A —

r, George P.
10 "I" St., NW, Wash., D. C. EX 3-1230
y, Ben
LeFevre La., New Rochelle, N. Y. 6-1620
y, Harry
LeFevre La., New Rochelle, N. Y. 6-1620
y, Lloyd R.
5 1st St., SW, Valley City, N. D. 136
rs, Robt. E.
1 Conn. Ave., NW, Wash., D. C. ST 3-2550
ore, Carmen J.
LeFevre, La., New Rochelle, N. Y. 6-1620

— B —

y, B. Hilman, Jr.
7 Campania, Rayne, La. 3119
y, Stuart L.
39 Wisc. Ave., NW, Wash., D. C. AD 4-2414
y, Burton
7 E. 39th St., N.Y.C. MU 6-7445
r, Lee E.
3 Landers Bldg., Springfield, Mo. 2-1951
a, Robt. E.
7 14th St., NW, Wash., D. C. ME 8-4477
er, Willis C.
22 18th St., NW, Wash., D. C. HU 3-9000
e, Geo. P.
35 DeSales St., NW, Wash., D. C. ME 8-5411
ett, Stanton D.
9 Linfield Research Inst., McMinville, Ore.
a, Wm. E., Jr.
38 Kanawha St., NW, Wash., D. C. EM 2-8071
rd Assoc.
10 Sunset Blvd., Hollywood, Cal. NO 2-6715
Jas. E.
50 E. Cornell, Fresno, Calif. 5-6875
r, A. E.
21 Douglas Rd., Toledo, Ohio. KI 5159
berg, Marvin
nsylvania Bldg., Wash., D.C. RE 7-2347
ran, David F.
1 Conn. Ave., NW, Wash., D. C. ST 3-2550
n, Bayard A.
22 18th St., NW, Wash., D.C. HU 3-9000
ardner, Chas. W.
10 "I" St., NW, Wash., D.C. EX 3-1230

— C —

rs, Wm. F., Jr.
22 18th St., NW, Wash., D.C. HU 3-9000
r, Lester H.
1 Conn. Ave., NW, Wash., D.C. ST 3-2550
r, John M.
39 Wisc. Ave., NW, Wash., D.C. AD 4-2414
n, Jules
20 N. Y. Ave., NW, Wash., D.C. NA 8-2698
n, Julius
nsey Bldg., Wash., D.C. ST 3-0111
n, Kenneth G.
nsylvania Bldg., Wash., D.C. RE 7-2347
r, Joe W.
nsey Bldg., Wash., D.C. ST 3-0111
nt, J. Edw.
7 14th St., NW, Wash., D.C. ME 8-4477
a, John J.
39 Wisc. Ave., NW, Wash., D.C. AD 4-2414
z, John
10 14th St., NW, Wash., D.C. EX 3-5670
y, Murray G.
nsvy Labs., Hicksville, L. I., N. Y. WE 1-3191
James R.
7 14th St., NW, Wash., D.C. ME 8-4477
m, A. Earl, Jr.
wood P. O., Dallas, Tex. JU 6108
r, Ronald H.
nsey Bldg., Wash., D.C. DI 7-8215

— D —

Dahlberg, Elizabeth L.
777 14th St., NW, Wash., D.C. ME 8-4477
Daniell, C. M.
Inwood P. O., Dallas, Tex. JU 6108
Davis, George C.
Munsey Bldg., Wash., D.C. ST 3-0111
Davis, Walter L.
Munsey Bldg., Wash., D.C. ST 3-0111
Deeters, Edw. W.
927 15th St., NW, Wash., D.C. RE 7-3883
Dickinson, Wm. T.
1339 Wisc. Ave., NW, Wash., D.C. AD 4-2414
Dillard, Everett L.
1319 F St., NW, Wash., D.C. DI 7-1319
Dippell, Ralph E.
Munsey Bldg., Wash., D.C. ST 3-0111
Dordal, Raymond
Pennsylvania Bldg., Wash., D.C. RE 7-2347
Duncan, R. S.
Nat'l Press Bldg., Wash., D.C. DI 7-1205
Duncan, Virgil D.
P. O. Box 9296, Raleigh, N. C. 8892
duTrieL, L.J.N. Assoc.
202 Homedale Ave., New Orleans AU 3525

— E —

Edison, Edward
821 Market St., San Francisco 3, Cal. SU 1-7545
Elchwald, Bernard
237 E. 39th St., N.Y.C. MU 6-7445
Espy, Dawkins
Box 933, Beverly Hills, Calif. CR 4-7111

— F —

Falwell, Lee O.
710 14th St. NW Wash., D.C. EX 3-5670
Foss, William L.
927 15th St. NW, Wash., D.C. RE 7-3883
Friedman Thos. B.
1 LeFevre, La., New Rochelle, N. Y. 6-1620

— G —

Gantney, George E.
1052 Warner Bldg., Wash. 4, D. C. NA 8-7757
Gellerup, D. W.
5437 N. Santa Monica, Milwaukee,
Wis. WO 2-5172
Gilbert, John D.
1001 Conn. Ave., NW, Wash., D. C. ST 3-2550
Giles, Theo. A.
Railway Exchange Bldg., St. Louis,
Mo. CH 1-4977
Godley, Paul F., Jr.
Upper Montclair, N. J. MO 3-3000
Goldsmith, Dr. Alfred N.
597 Fifth Ave., N. Y. C. PL 3-4150
Gray, Claude M.
P. O. Box 602, Birmingham, Ala. TR 1-3570
Greer, Palmer A.
Rt. 1, White Horse Rd., Greenville,
S. C. 5-7175
Grimwood, Mrs. S. C.
Railway Exchange Bldg., St. Louis,
Mo. CH 1-4977
Grohowski, Zigmund V.
1735 DeSales St., NW, Washington,
D. C. ME 8-5411

— H —

Hammett, Robt. L.
821 Market St., San Francisco, Cal. SU 1-7545
Head, Howard T.
Pennsylvania Bldg., Wash., D. C. RE 7-2347
Heffelfinger, John B.
8401 Cherry, Kansas City, Mo. HI 4-7010

CONSULTING ENGINEERS

Hill, James S.
4900 Euclid Ave., Cleveland, O. . . . HE 2-3177

Hogan, John V. L.
155 Perry St., N. Y. C. CH 2-7855

Holey, W. J.
1146 Briarcliff Pl., NE, Atlanta, Ga. . AT 3328

Horne, C. P.
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Hutcheson, Guy C.
1100 W. Abrams St., Arlington, Tex. AR 4-8721

Hutton, Wm. G.
4900 Euclid Ave., Cleveland, O. . . . HE 2-3177

— J —

Jaeger, Edward W.
2500 N. 10 Ave., Manitowoc, Wis. . . . MA 7763

Jamsky, C. M., Jr.
1735 DeSales St., NW, Wash., D. C. . ME 8-5411

Jones, Carl T.
1052 Warner Bldg., Wash., D. C. . . . NA 8-7757

Jones, Robt. A.
1 Riverside Rd., Riverside, Ill. . . . RI 7-2153

— K —

Kauffman, Carson W.
Upper Montclair, N. J. MO 3-3000

Kaye, Harold W.
1 LeFevre La., New Rochelle, N. Y. . . 6-1620

Keane, Walter F.
1 Riverside Rd., Riverside, Ill. . . . RI 7-2153

Kear, Frank G.
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Keel, John J.
1121 E. Capitol St., Wash., D. C. . . LI 4-5131

Kennedy, Robt. E. L.
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Kershner, Stephen W.
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Keyworth, J. Gordon
Berkshire Dr., Williamstown, Mass. . . . 869

Kowalski, Carl L.
1405 G St., NW, Wash. 5, D. C. . . . RE 7-6646

— L —

Lappas, Frank
141 W. Jackson, Chicago, Ill. WA 2-4123

Lautz, Robt. F.
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Lindberg, Carl
141 W. Jackson, Chicago, Ill. WA 2-4123

Lohnes, George M.
Munsey Bldg., Washington, D. C. . . . DI 7-8215

Lubeke, Harry E.
2443 Creston Way, Hollywood, Cal. . HO 9-3266

Luckett, Thomas
777 14 St., NW, Wash., D. C. ME 8-4477

— M —

May, Russell P.
711 14 St., NW, Wash., D. C. . . . RE 7-3984

McCahren, W. S. Assoc.
2404 Columbia Pike, Arlington, Va. . JA 8-8050

McNary, James C.
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Mitchell, Frank T., Jr.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Moffet, John A.
1405 G St., NW, Wash., D. C. . . . RE 7-6646

Morrissey, T. G.
5700 W. 28th Ave., Denver, Colo. . . BE 3-5320

Mueller, Paul L.
1121 E. Capitol St., Wash., D. C. . LI 4-5131

Mullaney, John H.
2000 P St., NW, Wash., D. C. . . . AD 4-6393

Murray, Albert F.
4900 Hillbrook La., NW, Wash., D. C. EM 2-4841

Myse, Daryal Assoc.
1411 Pa. Ave., NW, Wash., D. C. . . RE 7-7040

— P —

Page, Esterly C.
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Paterson, Norwood J.
1355 Market St., San Francisco, Cal. MA 1-8173

Paris, Henry B., Jr.
Inwood P. O., Dallas, Tex. JU 6108

Peterson, D. A.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Phelps, Boyd
4232 Scott Terr., Minneapolis, Minn. WA 2-1200

Ports, Delmer C.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Powers, William D.
Panama City, Florida. PO 3-2487

— R —

Ray, Garo W.
Hilltop Drive, Stratford, Conn. . . . ED 7-2465

Reed, Oscar W. B., Jr.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Reuner, John J.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Richardson, Wm. E. Assoc.
1017 SW Washington, Portland, Ore. CA 8-7777

Rlug, Andrew D.
Pennsylvania Bldg., Wash., D. C. . . RE 7-2347

Ritch, Robt. E.
1610 "I" St., NW, Wash., D. C. . . EX 3-1230

Rothrock, Harold B.
777 14 St., NW, Washington, D. C. ME 8-4477

Rountree, J. G.
5622 Dyer St., Dallas, Tex. EM 3266

— S —

Saxon, Merl
622 Hoskins St., Lufkin, Tex. 3-4242

Schairer, Neil J.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Segal, Bernard R.
Nat'l Press Bldg., Wash., D. C. . . . DI 7-1205

Sharp, Nugent S.
1735 DeSales St., NW, Wash., D. C. ME 8-5411

Shelkofsky, C. I.
Route 1, Foley, Ala. L 297 R

Silliman, Robt. M.
1405 G St., NW, Wash., D. C. . . . RE 7-6646

Singleton, Harold C.
4488 SW C. C. Dr., Portland, Ore. . CA 3-1201

Smeby, Lynne C.
1311 G St., NW, Wash., D. C. . . . EX 3-8073

Smith, Carl E.
4900 Euclid Ave., Cleveland, O. . . . HE 2-3177

Steel, David L., Sr.
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Steimer, Theo. G.
237 E. 30th, New York City. MU 6-7445

Stiles, Walter J.
122 Tulane Dr., SE, Albuquerque, N. M. . 5-8716

Strain, Charles E.
1298 Niles Ave., NW, Atlanta, Ga. . . SY 4-5164

Stogoff, Alfred
1 LeFevre La., New Rochelle, N. Y. . . 6-1620

— W —

Waldschmitt, Jos. A.
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Watson, Raymond C., Jr.
P. O. Box 1435, Anniston, Ala. . . . AD 6-4503

Wearn, Wilson C.
1420 N. Y. Ave., NW, Wash., D. C. . NA 8-2698

Weldon, James O.
4212 S. Buckner Blvd., Dallas, Tex. . EV 1137

Weyland, Sheldon W.
710 14 St., NW, Wash., D. C. . . . EX 3-5670

Williams, Martin E.
7401 E. 14 St., Indianapolis, Ind. . . ME 2-3326

Williams, Nathan
20 Algoma Blvd., Oshkosh, Wis. . . . BL 885

Wilmotte, Raymond M.
Warner Bldg., Washington, D. C. . . NA 8-4619

Wilson, Henry C.
1302 18 St., NW, Wash., D. C. . . . HU 3-9000

Wolfskill, Robt.
P. O. Box 7037, Kansas City, Mo. . . . JA 5302

Worsley, Chas. C.
1319 F St., NW, Wash., D. C. . . . DI 7-1319

Wrenn, Joseph
1121 E. Capitol St., Wash., D. C. . LI 4-5131

Wright, Charles S.
Pennsylvania Bldg., Wash., D. C. . RE 7-2347

Wright, Lowell R.
Munsey Bldg., Wash., D. C. DI 7-1740

Wright, T. A., Jr.
Inwood P. O., Dallas, Tex. JU 6108

— Z —

Zielinski, Casimir A.
1339 Wisc. Ave., NW, Wash., D. C. . AD 4-2414

Equipment Manufacturers

Specializing in AM & FM Radio and Television

Acme Camera Corp.

2704 W. Olive Ave., Burbank, Cal.
Phone: Victoria 9-3144

President John Kiel
PRODUCTS: TV recording cameras, kinephoto monitors, animation art equipment, optical printing equipment.

Adler Electronics, Inc.

1 Le Fevre Lane, New Rochelle, N. Y.
Phone: New Rochelle 6-1620

President Ben Adler
E.P.'s Alfred Strogoff, Harry Adler
Research, Dev. Dir. Dr. Byron W. St. Clair
Ch. Elec. Engr. Carmen J. Auditoro
Ch. Mech. Engr. Sheldon Newberger
Advertising Manager. Emanuel Strumin
PRODUCTS: Manufacturers of low-power TV broadcast equipment: TV translators, antennas, UHF transmitters; translator amplifiers, heterodyne repeaters, microwave equipment.

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100

President, Chairman Ross D. Siragusa

Exec. Vice-Pres.-Treas. John B. Huarisa
Vice-Pres., Sales. Carl E. Lantz
V.P., Gov't. Labs., Sales. J. F. Gilberte
Vice-Pres., Purchasing. Frank J. Kazda
Vice-Pres., Prod. Cy S. Rossate
Vice-Pres. Operations. V. Barreca
Secretary, Ass't Treas. George E. Driscoll
Vice-Pres., Gen. Counsel. F. H. Uriell
Nat'l. Sls. Mgr. (Radio) A. A. Medica
Nat'l. Sls. Mgr. (TV) Ross D. Siragusa, Jr.
Gen. Sales Manager. R. J. Bambery
Advertising Director. Richard F. Gorman
PRODUCTS: AC-DC radios, Hi-Fi FM-AM radio/phonos, color TV, portable receivers.

Aero Electronics Co.

1512 N. Wells St., Chicago 10, Ill.
Phone: Whitehall 3-0401

President B. S. Maximoff
General Manager T. A. Beresney
PRODUCTS: Duplexers, mixers, direction couplers, flexible waveguides.

Alford Manufacturing Company, Inc.

299 Atlantic Ave., Boston 10, Mass.
Phone: Hancock 6-2150

Senior Engineer Harold H. Leach



LIBERTY TOWER Erection Co.

A. M. & F. M.
TOWERS

TV and COMMUNICATION
TOWERS

- SALES
- SERVICE
- ERECTION

SE of City OR 7-3381
8300 South Sunny Lane Road
OR 7-3880
Oklahoma City, Oklahoma

EQUIPMENT MANUFACTURERS

PRODUCTS: TV broadcast transmitting antennas, diplexing filters, hybrids, coaxial switches.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6300

President.....A. D. Davis
V.P., Treas.....A. E. Davis
V.P., Mktg., Adm.....A. W. Preskill
V.P., Gen. Mktg. Mgr.....A. Brodsky
Comm Sales Mgr.....S. H. Levey
Advertising Manager.....J. W. Rubin

PRODUCTS: Electronic eqpt. & supplies distr.; TV camera tubes, transmitter & receiving tubes, tape recorders & supplies, recording eqpt., cartridges & supplies, microphones, audio cable, patch cords.

Alpar Manufacturing Co.

2910 Spring St., Redwood City, Cal.

Phone: EMerson 8-4701

Sales Manager.....R. V. Lastrup

PRODUCTS: Towers, accessories & assoc. eqpt.

Altec Lansing Corp.

1515 S. Manchester Ave., Anaheim, Cal.

Phone: PRospect 4-2900

N. Y. Phone: ALgonquin 5-3636

Board Chairman.....G. L. Carrington

President.....A. A. Ward

Vice President.....A. Fiore

Staff V. P.....J. K. Hilliard
Sales Manager.....H. S. Morris
Advertising Manager.....L. Gillingham
Comptroller.....C. R. Rininsland

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, microphone accessories, compressor amplifiers, tuners, transformers.

American Electronics, Inc.

(Audio Div.)

9449 W. Jefferson Blvd., Culver City, Calif.

Phone: TE 0-7245

Sales Manager.....Howard Ladd

PRODUCTS: Prof. tape recording eqpt.; Series 30 & Mk. VII recorders.

American Telephone & Telegraph Co.

(Long Lines Dept.)

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

Phone: EXeter 3-5725

Div. Comm. Mgr.....F. R. MacFarland
COMMUNICATIONS: Provision of network service to meet the Broadcasting Industry's requirements for the interstate, national, and international transmission of television and radio program material; telephone and teletypewriter services for the coordination and administration of broadcasting operations.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.

Phone: WeLls 1-6200

President.....Frank Randall

Product Mgr. (Transmitting Tubes)

Chas. Roddy

Dist & Renewal Tube Sls. Mgr...A. J. Peterson

Mgr. Adv. & Sls. Prom.....M. D. Smoller

PRODUCTS: Tubes—vacuum & gas, transmitting & power, rectifiers, vacuum condensers. Semiconductors (diodes & transistors.)

Ampex Corp.

(Professional Products Div.)

934 Charter St., Redwood City, Calif.

Phone: EMerson 8-1481

N. Y. Phone: PLaza 5-8405

President.....George I. Long, Jr.

Ch. of Board.....Alexander M. Poniatoff

V.P., Gen. Mgr.....Robert Sackman

Mgr. Professional.....Neal McNaughten

Marketing Manager.....Thomas E. Davis

Nat'l Sles Mgr.....Robert Paulson

PRODUCTS: Audio magnetic recorders, accessories, systems, incl. series 300 multi-channel & 351 professional recorders, series 3000 high speed tape duplicators. Video magnetic recorders, accessories, systems, incl. Ampex Videotape Recorder.

Amplifier Corp. of America

398 Broadway, New York 13, N. Y.

Phone: WOrth 6-2929

President.....R. Epstein

Vice-Pres.....N. M. Haynes

Purchasing Agent.....M. R. Ellis

CALIFONE PLAYBACKS

BUILT TO PROFESSIONAL STANDARDS
FOR PROFESSIONAL USE



the
califone
EXECUTIVE
Model 6U-7

Illustrated... The Califone EXECUTIVE—lightest weight (11 pounds) and lowest priced (\$74.95) transcription player... 12 different models to meet every need.

Write Dept. RTY-3



califone CORPORATION

1041 North Sycamore Avenue
Hollywood 38, California

EQUIPMENT MANUFACTURERS

s Manager.....A. J. Gillette
 ertising Mgr.....Harold Wallerstein
PRODUCTS: Magnemite Portable, VU
 nemite, Weatherite VU Magnemite and
 thertite Magnemite, Magneraser, Magne-
 Stereo Magnemite, Flutter Meter, A.V.C.
 olifier, Secret Recorder, Flyweight Mag-
 nite TransMagnemite.

Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.
 Phone: BRyant 9-0710
 icient.....Herbert M. Ardston
 e-President.....Harry Morris, Jr.
 f Engineer.....Norman Perlman
 s Manager.....Jack Saunders
PRODUCTS: Community antenna systems,
 ter amplified antenna systems, individual
 amplifiers, broad band amplifiers, line
 ders, TV outlets, closed circuit systems
 schools, industrial plants, etc.

Andrea Radio Corp.

01 Bridge Plaza North, L.I.C.1, N.Y.
 Phone: STillwell 4-5411
 icient.....Frank A. D. Andrea
 Ch. Eng.....H. J. Heindel
 of Purchasing.....Bruce B. Donald
 ntroller.....A. Abbene
 s Mgr.....John M. Dierkes
 Export Manager.....Ramon Masvidal
PRODUCTS: Household television re-
 cers and Hi-Fi phonographs; special elec-
 tric products; military electronics.

Andrew Corp.

363 E. 75th St., Chicago 19, Ill.
 Phone: TRiangle 4-4400
 irman.....Dr. V. J. Andrew
 Gen. Mgr.....C. Russell Cox
 keting Manager.....R. C. Bickel
 ctor of Marketing.....R. P. Lamons
 ctor of Engineering.....J. S. Brown
 ctor of Advertising.....E. Heitsch

Branch Offices

P. O. Box 416, Ridgewood, N. J.
 Phone: GIhbert 5-2500
 P. O. Box 296, Westwood, Mass.
 Phone: DAvis 6-6500

ANDREW CALIFORNIA CORP.

941 E. Maryland Ave.
 Claremont, Cal.
 Phone: NAional 6-3505

ANDREW ANTENNA CORP., LTD.

606 Beach St., Whitby, Ont.
 Phone: MOhawk 8-3348
PRODUCTS: UHF & VHF transmission
 system; Multi-V FM antenna; coaxial
 ches, telescoping masts; low & medium
 er TV antennas.

Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.
 Phone: NEw Rochelle 6-8138
 icient.....John Oxberry
 s Manager.....Edward G. Willette
PRODUCTS: Prof. & industr. animation
 ds, spec. effects optical printers, 35 & 16
 cameras, punches, accessories.

Arthur Ansley Manufacturing Co.

New Hope, Pa.
 Phone: AXtel 7-2711
 President.....A. C. Ansley
PRODUCTS: Printed circuits, printed cir-
 cuit assemblies.

Antennavision, Inc. (Ameco)

2949 W. Osborn Rd., Phoenix, Ariz.
 Phone: ALpine 4-5511
 President.....Bruce Merrill
 Secretary.....Edward Furman
 Treasurer.....Nelson Wirick
 Sales Manager.....Roy G. Goodman
PRODUCTS: Closed circuit & community
 TV system eqpt., antenna site eqpt., distribu-
 tion amplifiers, line splitters & tap boxes,
 matching transformers, cable lashers, combin-
 ing networks, filters, fixed pads.

Atlantic Electronics Corp.

89 Jefferson St., Passaic, N. J.
 Phone: PRescott 9-3900
 President.....Arthur Green
PRODUCTS: Rebuilders of CR tubes.

Atlas Sound Corp.

1449 — 39th St., Brooklyn 18, N. Y.
 Phone: GEdney 8-5500
 Sales Manager.....R. C. Reinhardt
PRODUCTS: Microphone stands, booms,
 & all types of supports for TV.

Audio Accessories

279 Broadway, Amityville, N. Y.
 Phone: MYrtle 1-7080
 Chief Engineer.....F. S. Hall
PRODUCTS: Patch cords, jack panels,
 cables test sets, video patch panels.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-6640
 President.....Wm. C. Speed
 Vice-President-Sec.Bryce Haynes
 Advertising Manager.....Rolf Haag
Silicon-Rectifier Div.
 620 E. Dyer Rd., Santa Ana, Cal.
 Phone: KImberly 5-8241

V.P. in Charge.....Alan Bodge
PRODUCTS: Recording discs (Audio-
 discs), recording and playback points (Au-
 dio-points), Magnetic Recording Tape (Au-
 diotape), Magnetic Recording Film (Audio-
 film).

Audio Instrument Co.

135 W. 14th St., N. Y. 11, N. Y.
 Phone: ORegon 5-7820
 President.....C. J. LeBel
PRODUCTS: Intermodulation meters,
 audio test eqpt. & reverberation generators.

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
 Phone: OXford 7-0725
 President.....Herbert Rosen
PRODUCTS: Transcription and electric
 playback machines, recording tape, portable
 tape recorders.

EQUIPMENT MANUFACTURERS

Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.

Phone: PLaza 7-3091

Manager.....C. R. Paulson
PRODUCTS: Special effects eqpt., arc & still bkgnd. projectors, vidi-script prompting system.

Auricon Div., Berndt-Bach, Inc.

6900 Romaine St., Hollywood, Calif.

Phone: HOllYwood 2-0932

Exec. Vice-Pres.....Walter Bach
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture: Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

Automatic Radio Mfg. Co., Inc.

122 Brookline Ave., Boston, Mass.

Phone: COmmonwealth 6-1420

Sales Mgr.....E. L. Housman
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thumb, Tom Thumb Jr., Tomboy.

Semon Bache & Co.

636 Greenwich St., N. Y. 14, N. Y.

Phone: WAtkins 4-2121

President.....David Hirsch
V.P., Sales & Adv. Mgr.....Ben Newton
Treasurer.....Ernest O. Salman
Assistant Treas.....P. Schoenfeld
Secretary.....R. M. Dreyfuss
PRODUCTS: Manufacturers of mirrors, fabricators on glass; glass & mirror products.

Background Engineers, Inc.

7313 Santa Monica Blvd., Hollywood, Cal.

Phone: HOllYwood 5-4161

President.....W. S. Tillisch
PRODUCTS: Rear projection rental service including projectors (Bodde Projector), rear projection screen, rear projection slides and effects.

Bauer Electronic Mfg. Co.

3728 Southwood Ave., San Mateo, Cal.

Phone: FReside 5-0897

Owner.....F. Bauer
PRODUCT: AM broadcast transmitters.

E. J. Baughman Co.

1914 N. Cogswell Rd., El Monte, Calif.

Phone: GILbert 4-7586

Owner.....E. J. Baughman
Manager.....E. C. Baughman
PRODUCTS: Microphone booms, hangers, studio lighting equipment; hydraulic camera dolly, light housings, remote pan & tilts.

Bausch & Lomb Optical Co.

683 St. Paul St., Rochester 2, N. Y.

Phone: LOcust 2-3000

N. Y. Phone: CIRCLE 7-5400

Pres.....Carl S. Hallauer
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

Bayside Timers

45-25 162nd St., Flushing 58, N. Y.

Phone: INdependence 3-8935

Gen. Mgr.....Gale Dorothea
PRODUCTS: Design and manufacture timers, dimmers, and electrical controls.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.

Phone: MUrray 7-6381

President.....John F. Beasley
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel crectors (radio-television towers and antennas).

Bell and Howell Company

7100 McCormick Blvd., Chicago 45, Ill.

Phone: AMBassador 2-1600

Manager.....George L. Oakley
PRODUCTS: Photographic equipment and closed circuit installations.

Bell Television Inc.

552 W. 53rd St., N. Y. 19, N. Y.

Phone: JUdson 6-4350

President.....Martin Sugar
Service Manager.....James Bronis
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

Benco Television Associates, Ltd.

27 Taber Rd., Rexdale, Ont.

Phone: CHerry 4-4296

President.....P. Freen
PRODUCTS: Community antenna and distribution systems.

Bendix Aviation Corp.

(Red Bank Div.)

Eatontown, N. J.

Phone: 3-2000

General Manager.....E. F. Kolar
Pur. Dir.....L. Fyfe
PRODUCTS: CR and special purpose tubes.

Charles Beseler Co.

219 S. 18th St., East Orange, N. J.

Phone: ORange 6-6500

General Manager.....H. H. Myers
PRODUCTS: Projectors.

Blaw-Knox Equipment Div.

Box 1198, Pittsburgh, Pa.

Phone: STerling 1-2700

Mgr., Tower & Antenna.....R. A. Troman
PRODUCTS: Steel towers for AM and FM.

Blonder-Tongue Laboratories, Inc.

9 Alling St., Newark 2, N. J.

Phone: MArket 2-8151

Sales Mgr.....Joseph H. Kerner
PRODUCTS: TV amplifiers, UHF converters, video monitors, field strength meter VHF amplifiers, TV distribution systems, projection TV receiver, AM-FM tuner, Bi-Tran (TV Multi-Plex transmission system for pay-TV or auxiliary public service broadcast).

EQUIPMENT MANUFACTURERS

Bodde Projector Company

1541 Bradley Ave., San Francisco, Cal.
 Phone: EMpire 5-2551
 President.....B. M. Bodde, Jr.
 PRODUCTS: Bkgrnd. projectors, stop-motion & variable speed controls.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
 Phone: WINchester 6-3700
 President.....G. G. Greene
 Chief Engineer.....H. Paul
 Sales & Prom. Mgr.....M. Halse
 Prod. Mgr.....A. Costa
 PRODUCTS: FM Simplex-Multiplex receiving and transmitting equipment for the background Music Industry including—Simplex-Multiplex receivers and tuners and adaptors. Modulation monitors, FM monitors and delay receivers. Other subsidiary communication authorization special service equipment.

Bryg, Inc.

324 S. McKean St., Butler, Pa.
 Phone: BUTler 72-795
 President, Gen. Mgr.....Samuel H. Depew
 Vice-Pres., Eng.....Dr. Adolph Razdow
 Sales Manager.....Ralph A. Nicholas, Sr.
 PRODUCTS: Vidicon color equipment, which uses panchromatic black and white film for color telecasting, including projection film camera and electronic units.

Burke & James, Inc.

321 S. Wabash Ave., Chicago, Ill.
 Phone: HARRison 7-8393
 President.....George Drucker
 PRODUCTS: TV lenses, special mounts; "deoptics" processing eqpt.

Calbest Electronics Co.

1 Exposition Blvd., Los Angeles 16, Calif.
 Phone: REpublic 1-7291
 President.....I. Dubin
 Chief of Engineering.....Herbert Fremont
 Chief of Engineer.....Harold Parker
 Sales Mgr.....Charles B. Epstein
 Purchasing Agent.....Murray Epstein
 PRODUCTS: Manufactures TV and radio transmitters, radio intercom systems, high fidelity components.

Califone Corp.

1 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: HOLlywood 2-2353
 President.....Robert G. Metzner
 PRODUCTS: Portable transcription playback high fidelity magnetic tape recorders.

Calvideo Tube Corp.

5222 W. 104th St., Los Angeles, Calif.
 Phone: OREGon 8-3995
 President.....Stephen Tidik
 PRODUCTS: TV picture tubes.

Camera Equipment Co., Inc.

315 W. 43rd St., New York 36, N. Y.
 Phone: JUDson 6-1420
 President.....Frank C. Zucker
 Vice-President.....Burton H. Zucker

Sec'y-Treas.....Margaret B. Zucker
 General Mgr.....Eugene H. Levy
 PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

The Camera Mart, Inc.

1845 Broadway, New York 23, N. Y.
 Phone: PLaza 7-6977

President.....Irving Browning
 Treasurer.....H. V. Browning
 Secretary.....Anna Browning
 Manager.....Samuel Hyman
 Promotion.....Paul Meistrich
 PRODUCTS: Mfg. sls., rental of professional motion picture & TV production eqpt., incl. cameras, sound recording, lights, dollies, film editing eqpt.

Canadian General Electric Co., Ltd.

Royce Works, 830 Lansdowne Ave.,
 Toronto 4, Ont.
 Phone: LENnox 4-6511

(Electronic Equipment & Tube Dept.)
 V.P., Gen. Mgr.....R. M. Robinson
 Mgr. Marketing.....I. A. Mayson
 Mgr. Best. Sls. & Planning.....C. E. Spence
 Broadcast Sales.....E. J. Gareau
 Adv. & Sales Prom.....M. D. Locke
 PRODUCTS: Complete AM & TV broadcast transmitting and studio systems; consulting; systems, design & production engineering; facilities for development and manufacture of all electronic products.

Canadian Marconi Co.

2442 Trenton Ave., Mt. Royal, Montreal
 Phone: REgent 8-9441

President.....S. M. Finlayson
 Asst. Gen. Manager.....W. H. Hopkins
 Mgr., Comm. Products Div.....W. R. Bitcheno
 Comm. Sales Manager.....J. H. Martin
 PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

Cannon Electric Co.

3208 Humboldt St., Los Angeles 31, Calif.
 Phone: CAPitol 5-1251
 President, Gen. Mgr.....R. J. Cannon
 PRODUCTS: Audio and TV camera connectors.

Capehart Corporation

216 W. 14th St., New York 11, N. Y.
 Phone: WATkins 4-5900

Chmn. Bd. Dirs.....Benjamin Gross
 President.....Robert A. Gross
 Vice President.....Alfred P. Hummers
 Secretary.....S. L. Fine
 Treasurer.....Thomas L. Donnelly

EQUIPMENT MANUFACTURERS

PRODUCTS: AM & FM radio, high fidelity radio phonographs, incl. stereo phonographs.

Caterpillar Tractor Co.

600 W. Washington St., E. Peoria, Ill.

Phone: 6-3311

N. Y. Phone: Circle 5-9054

V.P., Engine Div.....H. H. Howard
Sales Manager.....J. H. Gill
Asst. Sls. Mgrs...H. J. Hunkele, J. P. Morgan

PRODUCTS: Diesel electric sets for use as prime or emergency power.

CBS-Hytron

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.

Phone: SPring 4-2360

Newark, N. J.: Market 3-5832

Melrose Pk., Ill.: ESTebrook 9-2100

Los Angeles, Cal.: RAYmond 3-9080

President.....Arthur L. Chapman

V.P., Gen. Mgr., Semi-conductor

Oper.....Robert G. Marchisio

V.P., Gen. Mgr., Receiving Tube

Oper.....Michael Callahan

V.P., Marketing.....Reed V. Bontecou

V.P., Engineering.....Norman L. Harvey

Mgr. Mktg. Adm.....Roy A. Juusola

Eqpt. Sls. & Govt. Sls. Mgr.

Louis H. Niemann

Controllor.....Walter J. Hungerford

Credit Mgr.....Malcolm S. Jones

Advertising Mgr.....Harry G. Burnett

Dir. of Purchasing.....Edward R. Carroll

Dir. of Personnel.....Albert S. Nelson

Distributor Sales Mgr.....John H. Hauser

Export Div.....CBS International

Supvr. Research & Dev. (Tubes)

Dr. Philip N. Hambleton

Mgr., Rec. Tube Dept....Elwood W. Schafer

Plant Managers

Danvers.....Charles E. Coffin

Lowell.....Edward J. Quirk

Newburyport.....Joe C. Harmony

PRODUCTS: Electron tubes and semiconductor products; audio components.

Century Lighting, Inc.

521 West 43rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook

Chmn. & Exec. V.P.....Saul Levy

Branch Offices

1477 N.E. 129th St., N. Miami, Fla.

1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone), C-Core dimmer system.

Cinema Engineering

1100 Chestnut St., Burbank, Calif.

Phone: VICToria 9-5511

General Manager.....James L. Fouch

Sales Service Mgr.....Gloria M. Smith

N.Y.C. Representative.....Sidney H. Baum

PRODUCTS: Audio attenuators, equalizers, amplifiers, power supplies.

Cinematic Developments & Cinechrome Laboratory

2125 32nd Ave., San Francisco, Calif.

Phone: MOntröse 4-2435

President.....Arthur H. Hart

PRODUCTS: Design and development of special motion picture equipment.

CMG Industries—Ideas, Inc.

214 Ivinson, Laramie, Wyo.

Phone: FRanklin 5-2597

N. Y. Phone: BEekman 3-3240

PRODUCTS: Electriduct — Stumbleproof over-the-floor electrical extension cords. Flexiduct — Stumbleproof over-the-floor rubber ducts for cables and telephone, intercom, etc., wiring.

Cohu Electronics, Inc.

5725 Kearney Villa Rd., San Diego, Cal.

Phone: BRowning 7-6700

Sales Manager.....S. S. Sievers

PRODUCTS: Viewfinder studio cameras, sync generators, camera chains.

Collins Radio Co.

315 - 2nd Ave., Cedar Rapids, Iowa

Phone: EMpire 3-2561

N. Y. Phone: MURray Hill 7-6740

Best. Sales Mgr.....John M. Haerle

Branch Offices

Richardson Bldg., Dallas, Tex.

Phone: ADams 5-4511

Regional Sales Mgr.....T. A. Farrell

261 Madison Ave., New York, N. Y.

Regional Sales Mgr.....W. J. McKnight

2700 W. Olive, Burbank, Cal.

Phone: THornwall 5-1751

Regional Sales Mgr.....G. T. Tasto

Central Reg. Sls. (Home off.)...G. Bergmann

PRODUCTS: AM Broadcast transmitters, antenna phasing, FM antennas, TV-STL broadcast and recording audio eqpt. & TV weather radar.

Commercial Radio Sound Corp.

652 First Ave., New York 16, N. Y.

Phone: OREGon 9-0400

General Manager.....A. W. Schneider

PRODUCTS: Broadcast public address & audio systems, video & distribution systems.

Communications Products Co.

State Hwy. 79, Marlboro, N. J.

Phone: FReehold 8-1880

Manager.....J. L. Bernard

PRODUCTS: Antennas for base sta. & vehicular use, coaxial cable & connectors.

Community Engineering Corp.

Box 824, State College, Pa.

Phone: ADams 7-7221

President.....James R. Palmer

Vice-President.....Floyd B. Fischer

PRODUCTS: Complete electronic eqpt. for RF distribution of TV signals for com-

EQUIPMENT MANUFACTURERS

community antenna, master, closed circuit, educational & industrial systems. Ultra low noise pre-amplifiers. Wide band sweep generators. Custom contract manufacturing.

Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: CO 5-0372

President Michael Freedman
Vice-Pres. Stanley Gitner
Sec'y-Treas. Jane Leni
PRODUCTS: Comprehensive filmtreat process: For films in constant use; print life service; comprehensive film rejuvenation.

Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.
Phone: EDgewood 5-1241

President W. J. Moreland
Vice-Pres., Engr. J. Grayson Jones
Vice-Pres., Mfg. R. M. Alston
Treasurer K. L. Peyton
Secretary P. C. Kemp
PRODUCTS: Color monitors and monochrome monitors. Off-the-air receivers for monitoring and re-broadcast applications.

Consolidated Tower Service

1123 Michigan Ave., Fort Wayne 6, Ind.
Phone: ANTHONY 7-0202

General Manager N. I. Swager
PRODUCTS: Erect, sell & service towers, spec. in package deals.

Continental Electronics Manufacturing Company

4212 S. Buckner Blvd., Dallas 27, Tex.
Phone: EVERgreen 1-1137

President James Weldon
Sales Mgr. Thomas B. Moseley
PRODUCTS: AM Broadcast transmitters (both standard and short wave).

John A. Costelow Co., Inc.

125 Kansas Ave., Topeka, Kansas
Phone: CENTral 3-6598

President John A. Costelow
Vice-Pres., Treas. K. A. Costelow
PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey Philips tower lighting equipment.

Crouse-Hinds Co.

Wolf & 7th Sts., Syracuse 1, N. Y.
Phone: GR 4-1011

President John R. Tuttle
Vice-Pres. Robert J. Sloan
Vice-Pres., Sales Erle R. Monesmith
Supt. Illumination J. S. Haney
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers.

Cubic Corp.

575 Kearny Villa Rd., San Diego 11, Calif.
Phone: BR 7-6780

President Walter J. Zable
Vice-President R. V. Werner
PRODUCTS: Microwave test equipment and components.

Dage Television Div.

(Thompson Ramo Wooldridge, Inc.)

W. 10th St., Michigan City, Ind.
Phone: TR 4-3251

General Manager J. L. Lahey
Asst. Gen. Mgr. W. T. Relyea
Chief Eng. J. Alinsky

PRODUCTS: Closed circuit TV cameras & monitors; professional best. TV systems; transistorized portable TV cameras & transmitters; kinescope recorders.

Da-Lite Screen Co., Inc.

Warsaw, Ind.

Phone: AMherst 7-8101

President C. C. Cooley
Vice-President H. E. Christiansen
Vice-President, Sales C. J. Cerney
PRODUCTS: Projection screens, accessories.

Date Television Division

(Thompson Products, Inc.)

West Tenth St., Michigan City, Ind.

Gen. Mgr. J. L. Lahey
Sales Mgr. J. R. Howland

PRODUCTS: Closed Circuit, broadcast, color TV equipment.

Daven Co.

530 W. Mt. Pleasant Ave., Livingston, N. J.
Phone: WYman 2-4300

President Lewis Newman
Sales, Gen. Mgr. E. L. Grayson
PRODUCTS: Vacuum tube voltmeters. Noise and distortion meters. Transmission measuring equipment. Test equipment, audio and RF attenuators, components, switches, wirewound resistors, metal film resistors.

Dearborn Glass Co.

6600 S. Harlem Ave., Bedford Park, Ill.
Phone: LUDlow 5-0900

President W. A. Williams
Executive Vice-President L. J. Paulick
PRODUCTS: Reflection free tube faces, flat and bent implosion plates.

Delco Radio

(Division of General Motors)

700 E. Firmin, Kokomo, Ind.

Phone: GLadstone 2-8211

General Manager B. W. Cooper
Sales Manager D. A. Sandberg

PRODUCTS: Automobile Radios, power transistors; defense equipment: Ground-to-air communication equipment and two-way radio communication equipment.

Dewald Radio Mfg. Co.

35-15 37th Ave., Long Island City, N. Y.
Phone: STillwell 4-9334

President David Wald
Engineer Mark Glaser
Sales Mgr. Edwin Weisl, Jr.

PRODUCTS: Transistor portables, clock radios, AM-FM Hi-Fi tuners, amplifiers. Stereo tuners & amplifiers.

EQUIPMENT MANUFACTURERS

Diamond Power Specialty Corp.

Box 415, Lancaster, Ohio
Lancaster, Ohio
Phone: OLive 3-6540

Chairman.....W. P. Thomas
President.....W. J. Fitzhugh
V.P., Gen. Sales Mgr.....L. B. Schueler
PRODUCTS: Industrial TV systems, Utili-
con camera tube, PC 600 camera tube.

Dorne & Margolin, Inc.

29 New York Ave., Westbury, N. Y.
Phone: EDdgewood 4-3200

President.....Arthur Dorne
Vice-Pres., Treas.....Joseph Margolin
PRODUCTS: Antenna research, develop-
ment and production.

Dresser-Ideco Company

875 Michigan Ave., Columbus 8, Ohio
Phone: AX 9-2123
N. Y. Phone: OX 7-2800

Product Manager.....J. M. Hogan
Comm. Sales Mgr.....J. R. Hayden
Tower Design Mgr.....Orville Pelkey
PRODUCTS: Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: SWarhmore 1-1000

Chmn. Bd. Dirs., Gen. Mgr.....Dr. Allen
B. DuMont
President.....David T. Schultz
V.P., Research & Engr.....Dr. Thos. T.
Goldsmith, Jr.

Asst. Gen. Mgr.....Nicholas De Falco
Controller.....Eugene J. Tanner
Asst. Treas.....Robert W. Norcross
General Counsel.....George Etkin
Ind. Rel. Dir.....Edward Van Houten
Public Relations Director.....Hy Brodsky

TUBE OPERATIONS

Manager.....Joseph P. Gordon
Dir. of Purch.....William J. Voss
Engineering.....Albert E. Beckers

INDUSTRIAL ELECTRONICS DIVISION

760 Bloomfield Ave., Clifton, N. J.
Manager.....Robert K. Clifford
Instr. & Automotive....Morton G. Scheraga
Industr. TV, Mobile Radio
Kenneth F. Petersen

MILITARY ELECTRONICS DIVISION

35 Market St., East Paterson, N. J.
WEST COAST PLANT
11800 W. Olympic Blvd., Los Angeles 64, Cal.
Phone: GRAnite 7-4271

Director.....R. T. Cavanagh

INTERNATIONAL DIVISION

515 Madison Ave., New York, N. Y.
Phone: PLaza 1-1652
Director.....Ernest A. Marx
Asst. Dir.....Robert I. Gaines

BOARD OF DIRECTORS

Chairman.....Allen B. Du Mont
Directors.....Barney Balaban,
Armand G. Erpf, Thomas T. Goldsmith, Jr.,

Paul Raibourn, David T. Schultz, Percy M.
Stewart, Edwin L. Weisl.

PRODUCTS: Industrial & spec. cathode-
ray tubes, photosensitive devices, oscillo-
scopes & related scientific instruments, auto-
motive test eqpt., 2-way mobile radio, in-
dustrial closed circuit TV, radar, data dis-
play devices.

Dynamic Electronics-New York, Inc.

87-46 123rd St., Richmond Hill, L. I., N. Y.
Phone: HI 1-4400

President.....J. M. Winer
Exec. V.P.....S. Levy
V.P. Govt. Div.....J. D. Winer
V.P. Engineering.....Pat Gale
Treasurer.....Louis Faferman
Secretary.....George Ginsburg
Chief Engineer.....Edward Keiser
Field Engineer.....Lenard Schwartz
Contract Engineer.....Murray Mayerson
Design Engineer.....Stanley Brenner
Product Engineer.....William Brenner

PRODUCTS: (AM-FM) Radio-phono com-
binations (dynamic); contract private brand
(AMC & Hudson); tuners & tuner amplifiers.
(TV) "Filtertenna" indoor TV-FM antenna;
hi-pass & lo-pass filters; tri-set couplers;
speaker selectors; "quadnaural" speaker sys-
tems.

Eastman Kodak Co.

343 State St., Rochester 4, N. Y.
Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.
Donald E. Hyndman
342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7080
Mgr., East Coast Office.....E. M. Stifle
130 E. Randolph Dr., Chicago 1, Ill.
Phone: RAndolph 6-7476

Mgr., Midwest Office.....K. M. Mason
6706 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-3101
Mgr., West Coast Office.....Emery Huse

PRODUCTS: Motion picture film and
equipment for TV use, camera lenses, televi-
sion film projectors.

Eidson Electronic Company

1902 N. Third St., Temple, Texas
Phone: PRospect 3-3901

Owner.....M. Eidson
PRODUCTS: Sta. frequency measuring
service, communications receivers & trans-
mitters.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone: JUnO 8-1212

President.....W. W. Eitel
Exec. Vice-President.....J. A. McCullough
Vice Pres., Mfg.....G. F. Wunderlich
Vice Pres., Finance.....E. E. McClaran
Dir. of Marketing.....O. H. Brown
Dir. of Research.....J. S. McCullough
PRODUCTS: Eimac Electron, power trans-
mitting tubes.

EQUIPMENT MANUFACTURERS

Electrical Tower Service, Inc.

325 S. W. Washington St., Peoria 2, Ill.
Phone: 3-9846

President.....Stanley Bernstein

PRODUCTS: Erection and maintenance of radio & TV towers.

Electro-Voice, Inc.

Cecil & Carroll Sts., Buchanan, Mich.
Phone: OXbow 5-6831

President.....A. R. Kahn

Executive Vice-President.....R. E. Siekman
P., Best. Microphones.....L. R. Burroughs

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

Electron Corp.

7 S. Central Expressway, Richardson, Tex.
Phone: ADams 5-3424

President.....M. Zimmerman

PRODUCTS: Closed-circuit cameras.

Electronic Applications, Inc.

94 Richmond Hill Ave., Stamford, Conn.
Phone: DAVis 5-1574

President.....V. J. Skee

PRODUCTS: Turntables, microphones, monitor loudspeakers, tape recorders.

Electronics Development Co., Inc.

743 Cahuenga Blvd., N. Hollywood, Calif.
Phone: STAnley 7-3223

President, Chief Eng.....Joseph H. Leaming

Vice-Pres., Treas.....Fred P. Leaming

Gen. Mgr.....D. W. Baisch

PRODUCTS: Audiplex sound diplexing systems, air to ground transmitters, design and development of special studio equipment, 100 watt 200 watt TV transmitters.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

President & Treas.....Kenneth C. Meinken

Vice-Pres.....Ken C. Meinken, Jr.

Gen. Pres., Sales Mgr.....R. F. Brunner

Purchasing Agent.....Albert Holmes

PRODUCTS: Cathode Ray Receiving, Multibeam and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High Voltage DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey
Phone: ELizabeth 4-2000

President.....Harry Diamond

PRODUCTS: Manufactures towers.

Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.
Phone: SWarthen 5-3400

President.....B. Abrams

Secretary-Treasurer.....M. Abrams

Exec. Vice-Pres.....Dorman D. Israel

V.P., Purch., Cons. Prod.

Engr., Mfg.....Harvey Tullo
V.P. Govt. Elec.....Morton P. Rome
V.P., Research Lab.....Harold Goldberg
V.P., Gov't Rel.....John D. Small
Dir. of Sales.....Arnold M. Henderson
Dir. of Adv.....Eugene Van Cleve
V.P., Controller.....Abraham Vogel
Dir., Comm. Eng.....Maurice Levy
Export Manager.....Joseph Kattan

PRODUCTS: TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

Engineering Assoc.

434 Patterson Rd., Dayton 19, Ohio
Phone: AXminster 3-1662

President.....C. C. Littell

PRODUCTS: Test eqpt., rectifiers, inverters, converters, spec. power supplies.

Entron, Inc.

4902 Lawrence St., Bladensburg, Md.
Phone: APpleton 7-9585

President.....H. M. Diambra

V.P., Sales.....R. J. McGeehan

Secy., Treas.....H. M. Kannee

Research Director.....H. Blum

Information Director.....G. Boros

PRODUCTS: Engineer & mfg. community antenna TV systems & closed circuit, educational, & industrial TV systems; & master hotel, motel, & apt. antenna systems. Amplifiers: distribution; mixing, TV; TV; wide-band. Multi-set attenuators, R-F & I-F. TV boosters. R-F & Video coaxial cable. TV & UHF-to-VHF converters.

Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.
Phone: BENsonhurst 6-2755

President.....A. R. Lieberman

Vice President.....T. S. Block

Chief Engineer.....Paul Smith

Production Mgr.....Anthony Umina

Purchasing Agent.....Ernie Cooke

Controller.....L. Saqqal

PRODUCTS: Manufacturers of radios, phonographs and Hi-Fi combinations. Import manufacturers for German & Japanese prods.

Fairchild Camera & Instrument Corp.

Robbins Lane, Syosset, Long Island, N. Y.
Phone: WEHs 1-4500

PRODUCTS: (AM-FM) Miniature beacon transmitters. Automatic voice data link. Fairchild motion analysis camera, high speed 16 mm motion picture camera for special effects color or B & W. Facsimile & telephoto transmitters & receivers.

Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City
Phone: STillwell 4-6163

President.....Sherman M. Fairchild

Exec. Vice-Pres., Sls. Mgr.....Ruben E. Carlson

PRODUCTS: Professional magnetic tape, disc recording and playback equipment in-

EQUIPMENT MANUFACTURERS

cluding pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.
Phone: NE 6-1300

PRODUCTS: Optical elements including Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

Fisher & Assoc.

6100 NE Columbia Blvd., Portland 18, Ore.
Phone: ATLantic 7-7303

Manager.....C. H. Fisher
PRODUCTS: Erecting, lighting, painting & servicing towers & ground systems.

Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.
Phone: EXeter 2-2500

President.....Avery R. Fisher
V.P.'s.....B. L. Arons, F. L. Mergner,
W. J. O'Donnell, J. J. Parks
Director of Sales.....J. J. Park
PRODUCTS: Hi-Fi Radio, Phonographs.

Florman & Babb, Inc.

68 West 45th St., New York 36, N. Y.
Phone: MU 2-2928

President.....Arthur Florman
Vice-President.....John Babb
Secretary.....Shirley Babb
PRODUCTS: Mfg., sls., & rental of every-
thing in 16 & 35 mm motion picture eqpt.

Foto-Video Laboratories, Inc.

36 Commerce Rd., Cedar Grove, N. J.
Phone: PILgrim 4-6000

Asst. Sales Mgr.....John Mahler
PRODUCTS: 2-Channel color & mono-
chrome video DA & mixer, 600 Ma. 250 to
300 V DC, regulated low voltage supply,
keyed video signal generator, 5-Channel sync.
distribution amplifier, amplitude linearity
tester, lin. & convergence dot generator, 525—
Line TV sync. generator, color subcarrier
generator, 5" TV waveform monitor, 225 MA
250 to 300 V DC regulated low voltage sup-
ply.

Jack A. Frost

234 Piquette Ave., Detroit 2, Mich.
Phone: TRinity 3-8030

Owner.....Jack A. Frost
Asst. Gen. Mgr.....E. A. Taube
PRODUCTS: Rental equipment for motion
picture, theatrical, studio and TV lighting
equipment and accessories.

Gabriel Electronics Div.

(The Gabriel Co.)

132 Crescent Rd., Needham Heights 94, Mass.
Phone: HILLcrest 4-005
General Manager.....C. W. Coleman

PRODUCTS: Microwave relay antennas,
passive reflectors, parabolic reflectors, mobile
communications antennae.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: BALdwin 2-8202

N. Y. Phone: MURray Hill 7-7971
President.....P. S. Gates
Vice-President.....L. L. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Adv. Dir.....John Price
Dir. of Engr.....N. L. Jochem
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

Branch Offices

13th & E St., N. W., Washington 4, D. C.
Phone: METropolitan 8-0522
2700 Polk Ave., Houston, Tex.
Phone: CApitol 8-8536
1133 Spring St., N. W., Atlanta, Ga.
Phone: TRinity 6-0369

PRODUCTS: Radio broadcast transmitters
AM; radio broadcast transmitters FM; TV
broadcast transmitters UHF and VHF;
speech input equipment for radio and video;
transcription turn tables; recording equip-
ment; communications transmitters (high
frequency); communications transmitters
(very high frequency); airway communica-
tions equipment; homing beacon equipment;
directional phasing equipment; antenna
coupling equipment; transmission line equip-
ment; portable remote amplifiers; rack cabi-
nets (relay); cabinets (transmitter); master
control systems.

General Communications

Box 169, Fort Atkinson, Wisc.
Phone: JORDan 3-5547

President.....E. D. Petersen
Secy.-Treas.....C. O. Bell
PRODUCTS: Monitors, power supplies,
camera, program and dial monitor switching
systems.

General Electric Co.

Electronics Park, Syracuse, N. Y.

Phone: GRANite 6-4411

N. Y. Phone: PLaza 1-1311

Industrial Electronics Division

Technical Products Department

Vice-Pres., Gen. Mgr.....C. K. Rieger
TV Receiver Dept.

Electronics Park, Syracuse, N. Y.
General Manager.....Herbert Riegelman
Manager Marketing.....Jack S. Beldon
Mgr. Sales Planning.....Jos. F. Effinger
Mgr. Adv. & Sales Prom.....Dale O. Akridge
PRODUCTS: TV Receivers—monochrome
and color.
General Manager.....W. J. Morlock
Manager—Marketing (Broadcast Equip.
and Allied Military
Equipment).....P. L. Chamberlain
Manager—Marketing (Closed
circuit TV).....F. P. Barnes
PRODUCTS: Radio and TV broadcast
equipment, including transmitters, antennas

EQUIPMENT MANUFACTURERS

and studio gear, for color and monochrome V, closed circuit TV equipment, scatter communications equipment, high frequency heating equipment.

Electronic Components Division

General Electric Co., Owensboro, Ky.
Phone: MURray 3-2401

General Manager.....L. B. Davis
Receiving Tube Dept.

General Electric Co., Owensboro, Ky.
Phone: MURray 3-2401

General Manager.....I. D. Daniels
PRODUCTS: Radio and TV receiving tubes, "Five-Star" high reliability tubes, micro-miniature metal ceramic receiving tubes.

Power Tube Dept.

Box 267, General Electric Co., Schenectady 5, N. Y.
Phone: FRanklin 4-2211

General Manager.....J. F. McAllister
PRODUCTS: Metal-ceramic transmitting tubes, TV camera tubes, microwave tubes, industrial power tubes, tank-type ignitrons.

Cathode Ray Tube Dept.

Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager.....H. F. DeLong
PRODUCTS: TV picture tubes, industrial cathode ray tubes, radar indicator tubes.

Semiconductor Products Dept.

Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager.....H. B. Fancher
PRODUCTS: Transistors (germanium and silicon) for all entertainment, commercial, and military markets; germanium and silicon rectifiers for electronic and electrical equipment; germanium and silicon diodes for electronic and electrical equipment.

Specialty Electronic Components Dept.

General Electric Co., W. Genesee St., Auburn, N. Y.
Phone: 3-7321

General Manager.....C. G. Lloyd
PRODUCTS: Printed wiring boards, leaded ceramic capacitors, encapsulated resistor-capacitor networks, ferrites, delay cable, precision metal parts for electronic tubes, technical ceramics, high fidelity sound components and phono accessories.

Communication Products Dept.

Electronics Park, Syracuse 1, N. Y.
Phone: GRanite 6-4411

General Manager.....H. Van Aken
PRODUCTS: Mobile communication equipment, two-way-radio, microwave, radio frequency coordination units, power line carrier, terminal equipment.

Radio Receiver Dept.

General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
Phone: EDison 4-1012

General Manager.....W. P. Von Behren
PRODUCTS: Full line of portable radios, clock-radios, table radios.

General Precision Laboratory, Inc.

63 Bedford Rd., Pleasantville, N. Y.
Phone: ROgers 9-5000

Bd. Chmn., Technical Dir.....R L. Garman
Pres., Gen. Mgr.....J. W. Murray
Vice Pres.....Blair Foulds
Sales Manager.....N. M. Marshall

PRODUCTS: Studio and portable TV equipment; television projection systems; industrial and institutional closed-circuit television systems.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

N. Y. Phone: WHitney 3-3140

President.....C. C. Carey
Vice-Pres. for Sales.....A. E. Thiessen
Treasurer.....Lawrence H. Pexton
Secretary.....John D. Quackenbush
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
V.P., Engr.....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Granco Products, Inc.

36-07 20th Ave., Long Island City 5, N. Y.
Phone: RAvenswood 1-0400

President.....Henry Fogel
Sales Director.....Herbert A. Frank
V.P. Chg. Mfg.....Seymour Napolin
PRODUCTS: FM radios; FM-AM radios; FM tuners; FM-AM stereophonic phonograph consoles.

Grand Iron Works, Inc.

525 Tiffany St., New York 59, N. Y.
Phone: DAYton 8-2600

President.....B. E. Alpern
PRODUCTS: Manufactures and erects towers.

Gray Manufacturing Co.

16 Arbor St., Hartford, Conn.
Phone: ADams 3-1271

Sales Manager.....N. Barnes
PRODUCTS: Turntables, tone arms & pre-amplifiers.

Graybar Electric Co., Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LEXington 2-4000

Sales Manager.....J. O'Connell
PRODUCTS: Microphones, amplifiers, magnetic tape recorders, lighting eqpt.

Guild Radio & TV Co.

460 N. Eucalyptus Ave., Inglewood, Calif.
Phone: OREGon 8-7771

Sales & Exec. Head.....Lou Dolgin
Production Chief.....Jack E. Ackerman
Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle Music Maid, Spice Chest, & Teakettle radios; Grafonola, Bonnet Box, & Ginger Bread Bin AM-FM high fidelity stereo radio-phonograph combinations.

EQUIPMENT MANUFACTURERS

Hallamore Electronics Co.

(Div. of The Siegler Corp.)

Pres., Siegler Corp. John G. Brooks

Pres., Hallamore Electronics

Lloyd G. Hallamore

Exec. V.P. John J. Burke

PRODUCTS: Closed-circuit TV industrial systems, and electronic communication systems.

J. M. Hamilton, Inc.

1106 N. Oakwood St., Gastonia, N. C.

Phone: UNiversity 4-2115

President J. M. Hamilton

Vice President Mrs. Marie C. Hamilton

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone: LOngacre 5-1300

Chairman of Board Joseph Lush

President Lloyd A. Hammarlund

Vice-Pres., Treas. Edward A. Wittmer

Vice-Pres., Mfg. Hugh A. McCloskey

Sls. Mgr., Engr. Prod. L. C. Menket

Sls. Mgr., Comm'l Prod. F. Lester

Vice-Pres., Eng. R. M. Daugherty

Secy. & Compt. Walter Knorr

Advertising & Promotion

Manager Lescarboura Agency

Personnel Director George Froehlich

Purchasing Manager William Griffin

PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.

The Harwald Company

1245 Chicago Ave., Evanston, Ill.

Phone: DAVIS 8-7070

President Robert Grunwald

Acting Sales Mgr. Howard Bowen

Technical Director Richard R. Wallace

Movie-Mite Div. Paul J. Browder

Sales Engineer Sam Caldwell

Field Engineer Ray Short

PRODUCTS: (TV) Inspect-O-Film automatic film inspecting machine; Splice-O-Film automatic hot splicer; Protect-O-Film film cleaner; Cement-O-Film film cement; Admatic automatic slide projector.

Harwood Manufacturing Co.

466 W. Superior St., Chicago 10, Ill.

Phone: WHitehall 3-0465

President Sidney Swislow

Vice-President, Gen. Mgr. J. H. Lippman

PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

Hewlett-Packard Co.

275 Page Mill Rd., Palo Alto, Calif.

Phone: DAVenport 5-4451

President David Packard

Vice-President William R. Hewlett

PRODUCTS: TV & FM monitors and test equipment.

Hinners-Galanek Radio Corp.

66-02 Austin St., Forest Hills 74, N. Y.

Phone: ILlinois 9-0800

President Frank A. Hinners

V.P., Treas. Leo J. Galanek

Sales Manager Arthur Howard

Chief Engineer Daniel P. Brand

Purchasing Mildred Towey

General Manager Jerry Di Mucci

Credit Manager Grace V. Ramey

Prod. Mgr. Paul Swist

Traffic Mgr. Mach Wachs

Chief Mechanical Eng. Zenon B. Salij

PRODUCTS: AM: 4-, 5-, 6-tube table & clock radios. Six-transistor portable Texon & plastic cases. Stereo phonographs.

Hoffman Electronics Corp.

3761 S. Hill St., Los Angeles, Calif.

Phone: RIchmond 7-4488

President H. Leslie Hoffman

Vice-Pres., Treas. C. E. Underwood

Secretary H. S. Hazeltine

V.P., Engineering I. J. Kaar

Vice President M. E. Paradise

Adv. Dir. E. A. Tischler

Mgr. Patent Dept. B. L. Birchard

Consumer Products Division

V.P., Sales P. E. Bryant

V.P., Mfg. J. Stevens

V.P., Admin. M. G. Whitney

V.P., Engr. C. A. Nichols

V.P., Styling J. Portanova

Asst. Sls. Mgr. D. D. Spence

Asst. Sls. Mgr., Radio

& Hi-Fi J. B. Chadwell

Advt Mgr. W. Baldwin

Sls. Prom. Mgr. D. Van Winkle

Prod. Mgr. F. J. Vogt

Quality Control Dir. H. Roemer

Laboratories Division

President J. D. McLean

Treasurer J. Kuhner

V.P., Electro-Mech. L. Mendelsohn

V.P., Operations G. M. Hafner

V.P., Engr. R. A. Maher

Dir. of Manufacturing E. E. Davis

Director of Purchasing R. A. Gingrich

Dir. Military Sales J. G. Anderson

Advertising Director W. H. Herrman

Semiconductor Division

Exec. Vice President M. E. Paradise

Treas., Asst. Gen. Mgr. J. S. McGee

V.P., Marketing R. N. Golbach

V.P., Research Dr. M. B. Prince

V.P., Engr. J. R. Madigan

V.P., Manufacturing R. L. Sigwell

Advertising Director R. Saichek

PRODUCTS: TV & radio receivers, hi-fi phonographs, military electronic equipment, semiconductor devices.

Holt Electronic Research Labs.

105 E. Spruce St., Mahanoy City, Pa.

Phone: 1228

Chief Eng. Luther Holt

PRODUCTS: Community TV. Cable

EQUIPMENT MANUFACTURERS

ment, preamps, head end A.C.C. units,
tal control converters, V.H.F., U.H.F.

Houston-Fearless Corporation

1 W. Olympic Blvd., Los Angeles, Calif.
Phone: BRadshaw 2-4331

Sales Mgr. A. J. Kjontvedt
President. K. B. Elliott

PRODUCTS: Pedestals, friction heads,
ed heads, dollies, cranes, remote control
s, etc.

Huggins Laboratories, Inc.

Hamilton Ave., Menlo Park, Calif.
Phone: DAVenport 3-0013

ident. Richard A. Huggins
f Engineer. Lester Roberts

PRODUCTS: Manufacturer and developer
raveling wave tubes, backward wave
lators and associated solenoids.

Hughey & Phillips, Inc.

N. San Fernando Blvd., Burbank, Calif.
Phone: VICTORIA 9-1104

Gen'l Mgr. J. H. Ganzenhuber

ODUCTS: 300 mm. beacons, obstruction
s, photo-electric controls, beacon flashers,
al junction boxes, microwave tower light
ol & alarm systems, and complete kits
tower lighting, sleet melter power and
ol.

Industrial Television, Inc.

369 Lexington Ave., Clifton, N. J.
Phone: GREGory 3-0900

ident. Horace Atwood, Jr.
Manager. R. J. Harrington

ODUCTS: Monochrome and color mon-
special ITV equipment.

Industrial Tubes, Inc.

321 Stevens St., Geneva, Ill.
Phone: GENeva 806

President. R. K. Soderquist
ODUCTS: Inert gas-filled thyratrons for
n TV studios in the dimming circuits of
control panels. Our tube types for
e use include: 5665/C16J, 718 & 710/

Insuline Corp. of America

86 Granite St., Manchester, N. H.
Phone: NA 5-8511

Vice Pres. A. S. Blumenthal
oller, Treasurer. H. J. Lynch

Gen. Sls. Mgr. J. J. Niesi
Mgr. C. E. Strickland

V.P., Sls. J. J. Maresca
rasing Agent. E. L. Bramhall

ODUCTS: Adapters, phone pick-up;
ing tools; amplifier chassis; angles and
ets antenna.

Internat'l. Electronics Corp.

81 Spring St., New York 12, N. Y.
Phone: WORTH 6-0790

ident. B. B. Grossman
Treas. M. Grossman
President. E. J. Porto

PRODUCTS: Mullard products: Audio &
radio & spec. purpose tubes; semi-conductor
& photo conductive devices; ultrasonic eqpt.;
electrical testing apparatus.

International Research Associates

(Division of Iresco, Inc.)

2221 Warwick Ave., Santa Monica, Calif.
Phone: TEXas 0-4415

President. L. E. Brown

PRODUCTS: TV monitors, receivers,
video sync equipment.

International Telemeter Corp.

2000 Stoner Ave., Los Angeles, Calif.
Phone: GRANite 8-7751

Chairman. Paul Raiourn
President. L. A. Novins

Vice-Pres. P. MacNamara, C. I. Lappen,
Jas. Murtagh

Secretary. Jacob Karp
Treasurer. Eugene Zukor

Asst. Secy.-Treas. Stanley A. Wainer
Asst. Secy. Arthur Israel, Jr.

PRODUCTS: Telemeter system of Pay-as-
You-See TV.

Internat'l Telephone & Telegraph Corp.

67 Broad St., New York 4, N. Y.
Phone: BOWling Green 9-3800

V.P. Chg. Marketing. P. R. Roehm

PRODUCTS: Mobile radio systems, closed-
circuit TV systems, tubes, rectifiers & con-
densers.

Inter-State Communications Co.

845 Chicago Ave., Evanston, Ill.
Phone: DAVIS 8-4800

General Manager. Warren B. Cozzens
Sales Mgr. Michael J. Cudahy

PRODUCTS: Microwave relay equipment
& systems.

ITT Components Division

(A Div. of IT & T)

100 Kingsland Road, Clifton, N. J.
Phone: NUTley 2-3600

N. Y. Phone: BOWling Green 9-3800

President. Burrell A. Parkhurst
V.P. Chg. Mfg. William P. Maginnis

V.P. Chg. Mktg. Frank M. Viles, Jr.
Comptroller. George Neaderhouser

Advertising Manager. Edward L. Shaw

PRODUCTS: Selenium & silicon rectifiers,
tantalum & aluminum capacitors, hermetic
seals, miniature switches, power, traveling
wave, hydrogen thyratron & image storage
tubes.

ITT Federal Division

100 Kingsland Road, Clifton, N. J.
Phone: NU 2-3600

President. Delbert L. Mills
Vice President. Theodore M. Douglas

V.P., Administration. Robt. E. Chasen
V.P., Engr. Walter H. Hawk

Pub. Rel. Dir. Joseph A. Abbott
General Sales Manager. John D. Phelan

EQUIPMENT MANUFACTURERS

Purchasing Agent.....Charles Messner
PRODUCTS: Communications transmitting-receiving systems & eqpt., conventional, time & frequency sharing, pulse coded.

ITT Laboratories

(A Div. of Internat'l Tel. & Tel. Corp.)
500 Washington Ave., Nutley 10, N. J.
Phone: North 1-1100

President.....Henri Busignies
V.P.'s.....Andre G. Clavier, Peter C. Sandretto, Arniq G. Kandoian
Lab Director.....William Siehak
PRODUCTS: Microwave radio systems & path loss test eqpt. for point-to-point & over-the-horizon transmission.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: Baldwin 4-0367

President.....J. Myron Fulkerson
Purchasing Agent.....James A. Hawkins
Secy-Treas.....J. E. Beery
PRODUCTS: Radio-TV-Marine electronics.

Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.
Phone: Circle 7-1429

President.....Claude Frederick
Vice President.....Grace V. Frederick
PRODUCTS: Stock pictures for projection, etc.; overhead, rear or front projection eqpt.; slide files—projection eqpt., rear & front screen & overhead projection.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7-7600

PRODUCT: Loudspeakers.

Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.
Phone: LOcust 4-0707

N. Y. Phone: SYcamore 2-3700

President.....Milton Shapp
Vice Presidents.....Donald Kirk, Jr., Henry J. Arbeiter, Caywood Cooley
Asst. to the Pres.....Zalmon H. Garfield,
Sales Manager.....William Miller
Dir. of Pub. Rel.....Daniel Aaron
PRODUCTS: CATV Systems, cable theater, test instruments, preamplifiers and accessories.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Manager.....P. J. Washburn
PRODUCT: Acoustical materials.

E. F. Johnson Co.

Waseca, Minn.
Phone: 990

General Manager.....E. F. Johnson
General Sales Mgr.....E. T. Herbig Jr.
PRODUCTS: Antenna insulators, RF connectors, isolation inductors, inductors (fixed & variable), shaft couplings (flexible &

rigid), static drain chokes, tower lighting filters, phase samplings loops, make-before-break switches, counter dials, feed-thru bowl insulators.

Kaar Engineering Corp.

2995 Middlefield Rd., Palo Alto, Cal.
Phone: DAveport 6-5050

Manager.....F. Genocchio
PRODUCTS: Mobile radio telephone eqpt.; AM & FM transmitters & receivers.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, N. Y.
Phone: FReeport 9-8800

President.....Leonard R. Kahn
V.P. Chg. of Sls.....Kenneth B. Boothe
PRODUCTS: Compatible single-sideband system for AM broadcast transmitters; Symmetra-peak, a network to maintain symmetrical waveform modulation (AM-FM); compatible stereophonic transmission method for AM-FM transmitters. (TV) Symmetra-peak, a network to maintain symmetrical modulation on TV audio channels.

Kay Electric Co.

14 Maple Ave., Pine Brook, N. J.
Phone: CAldwell 6-4000

Partner.....Harry R. Foster
Partner, Chief Eng.....Elmo E. Crump
Sales Manager.....John Gilmore
PRODUCTS: Broadcast test equipment.

Kent Television, Inc.

505 Driggs Ave., Brooklyn, N. Y.
Phone: EVergreen 8-2272

General Manager.....Jack Mendelson
Sales Manager.....Benjamin Wax
Prod. Mgr.....L. L. Hechtlinger
PRODUCTS: Hi-Fi stereo & TV units.

Kimble Glass Co.

(Subsidiary of Owens-Illinois Glass Co.)
Owens-Illinois Bldg., Toledo 1, Ohio
Phone: CHerry 2-6543

Montclair, N. J. Phone: PIgrim 6-3852

President.....R. H. Mulford
V.P., Gen. Mgr.....J. P. Kearney
V.P., Chief Engr.....F. D. Pinotti
Plant Mgr., TV Plant
(Columbus).....C. E. Reed, Jr.
Sls. Mgr., Electronic Prods. Div.....J. P. Gleason
Mgr. New Products,
Electronic Prods. Div.....G. P. Molloy
PRODUCTS: TV bulbs.

Kline Iron & Steel Co., Inc.

1225 Huger St., Columbia, S. C.
Phone: AL 4-0301

President.....B. H. Kline
Sales Manager.....J. R. Trotter
Chief Engineer.....F. L. Anderson, Jr.
PRODUCTS: Manufactures and erects towers. For TV antennas, AM and FM radio, microwave systems.

Kliegl Bros., Inc.

321 W. 50th St., New York, N. Y.

EQUIPMENT MANUFACTURERS

Phone: Columbus 5-0130
President.....Herbert A. Kliegl
Sales Mgr.....Herbert R. More

PRODUCTS: TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotor and SAF-PATCH automatically non-flickering cross-connecting boards, dimmer cones with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory cards.

Kollmorgen Optical Corp.
347 King St., Northampton, Mass.
Phone: Justice 4-0280
President.....E. O. Kollmorgen
Vice-President.....J. C. Milligan
Sales Manager.....William C. O'Donnell
PRODUCTS: Motion picture equipment, projection lenses and mirrors, 16 mm projection lenses, custom optical equipment.

Kriss Electronics Corp.
191 Oraton St., Newark, N. J.
Phone: HU 4-3137
President.....Charles J. Kriss
Sales Mgr.....Emanuel Jasuik
PRODUCTS: TV tubes, cathode ray tubes.

Kuthe Laboratories, Inc.
730 S. 13th St., Newark, N. J.
Phone: Biegelow 2-6000
President.....W. P. Maginnis
Eng.....H. M. Brady
PRODUCTS: Hydrogen thyratrons.

Lambda-Pacific Engineering, Inc.
14725 Arminta St., Van Nuys, Calif.
Phone: SState 3-2400
President.....L. W. Mallach
Sales Mgr.....H. L. Arment
PRODUCTS: Microwave systems, portable fixed. Full color and Monochrome. 5600 to 12,000 mc.

Langevin
(Div. W. L. Maxson Corp.)
37 Austell Pl., Long Island City 1, N. Y.
Phone: RAvenswood 9-1850
Sales Manager.....A. Schneider
Chief Engineer.....Charles Langabere
PRODUCTS: Langevin Mfg. Corp. audio electronic equipment, magnetic amplifiers, power transformers & mil. & comm'l transformers for electronics industry.

Lehigh Structural Steel Co.
7 Battery Place, New York 4, N. Y.
Phone: WIItehall 4-1424
Sales Mgr.....E. A. Murphy
Eng. (Tower Dept.).....F. H. Taylor
PRODUCTS: Vertical radiators, supporting towers, relay towers.

Liberty Tower Erection Co., Inc.
Box 9123, Oklahoma City, Okla.
Phone: MELrose 7-3381
Pres., Gen. Mgr.....Earl Griffith
Secy.-Treas.....Evelyn Griffith
PRODUCTS: TV towers.

Ling Systems, Inc.
11949 Vose St., N. Hollywood, Cal.
Phone: STANley 7-3441
President.....F. W. Bailey
V.P. Sales.....R. H. Goodwin
V.P. Engr.....P. D. Bayless
V.P. Prod.....D. L. Tatro
Secy., Treas.....Lee Webster
PRODUCTS: Microwave relay systems, microwave antennas and components for TV, remote, STL & off-air pickups, incl. intercity microwave, Vidicon camera chains. Microvan complete remote pickup unit.

John E. Lingo & Son, Inc.
2814 Buren Ave., Camden 5, N. J.
Phone: WOODlawn 4-0487
PRODUCTS: Antenna supporting poles & transmitting antennas.

Lymar Engineers, Inc.
1432 N. Carlisle St., Philadelphia 21, Pa.
Phone: STEvenson 7-4450
President.....Edward M. Beeler
Vice-President.....Samuel Sabaroff
Secy.-Treas.....Donald R. Trilling
PRODUCTS: Community TV Antenna Systems, impedance matching devices, amateur radio gear.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: FRESide 8-7511
President.....W. E. Stevenson
Sls. Mgr., Power tube div.....R. E. Nelson
Field Engineers, Eastern
District.....C. Kirka, G. J. Taylor
Field Engineer, Central
District.....D. S. Frankel
Field Engineer, West Coast
District.....E. H. Gilbert
Sls. Prom. Mgr.....R. N. Rose
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM & FM transmitters. TV transmitter electron tubes; vidicon & image orthicon TV camera tubes.

Magnasync Manufacturing Co., Ltd.
5546 Satsuma Ave., North Hollywood, Cal.
Phone: STANley 7-5493
President.....D. J. White
V. P.'s.....W. H. Stutz, J. W. Green
Sls. Mgr.....H. V. Auchstetter
PRODUCTS: Motion Picture/TV recording and reproducing equipment; related accessories.

The Magnavox Company
2131 Bueter Rd., Ft. Wayne 4, Ind.
Phone: EAstbrook 9721

EQUIPMENT MANUFACTURERS

Chairman.....Richard A. O'Connor
 President.....Frank M. Freimann
 V.P., Secy.....Gerard M. Ungaro
 V.P., Treas.....John S. Sturgeon
 V.P.'s.....Edwin S. Pridham, Maj. Gen'l.
 Geo. F. Smith

General Comptroller....J. A. Robinson, Jr.
 Corporate Comptroller.....Jack W. Schrey
 Asst. Secy.'s.....Catherine M. Kelly, Stanley
 S. Sondles, Jas. M. Barrett, Jr., M. W. Dol-
 rzensky
 Asst. to Pres.....C. Wesley La Blanc, Jr.
 Retail Merch. Mgr.....George Fezell
 Advertising Manager.....Karl Carstens
 Purchasing Director.....Warren Frebel
 Nat'l Service Manager.....Ray Yeranko

PRODUCTS: (AM-FM) Stereo Hi-Fidelity
 radios. (TV) 17, 21 & 24" & color: UHF &
 VHF; two-way combinations; three-way com-
 binations.

Marconi Instruments Ltd.

111 Cedar Lane, Engelwood, N. J.
 Phone: LOwell 7-0607

Manager.....R. J. Bailey
 Sls. Mgr.....W. A. Buck
 Ch. Eng.....S. Ellam

PRODUCTS: Measuring instruments for
 FM mobile radio, measuring instruments
 for bestg. stations, FM/AM signal generators,
 frequency standards, deviation monitors, TV
 sideband analyzers, etc.

Mattison Electronics Corp.

2380 Hoffman St., New York 58, N. Y.
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison
 Vice President.....Aaron Ignal

PRODUCTS: TV receivers, hi-fi eqpt., ra-
 dio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
 Phone: STillwell 4-4600

President.....Daniel R. Ehrlich
 V.P., Treasurer.....Ben Cohen
 V.P., Secy.....Herman Cohen
 Asst. Secy.....Lee Shaw

PRODUCTS: 16mm. professional motion
 picture cameras; 16mm. sound recorders;
 16mm. film phonographs. 16 & 35 mm. Gal-
 vanometers, kinescope recording equipment
 16 mm.. rapid processing equipment for 16
 and 35 mm. film.

McGraw-Edison Company

(Bussman Mfg. Div.)

University at Jefferson St., St. Louis 7, Mo.
 Phone: GARfield 1-1740

Manager.....J. C. Ingram
 1004 E. Fourth St., Los Angeles 13, Cal.
 Phone: MADison 5-1954

Manager.....O. A. Alderman
 PRODUCTS: Radio & TV fuses.

Mectron Company

166 Ridge Ave., N. Plainfield, N. J.
 Phone: 6-6513

Sales Manager.....J. F. Cosgrove

PRODUCTS: Copper coaxial transmission
 lines, air dielectric replacement parts for
 RMA coaxial line, fittings.

Metropolitan Electric Mfg. Co.

(Lumi-Tron Division)

22-50 Steinway St., Long Island City 5, N. Y.
 Phone: AStoria 8-3200

Sls. Manager.....Charles Shevelin

PRODUCTS: Studio lighting control & fix-
 tures, lighting accessories & power equip-
 ment.

Metropolitan Telephone Supply Corp.

964 Dean St., Brooklyn 38, N. Y.
 Phone: NEvins 8-5900

President.....S. Beidler

PRODUCTS: Cameramen's telephone head
 & chest sets, telephone jacks, plugs, switch-
 boards & assoc. eqpt.

Metzner Engineering Corporation

1041 N. Sycamore Ave., Hollywood 38, Cal.
 Phone: HOLlywood 2-2353

President.....Robert G. Metzner
 V.P., Gen. Mgr.....Robert J. Margolis
 Sales & Adv. Mgr.....Will A. Connelly
 Ch. Eng.....Burton W. Farber

PRODUCTS: Starlight continuously vari-
 able speed transcription turntable, esp. for
 sound effects; Starlight stereo tape decks;
 Starlight stereoaoustic transcription arm.

Microlab

71 Okner Pkwy., Livingston, N. J.
 Phone: WYMan 2-5700

President.....Harry A. Augenblick
 V.P., Prod. Mgr.....Albert Sachs, Jr.
 Chief Engineer.....Herbert F. Engelmann
 Sales Manager.....Richard C. Hess
 Comptroller.....Betty S. Brewster
 Purchasing Agent.....Arthur Alexander

PRODUCTS: Coaxial attenuators, filters,
 dividers, terminations, UHF test equipment.

Microwave Associates

Northwest Industrial Park, Burlington, Mass.
 Phone: BRowning 2-3000

President.....Dana W. Atchley Jr.
 Exec. V.P.....Vess Chigas
 V.P., Res. & Develop.....R. M. Walker

PRODUCTS: Microwave tubes and wave-
 guide components.

Midwestern Instruments, Inc.

(Div. of Magnecord)

1101 S. Kilbourne Ave., Chicago 24, Ill.
 Phone: VAN Buren 6-9301

Gen. Sales Mgr.....Hugh J. Daly
 PRODUCTS: Eqpt. for radio & TV; tape
 recording eqpt.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
 Phone: SPRing 7-7670

Secretary, Sls. Mgr.....J. M. Kuhlik, Sc.D.

PRODUCTS: Tech. recorders. Shoulder-
 strap or briefcase type, self-contained voice
 recorder for interviews.

EQUIPMENT MANUFACTURERS

Milo Electronics Corp.

530 Canal St., New York 13, N. Y.
 President.....Milton A. Putterman
 PRODUCTS: Audio components, test instruments, tubes, recording & playback eqpt., cable, connectors.

Minnesota Mining and Mfg. Co.

900 Bush Ave., St. Paul 6, Minn.
 Phone: PProspect 6-8511
 Sales Mgr., Magnetic Prod.....Dan Denham
 Sales Mgr., Dist. Trades.....W. H. Madden

Branch Offices

6850 S. Harlem Ave., Bedford Park, Ill.
 Sales Mgr.....R. A. Kelley
 223 S. Garfield Ave., Los Angeles 22, Calif.
 Sales Mgr.....M. D. Benson
 320 Shaw Rd., S. San Francisco, Calif.
 Sales Mgr.....F. A. Blankenbaker
 700 Grand Ave., Ridgefield, N. J.
 Sales Mgr.....W. F. Enright
 700 Forest Park Blvd., St. Louis 8, Mo.
 Sales Mgr.....D. A. Gilbert
 2121 Santa Anna Ave., Dallas 28, Tex.
 Sales Mgr.....R. A. Henderson
 367 Grove St., St. Paul 1, Minn.
 Sales Mgr.....C. M. Jacobsen
 330 Centre St., Newton Center 59, Mass.
 Sales Mgr.....E. F. Gregg

Box 2012, Buffalo 6, N. Y.
 Sales Mgr.....E. W. Ball
 98 Rising Sun Ave., Philadelphia 20, Pa.
 Sales Mgr.....J. T. Donahue
 732 Ashby St., N. W., Atlanta 3, Ga.
 Sales Mgr.....G. S. Miles
 4835 Para Dr., Cincinnati, Ohio
 Sales Mgr.....J. J. O'Brien
 200 Brookpark Road, Cleveland 30, Ohio
 Sales Mgr.....A. D. Steele
 8825 Grinnel Ave., Detroit 13, Mich.
 Sales Mgr.....R. F. Woelfel
 PRODUCTS: Magnetic tape & accessories.

Mitchell Camera Corp.

666 W. Harvard St., Glendale 4, Calif.
 Phone: CHapman 5-1086
 President.....Mrs. Eva Fox
 PRODUCTS: Film cameras and accessories.

Mole Richardson Co.

1 N. Sycamore Ave., Hollywood 38, Calif.
 Phone: OLdfield 4-3660
 President.....Peter Mole
 1st Vice-Pres., Treas.....W. K. Parker
 Sec. V.P., Secy.....E. C. Palmer
 PRODUCTS: Photographic lighting equipment and accessories for TV studios. Microphone booms and perambulators.

Motorola, Inc.

4545 W. Augusta Blvd., Chicago 51, Ill.
 Phone: SPaulding 2-6500
 President.....Robert W. Galvin
 Executive Vice-Pres.....Daniel E. Noble
 PRODUCTS: TV and radio receivers.

Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.

Phone: HOLlywood 7-3178

President.....Mark Serrurier
 PRODUCTS: Motion picture film editing equipment.

Multi-Tron Laboratory Inc.

9861 Derby Lane, Westchester, Ill.
 President, Ch. Eng.....Nicholas Glyptis
 PRODUCTS: Electronic tubes. Research development manufacturing. Electronics.

Musicolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: DE 2-1763

President.....Maurice Wetzel
 Vice President.....Helen Spencer
 Secy.-Treas., Sls. Mgr.....Jas. M. Spencer, Jr.
 PRODUCTS: Colorobot, the machine that paints tunes on a screen in color for commercial TV, theater & business film.

Mycalex Corporation of America

125 Clifton Blvd., Clifton, N. J.
 Phone: PRescott 9-8866
 V.P., Engr.....J. H. DuBois
 6677 Northwest Hwy., Chicago, Ill.
 Phone: NEWcastle 1-7062
 Manager.....L. F. Thompson
 384 W. First St., Dayton, Ohio
 Manager.....Harry D. Lake
 5657 Wilshire Blvd., Los Angeles, Cal.
 Phone: WEbster 8-2169

Manager.....K. V. Tindall
 1411 Pennsylvania Ave., NW, Washington, D. C.
 Phone: REpublic 7-7040
 Manager.....J. Nalls
 PRODUCTS: Glass-bonded mica insulation components, tube sockets & bases, synthetic mica.

Narda Microwave Corp.

118 Herricks Rd., Mineola, N. Y.
 Phone: PIONEER 6-4650
 President.....W. A. Bourke
 PRODUCTS: Microwave test eqpt.; antenna horns.

National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.
 Phone: CIrcle 6-0348
 President.....John Clemens
 Sec'y.-Treas.....Erwin G. Harwood
 PRODUCTS: Crab-Hydrolly, Hydrolly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment, 1 hr. magazines for film recording for 16 mm. & 35 mm. off tube.

Nat'l Engr. & Mfg. Co.

1579 Morrissetown St., Orlando, Fla.
 Phone: GArden 4-9715
 Execs.....D. L. Dine, R. D. Sidwell
 PRODUCTS: On-air lights, electronic fabrication, towers.

EQUIPMENT MANUFACTURERS

National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.
Pres., Sales Director.....John Sansone
Sec'y.-Treas., Engr.....A. Wasek
PRODUCTS: Cathode Ray Tubes.

National Video Corp.

1300 W. 47th St., Chicago 32, Ill.
Phone: CLiffside 4-5600
President.....Asher J. Cole
Sales Manager.....Harold Cole

Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.
Phone: JUniper 5-8300
President.....A. S. Clarke
Director of Sls.....J. F. Whitehead
Radio & TV Sls.....A. D. Babbitt

PRODUCTS: TR-1 TV Rebroadcast receiver, field intensity meters, phase monitors, video and audio jacks, plugs, jack panels.

Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.
Phone: JUDson 6-5810
President.....Mrs. Oscar F. Neu
Exec., V.P.....Lee E. Jones

PRODUCTS: Film cabinets and racks, slide cabinets, editing equipment, film cleaners, projection tables, synchronizers, film timers, flanges, editing tables.

O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOLlywood 4-1117
President.....Frank O'Brien
Vice Pres.....Leona Smith
Sec'y.-Treas.....Wallace Scales
Chief Engr.....Curt Wynn
Sales Mgr.....John Greene

PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

Olesen Rental Co.

1535 Ivar Ave., Hollywood, Calif.
Phone: HOLlywood 5-5194
President.....Stewart S. Romans
PRODUCTS: TV lighting equipment, booms.

Gunnar A. Olsen Corp.

225 Broadway, New York 7, N. Y.
Phone: BARclay 7-8390
President.....Gunnar A. Olsen
Vice President.....Gunnar Olsen
PRODUCTS: Tower Antenna systems installations & maintenance.

ORRadio Industries, Inc.

Shamrock Circle, Opelika, Ala.
Phone: SHERwood 5-5771
President.....J. Herbert Orr
General Manager.....John M. Leslie, Jr.
Sales, Adv. Mgr.....Nat Welch
PRODUCTS: Recording tapes, various lengths.

Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.
Phone: EMpire 2-3131
President.....Joe Benaron
V.P., Engr. Dir.....S. Cutler
Administration Dir.....A. L. Scharff
TV Sales Manager.....George DeRado
Manufacturing Dir.....T. McAuliffe
Purchasing Director.....D. Stein
Ch. TV Engineer.....Sava Jacobson
Indus. Relations Dir.....George Brudney
Controller.....H. Johnson

PRODUCTS: Thomas stereophonic high fidelity sound system receiver. (TV) Silver-tone receivers & console-phonograph combinations.

Page Communications Engineers, Inc.

710-A Fourteenth St., N.W., Wash. 5, D. C.
PRODUCTS: Design, construction, testing and operation of scatter and other advanced radio communications systems.

Parkersburg Rig and Reel Co.

(Div. of Parkersburg-Aetna Corp.)
620 Depot St., Parkersburg, W. Va.
Phone: HUDson 5-4521
N. Y. Phone: Digby 4-5515

President.....B. P. McDonough
V.P., Sales Mgr.....J. W. Robbins
Secy., Treas.....H. N. Wilson
PRODUCTS: (AM-FM) Radio transmission towers; micro wave towers. (TV) Towers.

Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.
Phone: REPUBLIC 1-3111
President.....Louis Wutke
PRODUCTS: "Pemarc" and "Teline" projectors, and accessories.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SACramento 2-3201
President.....Irving Rossman
Chief Engineer.....Bernard Sahlins
PRODUCTS: Stereo recorders, stereo play-monaural tape recorders, dual preamplifiers, preamplifiers, microphone mixers, speaker/amplifiers, tape decks (stereo & monaural).

Phelps Dodge Copper Products

300 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3200
President.....H. T. Brinton
Sales Manager.....F. W. Lemly
PRODUCTS: Styroflex®, Spirafil, Foamflex coaxial cable.

Philco Corp.

Tioga and "C" Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100
Corporate Division
President.....James Skinner, Jr.

EQUIPMENT MANUFACTURERS

V.P., Oper.....Joseph H. Gillies
 Exec. V.P., Res. & Eng.....Leslie J. Woods
 Vice President.....Harold B. Butler
 V.P., Res. & Eng.....Leslie J. Woods
 V.P., Research.....David B. Smith
 General Counsel.....Philip Dechert
 Treasurer.....William R. Wilson
 Assistant Treasurer.....M. G. Paul, Jr.
 Gen. Credit Mgr.....William J. Jiles
 Secretary.....Charles F. Steinruck, Jr.
 Dir. of Pub. Rel.....Robert M. Jones

Consumer Products Division

V.P., Gen. Mgr.....Larry F. Hardy
 V.P., Marketing.....Henry E. Bowes
 V.P., Auto Radio.....Lionel M. Searle
 Gen. Mgr.-Merch.....James J. Shallow
 Gen. Mgr.-Spec. Mkt. Planning..John L. Utz
 V.P., Prod. Dev. & Planning—
 Electronics.....Armin E. Allen
 V.P., Electronics Oper.....E. S. Brotzman
 V.P., Engr.-Electronics
 Oper.....Palmer M. Craig
 V.P., Prod. Dev. & Planning—
 Appliances.....Harold W. Schaefer
 V.P., Appliance Oper..William A. McCracken
 Engr. Mgr.-Appl. Oper.....Frank Edwards
 V.P., Purchasing.....Wilson H. Oelkers
 V.P., Asst. to V.P. &
 Gen Mgr.....Oscar O. Schreiber

(Lansdale Tube Co. Div.)

Church Road, Lansdale, Pa.

Phone: ULYsSES 5-4681

N. Y. Phone: STIlwell 6-8400

Vice-Pres., Gen. Mgr.....W. J. Peltz
 Gen. Sales Mgr.....C. H. Warshaw
 Operations Mgr.....Richard S. Mandelkorn
 Distributor Sls. Mgr.....J. E. O'Hanlon

PRODUCTS: AM and AM-FM radios, console, table, portable and combination TV receivers, Hi-Fidelity phonograph.

Philmore Manufacturing Co., Inc.

30-01 Jamaica Ave., Richmond Hill 18, N. Y.
 Phone: HIckory 1-5000

President.....M. L. Granat
 Vice-President.....Gary Granat
 Chief Engineer.....Wm. Lipson
 Treasurer.....Murray Granat
 Sec'y.-Sls. Mgr.....Jerry Granat
 Office Mgr.....Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
 Phone: STIlwell 4-5454

President.....Isidor Goldberg
 Exec. Vice-President.....J. N. Benjamin
 Secretary-Treasurer.....I. W. Wyckoff
 V.P. Sales Manager.....L. M. Sandwick
 Purchasing Agent.....Paul Lefko
 Field Sales Manager.....Don Ross
 Adv. Sls. Prom. Mgr.....Ira L. Joachim
 Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners-stereo: FM-AM, Hi-

Fi FM-AM; Hi-Fi amplifiers, preamplifiers, speaker systems, portable stereo phonographs; stereophonic console phonographs, radio-phonographs, & components: amplifiers, preamplifiers, tuners, control-amplifiers.

Pioneer Electronics Corp.

2235 S. Carmelina, Los Angeles, Calif.

Phone: BRAdshaw 2-8053

President.....L. M. Perrish
 V.P., Gen. Sales Mgr.....Z. Goodman

PRODUCTS: Manufacturers of TV picture tubes.

Polarad Electronics Corp.

43-20 34th St., Long Island City, N. Y.

Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
 Exec. V.P.....P. H. Odyssey
 Sls. Mgr.....A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color cinecons, TV distribution amplifiers.

Precision Apparatus Company

70-31 84th St., Glendale 27, N. Y.

Phone: DAvenport 6-3982

Execs.....J. Kirshbaum, G. Goldberger

PRODUCTS: Radio oscilloscopes; tube, circuit & transistor testers. TV wide-band oscilloscopes, color bar generators, sine-square waves.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.

Phone: DIamond 3-5700

Sales Manager.....Thomas L. Aye

PRODUCTS: Stereo-disc recorder, tape recorders, transcription turntables; tape playback machines, blank recording discs.

Prodelin Inc.

307 Bergen Ave., Kearny, N. J.

Phone: KEarny 2-8600

Pres., Gen. Mgr.....L. A. Bondon
 Sales Manager.....A. Haselman

PRODUCTS: Coaxial transmission line, antennas for microwave telemetering devices.

Pro-Tex Reel Band Co.

2108 Payne Ave., Cleveland 14, Ohio

Phone: PRospect 1-6574

Owner.....T. Kulka

PRODUCTS: Film reel protective bands, fastening clips.

Racine Tower Construction Co.

47 Center St., Brandon, Vt.

Phone: 85

President.....Emile Racine
 Gen. Mgr.....Edgar S. Crosby
 Sec.-Treas.....Philip C. LaPorte

SERVICE: Tower erection—microwave installation.

EQUIPMENT MANUFACTURERS

Radex Corporation

2076 Elston Ave., Chicago 14, Ill.
Phone: ARmitage 6-6900

President.....R. Cook
PRODUCTS: Radio test eqpt.

Radiant Mfg. Corp.

8220 N. Austin, Morton Grove, Ill.
Phone: CRAWford 7-6300

President.....H. E. Eller
Sales Vice-Pres.....Herschel Feldman
PRODUCTS: Projection screens.

Radio Construction Co., Inc.

550 Grant St., Pittsburgh, Pa.
Phone: COURT 1-1712

PRODUCTS: Tower erection.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COLumbus 5-5900

Ch. of the Board.....David Sarnoff
President.....John L. Burns
Exec. V.P., Asst. to Pres.....Robt. A. Seidel
Ch. Exec. Comm. of Bd....Frank M. Folsom
Sr. Exec. Vice-Pres.....E. W. Engstrom

Industrial Electronic Products

Exec. V.P., Gen. Mgr.....T. A. Smith
Pres., RCA Comm., Gen. Mgr., Telecomm.
Div.....T. H. Mitchell
Mgr., Ind. Elec. Marketing Dept.
.....A. R. Hopkins
Chief Engineer.....G. H. Brown
Mgr., Prod. Dept.....H. R. Swartz
Mgr., Personnel.....W. R. Fitzpatrick
Controller.....J. J. Graham
Mgr., Best. & TV Equip. Dept....E. C. Tracy
Mgr., Comm. Prod. Dept.....C. M. Lewis
Mgr., Thea. & Ind. Prod. Dept....H. M. Emlein
Mgr., Bizmac Marketing.....L. F. Jones

Group Exec. V.P.....W. W. Watts
RCA Electron Tube Division
415 S. 5th St., Harrison, N. J.

V.P., Gen. Mgr.....Douglas Y. Smith
Mgr., Admin.....W. H. Painter
Controller.....M. Kalen
Mgr., Enter. Tube Prod.....J. B. Farese
Chief Engineer.....G. R. Shaw
Purch. Agent.....T. J. Scanlon
Mgr., Personnel.....L. A. Kameen
Gen. Comm. Mgr.....L. S. Thees
Mgr., Dist. Products.....L. F. Holleran
Mgr., Ind. Tube Prod.....C. E. Burnett
Mgr., Kinescope Oper.....H. R. Seelen
Mgr., Adv. & Sls. Prom....Edward J. Carney
Mgr., Mkt. PIng., Kine.....C. W. Taylor
Mgr., Merchandising.....H. F. Bersche
Mgr., Market Planning, Revg. Tubes

.....G. J. Janoff
Mgr., Admin. & Controls...G. C. Brewster
Mgr., Marketing-Enter. Tube Prod. Dept.
.....M. J. Carroll
Mgr., Mfg. Rcvg. Tube Oper...H. A. DeMooy
Mgr. Ind. Tube Production....E. M. Wood
Mgr., Merch. Coordination....G. G. Griffin
Mgr., Merch. Parts & Equip....J. J. Kearney

Mgr., Ind. Sls.....J. F. Cooper
Mgr., Marketing, Ind. Tube Prod.
.....G. W. Duckworth
Mgr., Contract Admin.....J. T. Wilson
Mgr., S's. Eng., Dist. Sls.....H. C. Vance
Mgr., Field Sls., Dist. Prod....K. B. Shaffer
Mgr., Dist. Sls.....D. M. Braunigan
Adm., Market Planning, Microwaves
.....V. C. Houk
Adm., Comm. Coordination..H. S. Gwynne

RCA Semiconductor and Materials Division Somerville, N. J.

V.P., Gen. Mgr.....Dr. A. M. Glover
Mgr., Mktg. Dept.....F. F. Neuner
Mgr., Sls. Dept.....T. R. Hays
Mgr., Semiconductor Engr....D. H. Wamsley
Mgr., Prod. Dept.....R. E. Koehler
Mgr., Modules Engr.....F. E. Vinal
Mgr., Personnel.....C. E. Sharp
Controller.....F. R. Buchanan

Consumer Products

Grp. Exec. V.P.....Charles M. Odorizzi
Exec. V.P.....P. J. Casella

RCA Victor Television Division

Cherry Hill, Camden 8, N. J.

V.P., Gen. Mgr.....J. M. Toney
Purch. Agent.....J. B. Davidson
Gen. Sales Mgr.....J. P. Bannon
Chief Engineer.....D. D. Cole
Gen. Plant Mgr.....W. E. Albright
Mgr. of Merch.....A. B. Mills
Controller.....F. R. Demmerly
Adv. & Sales Prom. Mgr.....J. M. Williams
Mgr., Prod. Develop.....H. M. Rundle
Mgr., Personnel.....P. R. Slaninka

RCA Victor Radio and "Victrola" Division

Cherry Hill, Camden 8, N. J.

V.P., Gen Mgr.....R. W. Saxon
Gen. Sales Mgr.....Louis J. Collins
Controller.....O. D. Center
Chief Engineer.....J. L. Franke
Mgr., Prod. Dept.....Thomas S. Weeks
Mgr., Merchandising.....A. R. Baggs
Purch. Agent.....W. S. Strout

RCA Victor Distributing Corp.

President.....W. M. Norton
V.P. Oper. Control & Sec. Treas...J. A. Curl
V.P. Los Angeles Branch....H. C. Chapman
V.P. Detroit Branch.....N. A. Corbett
V.P. Chicago Branch.....C. A. Malin
V.P. Buffalo Branch.....E. L. Dodelin
V.P. Kansas City Branch.....E. E. Hart
V.P. Davenport Branch...L. A. Baumgartner
Mgr. Wichita Branch.....G. H. Bahl

RCA Victor Record Division

V.P., Gen. Mgr.....C. R. Marek
V.P., Record Oper, Dept.....Jas. Davis
Mgr, Comm. Sls. & Merch. Dept..J. Y. Burgess
V.P., Comm. Records
Creation Dept.....W. W. Bullock
Mgr., Adv., Pub., Prom....W. I. Alexander
Mgr., Popular, Artist, Repertoire..S. H. Sholes
PRODUCTS: Television receivers: table
and console models; console color TV re-

EQUIPMENT MANUFACTURERS

ceivers; HiFi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

Radio Engineering Laboratories, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100

Board Chairman.....C. R. Runyon, Jr.
President.....A. C. DeAngelis
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec.....C. R. Runyon, III.
Ind. Rel. Mgr.....James J. Kelly
Purchasing Agent.....W. J. Dunne

PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

Radio Receptor Co., Inc.

(Subsid. of Gen. Instrument Corp.)
240 Wythe Ave., Brooklyn 11, N. Y.
Phone: EVergreen 8-6000

President.....Monte Cohen
V.P.....Ralph Mendel
Treasurer.....Al Konecny, Jr.

PRODUCTS: Industrial TV systems.

Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

Pres., Treas.....R. H. Ranger
V.P., Chg. Eng.....C. C. Legreid
Secretary.....Harold Gallina

PRODUCTS: (AM-FM) Magnetic tape recorders, studio type stereophonic recorders. (TV) Synchronized magnetic tape recorders for TV films; tape dubbers & editing ept.

Rauland Corp.

(Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.

Phone: MULberry 5-5000

President.....E. N. Rauland

Raven Screen Corp.

124 E. 124th St., New York, N. Y.

Phone: LEhigh 4-8408

Sec'y.-Treas.....Ernest D. Reif
Manager.....Fred Rose
Engineer.....Werner Hermann

PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

Raytheon Manufacturing Co.

100 River St., Waltham 54, Mass.

Phone: Twin Brook 3-5860

Manager.....Joseph J. Sedik

PRODUCTS: Radios — AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

Reeves Soundcraft Corp.

Great Pasture Rd., Danbury, Conn.

Phone: Pioneer 3-7601

N. Y. Phone: PLaza 9-2644

President.....Howard Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice Pres.....Wm. H. Deacy
Sales.....George Bassett
Adv. Mgr.....Thomas Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, for audio and video recording, full width magnetic recording film, striped magnetic film, and raw stock styli.

Rek-O-Kut Company, Inc.

38-19 108th St., Corona 68, N. Y.

Phone: DEfender 5-3500

Pres.....George Silber
Exec. Vice Pres.....R. R. Sherwood
Dir. of Sls.....Avery Yudin
Dir. of Adv.....Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmmaster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.

Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian

PRODUCTS: Electronic measuring equipment.

Resitron Laboratories, Inc.

2908 Nebraska Ave., Santa Monica, Calif.

Phone: EXbrook 3-5217

President.....V. E. DeLucia

PRODUCTS: Camera tubes for TV bestg. Vidicon tubes for following purposes—Ultra Violet Microscopy, Infra Red, Radiation Vidicons for use in Atomic Piles, Sub-Mini-

EQUIPMENT MANUFACTURERS

ature Vidicons (RL 6912) for use in small portable cameras. Closed circuit TV equipment employing the miniature tube RL-6912.

Rissi Electronic Supply Co.

14405 Wyoming Ave., Detroit 38, Mich.
Phone: TEexas 4-8420

Manager.....V. Wilton

Radio Electronic Supply Co.

505 Jefferson SE, Grand Rapids 3, Mich.
Phone: GLendale 9-4611

Manager.....N. MacPhail

PRODUCTS: Tubes, magnecorders, audio tape & discs, maintenance supplies. Electro-voice microphones.

Roberts Electronics, Inc.

1028 N. La Brea Ave., Hollywood 38, Calif.
Phone: HO 2-2353

PresidentRobert Craig
Vice-Pres.....Robert G. Metzner
Sales Mgr.....Frederick A. Lyman

PRODUCTS: Stereophonic tape recorder & matching stereo recording amplifier; portable semi-professional recorder with hysteresis synchronous motor, VU meter, half track & full track erase head.

Robinson Recording Labs.

35 S. Ninth St., Philadelphia 7, Pa.
Phone: WALnut 2-6800

Owner.....W. Robinson
PRODUCT: Radio precision turntable.

Rohn Manufacturing Company

116 Limestone, Bellevue, Peoria 5, Ill.
Phone: 4-9156

Sales Manager.....R. A. Kleine
PRODUCTS: Radio-TV towers, accessories, masts.

Howard W. Sams & Co., Inc.

2201 E. 46th St., Indianapolis 5, Ind.
Phone: CLifford 1-4531

PRODUCTS: Special products and special services. Product testing, engineering analysis, quality control test programs, comparative evaluation.

Schafer Custom Engineering

235 S. Third St., Burbank, Calif.
Phone: TH 5-3561

President.....Paul C. Schafer
Chief Eng.....William N. Amidon
P. A.....Mary Bergman

PRODUCTS: Automatic programming & logging remote control.

Self Winding Clock Co., Inc.

75 Varick St., New York 13, N. Y.
Phone: CANal 6-6800

Sales Manager.....Harvey S. Wellman
PRODUCTS: Sweep seconds, dry-cell self-powered, hourly corrected clocks: receive automatic synchronizing pulses from Western Union Naval Observatory Time Service; also manual sync. by control kit.

Semco Electronics Co.

8409 S. Hoover St., Los Angeles, Calif.
Phone: PLEasant 2-7657

OwnerG. Korkos

PRODUCTS: Semco remote control TV sets and remote controls.

Sentinel Radio Co.

(Div. of Magnavox Co.)

2131 Bueter Rd., Ft. Wayne, Ind.
Phone: EAstbrook 9721

PresidentFrank Freidmann
V.P., Gen. Mgr.....Leonard F. Cramer
Nat. Sales Mgr.....Verne Roberts

PRODUCTS: Radio receivers.

Setchell-Carlson, Inc.

New Brighton, St. Paul 12, Minn.
Phone: MELrose 3-3131

President.....B. T. Setchell
V.P. & Off. Mgr.....A. P. Chermak
Sales Adms.....Cal Karnstedt,
R. G. Chermak, D. E. Bursell
Adv. Mgr.....W. C. McKnight
Elect. Engrs.....Fred Melius, Chas. Gates

PRODUCTS: (AM-FM) Monophonic & stereophonic record players & radio combinations. (TV) Unitized TV, incl. with monophonic & stereophonic radio & record player combinations; TV monitors.

Shallcross Manufacturing Company

Preston St., Smithfield, N. C.
Phone: WOODlawn 5-2341

PRODUCTS: Switches, attenuators, resistors, delay lines.

Shields Studio

5537 Suburban Tracks, St. Louis, Mo.
Phone: FOrrest 7-2535

OwnerTom Shields
PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

Sierra Electronic Corp.

3885 Bohannon Dr., Menlo Pk., Cal.
Phone: DAvenport 6-2060

Sales Manager.....C. Walter
PRODUCTS: Amplifiers, test eqpt. & TV transmitters.

Singer Singer Electronics Co.

(Closed Circuit TV Div.)

5397 Poplar Blvd., Los Angeles 32, Calif.
Phone: CApitol 5-5705

N. Y. Phone: WISconsin 7-0768

PresidentEugene Singer
PRODUCTS: Singer Prizomatic TV Projectors. Equipment for closed-circuit meetings.

Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.
Phone: WAtkins 4-7060

PresidentArthur Levey
Secretary-Treas.....Frank V. Quigley
Dir. of Subscribervision.....W. J. Shanahan

EQUIPMENT MANUFACTURERS

Services Offered: Electronic equipment, Subscriber-Vision research & development TV and electronics.

Small Motors, Inc.

2076 Elston Ave., Chicago 14, Ill
Phone: ARmitage 6-6900

Sales Manager.....R. R. Cook
PRODUCTS: Radio dynamotors, blowers, fractional hp motors.

Sonora Electronics, Inc.

325 N. Hoyne Ave., Chicago 12, Ill.
Phone: SEeley 8-3900

President.....Earl W. Muntz
Vice President.....Frank Atlas
Chief Engineer.....Ray Kuntzman
PRODUCTS: (AM-FM) Stereo. (TV) TV & Electronic organs.

Sonotone Corp.

Box 200, Elmsford, N. Y.
Phone: LYric 2-6400

Pres., Gen. Mgr.....Irving I. Schachtel
Sls. Mgr., Electronic Applications.....Robt. L. Lewis
PRODUCTS: Vacuum tubes, amplifiers, phonograph cartridges, magnetic tape heads, ceramic microphones, nickel cadmium batteries, speakers.

S.O.S. Cinema Supply Corp.

602 W. 52nd St., New York, N. Y.
Phone: PLaza 7-0440

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 7-2124
President, Gen. Mgr.....J. A. Tanney
Vice-Pres., Sales Mgr.....Oscar Lightstone
Vice-Pres.....Dominic Capano
Sales Prom. Mgr.....Mitchell A. Radin
PRODUCTS: Sale & rentals on motion picture cameras, editing, lighting & sound eqpt. Custom built eqpt. designed & engineered. Rear projection eqpt. also available.

South River Metal Prod. Co.

377-9 Turnpike, S. River, N. J.
Phone: CLifford 4-5252

Sales Manager.....M. L. Roth
PRODUCTS: Aluminum ground & guying wire; FM & TV antenna mountings.

Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.
Phone: ALgonquin 4-5400

Chairman.....George W. W. Brewster
President & Treas.....Donald Spencer
Sales Manager.....W. K. Headley
PRODUCTS: Community antenna and industrial TV systems.

Stainless, Inc.

Third St., North Wales, Pa.
Phone: OXbow 9-4871

President.....Walter L. Guzewicz
Vice-President.....Henry J. Guzewicz
Sales.....John F. Guzewicz, John S. Fisher
PRODUCTS: Self-supporting guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOLlywood 4-7461

President.....William V. Stancil
PRODUCTS: Magnetic recorder/reproducer for tape, Model R5. Also, magnetic tape—Duplicator for high-speed tape copies. Model R5TD—Magnetic recorder/reproducer for 16mm., 17.5mm., and 35mm. film. Models S6 & S7—Magnetic recorder reproducer for tape; self-contained battery-operated Model M8—Magnetic recorder/reproducer up to 15 tracks for communications recording, Model CRM15.

Standard Electronics Division

Radio Engineering Labs, Inc.

29-01 Borden Ave., Long Island City 1, N. Y.
Phone: STillwell 6-2100

Vice President.....William H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt

District Sales Engineering Managers

District Sls. Eng. Mgr.....J. T. Campbell
1026 17th St., N.W., Wash 6, D. C.

Phone: REpublic 7-2246

Dist. Sls. Eng. Mgr.....L. E. Pett
432 So. Curson, Los Angeles 36, Calif.

Phone: WEbster 1-4382

Dist. Sls. Eng. Mgr.....R. C. Hutchins
611 Kahl Bldg., Davenport, Iowa

Phone: DAvenport 2-4040

Dist. Sales Eng. Mgr.....H. D. Peckham
288 Creekside Dr., Palo Alto, Cal.

Phone: YORkshire 8-1281

PRODUCTS: (AM-FM) FM transmitters & modulators, Serrasoids, AM transmitters. (TV) Transmitters, control panels, harmonic filters, color correction eqpt., side band filters, dummy loads (complete sta. pkges). TV Transmitters (VHF) Channels 2 to 13, 500 Watt—10 Kw.—25 Kw.—50 Kw. TV Amplifiers (same as above).

Stephens Trusonic Inc.

8538 Warner Dr., Culver City, Calif.
Phone: TEXas 0-6671

President.....Bert Berlant
PRODUCTS: Amplifiers, cabinets, condenser microphones.

Stereovision, Inc.

500 Fifth Ave., New York, N. Y.
Phone: COlumbus 5-5402

President.....Fred Pittera
V.P. & Tech. Dir.....Dr. Carroll H. Berill
Secy.-Treas.....Solfred Maizus
Art Director.....Seymour Maizus
Public Relations.....Bosh Stack
Gen. Counsels.....S. D. Reidel,
J. W. M. Rutenberg

PRODUCTS: 3D-TV films for compatible reproduction. Optical devices, stereo lenses.

Strong Electric Corp.

87 City Park Ave., Toledo, Ohio
Phone: CHerry 8-3741

EQUIPMENT MANUFACTURERS

President.....Arthur J. Hatch
Vice Pres.....Harold E. Brown
Asst. Sec'y-Treas.....Lee T. Nelson

PRODUCTS: Incandescent and arc spotlights; trouperette incandescent spotlight; trouper and super trouper high intensity arc spotlights; universal arc slide projector for background.

Studio Television Products Sales Corporation

342 W. 40th St., New York 18, N. Y.
Phone: OXFord 5-2199

Manager.....James B. Tharpe
PRODUCTS: Camera dollies: crank-operated; clamp-operated; & pneumatic-balance.

Swagger Tower Company

R. R. No. 2, Fremont, Indiana
Phone: 4625

Exec.....W. E. Swagger
PRODUCTS: Radio & TV broadcast towers.

Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.
Phone: JUDson 6-2424

Board Chairman.....Don G. Mitchell
President.....Robert E. Lewis
Sr. V.P.....Matthew D. Burns
V.P. Tech. Plng.....Bennett S. Ellefson
V.P., Ind. Rel.....Cole H. Pilcher
Sr. V.P., Marketing.....B. K. Wickstrum
V.P., Pub. Rel.....George W. Griffin, Jr.
V.P. Elec. Tube Sls.....Donald W. Gunn
PRODUCTS: Tubes, radio & TV.

Sarkes Tarzian Inc.

(Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.
Phone: 7251

President.....Sarkes Tarzian
Comm. Manager.....Dan Meadowt
PRODUCTS: TV transmitters.

Technical Appliance Corporation

1 Taco St., Sherburne, New York
Phone: 7-2211

Exec. V.P.....T. Lundahl
PRODUCTS: Antennas, installation supplies.

Technicraft Laboratories, Inc.

Thomaston-Waterbury Rd., Thomaston, Conn.
Phone: ATLAS 3-4315

Pres., Gen. Mgr.....Francis T. Eddy
V.P., Tech. Dir.....Alton R. Anderson
Sales Mgr.....Robert F. Carleton
Mgr. of Mfg.....James R. Nye

PRODUCTS: Rectangular, ridge and circular, rigid and flexible waveguides and waveguide components, test equipment and systems.

Tech-Master Corp.

75 Front St., Brooklyn, N. Y.
Phone: ULster 5-3535

President.....L. Lazoff
Gen. Mgr.....R. Lazoff
Sales Manager.....C. H. David

PRODUCTS: Wired & kits TV custom chassis, tuners, amplifiers, pre-amps, radios.

Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.
Phone: LINcoln 1-3600

President.....J. R. Popkin-Churman
Exec. V.P.....S. Dubin
Vice-Pres., Sales.....H. C. Riker
Chief Engineer.....W. Kaufman
Comptroller.....B. Dabowski
Prod. Mgr.....D. Dirnham
Government Sales.....D. Dudley

Western Engineering Div.

13635 Victory Blvd., Van Nuys, Calif.
Phone: ST 2-7479

Director.....S. Krinsky
Mid-West Engineering Div.

106 W. St. Charles Rd., Lombard, Ill.
Phone: MAYfair 7-6026

Director.....D. Chapman
PRODUCTS: Color & monochrome best. & test equipment; studio equipment. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras, "Trinescope" Color TV Kine-Recording monitor.

Telectro Industries Corporation

35-16 37th St., Long Island City 1, N. Y.
Phone: YELLOWstone 2-8600

President.....H. Sussman
PRODUCTS: Radio magnetic tape recording eqpt.

TelePrompTer Corporation

311 W. 43rd St., N. Y. 36, N. Y.
Phone: JUDson 2-3800

Chairman, Pres.....Irving B. Kahn
V.P. Engineering.....Hubert J. Schlafly, Jr.
V.P. Administration.....William Sargent
Grp. Comm. Dir.....Robt. M. Rosencrans
Adv., Pub. Rel. Dir.....Alfred N. Greenberg
Sales Mgr. Equipment.....J. Blair
TV, Film Serv. Mgr.....Don Redell
Acc. Execs.....Bart Swift, Hubert Wilke.
Wm. Marsh, Chas. Barris

Branch Offices

357 N. LaBrea, Los Angeles, Calif.
Phone: WEBster 6-6195

V.P. West Coast.....Fred Barton
Manager.....George Kane
177 N. State St., Chicago, Ill.
Phone: FRanklin 2-8826

Manager.....Ted Boisumeau
1737 DeSales St., NW, Washington, D. C.
Phone: METropolitan 8-3178

Manager.....Robert Doyle
447 Jarvis St., Toronto, Canada
Phone: WALnut 2-2130

Pres., TelePrompTer of
Canada.....Spence Caldwell

EQUIPMENT MANUFACTURERS

PRODUCTS: TelePrompTer and accessories, cueing equipment for film, live TV, V stations, public speaking; TelePro 6000 rear screen remote controlled projection; TeleMation for automatic cueing; lights; TeleStage portable stage structures; custom built sound systems; the Presidential Lectern; large screen cl. circ. TV.

Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.
Phone: Blshop 7-3841

President.....E. E. Arkin

PRODUCTS: Private label TV sets.

Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.
Phone: 5-8950

Chairman.....S. W. Muldowny

PRODUCTS: Tubes.

Tele-Tone Company of America

1668 Webster Ave., New York 57, N. Y.
Phone: CY 9-1900

President.....I. Rothman

Executive President.....M. Perlmutter

PRODUCTS: Radios & phonographs.

Telescript-CSP Inc.

155 W. 72nd St., New York 23, N. Y.
Phone: SUsquahanna 7-8111

President.....Robert P. Swanson

P. Sales.....Curtis R. Howard

P. Engineering.....Peter Jackson

PRODUCTS: TV studio prompting eqpt. accessories.

Television Associates of Indiana, Inc.

Barker Ave., Lakeland, Michigan City, Ind.
Phone: TRiangle 4-7207

President.....W. C. Eddy

PRODUCTS: Custom built remote controlled studio lighting equipment; Micro-ave relay equipment.

Television Equipment Co.

161 E. Grand Ave., Chicago 11, Ill.
Phone: Mlchigan 2-2281

P., Exec. in Chg. TV.....Jack Behrend

PRODUCTS: Speedi-Q punches; "TEC" m cleaner.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-2334

President.....K. A. Jenkins

Co'y Treas.....L. Jenkins

Chief Engineer.....Robert Grant

Advertising Manager.....Stephen D. James

Latin American Representative

G. A. Vasseur

Calle 9 No. 251, Vedado, Havana, Cuba

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Rear projection screens,

radio lights and lighting equipment, film

production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

Television Transmission Co.

301 Peru St., Peru, Ill.
Phone: 1106

Vice-President.....Earle S. Nelson, Sr.

V.P., Mgr.....Earle S. Nelson, Jr.

Chief Engineer.....J. A. Biggs

PRODUCTS: Community antenna systems and industrial TV components.

Television Utilities Corp.

112-33 Colonial Ave., Corona 68, N. Y.
Phone: TW 8-1000

President.....A. E. Siegel

V.P., Ch. Engr.....C. H. Odom

V.P., Sls. Engr.....Miles Breger

Design Engineer.....Ken Worthington

Production Engineer.....Ivan Gottlieb

PRODUCTS: Scan-A-Graph visual communications systems, camera-less transmission of video information to unlimited locations; best. sta. & closed circ. TV video monitors; Pulse Cross Monitors; SYNC generators; line & video amplifiers; Kine recording eqpt.; Flying Spot scanners.

Television Zoomar Corp.

500 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5835

President.....Jack A. Pegler

Treasurer.....Dr. Frank G. Back

Sales Manager.....Bill Pegler

PRODUCTS: Lenses — Super Universal Zoomar & Super Studio Zoomar.

Tel-Instrument Electronics Corp.

728 Garden St., Carlstadt, N. J.
Phone: WEBster 9-1600

President.....J. Roemisch

V.P., Sales Mgr.....E. W. Brinkerhoff

Chief Eng.....D. L. Schacher

PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

TNT Tele-Sessions, Inc. & Theatre Network Television, Inc.

575 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-3220

President.....Nathan L. Halpern

Dir. of Pgms.....Marc Daniels

Dir. of Oper.....Edward F. Addiss, Jr.

Eastern Sales Mgr.....J. B. O'Connor

Branch Offices

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

W. Div. Mgr.....Gordon N. Morford

412 Fisher Bldg., Detroit 2, Mich.

Central Div. Mgr.....John L. Beers

5859 Melrose Ave., Los Angeles 28, Cal.

Pac. Coast Div. Mgr.....Douglas George

PRODUCTS: Closed-circuit TV for business, industry, and paid box office admissions.

Thompson Products Inc.

2196 Clarkwood Rd., Cleveland, Ohio
 Phone: HEnderson 16765
 (Electronics Division)

Manager.....J. W. Davidson
 Sales Mgr.....F. J. Weihmiller

PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

Tower Construction Co.

2700 Hawkeye Drive, Sioux City, Iowa
 Phone: 5-7653
 N. Y. Phone: ILlinois 9-8024

Owner.....M. M. Lasensky

PRODUCTS: Microwave towers, passive reflectors, microwave bldgs. & tower erections.

Tower Sales & Erecting Company

6100 N.E. Columbia Blvd., Portland 18, Ore.
 Phone: ATlantic 7-7303

Exec.....C. Fisher

PRODUCTS: Towers, lighting, erecting, painting & ground systems.

Trav-Ler Radio Corp.

571 W. Jackson Blvd., Chicago, Ill.
 Phone: HArrison 7-9151

President.....Joe Friedman
 Asst. To President.....Harold J. Schulman
 Gen. Sales Mgr.....Ed G. May
 Adv. Mgr.....Bob Cohen
 Vice-Pres., Mfg.....Ellis Friedman

PRODUCTS: Radio, TV, Phonograph, Hi-Fi.

Transitron, Inc.

186 Granite St., Manchester, N. H.
 Phone: NAtional 5-9701

President.....S. K. Lackoff
 Vice-Pres., Eng.....R. H. Baer

PRODUCTS: Electronic test equipment, communications equipment, Hi-Fi equipment, components test equipment.

Trans-Lux Corporation

625 Madison Ave., New York 22, N. Y.
 Phone: PL 1-3110

President.....P. E. Furber
 Vice President.....A. Giles
 Sales Dir.....B. Roth

PRODUCTS: Background scenes by Trans-Lux: rear view slide projectors; translucent screens; & aluminum screen frames.

John D. Trilsch, Inc.

Box 14201, Houston 21, Texas
 Phone: REpublic 4-2545

President.....John D. Trilsch
 Vice President.....George M. Patrick
 Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and television towers.

Truscon Steel Division

Republic Steel Corp.
 1315 Albert St., Youngstown 1, Ohio
 Phone: Rlverside 6-7211

Gen. Mgr., Sales.....C. B. McGehee
 Mgr., Sls. Tower Prod.....J. D. Kirkwood

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Tung-Sol Electric Inc.

95 Eighth Ave., Newark 4, N. J.
 Phone: HUmboldt 2-4200

Chairman.....H. W. Harper
 President.....Louis Rieben
 Exec. Vice-Pres.....Milton R. Schulte
 Vice-Pres., Sales.....G. W. Keown
 Gen. Sales Mgr.....J. D. Van der Veer

PRODUCTS: Tubes and lamps.

The Turner Company

909 17th St., N.E., Cedar Rapids, Iowa
 Phone: EMpire 3-8144

Sales Manager.....Thomas Moss

PRODUCTS: Stands, microphones.

Union Switch & Signal Div.

(Westinghouse Air Brake Co.)

1789-1807 Braddock Ave., Pittsburgh, Pa.
 Phone: CHurchill 2-5000

Vice-Pres., Gen. Mgr.....A. M. Wiggins
 Gen. Apparatus Mgr.....Paul K. Eckhardt

PRODUCTS: Low frequency control and communication for TV tower elevators, audio tone remote control systems, transistorized telephones.

United States Tower Company

Union Trust Bldg., Petersburg, Va.
 Phone: REgent 2-9350

Owner.....J. J. Hoke
 PRODUCTS: Self-supporting & guy-type towers. TV towers.

United Transformer Corporation

150 Varick St., New York 13, N. Y.
 Phone: ALgonquin 5-3500

Sales Manager.....H. Russell
 PRODUCTS: Radio transformers, filters, equalizers, high Q coils.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
 Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, Bogen, Pultec Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equip-

EQUIPMENT MANUFACTURERS

ent for radio Broadcast stations. Complete audio and Technical plant for Sound Recording—both tape and disc.

Utility Tower Company

3140 N.W. 38th, Oklahoma City, Okla.
 Phone: WI 3-5578
 Owner.....C. E. Nelson
 Manager.....V. G. Duvall

Branch Office

Paducah Rd., Mayfield, Ky.
 Phone: Mayfield 1084
 Asst. Div. Mgr.....Nathan Sholar
PRODUCTS: Towers, associated hardware, lighting eqpt., & base insulators.

Vacuum Tube Products Co., Inc.

2020 Short St., Oceanside, Calif.
 Phone: SARatoga 2-7648
 N. Y. Phone: HUnter 2-9320
 President.....H. W. Ulmer
 Vice Pres.....James J. Sutherland
 Arch. Agent.....L. J. Huking

PRODUCTS: Special cathode ray tubes, neon Thyratrons, high vacuum rectifiers, vacuum gauges and controls.

Vallen Inc.

225 Bluff St., Akron, Ohio
 Phone: BLackstone 3-4933
 President.....E. J. Vallen
PRODUCTS: Vallen panorama track, all-metal and aluminum tracks, electric curtain controls.

Victor Animatograph Corp.

(Division of Kalart)
 Plainville, Ohio
 Phone: SHerwood 7-1663
 N. Y. Phone: JU 2-5170
 President.....Hy Schwartz
 Vice-President.....Horace O. Jones
 Treasurer.....Morris Schwartz
 Picture proj., Soundview 35mm. filmstrip and slide projectors.

Visual Electronics Corp.

342 W. 40th St., New York 18, N. Y.
 Phone: LOngacre 4-0518
 President.....James B. Tharpe
 Vice-President.....John P. Gallagher
 Secretary.....Herbert Bloomberg
 Asst. Sales Mgr.....Bert Kupperman
 Asst. Closed Cir. Oper.....M. A. Mayers
 Chief Eng.....F. Cecil Grace
 Replacement Pts. Supply
 Mgr.....Mrs. Jess Rafsky
PRODUCTS: All TV bcst. tech. eqpt. & supplies; nat'l & foreign distribution. Mfg. & distr. of Orth Savers.

Westbury Electronics, Inc.

300 Shames Drive, Westbury, N. Y.
 Phone: EDgewood 4-8300

President.....H. B. Abajian
 Production Manager.....H. C. Cochrane
 Gen. Sales Mgr.....Harry R. Clark
 Research Director.....Frank Wallack
 Purch. Agent.....William J. McBride
 Chief Eng.....Edward Caldicott

PRODUCTS: (TV) Line amplifiers, high band low band vacuum tube & transistorized, bridging amplifiers, broad band amplifiers, RF (vacuum tube & transistorized) chain amplifiers, substitution oscillator, power line filters, line splitters, attenuator pads, equalizer attenuator, variable attenuator, preamplifiers, converters, regulated power supply, matching transformers, antenna matching transformers, mixing networks, line equalizers, low & high band traps, pressure taps. (AM-FM) Miniature transistorized AM radio receiver.

Westinghouse Electric Corp.

(Television-Radio Division)
 Route 27 & Vineyard Rd., Box 71, Metuchen, N. J.
 Phone: LIberty 8-5000

Vice-Pres.Chris Witting
 Gen. Mgr.....E. J. Kelly
 Asst. Gen. Mgr.....G. C. Larson
 Works Mgr.....R. A. Schieber
 Gen. Sales Mgr.....T. B. Kalbfus
 Sales Mgr., TV.....R. M. Fichter
 Sales Mgr., Radio.....C. J. Urban
 Sales Mgr., Hi-Fi.....R. H. G. Mathews
 Service Mgr.....K. H. Brown
 Division Mgrs.....L. S. McCloud, Cleveland; J. G. Adams, Atlanta; C. R. Beatty, St. Louis; J. P. Adams, San Francisco; Gordon MacDonald, Chicago.
 Adv. & Sales Prom. Mgr.....R. W. Johnson
 Eng. Mgr.....N. S. Kornetz
 Purchasing Agent.....L. W. Tomlinson

PRODUCTS: Television Receivers, AM Radio Receivers, AM/FM Radio Receivers, High Fidelity Instruments.

Weston Instruments

(Div. of Daystrom, Inc.)
 614 Frelinghuysen Avenue, Newark 12, N. J.
 Phone: BIgelow 3-4700
 V.P. Chg. Sales.....W. H. Steinkamp

Branch Offices

66 Central St., Wellesley 81, Boston, Mass.
 Phone: CEdar 5-4300
 130 W. Chippewa St., Buffalo 2, N. Y.
 Phone: MOhawk 5243
 205 W. Wacker Dr., Chicago 6, Ill.
 Phone: FR 2-4656
 7613 Reading Rd., Cincinnati 37, Ohio
 Phone: VALley 1-9105

EQUIPMENT MANUFACTURERS

- 3951 Lee Rd., Cleveland 28, Ohio
Phone: SKyline 2-3030
- 11 W. Monument Ave., Dayton 2, Ohio
Phone: BALDwin 2-8164
- 16607 Jas. Conzens Hwy., Detroit 21, Mich.
Phone: DIAMOND 1-2121
- 1511 N. Front St., Harrisburg, Pa.
Phone: CEDAR 8-4276
- 2917 Sanderson Rd., Knoxville, Tenn.
Phone: KNOXville 5-5632
- 2001 S. Grand Ave., Los Angeles 7, Cal.
Phone: RICHmond 9-2361
- 617 N. 2nd St., Milwaukee 3, Wis.
Phone: BRoadway 2-1538
- Rt. 22 & Caldwell Ave., Union, Newark, N. J.
Phone: MURdock 8-2020
- 50 Church St., New York 7, N. Y.
Phone: WORTH 4-3510
- 101 N. 33rd St., Philadelphia 4, Pa.
Phone: BARing 2-6458
- 4455 Miramar Rd., LaJolla, Cal.
Phone: GLencourt 4-0421
- 147 10th St., San Francisco 3, Cal.
Phone: UNderhill 3-4250
- Pa. Bldg., 425 13th St., NW, Washington 4,
D. C.

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.
Phone: HUNter 2-7876

President.....Harold A. Wheeler
V.P. Ch. Engr.....David Dettinger
Secy., Asst. Ch. Engr.....Frank H. Williams
Antenna Lab (Smithtown)

Engr. in Chg.....Ned A. Spencer
PRODUCTS: Engineering services—Consulting, research, development, design, models; specializing in microwave components, antennas, test eqpt.

White Diesel Engine Division

(White Motor Company)

1401 Sheridan Ave., Springfield, Ohio

PRODUCTS: Diesels, gas engines. Engine-generator sets, trailer-mounted mobile generating plants.

Wickes Engineering & Construction Co.

12th St. & Ferry Ave., Camden, N. J.
Phone: WOODlawn 4-4912

President.....R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interlace Signal Generator; Color Bar Genera-

tor, Convergence Dot Generator, Multi-Burst Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

Wind Turbine Co.

E. Market St., West Chester, Pa.

Phone: OWEN 6-3110

President.....Robert W. Weeks
PRODUCTS: AM vertical radiators, FM receiving antennas, towers for support of FM transmitting antennas, incl. installation. (TV) Transmitting antenna supporting towers, incl. installation.

Wollensak Optical Co.

850 Hudson Ave., Rochester 21, N. Y.

Phone: CONgress 6-1000

President.....E. A. Springer
Vice-President.....A. A. Wollensak

PRODUCTS: TV & motion picture camera lenses.

Zane Construction Co., Inc.

18 Northfield Ave., West Orange, N. J.

Phone: ORange 3-2576

President.....H. Bernard Zane
PRODUCTS: Tower erection and maintenance.

Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.

Phone: BERKshire 7-7500

N. Y. Phone: PLaza 1-3700

Pres. and Gen. Mgr.....E. F. McDonald, Jr.
Exec. V-P.....Hugh Robertson
V-P and Dir. of Sales.....Leonard C. Truesdell
V-P in Chg. of Eng.....G. E. Gustafson
V-P in Chg. of Prod.....Donald MacGregor
V-P Advertising.....Erik Isgrig
V-P in Chg. Indust. Rel.....J. M. Ferren
V-P & Gen. Counsel.....J. S. Wright
V-P Distribution.....C. J. Hunt
V-P and Treas.....S. Kaplan
V-P in Chg. of Purchases.....J. E. Anderson
V-P in Chg. of Res.....Dr. Alexander Ellett
V-P, Patents.....Francis W. Crotty
V-P, Export.....John A. Miguel, Jr.
Secty. and Asst. V-P.....Karl E. Hassel
Asst. V-P.....J. E. Brown
Asst. Treas and Asst. Secty.....J. Kuhajek
Asst. Secty.....H. M. Chesser
Indust. Rel. Dir.....J. M. Ferren
Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

AGENTS AND MANAGERS

Talent Representatives Active in Radio-TV in New York, Los Angeles and Chicago

NEW YORK

- ated Artists Representatives
7 Madison Ave. PLaza 5-3990
- ander, Willard, Inc.
5 Park Ave. (22) PLaza 1-7070
- l, James S.
0 Madison Ave. PLaza 3-7840
- a, Buddy
East 45th St. MUrray Hill 7-8351
- r, V. S. Advertising Service
1 Fifth Ave. MUrray Hill 2-0777
- oe, Goldsmith & Arthur, Inc.
2 Fifth Ave. MUrray Hill 2-6244
- s, Ted
4 East 57th St. PLaza 9-1344
- n, Henry C.
E. 55th St. PLaza 9-7474
- n, Louis W.
W. 24th St. WAtkins 9-0670
- s, Ted
9 Fifth Ave. (36) CHickering 4-5036
- mbia Artists Management, Inc.
6 West 57th St. CIRCLE 7-6900
- litated Concerts
Rockefeller Plaza. COlumbus 5-3580
- r, Frank, Associates
E. 54th St. PLaza 1-0725
- ot, Roy, Consultants, Inc.
5 Fifth Ave. MUrray Hill 7-6865
- an Associates, Ltd.
1 Broadway LACKAWANNA 4-3544
- us Artists Corp. of N. Y.
Fifth Ave. CIRCLE 7-6200
- an Flinkoff Agency
0 Broadway JUdson 2-4037
- , Lutz, Heller & Loeb
W. 57th St. CIRCLE 5-7998
- k, Dale
West 48th St. CIRCLE 6-8985
- al Artists Corp.
9 Fifth Ave. CIRCLE 7-7543
- Gibbs, John E., & Co.
12 West 55th St. (19) PLaza 7-5959
- Glaser, Joe, Inc.
110 West 55th St. CIRCLE 5-9071
- Goodman, Martin
36 Central Park South. PLaza 1-3555
- Greshler, Abner J.
1270 Sixth Ave. CIRCLE 7-3025
- Hahlo, Sylvia
24 W. 55th St. CIRCLE 6-2165
- Harris, Fred
1270 Sixth Ave. CIRCLE 7-3025
- Hartford Agency
18 E. 48th St. PLaza 3-6500
- Hurok Attractions, Inc.
730 Fifth Ave. (19) CIRCLE 5-0500
- King, Archer
745 Fifth Ave. (22) ELdorado 5-6313
- Leddy, Mark J.
48 West 48th St. JUdson 6-2760
- Leipzig, Syd
237 Madison Ave. MUrray Hill 6-0300
- Lewis, Lester, Associates
11 E. 48th St. PLaza 3-5082
- Lyons, Grace
15 E. 48th St. (17) PLaza 8-1960
- Management Corp. of America
598 Madison Ave. PLaza 9-7500
- William McCaffrey Agency
501 Madison Ave. ELdorado 5-1076
- Morris, William Agency, Inc.
1740 Broadway. JUdson 6-5100
- Morrow, Marjorie
1501 Broadway CHickering 4-0644
- Moses, John H.
730 Fifth Ave. CIRCLE 6-2677
- Music Corp. of America
598 Madison Ave. PLaza 9-7500
- National Artists Corp.
711 Fifth Ave. PLaza 9-6000
- National Radio & Theatrical Bureau
1650 Broadway JUdson 6-8550
- North, Meyer B.
1564 Broadway. PLaza 7-3445

AGENTS AND MANAGERS

O'Connor, John
1697 BroadwayCircle 5-4920

Peed, Earl S.
527 Madison Ave. (22)PLaza 1-0030

Richard, Max
1776 BroadwayPLaza 7-6414

Ross, Kal
15 E. 48th St. (Suite 801)....PLaza 1-2156

Schwartz-Luskin Theatrical Agency
15 E. 48th St.PLaza 3-1529

Shaw Artists Corp.
565 Fifth Ave.OXford 7-7744

Shurr, Louis
1501 BroadwayCHickering 4-8240

Storer, Douglas F.
1270 Ave. of Americas.Crcle 7-6325

Talad Corp.
730 Fifth Ave.Columbus 5-3530

Tranum, Charles B.
60 E. 58th St.PLaza 1-3880

Witt, Peter, Assoc.
37 West 57th St.PLaza 9-7966

Brewis, Alex, Agency
8818 1/2 Sunset Blvd. (46)OL 2-7020

Burr, Dorothy, Agency
8272 Sunset Blvd. (46)HOLLYwood 4-6898

Cloutman-Barskin-Short Agency, Inc.
9046 Sunset Blvd., L. A.OLympia 4-6833

Collins and Associates
8165 Sunset Blvd. (46)OL 6-3060

Cooper, Frank, Associates
9145 Sunset Blvd. (46)CRestview 4-5071

Cooper, Ray, Agency
139 S. Beverly Dr., B. H., Suite 333
CRestview 6-9769

Darrow Agency, The
9884 Santa Monica Blvd., B.H.
CRestview 4-7253

Davis, Mary Webb.OL 5-6747
8532 Sunset Blvd. (46)OL 2-6850

Doak, Virginia, Agency, Inc.
9172 Sunset Blvd. (46)CRestview 4-8121

Donaldson Agency, The
951 N. La Cienega (46)OLdfeld 2-0355

Draesemer, Isabelle, Agency.WE 5-1759
232 N. Canon Dr., B. H.HOLLYwood 4-1782

☆ LOS ANGELES ☆

Alexander, Alec, Agency
208 S. Beverly Dr., B. H.CRestview 1-6101

Allan, Lane, Agency
8746 Sunset Blvd. (46)OL 2-7953

Alvarado, Carlos, Agency.OL 2-0272
8820 Sunset Blvd. (46)OL 5-6840

Artigne, Louis
247 S. Beverly Dr.CRestview 6-2488

Artists Associates Agency
160 N. La Brea Ave. (36) ..HOLLYwood 4-4179

Artists' Management Corporation
121 S. Beverly Dr., B. H.CRestview 1-6111

Auer, Miles Bohm
5205 Hollywood Blvd. (27) ..HOLLYwood 2-6416

Auslander, Leland
8721 Sunset Blvd. (46)OL 2-6939

Barnes, William, Agency
247 S. Beverly Dr., B. H.CRestview 1-5256

Baxley, Bill Agency
6331 Hollywood Blvd. (28) ..HOLLYwood 9-2878

Bender-Ward Agency
971 N. La Cienega Blvd. (46)OLive 2-1465

Bernie, Herman, Agency
260 S. Beverly Dr., B. H.CRestview 5-0117

Bonham, C. Hershel, Agency
1570 N. Gower St.HOLLYwood 4-3060

Brandies, Bob, Agency.HOLLYwood 5-6978
11559 Ventura Blvd., Studio City...PO 2-4872

Fame Agency, The
232 N. Canon Dr., B. H.CRestview 4-6763

Famous Artists Corporation
9441 Wilshire Blvd., B. H.CRestview 4-7433

Fidler, Adeline, Agency
410 S. Beverly Dr., B. H.CRestview 1-4746

Field, Marjorie, Artists
9304 Santa Monica (48)CRestview 6-8080

Frings, Kurt, Agency
242 N. Canon Dr., B. H.CRestview 4-8881

Garfield, Milton, Agency
9000 Sunset Blvd. (46)CRestview 4-8631

Gertz, Mitchell, Agency
338 N. Rodeo Dr., B. H.CRestview 4-5491

Gold, Sid, Agency
8961 Sunset Blvd. (46)CRestview 4-7247

Gold-tone, Jules & Co., Inc.
8721 Sunset Blvd. (46)OL 2-6500

Goldston-Tobias Agency
404 N. Roxbury Dr., B. H.CRestview 6-1071

Green, Ivan, Agency, The
292 S. La Cienega, B. H.OLive 2-4010

Greshler, Abner J.
275 S. Beverly Dr., B. H.CRestview 4-7563

Grossman, Milton M., Agency
9000 Sunset Blvd. (46)CRestview 4-8631

Halliburton, Jeanne
9172 Sunset Blvd. (46)CRestview 5-5575

Hamilburg, Mitchell J., Agency
8776-8780 Sunset Blvd. (46)OL 2-5160

Herdan-Sherrell Agency
201 N. Robertson Blvd., B.H.CRestview 1-5236

AGENTS AND MANAGERS

shon, Red, Agency
 952 Santa Monica Blvd., B.H.
 CRestview 4-6381

zbrun, Walter
 820 Sunset Blvd. (46).....OL 2-7210

I. T. Agency
 Hollywood International TV and
 Theatrical Agency
 820 Sunset Blvd. (46).....OL 2-7283

ersoll, George, Agency.....HOLLYWOOD 7-0862
 167 1/2 Sunset Blvd. (46)...HOLLYWOOD 2-2301

in, Lou, Inc.
 165 Sunset Blvd. (46)....CRestview 1-7131

nson, Edith, Inc.....HOLLYWOOD 7-0155
 605 Hollywood Blvd. (28)..HOLLYWOOD 4-9236

e Agency, Inc., The
 553 Sunset Blvd. (46)....CRestview 6-6121

z, Fred, Agency, Inc.
 923 Sunset Blvd.....OLympia 7-1050

afman, Milton, Agency
 4 N. Roxbury Dr., B. H...CRestview 5-5028

ner, Paul, Inc.
 169 Sunset Blvd. (46)....CRestview 1-5165

nin-Olenick Agency
 100 S. Beverly Dr., B. H....CRestview 4-5221

ee, Leon O.
 820 Sunset Blvd. (46)....OLympia 2-0191

ren, J. W., Agency
 272 Sunset Blvd. (46)....OLdfield 6-4070

ar, Irving Paul
 11 S. Beverly Dr., B. H...CRestview 5-6153

onard, Fred J., Agency
 441 Sunset Blvd. (46)...HOLLYWOOD 4-7546

ser, Ted, Agency
 900 Wilshire Blvd. (17).....MAdison 8-7356

ee, M. C.
 900 Sunset Blvd. (46)....CRestview 6-6285

ee, Sid
 900 Sunset Blvd. (46)....CRestview 4-8631

nder, Jack, Agency
 560 Santa Monica Blvd. (28)
 HOLLYWOOD 4-8100

agenecker, Robert
 428 Melrose Pl. (46).....Olive 3-3770

Quarrie, Earl
 157 Sunset Blvd. (46)....CRestview 4-8919

rx, Bert, Agency
 15 1/2 Westbourne Dr. (46)..CRestview 4-8555

A Artists, Ltd.
 370 Santa Monica Blvd., B. H.
 CRestview 4-7711

Millan, Hazel, Agency.....CR 6-9823
 471 Melrose Ave. (46).....WE 1-1171

iford, Ben
 435 N. Bedford Dr., B. H...CRestview 1-7021

Messinger, Lillie, Agency
 8428 Melrose Place (46)....CRestview 5-8541

Meyers, Walter
 9167 Sunset Blvd. (46)....CRestview 1-8161

Middleton, Wallace, Agency
 8278 Sunset Blvd. (46).....OLive 6-4460

Mishkin Agency, The
 292 S. La Cienega, B. H....OLympia 2-0944

Moore, Lola, Agency
 9172 Sunset Blvd. (46)....CRestview 6-5401

Morris, Wm., Agency, Inc CRestview 4-7451
 151 El Camino, B. H.....BRadshaw 2-4111

Ochs, Al
 1651 Cosmo St. (28).....HOLLYWOOD 9-6470

Oliver, Maurine
 8218 Sunset Blvd.....OLive 6-3651

Omega Artists, Inc.
 1610 N. Argyle St. (28)...HOLLYWOOD 9-7187

Orsatti & Co., Inc.
 300 S. Beverly Dr., B. H...CRestview 6-6241

Payton, Bob, Agency
 8272 Sunset Blvd. (46).....OL 6-1880

Pearson, Ben
 1046 N. Carol Dr. (46)....CRestview 4-5488

Pomeroy, Jack
 7616 Sunset Blvd. (46)....HOLLYWOOD 9-6366

Powers-Stauley
 1741 N. Ivar (28).....HOLLYWOOD 2-0791

Premiere Artists & Productions Agency
 1046 Carol Dr. (46).....CRestview 4-5488

Preminger, Stuart, Agency
 8462 Sunset Blvd. (46).....OL 6-2360

Reeves, Mary—Oriental Casting
 950 N. Clark St. (46).....OL 2-2968

Rocamora, Wynn
 8584 Sunset Blvd. (46)....OLympia 2-9710

Rose-Ann Agency
 8584 Sunset Blvd. (46)....CRestview 5-6930

Rosen Agency, The
 232 N. Canon Dr., B. H....CRestview 5-6151

Rosenberg-Coryell Agency
 404 N. Roxbury Dr. B. H...CRestview 4-7381

Rosner, Milt, Agency
 9110 Sunset Blvd. (46)....CRestview 6-7023

Rush, Art, Inc.
 357 N. Canon Dr., B. H....CRestview 4-6841

Ryan, Frank
 8949 Sunset Blvd. (46)....CRestview 1-4627

Salkow, Lester, Agency
 8741 Sunset Blvd.....OLympia 2-6750

Saphier, James L., Agency, Inc.
 9538 Brighton Way, B. H...CRestview 1-7231

Schuller, William, Agency....CRestview 4-6949
 9151 Sunset Blvd. (46)....BRadshaw 2-4984

Schwartz Agency
 8460 W. 3rd (48).....OLive 3-0400

AGENTS AND MANAGERS

Seaman, George, Agency
8272 Sunset Blvd. (46).....OL 6-1161

Shaner, Melville, A., Agency
9110 Sunset Blvd. (46).....CRestview 1-1103

Shaw, GlennOL 5-8956
8746 Sunset Blvd. (46).....OL 2-5842

Shiffrin, William, Agency
449 S. Beverly Dr., B. H.....CRestview 4-7643

Shurr, Louis, Agency
327 N. Rodeo Dr., B. H.....CRestview 4-8111

Small, Paul, Artists Ltd. Inc.Bradshaw 2-9048
270 N. Canon Dr., B. H.....CRestview 4-5877

Snitzer, Lou-Fritschl, Al. Inc.
6404 Hollywood Blvd. (28).....HOLLYWOOD 9-6271

Somlyo, E. T., Agency
407 N. Maple Dr., B. H.....CRestview 6-2041

Stempel, Frank
9034 Sunset Blvd. (46).....CRestview 4-8343

Stewart, Rosalie, Agency
441 S. Beverly Dr., B. H.....CRestview 4-6123

Swanson, H. N., Inc.
8523 Sunset Blvd. (46).....OLympia 2-5385

Swoverland, Harold
1032 N. Fairfax, L. A. (46).....OLive 6-0900

Thompson, David H.
8979 Sunset Blvd. (46).....CRestview 1-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (46).....CRestview 4-5238

Usher, Marge
8212 Vista Del Mar.....CRestview 4-6161

Wadsworth, Jessie B., Agency
9172 Sunset Blvd. (46).....CRestview 6-0698

Weil, Agency, The
971 N. La Cienega (46).....OLive 2-2872

Weiner, Jack, Agency: James Stanley
6721 Sunset Blvd. (28).....OLympia 2-1140

Weintraub, Murry, Agency
9172 Sunset Blvd. (46).....CRestview 1-1137

Welch, Suey, Agency
306 W. 3rd St. (13).....HOLLYWOOD 4-2461

Wending, Charles, Agency
9111 Sunset Blvd. (46).....CRestview 6-2348

White, Al, Agency.....ST 9-8681
3551 Vista Haven Rd., Sherman Oaks

White, William B., Agency
332 S. Beverly Dr., B. H.....CRestview 4-6301

Wiley, Richard, Agency
8923 Sunset Blvd. (46).....OL 2-5775

Wilkins, Paul, Agency
9006 Sunset Blvd. (46).....CRestview 1-6188

Willson, Henry
9441 Wilshire Blvd., B. H.....CRestview 4-7433

Wilson, Bill, Agency
8732 Sunset Blvd. (46).....OL 2-7910

Winkler, Daniel M.
9606 Santa Monica Blvd., B. H.
CRestview 1-7244

Wookey, Betty, Agency
8743 Sunset Blvd. (46).....HOLLYWOOD 2-2301

Zimmerman Theatrical Agency
9172 Sunset Blvd. (46).....CRestview 6-0266



CHICAGO



Associated Booking Corp.
203 North Wabash.....CENtral 6-9451

Benn Theatrical Enterprises
64 West Randolph St.....DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300

General Artists Corp.
8 S. Michigan.....STate 2-6288

Harry Greben Enterprises
203 N. Wabash.....DEarborn 2-0996

Gumbiner Management Co.
120 S. LaSalle St.....HARRISON 7-6363

Charles E. Hogan
203 North Wabash.....CENtral 6-2032

Tweet Hogan
203 North Wabash.....ANdover 3-6910

Jack & Jill Players Radio Artists Co.
25 E. Jackson.....WABash 2-0317

Lear, Les Productions Corp.
112 W. Randolph.....RANdolph 6-0905

Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel.....HARRISON 7-9660

Morris, William, Agency Inc.
919 N. Michigan.....WHITEhall 3-1744

Morse, Sidney P.
203 N. Wabash Ave.....FRanklin 2-4408

Music Corporation of America
430 N. Michigan Ave.....DELaware 7-1100

Mutnal Entertainment Agency, Inc.
203 North Wabash.....RANdolph 6-6990

O'Malley, David P., Inc.....FRanklin 2-5070

Page, Sidney J.
203 North Wabash.....STate 2-7344

Radio Talent, Inc.
35 E. Wacker.....FRanklin 2-4351

Schuster, Milton
127 North Dearborn St.....DEarborn 2-2708

WLS Artists Bureau
1880 W. Washington Blvd.....MONroe 6-9700

TRADE PUBLICATIONS

Covering the Field of Radio—Television—FM
TRADE — FAN — TECHNICAL — GENERAL

ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.
Phone: DE 7-5200
Publisher.....G. D. Crain, Jr.
Editorial Director.....S. R. Bernstein
Editor.....John Crichton
Managing Editor.....Jarlath J. Graham

THE BILLBOARD

1564 Broadway, New York, N. Y.
Phone: PLaza 7-2800
Publisher.....W. D. Littleford
Publisher.....R. S. Littleford, Jr.

Branch Offices

2160 Patterson St., Cincinnati 22, O.
Phone: DUNbar 1-6450

Manager.....Lawrence Gatto
188 W. Randolph St., Chicago 1, Ill.
Phone: CENtral 6-8761

Manager.....Maynard L. Reuter
1520 North Gower, Hollywood 28, Calif.
Phone: HOLlywood 9-5831

Manager.....Sam Abbott
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 1-0443

Manager.....Frank Joerling

BROADCASTING

1735 DeSales St. at Connecticut Ave.
Washington 6, D. C.
Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff
P. & Gen. Manager.....Maury Long
P., Managing Editor.....Edwin H. James
Senior Editors.....Rufus Crater,
J. Frank Beatty, Bruce Robertson, Fred
Fitzgerald, Earl B. Abrams
Sr. Mgr. & Readers Serv.....John Cosgrove
Southern Sales Mgr.....Ed Sellers

Branch Offices

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater
Area News Mgr.....Larry Christopher
Sales Manager.....Winfield R. Levi
Western Sales Mgr.....Kenneth Cowan
Sr. Service Mgr.....Eleanor Manning
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CENtral 6-4115

Midwestern Sales
Mgr.....Warren W. Middleton
Midwestern News Editor.....John Osbon
6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3-3148

Senior Editor.....Bruce Robertson

Western Sales Mgr.....Bill Merritt
11 Burton Rd., Toronto 10, Canada
Phone: HUDson 9-2694
Executive-in-Chg.James Montagnes

DAILY VARIETY

6404 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-1141

President.....Syd Silverman
Editor.....Joe Schoenfeld
Managing Editor.....Vance King
Advertising Manager....Charles Gerlach, Jr.
Business Manager.....Barbara Oneal

Main Office
(See listing under VARIETY)

DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.
Phone: VICTory 2-0300

President.....Louis B. Didier
Publisher.....Charles Suber
Managing Editor.....Don Gold

EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.
Phone: BRyant 9-3052

Chm. of Board....James Wright Brown
Pres. & Editor.....Robert U. Brown
Exec. Editor.....Jerome H. Walker
Advertising Mgr.....Leach Laney
Classified Mgr.....Evelyn Kolojay
Dir. of Circulation.....George McBride

ELECTRONICS

330 W. 42 St., New York 36, N. Y.
Phone: LONGare 4-3000

Editor.....W. W. MacDonald
Managing Editor.....John M. Carroll

ELECTRONIC INDUSTRIES

Chestnut & 56th Streets, Philadelphia, Pa.
Phone: SHERwood 8-2000

Editor.....Bernard F. Osbahr
Publisher.....Robert E. McKenna

FILM DAILY

DAILY. 1501 Broadway, New
York 36, N. Y., Phone, BRyant
9-7117. J. W. Alicoate, Publisher;
Chas. A. Alicoate, Executive Pub-
lisher; Chester B. Bahn, Editor;
Winfield Andrus, Managing Ed-
itor; Emmett Keegan, Advertising

TRADE PUBLICATIONS

Manager; West Coast Offices: William A. Weaver, News Editor; Harriet Margulies, N. Y. Representative; Cris Dutra, Special Representative, 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-12 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler, Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRIargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 58 Kamiyama-Cho, Shibuya-Ku, Tokyo, Phone, 46-0480 & 46-4324; Southern Europe Bureau, John Perdicali, Chief, 59 Via Priscilla, Rome; London, Bernard Charman, Daily Cinema; Paris, P. A. Harle, La Cinematographie Francaise, 29 Rue Marsoulan.

THE HOLLYWOOD REPORTER

6715 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson
Editor.....W. A. Scharper
Business Manager.....Geo. H. Kennedy

MADISON AVENUE

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3446

Publisher.....Carl Rogers
Editorial Director.....Harris Shevelson
Adv. Manager.....George Dixon

MARKETS OF AMERICA

1056 Fifth Ave., New York 28, N. Y.
Phone: ENright 9-6312

Publisher.....Manuel Rosenberg
Editor.....Lydie Bloch
Managing Editor.....Col. Don R. Jason
Associate Editor.....Vic Dallaire
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
Advertising Mgr.....Robert M. Jason
Production Mgr.....Arnold Hallock
Circulation Mgr.....Sam J. Davis

MEDIA/SCOPE

Published by

STANDARD RATE & DATA SERVICE, INC., PUBLISHERS

Publisher.....Walter E. Bottoff
President.....C. L. Botthaf
Editor.....Roger Barton
Exec. Vic-Pres.....Albert W. Moss

METRONOME

114 E. 32nd St., New York 16, N. Y.
Phone: LEXington 2-6550

Editor.....Bill Coss

Assistant Editor.....Jack Maher
Advertising Representative.....Lee Cummings
General Manager.....Earl Unpenhour

MIKE & SCREEN PRESS DIRECTORY

527 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television
Working Press Association
Editor.....Philip Scheffler

MUSICAL AMERICA

113 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-0520

Publisher.....John F. Majeski
Treas.....John F. Majeski, Jr.
Editor.....Ronald Eyer
Production Mgr.....Edward I. Davis

MUSICAL COURIER

119 West 57 St., New York 19, N. Y.
Phone: CIrcle 7-4500

Publisher.....Roy E. Gainsburg
Editor.....Gid W. Waldrop

PRINTERS' INK

635 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-7500

President.....William E. Barlow
Publisher.....Robert T. Lund
Adv. Dir.....Arthur B. Whitcomb
Editor.....Woodrow Wirsig
Exec. Editor.....W. Richard Bruner
Managing Editor.....Cameron Day
Asst. Mng. Editor.....H. Clark Wells
Radio-TV Editor.....Barton Hickman
Cir. Mgr.....R. R. Rountree

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Mid-West Editor.....Maurice English
Statler Building, Boston 16, Mass.
Manager.....E. P. Meade
3063 Sycamore Ave., La Crescenta, Calif.
Western Editor.....David Rees
121 Spruce St., San Francisco, Calif.
Western Editor.....William Steif
1722 Rhodes-Haverty Bldg., Atlanta, Ga.
Manager.....H. F. Cogill
33 Post St., San Francisco 4, Calif.
Exec. In Charge.....George Nichols
804 Redman Ave., Haddonfield, N. J.
Eastern Sales Manager.....Harold V. Brown
1319 "F" St., N.W., Washington 4, D. C.
Washington Editor.....Wallace Fingal

PROMPTER, THE

3222 Santa Monica Blvd., Santa Monica, Calif.
Phone: EX 4-4781

Publisher.....Glen Meloy
Editor.....R. T. Presto
Bus. Mgr.....Steve Tripodes
Adv. Mgr.....Howard Simpson
FM Editor.....Donn Herling
Art Dir.....Yukio Iwamasa

**RADIO ANNUAL &
TELEVISION YEAR BOOK**

YEARLY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Herbert Berg, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

RADIO-TELEVISION DAILY

DAILY. 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Arthur Simon, Advertising Manager; West Coast, 425 Hollywood Blvd., Phone Hollywood 9-3951, News Editor, William A. Weaver; N.Y. Representative, Harriet Margulies; Special Representative, Bud Faris; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn -6757; Mexico City Office, B. Fernandez Aldana, Av., Morelos, 58-05, Mexico, D. F., Phone 21-03-24; Rome Office, John Perdicari, 59 Via Priscilla; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, -2750; Far East Bureau, Glenn F. Breton, 58 Kamiyama-Cho, Shibuya-Ku, Tokyo; Phone, .46-4324; Canadian Bureau, Jules Larochelle, Room 12, 300 Lemoyne St., Montreal, Phone Plateau 4952.

RADIO-ELECTRONICS

154 W. 14th St., New York 11, N. Y.

Phone: ALgonquin 5-7755

Editor-in-Chief.....Hugo Gernsback
 Editorial Director....M. Harvey Gernsback
 Managing Editor.....Fred Shunaman
 Technical Editor.....Robert F. Scott
 Production Mgr.....Elizabeth Stalcup
 Technical Illustration Dir.,
 Wm. Lyon McLaughlin
 General Mgr.....Lee Robinson
 Sales Manager.....John J. Lamson
 Circulation Mgr.....G. Aliquo
 Promotion Mgr.....Robert A. Fallath

RADIO & TV NEWS

One Park Ave., New York 16, N. Y.

Phone: ORegon 9-7200

PresidentWilliam Ziff
 PublisherOliver Read
 EditorWilliam Stocklin
 Technical Editor.....Milton S. Snitzer

SALES MANAGEMENT

630 Third Ave., New York 17, N. Y.

Phone: YUkon 6-4800

Editor & Publisher.....Philip Salisbury
 President.....John W. Hartman
 Vice Pres., Sales.....Randy Brown
 Executive Editor.....A. R. Hahn
 Managing Editor.....John H. Caldwell

SERVICE

**The Technical Journal of the
TV-Radio Trade**

52 Vanderbilt Ave., New York 17, N. Y.

Phone: MUrray Hill 4-0170

President.....Bryan S. Davis
 Editor and Publications Dir...Lewis Winner
 Advertising Manager.....Aaron L. Lafer

SPONSOR

40 East 49th St., New York 17, N. Y.

Phone: MUrray Hill 8-2772

Pres. and Editor.....Norman R. Glenn
 V.P., Asst. Publisher.....Bernard Platt
 Executive Editor.....John McMillin
 Secty.-Treas.Elaine C. Glenn

**STANDARD RATE & DATA
SERVICE, INC., Publishers**

1740 Ridge Ave., Evanston, Ill.

Phones: HOLlycourt 5-2400, DAVIS 8-5600
 Publisher & Chrm. of Bd..Walter E. Botthof
 President and Treas.....C. Laury Botthof
 Executive Vice-Pres.....Albert W. Moss
 Secretary.....E. L. Botthof
 V.P., Treas.....Frank J. Ceithaml

Sales Offices

Executive Vice-President...Albert W. Moss
 420 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 9-6620

TRADE PUBLICATIONS

Don Harway & Company.....Don Harway
 1709 W. Eighth Street, Los Angeles 17, Calif.
 Phone: HUBbard 3-5141
 See complete listing in Standard Rate &
 Data Service, Inc. for: Spot Radio Rates &
 Data, Spot Television Rates & Data, Network
 Rates & Data, Films for Television.

TELEVISION AGE

444 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-1122

Publisher.....S. J. Paul
 Editor.....Art King
 Associate Editors.....Daniel Richman,
 Dick Donnelly
 Assistant Editor.....Dick Nolan
 Washington Correspondent.....David Stewart
 East. Sls. Mgr.....Don Kuyk
 Advertising Rep.....Ben Rachlis
 Adv. Sls. Service.....Lee Sheridan
 Production Director.....Fred Lounsbury
 Circulation Director.....H. C. Gainer
 Reader's Service Dept.....Marcia Krinsky
 Chicago Office
 333 North Michigan
 Tel.: FRanklin 2-7100
 West Coast Office
 R. J. Friedman
 5880 Hollywood Blvd., Los Angeles, Calif.
 Phone: HOLlywood 7-5625

TELEVISION DIGEST

Box 700, Radnor, Pa.
 Phone: MURray 8-3940

Published By.....Triangle Pub., Inc.
 President.....Walter H. Annenberg
 Business Manager.....James T. Quirk
 Editorial Director.....Merrill Panitt
 Managing Editor.....Harold B. Clemenko
 Assoc. Ed's. Wm. Wight, David Lachenbruch

Branch Offices

Wyatt Bldg., Washington 5, D. C.
 Phone: STerling 3-1755

TELEVISION

422 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-9944

Editor & Publisher....Frederick A. Kugel
 V.P., Exec. Ed.....Herman W. Lend
 Managing Editor.....Nial Quinlan
 Senior Editor.....Leon Morse
 Associate Editor.....John Watson
 Departments Editor....Barbara Landsberg
 Director of Research.....Robert Garsen
 Contributing Editors.....Harry Wayne
 McMahan, Howard Ketcham
 Business Mgr.....Jack L. Blas
 Office Mgr.....Ruth Leftoff
 Circulation Mgr.....Harriette Weinberg

TIDE

630 Third Ave., New York 17, N. Y.
 LEXington 2-1760

Publisher.....Hartley W. Barclay
 Editor.....Morgan Browne

TRIANGLE PUBLICATIONS, INC. RADIO-TV DIVISION

46th and Market Sts., Philadelphia 39, Pa.
 Vice President, Gen. Mgr....Roger W. Clipp
 Executive Asst. to General Manager...David
 J. Bennett
 Director of National Sales
 Edward H. Benedict
 Dir. of Public Relations and Programming
 John D. Schener, Jr.
 Promotion Director....Kenneth E. Chernin
 Director of Engineering.....Henry E. Rhea
 Business Manager.....John C. Harlan
 Chief Statistician.....Richard W. Gideon

TV GUIDE

N. Y. Metropolitan Ed. Office

625 Madison Ave., New York 22, N. Y.
 Phone: TEMpleton 8-4700

Advertising Manager.....A. Jay Segal
 Regional Editor.....Arthur Sainer
 National Office
 Radnor, Pa.
 Phone: MURray Hill 8-7400
 Editor.....Walter H. Annenberg
 Publisher.....James T. Quirk
 Managing Editor.....Merrill Panitt
 Circulation Director.....C. J. Bodkin, Jr.
 Advertising Director.....Michael J. O'Neill
 Prom. Dir.....Eric Larson

U. S. RADIO

50 W. 57th St., New York 19, N. Y.
 Phone: CIRCle 5-2170

Editor, Publisher.....Arnold Alpert
 Business Mgr.....Catherine Scott Rose
 Managing Editor.....Jonah Gilitz
 Art Editor.....Rollie Devendorf
 Asst. Editors.....Michael G. Silver, Patty
 Kirsch (Washington) Patricia Moran
 Prod., Sls. Serv. Mgr.....Jean L. Engel
 Secy. to Publisher.....Sara R. Silon
 Western Mgr.....Shell Alpert

VARIETY

154 West 46th St., New York 36, N. Y.
 Phone: LUXemburg 2-2700

President.....Syd Silverman
 Editor.....Abel Green
 Advertising Manager.....J. J. Colby

Branch Offices

6404 Sunset Blvd., Hollywood 28, Calif.
 Editor (Daily Variety).....Tom Pryor
 612 N. Michigan Ave., Chicago 11, Ill.
 Manager.....Don Wilson
 1202 National Press Bldg.,
 Washington 4, D. C.

Bureau Head.....Les Carpenter
 8 St. Martin's Pl., Trafalgar Square, W-C-2,
 London, England
 Bureau Head.....Harold Myers

INDUSTRY ORGANIZATIONS

Personnel—Addresses—Unions

Guilds—Associations—Radio-TV Groups

ACTORS EQUITY ASSOCIATION

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

OFFICERS

President Ralph Bellamy
1st Vice-President Frank Maxwell
2nd Vice-President James Schlader
3rd Vice-President Hiram Sherman
4th Vice-President Lois Wilson
Treasurer Paul Dullzell
Recording Secretary John Effrat
Exec. Sec. Angus Duncan
Counsel Herman E. Cooper

BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.
6636 Hollywood Blvd., Los Angeles 28, Calif.
230 Jones St., San Francisco 2, Calif.
519 Jarvis St., Toronto, Ont.

COUNCIL

Walter Abel, Royal Beal, Jeanna Belkin, Sara Bettis, Chas. Blackwell, Paul B. Brown, Peggy Cass, Kendall Clark, Donald Cook, John Cornell, Staats Cotsworth, Robin Craven, Nancy Devlin, Gordon Dilworth, Norma Foggett, Stephen Douglass, John Emery, Robt. Flavelle, Eddie Foy, Jr., Florida Friebus, Larry Gates, Ruth Gillette, Margalo Gillmore, Margaret Hamilton, Carl Larms, Hurd Hatfield, Helen Hayes, Kim Hunter, Farle Lyman, Geo. Ives, Leo Kayworth, Richard Kiley, Dennis King, Judson Laire, Jack Leigh, Ralph Lowe, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Chester Morris, May Muth, Robt. Neukum, Lloyd Nolan, Frederick O'Neal, Bibi Osterwald, Leonard Patrick, Robt. Preston, Howard Roberts, Mary Roche, Wm. Roerick, Arthur Rubin, Dorothy Sands, Jean Sincere, Jean Stapleton, Margot Stevenson, Stanley Tackney, Ann Thomas, Lucia Victor, Jeff Warren, Eddie Weston, Jane White, Ruth White, Peggy Wood, Blanche Yurka.

THE ADVERTISING COUNCIL, INC.

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

OFFICERS

Chairman John C. Sterling
Vice-Chairman Lee H. Bristol,
Leo Burnett, Edw. C. VonTress
President Theodore S. Repplier
Vice-President Allan M. Wilcox
Vice-President George P. Ludlam
Secretary Frederic R. Gamble
Treasurer Paul B. West
Radio-TV Director Gordon C. Kinney
Pub. Rel. Director Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling
-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-
753. L. S. Schwartz, Midwest representative.
9100 Sunset Blvd., Los Angeles 46, Cal., CRestview
4-8039.
Robert Grey, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868.
Charles W. Collier, (AAW).

FUNCTIONS

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

ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.
Clrcle 6-2431

OFFICERS

Chairman of the Board R. M. Feemster
Vice-Chairman of the Board James S. Fish
Pres., Gen. Mgr. C. James Proud
Secretary Ruth M. Volckmann
Treasurer David H. Kutner

BRANCH OFFICE

1320 G. St., N. W., Washington 5, D. C. Phone: EX-
ecutive 3-4268. Washington Rep., William P. Tidwell.

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising:

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.

3 East 54th St., New York 22, N. Y.
PLaza 1-5656

OFFICERS

Chairman Ben R. Donaldson
Vice-Chairman Arno H. Johnson
President William A. Hart
Treasurer Frank W. Mansfield
Managing Director A. W. Lehman
Tech. Dir. Darrell B. Lucas
General Counsel Gilbert H. Weil

DIRECTORS

B. R. Donaldson, A. H. Johnson, W. A. Hart, F. W. Mansfield, Richard J. Babcock, Hugh M. Beville, Jr., Vincent R. Bliss, Lyndon O. Brown, Rex M. Budd, Wm. R. Farrell, Donald S. Frost, Frederic R. Gamble, Harold J. Graham, John W. Hartman, Arthur H. Hayes, Andrew Heiskell, Donald M. Hobart, Walter C. Kurz, Chas. A. Pooler, C. L. Rumrill, Harry F. Schroeter, John C. Sterling, Paul B. West, Wallace H. Wilcock.

FUNCTIONS

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

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980

OFFICERS

Chairman of the Board J. Davis Danforth
Vice-Chairman George C. Reeves
President Frederic R. Gamble
Secretary-Treasurer Joseph H. Epstein

WESTERN REGION OFFICE

235 Montgomery St., San Francisco 4, Cal. Phone:
YUkon 6-2200. John L. Del Mar.

ORGANIZATIONS

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President..... Joseph P. Selly
Sec'y.-Treas..... Joseph F. Kehoe
Vice-Pres..... William Bender

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.
Phone: LO 4-1251. Mort Borrow, Chairman.
Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y.
Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

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

AMERICAN FEDERATION OF MUSICIANS

425 Park Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President..... Herman D. Kenin
Vice-Pres..... C. L. Bagley
Secretary..... Lzo Cluesmann
Treasurer..... George V. Clancy

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Lee Repp, Walter M. Murdoch, E. E. Stokes.

BRANCH OFFICES

220 Mt. Pleasant Ave., Newark 4, N. J. Phone
HUMboldt 4-6600. Leo Cluesmann, Secy.; Geo. V.
Clancy, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 West 44th Street, New York 36, N. Y.
Murray Hill 7-1810

NATIONAL OFFICERS

President..... Clayton Collyer
1st Vice-Pres..... Ken Carpenter
2nd Vice-Pres..... Eleanor Engle
3rd Vice-Pres..... Virginia Payne
4th Vice-Pres..... Evelyn Freyman
5th Vice-Pres..... Hal W. Newell
6th Vice-Pres..... Harry Holloway
7th Vice-Pres..... Harold E. Wallis
Recording Sec..... Stanley Farrar
Treasurer..... Travis Johnson
Nat'l. Exec. Sec..... Donald F. Conaway
Counsel..... Mortimer Becker
Dir., Central Region..... Raymond A. Jones
Dir., Western Reg on..... Claude L. McCue

BOARD OF DIRECTORS

Alice Backes, Parley Baer, Bill Baldwin, Jeanne Bates, Gaines C. Batson, Jackson Beck, Socrates Birskey, Sidney Blackmar, Alan Bunce, Andre Carlon, Ken Carpenter, Nelson Cese, Ken Christy, Clayton Collyer, Jud Conlon, Allan Davies, Bill Deal, Ted DeCorsia, Eleanor Engle, Faye Emerson, Robley D. Evans, Stanley Farrar, Carl Frank, Evelyn Freyman, Jas. H. Garrett, Art Gilmore, Harry Holloway, Fred Hanson, John Harper, Roy Heatherton, Bill Hillman, Donald B. Hirsch, Fred Howard, Leon Jaaney, Travis Johnson, Carlton Ka Dell, John Milton Kennedy, Beatrice Kraft, Jack Kruschen, Gene Lanham, Clarence Leisure, Bernard Lenrow, Jim Lewis, Roy Linn, Sid Marion, Audrey Marsh, Tom McKee, Tyler McVey, Elizabeth Morgan, Conrad Nagel, John Neher, Frank Nelson, Hal W. Newell, Cliff Norton, Nestor Paiva, Virginia Payne, Vincent Pelletier, Don Porter, Wm. Prince, Wanda Ramey, Wm. Redfield, Gus Sanders, Hal Sawyer, Arwin Schweig, Del Sharbutt, Allan Slate, John C. Slattery, Verne Smith, Olan Soule, Harry Stanton, Dick Stark, Michael Stewart, Ann Thomas, Frank Thomas Jr., Lurene Tuttle, Luis Van Rooten,

Herb Vigran, Vicki Yola, Harold E. Wallis, Willard Waterman, Dwight Waist, Walt Williams, Ernie Winstanley, Will Wright, Clark Yocum.

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Calif. HOLLYwood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. Whitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

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

AMERICAN GUILD OF AUTHORS AND COMPOSERS

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

OFFICERS

President..... Burton Lane
Vice-President..... Milton Drake
2nd Vice-President..... Walter Bishop
Treasurer..... Leonard Whitcup
Secretary..... Jack Lawrence
W. Coast Comm. Chmn..... Sammy Cahn
Co-Chairman..... Donald Kahn
Executive Director..... Miriam Stern
Copyright Department..... Margaret Thiele
Counsel..... John Schulman

COUNCIL

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, Jack Lawrence, John Jacob Loeb, Joseph Meyer, Richard Rodgers, Arthur Schwartz, Charles Tobias, Leonard Whitcup, Jack Yellen, Johnny Burke, Irving Caesar, Sam Coslow, Edw. Eliscu, Jay Gorney, Geo. Meyer, Vic Mizzy, Billy Rose.

BRANCH OFFICE

6272 Sunset Blvd., Hollywood 28, Calif.
HOLLYwood 2-1108

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.

AMERICAN GUILD OF MUSICAL ARTISTS

1841 Broadway, New York 23, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President..... Lawrence Tibbett
President..... John Brownlee
1st Vice-President..... Jascha Heifetz
2nd Vice-President..... Leopold Sachse
3rd Vice-President..... Betty Stone
4th Vice-President..... Regina Resnik
5th Vice-President..... Tilda Morse
Treasurer..... Abba Bogin
Recording Secretary..... Elisabeth Hoepffel
National Executive Secretary..... Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.
Edward Davis, Rep.
1 N. LaSalle St., Chicago, Ill. Phone: FI 6-6677.
Sanford Wolff, Rep.
704 Bellevue N., Seattle 2, Wash., Phone: CA 0438, George Peckham, Rep.
421 S. Phelan Bldg., 760 Market St., San Francisco, Cal. Phone: EX 2-6990, Bruce Poyer, Rep.
8821 Nelson St., New Orleans, La. Phone: UN 1-9183. Norman Tragle, Rep.
519 Jarvis St., Toronto 5, Ont., Canada. Phone: WA 4-6532. Larry H. McCance, Rep.

ORGANIZATIONS

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 nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

110 West 57th St., New York, N. Y.
Phone: Circle 6-7130

OFFICERS

President Penny Singleton
Vice-Pres. Rajah Raboid
Adm. Vice-Pres. Johnny Woods
Vice-Pres. Frank Ross
Treasurer Joe Smith
Recording Secy Sally Winthrop
Adm. Secy Jackie Bright

BRANCH OFFICES

10 W. 57th St., N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director Lou Smoley
1 W. Randolph St., Chicago, Ill.; Phone: Central 6-5561
Mid-West Regional Director Ernie Fast
13 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLLYWOOD 4-8281
Western Regional Director Irvin Mazzei

FUNCTIONS

A branch of the Associated Actors and Artists of America (AFL-CIO); AGVA is the labor union for performers in the Variety Field of the entertainment industry.

AMERICAN MARKETING ASSOCIATION

27 East Monroe St., Chicago 3, Ill.
Central 6-8306

OFFICERS

President Wendell R. Smith
P.S. Harper W. Boyd, Jr.
Robt. T. Browne, Donald R. Longman, Jack C. Griffin
Secretary Schuyler F. Otteson
Treasurer John P. Bennett
Exec. Dir. William C. Gordon, Jr.

BRANCH OFFICES

44 Chapters in the U.S. & Canada

FUNCTIONS

A professional society for the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

750 3rd Ave., New York, N. Y.
YUkon 6-8200

OFFICERS

President D. Tennant Bryan
Vice-President Mark Ferree
Secretary Walter J. Blackburn
Treasurer J. Hale Steinman
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
Murray Hill 8-8800

OFFICERS

President Stanley Adams
Vice-President Louis Bernstein
Vice-President Otto A. Harbach
Secretary Deems Taylor
Asst. Secretary Arthur Schwartz
Treasurer Frank H. Connor
Asst. Treasurer J. J. Bregman

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Jack J. Bregman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, John D. Marks, George W. Meyer, Jack Mills, Douglas Moore, Gustave Schirmer, Maurice Scopp, Herman Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen, Bonnie Bourne.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

501 Madison Ave., New York 22, N. Y.
ELdorado 5-7281

OFFICERS

President Nena Badenoch
River Forest, Illinois

V.P.'s Josey Barnes, KTVT, KDYL, Salt Lake City, Utah; Margret McDonald, WBAP-AM-TV, Fort Worth, Tex.; Louise Morris, WDAK Radio, Columbus, Ga.; Dee Sweet, WISH-TV, Indianapolis, Ind.; Esther Van Wagener Tufty, Tufty News Bureau, Washington 4, D. C.

Secy., Treas. Martha Rupprecht
CBS-TV, New York, N. Y.

DIRECTORS-AT-LARGE

Marion Annenberg, WDSU-AM-TV, New Orleans; Jeanne Bacher, KGST, Fresno, Cal.; Martha Crane, WLS, Chicago, Ill.; Bea Johnson, KMBC-AM-TV, KFRM, Kansas City, Mo.; Henrietta Kreser, Bozell & Jacobs, Omaha, Neb.

CHAPTERS

Central: Chicago, Ill.; Hoosier, Indianapolis area, Ind.; Wichita, Kans.; Detroit, Mich.; Minnesota, Minn.; Kansas City & St. Louis, Mo.; Omaha, Neb. & Cornhusker (Nebr. outside of greater Omaha) Nebr.; Heart of America, Neb., Kans., Mo., N. D., S. D., Ia.; Akron, Portage Trail, Ohio; Ohio, Ohio; Cleveland, Western Reserve, Ohio; (provisional) Hi-O, Ohio.

Eastern: Washington, D. C.; Maryland; New England, Me., N. H., Vt., R. I., Mass., Conn.; Northern New Jersey; Central New York, New York City, NYS Capital District, Western New York, all N. Y.; Philadelphia & Pittsburgh-Gateway, Pa.

Southern: Birmingham—Heart of Dixie, Ala.; Florida & Gold Coast (Orlando south to Miami) Florida; Atlanta & Chattahoochee Valley (Columbus area) Ga.; New Orleans, La.; Piedmont, S. C.; Mobile, Ala.; North Carolina, N. C.

Southwestern: Oklahoma—Sooner, Okla.; Houston, Texas State, Texas.

Western: California, Fresno, Sacramento, San Francisco Bay area, Cal.

FUNCTIONS

Year-round medium of exchange for women in broadcasting & allied fields, with individual chapter meetings held regularly, area conferences during the year, and annual nat'l four-day convention serving members as "refresher course" in all industry segments.

ORGANIZATIONS

ART DIRECTORS CLUB

115 East 40th Street, New York 16, N. Y.
Phone: MUrray Hill 5-4340

OFFICERS

President Garrett P. Orr
1st Vice-Pres. Bert W. Littmann
2nd Vice-Pres. Robert Gage
Secretary William Duffy
Treasurer Mahlon A. Cline

BRANCH OFFICES

31 natl. society clubs throughout U. S.

FUNCTIONS

Exhibitions, scholarship course, publishing adv. art books, research, conference.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

President Eddie Elkort
Vice-Presidents Norman Weiss, Hattie Althoff
Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
Secretary Ben Kuchuk
Treasurer Joseph Singer
Counsel Abraham Males

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

The promoting of high ethical standards in the conduct of the business of artists' representatives and the fostering of better understanding among the people engaged in such business and the amusement field generally. To protect the agents.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

1771 N Street, N. W., Washington 6, D. C.
Phone: DE 2-9300

OFFICERS

President Glenn Starlin
Vice-President W. Earl Dougherty
Secy.-Treas. Richard M. Brown
Directors Donley Fadderson,
Sydney Head, Ward Quaal, Lee Rivitch, W. C. Swartley, Bruce Linton, Kenneth Harwood
Exec. Secretary Fred Garrigus
Prom., Pub. Head Leo Martin

FUNCTIONS

The purpose of the Association is to promote better understanding between broadcasters and schools which offer pre-professional training in the broadcast media.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

OFFICERS

Chrm. of Board Sydney M. Kaye
Vice Presidents Richard F. French,
Benjamin V. Grasso, Karl F. Bauer, Leonard Feist
Secretary Robert J. Burton

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

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

OFFICERS

President H. E. Whitehead
Exec. V. P. J. J. McGill
Vice-Pres. G. C. Clarke,
J. C. Miller, J. W. Cook, K. J. Farthing, P. J. McGinnis.
V. P., Treas. A. B. Yeates
Gen. Mgr., Sec'y. B. E. Legate

DIRECTORS

J. A. Blay, Mrs. G. Wilson McGuinness, R. R. McIntosh, E. H. Woodley, R. P. Beadan, E. J. Coleman, R. B. Collett, W. T. McFarlane, W. W. Vanderburgh, E. H. Woodley.

FUNCTIONS

An organization of Canadian companies promoting long-range, scientific development of advertising and marketing.

ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC.

1735 D-Sales St., N. W., Washington 6, D. C.
Phone: District 7-5412

OFFICERS

President Jack Harris
1st Vice-Pres. Charles H. Crutchfield
2nd Vice-Pres. Donald D. Davis
Secy.-Treas. Harold Essex
Asst. Secy.-Treas., Exec. Dir. Lester W. Lindow

BOARD OF DIRECTORS

C. Howard Lane, J. H. DeWitt, Jr., Harold Hough, Robert D. Swezey, Harold C. Stuart, John S. Hayes, Lawrence H. Rogers, II, Carter M. Parham, Ward Quaal, Roger Clipp, Joseph B. Epperson, Harold Gross, Alex Keese, C. Wrede Petersmeyer.

FUNCTIONS

MST is dedicated to insuring maximum television service to the American people. Consistent with this objective it favors efforts to expand and develop television service throughout the United States but opposes any compromise or deterioration of the technical quality or service now being provided.

ASSN. OF NATIONAL ADVERTISERS, INC.

155 E. 44th St., New York, N. Y.
Oxford 7-5950.

OFFICERS

Chairman Henry Schachte
Lever Bros. Co.
Vice-Chairman Donald S. Frost
Bristol-Myers Co.
President Paul B. West
Vice-Presidents, Cy Norton, Lowell McElroy, J. M. Allen
Vice-President, Secy. Peter W. Allport
V.P. West Coast Kan Boucher
General Counsel Gilbert H. Weil

DIRECTORS

Geo. J. Abrams, J. R. Barlow, Roger H. Bolin, R. M. Budd, Ralston H. Coffin, Geo. A. Frost, Bertram V. Jones, Melvin S. Hatwick, Everett M. Runyon, Albert R. Stevens, Ray Weber, John T. Morris, Max Banzhaf, Stanley W. Koenig, John Veckly, Ralph Winslow.

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-TELEVISION NEWS ANALYSTS

24 East 39th Street, New York 16, N. Y.
OXford 7-5300

OFFICERS

President Robert Trout
V.P. John MacVane

ORGANIZATIONS

etary Blair Clark
 nsurer Cesar Saerchinger
 utive Board Quincy Howe,
 V. Kaltenborn, Leon Pearson, Chet Huntley

FUNCTIONS

to maintain the independence and prestige of the
 ession and to improve the standards of analytical
 dcasting and to protect the best interests of the
 ic and the industry.

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

E. 39th St., New York 16, N. Y.
 Urray Hill 9-4950

OFFICERS

ident Pearl S. Buck
 -President Cleveland Amory
 etary John Vandercook
 etary to the Council Luise M. Sillico
 embership Secretary Edith Mackin

FUNCTIONS

ational business organization of authors in the
 ication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

E. 39th St., New York 16, N. Y.
 Urray Hill 9-4950

OFFICERS

ident Moss Hart
 -President Rex Stout
 nsurer Arthur Schwartz
 etary Ann Petry
 utive Secretary Luise M. Sillico

FUNCTIONS

ne national business organization of authors and
 atists.

AND NAMES FOUNDATION, INC.

7 Fifth Ave., New York 16, N. Y.
 Urray Hill 5-0888

OFFICERS

n. of Bd. Thomas F. O'Neil
 (Chmn. Bd., RKO Teleradio Pictures)
 -Chmn. Robert E. MacNeal
 (President, Curtis Publishing Co.)
 -Chmn. Felix W. Coste
 (Vice-Pres., Coca-Cola Co.)
 n. Exec. Committee John H. Breck, Jr.
 (Exec. V. P., John H. Breck, Inc.)
 nsurer Robert L. Connelly
 (Vice-Pres., Drexel Furniture Co.)
 dent Henry E. Abt

FUNCTIONS

nducts a continuous year 'round educational pro-
 n in all informational media, purpose of which is
 emphasize to the public the benefits and services
 manufacturers' brand names, brand competition and
 d advertising.

THE BRITISH BROADCASTING CORPORATION

0 Fifth Ave., New York 20, N. Y.
 rcle 7-0656

OFFICERS

h American Rep. Barrie Thorn
 Ass't. G. del Strother
 ram Assistant Lillian Lang
 Ass't. Barbara Rosen
 scription Assistant Marion Moss
 f Engineer Arthur S. Toby

BRANCH OFFICES

ited Nations Office Room C-309, United Nations,
 l. Plaza 4-1234, Ext. 3121. F. D. Walker, U. N.
 espondent.
 7 Natl. Press Bldg., Washington, D. C. Phone:
 utive 3-1465. Christopher Serpel, Gerald Priest-
 Washington correspondents.

BRITISH INFORMATION SERVICES

45 Rockefeller Plaza, New York 20, N. Y.
 Circle 6-5100

OFFICER

Director, Radio-TV Div. Rodney C. Chalk

BRANCH OFFICES

2300 Connecticut Ave., Washington, D. C. Phone:
 HObart 2-1340.
 720 N. Michigan Ave., Chicago 11, Ill. Phone:
 WHitehall 3-1480.
 2516 Pacific Ave., San Francisco 15, Cal. Phone:
 Fllmore 6-3033.
 448 S. Hill St., Los Angeles 13, Cal. Phone: MAdison
 6-4411.

FUNCTIONS

Produce and distribute Radio-TV public service
 programs: film and tape news features.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

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

OFFICERS

Exec. Dir. S. Franklin Mack
 Assoc. Exec. Dir. Wesley B. Goodman
 Bus. Mgr. Arthur W. Rhinow
 Dir., Program Oper. Ben E. Wilbur
 Dir., of Films Alexander B. Ferguson
 Dir., Program Prom. Albert R. Crews
 Dir., of Special Proj. Arthur Ausin
 Dir., Bcst. Tng. Charles H. Schmitz
 and Enlistment
 Assoc. Prod. Richard A. Cobb
 Dir., Film Dist. Margaret Carter

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-7464. George Heimrich, Director.

BROADCAST INFORMATION

BUREAU

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

Manager Martin Lawrence
 Editor Julienne (Judy) Dupuy

FUNCTIONS

Publishers of TV film source books; Station & Film
 Who's Who and What's Where; Film Newsletter,
 "Facts, Figures and Film."

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
 PLaza 9-1500

OFFICERS

President Carl Haverlin
 Vice-President—General Counsel Sydney M. Kaye
 Vice-Pres. in charge Station Relations Glenn Dolberg
 Vice-Pres. in charge Foreign Relations Jean Geiring
 Vice-Pres. in charge Station Service Ralph L. Harlow
 Vice-Pres. in charge Domestic Performing Rights
 Administration & Secy. Robert J. Burton
 Vice-Pres. in charge Writer Relations Robert B. Sour
 Ass't. VP in charge Publisher & Writer Relations
 (West Coast) Richard L. Kirk
 Ass't. VP in charge Publisher Relations Theodora Davis
 Comptroller Edward J. Malinelli
 Ass't Secretary Robert J. Higgins

BRANCH OFFICES

360 N. Michigan Ave., Chicago, Ill. Phone: ANdover
 3-5394.
 1549 N. Vine St., Hollywood 28, Calif. Phone:
 HOLlywood 4-7447.

BOARD OF DIRECTORS

Chairman, Sydney M. Kaye; Joseph E. Baudino,
 Alfred R. Beckman, John Elmer, Carl Haverlin, William
 S. Hedges, Herbert Hollister, Leonard Kappner, Paul W.
 Morency, William Regan, J. Leonard Reinsch, J. Harold
 Ryan, G. Richard Shafto, E. R. Vadeboncoeur.

STATION RELATIONS

Vice-Pres., Glenn Dolberg; Field Staff: Justin Brad-
 shaw, Turner Cooke, Richard Crans, Graeme Fletcher,
 Bob Fuller, Wayland Fullington, Al Marlin, Dorsy Ow-
 ings, Lin Pattee, Ken Sparmon, Burt Squire.

ORGANIZATIONS

FUNCTIONS

The function of BMI is to license to music users public performing rights in the music of a group of affiliated publishers, writers and organizations.

BROADCAST PIONEERS

589 Fifth Avenue, New York, N. Y.
Phone: PLaza 9-1500

OFFICERS

President Frank E. Pellegrin
1st Vice-Pres. Marle S. Jones
Vice-Presidents Charles Godwin,
Frank Silvernail, Gordon Gray, Sol Taishoff.
Secretary Raymond F. Guy
Treasurer Robert J. Higgins
Exec. Sec'y M. H. Shapiro

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purpose of friendship and education. The Club shall be a central house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

BROADCASTERS' PROMOTION ASS'N., INC.

20 N. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-0800
New York 17, N. Y.
Phone: MURray Hill 7-0808

OFFICERS

President Charles A. Wilson
WGN, Inc., Chicago
First V.P. Gene Godt
WCCO-TV, Indianapolis, Ind.
Second V.P. Burt Toppan
WTWJ, Miami, Fla.
Secy.-Treas. William Pierson
WBKB, Chicago, Ill.

DIRECTORS

Janet Byers, KYW, Cleveland, Ohio; Harvey M. Clarke, London, Ont., Canada; Austin Heywood, KNXT, Los Angeles, Cal.; L. Walton Smith, Transcontinent Television Corp., Rochester, N. Y.; Jas. M. Kiss, WPEN, Philadelphia, Pa.; Ken McClure, KENS-TV, San Antonio, Tex.; Don Curran, KTVI, St. Louis, Mo.; John F. Hurlbut, WFBM-AM-TV, Indianapolis, Ind.; Bruce Wallace, WTMJ-AM-TV, Milwaukee, Wis.; Hayward Meeks, WMAL-TV, Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV, Fargo, N. D.; Samuel Elber, WGBS, Miami Beach, Fla.; Elliot W. Henry, American Bcstg. Co., Chicago, Ill.

FUNCTIONS

The Association was formed for the betterment of broadcasting activity by furthering the recognition, organization and extension of promotional activity as an essential function in the broadcasting-televasting business; by increasing the effectiveness of broadcasters' promotion personnel through contacts with one another, and with representatives of related business, through the exchange of information and ideas, and through consequent improvement of promotion methods, research principles and techniques; and by assisting broadcasters to secure competent personnel for promotion work.

THE BUREAU OF BROADCAST MEASUREMENT

96 Eglinton Ave. East, Toronto 12, Ontario
MAYfair 9464

BOARD OF DIRECTORS AND OFFICERS

President George S. Bertram
Vice-President Ross A. McCreath
Exec. V. P. Charles C. Hoffman
Research & Development Director Wilfred L. Hudson
Secretary & Treasurer Charles J. Follett
Honorary President Charles R. Vint
Chmn. Advisory Comm. Horace N. Stovin

DIRECTORS

E. Loyd Moore, Radio Station CFRB, Toronto;
Robert M. Campbell, J. Walter Thompson Co., Ltd., Toronto; William E. Trimble, Buker Advertising Agency Ltd., Toronto; A. M. Sanderson, Whitshall Pharmacal

(Canada) Ltd., Toronto; W. Clifford Wingrove, Television Station CFPL-TV, London, Ont.; Leslie F. Chitty, BBD & O, Toronto; Andre Daveluy, CKAC, Montreal; W. W. Vanderburgh, Coca-Cola Ltd., Toronto; W. H. Poole, Young & Rubicam, Toronto, Ont.; T. Ralph Hart, Spitzer & Mills, Ltd., Toronto, Ont.; Fred L. Wood, Gen'l Foods Ltd., Toronto, Ont.; R. B. Collett, Lever Bros., Ltd., Toronto; Wm. N. Hawkins, CFOS, Owen Sound, Ont.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio and television.

CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada
CE 3-4035

OFFICERS

President D. M. Neill
Executive Vice-President T. J. Allard
Vice-President Radio Phil Lalonde
Vice-President Television G. Stirling
Secretary-Treasurer Flora Love

DIRECTORS

J. A. Manning, CKCL, Truro, N. S.; G. Stirling, CJON-TV, St. John's, Nfld.; D. A. Gourd, CKRN, Rouyn, P. Q.; R. Couture, CKSB, St. Boniface, Man.; T. Burham, CKRS-TV, Jonquiere, P. Q.; J. A. Dupont, CJAD, Montreal, P. Q.; W. H. Stovin, CJQB, Belleville, Ont.; W. N. Hawkins, CFOS, Owen Sound, Ont.; R. J. Buss, CHAT, Medicine Hat, Alta.; J. O. Blich, CJOB, Winnipeg, Man.; Norman Batterill, CJLH-TV, Lethbridge, Alta.; J. Sayers, C-FUN, Vancouver, B. C.; A. G. Seabrook, CJIB, Vernon, B.C.; D. M. Armstrong, CHEK-TV, Victoria, B. C.; D. M. Neill, CFNB, Fredricton; Phil Lalonde, CKAC, Montreal; Murray T. Brown, CFPL, London, Ont.; R. T. Snelgrove, CKVR-TV, Barrie; D. Dawson, CKCK, Regina.

SALES OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WALnut 2-3334. C. W. Fenton, Sales Director, Radio; Karl Steeves, TV.

FUNCTIONS

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 148 privately owned (independent) radio broadcasting stations and 35 television stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

120 W. 45th Street, New York 36, N. Y.
Circle 6-5566

OFFICERS

President Walter Kiernan
Vice-Pres. William Gaxton, Pat O'Brien
Recording Secy. Paul A. Lilly
Historian Kay MacDonald
Exec. Secy. George W. Buck
Chmn. Exec. Bd. Charles J. Maguire
Chaplain Rt. Rev. Msgr. Vincent J. Costello
Treasurer Very Rev. Msgr. Francis M. Brasello

FUNCTIONS

Social and charitable organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

COMPOSERS AND LYRICISTS GUILD OF AMERICA

292 Madison Ave., New York 17, N. Y.

MI 3-0966

12924 Sarah Street, North Hollywood, Calif.

PO 2-8377

OFFICERS

President Leith Stevens
1st Vice-President Paul Creston
2nd Vice-President David Raksin
3rd Vice-President Winston S. Shorples
Secretary-Treasurer Jerry Livingston
Asst. Sec. Treasurer Ben Ludlow
Executive Secretary Elsa Clay

FUNCTIONS

CLGA was organized to represent composers (music

ORGANIZATIONS

d/or words) in screen, radio, TV, stage recording transcription in establishing minimum terms and proved conditions in their employment relationships.

COUNTRY & WESTERN MUSIC BROADCASTERS ASSOCIATION

730 Fifth Ave., New York 19, N. Y.
Phone: COLUMBUS 5-3530

OFFICERS

President	Charles Bernard
1st Vice	Kurt A. Meer (KCUL)
2nd Vice	Dave Stone (KDAY)
3rd Vice	Warren Roberts (WEAS)
4th Vice	Wally King (WOOO)
5th Vice	Ralph Cery (KPIK)
Asst. to the Pres.	Jack Nobles (WMIE)
Secretary	Henry Hilton (KSOP)
Treasurer	Ed Slusarczyk (WREM)
Delegate at Large	Morey DeVolt (KLAK)
Public Rel.	Bruce Barrington (WEW)
	Ralph Weagant (KKEY)

FUNCTIONS

Sharing of Country and Western projects, research surveys, merchandising, promotion, and programming, an effort to bring savings to the local station, which can be passed along to nat'l advertisers. Memberships open to stations primarily programming country & Western music.

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

6 E. 39th St., New York 16, N. Y.
Murray Hill 9-4950

OFFICERS

President	Oscar Hammerstein, 2nd
Vice-President	Howard Lindsay
Secretary	Sidney Kingsley

COUNCIL

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, Moss Hart, Lillian Hellman, Arnold Horwitt, William Inge, Garson Kanin, Jean Kerr, Nancy Kingsley, Arthur Laurents, Alan Jay Lerner, Harold Lewine, Howard Lindsay, Robert McEnroe, Thur Miller, Paul Osborn, Eimer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Ellis Ten Eyce, Jr., Executive Secretary; Luise M. Sill, Secretary to the Council; Irwin Karp, Counsel.

FUNCTIONS

The national business organization of dramatists.

ELECTRONIC INDUSTRIES ASSN. OF CANADA

200 St. Clair Ave., West, Toronto 7, Ontario, Canada
WALnut 1-2898

OFFICERS

Chrm. of Board	R. M. Robinson
P., Chrm. Receiver Div.	S. D. Brownlee
P., Chrm., Components Div.	J. Key
P., Chrm., Electronics Div.	E. W. Leaver
Director of Engineering	R. A. Hackbusch
General Manager	F. W. Radcliffe

FUNCTIONS

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

DISCOPAL ACTORS GUILD OF AMERICA, INC.

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

OFFICERS

1st. Presidents	Rt. Rev. Henry Knox Sherrill
2nd. President	Rt. Rev. Horace W. B. Donegan
Vice-Presidents	Vinton Freedley
	Rev. Randolph Ray
	Charles Coburn, Bobby Clark, Peggy Wood
Secy.	Rev. Chas. Breck Ackley
Treasurer	John Knight
Pub. Secy.	Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large, G. P. T. Sargent, Walter Abel, Dorothy Blackman, Sidney Blackmer, Leo G. Carroll, Helen Bonifis, Margaret Dale, Boris Karloff, Tessa Kosta, Raymond

Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon, John Alexander, William Adams, Lorraine Sherwood.

FUNCTION

Cultural, social, philanthropic. Membership opened to actors and friends of the theatre. Not denominational in its services. National headquarters, Church of the Transfiguration (Little Church Around The Corner.)

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 3-6800

OFFICERS

Chairman	John W. Gwynne
Commissioner	Edward T. Tait
Commissioner	Sigurd Anderson
Commissioner	William C. Kern
Commissioner	Robert T. Secrest
Sec. to the Commission	Robert M. Parrish
Executive Director	Harry A. Babcock
General Counsel	Earl W. Kintner
Director of Public Information	S. F. Stowe
Dir., Bur. of Consultation	Charles E. Grandey
Dir. Bur. of Economics	Simon N. Whitney
Dir. of Hearing Examiners	Edward F. Haycraft
Dir., Bur. of Investigation	Sherman R. Hill
Dir., Bureau of Litigation	Joseph E. Sheehy

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y.
Albert G. Seidman, Attorney in Charge.
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.
William F. Lemke, Jr., Attorney in Charge.
Room 306, Pacific Bldg., San Francisco 3, Cal.
Raymond J. Lloyd, Atty. in Chg.
Room 811, U. S. Court House, Seattle 4, Wash.
Walter W. Harris, Atty. in Chg.
Room 413, Masonic Temple Bldg., New Orleans, La.
William B. Lott, Atty. in Chg.
Room 1128, Standard Bldg., Cleveland, Ohio.
Vernon E. Taylor, Atty. in Chg.
2806 Fed. Off. Bldg., 911 Walnut St., Kansas City, Mo.
Floyd M. Brown, Atty. in Chg.
915 Forsyth Bldg., Atlanta 3, Ga.
Edward S. Ragsdale, Atty. in Chg.
Washington Office, Joseph J. Gercke, Atty. in Chg.

FUNCTIONS

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

FILM PRODUCERS ASSOCIATION OF NEW YORK

39 Broadway, New York 6, N. Y.
Phone: WHITEhall 3-7376

OFFICERS

President	Nathan Zucker
Executive V. P.	Lee Blair
First V. P.	Judd Pollock
Second V. P.	Robert Crane
Secretary	Henry Strauss
Treasurer	Edward Lamm
Legal Counsel	John Wheeler, Herbert Burstein
Pub. Rel. Counsel	Wallace A. Ross

BOARD MEMBERS

David I. Pincus, Peter J. Mooney, Walter Loewendahl, Robert L. Lawrence, Harold Wandsel, F. C. Wood, Jr., Stephen Elliott.

FUNCTIONS

An association of film producers and members from laboratory, recording, equipment and other film services to promote high standards in technical development, service, client relationship and labor relations. Monthly meetings serve to educate and improve the industry.

FM BROADCASTERS ASSOCIATION OF SOUTHERN CALIFORNIA

6399 Wilshire Blvd., Los Angeles 48, Calif.
WE 6-1186

OFFICERS

President	John B. Kiefer
Secretary	Maurice Buchen

ORGANIZATIONS

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION-TELEVISION FRANCAISE) IN NORTH AMERICA

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

OFFICERS

Director Pierre Crenesse
Ass't. Dir. Alice Lewtlin
Administrator Suzanne Weltman
Program Director Ann McMillan
Public Relations Robert Powers

FUNCTIONS

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

THE INSTITUTE OF RADIO ENGINEERS, INC.

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

OFFICERS

President Ernst Weber
Vice-President D. B. Sinclair
Treasurer W. R. G. Baker
Secretary Haraden Pratt
Editor J. D. Ryder
Exec. Sec'y G. W. Bailey

DIRECTORS

G. S. Brown, R. I. Cole, W. H. Doherty, G. A. Fowler, A. N. Goldsmith, J. T. Henderson, R. L. McFarlan, D. E. Noble, E. H. Schulz, Samuel Seely, A. P. H. Barclay, L. V. Berkner, D. G. Fink, Ferdinand Hamberger, Jr., C. E. Harp, B. M. Oliver, H. F. Olson, G. K. Teal, A. H. Waynick.

FUNCTIONS

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

JEWISH THEATRICAL GUILD OF AMERICA, INC.

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

OFFICERS

Chairman, Bd. of Directors Wm. Degan Weinberger
President Eddie Cantor
Exec. Vice-Pres. Harry E. Gould
1st Vice-Pres. George Jessel

Vice-Presidents Jack Benny, Emil Friedlander, Dr. Leo Michel, Ted Lewis, Dr. George H. Salomon, Wm. Morris, Jr., Milton Weintraub, Leo Jaffe, Louis A. Lotito, Jan Murray, Robt. M. Weitman, Max E. Youngstein.

Treasurer Abe Lastfogel
Asst. Treasurer Nat Lefkowitz
Legal Committee Henry M. Katz
Chaplain Rabbi Abraham Burstein
Executive Secretary Leonard B. Sang

BOARD OF DIRECTORS

Wm. Degan Weinberger, Harry E. Gould, Emil Friedlander, Leo Jaffe, Abe Lastfogel, Nat Lefkowitz, Louis A. Lotito, Wm. Morris, Jr., Jan Murray, Robt. M. Weitman, Max E. Youngstein.

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N.W., Washington 6, D. C.
HUdson 3-6620

OFFICERS

Chairman Dr. Albert N. Jorgensen, Nat'l Assn. of State Universities
Vice-Chairman James H. Denison, Assn. of Land-Grant Colleges and State Universities.
Executive Director Ralph Steetle
Ass't. Dir. David C. Stewart
Eng. Cons. Cyril M. Braum

JCET MEMBERS

Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; John F. White, Educational Television and Radio Center; Frank E. Schooley, Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garcy, Nat'l Congress of Parents & Teachers Dr. Lyle Ashby, National Education Association of the United States.

FUNCTIONS

The JCET represents national educational interests in TV channels reserved for education.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
JUdson 2-1515

OFFICERS

Shepherd William Gaxton
Boy Loring Smith
Corresponding Secretary Martin Begley
Recording Secretary Frank Thomas, Jr.
Treasurer Frank Leslie
Librarian Maurice Barrett

DIRECTORS

Mickey Alpert, Edward H. Ford, John W. Hundley, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Eddie Dowling, Bert Lahr, Herman Phillips, Clarence Jacobson, Thomas MacLead, Emil Friedlander, David Seidman.

LIFE DIRECTORS EX-SHEPHERDS: Fred Waring, Walter N. Greaza.

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 at the discretion of the Council of the Club.

LEAGUE OF ADVERTISING AGENCIES, INC.

220 W. 42nd St., New York 36, N. Y.
LACKawanna 4-9735

OFFICERS

President Bernard Reiss
Exec. Sec'y Julian Ross
Vice-Presidents Wm. G. Seidenbaum, Max B. Pearlman, Jay Victor.
Secretary Arthur Bandman
Treasurer Theodore H. Bernstein
Legal Counsel Louis N. Field, Morton J. Simon
Fiscal Advisor Lucius H. Coleman
Public Relations Counsel Bosh Stack

MOTION PICTURE INDUSTRY CREDIT GROUP

229 Fourth Ave., New York 3, N. Y.
OREgon 4-5100

OFFICERS

Chairman Joseph A. Tanney
Vice-Chairman Kern Mowse
Group Secretary W. W. McAdams
Committee Men Jack Fellars, Walter Lynch, Everett Miller.

FUNCTIONS

Provides credit-reporting services and credit group activities (basically a monthly membership meeting). Credit reports of several varieties and provides continuous information on financial status of mutual customers. Membership open to organizations supplying services, facilities, equipment or supplies to motion picture and television.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, NO. 22102, A.F.L.-C.I.O.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

OFFICERS

President, Exec. Secy Robert Miller
Vice-President Joe Santly

Treasurer Irving Tanz

MEMBERS OF EXECUTIVE COUNCIL

Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Moe Shulman.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 6381 Hollywood Blvd., Hollywood, Cal., Sammy Friedman, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

460 Park Ave., New York, N. Y.
PLaza 1-1930

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Louis Bernstein
Vice-President.....Jack Mills
Secretary.....Arthur Israel, Jr.
Treasurer.....Maurice Scopp
Agent and Trustee.....Harry Fox

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

2610 N. Charles St., Baltimore 18, Md.
Hopkins 7-3000
Suite 1108, 203 N. Wabash, Chicago 1, Ill.
Financial 6-8320
9216 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-5209

Exec. Secy. Thomas Freebairn-Smith
200 Central Park South, New York 19, N. Y.
Phone: JUDson 6-3833
Exec. Dir. Kenneth Leedom

NATIONAL OFFICERS

President.....Harry Ackerman
1st Vice-Pres.....Robert F. Lewine
2nd Vice-Pres.....Sheldon Leonard
Secretary.....Walter Cronkite
Treasurer.....Loren L. Ryder

CHAPTER OFFICERS

(Baltimore)
President.....Arnold Wilkes
Vice-President.....Joel Chaseman
Secretary.....Maggie Lynn
Treasurer.....Charles Cooper
(Chicago)
President.....Irv Kupcinet
1st Vice-Pres.....Frank Atlas
2nd Vice-Pres.....Alex Dreier
Secretary.....Ned E. Williams
Treasurer.....Richard Reinauer
(Los Angeles)
President.....Harry S. Ackermann
1st Vice-Pres.....Frederick de Cordova
2nd Vice-Pres.....Fred W. Berger
Secretary.....June Lockhart
Treasurer.....Loren L. Ryder
(New York)
President.....Robert F. Lewine
1st Vice-Pres.....Hubbell Robinson, Jr.
2nd Vice-Pres.....Walter Cronkite
Secretary.....Royal E. Blakeman
Treasurer.....Henry S. White
Asst. Treasurer.....Robert Carr

FUNCTIONS

National non-profit organization dedicated to advancement of arts and sciences of television. One of most important functions is annual awarding of the coveted "Emmy" for outstanding achievement in television industry.

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
WEbster 4-7830

OFFICERS

President.....Mrs. Clara S. Logan
1st Vice-Pres.....Dr. Lee de Forest
2nd Vice-Pres.....Dr. Francis W. Noel
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstack

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section)

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) AFL-CIO-CLC

80 E. Jackson Blvd., Chicago 4, Ill.
WA 2-2462

OFFICERS

International President.....George Smith
International Vice-President.....Eugene Klump
International Exec. V. P.....G. Tyler Byrne
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacoimo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 373 Church St., Toronto, Ont.; 35 Court St., Buffalo; 1410 Stanley, Montreal, P. Q.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

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

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council; 341 Menominee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

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

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
EMpire 7-6611, Ext. 3394

OFFICERS

President.....William Harley
1st Vice-Pres.....Jack McBride
2nd Vice-Pres.....Robert Schenckan
3rd Vice-Pres.....Graydon Ausmus
Treasurer.....Robert Coleman
Secretary.....Dr. Keith Engar

ORGANIZATIONS

DIRECTORS

Region I: E. A. Hungerford, Jr., Metropolitan Education TV Assoc. New York; Region II: Raymond D. Hurlbert, Alabama Educational TV Commission; Birmingham; Region III: James S. Miles, Purdue University, Lafayette, Ind.; Region IV: John Schwarzwald, Twin City Area Educational TV Corp., St. Paul, Minn.; Region V: Duff Browne, Greater New Orleans Educational TV Foundation, New Orleans; Region VI: This election to take place and info will be forwarded to us.

FUNCTIONS

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

NATIONAL ASSN. OF PERFORMING ARTISTS

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

OFFICERS

President Fred Waring
General Counsel..... Alfred Rice

FUNCTIONS

To acquire for performing artists copyright protection by amending the copyright law.

NATIONAL AUDIENCE BOARD, INC.

152 East End Ave., New York 28, N. Y.
Rafalgar 9-6070

OFFICERS

President..... Peter Goelert
Exec. Vice-Pres..... Bernard F. Kamins
Treasurer..... David J. Colton
Secretary..... Harriet H. Nicol

BRANCH OFFICES

239½ S. Beverly Dr., Beverly Hills, Calif., CRest-
view 1-8141, Bernard F. Kamins, Exec. V. P.; 625
Cheney St., San Francisco 12, Calif., JUniper 5-7575,
Hal Light, Coordinator; 1441 W. Chase, Chicago 26,
Ill., ROgers Park 4-4330, Mrs. Jos. P. Hector, Co-
ordinator.

FUNCTIONS

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
OXford 7-9494

OFFICERS

Chmn. of Bd..... Wallace E. Campbell
Vice-Chmn..... Harry M. Dunlap
President..... Kenneth B. Willson
Exec. V. P..... Allan E. Backman
Secretary..... DeWitt J. Paul
Treasurer..... Lowell Shumway

DIRECTORS

Willcox B. Adsit, Claude Alexander, Edward J. Breck, Warren Burke, Wallace E. Campbell, Harry M. Dunlap, William A. Dyer, Jr., R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Robert E. Healy, Virgil W. Milton, DeWitt J. Paul, Lowell Shumway, William E. Steers, William G. Werner, Earl N. Felio, Jules Herbaveaux, John A. Spooner, William G. Weisbrod.

FUNCTIONS

Founded in 1912 to promote "Truth-in-Advertising." Aids advertisers and media to avoid false and deceptive advertising; helps the public to obtain maximum satisfaction in its relations with business.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

612 Perpetual Bldg., 1111 E St. NW, Washington 4, D. C.
Phone: ME 8-1415

OFFICERS

President..... Lloyd A. Calhoun
Vice-Pres..... A. J. Malin
Secretary..... W. Randolph Tucker
Treasurer..... Clive Runnells, Jr.
Exec. Dir..... Edward P. Whitney

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NAT. TELEVISION FILM COUNCIL

200 W. 57th St., New York 19, N. Y.
COLumbus 5-0756

OFFICERS

Honorary Lifetime Pres..... Melvin L. Gold
President..... Robert Gross
Exec. V. P..... William J. Reddick
Exec. Sec'y..... Bernie Haber
General Sec'y..... Sally Perle
Treasurer..... Lou Feldman
V. P., Production..... Hal Seeger
V. P., Distribution..... Sydney A. Mayers
V. P., Agencies..... Don T. Widlund
V. P., TV Stations..... Edward Hamilton
V. P., Membership..... Joseph T. Dougherty

DIRECTORS

John J. Schneider, Chr.; Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Arche A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas, Peter Keane.

FUNCTIONS

NATFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

232 W. 48th St., New York 36, N. Y.
COLumbus 5-0956

OFFICERS

President..... Louis Handin
1st Vice-Pres..... Joe Woods
2nd Vice-Pres..... Frank O'Connell
Sec'y., Treas..... Edna Osborne

DIRECTORS

Leah Behrmann, Bessie Clifford, Harry Freeman, Leo Mayer, Lillian McNeill, Lillian Sollisch, Lillian Weed, Lou Willis.

NEGRO ACTORS GUILD OF AMERICA, INC.

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

OFFICERS

President..... Leigh Whipper
Vice-President..... Edith Wilson
Executive Secretary..... Virginia Girvin
Treasurer..... A. Edward Walters
Recording Secretary..... Lillian Roberts McBride
Admin. Sec'y..... Thomas W. Moseley
Chaplain..... Dr. John H. Johnson
Council..... Percy Sutton, Simon Feinstein

FUNCTIONS

Welfare organization serving people of the theatre regardless of race, color or creed.

NEWSPAPER REPORTERS ASSOCIATION OF NEW YORK CITY, INC.

Hotel Manhattan, New York, N. Y.

President..... James C. O'Connor
1st Vice-Pres..... Thomas D. Zumbo
2nd Vice-Pres..... Anthony Alborelli
Secretary..... John Yauchstetter
Treasurer..... James Antone
Financial Sec'y..... Joseph Schaefer
Corresponding Sec'y..... Henry Loegan
Sergeant-at-Arms..... Daniel MacGloan

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COLUMBIA 5-7362

OFFICERS

Honorary President..... Rocco Vocco
President..... Robert Miller
Vice-President..... Joseph Santly
Treasurer..... Irving Tanz
Executive Director..... Bob Miller
Board of Governors..... Joe Santly, Irving Tanz,
Bob Miller, Leo Diston, Mickey Garlock, Jerry Lewin, Bernie Pollack, Morris Schulman, Sam Taylor.

ORGANIZATIONS

BRANCH OFFICES

Regional Director	54 W. Randolph St., Chicago, Ill.	Morton Schaefer
Regional Director	1491 N. Vine St., Los Angeles, Calif.	Lucky Wilber
Regional Director	36 E. 5th St., Cincinnati, O.	Danny Engel
Regional Secretary	225 - 26th St., Santa Monica, Calif.	Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

Two Park Ave., New York 16, N. Y.

Phone: LE 2-8902

OFFICERS

Director	Thomas H. Brown, Jr.
Ass't Dir.	John L. Dunning
N. Y. Prog. Mgr.	Jos. L. Ranfft
PR Dir.	Alton Kastner
Tech. Dir.	Claude Harris
Eur. Dir. (Munich)	Erik Hazelhoff
Mng. Dir. (Lisbon)	Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits programs over 28 transmitters to Czechoslovakia, Poland, Hungary, Bulgaria and Romania. Its programs of truthful news and information about the free world and the Iron Curtain countries assist the captive people in their endeavor to establish free democratic societies, representative government, national sovereignty and full personal liberties in their lands.

RADIO ADVERTISING BUREAU

INC.

460 Park Ave., New York 22, N. Y.

Murray Hill 8-4020

OPERATING GROUP

President	Kevin B. Sweeney
Vice-President and General Manager	John F. Hardesty
Director of Promotion	Miles David
Asst. Secy.-Treas.	William L. Morison

GOVERNING GROUP

Chrmn. of the Board	Kenyon Brown
Secretary	William B. McGinnis
Treasurer	John S. Hayes
Chrmn. of Executive Committee	Allen M. Woodall
Chrmn. of Finance Committee	John S. Hayes

BOARD OF DIRECTORS

Hugh K. Boice, WEMP, Milwaukee, Wis.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KGCL, Miami, Okla.; Richard D. Buckley, WNEW, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; Henry B. Clay, KWKH, Shreveport, La.; Matthew J. Culligan, NBC, New York, N. Y.; Victor C. Diehm, WAZL, Hazelton, Pa.; George Comte, WTMJ, Milwaukee, Wisconsin; Herbert Evans, Peoples Broadcasting Corp.; Columbus, Ohio; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; Arthur Hull Hayes, CBS, New York, N. Y.; John Hayes, WTOP, Washington, D. C.; Frank M. Headley, H-R Representatives, Inc., New York, N. Y.; Alex Keese, WFAA, Dallas, Texas; Elroy McCaw, WINS, New York, N. Y.; Donald McGannon, WBC, New York, N. Y.; William B. McGinnis, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Weston C. Pullen, Jr., Time, Inc., New York, N. Y.; William E. Rine, Storer Broadcasting Co., Miami Beach, Fla.; Edward De Gray, ABC Radio, N. Y. C.; Don Searle, Farm & Home Radio, Grand Island, Neb.; Lester Smith, KJR, Seattle, Wash.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

FUNCTIONS

To sell national and regional advertisers on the concept of Radio as an advertising medium; and through media and product research to develop sales aids for the use of member stations in selling greater volumes of business at the local level.

RADIO-NEWSREEL-TELEVISION

WORKING PRESS ASSOCIATION

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

Plaza 1-2720

OFFICERS

President	Julian Anthony
1st Vice-President	Herb Schwartz
2nd Vice-President	Gabe Pressman
Sergeant-at-Arms	George Jordan
Secretary	Charles Campbell
Ass't Sec'y	Cy Avnet
Treasurer	Richard Milbauer

BOARD OF GOVERNORS

Chairman: Nick Archer. Robert F. Donahue, Jack Fern, David Klein, Arnold Lerner, Phil Scheffler, Ed Silverman.

FUNCTION

To promote and protect the professional interests and welfare of working newsmen in radio, television and newsreels.

RADIO AND TELEVISION

DIRECTORS GUILD, AFL-CIO

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

Plaza 9-0949

OFFICERS

President	Michael J. Kane
1st Vice-President	Stuart Phelps
2nd Vice-President	Clifford Braun
3rd Vice-President	E. Shields Dierkes
Secretary	Tom Donovan
Treasurer	John Dillon
Exec. Dir.	Newman H. Burnett

NATIONAL BOARD

New York: Kirk B. Alexander, Lamar Caselli, John J. Dillon, Tom Donovan, Ken Fickett, Dick Auerbach, Gray Delmar, Arthur Hanna, Fred Poller.

Hollywood: John F. Shea, Jr., Michael Kane, Stuart W. Phelps, Seymour Berns, Ron Bacon.

Cleveland: Carl Heise.

Washington: Richard Cox.

Detroit: Shields Dierkes.

Chicago: Cliff Braun.

BRANCH OFFICES

New York Local, 114 E. 52nd St., NYC 22, Plaza 9-0875. Exec. Secy., Newman H. Burnett.

Hollywood Local, 7046 Hollywood Blvd., Hollywood 28, Cal., Hollywood 2-3324. Exec. Secy., Miss Nora Padway.

Chicago Local, Box 3391, Chicago 54, Ill.

Detroit Local, 202 Stephenson Bldg., Detroit, Mich., TRinity 2-7920. Exec. Secy., David O. Tytherleigh.

Washington Local, 706 Meridian St., Falls Church, Va. President, Richard M. Cox.

Cleveland Local, 3423 W. 117th St., Cleveland 11, Ohio, Pres., Carl Heise.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and stage managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION

EXECUTIVES SOCIETY, INC.

Hotel Biltmore, New York 17, N. Y.

Phone: MURRAY Hill 9-3480

OFFICERS

President	Donald H. McGannon
1st Vice-President	Geraldine Zorbaugh V. P.'s.
2nd Vice-President	Don Durgin, Frank E. Pellegrin
Secretary	Omar F. Elder, Jr.
Treasurer	Jay Smolin
Executive Director	Claude Barrere

BOARD OF GOVERNORS

Ted Bergmann, Robert Jay Burton, Robert J. Leder, Mary McKenna, Sam J. Slate, John C. Daly, Josef C. Dine, Ernest Lee Jahncke, Jr., Winfield R. Levi, Alfred L. Mendelsohn, David C. Moore.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To pro-

ORGANIZATIONS

vide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.
NAational 8-3120

OFFICERS

President.....Edward P. Morgan (ABC)
Vice-President.....Julian Goodman (NBC)
Secretary.....Lewis W. Shollenberger (CBS)
Treasurer.....Ann M. Corrick (Westinghouse Bstg. Co.)
Members-at-large.....Arthur F. Barriault (NBC);
Edward P. Ryan (WTOP); James A. Gertz (Mutual);
Robert F. Hurleigh, MBS, member ex-officio.

FUNCTIONS

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, Michigan State U., Box 790, East Lansing, Mich.

OFFICERS

President.....Ralph Renick
WTVJ, Miami, Fla.
Board Chairman.....Jack Krueger
WTMJ, Milwaukee, Wis.
Treasurer.....F. O. Carver, Jr.
WSJS, Winston-Salem
V.P. for Program.....Sheldon Peterson
WTCN, Minneapolis, Minn.
V.P. for TV.....Bill Small
WHAS-TV, Louisville, Ky.
V.P. for Radio.....Nick Basso
WSAZ, Huntington, W. Va.

DIRECTORS

Jack Morris, KTUL, Tulsa, Okla.; Julian Goodman, NBC, Washington; Charles Shaw, WCAU, Philadelphia; Hugh Bremner, CFPL, London, Ontario; Bill Monroe, WDSU, New Orleans, La.; Bill Garry, WBBM, Chicago, Ill.; Dick Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Bruce B. Palmer, KWTW, Okla. City, Okla.; Jim McGaffin, WOW-AM-TV, Omaha, Neb.

REGIONAL VICE-PRESIDENTS

Dick Tobias, WCLI, Corning, N. Y.; Phil Berk, KOMU-TV, Columbia, Mo.; Dick Sanders, WJDX, WLBT-TV, Jackson, Miss.; Pat Cullen, KHQ-AM-TV, Spokane, Wash.; Bert Cannings, CFCF, Montreal, Canada.

FUNCTIONS

Professional association of broadcast journalists and those in associated fields of radio, TV journalism instruction and wire services. Monthly news bulletin. Annual convention and awards: news operation and news broadcasting.

REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS

P. O. Box 1795
Panama, City, Panama

OFFICER

President.....Fernando Eletra

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

SCREEN ACTORS GUILD

7750 Sunset Boulevard, Hollywood 46, Calif.
HOLLYWOOD 9-7311

OFFICERS

President.....Howard Keel
1st Vice-President.....MacDonald Carey
2nd Vice-President.....James Lydon
3rd Vice-President.....Rosemary DeCamp
Recording Secretary.....Robert Keith
Treasurer.....George Chandler
National Executive Secretary.....John L. Dales

BRANCH OFFICES

551 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary. 421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

FUNCTIONS

Union affiliated with AFL-CIO, representing all actors in television motion pictures, theatrical motion pictures, etc.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif.
CRestview 6-3123
292 Mad. Ave., c/o Zissu & Marcus,
MU 3-0966

OFFICERS

President.....Dr. Miklos Rozsa
Vice-President.....Robert E. Dolan
Secretary.....David Buttolph
Treasurer.....George Duning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SCREEN DIRECTORS INTERNATIONAL GUILD

250 W. 57th St., New York 19, N. Y.
Judson 2-5470

OFFICERS

President.....Howard T. Magwood
1st Vice-President.....Charles H. Wasserman
2nd Vice-President.....Joseph R. Kohn
Secretary.....Jack Glenn
Treasurer.....Jean H. Lenuer
Executive Secretary.....George L. George
General Counsel.....Erwin Feldman

EXECUTIVE BOARD

Paul Falkenberg, Philip S. Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer, Robert K. Sharpe, Robt. Anderson, Sidney Meyers, Willard Van Dyke.

ALTERNATES

Bert Lawrence, Wm. Buckley, Albert De Caprio, Don Hershey, Lewis Jacobs.

FUNCTION

Labor organization.

SESAC INC.

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.
Judson 6-3450

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Production Manager.....Robert S. Stone
Director Station Relations.....W. F. Myers
Publicity, Promotion.....Alice Heinecke

FUNCTIONS

Licensing the use of an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd Street, New York 36, N. Y.
LONGacre 5-0172

OFFICERS

President.....Norwood L. Simmons

ORGANIZATIONS

1st President	Barton Kreuzer
Executive Vice-President	John W. Services
Engineering Vice-President	Axel G. Jensen
Literary Vice-President	Glenn E. Matthews
Financial Vice-President	G. Carleton Hunt
Convention Vice-President	Reid H. Ray
Publications Vice-President	Erhan M. Stille
Treasurer	Sidney P. Snow
Secretary	Wilton R. Hoem
Arms. New York Section	Robert C. Rznack
Arms. Rochester Section	R. E. Putnam
Arms. Washington, D. C. Section	James A. Moses
Arms. Atlanta Section	B. M. Lind
Arms. Chicago Section	Jerome C. Diebold
Arms. Dallas-Ft. Worth Section	E. J. Pattist
Arms. Hollywood Section	Robert G. Hufford
Arms. San Francisco Section	W. A. Palmer
Arms. Canadian Section	Roger J. Beaudry
Arms. Nashville Section	Wm. R. McCown
Executive Secretary	Charles S. Stadler
Pub. Rel. Director	Barbara D. Skeeter

FUNCTIONS

Advancement in theory and practice of engineering motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

PORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.

OFFICERS

President	Gay LeBow
1st Vice-President	Mel Allen
2nd Vice-President	Charles Morry
Secretary	Frank Litsky
Treasurer	Joe Gallagher

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television broadcasting industry. Annual dinner and semi-monthly luncheon meetings.

NATIONAL REPRESENTATIVES ASSOCIATION, INC.

366 Madison Ave., New York 17, N. Y.
YUkon 6-9390

OFFICERS

President	H. Preston Peters
1st Vice-President	John Blair
Secretary	Richard O'Connell
Treasurer	Eugene Katz

DIRECTORS

Adam Young, H. P. Peters, F. M. Headley, J. Blair, Katz, R. O'Connell, Jos. J. Weed, Lewis H. Avery.

FUNCTIONS

To develop the use and increase the sale of National Ad Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING, INC.

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215

OFFICERS

Chairman of Board	Roger Clipp
President	Norman E. Cash
P. Gen. Mgr.	G. G. Huntington
Secretary	Otto Brandt
Treasurer	Payson Hall
P. Natl. Sales	John R. Sheehan
P. Retail Sls.	Howard Abrams
P. Research	Dr. Leon Arons
Search Director	Harvey Spiegel
P. Prom. Dir.	Keith Culverhouse
Exec. Dir.	Bob Grebe

BRANCH OFFICE

369 Pine St., San Francisco 4, Calif.	
YUkon 2-6332	
Western Div.	Walter McNiff
400 N. Michigan Ave., Chicago 35, Ill.	Superior
7-1216	
Central Div.	Stanford Meigs

FUNCTIONS

The TV industry's league to improve and expand the use of television as an advertising medium. It is operated by the nation's leading television stations, networks and station representatives.

TELEVISION FILM ASSOCIATION

1627 W. 20th St., Los Angeles 7 Calif.
REpublic 1-2484

OFFICERS

President	John Ballinger
Vice President	William W. Edwards
Treasurer	Charles E. Buzzard
Secretary	Frank Wolf

TELEVISION PRODUCERS GUILD

9530 Wilshire Blvd., Beverly Hills, Calif. Suite 201

OFFICERS

President	Ben Brady
1st Vice Pres.	David Dortot
2nd Vice Pres.	Ralph Levy
Secretary	Edgar Peterson
Treasurer	Albert McCleery

UNITED NATIONS—RADIO

DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y.
PLaza 4-1234

OFFICERS

Under Secy., Pub. Info.	A. S. Bokhari
Dir, Radio Div.	Peter Aylen
Dep. Dir.	Franco Passigli
Ch, Radio Service	Gohl Obhrai
Ch, TV Service	William Hanson
Ch, Operations	Michael Hayward

U. S. INFORMATION AGENCY BCSTG. SERVICE—VOICE OF AMERICA

1776 Penn. Ave. N.W., Wash. 25, D. C.
Phone: REpublic 7-8340
330 Independence Ave., Washington 25, D. C.
REpublic 7-7500

OFFICERS

Director	George V. Allen
Dir., Off. of Pub. Info.	Richard Cushing
Dir., Bcstg. Service	Henry Loomis
Dir., TV Service	Romney Wheeler

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y.
PLaza 7-3317

OFFICERS

National Chairman	Erik Barnow
President	Halsted Welles
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	William Kendall Clarke
Treasurer	Robert Allison
Exec. Dir.	Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8955 Beverly Blvd., Los Angeles 48, Cal.
CREstview 4-8601

OFFICERS

National Chairman	Erik Barnow
President	Edmund Hartmann
1st Vice-Pres.	Don Ettlinger
2nd Vice-Pres.	Elihu Winer
Secretary	Al Martin
Treasurer	Edmund North
Executive Director	Michael H. Franklin

SCREEN BRANCH

President	Ken Englund
Vice-Pres.	Ben Roberts
Secretary-Treasurer	Winston Miller

TELEVISION-RADIO BRANCH

President	Donn Mullally
Vice-Pres.	Leonard Freeman
Secretary-Treasurer	Antony Ellis

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

The logo for Radio Daily, featuring the words "RADIO DAILY" in a stylized, blocky font with a textured, slightly distressed appearance. The letters are black with some white highlights, giving it a three-dimensional or metallic look.

RADIO DAILY

presents

A large, rectangular box with a double-line border, containing the title and subtitle. The box is slightly offset to the left and bottom. The text inside is centered and uses various font styles and weights.

***COMMERCIAL AM-
TV PROGRAMS
of 1958***

ALPHABETICALLY LISTED
BY TITLE AND SHOWING
SPONSOR – PRODUCT – NETWORK
AND ADVERTISING AGENCY

1959

COMMERCIAL AM PROGRAMS OF 1958

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1958. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 3-week duration or longer.

—A—

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Fairs of Dr. Gentry	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers Co. (Trushay)		BBD & O
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	S. M. Edison Chemical Co. (Dermaassage)		Ted Bates & Co. Stein, Walters & Simmons
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss
	Parker Bros. (Games)		Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
-Service Football	Philco Corp.	MBS	
Star Football Game	Carling Brewing Co., Inc.	ABC	Lang, Fisher & Stashower, Inc. D'Arcy Advertising BBD & O
	Standard Oil Co.		BBD & O
	Western Airlines, Inc.		BBD & O
Beche's, Don, Real Life Stories	Bristol-Myers Co. (Trushay)	NBC	Young & Rubicam
	General Foods Corp. (Calumet & Jello)		Gardner Advertising
	Grove Labs (Bromo-Quinine)		Foote, Cone & Belding
	Lever Bros. (Pepsodent) (Dove Soap)		Ogilvy, Benson & Mather Edward H. Weiss
	Mogen David Wine Corp. (Wine)		Badger, Browning & Parcher
	Parker Bros. (Games)		Compton Advertising
	Procter & Gamble (Gleem)		Morse International
	Vick Chemical Co. (Vaporub)		

COMMERCIAL AM PROGRAMS //////////////////////////////////////////////////////////////////

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Amos 'n' Andy	American Motors Corp. (Nash Rambler)	CBS	Geyer Advertising
	Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.		Warwick & Legler Marschalk & Pratt Gardner Advertising Cohen & Aleshire
	Hudson Vitamin Prod. Inc. McCall Corp. Mail Pouch Co. Mutual Benefit Health & Accident Assoc.		Pace Advertising Donahue & Coe Chas. W. Hoyt Co. Bozell & Jacobs
Anderson, Herb Oscar	Florida Realty Bureau	ABC	Stuart Schwartz, Inc.
	Hudson Vitamin Products Inc. Knox Gelatine Lever Bros. Co. (Breeze) (Dove)		Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles
Answer Please	Liggett & Myers Tobacco Co. The Toni Co., A Division of The Gillette Co.		Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
	Fram Corp. Grove Labs., Inc. R. J. Reynolds Tobacco Co.	CBS	Marschalk & Pratt Gardner Advertising Cohen & Aleshire Wm. Esty Co.
—B—			
Back to God Hour	The Christian Reformed Church	ABC	Stoetzel & Associates
Backus, Jim	General Foods Corp. (Calumet)	ABC	Young & Rubicam
	Hudson Vitamin Products, Inc. Knox Gelatine Lever Brothers Co. (Breeze) (Dove)		Pace Advertising Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles
Bandstand	Liggett & Myers Tobacco Co. The Toni Co., A Division of The Gillette Co.		Ogilvy, Benson & Mather Dancer-Fitzgerald-Sample North Advertising
	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers Co. (Trushay) Ex-Lax, Inc. (Ex-Lax) General Electric Co. (Electrical Appliances) General Foods Corp. (Jello & Calumet) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Corp. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Q-Tips, Inc. (Q-tips) RCA (Records) Swift & Co. (Allsweet)	NBC	Campbell-Mithum Foote, Cone & Belding Brown & Butcher BBD & O Warwick & Legler Young & Rubicam Young & Rubicam Gardner Advertising Foote, Cone & Belding Ogilvy, Benson & Mather Edward H. Weiss Co. Badger, Browning & Parcher Compton Advertising Lawrence C. Gumbinner Grey Advertising J. Walter Thompson

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Vaporub)		Morse International
Study Hour	Evangelical Foundation (Religion)	NBC	Paul Locke Associates
Breakfast Club	American Bird Food Mfg. Corp.	ABC	George H. Hartman Co. Cunningham & Walsh
	American Cyanamid Co. (Farm & Home Div., Food Industry Dept.)		
	Beatrice Foods Co.		Chew, Harvey, & Thomas
	Beltone Hearing Aid Co.		Olian & Bronner, Inc.
	Bristol Myers Co. (Bufferin)		Young & Rubicam
	Buitoni Foods Corp.		Albert-Frank Guenther Law, Inc.
	Campana Sales Co.		Erwin, Wasey, Ruthrauff & Ryan
	Clairol, Inc.		Foote, Cone & Belding
	Duffy-Mott Co. Inc.		Young & Rubicam
	Food Specialties, Inc.		Charles F. Hutchinson, Inc.
	Fred Fear Easter Egg Color Co.		Ted Bernstein Associates
	General Foods Corp. (Calumet) (Post Cereals) (Perkins Div.)		Young & Rubicam Benton & Bowles Foote, Cone & Belding
	Glamorene, Inc.		Garfield-Linn & Co.
	Hudson Vitamin Products, Inc.		Pace Advertising
	Kitchen Art Foods		Wright, Campbell & Suitt, Inc.
	Knox Gelatine		Charles W. Hoyt Co.
	The Kretschmer Corp.		George H. Hartman Corp.
	KVP Company		Grant Advertising
	Lever Brothers Co. (Breeze)		Sullivan, Stauffer, Colwell & Bayles
	Lewyt Corp.		Hicks & Greist
	Magla Products		Ed Lieb Advertising
	Dumas Milner Corp.		Gordon Best Co.
	The Mentholatum Co.		J. Walter Thompson
	C. H. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen
	Niagara Therapy Mfg. Co.		George L. Mallis Inc.
	Olson Rug Co.		Presba, Feller & Presba
	Chas. Pfizer & Co.		Leo Burnett Co.
	Philco Corp.		BBD & O
	Pioneer Industries		Feigenbaum & Werman
	Puritron Corp.		Maxwell Sackheim & Co.
	Rust Craft Publishing Co.		Chamber & Wiswell
	Sandura Co.		Hicks & Greist
	The Savings & Loan Foundation		McCann-Erickson
	The Scholl Mfg. Co.		Donahue & Coe
	Sleep Eze Co.		Motte & Siteman
	U. S. Steel Corp.		BBD & O
	Van Nuys Savings & Loan Assn.		J. W. Raymond Advertising
	J. A. Wright Co.		Charles W. Hoyt Co.
Gram, Pat, Show	Wm. Wrigley Jr., Co.	CBS	Erwin, Wasey, Ruthrauff & Ryan
—C—			
Corral	Gulf Guaranty Land & Title Co.	ABC	Paul Venze Associates
ing Times	The Kiplinger Washington Editors	ABC	Albert Frank-Guenther Law
ole Next Door	California Packing Co.	CBS	McCann-Erickson
	Ex-Lax, Inc.		Warwick & Legler
	General Foods Corp.		Young & Rubicam
	Grove Labs Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co. Inc.		Anderson & Cairns
kite, Walter, usiness News)	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
	Popular Science Publ. Co.		Schwab, Beatty & Porter, Inc.

COMMERCIAL AM PROGRAMS

D

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Drake, Galen	Clairol, Inc. Ex-Lax, Inc. Grove Labs, Inc. Hudson Vitamins Prod. Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Lewis-Howe Co. Scientific Prod. Co.	CBS	Foote, Cone & Belding Warwick & Legler Gardner Advertising Pace Advertising McCann-Erickson McCann-Erickson

F

Five Star Matinee	American Dairy Assn. (Milk) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers (Trushay) Carter Products (Colonaid) (Liver Pills) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Mogen David Wine Co. (Wine) Parker Bros. (Games) Procter & Gamble (Gleem) Quaker Oat Co. (Quaker & Mother's Oats) Swift & Co. (Allsweet) Vick Chemical Co. (Vaporub)	NBC	Campbell-Mithum Foote, Cone & Belding Brown & Butcher BBD & O Kastor, Farrell, Chesley & Clifford Ted Bates & Co. Gardner Advertising Foote, Cone & Belding Ogilvy, Benson & Mather Edward H. Weiss Badger, Browning & Parcher Compton Advertising Wherry, Baker & Tilden J. Walter Thompson Morse International
Foley, Red, Show Frank and Ernest Frisch, Frankie	Hess & Clark Dawn Bible Class Quaker State Oil	NBC MBS MBS	Klau-Van Pieterseon Dunlop

G

Game of the Day Gillette Boxing Bouts	Quaker State Oil Gillette Safety Razor Corp.	MBS NBC	Maxon, Inc. BBD & O BBD & O Young & Rubicam
Godfrey, Arthur	Curtis Publ. Co. General Electric Co. General Foods Corp. Hartz Mountain Prod. Corp. Kitchens of Sara Lee, Inc. Krouse Foods, Inc. Niagara Therapy Mfg. Corp. Sealy, Inc. Shulton, Inc. Standard Brands, Inc.	CBS	George Hartman Co. Cunningham & Walsh N. W. Ayer & Sons George L. Mallis J. Walter Thompson Wesley Associates Compton Advertising
Graham, Billy	Billy Graham Evangelistic (Religion)	NBC	Walter F. Bennett Co.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	Warwick & Legler
Griffin, Merv	General Foods Corp. (Calumet) Lever Bros. Co. (Breeze) (Dove)	ABC	Young & Rubicam Sullivan, Stauffer, Colwell & Bayles Ogilvy, Benson & Mather, Inc.

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co. The Toni Co., A Division of the Gillette Co.		Dancer-Fitzgerald-Sample, Inc.
Smoke	Ex-Lax, Inc. Fram Corp. Grove Labs. Inc. Lewis-Howe Co. Mutual Benefit Health & Accident Association Popular Science Publ. Co. Sta-Nu Corp.	CBS	North Advertising Warwick & Legler Marschalk & Pratt Gardner Advertising McCann-Erickson Bozell & Jacobs Schwab, Beatty & Porter, Inc. Reach, McClinton & Co.
—H—			
Business, Richard, Washington Farm Report	Ralston-Purina Co. (Animal Food)	NBC	Gardner Advertising
ey, Paul, News	Bankers Life & Casualty Co.	ABC	Grant, Schwenck & Baker, Inc.
Gun, Will Travel	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs., Inc.	CBS	Geyer Advertising Marschalk & Pratt Gardner Advertising & Cohen & Aleshire, Inc. McCann-Erickson Chas. W. Hoyt Co. Donahue & Coe, Inc. Bozell & Jacobs
ter, Gabriel	Lehn & Fink Prod. Corp. Mail Pouch Co. McCall Corp. Mutual Benefit Health & Accident Assoc. Popular Science Publ. Co.	MBS	Schwab, Beatty & Porter
n Trent	Carter Products Hudson Vitamin Corp. Sea Breeze Laboratories Sterling Drug Syntex Chemical Co. Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield McCann-Erickson BBD & O Warwick & Legler Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire
ld of Truth	Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co.		Anderson & Cairns Ogilvy, Benson & Mather
r of Decision	Highland Church of Christ	ABC	Fidelity Advertising
r of Decision	Billy Graham Evangelistic Assn.	ABC	Walter F. Bennett Co.
ie Party	Billy Graham Carnation Co. Lehn & Fink Prod. Corp.	MBS CBS	Erwin, Wasey, Ruthrauff & Ryan McCann-Erickson
	Lever Bros. Co. Musselman Co.		Arndt, Preston, Chapin, Lamb & Keen Lawrence Gumbinner
	Q-Tips, Inc. Kenuzit Home Prod. Co.		Arndt, Preston, Chapin, Lamb & Keen
Christian Science Heals	First Church of Christ	MBS	
—J—			
ny Dollar	American Motors Corp. (Nash Ramblers) Ex-Lax, Inc. Fram Corp. Grove Labs, Inc.	CBS	Geyer Advertising Warwick & Legler Marschalk & Pratt Gardner Advertising

COMMERCIAL AM PROGRAMS ////////////////////////////////////

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Lehn & Fink Prod. Inc. Lewis-Howe Co. McCall Corp. Mail Pouch Co.		McCann-Erickson McCann-Erickson Donahue & Coe Chas. W. Holt Co.
	— I —		
Life & The World	Ex-Lax, Inc. (Ex-lax) Mogen David Wine Co. (Wine) Pabst Brewing Co. (Beer & Ale) Vick Chemical Co. (Vaporub)	NBC	Warwick & Legler Edward H. Weiss Co. Norman, Craig & Kummel Morse International
Lutheran Hour, The	Lutheran Laymen's League of Missouri Synod-Lutheran Church	MBS	
Lutheran Hour, The	Lutheran Layman's League (Religion)	NBC	Gotham-Vladimir
	— M —		
Ma Perkins	California Packing Co. Campbell Soup Co. Dumac Milner Corp. Dr. Peter Fahrney & Sons Foster Milburn Co. General Foods Corp. Grove Labs, Inc. Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co. Wilco Co.	CBS	McCann-Erickson BBD & O Gordon Best Co. Bozell & Jacobs Street & Finney Young & Rubicam Gardner Advertising & Cohen & Aleshire Anderson & Cairns Ogilvy, Benson & Mather
Man Around the House	Popular Science Publ. Co., Inc.	CBS	Schwab, Beatty & Porter
Metropolitan Opera	Texaco Canada Limited Texas Co.	CBS	Ronalds Advertising Cunningham & Walsh
Miller, Mitch	American Motors Corp. (Nash Rambler) Fram Corp. Grove Labs, Inc. Lewis-Howe Co. Mail Pouch Co. Mutual Benefit Health & Accident Assn.	CBS	Geyer Advertising Marschalk & Pratt Gardner Advertising & Cohen & Aleshire McCann-Erickson Chas. W. Hoyt Co. Bozell & Jacobs
Monitor	Armour & Co. (Dial Soap) Bristol-Myers (Trushay) Carling Brewing Co. (Beer) Chrysler Corp. (Dodge Cars) Dunlop Tire Co. (Tires) Evinrude Motors (Outboard Motors) Ex-Lax, Inc. (Ex-Lax) General Mills Co. (Cheerios) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) Liggett & Myers Tobacco Co. (L & M Cigarettes)	NBC	Foote, Cone & Belding BBD & O Benton & Bowles Grant Advertising Baldwin, Bowers & Strachan Cramer Kasselt Warwick & Legler Dancer-Fitzgerald-Sample Gardner Advertising Foote, Cone & Belding Dancer-Fitzgerald-Sample

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	P. Lorillard Co. (Kent Cigarettes)		Lennen & Newell
	B. Manischewitz Co. (Food Products)		Al Paul Lefton
	Mogen David Wine Co. (Wine)		Edward H. Weiss Co.
	North American Van Lines (Long Distance Moving)		Applegate Advertising
	Northwest Airlines (Airlines Service)		Campbell-Mithun
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Pepsi-Cola Co. (Pepsi-Cola)		Kenyon & Eckhardt
	Purolator Products (Oil Filters)		J. Walter Thompson
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	RCA (TV, Radios, Appliances)		Kenyon & Eckhardt
	Sterling Drug Co. (Bayer Aspirin)		Dancer-Fitzgerald-Sample
	United Insurance Co. of America (Insurance)		Joy, Inc.
	Vick Chemical Co. (Vaporub)		Morse International
	Waverly Fabrics (Waverly Bonded Fabrics)		Ehrlich, Neuwirth & Sobo
Monitor Hourly News	American Motors (Rambler Cars)	NBC	Geyer Advertising
	Pharmacraft Co. (Coldene)		J. Walter Thompson
	Plough, Inc. (St. Joseph Aspirin, Mexana Coppertone)		Lake-Spiro-Shurman
Morgan, Edward P., News	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
My True Story	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	Ex-Lax, Inc. (Ex-lax)		Warwick & Legler
	General Foods Corp. (Calumet & Jello)		Young & Rubicam
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Mogen David Wine Co. (Wine)		Ogilvy, Benson & Mather Edward H. Weiss Co.
	Parker Bros. (Games)		Badger, Browning & Parcher
	Plough, Inc. (St. Joseph Aspirin, Maxana, Coppertone)		Lake-Spiro Shurman
	Procter & Gamble (Gleem)		Compton Advertising
	Vick Chemical Co. (Vaporub)		Morse International
National Farm & Home Hour	Allis-Chalmers (Farm Equipment)	NBC	Bert S. Gittens
ews	Cowles Magazines, Inc. Ford Motor Co.	CBS	McCann-Erickson J. Walter Thompson

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp. Lever Bros. Co. Lewis-Howe Co. P. Lorillard Co. McCall Corp. Mutual Benefit Health & Accident Association		Young & Rubicam McCann-Erickson Lennen & Newell, Inc. Donahue & Coe, Inc. Bozell & Jacobs
News—Ned Calmer	R. J. Reynolds Lab. Co. Stewart-Warner Corp.		Wm. Esty Co. MacFarland, Aveyard Co.
News—Bill Down	Hertz Systems, Inc.	CBS	Campbell-Ewald Co.
News—Allan Jackson	General Motors Corp.		Campbell-Ewald Co.
News Analysis— Eric Sevareid	Stewart-Warner Corp.		MacFarland, Aveyard Co.
Newscasts	Armour and Co. Belton Hearing Aid Co. Chrysler Corp. (Chrysler) Chrysler Corp. (Dodge) Ex-Lax, Inc. Florida Realty Bureau General Mills, Inc. General Motors Corp. (Cadillac) General Motors Corp. (Chevrolet) General Motors Corp. (GMC Truck Div.) The Grove Laboratories Harrison Home Products Midas Muffler Co. Miller Brewing Co. Nylonet Corp. Pepsi-Cola Co. Plough, Inc. R. J. Reynolds Tobacco Co. The Savings & Loan Foundation Standard Brands, Inc. Sterling Drug, Inc. The Toni Company, A Division of the Gillette Co.	ABC	Foote, Cone & Belding Olian & Bronner Young & Rubicam Grant Advertising Warwick & Legler Stuart Schwartz, Inc. Dancer-Fitzgerald-Sample McManus, John & Adams Campbell-Ewald Kudner Agency Gardner Advertising Kushins, Anderson & Takaro Bozell & Jacobs Mathisson & Associates McCann-Erickson Kenyon & Eckhardt Lake-Spiro-Shurman William Esty Co. McCann-Erickson Ted Bates Co. Dancer-Fitzgerald-Sample
	20th Century Fox William Wrigley Jr., Co.		North Advertising Charles Schlaifer Co. Arthur Meyerhaff Associates
News of the World	Chapstick Co. (Chapstick) Grove Labs Mogen David Wine Co. (Wine) Pharmacraft Co. (Caldene) R. J. Reynolds Tobacco Co. (Camels & Winstons)	NBC	Lawrence C. Gumbinner Gardner Advertising Edward H. Weiss Co. J. Walter Thompson William Esty Co.
News on the Hour	Bristol-Myers Co. (Bufferin) Brown & Williamson Tobacco Co. (Kools & Viceroy) California Packing Co. (Del Monte Pineapple juice) Lewis-Howe (Tums) Midas, Inc. (Mufflers) Readers Digest Assn. (Book Club)	NBC	Young & Rubicam Ted Bates Co. McCann-Erickson McCann-Erickson Bozell & Jacobs J. Walter Thompson
News-Strips	Argosy Benrus Watch Co.	MBS	

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Bon Ami Co. Carter Products Coronet Esquire General Foods Look Pepsi-Cola Co. Peter Paul Inc. Popular Science Reader's Digest Sinclair Oil Co. Standard Brands Sterling Drug Time True U. S. News & World Reports		
ightline	Armour & Co. (Dial Soap) Bristol-Myers (Institutional) Carter Products (Colonaid) (Liver Pills) Ex-Lax Inc. (Ex-Lax) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) Mogen David Wine Co. (Wine) Pabst Brewing Co. (Beer & Ale) RCA (Records) Vick Chemical Co. (Vaporub)	NBC	Foote, Cone & Belding Doherty, Clifford, Steers & Shenfield Kastor, Farrell, Chesley & Clifford Ted Bates Co. Warwick & Legler Gardner Advertising Foote, Cone & Belding Edward H. Weiss Norman, Craig & Kummel Grey Advertising Morse International
otre Dame Football Game	Pontiac Motor Division of General Motors Corp.	ABC	MacManus, John & Adams
ld Fashioned Revival Hour, The n the Line With Considine ne Man's Family	Gospel Broadcasting Assn. Mutual of Omaha (Insurance) Armour & Co. (Dial Soap) B. T. Babbitt Co. (Bab-O) Bristol-Myers (Trushay) Carter Products (Colonaid) (Liver Pills) S. M. Edison Chemical Co. (Dermassage) Ex-Lax Inc. (Ex-Lax) Foster-Milburn (Doan's Pills) Grove Labs (Bromo-Quinine) Lever Bros. (Pepsodent) (Dove Soap) Parker Bros. (Games) Procter & Gamble (Cleem)	ABC NBC NBC	R. H. Alber Co. & Gospel Broadcasting Assn. Bozell & Jacobs Foote, Cone & Belding Brown & Butcher BBD & O Kastor, Farrell, Chesley & Clifford Ted Bates Co. Stern, Walters & Simmons Warwick & Legler Street & Finney Gardner Advertising Foote, Cone & Belding Ogilvy, Benson & Mather Badger, Browning & Parcher Compton Advertising

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Q-Tips, Inc. (Q-tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Sherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
—P—			
People Are Funny	Ex-Lax Inc. (Ex-Lax)	NBC	Warwick & Legler
	Mogen David Wine Co. (Wine)		Edward H. Weiss
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Pierce, Dr. Bob	World Vision, Inc.	ABC	Walter F. Bennett & Co.
Plymouth Show, The (Starring Lawrence Welk)	Plymouth Division of Chrysler Corp.	ABC	Grant Advertising
—R—			
Radio Bible Class	Radio Bible Class	ABC	John M. Camp Co.
Reeves, Jim	Knox Gelatine Lever Bros. Co. (Breeze) (Dove)	ABC	Charles W. Hoyt Co. Sullivan, Stauffer, Colwell & Bayles, Inc. Ogilvy, Benson & Mather North Advertising
	The Toni Co., A Division of The Gillette Co.		
Revivaltime	The Assemblies of God	ABC	Walter F. Bennett Co.
Right to Happiness	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield McCann-Erickson Young & Rubicam Gardner Advertising McCann-Erickson
	California Packing Co. General Foods Corp. Grove Labs Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Sterling Drug, Inc. Syntex Chemical Co.		Thompson-Koch Co. Anderson & Cairns
Roberts, Oral Broadcast	Oral Roberts' Evangelistic Assn.	ABC	Keyes, Madden & Jones
Rusty Draper	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. MacFarland, Aveyard Co.
—S—			
Second Mrs. Burton	California Packing Co. Campbell Soup Co. Ex-Lax, Inc. General Foods Corp. Grove Labs, Inc.	CBS	McCann-Erickson BBD & O Warwick & Legler Young & Rubicam Gardner Adv. Co. & Cohen & Aleshire McCann & Erickson
	Lehn & Fink Prod. Corp. Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co.		Anderson & Cairns Ogilvy, Benson & Mather
Sportscasts	General Motors Corp. (GMC Truck & Coach Div.)	ABC	Kudner Agency
	The Savings & Loan Foundation Sterling Drug, Inc. 20th Century-Fox		McCann-Erickson Dancer-Fitzgerald-Sample Charles Schlaifer Co.
Sports Time	R. J. Reynolds Lab. Co. Stewart-Warner Corp.	CBS	Wm. Esty Co. Inc. MacFarland, Aveyard
Stern, Bill	Colgate Palmolive Co. Sterling Drug Co. Symphonic Electronic Corp.	MBS	

COMMERCIAL AM PROGRAMS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Story Princess, The	Cadence Records, Inc.	ABC	Leonard Gussaw-James Hyman Advertising
	Little Craft		
	United States Pharmacal Co.		Roy S. Durstine, Inc.
	U. S. Pool Corp.		Roy S. Durstine, Inc.
	World Traveler's Club		Roy S. Durstine, Inc.
Sunoco Three Star Extra	Sun Oil Co.	NBC	William Esty Co.
Sunshine Boys, The	National Brands; Division of Sterling Drug, Inc.	ABC	Brown & Butcher
Suspense	American Motors Corp.	CBS	Geyers Advertising
	Ex-Lax, Inc.		Warwick & Legler
	Fram Corp.		Marschalk & Pratt
	Grove Labs, Inc.		Gardner Advertising & Cohen & Aleshire
	Lewis-Howe Co.		McCann-Erickson
	McCall Corp.		Donahue & Coe
—T—			
Telephone Hour, The	Bell Telephone Co. (Institutional)	NBC	N. W. Ayer & Son
This Farming Business	Behlen Mfg. Co. Massey-Harris-Ferguson (Farm Equipment)	NBC	Potts Woodbury Needham, Louis & Brorby
Thomas, Lowell	General Motors Corp.	CBS	Campbell-Ewald Co.
Topic for Today	Morton Salt Co. (Salt)	NBC	Needham, Louis & Brorby
True Confessions	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Swift & Co. (Allsweet)		J. Walter Thompson
—V—			
Vandercook, John W.	American Federation of Labor and Congress of Industrial Organizations	ABC	Furman, Feiner & Co.
Voice of Prophecy, The	Voice of Prophecy, Inc. (Religion)	ABC NBC	Milton Carlson Co. Milton Carlson Co.
Voice of Temperance	Voice of Temperance (Religion)	NBC	Corral Advertising
—W—			
West Coast News	Bonnie Dog Food	NBC	Wyman Advertising
Whispering Streets	California Packing Co. General Foods Corp. Grove Labs, Inc. Lehn & Fink Prod. Corp. Lever Bros. Co. Syntex Chemical Co. Tetley Tea Co.	CBS	McCann-Erickson Young & Rubicam Gardner Advertising McCann-Erickson
Winchell, Walter	House of Tangee Bon Ami Co.	MBS	Anderson & Cairns Ogilvy, Benson & Mather
Wings of Healing	Dr. Thomas Wyatt	ABC	Century Advertising
Woman in My House	American Dairy Assn. (Milk)	NBC	Campbell-Mithun
	Armour & Co. (Dial Soap)		Foote, Cone & Belding
	Bristol-Myers (Trushay)		BBD & O

COMMERCIAL AM PROGRAMS ////////////////////////////////////

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Carter Products (Colonaid) (Liver Pills)		Kastor, Farrell, Chesley & Clifford
	Grove Labs (Bromo-Quinine)		Ted Bates & Co. Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Q-Tips, Inc. (Q-Tips)		Lawrence C. Gumbinner
	Quaker Oat Co. (Quaker & Mother's Oats)		Wherry, Baker & Tilden
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International
Word of Life Hour	Word of Life Assn.	MBS	
World News Roundup	Grove Labs, Inc.	CBS	Gardner Advertising
	Popular Science Publ. Co.		Schwab, Beatty & Porter
World Today	Ex-Lax, Inc.	MBS	
	Hudson Vitamin Lanolin Plus		
	R. J. Reynolds		
	Scandinavian Airways		
	Scranton Lace Co.		
World Tonight	Grove Labs, Inc.	CBS	Gardner Advertising
	—Y—		
You Bet Your Life	Grove Labs (Bromo-Quinine)	NBC	Gardner Advertising
	Mogen David Wine Corp. (Wine)		Edward H. Weiss Co.
	Pabst Brewing Co. (Beer & Ale)		Norman, Craig & Kummel
	Parker Bros. (Games)		Badger, Browning & Parcher
Young Dr. Malone	Bristol-Myers	CBS	Doherty, Clifford, Steers & Shenfield
	California Packing Co.		McCann-Erickson
	Campbell Soup Co.		BBD & O
	Grove Labs, Inc.		Gardner Advertising
	Lehn & Fink Prod. Corp.		McCann-Erickson
	Lever Bros. Co.		
	Syntex Chemical Co.		Anderson & Cairns
	Tetley Tea Co.		Ogilvy, Benson & Mather
Young's, Pepper, Family	Armour & Co.	NBC	Foote, Cone & Belding
	B. T. Babbitt Co. (Bab-O)		Brown & Butcher
	Bristol-Myers (Trushay)		BBD & O
	S. M. Edison Chemical Co. (Dermassage)		Stern, Walters & Simmons
	Ex-Lax Inc.		Warwick & Legler
	Grove Labs (Bromo-Quinine)		Gardner Advertising
	Lever Bros. (Pepsodent) (Dove Soap)		Foote, Cone & Belding
	Parker Bros. (Games)		Ogilvy, Benson & Mather Badger, Browning & Parcher
	Procter & Gamble (Gleem)		Compton Advertising
	Swift & Co. (Allsweet)		J. Walter Thompson
	Vick Chemical Co. (Vaporub)		Morse International

COMMERCIAL TV PROGRAMS OF 1958

The following pages contain an alphabetical listing by program title of the three national television networks' commercial programs during 1958. The programs listed are for the 12-month period ending Dec. 31, 1958. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Jim Bowie	American Chicle Co. (Dentyne, Clorets, Roloids, Beeman's, Chiclets, Clove Chewing Gum)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of McGraw	Procter & Gamble Co. (Tide, Lilt, Prell, Gleem)	NBC-TV	Benton & Bowles
Adventures of Ozzie & Harriet	Eastman Kodak Co. (Still & Motion Picture Film, Cameras & Projectors; Articles, Equipment & Accessories used in connection with the development of Film)	ABC-TV	J. Walter Thompson
Adventures of Rin Tin Tin	Quaker Oats Co. (Cereals, Pancake & Baking Mixes, Pet Foods)	ABC-TV	J. Walter Thompson
Adventures of Robin Hood	National Biscuit Co. (Wheat Honeys, Rice Honeys, Shredded Wheat, Zweiback, toasts, pretzels, potato chips, bake mixes, waffle mix, Rusk, crackers biscuits, cracker meal, cookies, cereals, pancake mix, cakes, dates, animal foods)	ABC-TV	Kenyon & Eckhardt
Air Power	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)	CBS-TV	Young & Rubicam
Alcoa Theatre	Wildroot Co. (Wildroot Hair Tonic)	CBS-TV	BBD & O
Allen, Steve, Show	Prudential Insurance Co. of America (Insurance)	CBS-TV	Reach, McClinton
	Aluminum Co. of America (Aluminum Products)	NBC-TV	Fuller, Smith & Rose
	E. I. duPont de Nemours (DuPont Zerex Anti-freeze)	NBC-TV	BBD & O
	Greyhound Corp. (Bus Travel, Rent-A-Car Service, Grey Van Lines)		Grey Advertising
	S. C. Johnson (Waxes, polishes, insecticides, room deodorizers)		Needham, Louis & Brorby

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	North American Philips Co. (Norelco Electric Shavers)		C. J. LaRoche
	Pharma-Craft Co. (Personal deodorants, cold remedies, (Coldene) Antiseptic skin cream)		J. Walter Thompson
	Polaroid Corp. (Photographic equipment, Polaroid Land Camera & Accessories)		Doyle, Dane & Bernbach
	Zenith (Radio, TV, Recorders, Hearing Aids)		Foote, Cone & Belding
All Star Golf	Miller Brewing Co. (Beer)	ABC-TV	Mathisson & Associates
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank, Inc.
	Wildroot Co. (Wildroot Cream-Oil and Vam)		BBD & O
American Bandstand	Carter Products, Inc. (Arid Cream Deodorant)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	Chesebrough-Pond's, Inc. (Vaseline Petroleum Jelly & Hair Tonic; Angel Face and Angel Skin)		J. Walter Thompson.
	Colgate-Palmolive Co. (Halo Shampoo)		D'Arcy Advertising
	Corn Products Refining Co. (Bosco)		Donahue & Coe
	Eastco, Inc. (Clearasil)		Lennen & Newell
	General Mills Inc. (Betty Crocker Bisquick)		Knox Reeves Advertising
	General Mills, Inc. (Hi-Pro)		Dancer-Fitzgerald-Sample
	The Gillette Co. (Toni Home Permanent & Pamper Shampoo)		North Advertising
	Gold Seal Co. (Glass Wax Stencil Kits)		Campbell-Mithun
	Lever Brothers Co. (Pepsodent Toothpaste, Pepsodent Toothbrushes, margarine, household deodorants, heavy packaged & liquid soaps & detergents)		Foote, Cone & Belding
	Lever Brothers Co. (Wisk)		BBD & O
	Joe Lowe Corp. (Popsicles, Creamsicle, Fudgsicle)		Paris & Peart
	Luden's, Inc. (Fifth Avenue Candy Bars)		J. M. Mathes, Inc.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Minnesota Mining & Mfg. Co. (Scotch Tape)		BBD & O
	Polk Miller Products Corp. (Sergeants dog care products)		N. W. Ayer & Son

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Shulton, Inc. (Old Spice, Slug-A-Bug Bomb, Moth Proofer and Thylox)		The Wesley Associates, Inc.
	Vick Chemical Co. (Vick's Cough Drops)		Morse International
	Welch Grape Juice Co. (Fruit jams, jellies, preserves, fruit juices, non-carbonated soft drinks)		Richard K. Manoff
dy's Gang	Minnesota Mining (Scotch Tape and related products)	NBC-TV	BBD & O
ybody Can Play	R. J. Reynolds Tobacco Co. (Tobacco products)	ABC-TV	William Esty Co.
mstrong Circle Theatre	Armstrong Cork Co. (Linoleum Tile)	CBS-TV	BBD & O
the World Turns	Atlantis Sales Corp. (French's Mustard)	CBS-TV	J. Walter Thompson
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish products)		Erwin, Wasey, Ruthrauff & Ryan
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Oxydol, Ivory Snow, Camay, Comet Cleanser)		Benton & Bowles
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O., Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
—B—			
achelor Father	American Tobacco Co. (Dual Filter Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv. Agency
seball Corner	General Mills, Inc. (Wheaties)	ABC-TV	Knox Reeves Advertising
seball Game of the Week	Colgate-Palmolive Co. (Palmolive Rapid Shave Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates & Co.
	Falstaff Brewing Corp. (Falstaff Beer)		Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS ////////////////////

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	State Farm Mutual Automobile Insurance Co. (Auto Insurance)		Needham, Louis & Brorby
Baseball Previews	American Home Products Corp. (Anacin)	CBS-TV	Ted Bates & Co.
	Carter Products, Inc. (Rise Shave Cream)		Ted Bates & Co.
	General Mills, Inc. (Wheaties)		Knox Reeves Advertising
Bat Masterson	Kraft Foods Division Sealtest Division of National Dairy	NBC-TV	N. W. Ayer J. Walter Thompson
Beat the Clock	Atlantis Sales Co. (French's Mustard)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Ipana)		Doherty, Clifford, Steers & Shenfield
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Johnson & Johnson (Baby Products, Surgical Dressings, Baby Shampoo)		Young & Rubicam
	Lever Brothers Co. (Breeze Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Nestle Co. Inc. (Nescafe)		Bryan Houston Inc.
	Purex Corp. (Dutch Cleanser Beads-O' Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh
	Vick Chemical Co. (Cold Remedies)		Morse International
Behind Closed Doors	American Home Products (Analgesic tablets, Creams, & liniments; decongestant tablets; Waxes & polishes)	NBC-TV	Ted Bates
	Liggett & Myers (L & M tobacco products)		Dancer-Fitzgerald-Sample
Bell System Music Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Bell System Science Series (Special)	American Telephone & Telegraph	NBC-TV	N. W. Ayer
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Bergen, Polly	Max Factor (Cosmetics, Hair Preparations)	NBC-TV	Doyle, Dane & Bernbach

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
le, Milton, Starring in the Kraft Music Hall	Kraft Foods Division of National Dairy (Kraft Food Products)	NBC-TV	J. Walter Thompson
'n' Buy	Revlon, Inc. (All Revlon Products)	CBS-TV	Warwick & Legler
Payoff, The	Colgate-Palmolive Co. (Cashmere Bouquet Soap, Palmolive Soap, Lustre-Creme Shampoo, Colgate Dental Cream, Brisk, Ad, Vel, Fab, Ajax, Rapid Shave Halo)	CBS-TV	Bryan Houston, Inc.
Record, The	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	General Motors Corp. (Oldsmobile Division, Oldsmobile Automobiles)		D. P. Brother & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
d Journey	Ralston Purina Co. (Ry-Crisp, Instant Ralston, Wheat Chex, Rice Chex, Regular Ralston, New Purina Dog Chow)	ABC-TV	Guild, Bascom & Bonfigli
wling Stars	American Machine & Foundry Pinspotters, Inc. (Automatic pinspotters, bicycles tricycles, toy trucks, Voit Athletic Equipment)	ABC-TV	Cunningham & Walsh
ins and Brawn	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
ghter Day The	Procter & Gamble Co. (Blue Cheer, Crisco, Gleem)	CBS-TV	Young & Rubicam
ken Arrow	Miles Laboratories, Inc. (Alka-Seltzer, One- A-Day brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
others, The	Ralston Purina Co. (Dog Chow)		Gardner Advertising
ccaneers, The	American Tobacco Co. (Tareyton Cigarettes)	CBS-TV	Lawrence C. Gumbinner Adv.
	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe, Inc.
	Kellogg Co. (Cereals, dog foods, soft drinks)		Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, Caramels, Fudge, Rockwood Wafers, Chocolate Bars, Figurines and Coins)		Henry Eisen Adv. Agency
ckskin	Ford Division; Ford Motor Co. (Trucks, parts, services)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills (Baking Mixes, Flour)		Leo Burnett
Buick Action Theatre	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	McCann-Erickson
Burns & Allen	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)	CBS-TV	Erwin, Wasey, Ruthrauff & Ryan
	General Mills, Inc. (Cake Flour, Frosting, Baking Mixes)		BBD & O
Burns, George, Show	Colgate-Palmolive Co. (Dentifrices, Shampoo, Toilet Soaps)	NBC-TV	McCann-Erickson
—C—			
Caesar, Sid, Invites You	Helena Rubinstein (Toilet goods, cosmetics, drugs)	ABC-TV	Ogilvy, Benson & Mather
Californians, The	Lipton Tea (Beverages, Soups, Salad Dressings)	NBC-TV	Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines & Aids; Vacuum Cleaners)		
Chevy Show	Chevrolet (Chevrolet Automobiles, Trucks)	NBC-TV	Campbell-Ewald
Chevy Showroom	Chevrolet Motors Division; General Motors Corp. (Automobiles, Trucks)	ABC-TV	Grey Advertising
Cheyenne	Armour & Co. (Soaps, Detergents)	ABC-TV	Foote, Cone & Belding
	Buick Motor Division; General Motors Corp. (Automobiles, Trucks)		McCann-Erickson
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Ford Division; Ford Motor Co. (Cars, Trucks)		J. Walter Thompson
	General Electric Co. (Appliances, flash bulbs, lamps, sound production equipment)		Young & Rubicam
	Johnson & Johnson (Baby products, first aid products, hair and tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	National Carbon Co. (Prestone Anti-Freeze)		William Esty Co.
	Harold F. Ritchie, Inc. (Brylcreem, hair dressings, nutrients, Scott's Emulsion)		Kenyon & Eckhardt
Cimarron City	Bell & Howell (Photographic equipment)	NBC-TV	McCann-Erickson
	Procter & Gamble (Crest, Press)		Benton & Bowles
	RCA		Kenyon & Eckhardt

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
s Boy	Kellogg Co. (Cereals, dog food)	ABC-TV	Leo Burnett Co.
	Mars, Inc. (Candy)		Knox Reeves Advertising
	Mars, Inc. (Candies, candy bars)	NBC-TV	Knox Reeves Advertising
, Dick, Show	Beech-Nut Life Savers, Inc. (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
ix! ower of Stars	Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)	CBS-TV	McCann-Erickson
Oasis	Liggett & Myers (Tobacco products)	NBC-TV	McCann-Erickson
giate Football ame of the Week"	Bayuk Cigars Gulf Oil Corp. Libbey Owens Ford Sunbeam Corp.	NBC-TV	Feigenbaum & Wermen Young & Rubicam Fuller, Smith & Ross Perrin-Paus
.45	Beech-Nut Life Savers, Inc. (Chewing Gum, Life Savers)	ABC-TV	Young & Rubicam
	Campbell Soup Co. (Soups, spaghetti, spaghetti products, Swanson frozen products)		BBD & O
	The Mennen Co. (Men's and Women's toiletries, baby products)		McCann-Erickson
	Whitehall Laboratories, Inc. (Anacin, Dristan)	ABC-TV	Ted Bates Co.
edy Time	Chesebrough-Pond's (Pond's "Angel" skin cream, hand lotion, face powder, lipstick)	NBC-TV	J. Walter Thompson
	General Foods (Jello Puddings, pie filling, Minute Rice)		Young & Rubicam
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Salad dressings, Miracle Whip, Margarine, Kraft's Orange Juice & Orangeade, fruit punch, grape drink, Kraft marshmallow, caramels, Kraft dinner, Kraft jellies, jams, sandwich spreads)		J. Walter Thompson
	Mentholatum (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		J. Walter Thompson
	Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	Pharmaco (Chooz Antacid Medigum cough remedy)		Doherty, Clifford, Steers & Shenfield
	Procter & Gamble (Big Top peanut butter, dentifrices, bar soaps, cake mixes)		Compton Advertising

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. (Scouring pads)		McCann-Erickson
Como, Perry, Show	American Dairy (Dairy Products)	NBC-TV	Campbell-Mithun
	Chemstrand Corp. (Carpets, blankets, nylon products, acrilan products)		Doyle, Dane & Bernbach
	Elgin (Watches)		J. Walter Thompson
	Kimberly-Clark (Kleenex Tissues, Table Napkins)		Foote, Cone & Belding
	Knemark Mfg. (Esquire Shoe Polish, Revlon Nail Care)		Emil Mogul Adv.
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave Cream, Suntan Cream & Lotion)		Sullivan, Stauffer, Colwell & Bayles
	Polaroid (Camera, films, accessories)		Doyle, Dane & Bernbach
	RCA & Whirlpool (TV, Radio, Recorder, Services & Appliances; Major Kitchen appliances, Vacuum cleaners, Air Conditioners)		Kenyon & Eckhardt
	Sunbeam Corp. (Small electrical household appliances)		Perrin-Paus
Concentration	Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Armour & Co. (Canned meats, poultry, dog food, deodorant, bar soap, detergents)		Foote, Cone & Belding N. W. Ayer
	Chesebrough-Pond's Inc. (Facial makeups, creams, lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
	Frigidaire (Major Household Electrical Appliances)		Dancer-Fitzgerald-Sample
	H. J. Heinz Co. (Soup, Baby Foods, Condiments—ketchup, pickles, vinegar—Spaghetti, Beans)		Maxon
	Lever Bros. (Detergents, Margerine, Dentifrices, Bar Soaps)		Needham, Louis, Brorby
	Miles Laboratories (Antacid Analgesics, Vitamins)		Geoffrey Wade Advertising
	National Biscuit Co. (Salted Crackers, cookies, cereals)		McCann-Erickson
	Pharmaceuticals, Inc. (Geritol, Devarex, Banarin, Zarumin)		Parkson Advertising
	Pillsbury Mills, Inc. (Baking Mixes, Flour, Frostings)		Leo Burnett
	Whitehall Laboratories (Waxes, polishes)		Ted Bates
Cotten, Joseph, Show	American Tobacco Co. (Tobacco products)	NBC-TV	BBD & O

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Home permanents, hair care & grooming products, cleansing creams, pens, pencils, accessories)		North Advertising
nty Fair	Frigidaire (Major Household Electrical Appliances)	NBC-TV	Dancer-Fitzgerald-Sample
	General Mills (Baking mixes, cereals)		Tatham-Laird
	Gold Seal (Glass Wax)		Campbell-Mithun
	H. J. Heinz (Condiments & Ketchup, soup, baby food, spaghetti, beans)		Maxon, Inc.
	Lever Bros. (Toilet bar soap, dish-washing-laundry detergents, edible fats, dentifrices)		BBD & O
	National Biscuit Co. (Crackers, cookies, baking mixes, cereals)		McCann-Erickson
	Sandura		Hicks & Greist
	Sterling Drug (Laxatives, dentifrices, vitamin supplements)		Dancer-Fitzgerald-Sample
rt of Last Resort	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
by, Bob, Show	American Dairy Association (Dairy products)	NBC-TV	Campbell-Mithun
	Kimberly-Clark (Kleenex tissues, table napkins)		Foote, Cone & Belding
	Knomark Mfg. (Esquire Shoe polish, Revlon Nail Care, Hi and Dri)		Emil Mogul Advertising
	Noxzema Chemical Co. (Noxzema Skin Cream, Shave cream, suntan cream & lotion)		Sullivan, Stauffer, Colwell & Bayles
	RCA/Whirlpool (RCA TV, radio & recorder services & appliances. Whirlpool: Major kitchen appliances vacuum, cleaners, air conditioners)		Kenyon & Eckhardt
	Sunbeam (Small electrical household appliances)		Perrin-Paus
mings, Bob, Show	Chesebrough-Pond's (Facial Make-up, Creams & lotions)	NBC-TV	McCann-Erickson
	General Foods (Tang Instant Fruit Juice)		Young & Rubicam
	R. J. Reynolds Tobacco Co. (Winston Cigarettes)		Wm. Esty Co.
—D—			
y, John, and the News	Bristol-Myers Co. (Bufferin)	ABC-TV	Young & Rubicam
	P. Lorillard Co. (Tobacco products)		Lennen & Newell

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Daytime Programming (11 A.M. to 4 P.M.)	Phillips-Van Heusen Corp. (Van Heusen shirts and men's sportswear)		Grey Advertising
	Union Underwear Co. (Men's and boys' underwear)		Grey Advertising
	Whitehall Laboratories Division; American Home Products Corp. (Anacin)		
	Amana Refrigeration, Inc. (Refrigerators, Freezers, Air Conditioners)	ABC-TV	MacFarland, Aveyard Co.
	American Home Foods, Inc. (Food Products)		Young & Rubicam
	Armour & Co. (Soaps, food products)		Foote, Cone & Belding N. W. Ayer & Son
	Beech-Nut Lifesavers Inc. (Baby food, gum, mints, cough drops)		Young & Rubicam, Inc.
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Campbell Soup Co. (Soups, juices, Swanson Frozen Products, poultry, poultry products)		BBD & O
	Chesebrough-Pond's, Inc. (Facial makeup, Facial cream)		J. Walter Thompson
	The Drackett Co. (Windex, Drano, Twinkle)		Young & Rubicam
	General Foods Corp. (Swansdown Cake Mixes, Cake Flour, Calumet Baking Powder, Bakers Instant Chocolate, Jell-O Instant Pudding, Minute Rice & Potatoes, Tapioca, Tang, Dream Whip, D-Zerta, Jell-O Pudding)		Young & Rubicam
	General Mills, Inc. (Cereals, O-Cel-O Sponges)		Dancer-Fitzgerald-Sammln
	The Gillette Co. (Home permanents, hair sprays, hair rinses, hair curlers, pins, leads, inks, razor blades, Thorexin, Pamper Shampoo)		Tatham-Laird, Inc.
	Johnson & Johnson (Baby products, first aid products, hair & tooth brushes, tapes, glues, cold remedies, etc.)		Young & Rubicam
	Lever Brothers Co. (Dentifrices, margarine, deodorants, soaps, detergents)		BBD & O
	Minnesota Mining & Mfg. Co. (Scotch Brand tape, Sasheen Ribbons & Wraps)		McManus, John & Adams
	Nestle Co. (Nescafe)		Bryan Houston, Inc.
	Reynolds Metals Co. (Aluminum Products)		Buchanan Division, Lennen & Newell
	Shulton, Inc. (Beauty Ice, lotions,		Wesley Associates

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bronz tan, deodorants, Old Spice, Slug-A-Bug Bomb, Moth proofer & Thylox medicated preparations)		
	Sunshine Biscuit, Inc. (Krispy Crackers, Hi-Ho Crackers, Hydrox Cookies)		Cunningham & Walsh
Jimmy, Show	Armstrong Cork Co. (Linoleum, Tile)	CBS-TV	BBD & O
	Brown & Williamson Tobacco Co. (Raleigh Cigarettes)		Keyes, Madden & Jones
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	Eastman Kodak Co. (All Products)		J. Walter Thompson
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Lever Brothers Co. (Breeze, Detergent, Imperial Margarine)		Sullivan, Stauffer, Colwell & Bayles
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
ember Bride	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
son	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
lu Playhouse	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & TV Sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
ective's Diary	Sterling Drug (Bayer Aspirin, Denti- frices, Phillips Milk of Magnesia & Tablets; Haley's MO, Cleaning Fluid, Bayer Nasal Spray, Dr. Lyon's Toothpowder, Energine Cleaning Fluid, Ironized Yeast)	NBC-TV	Dancer-Fitzgerald-Sample
t and the Duchess	Helene Curtis Industries Inc. (Stopette, Spray Net)	CBS-TV	Gordon Best, Inc.
ey, Walt, Presents	Mogen David Wine Corp. (Mogen David Wine)		Edward H. Weiss Co.
	Hills Brothers Coffee, Inc. (Coffee)	ABC-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals, dog food, other products)		Leo Burnett Co.
	Reynolds Metals Co. (Aluminum products)		Buchanan Division, Lennen & Newell Clinton E. Frank, Inc.
eyland	Derby Foods, Inc. (Peter Pan Peanut Butter, boneless chicken, chicken a la king, egg noodles, chicken tamales,	ABC-TV	McCann-Erickson

COMMERCIAL TV PROGRAMS ////////////////////////////////////

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Swift meat & poultry products, fresh or canned frankfurters & sausages)		
	General Foods Corp. (Jell-O, Jell-O puddings & pie fillings, Jell-O gelatin, Rice & Minute Potatoes, whipped cream type mixes, Baker's Instant Chocolate Drink, Kool-Aid, Kool-Shake, Birds-Eye Frozen Drink Concentrate)		Young & Rubicam
	General Mills, Inc. (Flours, cereals, baking mixes, frostings)		Tatham-Laird, Inc.
	Reynolds Metals Co. (Aluminum products)		Clinton E. Frank Inc. Buchanan Agency
Dodge Dancing Party With Lawrence Welk	Dodge Division; Chrysler Corp. (Dodge Automobiles)	ABC-TV	Grant Advertising
Dotto	Colgate-Palmolive Co. (Colgate Dental Cream, Cashmere Bouquet Soap, Lustre-Creme Shampoo, Palmolive Soap, Brisk, Florient, Vel, Ad, Fab, Ajax)	CBS-TV	Ted Bates & Co.
Dough Re Mi	Armour Co. (Deodorant Bar Soap & Detergents, Canned Meats, Poultry, Dog Food, Liquid Chiffon)	NBC-TV	Foote, Cone & Belding
	Gold Seal (Glass Wax)		Campbell-Mithun
	Mentholatum Co. (Analgesics, cold remedies)		J. Walter Thompson
Dragnet	Bell & Howell (Photographic equipment)	NBC-TV	McCann-Erickson
	Bulova Watch Co. (Watches)		McCann-Erickson
	Ford Motor Co. (Trucks, cars, parts, services)		J. Walter Thompson
	General Foods (Post cereals, Gaines Dog foods)		Benton & Bowles
	Liggett & Myers (Tobacco products L & M cigarettes)		Dancer-Fitzgerald-Sample
	Pillsbury (Baking mixes & flour)		Leo Burnett Co.
	Procter & Gamble (Crest toothpaste)		Benton & Bowles
	Schick (Electric razors, pre-shave lotions & replacement accessories)		Benton & Bowles
—E—			
Edge of Night, The	American Home Products Corp. (Anacin, Dristan, Infra-Rub)	CBS-TV	Ted Bates & Co.
	Atlantis Sales Corp. (All French's Products)		J. Walter Thompson
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Miles Laboratories (Alka-Seltzer, Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Pet Milk Co. (Evaporated Milk, Milk Products)		Gardner Advertising
	Pharmaceuticals, Inc. (Ceritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
	Procter & Gamble Co. (Tide, Spic & Span, Lava Soap, Dreft, Comet Cleanser)	CBS-TV	Benton & Bowles
	Standard Brands, Inc. (Coffee, Tea, Margarine)		Compton Advertising
	Sterling Drug Inc. (Bayer Aspirin, Phillips' Milk of Magnesia, Haley's M.O. Bayer Nasal Spray)		Dancer-Fitzgerald-Sample
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro)		McCann-Erickson
	Vick Chemical Co. (Cold Remedies)		Morse International
Edwards, Douglas, With the News	American Can Co. (Institutional)	CBS-TV	Compton Advertising
	American Home Products Corp. (Anacin, Aero Shave, Heet)		Ted Bates & Co.
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates & Co.
	Carter Products, Inc. (Arrid Cream, Arrid Whirl-in Deodorant, Rise Shave Cream)		
	Florida Citrus Commission (Fresh and Processed Citrus Products)		
	Ford Division of The Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	General Foods Corp. (Sanka Coffee)		Young & Rubicam
	Philip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles
Ellery Queen	Bell & Howell (Photographic Equipment)	NBC-TV	McCann-Erickson
	Pillsbury (Baking Mixes & Flour)		Leo Burnett Co.
	Procter & Gamble (Crest)		Benton & Bowles
	RCA		Kenyon & Eckhardt
	—E—		
Father Knows Best	Lever Brothers Co. (All, Lux Liquid)	CBS-TV	J. Walter Thompson
	Lever Brothers Co. (Bar soaps, detergents, edible fats & dentifrices)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Scott Paper Co. (Scott Towels, Cutrite wax paper, Scotties, Scotkins)		J. Walter Thompson
Fight Beat	Scott Paper Co. (Scott Paper Products)	CBS-TV	
	Bristol Myers (Vitalis, Trig, Bufferin)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Fisher, Eddie, Show	Liggett & Myers (L & M Tobacco products)	NBC-TV	McCann-Erickson
Ford Show	Ford Division of Ford Motor Co. (Automobiles, trucks, parts & services)	NBC-TV	J. Walter Thompson
For Love or Money	Lever Brothers Co. (Lucky Whip Dessert Topping, Bar Soap, Margarine)	CBS-TV	Needham, Louis & Brorby
Frigidaire Summer Theatre	Frigidaire Division; General Motors Corp. (Frigidaire refrigerators, ranges, food freezers, dish washers, room air conditioners, washers, dryers, combination washers and dryers)	ABC-TV	Kudner Agency
From These Roots	Frigidaire (Major household electrical appliances)	NBC-TV	Dancer-Fitzgerald-Sample
	Procter & Gamble (Detergents, Bar Soaps, Home Permanents, Cake Mixes & Shortening)		
Fury	Borden Co. (Milk & Milk products, frozen desserts & frozen fruit, fruit drinks, fresh & concentrates; Popsicles, Ice Cream cups, Cake rolls)	NBC-TV	Benton & Bowles
G			
General Electric Theater	General Electric Co. (Institutional)	CBS-TV	BBD & O
Gillette Cavalcade of Sports	Gillette (Razors & other shaving equipment; Pens & other writing materials, home permanents & other hair care grooming products)	NBC-TV	Maxon, Inc.
Gleason, Jackie, Show	Lever Brothers Co. (All, Stripe Toothpaste)	CBS-TV	J. Walter Thompson
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Sominex, Serutan)		Parkson Advertising
Gobel-Fisher	L & M (L & M tobacco products)	NBC-TV	McCann-Erickson
	RCA (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	Whirlpool (Major kitchen appliances, Vacuum cleaners, air conditioners)		Kenyon & Eckhardt

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George, Show	RCA (TV, Radio & recorder, service & appliances)	NBC-TV	Kenyon & Eckhardt
Godfrey, Arthur, Show	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Somninx, Serutan)	CBS-TV	Parkson Advertising
	The Toni Co. (Toni Home Permanent Wave, Hair Care Products)		North Advertising
Godfrey's Arthur, Talent Scouts	Thomas J. Lipton, Inc. (Lipton's Tea, Lipton's Soup Mixes)	CBS-TV	Young & Rubicam
	The Toni Co. (Toni Home Permanent Wave, Paper-Mate Pens)		North Advertising
Godfrey, Arthur, Time	Armour & Co. (Meat & Poultry Products)	CBS-TV	J. Walter Thompson
	Bristol-Myers Co. (Bufferin, Ban)		Young & Rubicam
	General Foods Corp. (Swansdown Cake, Flour, Baker's Coconut, Minute Potatoes)		Young & Rubicam
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Glamorene, Inc. (Glamorene Liquid, Dry Cleaner, Applicators for Rug and Upholstery)		Jules Power Productions
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Peter Paul, Inc. (Peter Paul Mounds, Almond Joy Candy Bars)		Dancer-Fitzgerald-Sample
	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Somninx, Serutan)		Parkson Advertising
	Pharma-Craft Co. (Coldene, Ting)		J. Walter Thompson
	Ronson Corp. (Lighters, Electric Shavers, Shaving Items, Hair Dryer)		Grey Advertising
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish Non- Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	Singer Sewing Machine Co. (Sewing Machines, Sewing Aids, Vacuum Cleaners)	CBS-TV	Young & Rubicam
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		Ted Bates & Co.
	United States Steel Corp. (Steel Products)		BBD & O
Goodyear Theater	Goodyear Tire & Rubber Co. (Tires, Tubes & tire accessories; Shoe	NBC-TV	Young & Rubicam

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT products & foam latex products)	NETWORK	ADVERTISING AGENCY
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz)	CBS-TV	Compton Advertising
Gunsmoke	Liggett & Myers Tobacco Co. (L & M Cigarettes) Remington Rand, Inc. (Remington Electric Shavers and Office Equipment)	CBS-TV	Dancer-Fitzgerald-Sample Young & Rubicam



Haggis Baggis	Alberto-Culver Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser) Lever Bros. (Detergents, edible fats) Mentholatum Co. (Cold Remedies, Medicated Lip Pomade)	NBC-TV	Geoffrey Wade J. Walter Thompson J. Walter Thompson J. Walter Thompson
Have Gun—Will Travel	American Home Products Corp. (Anacin, Bisodol Mints, Freezone, Infra-Rub) Lever Brothers Co. (Wisk, Lifebuoy Soap)	CBS-TV	Ted Bates Co. J. Walter Thompson
Heckle & Jeckle	General Mills, Inc. (Flour, Cake, Mix, Cereals) Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)	CBS-TV	Dancer-Fitzgerald-Sample McCann-Erickson
Hitchcock, Alfred, Presents	Bristol-Myers Co. (Ipana Toothpaste, Bufferin, Vitalis, Ban)	CBS-TV	Young & Rubicam
Hotel Cosmopolitan	Atlantis Sales Corp. (French's Mustard) Swift & Co. (Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food)	CBS-TV	J. Walter Thompson McCann-Erickson
Howdy Doody	Continental Baking (Wonder Bread, Hostess Cakes) Sweets Co. of America (Tootsie Rolls)	NBC-TV	Ted Bates Co.
Hottelet, Richard C., And the News	Mercury Division of the Ford Motor Co. (Mercury Automobiles)	CBS-TV	Kenyon & Eckhardt



I Love Lucy	Clairol, Inc. (Hair Products, Shampoo) General Foods Corp. (Instant Sanka Coffee, Post's Cereals) Gold Seal Company (Glass Wax, Snowy Bleach)	CBS-TV	Foote, Cone & Belding Benton & Bowles Campbell-Mithun
-------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------	-----------------------------------------------------------------

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills, Inc. (Family Flour, Refrigerated Dough Products, Flour Base Mixes, Feeds)		Campbell-Mithun
Investigator	Liggett & Myers (L & M Cigarettes)	NBC-TV	McCann-Erickson
	RCA (TV, radio & recorder service & appliances)		Kenyon & Eckhardt
	Whirlpool (Major kitchen appliances, vacuum cleaners, air conditioners)		Kenyon & Eckhardt
It Could Be You	Alberto-Culver (Hair care products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub)		Ted Bates & Co.
	Armour & Co. (Deodorant Bar Soap & detergents, Canned meats, poultry and Dog food)		Foote, Cone & Belding
	Brillo Mfg. Co. (Brillo Cleansing Pads, Brillo Cleanser)		J. Walter Thompson
	Brown & Williamson (Raleigh Cigarettes)		Russel M. Seeds
	Chesebrough-Pond's (Facial Makeups; creams & lotions, Pertussin Cough Remedy, Vaseline Petroleum Jelly, "Angel Skin; Touch; Kiss")		J. Walter Thompson
	Chicken-of-the-Sea (Tunafish)		Erwin, Wasey, Ruthrauff & Ryan
	Corn Products (Karo, Mazola, Niagara, Nu-Soft Laundry Fluffener, Kasco Dog Food)		C. L. Miller
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Mentholatum Co. (Medicated Lip Pomade, Cold Remedies, Mentholatum, Deep Heat Rub)		J. Walter Thompson
	Miles Labs (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade
	Pharmaceuticals, Inc. (Geritol, Sominex, Zarumin, Pre-Shave/After Shave preparations, Devarex, Banarin)		Parkson Advertising
	Pharmaco (Chooz antacid, Feenamint laxative)		Doherty, Clifford, Steers & Shenfield

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble (Detergents, Oxydol; & Bar Soaps, Cleanser, dentifrices, shampoos)		Dancer-Fitzgerald-Sample
	Standard Brands (Puddings, Coffee & Tea)		Ted Bates & Co.
	Whitehall Laboratories (Waxes & polishes, Analgesics)		Ted Bates & Co.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Winston Cigarettes)	CBS-TV	Wm. Esty Co.
—J—			
Jefferson Drum	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products)	NBC-TV	Doyle, Dane & Bernbach
	P. Lorillard Co. (Tobacco products)		Lennen & Newell
	Pillsbury (Baking Mixes & flour)		Leo Burnett Co.
	Sweets Co. (Tootsie Rolls)		Sweets Co. of America
Jones, Spike	Liggett & Myers (Tobacco products)	NBC-TV	McCann-Erickson
Jubilee, U.S.A.	Carter Products, Inc. (Little Liver Pills, Arrid Cream Deodorant)	ABC-TV	Ted Bates & Co.
	General Foods Corp. (Instant Postum)		Young & Rubicam
	Hills Brothers Coffee, Inc. (Coffee)		N. W. Ayer & Son
	National Carbon Co. (Prestone Anti-freeze)		William Esty Co.
	Union Underwear Co. Inc. (Men's and boys' underwear)		Grey Advertising
	U. S. Rubber Co. (U. S. Royal Tires)		Fletcher D. Richards, Inc.
	Whitehall Laboratories (Anacin)		Ted Bates Co.
	Williamson-Dickie Mfg. Co. (Work clothes)		Evans & Associates
—K—			
Kaye's, Sammy, Music From Manhattan	Manhattan Shirt Co. (Men's Wear)	ABC-TV	Peck Advertising
Kitty Foyle		NBC-TV	
Kraft Mystery Theatre	Kraft Foods (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	NBC-TV	North Advertising
Kraft TV Theatre	Kraft Foods (Salad dressing, cheese preparations, margarine, confections & soft drinks, jellies & preserves)	NBC-TV	J. Walter Thompson
—L—			
Lassie	Campbell Soup Co. (Campbell Soups, Baked Beans, V-8)	CBS-TV	BBD & O
Lawman	General Mills, Inc. (Cereals, flour base products, pet food)	ABC-TV	Dancer-Fitzgerald-Sample

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	R. J. Reynolds Tobacco Co. (Tobacco)		William Esty Co.
Leave It To Beaver	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Brand Vitamins, Bactine, Nervine)	ABC-TV	Geoffrey Wade Advertising
	Ralston Purina Co. (New Purina Dog Chow)		Gardner Advertising
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)	CBS-TV	Compton Advertising
Life of Riley	Lever Bros. (Detergents, tooth paste, soaps, margarine)	NBC-TV	BBD & O
Life and Legend of Wyatt Earp	General Mills, Inc. (Cereals, flour, baking mixes, frostings)	ABC-TV	Dancer-Fitzgerald-Sample
	The Procter & Gamble Co. (Gleem Toothpaste, Drene Shampoo, Tide, Spic & Span, Cheer, home permanents, peanut butter)		Compton Advertising
Line-Up, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
	Procter & Gamble Co. (Cheer)		Young & Rubicam
Linkletter's, Art, House Party	Atlantis Sales Corp. (All French's Products)	CBS-TV	J. Walter Thompson
	Campbell Soup Co. (Campbell Soups, Frozen Foods)		Leo Burnett Co.
	Carnation Co. (Evaporated Milk, Fresh Milk, Malted Milk, Instant Milk, Chocolate Drink)		Erwin, Wasey, Ruthrauff & Ryan
	Chicken of the Sea, Inc. (Canned Fish Products)		Erwin, Wasey, Ruthrauff & Ryan
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)		J. Walter Thompson
	Pillsbury Mills, Inc. (Pillsbury's Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Campbell-Mithun
	Simoniz Co. (Ivalon Sponges, Hilite Furniture Polish, Non-Scuff Floor Wax, Car Wax, Car Polish)		Young & Rubicam
	A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sta-Puf)		Erwin, Wasey, Ruthrauff & Ryan
	Standard Brands, Inc. (Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Toni Co. (Toni Home Permanent Wave, Cleansing Creams, Hair Care Products, Shampoo, Lipstick)		North Advertising
Lone Ranger	Colgate-Palmolive Co. (Colgate Dental Cream)	ABC-TV	Ted Bates & Co.
	Cracker Jack Co. (Caramel-coated popcorn, marshmallow products)		Leo Burnett Co.
	General Mills, Inc. (Cereals, flour, baking mixes, frostings, dog food)		Dancer-Fitzgerald-Sample
	General Mills, Inc. (Cheerios, Wheaties, Kix)	CBS-TV	Dancer-Fitzgerald-Sample
	A. C. Gilbert Co. (American Flyer Electric Trains, Gilbert Science Sets)	ABC-TV	Banning Replier
	Nestle Co., Inc. (Nestle's Quik, Chocolate Bars, Semi-Sweet Morsels)	CBS-TV	McCann-Erickson
	Smith Brothers (Smith Brothers Cough Drops)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
Love of Life	Union Underwear Co., Inc. (Men's and boys' underwear)		Grey Advertising
	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)	CBS-TV	Ted Bates & Co.
	Atlantis Sales Corp. (All French's Products)		J. Walter Thompson
	Lever Brothers Co. (Whipped Topping, Shortening, Margarine, Room Air Refreshers, Dentifrices)		Foote, Cone & Belding
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Pharmaceuticals, Inc. (Serutan, RDX, Sominex)		Parkson Advertising
	Procter & Gamble Co. (Fluffo Shortening)		Tatham-Laird, Inc.
	Quaker Oats Co. (Cereals, Pet Food, Pancake & Baking Mixes)		J. Walter Thompson
Love That Jill	Scott Paper Co. (Scott Paper Products)		
	Max Factor & Co. (Pancake, Make-Up, Panstick, Sebb, Erase, lipsticks, nail polishes, curl control, Creme Puff Make-Up, Hi-Fi Fluid Make-Up)	ABC-TV	Anderson-McConnell Advertising
Lucky Partners Lux Playhouse	Lever Brothers Co. (Lux Soap, Lux Liquid)	NBC-TV CBS-TV	J. Walter Thompson
Lux Show	Lever Bros. (Soaps, Lux Liquid detergent, margarine & shortening)	NBC-TV	J. Walter Thompson

COMMERCIAL TV PROGRAMS

—M—

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Mack, Ted and The Original Amateur Hour	Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX, Somninx, Serutan)	CBS-TV	Parkson Advertising
MacKenzie, Gisele, Show	Schick, Inc. (Electric shavers, Butane lighters & accessories, pre-shave lotions)	NBC-TV	Benton & Bowles
	Scott Paper Co. (Scott towels, Scotties, Scotkins, Cutrite Wax paper, Toilet Tissue)		J. Walter Thompson
Make Me Laugh	American Tobacco Co. (Filter-Tip)	ABC-TV	Lawrence C. Gumbinner
Man With a Camera	General Electric Co. (Flash bulbs, projection lamps, photoflood lamps, light meters other photographic equipment)	ABC-TV	Grey Advertising
Masquerade Party	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
Maverick	The Drackett Co. (Windex, Drano, Twinkle)	ABC-TV	Young & Rubicam
	Kaiser Industries (Aluminum, steel, cement, gypsum, metal products; Kaiser Willys vehicles and parts; paving materials)		Young & Rubicam
Meet the Press	Pan American Airways (Travel)	NBC-TV	J. Walter Thompson
Mickey Mouse Club	Am-Par Record Corp. (Phonograph records)	ABC-TV	Buchanan & Co.
	Armour & Co. (Sausage & sausage products, chili con carne, Treet and meat spreads)		N. W. Ayer & Son
	Bristol-Myers Co. (Ipana Toothpaste)		Doherty, Clifford, Steers & Shenfield
	General Foods Corp. (Baker's Cocoa & Chocolate, Frosting & chocolate products)		Young & Rubicam
	General Mills, Inc. (Cereals)		Dancer-Fitzgerald-Sample
	Hood Rubber Division; B. F. Goodrich Co. (P-F Canvas Shoes)		McCann-Erickson
	Mars, Inc. (Candies)		Knox Reeves Advertising
	Mattel, Inc. (Toys)		Carson-Roberts, Inc.
	Miles Laboratories, Inc. (Bactine, One-A-Day Brand Vitamins)		Geoffrey Wade Advertising
	Perkins Products Co. Division of General Foods (Kool-Aid)		Foote, Cone & Belding
	Peters Shoe Co. (Leather Shoes)		Henri, Hurst & McDonald
	Pillsbury Mills, Inc. (Flours; frozen, refrigerated & dry mix products, frosting mixes)		Leo Burnett Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Procter & Gamble Co. (Big Top Peanut Butter)		Compton Advertising
Mighty Mouse Playhouse	Colgate-Palmolive Co. (Colgate Dental Cream)	CBS-TV	Ted Bates & Co.
	General Foods Corp. (Post's Cereals)		Benton & Bowles
Millionaire, The	Colgate-Palmolive Co. (Palmolive Rapid Shave, Shave Creams, After Shave Lotion, Colgate Dental Cream, Vel Liquid)	CBS-TV	Ted Bates & Co.
Modern Romances	Brillo (Brillo pads, Brillo Cleanser)	NBC-TV	J. Walter Thompson
	Kraft (Kraft cheeses, Cheeze Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine Kraft Orange Juice, orangeade, fruit punch, grape drink, Kraft marsh- mallows caramels, Kraft dinner, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	Sterling Drug (Fizrin, Haley's MO, Fletcher's Castoria, Energine lighter & cleaning fluid, Bayer Aspirin)		Dancer-Fitzgerald-Sample
Moore, Garry, Show	General Foods Corp. (Log Cabin Syrup, Minute Rice, Dream Whip, Baker's Coconut)	CBS-TV	Young & Rubicam
	General Mills, Inc. (Flour, Mixes, Cereals, Sponges)		Dancer-Fitzgerald-Sample
	Gerber Products Co. (Baby Foods)		D'Arcy Advertising
	Florida Citrus Products (Florida Citrus Products)		Benton & Bowles
	Hoover Co. (Vacuum Cleaners, Floor Polishers, Irons)		Leo Burnett Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
	Lever Bros. Co. (Rinso, Lux Liquid Good Luck Margarine)		J. Walter Thompson
	Libby, McNeill & Libby Co. (Canned Fruits, Vegetables)		J. Walter Thompson
	Nestle Co., Inc. (Chocolate Products, Nestle's Instant Coffee, Nestea)		Bryan Houston, Inc.
	Pittsburgh Plate Glass Co. (Plate Glass Products)		BBD & O
	Pittsburgh Plate Glass Co. (Pittsburgh Paint)		Maxon, Inc.
	Revlon, Inc. (All Revlon Products)		C. J. LaRoche, Inc.
	Sunshine Biscuits, Inc. (Biscuits, Crackers)		Cunningham & Walsh

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Vick Chemical Co. (Cold Remedies)		Morse International
Mr. Adams and Eve	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co.
M-Squad	American Tobacco (Pall Mall Cigarettes & other products)	NBC-TV	Sullivan, Stauffer Colwell & Bayles
	Hazel Bishop (Facial preparations, hair grooming products)		Raymond Spector
	Bulova Watch Co. (Watches)		McCann-Erickson
	Quaker Oats (Cat & dog food, cereals, baking mixes)		J. Walter Thompson
Munsel, Patrice, Show	Buick Motors Division; General Motors Corp.	ABC-TV	Kudner Agency
	(Automobiles and trucks, Frigidaire refrigerators, ranges, food freezers dish washers, room air conditioners, washers, dryers, combination washers and dryers)		
Murray Arthur, Party	P. Lorillard Co. (Tobacco Products)	NBC-TV	Lennen & Newell
Music Bingo	Associated Products (Deodorants, Rival dog food)	NBC-TV	Grey Advertising
	Hazel Bishop (Facial preparations, hair grooming products)		Raymond Spector
—N—			
Naked City	Brown & Williamson Tobacco Corp. (Tobacco)	ABC-TV	Ted Bates & Co.
	Quaker Oats Co. (Cereals, pancake & baking mixes, pet food)		J. Walter Thompson
Name That Tune	American Home Products Corp. (Anacin, Freezone)	CBS-TV	Ted Bates & Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
Navy Log	U. S. Rubber Co. (Tires, Keds Shoes, foam rubber mattresses, raincoats, rubber boots, golf balls, Kylon for mattresses, garden hose, bug sprays, fertilizers, Trylock)	ABC-TV	Fletcher D. Richards Inc.
	Whitehall Pharmacal Co. (Anacin)		Ted Bates & Co.
NBC Matinee Theatre	Chesebrough-Pond's (Pond's skin cream, Angel Skin; hand lotion, Angel Touch; face powder; lipstick, Angelkiss)	NBC-TV	J. Walter Thompson
	Corn Products (Mazola salad oil, NuSoft laundry fluffener, Karo syrup, Niagara starch, Kasco dog food)		C. L. Miller

COMMERCIAL TV PROGRAMS ////////////////////////////////////

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft Salad Dressings, Miracle Whip, Margarinc, Kraft orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft Dinner, Kraft jellies, jams, sandwich spread)		J. Walter Thompson
	Libby, McNeill & Libby (Canned pineapple, pineapple products, fruit cocktail, corn)		J. Walter Thompson
	Procter & Gamble (Ivory Snow, Lava Soap, Gleem Tooth- paste, Tide Detergent)		Benton & Bowles
	Whirlpool (Automatic washers, dryers & other kitchen appliances)		Kenyon & Eckhardt
NBC News	American Home Products (Heet, Anacin)	NBC-TV	Ted Bates & Co.
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Bristol-Myers (Bufferin)		Young & Rubicam
	Bulova Watch Co. (Watches, radio & electric shavers)		McCann-Erickson
	Carter Products (Arrid, Liver Pills, Rise)		Ted Bates
	Nestle Co. (DeCaf Coffee)		Dancer-Fitzgerald-Sample
	No. American Phillips Co. (Norelco Electric Shavers)		C. J. LaRoche
New Voice of Firestone	Firestone Tire & Rubber Co. (Tires, tubes, Foamex, Velon & other products)	ABC-TV	Sweeney & James, Inc.
Northwest Passage	RCA (Electric sight & sound, receivers & recorders; industrial electronic communication equipment & services)	NBC-TV	Kenyon & Eckhardt
	R. J. Reynolds (Tobacco products)		Wm. Esty
No Warning	P. Lorillard Co. (Tobacco products)	NBC-TV	Lennen & Newell
	Royal McBee (Typewriters, business machines, & their accessories)		Young & Rubicam
Oh! Susanna	Helene Curtis Industries, Inc. (Suave, Kingsmen Toiletries)	CBS-TV	Edward H. Weiss Co.
	Nestle Co., Inc. (Nescafe)		Bryan Houston Inc.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Oldsmobile Show (Starring Patti Page)	Oldsmobile Division; General Motors Corp. (Automobiles)	ABC-TV	D. P. Brother Co.
Omnibus	Aluminium Ltd. (Institutional)		J. Walter Thompson Wm. Esty Co.
	Aluminium Ltd. Sales (Aluminum & aluminum products)		J. Walter Thompson
	Union Carbide (Anti-freeze, flash- lights, batteries, insect repellants, cooking gas, synthetic gems)		J. M. Mathes
Opening Night	Max Factor (Cosmetics & hair preparations)	NBC-TV	Anderson-McConnell
Original Amateur Hour	Pharmaceuticals, Inc. (Sominex, Geritol, Zarumin, Serutan)	NBC-TV	Parkson Advertising
—P—			
Pantomime Quiz	Associated Products, Inc. (5-Day Deodorant Pads; Stick and Roll-On; insecticide repellants, athletes' foot remedies, cosmetic facial cleansers)	ABC-TV	Grey Advertising
Paar, Jack, Show	Alberto-Culver Co. (Hair Products)	NBC-TV	Geoffrey Wade Advertising
	Alden Rug Mills Inc. (Rugs)		Arndt, Preston, Chapin, Lamb & Keen
	Alliance Mfg. Co. (Tenna Rotors, Fry Pans, Clocks, Electric can openers)		Dancer-Fitzgerald-Sample
	American Marietta Co. O-Cedar Div. (Mops, brooms, furniture & floor polishes, waxes)		Turner Advertising
	American Optical Co. (Cool-Ray sun glasses)		Sutherland-Abbott
	Amity Leather Products Rolf's Division (Billfolds, pocket secretaries, traveling cases, hand luggage, handbags, purses, glass cases, etc.)		Edward H. Weiss Co.
	Bird & Son, Inc. (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	Block Drug Co. (Nytol sleeping tablets, Polident denture cleanser, Poligrip denture fastener, Pycopay tooth brushes, Minipoo dry shampoo, Greenmint mouthwash, Omega oil)		Sullivan, Stauffer, Colwell & Bayles
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Bulova Watch Co. (Watches)		McCann-Erickson
	Burlington Ribbon Mills (Christmas wrappings)		S. R. Leon & Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bymart-Tintair, Inc. (Hair coloring preparations, Curl Set preparations)		Product Services, Inc.
	Coopers, Inc. (Men's underwear & hose)		Henri, Hurst & McDonald
	Dormeyer Corp. (Power tools)		J. W. Shaw Advertising
	E. I. DuPont de Nemours Co. (Carpet Nylon)		BBD & O
	F. M. Engineering Co. Inc. (Toys)		Wm. L. Baxter Inc.
	General Electric Co. (Light bulbs)		BBD & O
	General Foods Corp. (Postum)		Young & Rubicam
	Hagen Chemicals Contracts, Inc. (Colgon, Colgonite, Thanx, Calgon Bouquet, Beam bleach)		Ketchum, MacLeod & Grove, Inc.
	Harrison Laboratories Div. Technical Tape Co. (Ten Day Press-On Nail Color and Cellophane Tapes)		Product Services Inc.
	Kaysen-Roth Corp. (Supp-Hose stockings)		Daniel & Charles Inc.
	Liftsavers, Inc. (Women's shoe heels)		Product Services
	Thos. J. Lipton Co. (Lipton Tea)		Product Services
	Louis Marx & Co. (Toys)		Al Paul Lefton Co.
	The Mennen Co. (Mennen Gold Crest)		Warwick & Legler
	Ben Mont Papers, Inc. (Saran Icicles)		Woodward, Voss & Hevenor
	National Presto Industries (Electric coffeemakers, pressure cookers)		Donahue & Coe
	North American Phillips Co. (Norelco Shavers)		C. J. LaRoche Co.
	Outboard Marine Mfg. Co. Evinrude Division (Evinrude Motors)		Cramer-Krasselt Co.
	Pharma-Craft Co. (Fresh deodorant)		J. Walter Thompson
	Phillip Morris Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Polaroid Corp. (Polaroid land camera)		Doyle, Dane & Bernbach
	Polk Miller Products Corp. (Sergeant Dog Remedies)		N. W. Ayer & Son
	Sandura Co. (Sandran floor)		Hicks & Greist Inc.
	Stephen Distributing Corp. (Stephans Dandruff Remover)		Cunningham & Walsh
	Studebaker-Packard (Automobiles)		D'Arcy Advertising
	E. R. Wagner Mfg. Co. (Carpet sweepers, carpet shampoos)		Sid Stone Advertising
	York Corp. (Air conditioners)		Donahue & Coe

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
People Are Funny	R. J. Reynolds (Tobacco products)	NBC-TV	Wm. Esty Co.
	The Toni Co. (Home permanents, shampoos, hair sprays, rinses, curlers & other women's hair care & women's hair grooming products, cleansing & conditional creams & lotions; Pens, Pencils & their accessories; Deodorants)		North Advertising
People's Choice	American Home Products (Chef Boyardee, Italian Dinners)	NBC-TV	Young & Rubicam
	Borden's (Milk & milk products, ice cream, cheese, instant coffee)		Young & Rubicam
Perry Mason	Armour & Co. (Dial Soap, Shampoo, Chiffon Liquid Detergent)	CBS-TV	Foote, Cone & Belding
	Bristol-Myers Co. (Bufferin, Vitalis)		Young & Rubicam
	Colgate-Palmolive Co. (Colgate Dental Cream)		Ted Bates & Co.
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Gulf Oil Co. (Gasoline)		Young & Rubicam
	Hamm Brewing Co. (Beer)		Campbell-Mithun
	Libby-Owens-Ford Glass Co. (Auto Safety Glass & Other Glass Products)	CBS-TV	Fuller, Smith & Ross
	Mutual Benefit & Accident Association of Omaha		Bozell & Jacobs
	National Carbon Co., Inc. (Prestone Anti-Freeze, Eveready Products)		Wm. Esty Co.
	Phillip Morris, Inc. (Parliament Cigarettes)		Benton & Bowles
	Phillips Van Heusen Corp. (Men's Apparel)		Grey Advertising
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Purex Corp. (Dutch Cleanser, Beads-O'-Bleach, Sweetheart Soap, Trend, Blu-White)		Edward H. Weiss Co.
	Sterling Drug Inc. (Bayer Aspirin)		Dancer-Fitzgerald-Sample
Person to Person	American Oil Co. (Amoco-Gas, Super Permalube Motor Oil)	CBS-TV	The Joseph Katz Co.
	Florists' Telegraph Delivery Assn., Inc.		MacManus, John & Adams
	Hamm Brewing Co. (Beer)		Campbell-Mithun
	Time, Inc. (Life Magazine)		Young & Rubicam


COMMERCIAL TV PROGRAMS ////////////////////

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Peter Gunn	Bristol-Myers (Men's hair care & men's hair grooming products, dentifrices, internal & external analgesics, deodorants)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Playhouse 90	Allstate Insurance Co. (Institutional)	CBS-TV	Leo Burnett Co.
	American Gas Association (Institutional)		Lennen & Newell
	Bristol-Myers (Vitalis, Ipana, Bufferin, Trushay)		BBD & O
	Chemstrand Corp. (Acrilan Carpeting, Nylon Cord Tires)		Doyle, Dane & Bernbach
	Elgin National Watch Co. (Watches)		J. Walter Thompson
	Ford Division of the Ford Motor Co. (Ford Trucks, Automobiles, Parts, Services)		J. Walter Thompson
	Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels)		Foote, Cone & Belding
	National Carbon Co. Inc. (Prestone Anti-Freeze Eveready Products)		Wm. Esty Co.
	Philip Morris, Inc. (Marlboro Cigarettes)		Leo Burnett Co.
	Pillsbury Mills, Inc. (Flour, Cake Mix, Pie Mix, Hot Roll Mix)		Leo Burnett Co.
	Procter & Gamble Co. (Crest Toothpaste)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty Co.
Play Your Hunch	Gerber Products Co. (Baby Foods)	CBS-TV	D'Arcy Advertising
	Lever Brothers Co. (Dove Beauty Bar)		Ogilvy, Benson & Mather
	Scott Paper Co. (Scott Paper Products)		J. Walter Thompson
	Swift & Co. (All Meat & Poultry Products, Margarine, Vigoro, Pard Dog Food, Peanut Butter)		McCann-Erickson
	Plymouth Motors Corp. Chrysler Corp. Division (Automobiles)	ABC-TV	Grant Advertising
Post Fight Beat	Bristol-Myers (Vitalis & Trig)	NBC-TV	Doherty, Clifford, Steers & Shenfield
Powell's, Dick, Zane Grey Theatre	Ford Division of the Ford Motor Co. (Ford Automobiles)	CBS-TV	J. Walter Thompson
	General Foods Corp. (Instant Maxwell House Coffee)		Benton & Bowles
	S. C. Johnson & Son (Johnson's Waxes, Cleansers, Polisher, Insecticides, Deodorizers)		Benton & Bowles
	Alberto-Culver (Hair Care Products; VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	American Home Products (Aerowax, Griffin Shoe Polish, Anacin)		Ted Bates Co.
	Armour & Co. (Liquid chiffon detergent)		Foote, Cone & Belding
	Chesebrough-Pond's (Facial Makeups, creams & lotions, Pertussin cough remedy, Vaseline petroleum jelly, "Angel Skin," Angel Touch, Angelkiss lipstick)		J. Walter Thompson
	Corn Products (Mazola, Karo, Niagara Starch)		C. L. Miller
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Frigidaire (Major Household electrical appliances)		Dancer-Fitzgerald-Sample
	General Foods (Jello Puddings, Pie Filling, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Lever Bros. (Detergents, Bar Soaps, Edible fats & dentifrices, Dove, Wisk)		BBD & O
	Lever Bros. (Toilet soaps, detergents (Liquid & powder); edible fats, dentifrices, toilet bars, margarine, shortening)		J. Walter Thompson Ogilvy, Benson & Mather
	Mentholatum Co. (Medicated Lip Pomades, cold remedies; Deep Heat Rub)		J. Walter Thompson
	Miles Laboratories (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	RCA (TV sets, industrial & electronic equipment)		Kenyon & Eckhardt
	Sandura (Floor, Wall & counter coverings, Sandran)		Hicks & Greist
	S.O.S. (Scouring pads)		McCann-Erickson
	Speidel Corp. (Men's & women's watch bands, photo-identification bands, men's jewelry)		Norman, Craig & Kummel
	Standard Brands (Margarine (As spread only), Coffee-Tea, Royal desserts, Pie Fillings, Pet Foods)		Ted Bates Co.
	Starkist (Canned tunafish)		Honig Cooper

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Professional Basketball "Game of the Week" Pursuit	Sterling Drug (Vitamin supplements, analgesics, Bayer Aspirin, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrin, Haley's MO, Fletchers Castoria)		Dancer-Fitzgerald-Sample
	Sunshine Biscuit (Salted crackers, sweet cookies)		Cunningham & Walsh
	Whitehall Laboratories (Waxes & polishes, Analgesics)		Ted Bates Co.
	Bayuk (Cigars)	NBC-TV	Feigenbaum & Wermen
	American Home Products Corp. (Anacin, Dristan)	CBS-TV	Ted Bates Co.
	Mennen Co. (Men's Grooming Toiletries, Baby Care Products)		Grey Advertising
Queen for a Day	Procter & Gamble Co. (Crest Toothpaste)		Benton & Bowles
			
	Alberto-Culver (Hair Care Products, VO-5 Hair Dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising
	American Home Products (Aerowax, Griffin polishes, Anacin, Heet, Infrarub, Wizard Room deodorizer, Easy-Off oven cleaner)		Ted Bates Co.
	Brown & Williamson (Raleigh Cigarettes)		Russel M. Seeds
	Chesebrough-Pond's (Margarine, Coffee, Tea, Royal Desserts & Pie filling, Dog Food)		J. Walter Thompson
	Chicken of the Sea (Tuna Fish)		Erwin, Wasey, Ruthrauff & Ryan
	Corn Products (Mazola, salad oil, Karo syrup, NuSoft Laundry fluffener, Niagara Starch, Kasco Dog Food)		C. L. Miller
	Drackett (Windex window cleaner, Drano drain cleaner)		Young & Rubicam
	Mentholatum (Mentholatum, Mentholatum Deep Heat Rub, Mentholatum Cold Tablets)		J. Walter Thompson
	Miles Laboratories (Alka-Seltzer, Vitamin Pills—One-A-Day)		Geoffrey Wade Advertising
	Minnesota Mining (Scotch Brand Tapes)		BBD & O
	Pillsbury Mills (Baking mixes & flour, frosting)		Leo Burnett Co.
Procter & Gamble (Dentifrices, peanut products, bar soaps, cleanser detergents,		Dancer-Fitzgerald-Sample	

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gleem toothpaste, Ivory Snow, Dash, Big Top Peanut Butter)		
	Sandura (Sandran Wall, counter & floor coverings)		Hicks & Greist
	S.O.S. (Scouring pads)		McCann-Erickson
	Standard Brands (Margarine, Coffee, Tea, Royal Desserts, Pie Filling, Dog Food)		Ted Bates Co.
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	Whitehall Laboratories (Wizard room deodorizer, Easy-off oven cleaner)		Ted Bates Co.
—R—			
Real McCoys	Sylvania Electric Products, Inc. (Flashbulbs, TV sets, hi-fi, radios, cameras, camera equipment, phonographs, radio & TV tubes, light bulbs, lighting)	ABC-TV	J. Walter Thompson
Richard Diamond, Private Detective	P. Lorillard Co. (Kent, Newport Cigarettes)	CBS-TV	Lennen & Newell
Reed, Donna, Show	Campbell Soup Co. (Soups, juices, Swanson Frozen Products)	ABC-TV	BBD & O
	Shulton, Inc. (Women's perfumes, bath crystals, talcum powders, body sachet, bath salts, bath oil, cleansing cream and lotion, Beauty Ice, men's hair tonics and creams, shampoo and talcum)		The Wesley Associates
Restless Gun	Procter & Gamble (Peanut Butter, Bar Soaps, Detergents)	NBC-TV	Leo Burnett Co.
	Sterling Drug (Ironized yeast, Bayer Aspirin, Phillips Milk of Magnesia—tablet & liquid)		Dancer-Fitzgerald-Sample
	Warner-Lambert, Inc. (Listerine Mouth Wash, Bromo-Seltzer, Anahist, Richard Hudnut Hair Line)		Sullivan, Stauffer, Colwell & Bayles
Rifleman, The	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Brand Vitamins)	ABC-TV	Geoffrey Wade Advertising
	Procter & Gamble Co. (Tide)		Benton & Bowles
	Ralston Purina Co. (New Purina Dog Chow)		Gardner Advertising
Roller Derby	Gold Seal (Glass Wax Stencils)	ABC-TV	Campbell-Mithun

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rough Riders	P. Lorillard Co. (Tobacco)	ABC-TV	Lennen & Newell
Ruff & Reddy	General Foods (Post Cereals, pie fillings, dessert mixes)	NBC-TV	Benton & Bowles
	Mars, Inc. (Candies, Candy bars)		Knox-Reeves
—S—			
Saber of London	Sterling Drug (Dentifrices, Bayer Aspirin, Phillips Milk of Magnesia; tablet & liquid)	NBC-TV	Dancer-Fitzgerald-Sample
Sally, The, Show	Chemstrand Corp. (Carpets, blankets, nylon & acrilan products)	NBC-TV	Doye, Dane & Bernbach
	Royal McBee Corp. (Typewriters, business machines & their accessories)		Young & Rubicam
Schlitz Playhouse	Schlitz Brewing Co. (Schlitz Beer)	CBS-TV	J. Walter Thompson
Scott Island	R. H. Reynolds Tobacco Co. (Tobacco)	ABC-TV	Wm. Esty Co.
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Gleem)	CBS-TV	Compton Advertising
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Easy-Off Oven Cleaner, Anacin, Heet)	CBS-TV	Ted Bates Co.
	General Foods Corp. (Jello, Pudding, Pie Filling)		Young & Rubicam
	General Mills, Inc. (Flour, Cake Mix, Cereals)		Dancer-Fitzgerald-Sample
	Quaker Oats Co. (Cereals, Pet Foods, Pancake & Baking Mixes)		J. Walter Thompson
	Scott Paper Co. (Scott Paper Products)		
Sergeant Preston of the Yukon	Quaker Oats Co. (Breakfast Foods)	CBS-TV	Wherry, Baker & Tilden
Silvers, Phil, Show	Procter & Gamble Co. (Joy)	CBS-TV	Leo Burnett Co.
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty Co.
	Schick, Inc. (Lighters, Shavers)		Benton & Bowles
Sinatra, Frank, Show	Liggett & Myers Tobacco Co. (Chesterfield, L & M, Oasis cigarettes)	ABC-TV	McCann-Erickson
Sir Lancelot	Corn Products Refining Co. (Bosco)	ABC-TV	Donahue & Coe
	Kellogg Co. (Breakfast cereals, dog foods, other products)		Leo Burnett Co.
	Joe Lowe Corp. (Popsicles, Creamsicles, Fudgsicles, other frozen confections)		Paris & Peart

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	The Wander Company (Ovaltine)		Tatham-Laird, Inc.
\$64,000 Challenge, The	P. Lorillard Co. (Kent Cigarettes) Revlon, Inc. (All Revlon Products)	CBS-TV	Young & Rubicam BBD & O
\$64,000 Question, The	P. Lorillard Co. (Kent Cigarettes) Revlon, Inc. (All Revlon Products)	CBS-TV	Lennen & Newell Warwick & Legler
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax Cleaners, Polishers, Insecticides, Deodorizers)	CBS-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated Milk, Milk products)	CBS-TV	Gardner Advertising
Small World	Olin Mathieson Chemical Corp. (Chemicals, Synthetics) Renault Inc. (Products & Services of Renault Inc.)	CBS-TV	D'Arcy Advertising Needham, Louis & Brorby
Sothern, Ann, Show	General Foods Corp. (Coffee, Cereal, Dog Food)	CBS-TV	Benton & Bowles
Steve Canyon	Liggett & Myers (L & M Tobacco Products)	NBC-TV	McCann-Erickson
Studio One in Hollywood	Westinghouse Electric Corp. (Westinghouse Kitchen Appliances, Radio & Television sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugarfoot	American Chicle Co. (Roloids, Clorets, Beeman's Chewing Gum, Chiclets and Clove Chewing Gum) Colgate-Palmolive Co. (Shave creams, shave lotions) Ford Division, Ford Motor Co. (Cars, trucks, parts and accessories) Luden's, Inc. (Luden's cough drops, Fifth Avenue Candy Bars) Whitehall Pharmcal Co. (Anacin)	ABC-TV	Ted Bates Co. Ted Bates Co. J. Walter Thompson J. M. Mathes, Inc. Ted Bates Co.
Sullivan, Ed, Show	Eastman Kodak Co. (All Products) Mercury Division of the Ford Motor Co. (Mercury Automobiles)	CBS-TV	J. Walter Thompson Kenyon & Eckhardt
Sunday News Special	American Home Products Corp. (Anacin, Bisodol, Freezone) Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream, Little Liver Pills, Nair)	CBS-TV	Ted Bates Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
77 Sunset Strip	American Chicle Co. (Dentyne, Roloids, Clorets, Beeman's chewing gum, Chiclets and Clove Chewing Gum)	ABC-TV	Ted Bates Co.
	Carter Products, Inc. (Rise, Arrid, Carter's Little Liver Pills, Nair)		Ted Bates Co.
	H. F. Ritchie, Inc. (Brylcream, hair products, Scott's Emulsion)		Kenyon & Eckhardt
	Whitehall Laboratories (Anacin, Dristan)		Ted Bates Co.
Superman	Kellogg Company (Breakfast cereals, dog foods, soft drinks)	ABC-TV	Leo Burnett Co.
	The Sweets Co. of America (Tootsie Rolls, Tootsie Roll Pops, caramels, fudge, Rockwood Wafers, Chocolate Bars, Chocolate Figurines and Coins, Rockwood chocolate confections)		Henry Eisen Advertising
Suspicion	Ford Division; Ford Motor Co. (Autos, automotive products)	NBC-TV	J. Walter Thompson
	Philip Morris Co. (Tobacco products)		N. W. Ayer
	Procter & Gamble (Women's hair care & women's hair grooming products, dentifrices, detergents)		Benton & Bowles
	Sterling Drug (Bayer Aspirin, Phillips Milk of Magnesia; liquid & tablet; Ironized Yeast)		Dancer-Fitzgerald-Sample
Swing Into Spring	The Texas Company (Petroleum products)		Cunningham & Walsh
—T—			
Tales of the Texas Rangers	Gold Seal (Glass Wax stencils)	ABC-TV	Campbell-Mithun
	The Sweets Co. of America (Tootsie Rolls and Tootsie Roll Pops, Caramels, Fudge, Rockwood chocolate)		Henry Eisen Advertising
Tales of Wells Fargo	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles
	Buick (Autos, parts & services)		McCann-Erickson Kudner Agency
Telephone Time	Bell Telephone (Institutional)	ABC-TV	N. W. Ayer & Son
Texan, The	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	CBS-TV	Ted Bates Co.
The Thin Man	Colgate Palmolive Co. (Dental Cream, bar soap, detergents, cleansers, shaving cream & Halo Shampoo)	NBC-TV	Ted Bates Co.

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Your Life	Procter & Gamble Co. (Dentifrices, bar soaps & cleansers, women's hair care & hair grooming products)	NBC-TV	Compton Advertising Benton & Bowles
Thomas, Danny, Show	General Foods Corp. (Instant Sanka Coffee, Post's Cereals)	CBS-TV	Benton & Bowles
Tic Tac Dough	Alberto-Culver (Hair care products)	NBC-TV	Geoffrey Wade Advertising
	Chesebrough-Pond's (Facial makeups, creams, lotion, Pertussin Cough Remedy, Vaseline Petroleum Jelly)		J. Walter Thompson
	Church & Dwight (Cow Brand & Arm & Hammer baking sodas)		J. Walter Thompson
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Minute Rice, Jello puddings, jello pie fillings, Swansdown flour & cake mixes)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Gossard (Gossard girdles)		Edward H. Weiss
	H. J. Heinz (Condiments; ketchups, pickles, vinegar, soup, baby foods, spaghetti & beans)		Maxon Advertising
	Kraft (Kraft cheeses, Cheez Whiz, Party Snacks, Kraft salad dressings, Miracle Whip, Margarine, Kraft Orange juice, orangeade, fruit punch, grape drink, Kraft marshmallows, Caramels, Kraft dinners, Kraft jellies, jams & sandwich spreads)		J. Walter Thompson
	Minnesota Mining (Scotch Brand Tapes)		BBD & O
	Pillsbury Mills (Baking mixes, flour, frosting)		Leo Burnett Co.
	Procter & Gamble Co. (Women's hair care, detergents, Bar soaps, edible fats—shortening; cleanser & Comet, Cleem, Crisco, Dreft, Camay)		Grey Advertising; Dancer-Fitzgerald-Sample
	RCA (Electronic sight & sound receivers & recorders; Industrial electronic communication equipment & services)		Kenyon & Eckhardt
	S.O.S. (Scouring pads)		McCann-Erickson

COMMERCIAL TV PROGRAMS ////////////////////////////////////

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Standard Brands (Coffee, Tea, desserts, margarine, dog food)		Ted Bates Co.
	Starkist (Canned tuna fish)		Honig-Cooper
	Sunshine Biscuit (Salted crackers, cookies, dog food)		Cunningham & Walsh
	Toni Company (Toni home permanents, curlers, sprays, shampoo, Deep Magic skin cream)		North Advertising
	Warner-Lambert (Listerine, Bromo-Seltzer, Anahist, Bliss, Hudnut Hair Line, Lipstick)		Norman, Craig & Kummel; Lennen & Newell
Today	Alden Rug Mills (Rugs)	NBC-TV	Arndt, Preston, Chapin, & Keen
	American Agricultural Chemical Co. (Agrico Fertilizers)		M. L. Grant, Inc.
	American Can Co. (Cans)		Compton Advertising
	Amity Leather Products Co. (Amity Billfolds, Clutch bags, handbags, key cases, pocket secretaries, hearing aids)		Gordon Best Co.
	Asco Electronics Co. (Flea Card)		Jerome O'Leary
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Bronner
	Bird & Son, Inc. (Roofing & hard surface flooring)		H. B. Humphrey, Alley & Richards, Inc.
	The Block Drug Co. (Nytol)		Sullivan, Stauffer, Colwell & Bayles
	Bulova Watch Co. (Watches)		McCann-Erickson
	California Prune Advisory Bd. (Prunes)		Botsford, Constantine & Gardner
	Canada Dry Inc. (Soft drinks)		J. M. Mathes, Inc.
	Channel Master Corp. (TV Antennas)		S. R. Leon Co.
	Colgate-Palmolive-Peet Co. (Rapid Shave)		Ted Bates Co.
	Drexel Furniture Co. (Furniture)		Arndt, Preston, Chapin, Lamb & Keen
	Dixie Cup Co. (Dixie Cups)		Hicks & Greist
	E. I. duPont de Nemours & Co. (Carpet nylon, women's blouses & sweaters, men's, women's & children's outerwear)		
	L. C. Forman & Son (Piccalilli)		C. Wendel Muench Co.
	General Dynamics (Institutional)		D'Arcy Advertising
	General Electric Co. (Light bulbs)		BBD & O
	Grove Laboratories Inc. (Fitch Shampoo, Hair tonic, 4-way cold tablets, liquid cough & cold medication)		Cohen & Aleshire

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gulf Guarantee Land & Title Co. (Cape Coral Real Estate)		Paul Venze Assoc.
	P. H. Hanes Knitting Co. (Underwear, baby sleepwear)		N. W. Ayer
	H. J. Heinz (Concentrated tomato juice)		Maxon Advertising
	Insurance Co. of North America (Insurance)		N. W. Ayer
	Jackson & Perkins (Rose Bushes)		Wunderman, Ricotta & Kline
	Howard D. Johnson Co. (Chain restaurants, ice cream and specialties)		N. W. Ayer
	Juvenile Shoe Corp. of America (Lazy Bone Shoes)		Storm Adv. Co.
	Keystone Camera Co. (Cameras & projectors)		The Bresnick Co.
	Knapp-Monarch Co. (Liquidizer, Redi-Baker)		Frank Block Associates
	Liftsavers Inc. (Heels; women's shoes)		Product Services
	Mar Pro, Inc. (Maremont Mufflers)		Waldie & Briggs
	The Mennen Co. (Mennen Gold Crest)		Warwick & Legler
	G & C Merriam Co. (Dictionaries)		Anderson & Cairns
	Ben Mont Papers Inc. (Saran Icicles)		Woodward, Voss & Hevenoor
	National Assn. of Insurance Agents (Insurance)		Doremus & Co.
	National Presto Industries (Electric coffee makers, pressure cookers)		Donahue & Coe
	Niagara Therapy Mfg. Corp. (Therapeutic chairs)		Geo. L. Mallis Inc.
	Oswow Products (Mechanical home & car washer)		Gore, Smith, Greenland
	Outboard Marine Mfg. Co. Evinrude Division (Outboard motors)		Cramer Krasselt Co.
	Rock of Ages, Inc. (Monuments)		Harold Cabot & Co.
	Shakespeare Co. (Fishing rods)		MacDonald-Cook Co.
	Stephan Distributing Co. (Stephans dandruff remover)		Cunningham & Walsh
	Sterling Drug Co. (Aspirin)		Dancer-Fitzgerald-Sample
	Stern's Nurseries (Roses)		Fairfax, Inc.
	Time, Inc. (Time Magazine)		Maxwell, Sackheim Co.
	Washington State Potato Commission (Potatoes)		Howard J. Ryan & Son
	White Motor Co. (Trucks & institutional advertising)		D'Arcy Advertising

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods (Swansdown cake flour, mixes, jello puddings & pie fillings, Minute Rice)		Young & Rubicam
	General Mills (Cereals)		Tatham-Laird
	Glamorene (Glamorene, rug and upholstery cleaner)		Product Services Inc.
	H. J. Heinz (Soup, Baby foods, Condiments: ketchup, pickles, vinegar, Spaghetti & beans)		Maxon Advertising
	Lever Bros. (Detergents, dishwashing soaps, dentifrices)		J. Walter Thompson
	Mentholatum (Medicated Lip Pomade, Cold Remedies)		J. Walter Thompson
	Pharmaceuticals (Geritol, Devarex)		Parkson Advertising
	Pillsbury Mills (Baking Mixes, Flour, Frostings)		Leo Burnett Co.
	Procter & Gamble (Detergents, Bar Soaps, Shortening, Cheer, Camay, Fluffo, Zest)		Young & Rubicam
	Sterling Drug (Analgesics, laxatives, Bayer aspirin, Bayer Nasal Spray, Dr. Lyon's Tooth Powder, Phillips Milk of Magnesia, Fizrln, Haley's MO, Fletcher's Castoria)		Dancer-Fitzgerald-Sample
True Story	Sterling Drug (Bayer Aspirin, dentifrices, Phillips Milk of Magnesia, Haley's MO, Nasal Spray, Dr. Lyon's Tooth Powder, Energine Cleaning Fluid, Ironized yeast)	NBC-TV	Dancer-Fitzgerald-Sample
Truth or Consequences	Alberto-Culver (Hair care products, VO-5 Hair dressing, Rinse-Away Shampoo)	NBC-TV	Geoffrey Wade Advertising
	American Home (Aerowax, Griffin Polishes, Anacin, Heet, Infrarub)		Ted Bates Co.
	Dow Chemical (Saran Wrap)		MacManus, John & Adams
	General Foods (Jello puddings, Pie fillings, Minute Rice, Swansdown flour & cake mixes)		Young & Rubicam
	Lehn & Fink (Lysol)		McCann-Erickson
	Lever Bros. (Imperial Margarine, misc. detergents)		Needham, Louis & Brorby
	Miles Labs. (Alka-Seltzer, One-A-Day Vitamins)		Geoffrey Wade

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Bell & Howell (Photographic equipment)		McCann-Erickson
	Drackett Co. (Windex, Drano & other household cleansers)		Young & Rubicam
	Edsel Division; Ford Motor Co. (Automobiles)		Foote, Cone & Belding
	Elgin (Watches)		J. Walter Thompson
	Ford Motor Co. (Automobiles)		J. Walter Thompson
	General Foods Corp. (Post cereals, coffee, dog food)		Benton & Bowles
	Lewis-Howe Co. (Turns & Headache Remedy)		McCann-Erickson
	National Biscuit Co. (Bake Goods, mixes, cereals, dog food)		McCann-Erickson
	R. J. Reynolds (Tobacco Products)		Wm. Esty Co.
Wallace, Mike, Interview Wanted—Dead or Alive	Phillip Morris, Inc.	ABC-TV	N. W. Ayer & Son, Inc.
	Brown & Williamson Tobacco Corp. (Tobacco Products)	CBS-TV	Ted Bates Co.
	Kellogg Co. (Cereals, Dog Food)		Leo Burnett Co.
Welk's Lawrence, Top Tunes and New Talent	Dodge Division and Plymouth Division; Chrysler Corporation	ABC-TV	Grant Advertising
Wednesday Night Fights	Brown & Williamson Tobacco Corp. (Tobacco)	ABC-TV	Ted Bates Co.
	Mennen Company (Shave Creams)		McCann-Erickson, Inc.
	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins, Bactine)		Geoffrey Wade Advertising
West Point	Bristol-Myers Co. (Bufferin)	ABC-TV	Young & Rubicam
	Carter Products, Inc. (Arrid-Whirl-In, Arrid Deodorant, Rise Shave Cream, Liver Pills)		Sullivan, Stauffer, Colwell & Bayles
	Phillips-Van Heusen Corp. (Shirts and men's wear)		Grey Advertising
What's My Line?	Helene Curtis Industries	CBS-TV	McCann-Erickson
	(Stopette, Poof, Finesse, Hair Dressing, Shampoos)		
	Florida Citrus Commission (Florida Citrus Products)		Benton & Bowles
	Mutual Benefit & Accident Association of Omaha (Insurance)		Bozell & Jacobs
	Remington Rand, Inc. (Remington Electric Shavers & Office Equipment)		Young & Rubicam
White, Betty, Show	Plymouth Motors Corp., Div. of Chrysler Corp. (Automobiles)	ABC-TV	Grant Advertising
Wide Wide World	General Motors (Autos, trucks, parts & services)	NBC-TV	MacManus, John & Adams
Wild Bill Hickok	Edsel Division, Ford Motor Co. (Edsel Cars)	ABC-TV	Foote, Cone & Belding

COMMERCIAL TV PROGRAMS

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Company (Breakfast cereals, dog foods, other products)		Leo Burnett Co.
	Kellogg Company (Cereals & dog food)	CBS-TV	Leo Burnett Co.
	The Procter & Gamble Co. (Big Top Peanut Butter)	ABC-TV	Compton Advertising
	The Sweets Co. of America (Candy Product)		Henry Eisen Advertising
Winchell, Paul, Show	General Mills, Inc. (Cereals, flours, flour base products)	ABC-TV	Dancer-Fitzgerald-Sample
	Hartz Mountain Products (Accessories and food for birds, tropical fish, turtles, cats and dogs)		George H. Hartman Co.
Winchell, Walter, Show	Revlon, Inc. (All Revlon Products)	ABC-TV	C. J. LaRoche & Co.
Wingo	The Toni Co. (Self Home Permanent Wave, Hair Sprays)	CBS-TV	North Advertising
Woody Woodpecker	Kellogg Company (Breakfast cereals, dog foods and other products)	ABC-TV	Leo Burnett Co.
Wyman, Jane, Show	Hazel Bishop (Facial preparations, hair grooming products)	NBC-TV	Raymond Spector
	Quaker Oats Co. (Cat & dog food, cereals, baking mixes)		Needham, Louis & Brorby
Wynn, Ed, Show	Bulova Watch Co. (Watches, radio, electric shavers)	NBC-TV	McCann-Erickson
	Liggett & Myers (L & M Tobacco Products)		McCann-Erickson
—Y—			
Yancy Derringer	S. C. Johnson & Son, Inc. (Johnson's Wax, Cleaners, Polishers)	CBS-TV	Needham, Louis & Brorby
You Asked for It	The Best Foods, Inc.	ABC-TV	Guild, Bascom & Bonfigli
You Bet Your Life	Chrysler Corp. (Autos, parts & services)	NBC-TV	BBD & O
	Lever Bros.		BBD & O
	The Toni Co. (Home permanents, hair care)		North Advertising; Tatham-Laird
Young, Loretta	Procter & Gamble (Tide, Lilt, Gleem, Camay)	NBC-TV	Benton & Bowles
Your Hit Parade	American Tobacco Co. (Hit Parade Cigarettes)	CBS-TV	BBD & O
	American Tobacco Co. (Tobacco products)	NBC-TV	BBD & O
	The Toni Company (See: You Bet Your Life)		North Advertising
—Z—			
Zorro	A.C. Spark Plug Div.; General Motors Corp. (Spark plugs, oil filters, fuel pumps, etc.)	ABC-TV	D. P. Brother & Co.
	Seven-Up Company (7-Up)		J. Walter Thompson



Cheers, heigh-ho, and hurrah
 for the honored General!
 For loyalty to client,
 reliability in the lab,
 foresight in the field, and
 devotion above and beyond
 the call of duty,—

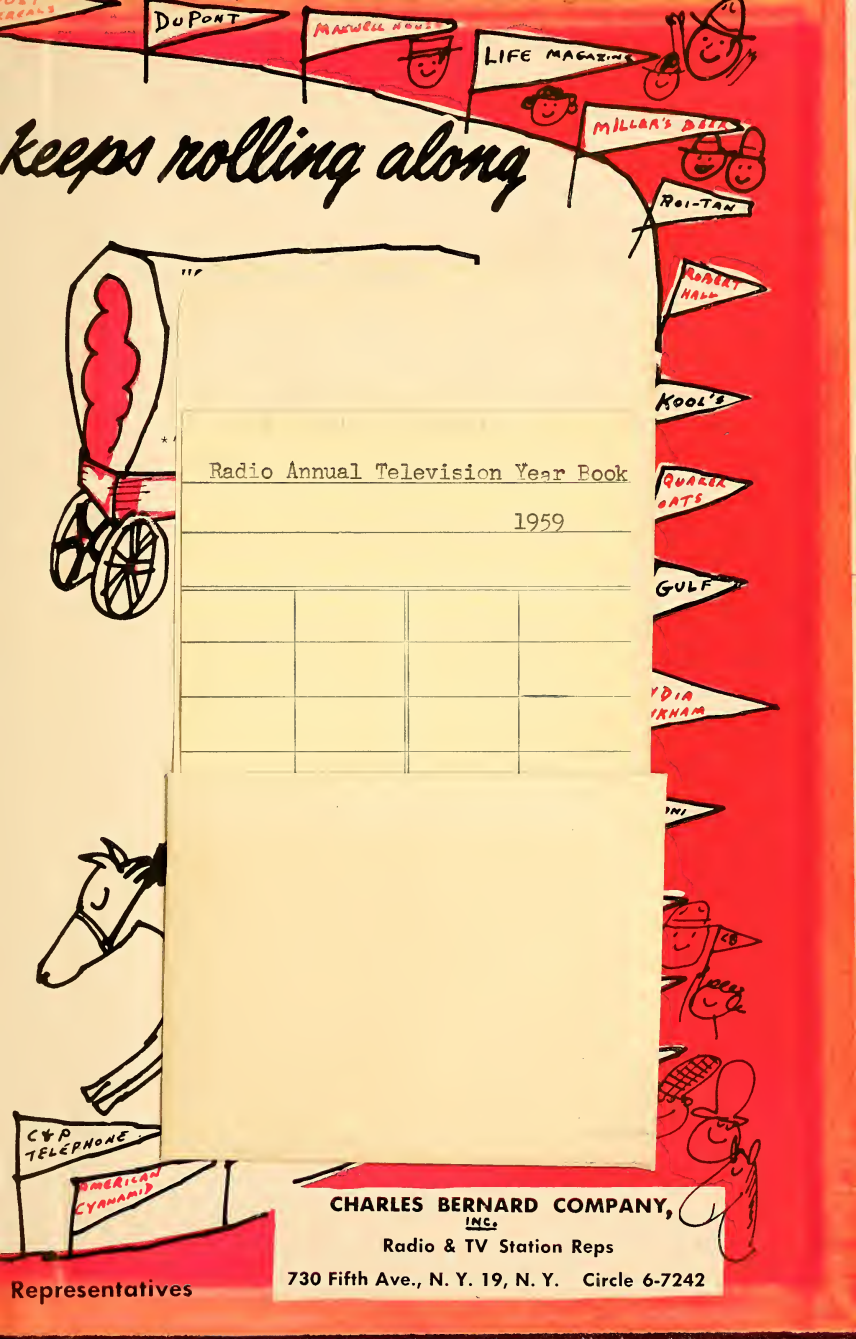
GENERAL FILM
THE PRODUCER'S
CHOICE!



GENERAL
 FILM LABORATORIES CORP.

1546 NO. ARGYLE, HOLLYWOOD 28,
 NO. 2-6171

VIVA!



DUPONT

MAXWELL HOUSE

LIFE MAGAZINE

MILLER'S BREAD

ROE-TAN

ROBERT HALL

KOOL'S

QUACK OATS

GULF

Y DIA IKNAM

INI

keeps rolling along

Radio Annual Television Year Book

1959

CHARLES BERNARD COMPANY,
INC.

Radio & TV Station Reps

730 Fifth Ave., N. Y. 19, N. Y. Circle 6-7242

Representatives

LIBRARY OF CONGRESS



0 021 248 822 7



40 Years of Leadership
and Achievement
in Radio — TV — Electronics

1919-1959

RADIO CORPORATION OF AMERICA